

SANTA CRUZ RECORD



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LOCAL BUSINESS STARTS HERE

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Surf City Sandwich

Owner and Chef Paul Figliomeni has always dreamed of combining his passion for excellent food and his love of surfing and Santa Cruz, so he created Surf City Sandwich.

'My wife Elaine understands hospitality from her past corporate work. We wanted to create unique and delicious food, and a great sense of hospitality.'

Surf City Sandwich is not a deli or a fast-food place, they are a quick-serve restaurant creating unique, handcrafted sandwiches. Their produce is from Coast Produce; U.S. Foods supplies most of their meats, the beef and pork is all natural and grain fed, and



Stagnaro's is their main seafood source. The tasty potato chips are handmade daily with their own special seasoning.

The Surf City Sandwich menu offers unique, hand crafted sandwiches with brilliant flavor combinations which will make your taste buds smile. Their motto "Go Fresh or Go Home" means they take the quality of their food very seriously. Fresh, local bread and produce is delivered every day so you can be sure your food is made from the freshest ingredients.

Paul and Elaine and the staff invite you in to see rare vintage surfboards, watch live streaming waves, and enjoy a delicious meal with a beer from their micro taproom.

4101 Soquel Dr., Soquel. 831 346-6952
www.surfcitysandwich.com

Inside this Issue

Bookworm Review	2
Slingshot to Success	3
New Business Filings	4
Businesses for Sale	5
Real Estate Sales	6
Distressed Real Estate	8
Public/Legal Notices	9
Ebb & Flow- Jordan Baker.....	17
A.B.C. & Business Transfers	18
Commercial Leasing	18
Tracking the Numbers	19
Contact Information	19

Payoff: The Hidden Logic That Shapes Our Motivations

by Dan Ariely



by Terri Schlichenmeyer

The house won't write its own check.

Car payments don't happen by magic, food won't drive to your doorstep, and decent clothing isn't free. In short, bills won't pay themselves – but are they the sole reason to go to work each day? Author Dan Ariely says no, and in his new book “Payoff: the Hidden Logic That Shapes Our Motivations,” he explains.

No matter where you get your paycheck or salary, the truth is that you are the boss of you. You make yourself get out of bed, eat well, disengage as needed, exercise, and stay motivated. In fact, says Dan Ariely, “we are all part-time motivators,” but to what extent? Why do we endure tasks that “may appear on the surface to be thankless”?

To understand, you need to know that we humans are “driven” to seek meaning. You may think, for example, that retirement on a beach would be perfect, but you probably wouldn't be happy for long. You need meaning, because the people with the most meaningful lives tend to be happiest.

So, back to motivation: how do you motivate your employees to, say, boost productivity? Studies show

that offering monetary rewards can backfire. Unexpected prizes are high motivators – for awhile. Recognition works very well because “Acknowledgment is a kind of

human magic...” and can keep employees engaged.

This all comes back to meaning: give employees a reason to believe that they're valuable and not just some “cogs on a wheel,” and they feel more ownership toward their work. Put

them in a meaningless cubicle or tell them that they're just worker-bees, and you've squashed their motivation like a bug.

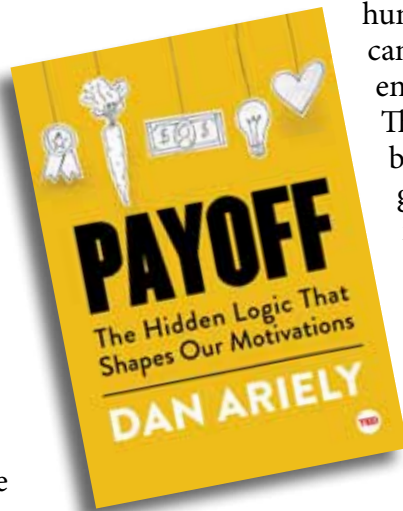
People tend to value things they've made, more than something someone else crafted – and that includes customers and product customization. Let employees feel some sort of investment toward and from you, and they'll act more like part of the team. Know what's measurable on the job, and don't make the “uncountable... as if it were easily countable.” Look long-term. And always remember the importance of goodwill.

“Supporting it is easy,” says Ariely, “but destroying it is even easier.” Remember that job you had where

you never felt appreciated? Remember how much you couldn't wait to quit? That won't happen in your business if you read “Payoff.”

It's easy, as it turns out, to retain employees, so long as you can motivate them in ways that work for you both. Gone, says author Dan Ariely, are the days when a paycheck was the only reason for going to the office. Instead, researchers recognize that motivation and job enjoyment go hand-in-hand, and that the wise supervisor or business owner seeks both. Here, Ariely explains what motivation is and why it's so “fragile,” and he shows how we can be motivated to do something we don't like, and how that can ultimately become something worthwhile.

If your own get-up-and-go is gone, or if you'd like a surprisingly effective workplace enhancer, here's the book you want. You'll get a lot out of “Payoff,” so check it out. ■



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.

Proactive vs. Reactive Marketing

by Bryce Root

We're going to lay out why we stand behind your business needing to be more proactive with its marketing in this week's column. Hopefully, you've had an opportunity in recent weeks to go into "airplane mode" and really delve into how you're going to achieve your overall business goals in 2017. If you haven't, now is the time and even though we're entering prime time holiday mode for many of you, it will be essential to map out how you intend on reaching your business goals and how marketing will play a role in reaching your target market(s). If you haven't, we highly recommend you refer to our column in the November 15th Santa Cruz Record where we walk you through it all.

The reason why it's so important is that once January 2nd rolls around, you're going to notice that everyone from competitors to sales reps are in hyperdrive. Their renewed energy to kickoff the new year right will be very apparent as fresh ideas and campaigns are rolled out and those phone calls touting the perfect marketing opportunity are common place. For many new small business owners, this can be a little overwhelm-

ing and the pressure to keep up with established businesses via the first couple cold calling sales reps may be overly tempting. Without documented business goals, a specific target market, branding and a strategic marketing plan, you'll be placing a great deal of pressure on yourself to find a solution to make it all happen.

We see it day in and day out when we speak with new business owners who have advertised in a popular newspaper or on a mainstream radio station and usually the first things out of their mouths are that it cost a lot and they didn't see any results. As you get your feet wet, you'll begin to receive more and more calls from events looking for sponsors, online directories and solutions promising easy fixes, and publications claiming they are the one-stop-shop for everything marketing. The fact of the matter is that more than likely these marketing solutions are not going to produce the results you're looking for. The primary reason is that your target audience, the very people that are excited about your product or service, don't attend, read or subscribe to these types of mediums.

Instead, we recommend that you spend a devoted amount of time researching what makes

your target audience tick. This involves a bit of research, due diligence, experimentation and overall communication to figure what your ideal customer is all about, where they live, what they read, how you can make their lives easier and what they are doing in a typical week. By performing this critical step, you'll be able to proactively plan, not to mention determine which event is worth attending, when to say no, which elements to ask for, how and what to communicate to them, and whether that tempting marketing opportunity you are pitched is worth it. This is all part of being proactive with your marketing and leaving that reactive strategy in the past. ■

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



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Rx App **COMING SOON**

Daily Marketing Tips

Email Newsletters



Services

Marketing Makeovers

Custom Marketing Plans

Brand Guides & Marketing Audits

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"Marketing Plans Made Easy"

"Strategic Partnerships Power Boost"

"The Ultimate Marketing Boot Camp"

"No Budget, No Problem Marketing"

RootGroupMarketing.com | (831) 824-4135



New Business Filings

Clay Brasuell
Degan Home Inspection
Boulder Creek CA 95006

Ema Kawasaki Graff
Kawasaki Consulting
Boulder Creek CA 95006

Terra Bliss Leilani Martin; Lisa Poston
Reclaimed In Love
Capitola CA 95010

Shane Barry
MMK Ambassadors Trust
Capitola CA 95010

Strength for Body & Mind LLC
Surf City Strength
Corralitos CA 95076

April Pedrani, Trustee
Sandra Virga, Trustee
Seaside Studios
El Dorado Hills CA 95762

David Faulkner **Santa Cruz Mountain
Tops Santa Cruz Mountain Aquaponics**
Felton CA 95018

All in One Healthcare, Inc
**All In One Care 1 Care For Mom;
1 Care Referral Agency**
Los Gatos CA 95030

Daniel T. Hwang
Santa Cruz Mt. Herbs
Los Gatos CA 95031

Lori Adragna
GVC Pre Show
Pacific Grove CA 93950

Niyati Patel DDS
Mirco Endodontic of Santa Cruz
Santa Cruz CA 95060

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

Benjamin Lindsey
Cumulous
Santa Cruz CA 95061

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

Lester Ma
Eastside Board and Beach Rentals
Santa Cruz CA 95062

Lalita Kaewsawang
Hanloh
Santa Cruz CA 95060

Enhance LLC
Enhance Food The Seasoning Secret
Scotts Valley CA 95066

Martina Hawthorn
Consider It Done
Scotts Valley CA 95066

Robert T. Fernandes
Mr. Sparkle Carpet Cleaning
Scotts Valley CA 95066

Dyana R. Zweng
A Bit of Earth
Scotts Valley CA 95066

Mark H Brewer
MHB Volleyball Oas
Scotts Valley CA 95066

Kar Auto Spa Inc.
Cruz Car Wash
Soquel CA 95073

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

Pierre Riche
Custom Decorative Metalwork
Watsonville CA 95076

George A Ditz III
The Pioneer's Happy Cow Girls Ranch
Watsonville CA 95076

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Fictitious Business Name
in the
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for only \$50!**

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santacruzrecord@gmail.com

**See Public Notices
beginning on page 10**

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

RED HOT REGINAL CUISINE RESTAURANT SANTA CRUZ COUNTY

Thriving Cafe offering regional cuisine with indoor and outdoor seating in popular center. Recipes and concept negotiable. Over \$70K invested in FF&E includes full modern kitchen with hood, grease trap, plus Type 41 ABC license. Generated \$399K in Gross sales in first year of business and growing! **Offered of \$125,000.** Listed by Datta Khalsa, CABB Main Street Realtors, tel 831-818-0181

ICONIC FURNITURE & MATTRESS STORE SANTA CRUZ COUNTY

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

UPSCALE SPA & BOUTIQUE SANTA CRUZ COUNTY

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

PRESTIGES LEATHER GOODS COMPANY MONTEREY BAY AREA

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

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

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

CUSTOM AUTO REPAIR

Area: Santa Cruz County
County: Santa Cruz City: Scotts Valley
Price: \$199,000
Adjusted Net: \$108,000+
Revenue: \$1,049,514
4X4 and More in Scotts Valley has been in business for over 25 years. In addition to custom 4X4 modifications and repairs, they also provide routine car repairs and maintenance for a steady stream of loyal customers in Santa Cruz County and beyond. Owner willing to train as needed. 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

PREMIUM COFFEE DISTRIBUTOR

Area: San Francisco Bay Area County: None Given
City: None Given
Price: \$198,000 Adjusted Net: \$61,914
Revenue: \$425,819
Please Note: An offer has been accepted and escrow opened. Backup offers only at this point. Substantial Price Reduction A leading distributor of branded premium Italian espresso, coffee, tea and cocoa for offices and restaurants in the San Francisco Bay Area. Office Non-Disclosure Agreement and Buyers Profile required from buyers. PLEASE CALL OR EMAIL KEN JOHNSON. COAST BUSINESS BROKERAGE. 408-799-2117 OR 831-685-8866. scbusinessbroker@gmail.com. BRE # 01905767



Real Estate Sales

Property Address	APN#	Purchase Price
Document#	Date Recorded	

Santa Cruz County

530 W. Seacliff Dr. Aptos CA 95003 038-172-29 \$989,000 2016-45447 11/18	
9235 Newell Creek Rd. Ben Lomond CA 95005 077-241-08 \$753,500 2016-45349 11/17	
8455 Highway 9 Ben Lomond CA 95005 072-411-03 \$510,000 2016-45429 11/18	
9665 Love Creek Rd. Ben Lomond CA 95005 077-091-05 \$645,000 2016-45580 11/18	
250 Via Paloma Boulder Creek CA 95006 087-053-15 \$620,000 2016-45598 11/18	
216 Redwood Way Boulder Creek CA 95006 081-232-02 \$450,000 2016-45641 11/18	
4259 Sea Pines Ct. Capitola CA 95010 034-291-34 \$474,000 2016-45424 11/18	
1207 Windward Lane Capitola CA 95010 034-611-07 \$806,500 2016-46459 11/18	
1925 46th St. #158 Capitola CA 95010 034-591-79 \$475,000 2016-45470 11/18	
1575 Prospect Ave. Capitola CA 95010 034-044-14 \$1,265,000 2016-45847 11/21	
122 Wesley St. Capitola CA 95010 036-171-09 \$980,000 2016-45856 11/21	
1260 41st Ave. 1-4 Capitola CA 95010 034-391-01 \$721,000 2016-45938 11/22	
10875 Westwood Rd. Felton CA 95018 074-291-02 \$280,000 2016-45347 11/17	
24700 Soquel-San Jose Rd. Los Gatos CA 95033 096-211-07 \$502,000 2016-46291 11/22	
112 Canfield Ave. Santa Cruz CA 95060 007-451-10 \$422,000 2016-45216 11/17	
1835 Soquel Dr. Santa Cruz CA 95062 009-381-09 \$650,000 2016-45319 11/17	

241 Main St. Santa Cruz CA 95060 007-221-08 \$1,200,000 2016-45427 11/18	754 Tuttle Ave. Watsonville CA 95076 019-084-30 \$499,000 2016-45468 11/18
217 Fridley Dr. Santa Cruz CA 95060 006-023-26 \$1,145,000 2016-46438 11/18	13 Plover Cir. Watsonville CA 95076 052-281-17 \$1,594,545 2016-45553 11/18
558 Westdale Dr. Santa Cruz CA 95060 080-282-17 \$891,000 2016-45463 11/18	149 Crest Dr. Watsonville CA 95076 046-241-33 \$867,000 2016-45621 11/18
755 14th Avenue #205 Santa Cruz CA 95062 027-391-15 \$459,000 2016-45588 11/18	112 Rogge Lane Watsonville CA 95076 110-221-05 \$1,250,000 2016-45629 11/18
632 Trevethan Ave. Santa Cruz CA 95065 009-074-10 \$867,000 2016-45626 11/18	136 Rio Boca Rd. Watsonville CA 95076 052-321-47 \$1,250,000 2016-45787 11/21
202 Kalkar Dr. Santa Cruz CA 95060 004-551-41 \$450,000 2016-45680 11/21	443 Bridge St. Watsonville CA 95076 017-701-16 \$469,000 2016-45791 11/21
112 Shelter Lagoon Dr. Santa Cruz CA 95060 004-341-12 \$293,000 2016-45835 11/21	242 Brookhaven Lane Watsonville CA 95076 019-185-21 \$415,000 2016-45841 11/21
755 14th Avenue #503 Santa Cruz CA 95062 027-391-36 \$439,000 2016-45849 11/21	101 Shell Dr. #63 Watsonville CA 95076 052-412-07 \$250,000 2016-45855 11/21
234 Quail Dr. Santa Cruz CA 95060 063-053-06 \$1,200,000 2016-45900 11/21	103 Cutter Dr. Watsonville CA 95076 051-711-05 \$1,525,000 2016-45867 11/21
122 Oxford Way Santa Cruz CA 95060 104-311-15 \$1,175,000 2016-45989 11/22	77 Pelican Point Watsonville CA 95076 052-354-01 \$805,000 2016-45903 11/21
165 24th Avenue Santa Cruz CA 95062 028-232-03 \$1,745,000 2016-46017 11/22	819 Martinelli St. Watsonville CA 95076 019-026-02 \$200,000 2016-45943 11/22
3310 Margies Way Santa Cruz CA 95062 031-113-60 \$782,000 2016-46079 11/22	77 Winding Way Watsonville CA 95076 016-241-66 \$200,000 2016-46214 11/22
675 Prospect Heights Santa Cruz CA 95065 009-481-02 \$1,090,000 2016-46233 11/22	546 Center St. Watsonville CA 95076 017-064-04 \$442,000 2016-46257 11/22
340 Chestnut St. Santa Cruz CA 95060 005-135-07 \$895,000 2016-46274 11/22	56 Atkinson Lane Watsonville CA 95076 048-211-25 \$2,532,909 2016-46260 11/22
220 Silverwood Dr. Scotts Valley CA 95066 021-192-16 \$1,320,000 2016-45269 11/17	54 Union St. Watsonville CA 95076 017-262-20 \$635,000 2016-46283 11/22
230 Miraflores Rd. Scotts Valley CA 95066 067-092-22 \$775,000 2016-45352 11/17	
775 Tabor Dr. Scotts Valley CA 95066 023-011-30 \$900,000 2016-45602 11/18	
115 Dead End Rd. Scotts Valley CA 95066 070-041-11 \$405,000 2016-45610 11/18	
4340 Scotts Valley Dr. #C-6 Scotts Valley CA 95066 022-871-07 \$310,000 2016-45971 11/22	
313 Sherman Dr. Scotts Valley CA 95066 024-182-13 \$1,175,000 2016-46228 11/22	
4485 Fairway Dr. Soquel CA 95073 040-451-08 \$834,000 2016-46238 11/22	
2564 Gary Dr. Soquel CA 95073 030-242-32 \$695,000 2016-46240 11/22	
192 Crestview Ct. Watsonville CA 95076 019-177-23 \$375,000 2016-45399 11/17	

Monterey County

3500 Viola Dr. Aromas CA 95004 267-131-012 \$750,000 2016-69930 11/17	
205 Aromas Rd. Aromas CA 95004 267-082-020 \$699,500 2016-69973 11/17	
617 Carpenteria Rd. Aromas CA 95004 141-062-010 \$540,000 2016-70073 11/17	
2033 San Juan Rd. Aromas CA 95004 267-051-014 \$665,000 2016-71347 11/22	
50740 Partington Ridge Rd. Big Sur CA 93920 420-211-006 \$1,550,000 2016-71343 11/22	
2210 Bryson Hesperia Rd. Bradley CA 93426 424-071-002 \$438,000 2016-71273 11/22	
267 Hacienda Carmel Carmel CA 93923 015-351-001 \$569,000 2016-70097 11/18	

84 High Meadow Lane Carmel CA 93923
015-501-014 \$900,000 2016-70136 11/18

7076 Fairway Place Carmel CA 93923 157-
093-009 \$2,300,000 2016-70138 11/18

Torres St. SE of 2nd Ave. Carmel CA 93923
010-102-017 \$1,695,000 2016-70601 11/21

24210 San Pedro Lane Carmel CA 93923
009-032-012 \$1,150,000 2016-70846 11/21

25585 Flanders Dr. Carmel CA 93923 015-
101-011 \$1,320,000 2016-70856 11/21

25350 Tierra Grande Dr. Carmel CA 93923
169-362-001 \$1,210,000 2016-70978 11/22

32692 Coast Ridge Dr. Carmel CA 93923
243-282-009 \$1,900,000 2016-70051 11/17

Laurel Springs Rd. Carmel Valley CA
93924 418-281-021 \$151,000 2016-70043
11/17

929 W. Carmel Valley Rd Carmel Valley
CA 93924 185-041-023 \$172,500 2016-
70070 11/17

75 Paso Hondo #A Carmel Valley CA
93924 189-252-026 \$752,000 2016-70104
11/18

17793 Cachagua Rd. Carmel Valley CA
93924 417-101-004 \$500,000 2016-70959
11/22

Not Available Castroville CA 95012 133-
491-044 \$1,800,000 2016-70373 11/18

11140 Union Cir. Castroville CA 95012
030-033-008 \$400,000 2016-70653 11/21

18635 McClellan Cir. East Garrison CA
93933 031-163-007 \$644,000 2016-70478
11/18

15623 Watkins Gate Rd. East Garrison CA
93933 031-168-012 \$658,500 2016-70549
11/18

556 Belden St. Gonzales CA 93926 020-
072-006 \$380,000 2016-70482 11/18

204 Cedar Ave. Greenfield CA 93927 024-
351-059 \$295,000 2016-70851 11/21

3070 Vaughn Ave. Marina CA 93933 032-
272-002 \$502,000 2016-70066 11/17

3158 Eucalyptus St. #7 Marina CA 93933
032-521-007 \$300,000 2016-70465 11/18

249 9th Street Marina CA 93933 031-254-
083 \$600,500 2016-71294 11/22

2723 Bungalow Dr. Marina CA 93933 031-
254-026 \$665,000 2016-71329 11/22

901 W. Franklin St. Monterey CA 93940
001-342-011 \$675,000 2016-69968 11/17

1010 Cass St. #D5 Monterey CA 93940
001-605-015 \$305,000 2016-70046 11/17

254 Larkin St. Monterey CA 93940 001-
381-019 \$1,355,000 2016-70143 11/18

31 Greenwood Way Monterey CA 93940
014-101-031 \$899,000 2016-70603 11/21

361 Lighthouse Monterey CA 93940 001-
051-014 \$1,105,000 2016-70605 11/21

52 Skyline Crest Monterey CA 93940 014-
072-019 \$825,000 2016-69774 11/17

1119 Forest Ave. Pacific Grove CA 93950
006-713-029 \$950,000 2016-70142 11/18

1141 Forest Ave. Pacific Grove CA 93950
006-713-025 \$650,000 2016-70153 11/18

2880 Galleon Rd. Pebble Beach CA 93953
007-202-006 \$1,670,000 2016-70101 11/18

1092 Mariners Way Pebble Beach CA 93953
007-171-002 \$875,000 2016-70193 11/18

3039 Valdez Rd. Pebble Beach CA 93953
007-301-008 \$1,679,000 2016-70545 11/18

3063 Forest Way Pebble Beach CA 93953
007-693-006 \$1,800,000 2016-70976 11/22

1395 San Miguel Canyon Rd. #B Royal
Oaks CA 95076 127-331-020 \$377,500
2016-70106 11/18

556 Mariposa St. Salinas CA 93906 261-
472-003 \$310,000 2016-69813 11/17

640 Yreka Dr. Salinas CA 93906 261-491-
022 \$355,000 2016-69971 11/17

1335 Rhode Island St. Salinas CA 93905
153-592-017 \$485,000 2016-70057 11/17

1253 Los Olivos Dr. #58 Salinas CA 93901
207-173-025 \$280,000 2016-70061 11/17

183 Del Mar Dr. Salinas CA 93906 016-
174-018 \$430,000 2016-70094 11/18

17 Westfield Cir. Salinas CA 93906 153-
152-042 \$275,000 2016-70095 11/18

22260 Tara Place Salinas CA 93908 139-
182-006 \$942,500 2016-70140 11/18

1196 Polk St. Salinas CA 93906 003-524-
041 \$280,000 2016-70386 11/18

17802 Gail Court Salinas CA 93907 125-
182-003 \$589,000 2016-70507 11/18

2422 N. Main St. #F Salinas CA 93906
253-304-044 \$160,000 2016-70520 11/18

12781 Rogge Village Loop Salinas CA
93906 211-014-113 \$344,000 2016-70562
11/18

17631 Winding Creek Rd. Salinas CA
93908 139-271-001 \$689,000 2016-70586
11/21

12783 Rogge Village Loop Salinas CA
93906 211-014-112 \$351,500 2016-70680
11/21

47 West Street Salinas CA 93901 002-155-
013 \$260,000 2016-70924 11/22

1345 Wiren St. Salinas CA 93901 004-471-
039 \$270,000 2016-70940 11/22

527 Park St. Salinas CA 93901 002-122-
008 \$140,000 2016-71249 11/22

428 Fulton Way Salinas CA 93901 261-
817-002 \$351,500 2016-71445 11/22

729 Hamilton Ave. Seaside CA 93950 011-
332-018 \$330,000 2016-69775 11/17

1141 Wanda Ave. Seaside CA 93955 012-
341-025 \$423,000 2016-70092 11/18

1875 Fremont Bl. Seaside CA 93955 011-
526-012 \$3,990,000 2016-70213 11/18

1676 Highland St. Seaside CA 93955 012-
652-028 \$460,000 2016-70505 11/18

1511 Waring St. Seaside CA 93955 012-
401-071 \$615,000 2016-70839 11/21

2086 Paralta Ave. Seaside CA 93955 011-
493-023 \$388,000 2016-71215 11/22

646 Ventura Dr. Soledad CA 93960 022-
515-011 \$347,000 2016-70488 11/18

619 Larkspur St. Soledad CA 93960 022-
371-055 \$335,000 2016-70811 11/21

705 Gabilan Dr. Soledad CA 93960 022-
513-010 \$402,500 2016-71397 11/22

948 Engstrom St. Soledad CA 93960 022-
471-063 \$410,000 2016-71438 11/22

San Benito County

31 Carr Ave. Aromas CA 95004 011-350-002
\$478,000 2016-12945 11/22

2887 Christopher Dr. Hollister CA 95023 023-
200-026 \$799,000 2016-12767 11/17

1631 Mimosa St. Hollister CA 95023 057-560-
024 \$520,000 2016-12787 11/18

742 Marks Dr. Hollister CA 95023 020-500-003
\$540,000 2016-12790 11/18

1220 Meadow Way Cir. Hollister CA 95023 060-
021-012 \$433,000 2016-12792 11/18

continued on following page

continued from previous page

0 Ladd Lane Hollister CA 95023 057-730-001
\$562,000 2016-12849 11/18

1269 Hamilton Ave. Hollister CA 95023 020-
060-011 \$511,000 2016-12851 11/18

267 Blenheim Ct. Hollister CA 95023 054-590-
102 \$563,500 2016-12854 11/18

273 Blenheim Ct. Hollister CA 95023 054-590-
103 \$456,773 2016-12857 11/18

490 Marjorie Way Hollister CA 95023 025-330-
012 \$850,000 2016-12862 11/18

278 Slate Ave. Hollister CA 95023 057-230-013
\$445,500 2016-12891 11/18

1970 Scenic Cir. Hollister CA 95023 057-114-
010 \$415,000 2016-12893 11/18

340 Promise Way Hollister CA 95023 057-660-
027 \$650,000 2016-12895 11/18

10 Tyler Court Hollister CA 95023 020-900-018
\$790,000 2016-12906 11/21

940 Memorial Dr. Hollister CA 95023 056-340-
007 \$900,000 2016-12941 11/22

1213 Hamilton Dr. Hollister CA 95023 020-060-
011 \$487,000 2016-12985 11/22

1237 Hamilton Dr. Hollister CA 95023 020-060-
011 \$507,000 2016-12988 11/22

1245 Hamilton Dr. Hollister CA 95023 020-060-
011 \$498,000 2016-12991 11/22

1229 Hamilton Dr. Hollister CA 95023 020-060-
011 \$557,000 2016-12995 11/22

924 Valley Oak Ct. Hollister CA 95023 020-910-
011 \$445,000 2016-13021 11/22

240 Kane Dr. Hollister CA 95023 019-390-018
\$790,000 2016-13028 11/22

3332 School Rd. San Juan Bautista CA 95045
011-030-040 \$720,000 2016-12775 11/17

5580 Diablo Hills Rd. Tres Pinos CA 95075 022-
300-017 \$780,000 2016-13018 11/22 ■



Distressed Real Estate Recorded 11-17 thru 11-22

Trustee Sales

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

Santa Cruz County

2016-45466 407 Club House Dr. Aptos 95003
044-122-11 \$767,426 12-Dec 701 Ocean St. Santa
Cruz 1:45 PM

2016-45660 210 Braemoor Dr. Santa Cruz 95060
080-291-07 \$223,560 14-Dec 701 Ocean St. Santa
Cruz 1:45 PM

Monterey County

2016-70519 31175 Chualar Canyon Chualar
93925 415-121-012 \$966,136 13-Dec 168
W. Alisal St. Salinas 10:00 AM

2016-71365 25585 Hidden Mesa Rd.
Monterey 93940 416-193-001 \$380,442
13-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-69783 662 Piazza Dr. Salinas 93905
153-691-034 \$577,504 14-Dec 168 W.
Alisal St. Salinas 10:00 AM

2016-70471 300 Glenwood Cir. #198
Monterey 93940 001-776-050 \$445,810
16-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-71366 1229 Amador Ave. Seaside
93955 012-262-020 \$475,558 20-Dec 168
W. Alisal St. Salinas 10:00 AM

2016-71349 201 Saavedra St. Soledad
93960 022-431-067 \$514,901 21-Dec 168
W. Alisal St. Salinas 10:00 AM

2016-70472 18 Yankee Point Dr. Carmel
93923 243-131-006 \$157,036 21-Dec 168
W. Alisal St. Salinas 10:00 AM

2016-70521 Vacant Land Bradley 93426
423-071-096 \$386,309 21-Dec 168 W.
Alisal St. Salinas 10:00 AM

2016-69780 11328 Del Monte Ave.
Castroville 95012 030-201-004 \$300,925
27-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-70470 56 Santa Lucia Ave. Salinas
93901 002-513-008 \$971,071 27-Dec 168
W. Alisal St. Salinas 10:00 AM

2016-71350 622 Rochex Ave. Salinas 93906
003-354-012 \$536,260 28-Dec 168 W.
Alisal St. Salinas 10:00 AM

San Benito County

1101 Bixby Rd. San Juan Bautista 95045
018-090-023 \$403,831 22-Dec Monterey St.
& 5th Hollister 11:30 AM

Trustee Deeds

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

Santa Cruz County

No new filings - short week.

Monterey County

No new filings - short week.

San Benito County

2016-12771 2360 Valley View Rd. Hollister 057-530-
052 U.S. Bank 044711-CA \$473,838 \$473,838

2016-12951 1041 Trinity Dr. Hollister 060-086-003
Wilmington Savings Fund 14-2598-11 \$755,439
\$450,000 ■

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 - 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: **SCOTTS VALLEY MASSAGE**, 16A Victor Square Suite A, Scotts Valley CA 95066.

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

This business is conducted by an Individual.

/s/Xiujuan Ma

The registrant commenced to transact business under the fictitious business name listed above on 8/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/1/16.

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

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1895

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

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

This business is conducted by a Corporation.

/s/Bruce Noland, Vice President

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

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

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1820

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

Matthew Morras, address same as business.

This business is conducted by an Individual.

/s/Matthew R. Morras

The registrant commenced to transact business under the fictitious business name listed above on 10/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/17/16.

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

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1833

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

continued on following page

continued from previous page

This business is conducted by an Individual.

/s/Yan James Song

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1874

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

This business is conducted by an Individual.

/s/Benjamin Housh

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1875

The following person(s) is/are doing business as: **STUDIO 52 DESIGN**, 515 Centennial St. Santa Cruz CA 95060. Petra Phillip Wallner Bryan, address same as business. This business is conducted by an Individual.

/s/Petra P. Wallner Bryan

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1877

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

Molly and Sean Tragni, address same as business.

This business is conducted by a General Partnership.

/s/Molly Tragni

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1899

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

Erika Walton, address same as business.

This business is conducted by an Individual.

/s/Erika Walton

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1918

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

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

This business is conducted by a Corporation.

/s/Camille Mayo, President

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/9/16.

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1923

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

This business is conducted by a Business Trust.

/s/Shane S. Barry

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1926

The following person(s) is/are doing business as: **COOK MASONRY**, 477 Sandalwood Dr., Aptos CA 95003. Kurt A. Cook, address same as business; and Spencer L. Cook, 340 7th Ave. Apt. A, Santa Cruz CA 95062.

This business is conducted by a General Partnership.

/s/Spencer Cook

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1930

The following person(s) is/are doing business as: **1. PINNACLE HEALTHCARE 2. PINNACLE URGENT CARE**, 99 Airport Blvd., Freedom CA 95019.

Pinnacle Healthcare Medical Group-Watsonville, Inc., 4 Rossi Circle, Suite #101, Salinas CA 93907.

This business is conducted by a Corporation.

/s/Ernesto Alvero, CEO

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1936

The following person(s) is/are doing business as: **CRUZ CAR WASH**, 2731 41st Ave., Soquel CA 95073.

Kar Auto Spa, Inc., 516 Water St. Santa Cruz CA 95060. This business is conducted by a Corporation.

/s/Ashish Patel, Treasurer

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1940

The following person(s) is/are doing business as: **1. ENHANCE 2. ENHANCE FOOD 3. THE SEASON-ING 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 deriv-

atives, 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 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

continued on following page

**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: **NO TRACE**, 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

**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.

George 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

continued on following page

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

FICTITIOUS BUSINESS NAME

STATEMENT - Refile with Change

File No. 16-1900

The following person(s) is/are doing business as: **1. ACTIVE TOWEL 2. BLUESTONE IMPORTS 3. PLATEAU DESIGN**, 2801 Mission St. Santa Cruz CA 95060.

Julie Anne Roller, 2395 Delaware Ave. #84, Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/Julie Anne Roller

The registrant commenced to transact business under the fictitious business name listed above on 7/24/10. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/3/16.

11/29, 12/6, 12/13, 12/20

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1915

The following person(s) is/are doing business as: **TRAVIS TREE PROFESSIONALS**, 12 Haven Lane, Boulder Creek CA 95006.

Bobby Travis Pilgreen, address same as business.

This business is conducted by an Individual.

/s/Bob Pilgreen

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 11/8/16.
11/29, 12/6, 12/13, 12/20

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1934

The following person(s) is/are doing business as: **1. GROUP MFG. 2. START THE MACHINE 3. STONE AGER,** 9 Hangar Way S#4, Watsonville CA 95076.

Kate & Mike Neider, 530 Monterey Dr. Aptos CA 95003.
This business is conducted by a Married Couple.

/s/Kate Neider

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 11/14/16.

11/29, 12/6, 12/13, 12/20

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1983

The following person(s) is/are doing business as: **QUON-UNDRUMS, INC.**, 260 Ranchitos Del Sol, Aptos CA 95003.
Hornung Consulting, Inc., address same as business.

This business is conducted by a Corporation.

/s/Philip S. Cohen

The registrant commenced to transact business under the fictitious business name listed above on 4/15/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/22/16.

11/29, 12/6, 12/13, 12/20

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1992

The following person(s) is/are doing business as: **1 WEST CLIFF HOSPITALITY 2. WEST CLIFF MANAGEMENT 3. WEST COAST HOSPITALITY 4. WEST COAST MANAGEMENT**, 130 West Cliff Dr. Santa Cruz CA 95060.
Bipinchandra Patel, 3711 Tiffani Ct. Santa Cruz CA 95060.
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 11/23/16.

11/29, 12/6, 12/13, 12/20

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1993

The following person(s) is/are doing business as: **PERSONAL SHOPPING SERVICE**, 600 Rider Rd. Corralitos CA 95076.
Charlotte & James Tristan, address same as business.

This business is conducted by a Married Couple.

/s/Charlotte Tristan /s/James Tristan

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 11/23/16.

11/29, 12/6, 12/13, 12/20

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1999

The following person(s) is/are doing business as: **SCOTTS VALLEY REALTY**, 5270 Scotts Valley Dr. Scotts Valley CA 95066.

Scotts Valley Realty, Inc, address same as business.

This business is conducted by a Corporation.

/s/Marlyn J. Bergman, President

The registrant commenced to transact business under the fictitious business name listed above on 5/24/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/28/16.

11/29, 12/6, 12/13, 12/20

FICTITIOUS BUSINESS NAME STATEMENT OF WITHDRAWAL

Original File No. 2016-0000368

The following person has Withdrawn as Partner from the Partnership Operating under: **A.I.B. SERVICESS**, 125 Cherryblossom Dr. Freedom CA 95019.

Isaac David Bohigian, 125 Cherryblossom Dr. Freedom CA 95019.

This business was conducted by a General Partnership.

/s/Isaac Bohigian

The registrant commenced to transact business under the fictitious business name listed above on 12/17/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/28/16

11/29, 12/6, 12/13, 12/20

NOTICE OF LIEN SALE

Notice hereby given that the undersigned intends to sell the personal property described below to enforce a lien imposed on said property pursuant to Sections 21700-21716 of the Business & Professions code, Section 2328 of the UCC, Section 535 of the Penal Code and provisions of Civil Code.

Notice is hereby given that the personal property of the Occupants will be sold to the public at 12PM on December 21st, 2016.

at 2636 17th Ave Santa Cruz CA to satisfy lien for rents and expenses due and unpaid. Goods to be sold consist of household items. DAVID AUSTIN; HILDE BECKER; ROBERT BOWMAN; KATHLEEN R. CAMILLI; DARLENE COLORADO; RHEA HUNTER; LUIS LEYVA; ERIC MARTIN; RONALD MASON; JUDITH MORGAN; JONAH PAGE; JESSIE REYNAGA; VICTORIA DEVENEY; KELLY GARNETT; STEPHENEY JOHNSON; CHARLES NELSON; GORDON TEBONG; CLIFTON TOMBERLIN; BEN VIERECK; JOHN CARDOZA AUCTIONEER

BOND NUMBER 5860870

(209-667-5797)

Sutter's Fort Self Storage

2636 17TH AVENUE

SANTA CRUZ CA. 95065

(831) 475-7716

11/29, 12/6

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 of the Financial Code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant

or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): 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: 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

continued on following page

letter is intended to exercise the note holders right's against the real property only. QUALITY MAY BE CONSIDERED A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. Date: Quality Loan Service Corporation 411 Ivy Street San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 888-988-6736 O r Login to: <http://www.qualityloan.com> Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-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 of the Financial Code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): 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 O r 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

ebb & flow

with Cat Johnson



Q&A with Jordan Baker of Focuster



We hear a lot about time management. But for Jordan Baker, founder of Focuster, a productivity app that helps you manage your focus, what's far more important than managing your time is managing your focus. I chatted with Baker about why we should rethink our to-do list, why entrepreneurs should focus on focus, and how Focuster can help.

Q Cat Johnson: If I wanted to put more focus on focus, what would that look like?

A Jordan Baker: I have four key principles of focus management:

The first is to write down your goals. These are the things you're going to look at when you have opportunities come up, you can ask yourself whether they match your longterm goals.

The second is to prioritize. If you're just getting started with managing your focus, you probably have an overwhelming to-do list. In the beginning, the urgent things may move to the top of your priority list. You need to get clear on how they fit into an order. Pull out the top 3-5 items to be your priorities for the day. When you identify what your goals and priorities are upfront, you're able to conserve

your precious willpower and attention because you're not continually asking yourself what to do next.

The third principle is to create a game you can win. So many people have a list which is not grounded in reality at all. It's a long to-do list with no consideration for how long those things take or when you'll be able to get them done. Focuster lets you see what you want to do in the context of your calendar and how much time you actually have.

My process I developed with Focuster is to start with the first thing on your list, your number one priority, and find a block of time in your calendar to work on that. This forces you to realize that time is a limited resource that you do have to manage but it has to come within a larger picture of managing your focus. This facilitates dialogue with yourself about what your priorities are, where your work and life balance out, and how achieving your goals gives you more awareness.

The fourth principle is around mindfulness: how can I be more fully in this moment, with what I'm doing right now. A big part of this is doing meditation or some kind of mindfulness practice. I recommend people try one of the free meditation apps, like Headspace or 10% Happier. They train your mind to be able to stay more focused for longer.

Q Tell me more about Focuster.

A I created Focuster because I want to help entrepreneurs. I believe entrepreneurs are the individuals that have the biggest potential to make the world a better place. I know government and NGOs have all had massive impact, but the leaders

I see now in the world are coming from an entrepreneurial model.

My idea with Focuster is to help entrepreneurs reduce their overwhelm and distraction so we can accelerate that change we all want to see in the world. It does that by automating the process of helping you prioritize and create a game you can win. You tell it what your priorities are, and what your goals are, and it connects to your Google calendar and builds an actionable schedule for you in your calendar. Throughout your day, it will remind you of the next thing you need to work on. The killer feature is that if you don't finish things, they move forward in the calendar automatically and reflow everything around that in real-time. It responds to changes in your schedule, it responds to re-prioritization in your schedule. It's like an executive assistant in the cloud in a lot of ways.

Q Anything you'd like to add?

A This is a whole new category of tools. My goal is that, 10 years from now, the idea of having an overwhelming to-do list and wondering what to do next will be obsolete. We'll tell our digital assistants what our bigger goals are in life, and they're going to support us in breaking that down into intelligent, small pieces that we can reason with. Then they'll present to us the information we need, only in the moment we need to see it, so we conserve our creativity and cognition for the things that really matter.

Note: Interested in trying Focuster? Save 50% at focuster.com for a limited time. ■

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



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)

John Tapella, Catherine Tapella
& Dawn Pacheco
Robert Tapella
265 Center Ave., Aptos

Reshikrupa LLC
Clifford Jansen III & Marie Ann Remen
724 Abrego St. #F, Monterey
William H. Dunn

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

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

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

Productivity Technique

12. Get Your Sleep On

Another tried-and-true classic - you absolutely need sleep if you want to be productive. Sometimes you might feel that if you only stayed up a few hours later, you'd get more done, but major sleep loss will ruin the entire following day.

In fact, Margaret Heffernan notes that losing one night's sleep is cognitively equivalent to being over the alcohol limit (with none of the fun parts, unfortunately). Equipment needs to be properly cared for to work correctly. Your brain is no different! Getting a good night's sleep of seven to eight hours is mandatory, not optional.

Over 20 years experience helping Santa Cruz County!

FULL SERVICE DIGITAL PRINTING & PROFESSIONAL MAILING SERVICES

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

maverickmailing.com



Tracking the Numbers

	This Week	Y-T-D 2016	Y-T-D 2015
Grant Deeds - Santa Cruz Co.	54	2612	2998
Grant Deeds - Monterey Co.	68	3805	3759
Grant Deeds - San Benito Co.	24	896	760
Notices of Default - Santa Cruz	2	238	249
Notices of Default - Monterey Co.	5	449	493
Notices of Default - San Benito Co.	0	48	80
Foreclosures - Santa Cruz Co.	2	197	247
Foreclosures - Monterey Co.	11	383	405
Foreclosures - San Benito Co.	1	45	55
Trustee Deeds - Santa Cruz Co.	0	49	81
Trustee Deeds - Monterey Co.	0	160	199
Trustee Deeds - San Benito Co.	2	28	30
Business Filings - Santa Cruz	25	1236	1332

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



SANTA CRUZ RECORD

May 16, 2016 - Vol. 45, No. 20
LOCAL BUSINESS STARTS HERE
WWW.SANTACRUZRECORD.COM

Glow & Grace Collective Ready, Set, Glow.

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SANTA CRUZ RECORD

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29th Water Street - Santa Cruz, CA 95060

Advertise your business in the Santa Cruz Record!

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

ul·te·ri·or

Restaurant + Bar

adjective (adj):
existing beyond what is obvious;
intentionally hidden;
noun (n.):
a santa cruz joint to sip & nosh.



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



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