

# SANTA CRUZ RECORD

DECEMBER 13, 2016 – VOL. 46 #8

LOCAL BUSINESS STARTS HERE

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## Keiser Nutrition and Fitness

Margaux Keiser has a Bachelor's Degree in Nutrition from San Jose State University as well as her Personal Training Certification from the National Academy of Sports Medicine (NASM). With these accomplishments, Margaux has been able to combine her passions for food, fitness, and health. She uses her knowledge of nutrition and fitness to provide a balanced approach for those looking to get healthy and feel great doing it.

Margaux has been an avid athlete all her life, which carried over into her career of personal training, leading group workouts, and teaching kickboxing classes.

With her degree in nutrition, Margaux loves to provide personalized one-on-one

nutritional counseling. Her love of cooking and excitement in creating quick, healthy meals, easily translates over to others, helping to ignite their own passions for getting healthy.

Over the years, Margaux has helped many clients reach their health goals, whether they were to lose weight, gain strength, recovering from surgery/injury or just looking for a fun way to get and stay fit.

She has published two recipe ebooks in hopes of making healthy cooking and eating choices easy, delicious, and part of her client's everyday lifestyles.

"I am a strong woman in my sixties and Margaux will make sure I stay that way! But what I enjoy most is the way I feel. I have more energy and joy because I am Keiserfit!" – Carol M

Keiser Nutrition and Fitness looks like a great way to end this year, or start the new one! [keisernutritionandfitness.com](http://keisernutritionandfitness.com)



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# Now for the Disappointing Part

by Steven Barker



by Terri Schlichenmeyer

**Y**our father always told you to get a job.

He never let you waste away a summer, lying abed until noon. No, he usually roused you before the birds got up. Time's a-wastin', he said, you've missed the best part of the day. Get a job. Find some work. Make your own money. But in the new book "Now for the Disappointing Part" by Steven Barker, it wasn't quite that easy.

The realization came like a bolt from above: when Steven Barker's dad was thirty-six years old, he had a family, a mortgage, and a high-paying job. A decade out of college, Barker, at thirty-six, was still working as a temp. That hadn't been the plan: Barker graduated with a degree in creative writing, and he longed to make a living from it. His dad had been a Company Man who'd moved the family from Toronto to America while he moved up the corporate ladder, and he set an example. He supported Barker's dreams and he sometimes supported him financially, though Barker hated to ask for help. Instead, Barker "committed to nothing," and accepted jobs he hated while honing his writing skills on his off-time. Each job had a finite end-

ing – some eagerly anticipated, some not – and he assumed that if something didn't work out, the next thing might. Meanwhile, he procrastinated,

stayed out too late, drank too much, and lost two girlfriends.

For a time, he lived in California, and worked at a medical supply warehouse. He moved to Seattle and got a job writing online travel descriptions.

He accepted several positions with a major online

company, and checked

out a delivery position at another business. He turned down a pay-for-click writing gig, labeled mittens for pay, delivered pizzas, and collected a lot of unemployment.

He wanted a job. A real, permanent job.

Or was this a better road to his dream?

As much as I loved reading "Now for the Disappointing Part," and entertaining as it is, I kept wondering where it was going. It's compelling and hard to put down, but what is its point?

I finally deduced that the answer was "not much," unless you're in one of two camps: Millennials (of which author Steven Barker says he is / is

not), and the people who'll be hiring tomorrow's employees.

Barker's experiences, he indicates, are not unusual for his generation. He and his peers have noted what their parents achieved – indeed, he often compares his circumstances to his father's success – but their own career paths don't parallel that of their elders. Barker, who says his work history was "based on choice," can be flippant as he describes his attitude toward former employers and co-workers. He's blunt, and he certainly can be profane but his tales may speak volumes to HR managers or business owners.

If you are not in management, you'll be entertained nonetheless by this author's behind-the-scenes tales, and you'll laugh. If you are hiring, however, "Now for the Disappointing Part" is full of lessons, but it ain't your father's HR book. ■



## 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.



# Top 4 Tips for Leaving Your Competition in the Dust

by Bryce Root

Ok, maybe this headline is a little harsh, but there are a variety of mindsets when it comes to competition ranging from those who completely ignore their rivals to those who spend a great deal of time and effort in combating their arch nemesis. While every industry is different and your situation may be extremely unique, our take on competition centers around accepting the fact that competition will always exist whether in the form of direct or indirect competition.

Many are familiar with direct competition since it's typically top of mind and many times mentioned by your customers in passing, while indirect competition derives from your target customer possessing multiple options when it comes to spending their discretionary income. In this week's column, we will cover a variety of tips to keep you on top of your game, no matter where you sit on this subject.

## 1. Promote What Makes Your Business Different

Ultimately, you need to know your target market inside and out. When communicating with them, it's crucial that you always speak to why you're different from the rest. Ensure your message isn't ge-

neric and can't be claimed by any other business in your market, showcasing how you can help make customers' lives easier and happier. If you can make it your mission to resonate with your target customer and capture their attention, you're going to gain a leg up on your competition by being much more efficient with the time and money you spend on your marketing program.

**2. Utilize Free Online Tools** Use Perch, an app that allows you to monitor your competitors' social media posts. Or sign up for a free service at FetchHudson.com, which notifies you every time your competition updates their blog or website content. And don't forget to set up a Google alert at google.com/alerts so you can be notified anytime you or your competition has new content published about them on the internet. These are also great tools to monitor clients if you're a B2B business.

**3. Embrace Your Competition** We've all experienced the draw of a "district" where there are several options for consumers to peruse several businesses who have similar products or services. If this opportunity exists, it's definitely worth exploring as the promotional power of several busi-

nesses working together to attract customers can work wonders. And if you're on top of your branding and customer experience, you're definitely going to stand out when customers are comparison shopping.

**4. Up Your Online Game** For many businesses just entering the market, the history and reputation of long-standing competition may be intimidating. One way you can counter their prominence is making sure your online presence is spot on perfect ranging from having an online customer review strategy to keeping up with the latest online marketing and customer experience tools, including website functionality and video. For many seasoned business owners, it's their tech-savviness that is their chink in their armor. ■

*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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## New Business Filings

Matthew Hicks  
**ACC Alltrade Custom Construction**  
Aptos CA 95003

Doris Jones  
**Physicians Billing Center**  
Aptos CA 95001

Patricia C Christensen  
**Patricias Tutoring**  
Aptos CA 95003

Cameron Lowe  
**Stickify**  
Aptos CA 95003

Julie Wood  
**Pure Romance by Joulieann**  
Ben Lomond CA 95005

Shahla Motamedi  
**Raggamuffin**  
Ben Lomond CA 95005

Melissa Kinzler  
**House & Hound Pets By The Sea**  
Boulder Creek CA 95006

George & Hildegard Barbic  
**Barbic-Watts Properties**  
Capitola CA 95010

Will Reising  
**Santa Cruz Homegrown**  
Capitola CA 95010

Jessica Bartlebaugh  
**Corralitos Cleaning Co.**  
Corralitos CA 95076

John Davis  
**Peachy Kelln Chem-Dry**  
Felton CA 95018

Tran N Nguyen  
**Ocean Paradise Nails & Spa**  
San Jose CA 95111

Mi Pueblo Newco LLC  
**Mi Pueblo Food Center Mi Pueblo Mercado Y Carniceria**  
San Jose CA 95122

Glenn P. Bryan  
**Bryan Automotive**  
Santa Cruz CA 95062

Mary J. Aloï  
**Sea Soul Retreat**  
Santa Cruz CA 95060

Barking Lion  
**Splash!**  
Santa Cruz CA 95060

Chris Vinson  
**Simple Services**  
Santa Cruz CA 95062

Blake Gallick  
Cameron Hanson  
**B & C Trading Company**  
Santa Cruz CA 95062

Angela Lackey  
Nathan Lackey  
**Aerial Arts Santa Cruz**  
Santa Cruz CA 95060

Greg Young  
**Small Fish Co**  
Scotts Valley CA 95066

Jill Ditlevsen  
Michelle J. Rodriguez  
**Costal Concierge**  
Scotts Valley CA 95066

Summit Industrial Supply  
**Summit Industrial Supply, LLC**  
Scotts Valley CA 95006

Erik Dakota  
**Endurance Defense Systems**  
Soquel CA 95073

Michael Crum  
**ColtonCrumDesigns**  
Soquel CA 95073

Iman Mosleh Mohssin  
**Brothers Country Corner Market**  
Watsonville CA 95076

Jun Kun Park  
**Sushi Qu**  
Watsonville CA 95076 ■

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### Launching Your Business?

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Roux Dat, Capitola



## Businesses for Sale

### UPSCALE SPA & BOUTIQUE SANTA CRUZ COUNTY

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

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

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

### PRESTIGES LEATHER GOODS COMPANY MONTEREY BAY AREA

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

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

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

### RED HOT REGINAL CUISINE RESTAURANT SANTA CRUZ COUNTY

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

**Offered of \$125,000.**

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

### ICONIC FURNITURE & MATTRESS STORE SANTA CRUZ COUNTY

Established store with loyal customer base in modern 9,200 sq.ft. facility with high traffic counts and ample parking. Exclusive product lines and dominant market share built through a strong tradition of customer care. Known for their competitive pricing, knowledgeable sales

staff. **Offered for \$295,000.** Listed by Datta Khalsa, CABB, Main Street Realtors, tel 831-818-0181

### SUCCESSFUL APPLIANCE REPAIR SERVICE

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

Price: \$95,000 +

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

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

**PLEASE CALL OR EMAIL**

REX WALTERS,

BROKER. COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

### FULL SERVICE BODY AND SKIN SPA

Area: Santa Cruz County County: Santa Cruz

City: Santa Cruz

Price: \$75,000+

Adjusted Net: Call Revenue: \$415,511

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

**PLEASE CALL OR EMAIL SYLVIA REYES.**

COAST BUSINESS BROKERAGE.

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

sylvia.coastbrokers@gmail.com.

BRE # 01750151

### HOME OWNER ASSOC MANAGEMENT COMPANY

Area: South SF Bay Area County: Santa Clara  
City: None Given

Price: \$335,000

Adjusted Net: Call Revenue: \$350,000

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

**PLEASE CALL OR EMAIL**

REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

### RESTAURANT AND CONVENIENCE STORE

Area: San Mateo County, SF Bay Area

County: San Mateo City: None Given

Price: \$349,000 + Invent,

Adjusted Net: Call/Email

Revenue: \$1,178,619

Phenomenal Coastal Location and tourist destination as well as local favorite. Wine

Bar, Coffee Shop, Wood Fired Pizza Oven, Outdoor BBQ with picnic tables and sit-down indoor seating. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

**PLEASE CALL OR EMAIL**

KEN JOHNSON.

COAST BUSINESS BROKERAGE.

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

scbusinessbroker@gmail.com

BRE # 01905767

### LANDSCAPE AND PEST CONTROL

Area: Monterey Bay Area County: Monterey

City: None Given

Price: \$200,000

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

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

REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

### CAFE RESTAURANT

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

Price: \$100,000

Adjusted Net: Call Office

Revenue: \$319,000

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

Contact: SYLVIA REYES

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

sylvia.coastbrokers@gmail.com

BRE# 01750151

### 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 831-831-566-2733

831-685-8866

sylvia.coastbrokers@gmail.com

BRE# 01750151





## Real Estate Sales

Property Address APN# Purchase Price  
Document# Date Recorded

### Santa Cruz County

713 Seacliff Dr. Aptos CA 95003 038-165-05 \$2,335,000 2016-47468 12/1

1253 Cox Road Aptos CA 95003 105-231-70 \$1,680,000 2016-47646 12/1

3 Seascape Resort Dr. Aptos CA 95003 054-471-02 \$745,000 2016-48280 12/5

231 Aptos Beach Dr. Aptos CA 95003 042-191-22 \$805,000 2016-48446 12/6

3500 Vienna Dr. Aptos CA 95003 040-311-17 \$815,000 2016-48578 12/6

8600 Hihn Rd. Ben Lomond CA 95005 072-284-31 \$610,000 2016-47779 12/2

7743 Highway 9 Ben Lomond CA 95005 072-201-15 \$474,000 2016-48833 12/7

504 Kings Hwy Boulder Creek CA 95006 086-192-03 \$560,000 2016-47642 12/1

14303 West Park Ave. Boulder Creek CA 95006 082-123-02 \$555,000 2016-47956 12/2

Vacant Land Boulder Creek CA 95006 089-041-93 \$335,000 2016-47976 12/2

120 Oso Viejo Boulder Creek CA 95006 089-321-39 \$849,000 2016-48460 12/6

212 Dougle Bogey Dr. Boulder Creek CA 95006 086-331-03 \$570,000 2016-48595 12/6

12801 Boulder St. Boulder Creek CA 95006 081-201-09 \$504,000 2016-48800 12/7

201 Central Ave. Capitola CA 95010 036-111-09 \$755,000 2016-47983 12/2

519 Monterey Ave. Capitola CA 95010 036-211-03 \$875,000 2016-47985 12/2

300 Plum St. #54 Capitola CA 95010 036-352-24 \$470,000 2016-48083 12/2

318 Capitola Ave. #1 Capitola CA 95010 035-181-25 \$910,000 2016-48297 12/5

4940 Capitola Rd. Capitola CA 95010 034-041-04 \$1,275,000 2016-48323 12/5

306 Riverview Ave. Capitola CA 95010 035-172-13 \$1,550,000 2016-48423 12/6

1203 41st Avenue Capitola CA 95010 034-161-11 \$1,500,000 2016-48682 12/7

839 Pine Dr. Felton CA 95018 064-081-04 \$570,000 2016-47963 12/2

25685 Skyland Rd. Los Gatos CA 95033 098-071-16 \$1,225,000 2016-48680 12/7

25665 Mount Bache Rd. Los Gatos CA 95033 098-041-26 \$1,000,000 2016-48694 12/7

110 Wave Lane Santa Cruz CA 95060 007-103-08 \$689,500 2016-47420 12/1

1821 17th Avenue Santa Cruz CA 95060 026-151-73 \$675,000 2016-47422 12/1

215 Northrop Place Santa Cruz CA 95060 002-281-03 \$910,000 2016-47459 12/1

41 Grandview St. #1609 Santa Cruz CA 95060 002-711-59 \$529,000 2016-47466 12/1

574 Spinnaker Ct. Santa Cruz CA 95062 026-361-13 \$641,000 2016-47610 12/1

415 Coastview Dr. Santa Cruz CA 95062 028-173-08 \$2,400,000 2016-47636 12/1

114 Palo Verde Terrace Santa Cruz CA 95060 002-351-18 \$488,000 2016-47701 12/2

1111 Water St. Santa Cruz CA 95062 009-243-12 \$900,000 2016-47932 12/2

2030 Benson Ave. Santa Cruz CA 95062 025-281-02 \$864,000 2016-48036 12/2

2222 Ocean St. Ext. Santa Cruz CA 95060 060-151-69 \$1,395,000 2016-48062 12/2

380 Lee Street Santa Cruz CA 95060 008-401-19 \$915,000 2016-48282 12/5

331 Henry Cowell Dr. Santa Cruz CA 95060 061-461-15 \$2,860,000 2016-48454 12/6

2268 7th Avenue Santa Cruz CA 95062 026-751-17 \$205,000 2016-48501 12/6

1424 N. Branciforte Ave. Santa Cruz CA 95065 009-021-43 \$320,909 2016-48518 12/6

336 Wilkes Cir. Santa Cruz CA 95060 004-471-12 \$880,500 2016-48852 12/7

141 Kennan St. Santa Cruz CA 95060 008-302-01 \$875,000 2016-48856 12/7

1600 Lockhart Gulch Rd. Scotts Valley CA 95066 070-071-12 \$475,000 2016-47743 12/2

65 Green Valley Rd. Scotts Valley CA 95066 070-301-08 \$560,000 2016-48273 12/5

13 Vine Hill Rd. #A & B Scotts Valley CA 95066 023-441-07 \$150,000 2016-48676 12/6

419 Lockwood Lane Scotts Valley CA 95066 021-181-10 \$705,000 2016-48686 12/7

2720 S. Rodeo Gulch Rd. Soquel CA 95073 030-111-48 \$3,425,000 2016-47698 12/2

4448 Soquel Dr. Soquel CA 95073 030-141-25 \$580,000 2016-48254 12/5

2745 S. Main St. Soquel CA 95073 030-152-03 \$804,000 2016-48321 12/5

427 Spruce Cir. Watsonville CA 95076 017-416-09 \$144,500 2016-47928 12/2

443 2nd Avenue Watsonville CA 95076 017-341-07 \$515,000 2016-47992 12/2

150 Rio Del Pajaro Ct. Watsonville CA 95076 018-701-22 \$373,300 2016-48002 12/2

57 Loughhead St. Watsonville CA 95076 017-282-09 \$198,000 2016-48015 12/2

29 Ford St. Watsonville CA 95076 018-142-01 \$385,000 2016-48053 12/2

100 Via Del Sol Watsonville CA 95076 107-351-08 \$1,010,000 2016-48495 12/6

55 Cowles St. Watsonville CA 95076 050-261-41 \$130,500 2016-48790 12/7

### Monterey County

Vacant Land Aromas CA 95004 141-131-020 \$555,000 2016-74168 12/5

26152 Carmel Knolls Dr. Carmel CA 93923 015-293-011 \$865,000 2016-73190 12/1

2643 Walker Ave. Carmel CA 93923 009-393-007 \$2,150,000 2016-73193 12/1

Monte Verde St. Carmel CA 93923 010-175-005 \$2,239,000 2016-73220 12/1

154 San Remo Rd. Carmel CA 93923 024-313-010 \$1,630,000 2016-73358 12/1

2658 15th Ave. Carmel CA 93923 009-393-012 \$2,500,000 2016-73383 12/1	16719 Pickett Lane Marina CA 93933 031-167-061 \$479,000 2016-74483 12/6	690 Carriage Ct. Salinas CA 93905 153-061-032 \$365,000 2016-73225 12/1
8240 El Canino Estrada Carmel CA 93923 169-051-012 \$1,400,000 2016-73400 12/1	255 9th Street Marina CA 93933 031-254-086 \$574,000 2016-74863 12/7	1920 Constitution Bl. #23 Salinas CA 93905 153-292-009 \$417,500 2016-73333 12/1
3 Via Vaquera Carmel CA 93923 239-051-026 \$750,000 2016-73677 12/2	34 Via Buena Vista Monterey CA 93940 001-651-035 \$527,500 2016-73187 12/1	17764 Riverbend Rd. Salinas CA 93908 139-231-003 \$600,000 2016-73377 12/1
3850 Rio Road #33 Carmel CA 93923 015-531-033 \$749,500 2016-73947 12/2	250 Forest Ridge Rd. #55 Monterey CA 93940 014-141-055 \$419,000 2016-73217 12/1	180 Pine Canyon Rd. Salinas CA 93908 415-051-009 \$643,000 2016-73402 12/1
2436 Bay View Ave. Carmel CA 93923 009-412-018 \$2,350,000 2016-74026 12/5	207 Dunecrest Lane Monterey CA 93940 011-591-015 \$875,000 2016-73562 12/2	1552 Spoleto St. Salinas CA 93905 153-704-035 \$520,000 2016-73410 12/1
7075 Fairway Pl. Carmel CA 93923 157-093-005 \$2,800,000 2016-74171 12/5	82 Montsalas Dr. Monterey CA 93940 101-261-040 \$428,000 2016-74020 12/5	1262 Old Stage Rd. Salinas CA 93908 107-031-040 \$700,000 2016-73413 12/1
Carpenter NE of 1st Carmel CA 93923 009-144-007 \$802,500 2016-74642 12/6	546 Pine St. Monterey CA 93940 001-116-019 \$767,000 2016-74335 12/6	990 Abbott St. Salinas CA 93901 002-721-009 \$2,985,000 2016-73457 12/1
310 El Caminito Rd. Carmel Valley CA 93924 187-591-049 \$1,700,000 2016-74747 12/7	820 Casanova Ave. #102 Monterey CA 93940 013-254-045 \$310,000 2016-74479 12/6	19650 Pesante Rd. Salinas CA 93907 125-091-080 \$430,000 2016-73463 12/1
78 Valley Rd. Castroville CA 95012 133-135-003 \$471,000 2016-73670 12/2	401 Prescott Ave. Monterey CA 93940 001-067-001 \$640,000 2016-74493 12/6	345 Coleridge Dr. #95 Salinas CA 93901 207-176-029 \$380,000 2016-73579 12/2
20 Carlton Dr. Del Rey Oaks CA 93940 012-581-010 \$705,000 2016-73682 12/2	126 Littlefield Rd. Monterey CA 93940 101-052-003 \$1,352,000 2016-74640 12/6	24655 Foothill Dr. Salinas CA 93908 107-071-036 \$715,000 2016-73585 12/2
14837 Kit Carson Dr. East Garrison CA 93933 031-167-023 \$641,500 2016-74690 12/6	615 Lighthouse Ave. Monterey CA 93940 006-635-008 \$842,000 2016-74828 12/7	21905 Azure Crest Ct. Salinas CA 93908 139-321-011 \$650,000 2016-73645 12/2
25104 Old Stage Rd. Gonzales CA 93926 145-011-005 \$11,200,000 2016-73376 12/1	371 Monroe St. Monterey CA 93940 001-375-005 \$595,000 2016-74940 12/7	114 Denner Rd. Salinas CA 93906 113-192-007 \$395,000 2016-73690 12/2
347 Ayrshire Way Gonzales CA 93926 020-292-009 \$350,000 2016-74247 12/5	1326 Lawton Ave. Pacific Grove CA 93950 007-575-027 \$680,000 2016-73389 12/1	823 Lemos Ave. Salinas CA 93908 016-041-005 \$479,000 2016-73845 12/2
250 Del Ponte Dr. Greenfield CA 93927 024-381-089 \$345,000 2016-73486 12/1	763 Laurel Ave. Pacific Grove CA 93950 006-325-002 \$1,349,000 2016-73471 12/1	1837 Cherokee Dr. #4 Salinas CA 93905 261-766-024 \$185,000 2016-73860 12/2
602 Maple Ave. Greenfield CA 93927 024-091-024 \$180,000 2016-73576 12/2	701 17 Mile Drive Pacific Grove CA 93950 006-561-013 \$800,000 2016-73970 12/2	318 La Jolla Cir. Salinas CA 93901 207-154-006 \$545,000 2016-73882 12/2
Vacant Land Greenfield CA 93927 109-114-002 \$552,500 2016-73983 12/2	419 Asilomar Bl. Pacific Grove CA 93950 006-412-028 \$1,350,000 2016-74137 12/5	183 Dennis Ave. Salinas CA 93905 004-531-015 \$389,000 2016-73919 12/2
68002 Jolon Rd. Lockwood CA 93932 423-201-028 \$400,000 2016-74625 12/6	211 Locust St. Pacific Grove CA 93950 006-311-004 \$825,000 2016-74521 12/6	25941 Deer Run Lane Salinas CA 93908 416-292-004 \$645,000 2016-73942 12/2
3102 Magyar Place Marina CA 93933 033-222-007 \$565,000 2016-73279 12/1	862 Marino Pines Rd. Pacific Grove CA 93950 006-634-035 \$945,000 2016-74577 12/6	28 Vista Dr. Salinas CA 93907 127-102-001 \$480,000 2016-73948 12/2
3076 Zanetta Dr. Marina CA 93933 032-282-019 \$490,000 2016-73381 12/1	4033 Los Altos Dr. Pebble Beach CA 93953 008-112-035 \$587,000 2016-74120 12/5	921 University Ave. Salinas CA 93908 016-062-031 \$3,840,000 2016-73956 12/2
3104 Flower Cir. Marina CA 93933 032-231-020 \$400,000 2016-73469 12/1	3410 17 Mile Dr. Pebble Beach CA 93953 008-381-003 \$18,500,000 2016-74827 12/7	1310 Primavera St. #122 Salinas CA 93901 207-176-062 \$370,000 2016-74140 12/5
3084 Zanetta Dr. Marina CA 93933 032-282-006 \$400,000 2016-73522 12/1	218 Elkhorn Rd. Royal Oaks CA 95076 119-031-013 \$270,000 2016-73482 12/1	2394 N. Main St. #H Salinas CA 93905 253-301-044 \$170,000 2016-74298 12/6
3063 Vaughn Ave. Marina CA 93933 032-271-001 \$475,000 2016-73607 12/2	23 Capitol St. Salinas CA 93901 002-162-041 \$260,000 2016-73188 12/1	18633 Vierra Canyon Rd. Salinas CA 93907 125-201-085 \$580,000 2016-74317 12/6
3063 California Ave. Marina CA 93933 032-352-007 \$182,000 2016-73644 12/2	1715 Burlington Dr. Salinas CA 93906 153-175-008 \$490,000 2016-73194 12/1	1337 Bardin Way Salinas CA 93901 004-483-007 \$236,000 2016-74319 12/6

continued on following page

continued from previous page

12773 Rogge Village Loop Salinas CA 93906 211-014-115 \$314,000 2016-74594 12/6

424 Brighton St. Salinas CA 93906 261-714-015 \$455,000 2016-74629 12/6

1575 Manchester Dr. Salinas CA 93906 153-522-001 \$425,000 2016-74728 12/7

22 Westfield Cir. Salinas CA 93906 153-152-046 \$370,000 2016-74868 12/7

110 Old Stage Rd. Salinas CA 93908 199-031-011 \$480,000 2016-74876 12/7

22544 Oak Canyon Rd. Salinas CA 93908 139-151-011 \$732,000 2016-74924 12/7

22105 Ranchito Dr. Salinas CA 93908 139-184-019 \$910,000 2016-74927 12/7

1335 Cherokee Dr. Salinas CA 93906 261-481-022 \$380,000 2016-47949 12/7

330 Amador Ave. Seaside CA 93955 011-315-002 \$395,000 2016-74470 12/6

1020 Elm Ave. Seaside CA 93955 012-271-007 \$285,000 2016-74476 12/6

6 Monserat Ct. Seaside CA 93955 012-661-016 \$446,000 2016-74920 12/7

713 Gabilan Dr. Soledad CA 93960 022-513-011 \$349,000 2016-73224 12/1

633 Ventura Dr. Soledad CA 93960 022-515-030 \$419,500 2016-73833 12/2

671 Gabilan Dr. Soledad CA 93960 022-513-009 \$390,000 2016-74585 12/6

## San Benito County

651 Mote Carlo Dr. Hollister CA 95023 054-550-036 \$455,000 2016-13324 12/1

1221 Hamilton Dr. Hollister CA 95023 020-060-011 \$537,000 2016-13342 12/1

1261 Hamilton Dr. Hollister CA 95023 020-060-011 \$504,500 2016-13346 12/1

610 Memorial Dr. Hollister CA 95023 054-310-007 \$460,000 2016-13350 12/1

6544 Fairview Rd. Hollister CA 95023 017-060-023 \$125,000 2016-13382 12/1

64 Hazel Ave. Hollister CA 95023 056-040-017 \$308,000 2016-13385 12/1

0 Apricot Lane Hollister CA 95023 058-030-002 \$762,500 2016-13391 12/1

2040 Nora Dr. Hollister CA 95023 057-660-076 \$640,000 2016-13408 12/2

210 Lassen Ct. Hollister CA 95023 052-171-010 \$349,500 2016-13435 12/5

440 Bridgevale Rd. Hollister CA 95023 019-240-013 \$410,000 2016-13439 12/5

259 El Toro Ct. Hollister CA 95023 054-590-030 \$533,000 2016-13445 12/5

0 Cienega Road Hollister CA 95023 023-280-011 \$250,000 2016-13513 12/6

821 Paseo Dr. Hollister CA 95023 056-380-002 \$455,000 2016-13521 12/6

1641 Bella Vista Dr. Hollister CA 95023 057-344-047 \$432,000 2016-13551 12/6

480 Ridgemark Dr. Hollister CA 95023 020-610-019 \$415,000 2016-13559 12/7

928 Riverside Rd. Hollister CA 95023 021-050-022 \$525,000 2016-13566 12/7 ■



## Distressed Real Estate Recorded 12-1 thru 12-7

### Trustee Sales

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

### Santa Cruz County

2016-47474 41 Grandview St. #1401 Santa Cruz 95060 002-701-28 \$185,312 9-Jan 701 Ocean St. Santa Cruz 1:45 PM

2016-48468 16885 Laurel Rd. Los Gatos 95033 095-071-11 \$512,415 11-Jan 701 Ocean St. Santa Cruz 1:00 PM

2016-48635 134 Marsh Lane Watsonville 95076 051-201-06 \$555,226 11-Jan 701 Ocean St. Santa Cruz 1:00 PM

2016-47965 Rancho Calabasas Dr. Watsonville 95076 049-351-08 \$297,601 18-Jan 701 Ocean St. Santa Cruz 1:45 PM

### Monterey County

2016-74193 281 Reindollar Ave. Marina 93933 032-322-007 \$280,696 27-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-74926 Carpenter 4 NE of 4th Avenue Carmel 93921 010-014-013 \$1,419,672 30-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-73584 26226 Isabella Ave. Carmel 93923 009-451-013 \$3,803,786 3-Jan 168 W. Alisal St. Salinas 10:00 AM

2016-73589 Vacant Land Salinas 93908 259-211-011 \$2,784,449 3-Jan 168 W. Alisal St. Salinas 10:00 AM

2016-74353 1191 Bobcat Way Salinas 93905 153-572-014 \$231,224 3-Jan 168 W. Alisal St. Salinas 10:00 AM

2016-74228 1549 Canelli Ct. Salinas 93905 153-702-008 \$654,396 10-Jan 168 W. Alisal St. Salinas 10:00 AM

2016-74194 1914 Whitman St. Salinas 93906 153-251-004 \$540,379 25-Jan 168 W. Alisal St. Salinas 10:00 AM

### San Benito County

No new filings this week.

## Trustee Deeds

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

### Santa Cruz County

2016-47676 180 Brier Dr. Boulder Creek 090-021-05 OWB REO, LLC CA08001482-16-1 \$167,111 \$167,111

2016-47679 340 Spring Creek Rd. Boulder Creek 083-131-13 CIT Bank N.A. CA08002739-15-1 \$497,050 \$478,206

### Monterey County

2016-74035 23850 Venadis Ct. Carmel 103-051-010 La Costa Loans Holdings LLC 75966 \$1,484,876 \$1,484,876

2016-73251 12465 Saddle Rd. Carmel Valley 416-063-002 Deutsche Bank 2014-05322-CA \$885,345 \$833,000

2016-74866 65401 Cross Road Lockwood 422-311-009 US Bank CA1100225156 \$494,563 \$494,511

2016-73444 371 Hillcrest Ave. Marina 032-342-019 CIT Bank N.A. CA08001428-16-1 \$535,890 \$430,000

2016-73929 12935 Arthur St. Salinas 253-283-021 Bank of NY 14-20257-SP-CA \$879,951 \$395,250

2016-74943 16 Carmel Ave. Salinas 005-461-026 John & Cheryl Mason 046218-CA \$505,892 \$460,200

2016-74794 701 Granada St. Soledad 022-311-064 Duke Partners II LLC 00000006019731 \$308,700 \$301,000

2016-73450 755 Lewis Rd. Watsonville 412-051-010 Stanley R. McKnight\* 16CA-0016/21184 \$85,975 \$120,000

### 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



# PUBLIC NOTICES

## FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1881

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

LocalHarvest, Inc., address same as business.

This business is conducted by a Corporation.

/s/Guillermo Payet, President

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

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

## FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1887

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

This business is conducted by a Limited Liability Company.

/s/Matt Snow, Owner

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

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

## FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1891

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

continued on following page

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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: **MMK AM-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 KATH-  
LEEN 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 in-

cluded the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

**NOTICE OF HEARING**

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

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

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

DENINE J. GUY

November 10, 2016

Haley Clendon

3062 Arlington Dr

Aptos CA 95003

408 540-8051

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

**FICTITIOUS BUSINESS NAME**

**STATEMENT - Refile with Change**

File No. 16-1900

The following person(s) is/are doing business as: **1. AC-TIVE 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 95066.

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. Horning 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: **SCOTT'S 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

*continued on following page*



**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

**FICTITIOUS BUSINESS NAME  
STATEMENT OF ABANDONMENT**

Original File No. 2016-0001606

The following person has Abandoned the use of the Fictitious Business Name(s): **JOY GATEWAY**, 837 Corcoran Ave. #1, Santa Cruz CA 95062.

Amirali Shahinpour, 837 Corcoran Ave. #1, Santa Cruz CA 95062.

This business was conducted by an Individual.

/s/Amirali Shahinpour

The registrant commenced to transact business under the fictitious business name listed above on 1/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/6/16

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

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1901

The following person(s) is/are doing business as: **MAKER-SPACE LAB**, 304 Coates Dr. Aptos CA 95003.

Doreen Marie O'Donovan, address same as business.

This business is conducted by an Individual.

/s/Doreen Marie O'Donovan

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

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

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1913

The following person(s) is/are doing business as: **MK PRODUCTIONS**, 4910 Cherryvale Ave. Soquel CA 95073.

Mary Keil, address same as business.

This business is conducted by an Individual.

/s/Mary Keil

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 11/8/16.

12/6, 12/13, 12/20, 12/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1921

The following person(s) is/are doing business as: **APTOS COMPANY**, 110 Pinehurst Way, Aptos CA 95003.

Gretchen C. Blincoe and James S. Blincoe, address same as business.

This business is conducted by a Married Couple.

/s/James S. Blincoe/s/Gretchen C. Blincoe

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.

12/6, 12/13, 12/20, 12/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1956

The following person(s) is/are doing business as: **DEGAN HOME INSPECTION**, 15073 Two Bar Rd. Boulder Creek CA 95006.

Clay Brasuell, address same as business.

This business is conducted by an Individual.

/s/Clay Brasuell

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

12/6, 12/13, 12/20, 12/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1971

The following person(s) is/are doing business as: **EASTSIDE BOARD AND BEACH RENTALS**, 2-2588 E. Cliff Dr. Santa Cruz CA 95062.

Lester Ma, 3273 Greenbrae Lane, Soquel CA 95073.

This business is conducted by an Individual.

/s/Lester Ma

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 11/17/16.

12/6, 12/13, 12/20, 12/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1976

The following person(s) is/are doing business as: **HANLOH**, 2890 Soquel Ave. Santa Cruz CA 95062.

Lalita Kaewsawang, 314 Spruce St. Apt. 6, Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/Lalita Kaewsawang

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 11/18/16.

12/6, 12/13, 12/20, 12/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1978

The following person(s) is/are doing business as: **VERDURE WELLNESS**, 94 Leawood St. Aptos CA 95003.

Design Residential, Inc., address same as business.

This business is conducted by a Corporation.

/s/Carole A Berg

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.

12/6, 12/13, 12/20, 12/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2014

The following person(s) is/are doing business as: **ENDURANCE DEFENSE SYSTEMS**, 2800 S. Rodeo Gulch Rd. Suite G, Soquel CA 95073.

Erik Dakota, 940 32nd Ave. Santa Cruz CA 95062.

This business is conducted by an Individual.

/s/Erik Dakota

The registrant commenced to transact business under the fictitious business name listed above on 11/28/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/29/16.

12/6, 12/13, 12/20, 12/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2017

The following person(s) is/are doing business as: **OCEAN PARADISE NAILS & SPA**, 275 Center Ave. Suite C, Aptos CA 95003.

Tran N. Nguyen, 13152 Water St. San Jose CA 95111.

This business is conducted by an Individual.

/s/Tran N. Nguyen

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 11/30/16.

12/6, 12/13, 12/20, 12/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2018

The following person(s) is/are doing business as: **1. MISS. PASSION.NET 2. PURE ROMANCE BY JOULIEANN**, 10380 Love Creek Rd. Ben Lomond CA 95005.

Julie A. Wood, address same as business.

This business is conducted by an Individual.

/s/Julie A. Wood

The registrant commenced to transact business under the fictitious business name listed above on 7/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/30/16.

12/6, 12/13, 12/20, 12/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2019

The following person(s) is/are doing business as: **SEA SOUL RETREAT**, 501 Oregon St. Santa Cruz CA 95060.

## Rex - USPS Bulk Mail Clerk

noun - a means of securing the necessities of life.



# live-li-hood

Mary J. Aloï, address same as business.  
This business is conducted by an Individual.  
/s/Mary J. Aloï

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 11/20/16.  
12/6, 12/13, 12/20, 12/27

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2021

The following person(s) is/are doing business as: **BAR-BIC-WATTS PROPERTIES**, 1260 41st Ave. Suite O, Capitola CA 95010.

George Barbic and Hildegard Barbic, 133 Seaborg Place, Santa Cruz CA 95060; Annette Watts, 7251 Diablo Hills Rd. Tres Pinos, CA 95075.

This business is conducted by Copartners.

/s/George Barbic

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 12/1/16.

12/6, 12/13, 12/20, 12/27

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2024

The following person(s) is/are doing business as: **PEACHY KLEEN CHEM-DRY**, 5538 Lincoln Way, Felton CA 95018. John Davis, address same as business.

This business is conducted by an Individual.

/s/John Davis

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 12/1/16.

12/6, 12/13, 12/20, 12/27

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2027

The following person(s) is/are doing business as: **SPLASH!**, 49 A Municipal Wharf, Santa Cruz CA 95060.

Barking Lion, address same as business.

This business is conducted by a Corporation.

/s/Germaine Akin, 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 12/2/16.

12/6, 12/13, 12/20, 12/27

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2029

The following person(s) is/are doing business as: **PHYSICIANS BILLING CENTER**, 212 Sand St. Aptos CA 95003. Doris Jones, address same as business.

This business is conducted by an Individual.

/s/Doris Jones

The registrant commenced to transact business under the fictitious business name listed above on 12/1/16. This statement was filed with Gail L. Pellerin, County Clerk of

Santa Cruz County on 12/2/16.  
12/6, 12/13, 12/20, 12/27

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2031

The following person(s) is/are doing business as: **PATRICIAS TUTORING**, 230 Highland Dr. Aptos CA 95003.

Patricia C. Christensen, address same as business.

This business is conducted by an Individual.

/s/Patricia C. Christensen

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 12/2/16.

12/6, 12/13, 12/20, 12/27

#### FICTITIOUS BUSINESS NAME STATEMENT OF ABANDONMENT

Original File No. 2016-0001116

The following person has Abandoned the use of the Fictitious Business Name(s): **PHYSICIANS BILLING CENTER**, 782 Seaciff Dr. Aptos CA 95003.

Kevin Hall, address same as business.

This business was conducted by an Individual.

/s/Kevin Hall

The registrant commenced to transact business under the fictitious business name listed above on 4/1/2011. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/2/16  
12/6, 12/13, 12/20, 12/27

#### NOTICE OF PETITION TO ADMINISTER ESTATE OF VIRGIL M. KESTER, SR., Decedent

Case Number: 16PR00517

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **VIRGIL M. KESTER, SR.**

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

THE PETITION requests that **MARTHA BURNS** be appointed as personal representatives to administer the estate of the decedent.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held on **JANUARY 6, 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:

KATHLEEN MORGAN-MARTINEZ

DAWSON, PASSAFUIME, BOWDEN & MARTINEZ

4665 Scotts Valley Dr.

Scotts Valley CA 95066

831 438-1221

12/6, 12/13, 12/20

#### AUCTION OF ABANDONED PROPERTY

NOTICE IS HEREBY GIVEN that Town Center Storage, 276 Mt Hermon Road, Scotts Valley, California 95066 intends to sell the abandoned personal property described below, pursuant to the provisions of the California Code of Civil Procedure. (or pursuant to agreement between the parties.)

On the 21st day of December, 2016 Town Center Storage will hold a public auction at 276 Mt Hermon Road, Scotts Valley, California 95066. Time of sale: 2:00 PM. Auction will be conducted by Auctioneer: John Cardoza, Storage Auction Experts, Bond #5860870, phone number 209-667-5797, agent for Owner.

**The following described goods will be auctioned:**

**Ross Stubbings**

**EXHIBIT-A**

**UNIT 868/LOT #0017371**

**23 PLASTIC TUBS/CRATES WHITE, 1 GREEN PLASTIC CONTAINER, CARDBOARD BOX, COFFEE POT, ELMERS GLUE, BOOK, OUTLET PHUG, 3 HOTS CLOTHES, 2 DUFFLE BAGS, GARBAGE BAG FULL OF CLOTHES, WORKOUT EQUIPMENT, HAMPER BASKET, GLASS BOTTLES WITH WHITE LIDS, 3 PAPER POSTERS.**

All purchases are sold as-is, where-is. Sale Subject to cancellation in the event of settlement between owner and obligated party.

12/6, 12/13

#### AUCTION OF ABANDONED PROPERTY

NOTICE IS HEREBY GIVEN that Town Center Storage, 276 Mt Hermon Road, Scotts Valley, California 95066 intends to sell the abandoned personal property described below, pursuant to the provisions of the California Code of Civil Procedure. (or pursuant to agreement between the parties.)

On the 21st day of December, 2016 Town Center Storage will hold a public auction at 276 Mt Hermon Road, Scotts Valley, California 95066. Time of sale: 2:00 PM. Auction will be conducted by Auctioneer: John



Cardoza, Storage Auction Experts, Bond #5860870, phone number 209-667-5797, agent for Owner.

**The following described goods will be auctioned:**

**Jacqueline Bruschi**

**EXHIBIT-A**

**UNIT 805/LOT #0017095**

**9 CARDBOARD BOXES, BLUE COOLER, BROKEN SILVER LOCK, PORTABLE BARBEQUE, FULL BLACK GARBAGE BAG, BLACK CRATE, WHITE SHEET, BOOK CASE, BLUE JACKET, WHITE HANGER, RED & GREEN CLOTHING ITEMS OR SHEETS, 2 WHITE GARBAGE BAGS, 1 GREEN/BLUE RUG.**

All purchases are sold as-is, where-is. Sale Subject to cancellation in the event of settlement between owner and obligated party.

12/6, 12/13

#### **AUCTION OF ABANDONED PROPERTY**

NOTICE IS HEREBY GIVEN that Town Center Storage, 276 Mt Hermon Road, Scotts Valley, California 95066 intends to sell the abandoned personal property described below, pursuant to the provisions of the California Code of Civil Procedure. (or pursuant to agreement between the parties.)

On the 21st day of December, 2016 Town Center Storage will hold a public auction at 276 Mt Hermon Road, Scotts Valley, California 95066. Time of sale: 2:00 PM. Auction will be conducted by Auctioneer: John Cardoza, Storage Auction Experts, Bond #5860870, phone number 209-667-5797, agent for Owner.

**The following described goods will be auctioned:**

**Catherine Chryslers**

**EXHIBIT-A**

**UNIT 645/LOT #0017175**

**3 BLUE CONTAINERS, GIRAFFE PRINT ITEM, MATTRESS, 2 RED CONTAINERS, 2 RED CHAIRS, BLACK TRASH BAG, ROLL OF PAPER TOWELS, ORANGE DUFFLE BAG, 2 CARDBOARD BOXES, BLACK BRIEFCASE, PAPER MATERIAL, CHRISTMAS CHIMNEY DECORATION, WRAPPING PAPER.**

All purchases are sold as-is, where-is. Sale Subject to cancellation in the event of settlement between owner and obligated party.

12/6, 12/13

#### **AUCTION OF ABANDONED PROPERTY**

NOTICE IS HEREBY GIVEN that Town Center Storage, 276 Mt Hermon Road, Scotts Valley, California 95066 intends to sell the abandoned personal property described below, pursuant to the provisions of the California Code of Civil Procedure. (or pursuant to agreement between the parties.)

On the 21st day of December, 2016 Town Center Storage will hold a public auction at 276 Mt Hermon Road, Scotts Valley, California 95066. Time of sale: 2:00 PM. Auction will be conducted by Auctioneer: John Cardoza, Storage Auction Experts, Bond #5860870, phone number 209-667-5797, agent for Owner.

**The following described goods will be auctioned:**

**Allison Meechoovet**

**EXHIBIT-A**

**UNIT 552/LOT #0017517**

**GUMBALL MACHINE, TENT BAG, GREY DUFFLE**

**BAG, TRADER JOES REUSABLE BAG, PURPLE CONTAINER, 2 DARK BROWN DRESSERS, GREEN REUSABLE BAG, WHITE STYROFOAM CONTAINER, 2 RUGS, RED CONTAINER, 4 BOOKS, GREY SHELF, 4 CARDBOARD BOXES, GREY PLASTIC CONTAINER WITH LID, FURRY THING, 2 PILLOWS, WHITE PLASTIC GARBAGE BAG.**

All purchases are sold as-is, where-is. Sale Subject to cancellation in the event of settlement between owner and obligated party.

12/6, 12/13

#### **AUCTION OF ABANDONED PROPERTY**

NOTICE IS HEREBY GIVEN that Town Center Storage, 276 Mt Hermon Road, Scotts Valley, California 95066 intends to sell the abandoned personal property described below, pursuant to the provisions of the California Code of Civil Procedure. (or pursuant to agreement between the parties.)

On the 21st day of December, 2016 Town Center Storage will hold a public auction at 276 Mt Hermon Road, Scotts Valley, California 95066. Time of sale: 2:00 PM. Auction will be conducted by Auctioneer: John Cardoza, Storage Auction Experts, Bond #5860870, phone number 209-667-5797, agent for Owner.

**The following described goods will be auctioned:**

**Cecilia McDonald**

**EXHIBIT-A**

**UNIT 118/LOT #0017076**

**BICYCLE, DRESSER, FULL BLACK GARBAGE BAG, RUNNING SHOES, 4 LOTION BOTTLES, INCENSE, PILL BOTTLES, MAKE UP BAG WITH BAND-AIDS & OTHER SMALL ITEMS INSIDE, SCATTERED PAPERS, 2 BLANKETS, YELLOW BOOK SHELVES FULL OF CLOTHES, ELEPHANT TOY, DREAMCATCHER, HORSE/RIDER TOY, FULL BLUE WASMART BAG, BOOK, 2 NOTEBOOKS, 1 BLACK CRATE, 1 GREY CRATE, 4 JACKETS, 5 DRESSES, OTHER CLOTHING ITEMS, LIGHT GREY TUB/CONTAINER WITH LID**

All purchases are sold as-is, where-is. Sale Subject to cancellation in the event of settlement between owner and obligated party.

12/6 12/13

#### **PUBLIC AUCTION**

NOTICE IS HEREBY GIVEN that pursuant to California Business and Professions code, Section 21700-21716, Town Center Storage will hold a public auction on Monday, December 21, 2016 at 2:00 pm, located at 276 Mt. Hermon Road, Scotts Valley, California in Santa Cruz County in order to satisfy unpaid and or other charges incurred in connection with the storage of goods. The following is a brief description of the property to be sold: personal property including but not limited to household furniture, clothing, tools, toys, appliances, stereo equipment, televisions, miscellaneous boxes or bags of household goods and unknown contents.

**The following units are to be auctioned:**

**Brian Sliter**

**Tabatha West**

**Maia Mellisa E Jackson**

Auctioneer: John Cardoza, Storage Auction Experts,

Bond #5860870

Phone: 209-667-5797

Sale subject to cancellation in the event of settlement between owner and obligated party. ALL ITEMS SOLD AS IS, WHERE IS, FOR CASH ONLY.

12/6, 12/13

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1928

The following person(s) is/are doing business as: **PROPERTY IMAGES**, 150 Aviation Way, Watsonville CA 95076. Specialized Helicopters, Inc., address same as business.

This business is conducted by a Corporation.

/s/Chris Gularte, 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 11/10/16.

12/6, 12/13, 12/20, 12/27

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

File No. 16-1946

The following person(s) is/are doing business as: **THE TOY BOX HAIR SALON**, 2870 Porter St. Soquel CA 95073.

Jennifer Eastman, 220 Atlantic Ave. #308, Santa Cruz CA 95062.

This business is conducted by an Individual.

/s/Jennifer Eastman

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

12/13, 12/20, 12/27, 1/3

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1950

The following person(s) is/are doing business as: **GVC PRE SHOW**, 1125 South Green Valley Rd., Watsonville CA 95076. Lori Adragna, 2913 17 Mile Dr., Pebble Beach CA 93953.

This business is conducted by an Individual.

/s/Lori Adragna

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 11/15/16.

12/13, 12/20, 12/27, 1/3

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1952

The following person(s) is/are doing business as: **SEASIDE STUDIOS**, 108 2nd St. Santa Cruz CA 95060.

April Pedrani, Trustee of the April J. Pedrani 2004 Irrevocable Trust, 1180 Peacock Creek Dr. Clayton CA 94517; Sandra Virga, Trustee of Sandra J. Virga 2004 Irrevocable Trust, 5015 Bent Creek Ct., El Dorado Hills, CA 95762.

This business is conducted by a Business Trust.

/s/Sandra J. Virga

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement

*continued on following page*

was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/15/16.  
12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1958

The following person(s) is/are doing business as: **KAWASAKI CONSULTING**, 599 Lilac Ave. Boulder Creek CA 95006.

Ema Kawasaki Graff, address same as business.

This business is conducted by an Individual.

/s/Ema Kawasaki Graff

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.

12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1974

The following person(s) is/are doing business as: **JAHAZIEL PHOTOGRAPHY**, 86 Montebello Dr. Watsonville CA 95076.

Jahaziel Magana, address same as business.

This business is conducted by an Individual.

/s/Jahaziel Magana

The registrant commenced to transact business under the fictitious business name listed above on 7/7/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/18/16.

12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1996

The following person(s) is/are doing business as: **BRYAN AUTOMOTIVE**, 2852 Soquel Ave. Suite C, Santa Cruz CA 95062.

Glenn P. Bryan, 39 Lone Pine Ave., Freedom CA 95062.

This business is conducted by an Individual.

/s/Glenn P. Bryan

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 11/28/16.

12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2004

The following person(s) is/are doing business as: **1. HOUSE + HOUND 2. PETS BY THE SEA**, 13130 Central Ave. Boulder Creek CA 95006.

Melissa Kinzler, address same as business.

This business is conducted by an Individual.

/s/Melissa Kinzler

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 11/28/16.

12/13, 12/20, 12/27, 1/3

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

File No. 16-2011

The following person(s) is/are doing business as: **1. MI PUEBLO FOOD CENTER 2. MI PUEBLO MERCADO Y CARNICERIA**, 1775 Story Rd. Suite 120, San Jose CA 95122. Mi Pueblo Newco, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Martin Cortes, CFO

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 11/29/16.

12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2015

The following person(s) is/are doing business as: **AERIAL ARTS SANTA CRUZ**, 2801 Mission St. Ext. 2855, Santa Cruz CA 95060.

Angela Lackey and Nathan Lackey, 134 Linden St. Santa Cruz CA 95062.

This business is conducted by a Married Couple.

/s/Nathan Lackey

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 11/30/16.

12/13, 12/20, 12/27, 1/3

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

File No. 16-2025

The following person(s) is/are doing business as: **1. SHUMEI SANTA CRUZ CENTER 2. SHUMEI SANTA CRUZ FARM**, 6040 Bonny Doon Rd. Santa Cruz CA 95060. Shumei International Institute, Inc., 3000 East Dream Way Rd. Crestone CO 81131.

This business is conducted by a Corporation.

/s/Alan A. Imai, Executive Director

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 12/1/16.

12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2026

The following person(s) is/are doing business as: **BARBARA JIRSA**, 221 Nevada St. Santa Cruz CA 95060.

Barbara Jirsa, address same as business.

This business is conducted by an Individual.

/s/Barbara Jirsa

The registrant commenced to transact business under the fictitious business name listed above on 9/1/88. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/2/16.

12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2033

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

**STRONG&ASSOCIATES**, 63 Leawood St. Aptos CA 95003.

John P. Beran, address same as business.

This business is conducted by an Individual.

/s/John P. Beran

The registrant commenced to transact business under the fictitious business name listed above on 1/1/70. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/2/16.

12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2040

The following person(s) is/are doing business as: **GROW TECH REALTY**, 24173 Summit Woods Dr. Los Gatos CA 95033.

Global Datacenter Solutions, Inc, address same as business. This business is conducted by a Corporation.

/s/Scott Stein, 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 12/5/16.

12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2041

The following person(s) is/are doing business as: **1. FERRARI FLORIST & GIFTS 2. FERRARI'S 3. FERRARI'S EXPRESS**, 345 Soquel Ave. Santa Cruz CA 95062.

B&M Business Ventures, Inc, 10 Maeve Ct. Scotts Valley CA 95066.

This business is conducted by a Corporation.

/s/Marilyn Piazza, CFO

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 12/5/16.

12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2044

The following person(s) is/are doing business as: **ETCHED BY THE SEA**, 500 Brooktree Ranch Rd. Aptos CA 95003. Kirsti Scott and Matthew Scott, address same as business.

This business is conducted by a Married Couple.

/s/Kirsti Scott, Owner

The registrant commenced to transact business under the fictitious business name listed above on 7/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/6/16.

12/13, 12/20, 12/27, 1/3

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-2047

The following person(s) is/are doing business as: **PET PLANTS**, 137 McKay Rd., Aptos CA 95003.

Donald Lee Hilbert, address same as business.

This business is conducted by an Individual.

/s/Donald L. Hilbert

The registrant commenced to transact business under the fictitious business name listed above on 5/15/97. This

statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/6/16.  
12/13, 12/20, 12/27, 1/3

#### FICTITIOUS BUSINESS NAME

##### STATEMENT

File No. 16-2073

The following person(s) is/are doing business as: **1. SANTA CRUZ LIVE SCAN 2. SANTA CRUZ LIVE SCAN, INC.,** 877 Cedar St. Suite 150, Santa Cruz CA 95060.

Santa Cruz Live Scan, Inc., address same as business.

This business is conducted by a Corporation.

/s/Conor Carey, President

The registrant commenced to transact business under the fictitious business name listed above on 5/12/12. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/9/16.

12/13, 12/20, 12/27, 1/3

#### FICTITIOUS BUSINESS NAME

##### STATEMENT

File No. 16-2080

The following person(s) is/are doing business as: **JCDESIGN STUDIO,** 203 Highview Dr. Santa Cruz CA 95060.

Jay C. Capela and Jennifer J. Cherk, address same as business.

This business is conducted by a Married Couple.

/s/Jay Capela

The registrant commenced to transact business under the fictitious business name listed above on 12/9/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/9/16.

12/13, 12/20, 12/27, 1/3

#### FICTITIOUS BUSINESS NAME

##### STATEMENT

File No. 16-2083

The following person(s) is/are doing business as: **BRIGHT-BEAST,** 210 Orchard Rd. Felton CA 95019.

Lisa Marie Grillos, address same as business.

This business is conducted by an Individual.

/s/Lisa M. Grillos

The registrant commenced to transact business under the fictitious business name listed above on 11/27/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/12/16.

12/13, 12/20, 12/27, 1/3

#### FICTITIOUS BUSINESS NAME

##### STATEMENT

File No. 16-2084

The following person(s) is/are doing business as: **THE GYPSY FISH COMPANY,** 316 Main St. Unit 1, Santa Cruz CA 95060.

Christopher Wang, 316 Main St. Unit 1, Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/Christopher Wang

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 12/12/16.

12/13, 12/20, 12/27, 1/3

#### FICTITIOUS BUSINESS NAME

##### STATEMENT

File No. 16-2095

The following person(s) is/are doing business as: **1. FRESH STITCH 2. VIRGINIA'S COLLECTIONS,** 513 Lavern Ave. Apt. 1, Aptos CA 95003.

Verginia Voinea, address same as business.

This business is conducted by an Individual.

/s/Verginia Voinea

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

12/13, 12/20, 12/27, 1/3

#### ORDER TO SHOW CAUSE

##### FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **KENDALL TAWN ARGAST** for CHANGE OF NAME

16CV03198

TO ALL INTERESTED PERSONS:

1. Petitioner: **KENDALL TAWN ARGAST** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**KENDALL TAWN ARGAST**

PROPOSED NAME(s):

**KENDALL TAWN ARGAST-WATSON**

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that included the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

##### NOTICE OF HEARING

**JANUARY 23, 2017, 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

December 8, 2016

Kendall Tawn Argast

109 Trinity St.

Santa Cruz CA 95060

831 239-9419

12/13, 12/20, 12/27, 1/3

#### SUMMONS

##### (CITACION JUDICIAL)

CASE NUMBER (Número del Caso): 16CV01709

NOTICE TO DEFENDANT (AVISO AL DEMANDADO): **ESTHER ORESCAN and DOES 1 through 20, inclusive.**

YOU ARE BEING SUED BY PLAINTIFF (LO ESTÁ DEMANDANDO EL DEMANDANTE):

**CELANDINE ORESCAN, ERIC ORESCAN and CHANA ORESCAN**

NOTICE! You have been sued. The court may decide

against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/self-help](http://www.courtinfo.ca.gov/self-help)), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), or by contacting your local court or county bar association. NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case.

¡AVISO! Lo han demandado. Si no responde dentro de 30 días, la corte puede decidir en su contra sin escuchar su versión. Lea la información a continuación.

Tiene 30 DÍAS DE CALENDARIO después de que le entreguen esta citación y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia. Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), en el Centro de Ayuda de las Cortes de California, ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)) o poniéndose en contacto con la corte o el colegio de abogados locales. AVISO: Por ley, la corte tiene derecho a reclamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 ó más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desechar el caso.

**The name and address of the court is (El nombre y dirección de la corte es):**

*continued on following page*



**SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ**

**701 Ocean St. Santa Cruz CA 95060.**

The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es):

**John P Hannon II**

**Law Offices of John P. Hannon II**

**716 Capitola Ave. Suite F**

**Capitola CA 95010**

**831 476-8005**

DATE (Fecha): July 8, 2016

Alex Calvo, Clerk (Secretario), by Sandra Gonzalez, Deputy

12/13, 12/20, 12/27, 1/3

**NOTICE OF PETITION  
TO ADMINISTER ESTATE OF  
MARY LOIS SCHMIDT, Decedent**

Case Number: 16PR00523

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **MARY LOIS SCHMIDT, also known as Lois Schmidt and Mary Schmidt.**

A PETITION FOR PROBATE has been filed by **PATRICIA GOLLAHER/JANIS HAGER** in the Superior Court of California, County of SANTA CRUZ.

THE PETITION requests that **PATRICIA GOLLAHER/JANIS HAGER** 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 9, 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:

HARRIET BROWN

55 RIVER ST. SUITE 100

SANTA CRUZ CA 95060

831 460-1946

12/13, 12/20, 12/27

**NOTICE TO CREDITORS**

**NOTICE TO CREDITORS OF JAMES R. DUTRA  
IN RE JAMES R DUTRA LIVING TRUST DATED  
JULY 15, 2014**

**CASE NO. 16PR00182**

IN THE SUPERIOR COURT OF CALIFORNIA FOR THE 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 PR046291, and mail a copy to JAMES M. DUTRA, as Trustee of the trust dated July 15, 2014, wherein the decedent was the settlor, care of Robert K. Johnson, Esq., JOHNSON & JAMES, LLP, 311 Bonita Dr. Aptos CA 95003, within the later of four months after December 13, 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. 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.

Attorneys for Trustee: JAMES M. DUTRA

Robert K. Johnson, Esq., JOHNSON & JAMES, LLP, 311 Bonita Dr., Aptos CA 95003.

Joseph G. Haselton, Esq., Haselton & Haselton, 2425 Porter St. Suite 14, Soquel CA 95073-2454.

HASELTON & HASELTON

/s/JOSEPH G. HASELTON, Attorney for Trustee James M. Dutra

Dated: December 9, 2016

12/13, 12/20, 12/27

**ADVERTISEMENT OF SALE**

NOTICE IS 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 the Civil Code.

**The undersigned will sell at public sale by competitive bidding on Wednesday, the 21st day of December, 2016 at 10:45 am, on the premises where said property has been stored and which are located at: Brommer St Storage, 1300 Brommer St, Santa Cruz, California 95062, County of Santa Cruz, the following, which contain misc. household and personal items unless otherwise noted:**

**Unit#--Name**

**G-38--Priscilla Quinn**

**G-41--Santa Cruz Film Festival**

**J-64--Jazmine Aceves**

Purchases must be paid for at the time of purchase in cash only. All purchased items sold as is where is and must be removed at the time of sale. Sale subject to cancellation in the event of settlement between owner and obligated party. Brommer St. Storage reserves the right to refuse any bid or cancel auction for any or all units. Dated: 12/13, 12/20

Auctioneer John Cardoza, CAI

Bond No. 5860870

(209) 667-5797

12/13, 12/20

T.S. No. 0125001588 Loan No. Ye-Chau APN: 005-282-43 NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 11/6/2013. 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 1/3/2017 at 1:45 PM at the courtyard steps to the Santa Cruz County Courthouse 701 Ocean Street Santa Cruz, California 95060, Old Republic Title Insurance Company, a California corporation, as the duly appointed Trustee under the Deed of Trust recorded on 11/27/2013, as Instrument No. 2013-0054847, of Official Records in the office of the Recorder of Santa Cruz County, California, executed by: Aaron H. Ye and Sandy E. Ye, as husband & wife as to a 50% interest and Kuai Ngan Chau, unmarried woman, as to a 50% interest, all as Tenants in Common, as Trustor, Sequoia Mortgage Capital, Inc. as servicing agent for the payees listed on the attached Exhibit A, Exhibit A to Ye-Chau Note and Deed of Trust Judd Kessler, Trustee of the Kenneth L. Poulsen Trust C, as to an undivided 300/840 interest. Judd Kessler, Trustee of A.D. and Jaclyn Kessler Trust B, as to an undivided 240/840 interest. Miles Grant as Trustee for Grant & Zeko, APC DBP, as to an undivided 100/840 interest. Brian Hays or Tamera Hays, co-trustees of the Hays Family Living Trust, as to an undivided 100/840 interest. Henry R. Wakefield and Joyce A. Wakefield, co-trustees of the Wakefield Family Trust dated 6/15/12, as to an undivided 100/840 interest. as Lender/Beneficiary, WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR (payable at time of sale in lawful money of the United States by cashier's check drawn on a state or national bank, check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in the state) all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County, California, describing the land therein: As more fully described on said Deed of Trust. The street address or other common designation, if any, of the real property described above is purported to be: 533 Ocean Street 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 made as an "AS IS" condition, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s),

advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the Trustee and of the trusts created by the Deed of Trust, to wit: \$1,136,869.51 (Estimated). Accrued interest and additional advances, if any, will increase this figure prior to sale. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 888-988-6736 or visit this Internet Web site [www.salestrack.tdsf.com](http://www.salestrack.tdsf.com), using the file number assigned to this case 0125001588. 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. This property which is subject to this Notice of Sale does not fall within the purview of California Civil Code Section 2923.5. The present beneficiary under the Deed of Trust has elected to conduct a unified foreclosure sale pursuant to the provisions of California Commercial Code Section 9604(a)(1)(B). See Exhibit "B" attached for description of personal property. All right, title and interest (including any claim or demand or demand in law or equity) that Borrower now has or may later acquire in or to such Mortgaged Property; all easements, rights, privileges, tenements, hereditaments, and appurtenances belonging or in any way appertaining to the Mortgaged Property; all of the estate, right, title, interest, claim, demand, reversion, or remainder of Borrower in or to the Mortgaged Property, either at law or in equity, in possession or expectancy, now or later acquired; all crops growing or to be grown on the Mortgaged Property; all development rights or credits and air rights; all water and water rights (whether or not appurtenant to the Mortgaged Property) and shares of stock pertaining to such

water or water rights, ownership of which affects the Mortgaged Property; all minerals, oil, gas, and other hydrocarbon substances and rights thereto in, on, under, or upon the Mortgaged Property and all royalties and profits from any such rights or shares of stock; all right, title, and interest of Borrower in and to any streets, ways, alleys, strips, or gores of land adjoining the Land or any part of it that Borrower now owns or at any time later acquires and all adjacent lands within enclosures or occupied by buildings partly situated on the Mortgaged Property;

All intangible Mortgaged Property and rights relating to the Mortgaged Property or its operation or used in connection with it, including, without limitation, permits, licenses, plans, specifications, construction contracts, subcontracts, bids, deposits for utility services, installations, refunds due Borrower, trade names, trademarks, and service marks; All of the right, title, and interest of Borrower in and to the land lying in the bed of any street, road, highway, or avenue in front of or adjoining the Land; Any and all awards previously made or later to be made by any Governmental Authority to the present and all subsequent owners of the Mortgaged Property that may be made with respect to the Mortgaged Property as a result of the exercise of the right of eminent domain, the alteration of the grade of any street, or any other injury to or decrease of value of the Mortgaged Property, which award or awards are assigned to Lender and Lender, at its option, is authorized, directed, and empowered to collect and receive the proceeds of any such award or awards from the authorities making them. All certificates of deposit of Borrower in Lender's possession and all bank accounts of Borrower with Lender and their proceeds, and all deposits of Borrower with any Governmental Authority and/or public utility company that relate to the ownership of the Mortgaged Property; All Leases of the Mortgaged Property or any part of it now or later entered into and all right, title, and interest of Borrower under such Leases, including cash or securities deposited by the tenants to secure performance of their obligations under such Leases (whether such cash or securities are to be held until the expiration of the terms of such Leases or applied to one or more of the installments of rent coming due immediately before the expiration of such terms), all rights to all insurance proceeds and unearned insurance premiums arising from or relating to the Mortgaged Property, all other rights and easements of Borrower now or later existing pertaining to the use and enjoyment of the Mortgaged Property, and all right, title, and interest of Borrower in and to all declarations of covenants, conditions, and restrictions as may affect or otherwise relate to the Mortgaged Property; Any and all proceeds of any insurance policies covering the Mortgaged Property, whether or not such insurance policies were required by Lender as a condition of making the loan secured by this Deed of Trust or are required to be maintained by Borrower as provided below in this Deed of Trust; which proceeds are assigned to Lender, and Lender, at its option, is authorized, directed, and empowered to collect and receive the proceeds of such insurance policies from the insurers issuing the same and to give proper receipts and acquittances for such policies, and to apply the same as provided below; All plans and

specifications for the Improvements; all contracts and subcontracts relating to the Improvements; all deposits (including tenants security deposits; provided, however, that if Lender acquires possession or control of tenants' security deposits Lender shall use the tenants' security deposits only for such purposes as Governmental Requirements permit), funds, accounts, contract rights, instruments, documents, general intangibles, and notes or chattel paper arising from or in connection with the Land or other Mortgaged Property; all permits, licenses, certificates, and other rights and privileges obtained in connection with the Land or other Mortgaged Property; all soils reports, engineering reports, land planning maps, drawings, construction contracts, notes, drafts, documents, engineering and architectural drawings, letters of credit, bonds, surety bonds, any other intangible rights relating to the Land and Improvements, surveys, and other reports, exhibits, or plans used or to be used in connection with the construction, planning, operation, or maintenance of the Land and Improvements and all amendments and modifications; all proceeds arising from or by virtue of the sale, lease, grant of option, or other disposition of all or any part of the Land, Fixtures, Personalty, or other Mortgaged Property (consent to same is not granted or implied); and all proceeds (including premium refunds) payable or to be payable under each insurance policy relating to the Land, Fixtures, Personalty, or other Mortgaged Property; All trade names, trademarks, symbols, service marks, and goodwill associated with the Mortgaged Property and any and all state and federal applications and registrations now or later used in connection with the use or operation of the Mortgaged Property; All tax refunds, bills, notes, inventories, accounts and charges receivable, credits, claims, securities, and documents of all kinds, and all instruments, contract rights, general intangibles, bonds and deposits, and all proceeds and products of the Mortgaged Property; All money or other personal property of Borrower (including, without limitation, any instrument, deposit account, general intangible, or chattel paper, as defined in Division 9 of the California Uniform Commercial Code) previously or later delivered to, deposited with, or that otherwise comes into Lender's possession; All accounts, contract rights, chattel paper, documents, instruments, books, records, claims against third parties, money, securities, drafts, notes, proceeds, and other items relating to the Mortgaged Property; All construction, supply, engineering, and architectural contracts executed and to be executed by Borrower for the construction of the Improvements; and All proceeds of any of the foregoing. Date: 12/8/2016 Old Republic Title Company, as Trustee 1900 Burnett Avenue, Suite #400 Concord, California 94520 by: Debbie Jackson, Vice President TAC: 6190 PUB: 12/13/16, 12/20/16, 12/27/16

APN: 095-071-11 TS No: CA08001905-16-1 TO No: 95310374 NOTICE OF TRUSTEE'S SALE (The above statement is made pursuant to CA Civil Code Section 2923.3(d) (1). The Summary will be provided to Trustor(s) and/or vested owner(s) only, pursuant to CA Civil Code Section 2923.3(d)(2).) YOU ARE IN DEFAULT UNDER A DEED

continued on following page

OF TRUST DATED October 10, 2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On January 11, 2017 at 01:00 PM, Front Entrance (facing Ocean St.), Santa Cruz County Courthouse, 701 Ocean Street, Santa Cruz, CA 95060, MTC Financial Inc. dba Trustee Corps, as the duly Appointed Trustee, under and pursuant to the power of sale contained in that certain Deed of Trust Recorded on October 18, 2006 as Instrument No. 2006-0060481, of official records in the Office of the Recorder of Santa Cruz County, California, executed by MICHAEL EARLEY A MARRIED MAN AS HIS SOLE AND SEPARATE PROPERTY, as Trustor(s), in favor of WASHINGTON MUTUAL BANK, FA as Beneficiary, WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER, in lawful money of the United States, all payable at the time of sale, that certain property situated in said County, California describing the land therein as: AS MORE FULLY DESCRIBED IN SAID DEED OF TRUST The property heretofore described is being sold "as is". The street address and other common designation, if any, of the real property described above is purported to be: 16885 LAUREL ROAD, LOS GATOS, CA 95033 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made without covenant or warranty, express or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the Note(s) secured by said Deed of Trust, with interest thereon, as provided in said Note(s), advances if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. The total amount of the unpaid balance of the obligations secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of this Notice of Trustee's Sale is estimated to be \$512,415.24 (Estimated). However, prepayment premiums, accrued interest and advances will increase this figure prior to sale. Beneficiary's bid at said sale may include all or part of said amount. In addition to cash, the Trustee will accept a cashier's check drawn on a state or national bank, a check drawn by a state or federal credit union or a check drawn by a state or federal savings and loan association, savings association or savings bank specified in Section 5102 of the California Financial Code and authorized to do business in California, or other such funds as may be acceptable to the Trustee. In the event tender other than cash is accepted, the Trustee may withhold the issuance of the Trustee's Deed Upon Sale until funds become available to the payee or endorsee as a matter of right. The property offered for sale excludes all funds held on account by the property receiver, if applicable. 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. 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 Auction.com at 800.280.2832 for information regarding the Trustee's Sale or visit the Internet Web site address [www.Auction.com](http://www.Auction.com) for information regarding the sale of this property, using the file number assigned to this case, CA08001905-16-1. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. Date: November 30, 2016 MTC Financial Inc. dba Trustee Corps TS No. CA08001905-16-1 17100 Gillette Ave Irvine, CA 92614 Phone: 949-252-8300 TDD: 866-660-4288 Miguel Ochoa, Authorized Signatory SALE INFORMATION CAN BE OBTAINED ONLINE AT [www.Auction.com](http://www.Auction.com) FOR AUTOMATED SALES INFORMATION PLEASE CALL: Auction.com at 800.280.2832 Trustee Corps may be acting as a debt collector attempting to collect a debt. Any information obtained may be used for that purpose. 12/06/2016, 12/13/2016, 12/20/2016, SANTA CRUZ RECORD

T.S. No. 047142-CA APN: 002-701-28 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 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 On 1/9/2017 at 1:45 PM, CLEAR RECON CORP., as duly appointed trustee under and pursuant to Deed of Trust recorded 6/30/2005, as Instrument No. 2005-0044295, of Official Records in the office of the County Recorder of Santa Cruz County, State of CALIFORNIA executed by: LISA MACHADO, A SINGLE WOMAN 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 LOCATED AT 701 OCEAN STREET, 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: 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: 41 GRANDVIEW ST 1401 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: \$185,312.08 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 (800) 758 - 8052 or visit this Internet Web site [WWW.HOMESARCH.COM](http://WWW.HOMESARCH.COM), using the file number assigned to this case 047142-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: (800) 758 - 8052 CLEAR RECON CORP. 4375 Jutland Drive Suite 200 San Diego, California 92117 12/6, 12/13, 12/20



# Current

# Casts



## this month's podcast roundup

### Rocketship

*Rocketship* is a podcast for entrepreneurs that explores “everything from funding to growth, culture to sales and everything in between.” Featuring interviews with 200+ world-class entrepreneurs, including Clay Collins of LeadPages, Laura Roeder of Edgar, Ryan Hoover of Product Hunt, Ryan Singer of Basecamp and many more, the podcast provides an insider’s perspective into starting up, as well as valuable tips and insights into today’s business landscape. Among the topics covered are pricing your product, creating a vision, using data to transform your business, and using strategic partnerships to grow your business.

#### Recommended Episodes

- Growing Through Market Research, with Justin Mares of Fomo
- How to Build a Product-Driven Company, with Laura Roeder of Edgar
- The Four Stages of SaaS Growth, with Bobby Martin of The Hockey Stick Principles

### Hack the Entrepreneur

*Hack the Entrepreneur* is a podcast for people looking for their next business idea, starting a business, or otherwise “looking to develop their success mindset.” Hosted by online entrepreneur, bestselling author, and business strategist Jon Nastor, the podcast digs into the challenging and rewarding business of entrepreneurship, for startup founders, independent professionals, digital nomads and more. Topics covered include building a SaaS company, affiliate marketing, passive income, coaching and consulting, and content marketing. Among Nastor’s guests are industry influencers such as Gary Vaynerchuk, Seth Godin, Pat Flynn and John Lee Dumas.

#### Recommended Episodes

- Stop Trying to Reinvent the Wheel, with Mikita Mikado
- Focus on the Solution, Not the Problem, with Scott Stiles
- Collaboration Not Competition, with Gabby Wallace

### The Productivityist Podcast

Mike Vardy is one of the most visible and well-respected productivity experts around. On his weekly *Productivityist Podcast*, Vardy shares strategies to help you “take your productivity, time management, goals, to do lists, habits, and workflow to new heights — both at work and at home.” If you’re looking for productivity tips, tool reviews, tactics and tricks, this podcast is a must-listen as Vardy’s conversational tone and vast expertise are engaging, informative and entertaining.

#### Recommended Episodes

- Paperless Productivity, with Brooks Duncan
- ProTECHtivity, with Steve Dotto
- Progress, with Erik Fisher

### Cat & Cloud Coffee Podcast

There’s no shortage of great coffee in Santa Cruz but recently we got a fantastic addition to the local scene when Cat & Cloud opened a coffee shop at 3600 Portola Drive. (ProTip: If you haven’t tried Cat & Cloud’s “The Answer” coffee, do so ASAP.) Two of the Cat & Cloud co-founders, Jared Truby and Chris Baca, who are longtime fixtures on the national/international coffee scene, also host a popular coffee podcast with 3,000–5,000 downloads each week. Each episode delivers a “dose of audible coffee magic” and interviews with coffee industry insiders from around the world. If you want to nerd out on coffee, get a behind-the-scenes look at an up-and-coming Santa Cruz company, or be inspired to start your own podcast about your industry or business, check this one out.

#### Recommended Episodes

- Training, Wholesale and a New Market
- 1st, 2nd and 3rd Waves
- Manage That Time

*Current Casts are compiled monthly by Cat Johnson.*



## Businesses in Escrow

Seller  
Buyer  
**Business**  
Escrow Holder  
Last day for filing a Claim

Lisa Mefford  
Stephanie Loftus  
**The Quill**  
William H. Dunn  
12/1/2016

AML-PG Inc.  
MJ Ventures Inc.  
**Cork 'N Bottle**  
L+G LLP  
12/21/2016

F & K Petroleum II, Inc  
Hadad Petroleum, Inc.  
**Salinas ARCO**  
Fidelity National Title Co.  
12/19/2016



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**Data Specialist**  
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**Designer & Art Director**  
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www.santacruzrecord.com

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

Postmaster: Address change information to: Santa Cruz Record, 291 A Water St., Santa Cruz, CA 95060  
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## Commercial Leases



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



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



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



**1729 Seabright Avenue, Santa Cruz**  
\$1.00 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)

Alad, Inc.  
Alad Inc.  
**87 Front St., Soledad**  
N/A

Oriental Gourmet Inc.  
Hui Min Li  
**1184 Forest Ave., Ste G, Pacific Grove**  
N/A

Greenfield Market & Gas Inc.  
Mtanos Hawara  
**348 El Camino Real, Greenfield**  
N/A

Upper Crust Pizza LLC  
Joseph Carollo  
**2415 Mission St., Santa Cruz**  
N/A

LVC Co.  
Dana & John Smith  
**253 Center Ave., Aptos**  
William H. Dunn

## Productivity Technique

### 14. Make Bad Habits Difficult for Yourself

Sometimes the best way to break a bad habit is to make things incredibly difficult for yourself. If you hate that you watch too much TV, keep the remote control in the upstairs closet. If you can't help but surf the Web when you need to be focusing on a blog post, disconnect your Wi-Fi for a bit. While the extreme lengths you take to avoid certain habits can seem excessive, once those habits are broken it will be well worth the struggle.



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## Tracking the Numbers

	This Week	Y-T-D 2016	Y-T-D 2015
Grant Deeds - Santa Cruz Co.....	53.....	2729.....	3109
Grant Deeds - Monterey Co.....	89.....	3992.....	3913
Grant Deeds - San Benito Co.....	16.....	930.....	793
Notices of Default - Santa Cruz.....	5.....	249.....	261
Notices of Default - Monterey Co.....	8.....	459.....	506
Notices of Default - San Benito Co.....	1.....	49.....	81
Foreclosures - Santa Cruz Co.....	4.....	202.....	250
Foreclosures - Monterey Co.....	7.....	396.....	419
Foreclosures - San Benito Co.....	0.....	47.....	58
Trustee Deeds - Santa Cruz Co.....	2.....	53.....	86
Trustee Deeds - Monterey Co.....	8.....	170.....	207
Trustee Deeds - San Benito Co.....	0.....	30.....	32
Business Filings - Santa Cruz.....	27.....	1281.....	1382



## The Tri-County Real Estate Report

**Santa Cruz \* Monterey \* San Benito**

**Weekly Real Estate Sales & Distressed Properties**

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 813-290-1280 | [info@hustlenetwork.com](mailto:info@hustlenetwork.com)



## Tracking the Numbers

As a business owner, you know that tracking the numbers is essential to the success of your business. Here are some key metrics to watch:

- Revenue
- Profit
- Expenses
- Assets
- Liabilities
- Equity
- Debt
- Net Worth
- Current Ratio
- Debt to Equity Ratio
- Return on Investment
- Return on Assets
- Return on Equity
- Return on Capital Employed
- Return on Assets (ROA)
- Return on Equity (ROE)
- Return on Capital Employed (ROCE)
- Return on Assets (ROA)
- Return on Equity (ROE)
- Return on Capital Employed (ROCE)

By tracking these numbers, you can make informed decisions about your business and ensure its long-term success.

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