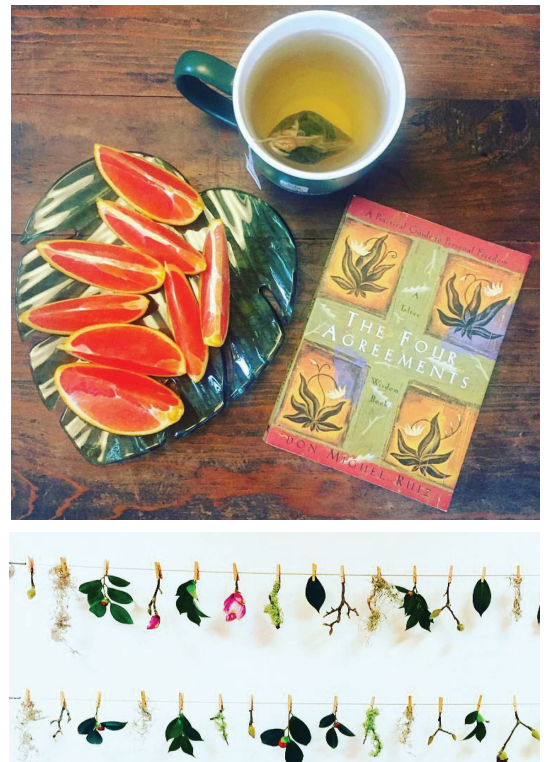


SANTA CRUZ RECORD

JANUARY 3, 2017 – VOL. 46 #11

LOCAL BUSINESS STARTS HERE

WWW.SANTACRUZRECORD.COM



Ariel Carlson and Leilani Kanter, co-owners in their new lifestyle store offering home goods, unique gifts and botanicals in downtown Santa Cruz.

Botanic and Luxe

At Botanic and Luxe, shoppers can experience a world of design, soulful living, and shop elegant tableware, botanical prints, greeting cards, handmade jewelry, and luxurious skin care products such as Fig and Yarrow and Malie. "Botanic and Luxe's aesthetic is rustic yet elegant," said Ariel Carlson, owner and co-founder of Botanic and Luxe. "We carefully hand-select each item for shoppers with a passion or curiosity for colors, texture, design and lush, exotic indoor plants. We believe each item we sell should have soul and character." Carlson and Kanter are childhood friends with a deep-rooted love for rustic design and botanicals that originates from growing up on the beau-



tiful island of Kauai, Hawaii. They spent their childhood building tree forts, playing at the beach, and adventuring. From a young age, both worked together selling homemade products and neighborhood flowers, and planned to one day open a store together. Carlson has a degree in landscape architecture, which helped her develop an eye for design, while Kanter brings a degree in holistic nutrition that has allowed her to establish a love for health and community. Both storeowners feel that Santa Cruz is the perfect location for Botanic and Luxe because it's a like-minded community they have fallen in love with, similar to their upbringing on Kauai. They are excited to have established their business in downtown Santa Cruz, and enjoy being a vital part of the local community. Visit: www.botanicandluxe.com

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Santa Cruz Record Calendar of Events



Wednesday, January 4

- **Santa Cruz New Tech MeetUp** 5:30 p.m. at Hotel Paradox, 611 Ocean Street, Santa Cruz. Tesla-SolarCity, Zero Motorcycles, Akamai, Calliope, and Sunbank Solar Let's start 2017 with some serious green tech! Learn about hot new technologies and mingle with 400+ fellow entrepreneurs, investors, bloggers, and tech enthusiasts. This event is always packed, so be sure to RSVP early. Doors open at 5:30 p.m., presentations start at 7 p.m. Entry fee is \$15 (pay at the door, cash or credit card), and includes appetizers and LIVE MUSIC. \$5 for students with valid ID. Full bar available, drinks for purchase. Visit www.MeetUp.com/SantaCruzNewTech for more information.
- **Toastmasters: Speak for Success** 7–8 p.m. at St. Philip's Episcopal Church, 5271 Scotts Valley Drive, Scotts Valley. Giving a business presentation? Interviewing for a job? Improve your speaking skills in a friendly, supportive environment with Redwood Ramblers Toastmasters. Open to all levels. Drop-ins welcome. Call 831-435-9308 for more information.

Friday, January 6

- **First Friday Santa Cruz** 5–9:30 p.m. Every First Friday is a First Friday Art Walk in Downtown Santa Cruz. Visit FirstFridaySantaCruz.com for more information.

Wednesday, January 11

- **Toastmasters: Speak for Success** 7–8 p.m. at St. Philip's Episcopal Church, 5271 Scotts Valley Drive, Scotts Valley. Giving a business presentation? Interviewing for a job? Improve your speaking skills

in a friendly, supportive environment with Redwood Ramblers Toastmasters. Open to all levels. Drop-ins welcome. Call 831-435-9308 for more information.

Saturday, January 14

- **Santa Cruz Socialites 2017 Dream BIG Event** 11 a.m. – 2 p.m. at Childish Santa Cruz, 1127 Soquel Ave, Santa Cruz. We invite you to celebrate the New Year Santa Cruz Socialites style! Join us for our 5th annual "Dream BIG Event," the event that started it all. We will be serving mimosas and a lite brunch. Let's create your vision for 2017. The Dream BIG event is to kick off our 2017 in a BIG way. Goal Poster, Dream Board, Vision Board. We will have the food, drinks, and goal/vision board supplies, music and motivation to create your board — together we can make it happen. Guest speakers and motivators to be announced. Bring your smile and your dreams! Visit SantaCruzSocialites.com for more information.

Wednesday, January 18

- **Audit Protection: File it Right** 11:45 a.m. – 1:45 p.m. at Simpkins Family Swim Center, 979 17th Ave., Santa Cruz. Hosted by Santa Cruz Score, presented by Cynthia Leachmoore, Enrolled Agent. Tax basics and refinements will be presented along with new tax law for small business. If you are new to business or need a refresher course, Cynthia will give you clear information and answer questions. Visit SantaCruzSBDC.org for more information.

Thursday, January 19

- **Capitola-Soquel Chamber of Commerce After-Hours Networking Mixer** 5–7 p.m. at Z Chiropractic and Points for Wellness, 4841 Soquel Drive, Soquel. Enjoy wine and appetizers, live music from Gemini Jazz, raffle prizes, and friendly networking with local business owners, professionals and community members. Visit CapitolaChamber.com for more information.

Saturday, January 21

- **Scotts Valley Community Awards Gala** 12 noon at

Green Hills Event Center, 1500 Green Hills Road, Scotts Valley. Join us in honoring the extraordinary leaders of our Scotts Valley Community! Visit ScottsValleyChamber.com for more information.

Thursday, January 26

- **Event Santa Cruz** This month features Hairdressers on Fire from 6–8:30 p.m. at Hive & Hum. Visit www.EventSantaCruz.com for more information.

Saturday, January 28

- **Pajaro Valley 2017 annual Awards Dinner** 5:30 p.m. at the Santa Cruz Fairgrounds JJ Crosetti Hall. Visit PajaroValleyChamber.com for more information.

Sunday, January 29,

- **Bridal Expo** 11 a.m. to 4 p.m. at the Boardwalk's Coconut Grove, 400 Beach Street, Santa Cruz. Join us for the largest and longest-running Bridal Expo on the Central Coast. The Expo is supported by an extensive media campaign, ensuring high visibility and quality attendance. If weddings and newlyweds are your business, then this is the show for you. Visit BeachBoardwalk.com for more information.

Wednesday, February 22

- **Business Showcase — Soaring to New Heights** 4–7 p.m. at Seascape Golf Club, 610 Clubhouse Drive, Aptos. Back by popular demand, we are "Soaring to New Heights" this year and invite you to participate in one of the most successful networking and promotional events of the year, "The Greatest Showcase on Earth!" Each year, the Business Showcase provides local business the opportunity to make connections with thousands of potential customers and fellow businesses. Visit CapitolaChamber.com for more information.

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

Can Sales and Marketing Be Evil

by Andy Van Valer

Have you ever met someone who has the skill to share a story that moves people, or who spreads or influences people and creates action? Good marketing can cause people to buy something that they wouldn't have bought otherwise, change their thoughts or opinion, or cast a vote for someone they might not have ever considered.

Lets face it, marketing works! So, does that make marketing or sales evil? It is a debate I find myself in all the time.

My thoughts are that marketing is a great tool, but used wrong, just like anything else, and it can be evil.

I think it's evil to persuade kids to eat food that is known to be bad for them or to start smoking, to cynically manipulate the electoral or political process, to grandstand an opportunity, or lie to people in ways that cause disastrous side effects. I think it's evil to sell a patient medicine when an effective natural solution is available. I think it's evil to come up with new ways to make obesity acceptable so you can make a few more bucks. I think it's evil to tell people you make \$10,000 a

month residual income when it is coming from selling a business and getting a bonus for doing so.

Marketing is great when it persuades people to stay in better health by stop smoking, get out a register to vote or move people towards a cause. Marketing is extremely powerful when it sells a product to someone who discovers more joy or more productivity because they bought it. Marketing is fantastic when it elects someone who changes the community for the better.

On a call today, we talked about standing up for what is right. Isn't it immoral not to? It's immoral to rob someone's house and burn it to the ground, but is it immoral to market them into foreclosure? Well, if marketing works, if it's worth the time and money, then I don't think it matters a bit if someone's just doing their job. It's still wrong.

I recall a conversation a year ago where a title person was telling me about some of the abuses she thought were going on. When I asked her who she notified, she said she didn't notify anyone because that was bad for business.

Just like every tool, the impact comes from the person who is using it, not the tool. Marketing

has more reach, with more speed than it has ever had before.

In the current economic times, there are many people abusing the tool. For me, marketing works for society when the marketer and consumer are both aware of what's happening and are both satisfied with the final outcome. I don't think it's evil to make someone happy by selling them a home. Yet, on the other hand, swindling someone out of their house in order to make a sales commission certainly is. Just because you can market something doesn't mean you should.

You've got the power, so you're responsible, regardless of what your boss tells you to do. The good news is, that I'm not in charge of what is evil and what is not. You, your customers and their neighbors are.

I put my bet on ethical marketing and believe it will eventually defeat the kind that depends on deception and greed. ■

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

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& MENTION SCR TO RECEIVE PRIORITY PRICING**

Operations | Funding | Strategic Marketing | Branding | Sales Strategy


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ADVOCATES**

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New Business Filings

Aptos Medical Aesthetics Inc.
Aptos Medical Aesthetics
 Aptos CA 95003

James Polizzi
Mambo Tropical
 Aptos CA 95003

Verginia Voinea
Fresh Stitch
Virginia's Collections
 Aptos CA 95001

Vert LLC
Risen Labs
 Aptos CA 95003

Elizabeth Posner
Mindful Beach House
 Aptos CA 95003

Brayden Estby
11th Hour Coffee Roasters
 Aptos CA 95003

Jesse Smith
Pro Extraction Solutions
 Boulder Creek CA 95006

Street Sense, LLC
Street Sense
 Capitola CA 95010

Breve Ventures Inc.
Spin Cycle Laundry Lounge
 Capitola CA 95010

Lisa M. Grillos
Brightbeast
 Felton CA 95018

Lauren Weyhe
Valley Real Estate
 Felton CA 95018

Gary Irving
Gary Irving Photography
 Santa Cruz CA 95062

Barry Cook Jackson Frederick William
Wines Hahn Estate
Kevin Olson Vineyards
 Santa Cruz CA 95060

Christopher Wang
The Gypsy Fish Company
 Santa Cruz CA 95060

Edward D Carlton
Super Suds Laundromat
 Santa Cruz CA 95060

Josh Oppenheimer
Santa Cruz Chronic
 Santa Cruz CA 95060

Saad Snakir Linda Wolbers
C-Pain &
Silicon Valley TMS of Monterey Bay
 Soquel CA 95073

Kayleen Bardwell
360 Design
 Soquel CA 95073

Coleen & Richard Harrison
Michael's on Main
 Soquel CA 95073

Stephen Scheiblauber
Marine Alliances Consulting
 Soquel CA 95073

Roberto Petruzzi
Cafe' Aroma
 Soquel CA 95073

Renteria Fitness
Powerhouse Gym Watsonville
 Watsonville CA 95076

Jose Martinez-Bermudez
Aqualight Water Store & Deli
 Watsonville CA 95076

Michael Shaw
Shaw's Mill & Cabinet
 Watsonville CA 95076

Buder Issa Yasin
Salinas Auto Sales
 Watsonville CA 95076

Artur Kosinski
Artur Kosinski Enterprise
 Watsonville CA 95076









Launching Your Business?

SCORE counselors are experienced small business owners and corporate executives who volunteer their time to help hundreds of local entrepreneurs launch businesses, find new customers, manage cashflow, and more.

- Free & Confidential Business Mentoring
- Local Workshops
- Online Expert Resources

831 621-3735 · santacruzscore.org



**Satisfied SCORE Client,
Roux Dat, Capitola**



Real Estate Sales

Property Address APN# Purchase Price
Document# Date Recorded

Santa Cruz County

112 Cherry Blossom Lane Aptos CA 95003
041-532-02 \$523,500 2016-51344 12/22

1769 Seascape Bl. Aptos CA 95003 054-
571-25 \$829,000 2016-51353 12/22

625 Seascape Resort Dr. Aptos CA 95003
054-521-78 \$659,000 2016-51432 12/23

130 Carrera Cir. Aptos CA 95003 042-073-
35 \$715,000 2016-52028 12/28

130 Seabreeze Pl. Aptos CA 95003 054-
241-10 \$925,000 2016-52030 12/28

224 Treasure Island Dr. Aptos CA 95003
042-181-16 \$599,000 2016-52062 12/28

8930 Glen Arbor Rd. Ben Lomond CA
95005 072-062-07 \$589,000 2016-51752
12/28

12995 Oak St. Boulder Creek CA 95006
081-171-02 \$865,000 2016-51233 12/22

12945 Pine St. Boulder Creek CA 95006
081-173-06 \$865,000 2016-51729 12/27

204 E. Hilton Dr. Boulder Creek CA 95006
086-581-18 \$293,000 2016-51763 12/28

140 La Selva Dr. La Selva Beach CA 95076
045-041-31 \$499,500 2016-52094 12/28

Vacant Land Los Gatos CA 95033 098-211-
38 \$409,500 2016-51246 12/22

323 Broadway #C1 Santa Cruz CA 95060
005-841-15 \$429,000 2016-51319 12/22

214 Plymouth St. Santa Cruz CA 95060
008-202-15 \$1,845,000 2016-51359 12/22

315 Cliff St. Santa Cruz CA 95060 007-112-
11 \$1,022,000 2016-51429 12/23

414 Hickman Ct. Santa Cruz CA 95062
028-263-54 \$889,000 2016-51436 12/23

165 Dubois St. Santa Cruz CA 95060 001-
033-11 \$2,730,000 2016-51439 12/23

305 Mountain View Rd. Santa Cruz CA
95065 100-081-20 \$1,250,000 2016-51477
12/23

111 Nanna Ct. Santa Cruz CA 95060 008-
432-13 \$1,625,000 2016-05182 12/23

1140 Western Dr. Santa Cruz CA 95060
002-012-09 \$1,023,000 2016-51556 12/27

325 Ocean St. Santa Cruz CA 95060 007-
403-15 \$605,000 2016-51651 12/27

114 Rollingwoods Dr. Santa Cruz CA 95060
061-521-02 \$1,058,182 2016-51703 12/27

1705 King St. Santa Cruz CA 95060 002-
214-07 \$746,500 2016-51810 12/28

935 Kings Canyon Rd. Scotts Valley CA
95066 021-202-02 \$590,000 2016-51247
12/22

552 Bean Creek Rd. #199 Scotts Valley CA
95066 022-312-08 \$375,000 2016-51518
12/23

552 Bean Creek Rd. #138 Scotts Valley CA
95066 022-294-43 \$425,000 2016-51522
12/23

552 Bean Creek Rd. #80 Scotts Valley CA
95066 022-284-06 \$475,000 2016-51731
12/27

36 Gardner Ave. Watsonville CA 95076
019-263-38 \$370,000 2016-51320 12/22

375 Clifford Ave. #209 Watsonville CA
95076 016-381-09 \$202,000 2016-51346
12/22

Vacant Land Watsonville CA 95076 015-
211-09 \$725,000 2016-51467 12/23

101 Shell Dr. #248 Watsonville CA 95076
052-482-08 \$531,000 2016-51795 12/28

151 Littleway Ct. Watsonville CA 95076
051-401-37 \$630,000 2016-51798 12/28

158 Mora St. Watsonville CA 95076 051-
371-16 \$550,000 2016-52092 12/28

Monterey County

46899 Highway 1 Big Sur CA 93920 419-
201-004 \$2,000,000 2016-79180 12/27

Vacant Land Bradley CA 93930 424-171-
035 \$960,000 2016-79629 12/28

3621 Eastfield Rd. Carmel CA 93923 015-
562-010 \$1,450,000 2016-78915 12/23

2448 Bay View Ave. Carmel CA 93923
009-412-020 \$2,480,000 2016-79184 12/27

Torres St. 2 NW of 11th Ave. Carmel CA
93921 010-072-035 \$1,673,500 2016-79306
12/27

Lincoln 2 NW of 5th Carmel CA 93921
010-211-004 \$1,250,000 2016-79549 12/28

11501 Preston St. Castroville CA 95012
030-048-013 \$399,000 2016-78511 12/22

11401 Preston St. Castroville CA 95012
030-081-016 \$409,000 2016-79084 12/23

19205 Karner Rd. Castroville CA 95012
131-073-011 \$156,500 2016-79604 12/28

16410 East Garrison Dr. East Garrison CA
93933 031-168-019 \$682,000 2016-78470
12/22

16727 Pickett Lane East Garrison CA 93933
031-167-059 \$454,500 2016-78473 12/22

16715 Pickett Lane East Garrison CA 93933
031-167-062 \$512,500 2016-78476 12/22

16735 Pickett Lane East Garrison CA 93933
031-167-057 \$474,000 2016-78745 12/22

16414 East Garrison Dr. East Garrison CA
93933 031-168-020 \$764,500 2016-79136
12/23

14841 Kit Carson Dr. East Garrison CA
93933 031-167-024 \$594,000 2016-79308
12/27

15639 Watkins Gate Rd. East Garrison CA
93933 031-168-016 \$732,000 2016-79446
12/28

165 Katherine St. Gonzales CA 93926 223-
081-014 \$1,904,000 2016-79413 12/27

317 7th Street Greenfield CA 93927 024-
044-027 \$295,000 2016-79010 12/23

203 Rava Parkway Greenfield CA 93927
024-351-056 \$299,000 2016-79563 12/28

222 E. San Antonio Dr. King City CA 93930
026-522-033 \$1,300,000 2016-79557 12/28

254 Boardwalk Ave. Marina CA 93933 031-
254-014 \$576,000 2016-78741 12/22

267 Harris Ct. Marina CA 93933 032-412-
022 \$494,000 2016-78760 12/22

257 9th Street Marina CA 93933 031-254-
087 \$540,000 2016-78468 12/22

1085 Franklin St. Monterey CA 93940 001-
341-013 \$1,850,000 2016-78514 12/22

366 Van Buren St. Monterey CA 93940
001-382-005 \$3,200,000 2016-78681 12/22

continued on following page

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112 Las Brisas Dr. Monterey CA 93940 173-077-044 \$1,365,000 2016-78683 12/22

20 Helvic Ave. Monterey CA 93940 013-025-021 \$610,000 2016-79231 12/27

501 Casanova Ave. Monterey CA 93940 013-065-003 \$750,000 2016-79676 12/28

325 Prescott Lane Pacific Grove CA 93950 006-725-013 \$765,000 2016-78948 12/23

940 Forest Ave. Pacific Grove CA 93950 006-662-009 \$925,000 2016-78990 12/23

301 Fountain Ave. Pacific Grove CA 93950 006-286-011 \$799,500 2016-79160 12/23

230 Bentley St. Pacific Grove CA 93950 006-348-004 \$799,000 2016-79192 12/27

76 Ocean Pines #C Pebble Beach CA 93953 008-583-020 \$600,000 2016-78580 12/22

3168 Palmero Way Pebble Beach CA 93953 008-341-035 \$2,300,000 2016-78757 12/22

3331 Ondulador Rd. Pebble Beach CA 93953 008-441-003 \$3,500,000 2016-79001 12/23

3010 Paris Ct. Royal Oaks CA 95076 412-141-042 \$550,000 2016-78712 12/22

1175 Rockhaven Ct. Salinas CA 93906 153-242-004 \$470,000 2016-78513 12/22

107 W. Acacia St. Salinas CA 93901 002-555-001 \$425,000 2016-78627 12/22

318 Tapadero St. Salinas CA 93906 003-412-001 \$315,000 2016-78737 12/22

1635 Piazza Dr. Salinas CA 93905 153-691-075 \$410,000 2016-78747 12/22

1074 Parkway Rd. Salinas CA 93905 004-121-015 \$400,000 2016-78766 12/22

24680 Foothill Dr. Salinas CA 93908 107-071-012 \$650,000 2016-78911 12/23

329 Reata St. Salinas CA 93906 003-432-026 \$380,000 2016-78953 12/23

7920 Sandy Hill Dr Salinas CA 93907 125-381-002 \$540,000 2016-79012 12/23

702 Vassar Ave. Salinas CA 93901 016-012-015 \$420,500 2016-79014 12/23

11 Twain Cir. Salinas CA 93906 153-251-035 \$605,000 2016-79117 12/23

1823 Redondo Way Salinas CA 93906 261-353-034 \$325,000 2016-79237 12/27

959 Sage Ct. Salinas CA 93905 153-471-025 \$440,000 2016-79395 12/27

964 Sage Ct. Salinas CA 93905 153-474-006 \$435,000 2016-79476 12/28

20 Waterford Cir. Salinas CA 93960 153-204-016 \$497,000 2016-79485 12/28

246 Douglas Ave. Salinas CA 93905 003-372-020 \$388,000 2016-79537 12/28

144 Pine St. Salinas CA 93901 002-532-011 \$480,000 2016-79599 12/28

22319 Capote Dr. Salinas CA 93908 161-351-002 \$774,000 2016-79656 12/28

Vacant Land San Ardo CA 93450 423-271-010 \$102,000 2016-79662 12/28

565 Williams Ave.#B Seaside CA 93955 011-362-020 \$306,000 2016-79181 12/27

630 Ventura Dr. Soledad CA 93960 022-515-007 \$361,500 2016-78479 12/22

753 Gabilan Dr. Soledad CA 93960 022-513-016 \$426,000 2016-79035 12/23

511 Tolteca Cir. Soledad CA 93960 022-232-042 \$300,000 2016-79105 12/23

1006 Madrid St. Soledad CA 93960 022-335-031 \$392,000 2016-79112 12/23

761 Gabilan Dr. Soledad CA 93960 022-513-017 \$366,000 2016-79127 12/23

1104 Madrid St. Soledad CA 93960 022-335-022 \$105,000 2016-79146 12/23

513 Viejo Gabriel Soledad CA 93960 022-461-062 \$309,000 2016-79191 12/27

626 Ventura Dr. Soledad CA 93960 022-515-006 \$415,500 2016-79449 12/28

248 Goldenrod St. Soledad CA 93960 022-411-030 \$310,000 2016-79480 12/28

San Benito County

1514 Santa Ana Rd. Hollister CA 95023 019-180-016 \$535,000 2016-14172 12/22

0 San Felipe Rd. Hollister CA 95023 050-010-008 \$18,000,000 2016-14178 12/22

286 El Toro Ct. Hollister CA 95023 054-490-097 \$646,000 2016-14203 12/22

285 El Toro Ct. Hollister CA 95023 054-490-099 \$560,318 2016-14206 12/22

1450 Mesa Ct. Hollister CA 95023 057-203-015 \$520,000 2016-14216 12/22

1150 Wright Rd. Hollister CA 95023 019-080-016 \$645,000 2016-14219 12/22

281 Slate Ave. Hollister CA 95023 057-720-033 \$498,409 2016-14222 12/22

340 Bridgevale Rd. Hollister CA 95023 019-240-031 \$385,000 2016-14254 12/23

1871 Sage Dr. Hollister CA 95023 025-550-058 \$624,500 2016-14255 12/23

241 McCloskey Rd. Hollister CA 95023 019-170-081 \$520,000 2016-14277 12/23

1651 Sunset Dr. Hollister CA 95023 057-324-005 \$475,000 2016-14279 12/23

42 Vista Lane Hollister CA 95023 052-061-004 \$429,000 2016-14306 12/27

239 San Juan Dr. Hollister CA 95023 051-050-019 \$171,500 2016-14348 12/28

630 B Street Hollister CA 95023 055-120-009 \$395,000 2016-14380 12/28

277 El Toro Ct. Hollister CA 95023 054-490-098 \$599,500 2016-14288 12/28

113 5th Street San Juan Bautista CA 95045 002-440-016 \$349,000 2016-14354 12/28 ■

The Tri-County Real Estate Report

Santa Cruz * Monterey * San Benito

Weekly Real Estate Sales & Distressed Properties

This is a detailed report for Real Estate Professionals

Call or email us: (831) 454-9820 SantaCruzRecord@gmail.com



Distressed Real Estate Recorded 12-22 thru 12-28 Trustee Sales

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

Santa Cruz County

2016-51533 430 Branciforte Dr. Santa Cruz 95060
068-252-12 \$347,989 26-Jan 701 Ocean St. Santa
Cruz 2:30 PM

2016-51259 310 Old River Lane Brookdale 95007
079-121-02 \$253,743 30-Jan 701 Ocean St. Santa
Cruz 1:45 PM

2016-51797 124 Glenview St. Santa Cruz 95060
011-133-07 \$703,000 6-Feb 701 Ocean St. Santa
Cruz 1:45 PM

2016-51847 1570 Robin Hood Lane Boulder Creek
95006 086-641-04 \$59,469 7-Feb 701 Ocean St.
Santa Cruz 1:45 PM

Monterey County

2016-78597 120 Highlands Dr. #A Carmel 93923
703-073-016 \$13,242 12-Jan 168 W. Alisal St.
Salinas 10:00 AM

2016-78846 755 Lewis Rd. Watsonville 95076 412-
051-010 \$183,068 17-Jan 168 W. Alisal St. Salinas
10:00 AM

2016-79385 352 Longhorn Dr. Gonzales 93926
020-293-012 \$530,450 17-Jan 168 W. Alisal St.
Salinas 10:00 AM

2016-78929 638 Calaveras Dr. Salinas 93901 261-
492-012 \$268,208 19-Jan 168 W. Alisal St. Salinas
10:00 AM

Trustee Sales (aka Foreclosures) These are recently recorded in the Santa Cruz, Monterey and San Benito County public records. Use the key below for the explanation of the stream of data for each notice. Your privacy is very important to us, therefore, we do not include the name of the property owner with the information.

Trustee Deeds are similar to Grant Deeds; (i.e. the recorded document that transfers real property from Seller to Buyer. Trustee Deeds, however, transfer real property, through foreclosure, from a Trustee to a Buyer. The Buyer can be a 3rd Party (i.e. Investor), or a Lender (i.e. foreclosing beneficial)

2016-78508 601 Belavida Rd. Monterey 93940 173-
075-008 \$4,729,932 24-Jan 168 W. Alisal St. Salinas
9:00 AM

2016-79120 645 San Miguel Ave. Salinas 93901
016-262-010 \$96,898 24-Jan 168 W. Alisal St.
Salinas 9:00 AM

2016-79119 1496 Falcon Dr. Salinas 93905 153-
496-001 \$742,220 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

2016-51846 290 Urbana Lane Ben Lomond 077-
241-26 U.S. National Bank 2016-00087-CA
\$554,136 \$554,136

2016-51473 375 Clifford Ave. #120 Watson-
ville 016-321-20 Anthony & Rebecca Campos*
00000006089890 \$69,517 \$177,000

2016-51673 241 Webb Rd. Watsonville 110-301-03
Anthony & Rebecca Campos* CA-15-675092-CL
\$1,123,410 \$765,000

Monterey County

2016-79709 Vacant Land Bradley 423-071-096
Janet G. Robbins 41809 \$386,764 \$386,764

2016-79121 226 Madera Ct. Monterey 173-072-
018 The Bank of NY CA-14-650167-HL \$1,810,059
\$1,623,600

2016-78987 1662 Piazza Dr. Salinas 153-691-
034 Duke Partners II LLC* CA-15-679817-BF
\$580,550 \$390,100

2016-79419 346 Paul Ave. Salinas 261-471-011
Zalez9004 LLC* CA08000567-16-1 \$256,316
\$330,100

San Benito County

No new filings this week.

PUBLIC NOTICES

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
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: **KA-
WASAKI CONSULTING**, 599 Lilac Ave. Boulder Creek
CA 95006.

Emma Kawasaki Graff, address same as business.

continued on following page

continued from previous page

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: **JAHAZ-IEL 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. 16-2040

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), 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), the California Courts Online Self-Help Center (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), 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), en el Centro de Ayuda de las Cortes de California, (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):

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

continued on following page

continued from previous page

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1987

The following person(s) is/are doing business as: **WAVE VALLEYBALL CLUB**, 410 E. Beach St. #9, Watsonville CA 95076.

Aleaxis Mondragon, address same as business.

This business is conducted by an Individual.

/s/Aleaxis Mondragon

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 11/22/16.

12/13, 12/20, 12/27, 1/3/17

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-2039

The following person(s) is/are doing business as: **SACRED MOUNTAIN**, 343 Soquel Ave. Santa Cruz CA 95062.

Sacred Mountain Farm, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Brian Britton, Chief Executive

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.

12/20, 12/27, 1/3, 1/10/17

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-2071

The following person(s) is/are doing business as: **MANDALA HOLISTIC HAIR AND WELLNESS STUDIO**, 107 River St. Santa Cruz CA 95060.

Maegan E. Stemwedel, address same as business.

This business is conducted by an Individual.

/s/Maegan Stemwedel

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 12/8/16.

12/20, 12/27, 1/3, 1/10/17

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

File No. 16-2078

The following person(s) is/are doing business as: **TRANSPARENCY WINDOW CLEANING & BUILDING MAINTENANCE**, 2654 Fresno St. Santa Cruz CA 95062.

Criscia R. Frota and Eduardo G. Frota, address same as business.

This business is conducted by a Married Couple.

/s/Eduardo G. Frota

The registrant commenced to transact business under the fictitious business name listed above on 1/1/87. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/9/16.

12/20, 12/27, 1/3, 1/10/17

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-2106

The following person(s) is/are doing business as: **SUPER SUDS LAUNDROMAT**, 2429 B Mission St. Santa Cruz CA 95060.

Edward D. Carlton, 51 Fair Ave. Davenport CA 95017.

This business is conducted by an Individual.

/s/Edward Carlton

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 12/14/16.

12/20, 12/27, 1/3, 1/10/17

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-2121

The following person(s) is/are doing business as: **HEALING RAYNE**, 6996 Soquel Ave. Santa Cruz CA 95062.

Naraya Rayne, 141 Jessie St. Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/Naraya Rayne

The registrant commenced to transact business under the fictitious business name listed above on 1/1/09. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/19/16.

12/20, 12/27, 1/3, 1/10/17

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-2123

The following person(s) is/are doing business as: **LIGHTHOUSE BOOKKEEPING**, 3116 Erin Ln. Santa Cruz CA 95065.

Dane J. Sorenson and Megan J. Sorenson, address same as business.

This business is conducted by a Married Couple.

/s/Megan J. Sorenson

The registrant commenced to transact business under the fictitious business name listed above on 12/19/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/19/16.

12/20, 12/27, 1/3, 1/10/17

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-2127

The following person(s) is/are doing business as: **CONSIDER IT DONE**, 5003 Granite Creek Rd. Scotts Valley CA 95066.

Martina Hawthorn, address same as business.

This business is conducted by an Individual.

/s/Martina Hawthorn

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 12/19/16.

12/20, 12/27, 1/3, 1/10/17

**FICTITIOUS BUSINESS NAME
STATEMENT OF ABANDONMENT**

Original File No. 20163-0001657

The following person has Abandoned the use of the

Fictitious Business Name(s): **AERIAL ARTS SANTA CRUZ**, 2801 Mission St. Ext, Santa Cruz CA 95060.

Jeanette Bent, 226 Marnell Ave. Santa Cruz CA 95062.

This business was conducted by an Individual.

/s/Jeanette Bent

The registrant commenced to transact business under the fictitious business name listed above on 9/18/13. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/30/16

12/20, 12/27, 1/3, 1/10/17

**FIRST AMENDED COMPLAINT
FOR DAMAGES**

SUPERIOR COURT OF THE STATE OF CALIFORNIA

COUNTY OF NAPA

Case Number: 26-64868

PLAINTIFFS: ROY POWELL, JENNIFER POWELL and JULIA POWELL, a Minor

~VS~

DEFENDANTS: STEVEN BELMONT, TIMOTHY ANDERSON, CYNTHIA Y. HESTER, DON MARZETTA, TERRA FIRMA GLOBAL PARTNERS, AMBER PAYNE, HEIDI RICKERD-RIZZON, BILL FACENDINI, RICHARD P & C BARTHELEMY TRUST, AND DOES 1 Through 20, inclusively.

COME NOW Plaintiffs and complain against Defendants, for Damages as shown in the First Amended Complaint for Damages, Case Number: 26-64868, dated May 6, 2015.

Terence A. Redmond, Esq.

State Bar No. 69929

LAW OFFICES OF TERENCE A. REDMOND

473 Jackson St.

San Francisco CA 94111

(415) 395-9000 (Telephone)

(415) 395-9206 (Facsimile)

Attorney for Plaintiffs ROY POWELL, JENNIFER POWELL and JULIA POWELL, a Minor.

12/20, 12/27, 1/3, 1/10/17

**SUMMONS
(CITACION JUDICIAL)**

CASE NUMBER (Número del Caso): 26-64868

NOTICE TO DEFENDANT (AVISO AL DEMANDADO): STEVEN BELMONT, TIMOTHY ANDERSON, CYNTHIA Y. HESTER, DON MARZETTA, TERRA FIRMA GLOBAL PARTNERS, AMBER PAYNE, HEIDI RICKERD-RIZZON, BILL FACENDINI, RICHARD P & C BARTHELEMY TRUST, AND DOES 1 Through 20.

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

ROY POWELL, JENNIFER POWELL AND JULIA POWELL, A MINOR

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/selfhelp), 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), the California Courts Online Self-Help Center (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), 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), en el Centro de Ayuda de las Cortes de California, (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):

Napa County Superior Court, 825 Brown Street, Napa, CA 94559. DELAY REDUCTION CASE

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):
Terence A. Redmond

473 Jackson St., San Francisco CA 94111
415 395-9000

DATE (Fecha): May 6, 2015

J. Oliver, Clerk (Secretario), by Richard D. Feldstein, Deputy

12/20, 12/27, 1/3, 1/10/17

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **MARY VERONICA ROBINSON** for CHANGE OF NAME

16CV03200

TO ALL INTERESTED PERSONS:

1. Petitioner: **MARY VERONICA ROBINSON** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

MARY VERONICA ROBINSON

PROPOSED NAME(s):

VERONICA ROBINSON McGLYNN

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

Mary Veronica Robinson

306 Hawks Hill Rd

Scotts Valley CA 95066

12/20, 12/27, 1/3, 1/10/17

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **ERIC NELSON**

AND TAMARA NELSON for CHANGE OF NAME
16CV03227

TO ALL INTERESTED PERSONS:

1. Petitioner: **ERIC NELSON AND TAMARA NELSON** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

SHILOH ISAAC BRAUND-NELSON

PROPOSED NAME(s):

SHILOH ISAAC BRAUND NELSON

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 26, 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

December 12, 2016

Eric John Nelson

1134 Soquel Ave. Suite B

Santa Cruz CA 95062

(831) 588-4818

12/20, 12/27, 1/3, 1/10/17

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **RICHARD WILLIAM DOHERTY & RUTH SOLESTE HILBERG DOHERTY** for CHANGE OF NAME

16CV03281

TO ALL INTERESTED PERSONS:

1. Petitioner: **RICHARD WILLIAM DOHERTY & RUTH SOLESTE HILBERG DOHERTY** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

a. RICHARD WILLIAM DOHERTY

b. RUTH SOLESTE HILBERG DOHERTY

PROPOSED NAME(s):

a. R WILLIAM REEF

b. RUTH SOLESTE HILBERG

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

continued on following page

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 30, 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

December 16, 2016

Richard W Doherty & Ruth S. Hilberg

248 Wilkes Circle

Santa Cruz CA 95060

831 334-9455

12/20, 12/27, 1/3, 1/10/17

NOTICE OF PETITION TO ADMINISTER ESTATE OF MarDell Ruth Miller, Decedent

Case Number: 16PR00536

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **MarDell Ruth Miller, MarDell Ruth Fisher, MarDell Ruth Coolenbeck.**

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

THE PETITION requests that **Rondus Frank** 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 **FEBRUARY 1, 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:

Michael L. Corman

740 Front St. Suite 200

Santa Cruz CA 95060

831 427-2414

12/20, 12/27, 1/3/17

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-2008

The following person(s) is/are doing business as: **ENGINEERED DESIGN**, 1610 B Old San Jose Rd., Soquel CA 95073.

Casey William Train, address same as business.

This business is conducted by an Individual.

/s/Casey W. Train

The registrant commenced to transact business under the fictitious business name listed above on 1/3/88. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/28/16.

12/27, 1/3, 1/10, 1/17/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2056

The following person(s) is/are doing business as: **LUCKY DOG SOLUTIONS**, 70 Braemoor Dr. Santa Cruz CA 95060.

Julie Bergholdt, address same as business.

This business is conducted by an Individual.

/s/Julie Bergholdt

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 12/7/16.

12/27, 1/3, 1/10, 1/17/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2058

The following person(s) is/are doing business as: **LOPINA PARTNERS I**, 360 Kiely Blvd. Suite 220, San Jose CA 95129.

Elaine M. Barulich 1159 Stony Brook Dr., Hollister CA 95023; Liinda Cachopo, 3748 Mira Loma Dr. Cameron Park CA 95682; Janet A. Demaria 5641 Dragon Springs, Placerville CA 95667; Cindy Houghton 2208

Chapparral Place, Modesto CA 95358; Cheri Lopina 1729 Green Leaf Ave. Hughson CA 95326; Michael A Lopina 360 Kiely Blvd. Suite 220, San Jose CA 95129; Mitch Lopina 606 Cinnabar Way, Waterford CA 95386.

This business is conducted by a General Partnership. /s/Michael A Lopina

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 12/7/16.

12/27, 1/3, 1/10, 1/17/17

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-2075

The following person(s) is/are doing business as: **MINNESOTA DUBSTEP**, 814 Escalona Dr. Santa Cruz CA 95060-3448.

Minnesotadubstep LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Scott Bauhofer, CFO

The registrant commenced to transact business under the fictitious business name listed above on 11/1/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/9/16.

12/27, 1/3, 1/10, 1/17/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2098

The following person(s) is/are doing business as: **CAL MC2**, 783 San Andreas Rd. Watsonville CA 95076. Ronald Hal Messimer, address same as business.

This business is conducted by an Individual.

/s/Ronald H. Messimer

The registrant commenced to transact business under the fictitious business name listed above on 1/1/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/13/16.

12/27, 1/3, 1/10, 1/17/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2102

The following person(s) is/are doing business as: **FREEDOM FIGHTA SOUND**, 141 Centennial St. Santa Cruz CA 95060.

Jacob Forbes, address same as business.

This business is conducted by an Individual.

/s/Jacob Forbes

The registrant commenced to transact business under the fictitious business name listed above on 1/1/12. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/14/16.

12/27, 1/3, 1/10, 1/17/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2103

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

MARINE ALLIANCES CONSULTING, 100 N. Rodeo Gulch Rd. #160, Soquel CA 95073.
Stephen B. Scheiblauber, address same as business.
This business is conducted by an Individual.
/s/Stephen B. Scheiblauber
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 12/14/16.
12/27, 1/3, 1/10, 1/17/17

**FICTITIOUS BUSINESS NAME
STATEMENT - Refile with Change**
File No. 16-2105

The following person(s) is/are doing business as:
GARY IRVING, 1010 Fair Ave. Suite K, Santa Cruz CA 95060.
Gary Irving Photography, LLC, 137 Forest Ave. Santa Cruz CA 95062.
This business is conducted by an Individual.
/s/Gary Irving Photography, LLC
The registrant commenced to transact business under the fictitious business name listed above on 2/3/12. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/14/16.
12/27, 1/3, 1/10, 1/17/17

**FICTITIOUS BUSINESS NAME
STATEMENT**
File No. 16-2110

The following person(s) is/are doing business as:
MAMBO TROPICAL, 311 Moosehead Dr. Aptos CA 95003.
James P. Polizzi, address same as business.
This business is conducted by an Individual.
/s/James Patrick Polizzi
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 12/15/16.
12/27, 1/3, 1/10, 1/17/17

**FICTITIOUS BUSINESS NAME
STATEMENT - Refile with Change**
File No. 16-2113

The following person(s) is/are doing business as:
SPIN CYCLE LAUNDRY LOUNGE, 3908 Capitola Rd. Capitola CA 95010.
Breve Ventures, Inc., 1 Breve Ave. La Selva Beach CA 95076.
This business is conducted by a Corporation.
/s/Ranell Durgan, 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 12/15/16.
12/27, 1/3, 1/10, 1/17/17

**FICTITIOUS BUSINESS NAME
STATEMENT**
File No. 16-2134

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

KOPITOV ENVIRONMENTAL, 220 Atlantic Ave. #312, Santa Cruz CA 95062.
Anna Kopitov, address same as business.
This business is conducted by an Individual.
/s/Anna Kopitov
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 12/20/16.
12/27, 1/3, 1/10, 1/17/17

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on January 17, 2017, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:
Public Storage 21406
115 Capitola Extension Rd.
Santa Cruz, CA 95062
(831) 462-8703 **Time: 12:00 PM**

Stored by the following person (s):

B003 Anthony Villa
B019 Brian Espitia
B079 Terren Sullivan
B196 Gail Gale
B235 David Dodd

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 27th day of December 2016 and 3rd day of January 2017, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
12/27, 1/3/2017

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on January 17, 2017, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:
Public Storage 27015
3840 Portola Dr.
Santa Cruz, CA 95062-5233
(831) 479-6875 **Time: 10:00 AM**

Stored by the following person (s):

B108 Maria Fragosso

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 27th day of December 2016 and 3rd day of January 2017, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
12/27, 1/3/2017

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on January 17, 2017, personal property including but not limited to

furniture, clothing, tools, and/or other household items located at:

Public Storage 07042
1001 River Street
Santa Cruz, CA 95060-1708
(831) 425-3666 **Time: 1:15 PM**

Stored by the following person (s):

1055 michael whitten
2165 David Maruca
3133 Stein Michael
3134 Kimberly House
3194 Michael Anderson

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 27th day of December 2016 and 3rd day of January 2017, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
12/27, 1/3/2017

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on January 17, 2017, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:
Public Storage 23409
2325 Soquel Drive
Santa Cruz, CA 95065-1935
(831) 462-8702 **Time: 11:00 AM**

Stored by the following person (s):

A106 Cynthia Reeves
A220 Jessica Neuhaus
A223 Ahadin Hutasoit
A228 Joseph Copeland
A251 Michelle Catudal
A262 Sarah Butler
A352 VIRGIL KESTER
A504 John Sablan
A541 Jeffrey Grider
A559 Patricia Winfield
A660 Janell Quintana
A661 Kennon Hamil

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 27th day of December 2016 and 3rd day of January 2017, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
12/27, 1/3/2017

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-2012

The following person(s) is/are doing business as:
RILLERA GUEST HOME 1, 40 Fletcher Ct. Watsonville CA 95076.
Zosima S. Rillera, 115 Gera Ct. Watsonville CA 95076.
This business is conducted by an Individual.
/s/Zosima S. Rillera

continued on following page

The registrant commenced to transact business under the fictitious business name listed above on 9/1/81. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/29/16.
12/27, 1/3, 1/10, 1/17/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2013

The following person(s) is/are doing business as: **RILLERA GUEST HOME 2**, 115 Gera Ct. Watsonville CA 95076.

Zosima S. Rillera, 115 Gera Ct. Watsonville CA 95076. This business is conducted by an Individual.

/s/Zosima S. Rillera

The registrant commenced to transact business under the fictitious business name listed above on 7/16/07. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/29/16.
12/27, 1/3, 1/10, 1/17/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1990

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

Twirl Productions, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Corinne Coleman, Owner

The registrant commenced to transact business under the fictitious business name listed above on 10/16/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/27/16.
1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2028

The following person(s) is/are doing business as: **FORTALECIENDO FAMILIAS, CULTURAS, Y EDUCACION**, 2879 Freedom Blvd. Watsonville CA 95076.

Gisselle Padilla-Johnson, address same as business.

This business is conducted by an Individual.

/s/Gisselle Padilla-Johnson

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.
12/27, 1/3, 1/10, 1/17/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2088

The following person(s) is/are doing business as: **VALLEY REAL ESTATE**, 6039 Valley Dr. Felton CA 95018.

Lauren Weyhe, address same as business.

This business is conducted by an Individual.

/s/Lauren Weyhe

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.

1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2093

The following person(s) is/are doing business as: **MINDFUL BEACH HOUSE**, 515 Middlefield Dr. Aptos CA 95003.

Elizabeth J. Posner, address same as business.

This business is conducted by an Individual.

/s/Elizabeth J. Posner

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 12/13/16.

1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2100

The following person(s) is/are doing business as: **CIRCLE MARKET**, 508 Errett Circle, Santa Cruz CA 95060.

Sook A. Kyung, 3051 Terrace Dr. Aptos CA 95003.

This business is conducted by an Individual.

/s/Sook A. Kyung

The registrant commenced to transact business under the fictitious business name listed above on 11/4/86. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/14/16.

1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2108

The following person(s) is/are doing business as: **11TH HOUR COFFEE ROASTERS**, 650 Day Valley Rd., Aptos CA 95003.

Brayden Estby, address same as business.

This business is conducted by an Individual.

/s/Brayden Estby

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 12/15/16.

1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2109

The following person(s) is/are doing business as: **RISEN LABS**, 221 Mar Vista Dr. Unit B, Aptos CA 95003.

Vert LLC, address same as business.

This business is conducted by an Individual.

/s/J.J. Managing Member

The registrant commenced to transact business under the fictitious business name listed above on 12/15/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/15/16.
1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-2118

The following person(s) is/are doing business as: **ADVANCE VISIONS.COM**, 6996 Soquel Dr. #31, Aptos CA 95003.

Daniel McDermott, address same as business.

This business is conducted by an Individual.

/s/D. McDermott

The registrant commenced to transact business under the fictitious business name listed above on 7/24/00. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/16/16.
1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2145

The following person(s) is/are doing business as: **UP-START CROW**, 1028 Redwood Dr. Aptos CA 95003.

John Foster, address same as business.

This business is conducted by an Individual.

/s/John Foster

The registrant commenced to transact business under the fictitious business name listed above on 12/21/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/22/16.

1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2146

The following person(s) is/are doing business as: **PARNELLO FARMS**, Parcel #089-011-03 Ramble Rd./On N. Skyview, Boulder Creek CA 95006.

Michael D. Parnello, 1201 N. Abbott Ave. Milpitas CA 95035.

This business is conducted by an Individual.

/s/Michael Dean Parnello

The registrant commenced to transact business under the fictitious business name listed above on 11/10/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/22/16.

1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2156

The following person(s) is/are doing business as: **WESTSIDE TECHNOLOGY**, 343 Soquel Ave. Suite 416, Santa Cruz CA 95062.

Bruce Brownstein, 170 Isabel Dr. Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/Bruce Brownstein

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 12/27/16.
1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2157

The following person(s) is/are doing business as: **1. BRIZA ENTERPRISES 2. GNOME TREE BOOKS 3. SIX VALLEY GROUP 4. SIX VALLEY MARKET-ING 5. SIX VALLEY SALES**, 220 Mountain Lion Rd. Boulder Creek CA 95006.

William L. Robertson and Ieva K. Zvargulis, address same as business.

This business is conducted by a Married Couple.

/s/William L. Robertson

The registrant commenced to transact business under the fictitious business name listed above on 9/6/11.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/27/16.

1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-2180

The following person(s) is/are doing business as: **DIRTE AND SON NURSERY**, Parcel #089-011-03, Boulder Creek CA 95006.

Aldo M. Ballestrasse, address same as business.

This business is conducted by an Individual.

/s/Aldo Ballestrasse

The registrant commenced to transact business under the fictitious business name listed above on 1/1/17.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/29/16.

1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0001

The following person(s) is/are doing business as: **DAVE'S HOMEREMODELING**, 532 Suncrest Way, Watsonville CA 95076.

David E. Eldred, address same as business.

This business is conducted by an Individual.

/s/David Eldred

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 1/3/17.

1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 17-0009

The following person(s) is/are doing business as: **1. SINGULAR POINT PRESS 2. SINGULAR POINT SOFTWARE 3. WILDER ROSE RANCH**, 1009 Smith Grade, Santa Cruz CA 95060.

Katherine Scott, address same as business.

This business is conducted by an Individual.

/s/Katherine Scott

The registrant commenced to transact business under the fictitious business name listed above on 3/15/07.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 1/3/17.

1/3, 1/10, 1/17, 1/24/17

FICTITIOUS BUSINESS NAME STATEMENT OF WITHDRAWAL

Original File No. 14-0001932

The following person(s) has (have) Withdrawn As Partners(s) from the Partnership Operating Under: **CARUSO'S TUSCAN CUISINE**, 115 San Jose Ave. Suite O, Capitola CA 95010.

Melissa Serriteno, 855 Old San Jose Rd. Soquel CA 95073.

This business was Conducted by a Married Couple.

/s/Melissa Serriteno

The registrant commenced to transact business under the fictitious business name listed above on 10/2/14.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/30/16.

1/3, 1/10, 1/17, 1/24/17

NOTICE OF BULK SALE

(A.B.C. License)

The following definitions and designations shall apply in this Notice without regard to number or gender:

SELLER: Number One Restaurants, a California General Partnership

253 Center Avenue, Aptos, CA 95003

BUYER: LVC Co.

253 Center Avenue, Aptos, CA 95003

BUSINESS: PIZZA 1 RESTAURANT

253 Center Avenue, Aptos, CA 95003

A.B.C. LICENSE: California Department of Alcoholic Beverage Control license issued to Transferor for Business.

Notice is hereby given that Seller intends to make a bulk sale of the assets of the above described Business to Buyer, including the A.B.C. License, stock in trade, furniture, and equipment used in the Business, to be consummated at the office of WILLIAM H. DUNN, 1350 Dell Avenue, #204, Campbell, CA 95008, on or after the date the A.B.C. License is transferred by the A.B.C. to Buyer (estimated to be January 31, 2017). This transfer is not subject to California Commercial Code Sec. 6106.2.

Seller has used the following other business names and addresses within the last three years so far as known to Buyer: None.

LVC Co.

BY: WILLIAM H. DUNN

Agent for Buyer

1/3/17

CNS-2961467#

SANTA CRUZ RECORD

APN: 068-252-12 TS No: CA08005689-14-1S TO No: 160296779-CA-VOI 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 OF TRUST DATED April 9, 2004. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On January 26, 2017 at 02:30 PM, at the Ocean Street entrance to the Administration Building, 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 April 14, 2004 as Instrument No. 2004-0024894, of official records in the Office of the Recorder of Santa Cruz County, California, executed by RICHARD N PEIFER AND DIANNE DIGIOVANNI, TRUSTEES OR THEIR SUCCESSORS OF THE RICHARD N PEIFER AND DIANNE DIGIOVANNI 2001 REVOCABLE TRUST, DATED MARCH 14, 2001 AS COMMUNITY PROPERTY, as Trustor(s), in favor of WASHINGTON MUTUAL BANK, FA, A FEDERAL ASSOCIATION 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: 430 BRANCIFORTE DRIVE, SANTA CRUZ, CA 95060 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be 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 \$347,989.74 (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

[continued on following page](#)

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 In Source Logic at 702-659-7766 for information regarding the Trustee's Sale or visit the Internet Web site address listed below for information regarding the sale of this property, using the file number assigned to this case, CA08005689-14-1S. 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: December 21, 2016 MTC Financial Inc. dba Trustee Corps TS No. CA08005689-14-1S 17100 Gillette Ave Irvine, CA 92614 Phone: 949-252-8300 TDD: 866-660-4288 Miguel Ochoa, Authorized Signatory SALE

INFORMATION CAN BE OBTAINED ON LINE AT www.insourcelogic.com FOR AUTOMATED SALES INFORMATION PLEASE CALL: In Source Logic AT 702-659-7766 Trustee Corps may be acting as a debt collector attempting to collect a debt. Any information obtained may be used for that purpose. ISL Number 26482, Pub Dates: 01/03/2017, 01/10/2017, 01/17/2017, SANTA CRUZ RECORD

NOTICE OF TRUSTEE'S SALE TS No. CA-14-651480-CL Order No.: 150057734-CA-VOINOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED TO THE COPY PROVIDED TO THE MORTGAGOR OR TRUSTOR (Pursuant to Cal. Civ. Code 2923.3) YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 10/24/2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial Code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): RICH MCINNIS, AN UNMARRIED MAN Recorded: 10/31/2005 as Instrument No. 2005-0076701 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 1/25/2017 at 1:45 PM Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, located at 701 Ocean Street, Santa Cruz, CA 95060 Amount of unpaid balance and other charges: \$1,932,641.78 The purported property address is: 255 MAIN ST, SANTA CRUZ, CA 95060 Assessor's Parcel No.: 005-901-05 NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be

responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 916-939-0772 for information regarding the trustee's sale or visit this Internet Web site <http://www.qualityloan.com>, using the file number assigned to this foreclosure by the Trustee: CA-14-651480-CL. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. If the sale is set aside for any reason, including if the Trustee is unable to convey title, the Purchaser at the sale shall be entitled only to a return of the monies paid to the Trustee. This shall be the Purchaser's sole and exclusive remedy. The purchaser shall have no further recourse against the Trustor, the Trustee, the Beneficiary, the Beneficiary's Agent, or the Beneficiary's Attorney. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holders right's against the real property only. QUALITY MAY BE CONSIDERED A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. Date: Quality Loan Service Corporation 411 Ivy Street San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 916-939-0772 Or Login to: <http://www.qualityloan.com> Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-14-651480-CL IDSPub #0120101 12/27/2016 1/3/2017 1/10/2017

Helping Local Business Thrive

ebb & flow

with Cat Johnson



9 Local Events for Santa Cruz Entrepreneurs

There's no shortage of things to do in Santa Cruz. We have more than our fair share of great music, art, cultural events and community gatherings. We also have a thriving entrepreneurial scene with regular events for everyone from marketing pros and programmers to small business owners, young professionals, product designers, tech heads, startups and established companies. Here are nine of our favorites.

1. Event Santa Cruz

Event Santa Cruz is one of the gems of the local entrepreneurial scene because, rather than focusing on creating networking opportunities, founder Matthew Swinnerton and his team focusing on creating lively events that showcase outstanding small businesses and projects in Santa Cruz. The result is that people come out in droves to connect, hear about the next big local thing, and, yes, even make a few network connections.

► eventsantacruz.com

2. New Wave Networking

New Wave Networking is on a mission to connect and support young local professionals of all backgrounds in Santa Cruz County. The goal for this exciting new project is to help young entrepreneurs, freelancers and independent professionals grow their social and business networks by bringing them together for a variety of events and mixers.

► newwavenetworking.com

3. New Tech MeetUp

You never know what you're going to learn at a New Tech MeetUp, but chances are good that you'll have a couple of moments that make you shake your head at the technology coming down the chute and the brilliant minds creating it. This Meetup, which is wildly popular and always crowded, is a great opportunity to rub shoulders with local mover, shakers and makers, and talk to

people about your own projects, ideas, and need for tech help or partners.

► meetup.com/santacruznewtech

4. Business Professionals of Santa Cruz County Meetup

The Professionals of Santa Cruz County is a monthly Meetup of local business professionals from a variety of industries who gather to share experiences and network with other local entrepreneurs and business owners.

► meetup.com/Professionals-of-Santa-Cruz-County

5. Chambers of Commerce

Chamber of Commerce events are among the most well-established ways to connect with other local business owners and professionals. Locally, we have a number of Chambers, including in Santa Cruz, Pajaro Valley, Scotts Valley, San Lorenzo Valley, Capitola and Soquel, that all offer numerous networking opportunities.

6. Santa Cruz Small Business Development Center (SBDC)

The Santa Cruz SBDC is a valuable resource for entrepreneurs as it provides one-on-one counseling for new business owners, a variety of resources to help people secure funding for their project, and an ongoing series of classes, seminars and events, including business plan writing seminars, social media best practices classes, and record-keeping workshops.

► santacruzsbdc.org

7. Startup Grind Monterey Bay

Startup Grind is a startup community connecting entrepreneurs in over 200 cities in 85 countries. The organization focuses on "actively educating, inspiring, and connecting people through events, media, and partnerships." Through facilitating connections, it has helped millions of people find mentors, funding, partners and more. Startup Grind Monterey Bay has regular events and fireside chats for entrepreneurs, startup founders, business owners and

more, featuring local influencers, thought-leaders and industry professionals.

► startupgrind.com/montereyca

8. NextTalks

NextTalks is a monthly event series hosted by NextSpace Coworking in downtown Santa Cruz. Catering to business owners, entrepreneurs and independent professionals, NextTalks feature guest presenters sharing information and resources on a variety of topics, including marketing, bookkeeping, work-life balance, cyber security, blockchain technologies, business strategy and more.

► meetup.com/NextSpace-Santa-Cruz

9. Exploring Career and Business Networking Possibilities Meetup

Exploring Career and Business Networking Possibilities is a weekly Meetup led by career consultant David Thiermann, who helps people with self-assessment, exploring career options, determining your focus, marketing yourself and ongoing career management.

► meetup.com/Exploring-Career-Business-Possibilities

Bonus: Santa Cruz Web Developers Meetup and Design Santa Cruz Meetup

If you need a web developer or designer for a business or project, but aren't sure where to start, check out the Santa Cruz Web Developers Meetup and the Design Santa Cruz Meetup. Both are informal gatherings of some of the area's brightest programmers, web developers and designers brought together for networking, presentations and information sharing. You may find someone to hire, or, at the very least, get pointed in the right direction.

► meetup.com/Santa-Cruz-Web-Developers

► meetup.com/Design-Santa-Cruz ■

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



A.B.C. License Transfers

Applicant - Buyer
Transferor - Seller
Location of License
Escrow Holder (if available)

Delicia's Bakery Inc. & Juvencio Chavez
Paula Valencia De Campos
836 Monterey St., Soledad
DRC Legal Document Services

Anthony M. Gerbino
Michael A. Brown
1180 Forest Ave. #F, Pacific Grove
None Shown

Morning Star Convenience LLC
Song Yong Kim & Yong Cha Kim
3044 Del Monte Bl., Marina
Ron Parravano

Samuel Lippert
Cheryl & Lorenzo Lopez
29960 Panoche Rd., Paicines
Chicago Title

Productivity Technique

17. The Two-Minute Rule

The general productivity consensus is that if a task takes less than two minutes to complete, you should finish it immediately. Whether that means responding to an email or confirming a doctor's appointment, get those small (but often weighty-feeling) tasks done with, rather than let them collect and snowball.



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



Businesses in Escrow

Seller
Buyer
Business
Escrow Holder
Last day for filing a Claim

Margaret A. Payne Inc.
Jahmar Milette & Lizette Barajas Lopez
Bunny's Shoes
Glen Oaks Escrow
1/4/2017



Owner, Editor and Publisher
Liese A. Varenkamp

Data Specialist
Meghan Hebard

Designer & Art Director
Jules L. Holdsworth

Social Media Management
Marissa Woodman

Open Monday-Friday, 9 a.m. - 4 p.m.
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Postmaster: Address change information to: Santa Cruz Record, 291 A Water St., Santa Cruz, CA 95060

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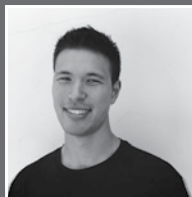
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FULL SERVICE DIGITAL PRINTING & PROFESSIONAL MAILING SERVICES

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

Four current, high-resolution, professional quality photos that look and feel just like you. Quick and painless, delivered by email within 48 hours. Shot outside in downtown Santa Cruz with Jules.

Jules Holdsworth Photography
julesholdsworth@gmail.com
www.julesholdsworth.com



	This Week	Y-T-D 2016	Y-T-D 2015
Grant Deeds - Santa Cruz Co.	33.	2870.	3252
Grant Deeds - Monterey Co.	64.	4227.	4101
Grant Deeds - San Benito Co.	16.	958.	859
Notices of Default - Santa Cruz.	1.	261.	270
Notices of Default - Monterey Co.	5.	477.	531
Notices of Default - San Benito Co.	1.	53.	90
Foreclosures - Santa Cruz Co.	4.	214.	268
Foreclosures - Monterey Co.	8.	416.	439
Foreclosures - San Benito Co.	0.	47.	61
Trustee Deeds - Santa Cruz Co.	3.	59.	94
Trustee Deeds - Monterey Co.	4.	178.	215
Trustee Deeds - San Benito Co.	0.	30.	32
Business Filings - Santa Cruz	15.	1338.	1424

Glow & Grace Collective
Ready. Set. Glow.



Levine, Adams and Davis are all graduates of the University of California, Los Angeles and all share a common passion for the environment and the use of technology in education. Levine and Adams are both teachers and have been teaching for over 20 years. Davis is a software developer and has been working in the field of educational technology for over 10 years. They are all passionate about the environment and the use of technology in education. They are all graduates of the University of California, Los Angeles and all share a common passion for the environment and the use of technology in education.



Many opportunities to feature your business in the Santa Cruz Record. See our Rate Sheet on the SCR website. Local Business Starts Here!

[illegible]

**Want to be featured in our
Cruz Views column?
We will run your 1/4 page ad along
with your interview for only \$75.00.
Call or email Liese at
the Santa Cruz Record today.**

1. **Was there an event or moment in your life when you first wanted to own your own business? What was it?**

It was when I was in high school, during corporate law and working for a law firm. I was in charge of the company's desktop and representative rights. I worked for a law firm in Chicago, and I was in charge of the company's desktop and representative rights. I was in charge of the company's desktop and representative rights.

2. **What was the biggest business mistake you've made and what did you learn from it?**

My biggest business mistake was not taking the time to properly research the market before launching my business. I learned that thorough market research is essential for understanding customer needs and identifying potential competitors.

3. **What's the best business advice you've ever received?**

The best business advice I've ever received is to focus on providing exceptional customer service. Satisfied customers are more likely to return and recommend your business to others.

4. **What's the most challenging aspect of being a business owner?**

The most challenging aspect of being a business owner is managing cash flow. Ensuring that you have enough funds to cover expenses and pay bills is a constant challenge.

5. **How do you stay motivated when things get tough?**

I stay motivated by reminding myself of my vision and the reasons I started the business. I also seek support from mentors and peers who have been through similar challenges.

6. **What's the most rewarding part of owning your own business?**

The most rewarding part of owning my business is the freedom to make my own decisions and pursue my passions. It's also rewarding to see the growth and success of the business.

7. **What's the most important skill for a business owner?**

The most important skill for a business owner is effective communication. Being able to clearly convey your vision and listen to feedback is crucial for success.

8. **What's the most common mistake you see new business owners make?**

A common mistake I see new business owners make is undercapitalization. Not having enough funds to cover initial expenses and unexpected costs can lead to business failure.

9. **What's the most important factor in choosing a business location?**

The most important factor in choosing a business location is foot traffic. A high-traffic area can significantly increase the potential for sales.

10. **What's the most important factor in choosing a business partner?**

The most important factor in choosing a business partner is shared values and goals. A partner who shares your vision and commitment to the business is essential for long-term success.

11. **What's the most important factor in choosing a business name?**

The most important factor in choosing a business name is memorability. A name that is easy to remember and pronounce is more likely to succeed.

12. **What's the most important factor in choosing a business model?**

The most important factor in choosing a business model is market fit. The model should align with the needs and preferences of your target market.

13. **What's the most important factor in choosing a business strategy?**

The most important factor in choosing a business strategy is flexibility. The strategy should be adaptable to changes in the market and industry trends.

14. **What's the most important factor in choosing a business plan?**

The most important factor in choosing a business plan is realism. The plan should be based on realistic assumptions and data.

15. **What's the most important factor in choosing a business budget?**

The most important factor in choosing a business budget is accuracy. The budget should reflect the actual costs and revenues of the business.

16. **What's the most important factor in choosing a business tax strategy?**

The most important factor in choosing a business tax strategy is compliance. The strategy should ensure that the business is following all applicable tax laws and regulations.

17. **What's the most important factor in choosing a business insurance policy?**

The most important factor in choosing a business insurance policy is coverage. The policy should provide adequate protection for the business and its assets.

18. **What's the most important factor in choosing a business legal structure?**

The most important factor in choosing a business legal structure is liability protection. The structure should minimize the owner's personal liability for business debts and obligations.

19. **What's the most important factor in choosing a business financing option?**

The most important factor in choosing a business financing option is interest rate. A lower interest rate can significantly reduce the cost of borrowing.

20. **What's the most important factor in choosing a business exit strategy?**

The most important factor in choosing a business exit strategy is timing. The exit strategy should be implemented at the right time to maximize the value of the business.


[illegible]

JANUARY 3, 2017 · SANTA CRUZ RECORD · 19


ul·te·ri·or

Restaurant + Bar

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



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



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