

# SANTA CRUZ RECORD

MAY 30, 2017 – VOL. 46, #32

LOCAL BUSINESS STARTS HERE

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# Rich20Something

## Ditch Your Average Job, Start an Epic Business, and Score the Life You Want



by Daniel DiPiazza

by Terri Schlichenmeyer

How irritating: after taxes and other deductions, you're making a pittance for your work. How unfair: this isn't the way it was when your parents started out! But then again, as you'll see in "Rich20Something" by Daniel DiPiazza, neither is business.

On a "nothing special" day, after he endured his daily on-the-job "nit-picking," Daniel DiPiazza asked himself a question you may want to ask, too: "Why are you wasting your potential at this job that means nothing to you...?"

Nobody wants an "average job," so why stay at yours? Instead, begin by embracing "Three New Truths": dues are no longer required (with a laptop and internet connection, you can make money now); you can operate by your own rules in this business game (innovation and risk-taking are encouraged, college may be unnecessary) and "money is easy" (but making your ideas happen is not). Take these truths as inspiration, and be willing to "blaze a new [path]" for yourself.

To do that, learn how to focus on what's important. So many times, DiPiazza says, entrepreneurs think they're

accomplishing a lot, when they're only wasting hours on tasks that they're not ready to tackle or that aren't yet necessary. Know how to prioritize "ruthlessly," and ride your "motivation wave."

Understand that there may never be a totally perfect time to go it on your own; in other words, don't give up your day job too quickly. Freelancing is always a good way to make a secondary stream of income; it

also helps determine

the value of an idea. Don't be afraid of competition: if somebody's making money at something, there's room for you to do it, too. Define your current job skills and "leverage" them. And finally, build a network wherever you go. Become the "hub" for your contacts, be interesting, and be interested. That's irresistible.

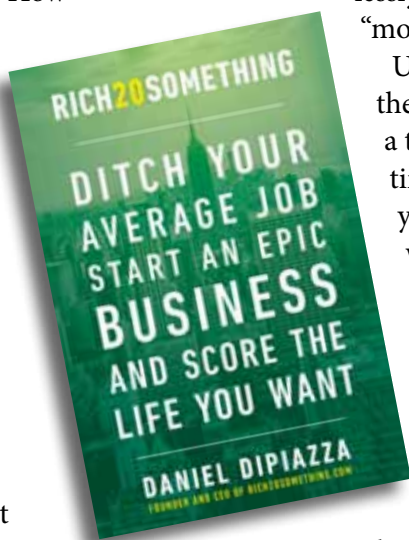
There's a lot to like inside "Rich20Something" – and a lot to beware.

For sure, readers can find motivation to get started on making money through freelancing or entrepreneurship; author Daniel DiPiazza, founder / CEO of Rich20something.com, is nothing, if not enthusiastic. His obser-

vations are filled with truth, nuggets to provoke, and inspirational tales from other self-starters.

The "beware" comes from a lack of caution here: DiPiazza treats freelancing as a panacea to being broke, barely mentioning that it can be a long row to hoe; and while his ideas for 24/7 internet businesses are valid, they're not nearly as easy as this book makes them seem. There are a lot of lines to draw here, too, and a few gaps in help; the excitement and zeal that shine forth from this book could mitigate that absence for the right business-minded millennials but it could be a prickly problem for others.

Not just for job-newbies, this is a good book, but go into it with eyes and mind open. Some readers may be frustrated by it, while for others, "Rich20Something" will be better than you thought it would be. ■



### Bookworm Review

The Bookworm is Terri Schlichenmeyer. Terri has been reading since she was three years old and she never goes anywhere without a book. She lives on a hill in Wisconsin with two dogs and 11,000 books.



# Our Most Important Marketing Tips

by Bryce Root

It's that time of year where you begin seeing the "Top" lists reviewing the best of what transpired in 2016, so we thought it would be useful if we compiled all our top tips that we've shared with the small business community throughout 2016. Sit back, unplug and let your mind begin to wander through all the possibilities you'll have at your fingertips in 2017.

## Customer Experience Audit

1. Call your business to see how your employees answer the phone with specific, popular and unpopular questions your customers typically ask.
2. Ensure all your social media alerts and push notifications are activated so you can immediately respond to customer inquiries.

## Strategic Partnerships

1. Perform due diligence with potential partners prior to reaching out to them.
2. Take baby steps with your first collaboration, and document via email who is responsible for tasks, and communicate regularly.

## Social Media

1. You're already busy, so use your phone's camera to capture everything you do by taking people behind the scenes. Demonstrate how things are made, chosen and sourced.
2. Utilize as much video as you can and become creative with your photos.

## PR

1. Align your news to regional or national trends and headlines to localize your news so reporters become interested.
2. Think Twitter for your headlines as they need to be concise, catchy and "WOW" reporters and consumers who are bombarded by email and social media.

## Events

1. Be sure to post your events to cruzcal.org, santacruz.com, santacruzsentinel.com, create a Facebook event, patch.com, ksbw.com, myscottvalley.com, and tpgonlinedaily.com.
2. Always create a unique angle, activity, or element to your event that differentiates your events from the multitude of other seasonal events.

## Advertising

1. Always determine whether the publication you're curious about advertising with, actually reaches your target market and take time to ask customers about what their favorite websites, magazines and news resources are.
2. If you determine that the stars are aligned and the advertising opportunity is spot on perfect, make sure you always ask for added value for having chosen to advertise with them.
3. If you take the publication up on creating your ad for you, begin by giving them your precise fonts, colors and format that your ads typically follow so your ad will follow the branding of your previous marketing communications.

## Email

1. Monitor who is clicking on which links in your eblasts and follow up with those people to see how you can help them further in that particular area of service or product line.
2. Spend a lot of time on the subject line of your email and don't send it until you create one that you're 100% sure your target customer would open because they simply can't resist.

## 1%

1. Always treat your top 1% of loyal customers like royalty to create amazing word of mouth.
2. Create unique experiences that blow them away and they can't resist telling all their friends about.
3. Give them VIP access to your events, give them unique perks, and/or create opportunities where they get to experience behind the scenes access, and document it via video or photos. ■

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

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## New Business Filings

Jeff & Lauren Stephanoff  
**Matr Yoga**  
Aptos CA 95003

Melanie Vizzusi & Peter Vizzusi  
**Magic Sands**  
Aptos CA 95003

Joseph Mendes  
**The Ride Home Real Estate**  
**The Ride Home Lending**  
Ben Lomond CA 95005

Katherine J. Parker  
**The Wee Bee Beanery**  
Ben Lomond CA 95005

Clyne & Hsu Medical Group, Inc.  
**Stokes Intervention Services**  
**Black Sheep Redemption**  
Capitola CA 95010

William J. Shelton  
**Gotcha!**  
Felton CA 95018

Amy Hotaling  
**Linny's Floral Design**  
Freedom CA 95019

Mount Sinai Genomics, Inc.  
**SEMA4**  
New York NY 10029

Elemental Technologies LLC  
**AWS Elemental**  
Palo Alto CA 94303

The New Santa Cruz Surf School LLC  
**Santa Cruz Surf School**  
Santa Cruz CA 95060

Lenae Fawcett Colombini  
**LD Fawcett Event Coordination & Design**  
Santa Cruz CA 95062

Nichols Levendosky  
**Pelagos Odysseys**  
Santa Cruz CA 95062

Taylor Cordova  
**Little Brave Ones**  
Santa Cruz CA 95060

Cathy LaTorre & Stacey La Torre  
**La Bella Fiori Flowers**  
Santa Cruz CA 95062

Green Rooster Properties Inc.  
**Sandcastle Apartments**  
Santa Cruz CA 95060

Select Tradiing, Ltd  
**Berries R-Us**  
Santa Cruz CA 95062

Robert Erwin Sr.  
**Santa Cruz Spinners**  
Scotts Valley CA 95066

Barton & Kelly Barker  
**Paradise Hot Dogs**  
Soquel CA 95073

KJRB, Inc  
**ACT Lifesaver Towing**  
Watsonville CA 95076

Marcellus Bocanegra & Maria Gonzalez  
**Ball in Heaven**  
Watsonville CA 95076

Maria Del Pilar Trivino Aya  
**Lo Mejor De Mi Tierra**  
Watsonville CA 95076



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COUNTY**

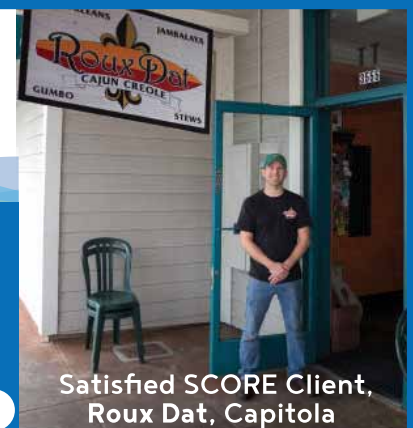


### Launching Your Business?

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.

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Local Workshops  
Online Expert Resources

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Satisfied SCORE Client,  
Roux Dat, Capitola



# Real Estate Sales

Property Address	APN#	Purchase Price
Document#	Date Recorded	

## Santa Cruz County

253 Aptos Beach Dr. Aptos CA 95003 042-202-14	\$1,100,000	2017-16455	5/18
605 Harriet Ave. Aptos CA 95003 038-076-12	\$825,000	2017-16502	5/19
3067 Arlington Dr. Aptos CA 95003 037-361-09	\$617,000	2017-16527	5/19
157 Hyannis Ct. Aptos CA 95003 054-101-41	\$245,700	2017-16665	5/19
127 Don Lorenzo Ct. Aptos CA 95003 054-072-14	\$975,000	2017-16837	5/22
505 Aptos Creek Rd. Aptos CA 95003 039-541-02	\$2,525,000	2017-16956	5/22
27 Eugenia Ave. Aptos CA 95003 041-536-14	\$335,000	2017-16984	5/22
2601 Willowbrook Lane Aptos CA 95003 037-511-04	\$435,000	2017-17012	5/22
657 Bayview Dr. Aptos CA 95003 043-121-62	\$1,725,000	2017-17016	5/23
817 Cathedral Aptos CA 95003 040-171-13	\$500,000	2017-17119	5/24
11630 Alba Rd.. Ben Lomond CA 95005 078-021-14	\$750,000	2017-16726	5/22
17390 Tressel Pass Rd. Boulder Creek CA 95006 087-251-05	\$875,000	2017-16365	5/18
0 Brimblecorn Rd. Boulder Creek CA 95006 084-211-01	\$265,000	2017-16613	5/19
158 Kings Hwy #25 Boulder Creek CA 95006 086-511-25	\$292,000	2017-16828	5/22
230 E. Hilton Dr. Boulder Creek CA 95006 086-581-09	\$282,500	2017-17064	5/24
208 Stockton Ave. Capitola CA 95010 035-183-24	\$1,462,000	2017-16627	5/19

1450 42nd Ave. #1 Capitola CA 95010 034-215-01	\$465,000	2017-16905	5/22
1825 Early Dr. Felton CA 95018 064-343-04	\$890,000	2017-16518	5/19
631 Redwood Rd. Felton CA 95018 064-142-07	\$560,000	2017-16619	5/19
Vacant Land Felton CA 95018 073-121-12	\$560,000	2017-16635	5/19
125 West Hill Felton CA 95018 074-031-03	\$626,000	2017-16780	5/22
2779 Loma Prieta Way Los Gatos CA 95033 098-301-06	\$525,000	2017-16822	5/22
224 Broadway Santa Cruz CA 95060 007-401-06	\$955,000	2017-16361	5/18
132 Swift St. Santa Cruz CA 95060 003-281-35	\$1,050,000	2017-16363	5/18
190 Walnut Ave. #304 Santa Cruz CA 95060 007-541-04	\$720,000	2017-16453	5/18
205 Harkleroad Ave. Santa Cruz CA 95062 026-122-04	\$361,000	2017-16497	5/18
400 Beel Dr. Santa Cruz CA 95060 068-161-49	\$828,000	2017-16499	5/18
2318 Mattison Lane Santa Cruz CA 95062 029-083-30	\$763,000	2017-16504	5/19
214 King St. Santa Cruz CA 95060 006-162-07	\$1,200,000	2017-16509	5/19
148 Hagar Ct. Santa Cruz CA 95064 001-261-48	\$306,500	2017-16516	5/19
427 Anchorage Ave Santa Cruz CA 95062 028-293-27	\$835,000	2017-16552	5/19
214 Vista Prieta Ct. Santa Cruz CA 95062 026-571-03	\$140,000	2017-16580	5/19
2265 Benson Ave. Santa Cruz CA 95062 025-281-18	\$1,000,000	2017-16607	5/19
755 14th Ave. #214 Santa Cruz CA 95062 027-401-10	\$470,500	2017-16760	5/22
511 Dufour St. Santa Cruz CA 95060 004-123-14	\$838,000	2017-16766	5/22
309 Isbel Dr. Santa Cruz CA 95060 008-352-04	\$404,000	2017-16783	5/22
17004 Pryce St. Santa Cruz CA 95003 008-561-14	\$480,000	2017-17003	5/22
755 14th Ave. #305 Santa Cruz CA 95062 027-391-23	\$490,000	2017-17006	5/22
200 16th Avenue Santa Cruz CA 95062 028-211-20	\$2,625,000	2017-17010	5/22
319 Broadway #C1 Santa Cruz CA 95060 005-841-20	\$475,000	2017-17046	5/24
1016 W. Cliff Dr. Santa Cruz CA 95060 003-302-41	\$3,150,000	2017-17097	5/24
102 Lance Court Santa Cruz CA 95065 009-043-65	\$1,220,000	2017-17117	5/24
1795 30th Avenue Santa Cruz CA 95062 031-071-31	\$1,192,000	2017-17126	5/24
532 Sumner St. Santa Cruz CA 95060 011-123-60	\$1,050,000	2017-17145	5/24
140 Beachview Ave. Santa Cruz CA 95060 002-091-39	\$467,500	2017-17153	5/24
375 Woodward Dr. Scotts Valley CA 95066 093-162-34	\$785,000	2017-16415	5/18
1891 Weston Rd. Scotts Valley CA 95066 074-241-59	\$1,546,500	2017-16473	5/18
552 Bean Creek Rd. #19 Scotts Valley CA 95066 022-272-31	\$370,000	2017-16902	5/22
997 Lockhart Gulch Rd. Scotts Valley CA 95066 070-021-09	\$813,000	2017-16913	5/22
401 Silverwood Dr. Scotts Valley CA 95066 021-193-32	\$1,349,000	2017-17060	5/24
9 Arabian Way Scotts Valley CA 95066 021-331-19	\$565,000	2017-17128	5/24
570 Monte Sereno Watsonville CA 95076 109-351-20	\$710,000	2017-16356	5/18
Vacant Land Watsonville CA 95076 106-311-09	\$326,000	2017-16394	5/18
447 Winchester Dr. Watsonville CA 95076 016-192-33	\$359,000	2017-16451	5/18
513 McKenzie St. Watsonville CA 95076 017-151-15	\$375,000	2017-16512	5/19
411 Madison St. #A Watsonville CA 95076 018-013-11	\$355,000	2017-16514	5/19
58 Del Rio Ct. Watsonville CA 95076 018-661-07	\$485,000	2017-16549	5/19
108 Vista Pointe Dr. Watsonville CA 95076 018-701-34	\$373,000	2017-16563	5/19
143 Eureka Canyon Rd. Watsonville CA 95076 107-241-41	\$1,450,000	2017-16687	5/22
40 Monterey Vista Dr. Watsonville CA 95076 018-594-26	\$175,000	2017-16739	5/22
69 Pinehill Rd. Watsonville CA 95076 107-173-27	\$1,085,000	2017-16772	5/22
236 Locust St. #1 Watsonville CA 95076 017-162-17	\$143,300	2017-17049	5/24

continued on following page

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511 Ohlone Pkwy Watsonville CA 95076  
018-372-14 \$4,400,000 2017-17056 5/24

Vacant Land Watsonville CA 95076 106-  
101-11 \$400,000 2017-17130 5/24

## Monterey County

3525 Pleasant Acres Lane Aromas CA  
95004 181-171-031 \$899,000 2017-27555  
5/24

Santa Lucia Ave. 2 NE Casanova St. Carmel  
CA 93921 010-176-025 \$1,600,000 2017-  
26423 5/18

23835 Fairfield Pl. Carmel CA 93923 103-  
051-019 \$1,489,000 2017-26461 5/18

25489 Flanders Dr. Carmel CA 93923 015-  
101-004 \$940,000 2017-26599 5/18

248 Carpenter St. Carmel CA 93923 009-  
145-001 \$1,099,000 2017-26672 5/19

190 Hacienda Carmel Carmel CA 93923  
015-345-001 \$565,000 2017-26675 5/19

5473 Quail Meadows Dr. Carmel CA 93923  
157-171-074 \$3,750,000 2017-26753 5/19

24825 Guadalupe St. Carmel CA 93923  
009-145-020 \$1,900,000 2017-26994 5/22

12 Touche Pass #A Carmel CA 93923 239-  
091-064 \$3,600,000 2017-27200 5/22

Lincoln St. Carmel CA 93921 010-147-013  
\$7,000,000 2017-27459 5/23

233 Hacienda Carmel Carmel CA 93923  
015-351-001 \$527,000 2017-27505 5/23

Monte Verde St. Carmel CA 93923 010-  
175-022 \$2,100,000 2017-27566 5/24

Guadalupe St. 2 SW of 1st Ave. Carmel CA  
93923 010-026-002 \$815,000 2017-27747  
5/24

70 Rancho Rd. Carmel Valley CA 93924  
187-161-001 \$1,425,000 2017-26676 5/19

287 Los Laureles Grade Rd. Carmel Valley  
CA 93924 416-322-049 \$1,460,000 2017-  
26701 5/19

78 Arboleda Lane Carmel Valley CA 93924  
187-701-007 \$1,065,000 2017-26845 5/19

67 Southbank Rd. #A Carmel Valley CA  
93924 189-511-005 \$180,000 2017-27232  
5/23

85 Carlton Dr. Del Rey Oaks CA 93940  
012-511-009 \$725,000 2017-26982 5/22

14458 Lee Ave. East Garrison CA 93933  
031-165-042 \$617,500 2017-27225 5/23

1002 Heidi Dr. Greenfield CA 93927 024-  
281-015 \$267,000 2017-26430 5/18

782 Dart Way Greenfield CA 93927 024-  
014-009 \$296,000 2017-26534 5/18

45230 Merritt St. King City CA 93930 221-  
155-002 \$279,000 2017-26397 5/18

218 N. 1st Street King City CA 93930 026-  
293-002 \$800,000 2017-26908 5/19

1218 Bluff Ave. King City CA 93930 026-  
571-016 \$220,000 2017-27048 5/22

68215 Dafino Lane Lockwood CA 93932  
423-201-006 \$190,000 2017-27301 5/23

50286 Martinez Rd. Lockwood CA 93932  
423-041-019 \$375,000 2017-27443 5/23

412 Exeter Place Marina CA 93933 032-  
152-043 \$549,500 2017-26390 5/18

281 Reindollar Ave. Marina CA 93933 032-  
322-007 \$550,000 2017-26655 5/19

264 Cosky Dr. Marina CA 93933 032-011-  
017 \$537,000 2017-26819 5/19

3224 De Forest Rd. Marina CA 93933 032-  
551-013 \$617,000 2017-27533 5/24

3215 Susan Ave. Marina CA 93933 032-  
062-006 \$495,500 2017-27551 5/24

88 Alta Mesa Cir. Monterey CA 93940 001-  
752-028 \$1,150,000 2017-26389 5/18

1 Surf Way #117 Monterey CA 93940 011-  
442-015 \$775,000 2017-26454 5/18

10 Chualar Place Monterey CA 93940 001-  
311-026 \$900,000 2017-26766 5/19

209 Stuart Ave. Monterey CA 93940 013-  
242-021 \$550,000 2017-26858 5/19

380 San Bernabe Dr. Monterey CA 93940  
001-631-007 \$650,000 2017-26916 5/19

364 Ramona Ave. Monterey CA 93940 013-  
031-058 \$549,000 2017-27134 5/22

80 Via Arcerolo Dr. Monterey CA 93940  
001-641-012 \$795,000 2017-27699 5/24

1510 Monterey Salinas Hwy Monterey CA  
93940 101-191-038 \$505,000 2017-27724  
5/24

825 Mermaid Ave. Pacific Grove CA 93950  
006-074-038 \$1,024,000 2017-26725 5/19

38 Glen Lake Dr. Pacific Grove CA 93950  
007-612-050 \$756,000 2017-26738 5/19

911 Laurie Cir. Pacific Grove CA 93950  
006-621-066 \$845,000 2017-27283 5/23

2979 Quarry Rd. Pebble Beach CA 93953  
007-224-009 \$2,100,000 2017-26558 5/18

3097 Sloat Rd. Pebble Beach CA 93953  
007-431-014 \$1,125,000 2017-26678 5/19

994 Pioneer Rd. Pebble Beach CA 93953  
007-301-004 \$1,200,000 2017-26703 5/19

1001 Wranglers Trail Rd. Pebble Beach CA  
93953 007-243-001 \$1,875,000 2017-27344  
5/23

1010 Broncho Pebble Beach CA 93953 007-  
272-027 \$1,675,000 2017-27456 5/23

26407 Honor Lane Salinas CA 93908 139-  
411-038 \$550,000 2017-26427 5/18

230 W. Alisal St. Salinas CA 93901 002-  
263-028 \$475,000 2017-26456 5/18

17 Rincon Ave. Salinas CA 93905 004-102-  
004 \$292,000 2017-26460 5/18

18078 Stonehaven Dr. Salinas CA 93908  
139-351-002 \$555,000 2017-26490 5/18

1750 Great Island St. Salinas CA 93906  
153-411-014 \$430,000 2017-26532 5/18

309 Rhine Ct. Salinas CA 93906 211-331-  
018 \$525,000 2017-26644 5/18

46 Stone St. #21 Salinas CA 93901 002-166-  
029 \$179,000 2017-26652 5/19

140 InNissen Rd. #2 Salinas CA 93901 002-  
587-041 \$415,000 2017-26684 5/19

717 Fairmont Dr. Salinas CA 93901 002-  
902-013 \$565,000 2017-26751 5/19

18304 Meadow Song Way Salinas CA 93908  
139-311-030 \$579,000 2017-26800 5/19

22583 Toreador Dr. Salinas CA 93908 161-  
292-021 \$710,000 2017-26813 5/19

1152 Eagle Dr. Salinas CA 93905 153-504-  
003 \$460,000 2017-26817 5/19

336 Central Ave. Salinas CA 93901 002-  
143-004 \$850,000 2017-26861 5/19

1259 Bolero Ave. Salinas CA 93906 003-  
664-002 \$295,000 2017-26865 5/19

108 Nissen Rd. #3 Salinas CA 93901 002-  
587-014 \$300,000 2017-26966 5/22

1612 Bologna Ct. Salinas CA 93905 153-  
721-032 \$425,000 2017-27001 5/22

Vacant Land Salinas CA 93908 216-032-  
015 \$350,000 2017-27124 5/22



8480 Sunny Oak Terr. Salinas CA 93907 125-132-032 \$679,000 2017-27153 5/22

1141 Fontes Lane Salinas CA 93907 261-063-017 \$595,000 2017-27187 5/22

9215 Holly Hill Dr. Salinas CA 93907 125-091-058 \$679,000 2017-27191 5/22

182 Kern St. #41 Salinas CA 93905 003-097-005 \$190,000 2017-27195 5/22

707 Garner Ave. #1 Salinas CA 93905 004-344-009 \$275,000 2017-27208 5/22

163 Del Mar Dr. Salinas CA 93906 016-174-013 \$525,000 2017-27239 5/23

37 Shasta Way Salinas CA 93905 003-762-022 \$170,000 2017-27241 5/23

217 Angelus Dr. Salinas CA 93906 003-452-010 \$420,000 2017-27275 5/23

370 Mendocino Dr. Salinas CA 93906 261-371-009 \$385,000 2017-27278 5/23

17957 Berta Canyon Rd. Salinas CA 93907 125-143-024 \$590,000 2017-27462 5/23

7 Chablis Cir. Salinas CA 93906 211-352-027 \$540,000 2017-27684 5/24

1220 San Marcos Dr. Salinas CA 93901 016-251-011 \$530,000 2017-27707 5/24

222 Pine St. Salinas CA 93901 002-521-003 \$575,000 2017-27712 5/24

69 Geil St. Salinas CA 93901 002-434-013 \$540,000 2017-27743 5/24

1622 LaSalle Ave. Seaside CA 93955 012-853-025 \$305,000 2017-26997 5/22

1600 LaSalle Ave. Seaside CA 93955 012-853-026 \$350,000 2017-26999 5/22

1240 Hilby Ave. Seaside CA 93955 012-391-028 \$325,000 2017-27158 5/22

1388 Soto St. Seaside CA 93955 012-671-017 \$510,000 2017-27228 5/23

1828 Judson St. Seaside CA 93955 012-833-008 \$541,000 2017-27231 5/23

1762 Luzern St. Seaside CA 93955 012-786-005 \$455,000 2017-27243 5/23

1324 Lowell St. Seaside CA 93955 012-283-020 \$350,000 2017-27280 5/23

1417 Imperial St. Seaside CA 93955 011-315-009 \$240,000 2017-27288 5/23

Broadway Ave. Seaside CA 93955 011-555-007 \$525,000 2017-27572 5/24

606 Robledo Dr. Soledad CA 93960 022-516-033 \$378,500 2017-26743 5/19

1456 Santa Clara Soledad CA 93960 022-511-070 \$329,000 2017-27184 5/22

1068 San Gabriel Soledad CA 93960 022-512-064 \$367,000 2017-27215 5/23

124 N. 1st Street Spreckels CA 93962 177-061-014 \$544,000 2017-26437 5/18

## San Benito County

6960 Frazier Lake Hollister CA 95023 013-060-016 \$408,500 2017-4460 5/18

901 Verissimo Ct. Hollister CA 95023 058-050-045 \$560,000 2017-4478 5/18

Riverside Road Hollister CA 95023 021-050-003 \$410,000 2017-4507 5/19

200 Line St. Hollister CA 95023 052-050-001 \$380,000 2017-4508 5/19

2610 Glenview Dr. Hollister CA 95023 057-680-032 \$515,000 2017-4509 5/19

0 Wright Road Hollister CA 95023 053-350-005 \$2,298,500 2017-4511 5/19

731 La Baig Dr. Hollister CA 95023 054-560-047 \$555,000 2017-4520 5/19

840 El Cerro Dr. Hollister CA 95023 020-131-013 \$465,000 2017-4538 5/22

1248 Steinbeck Dr. Hollister CA 95023 058-030-002 \$511,500 2017-4544 5/22

871 Versailles Dr. Hollister CA 95023 056-380-062 \$480,000 2017-4547 5/22

2131 Glenview Dr. Hollister CA 95023 057-600-003 \$520,000 2017-4577 5/23

127 Heartland Dr. Hollister CA 95023 057-700-109 \$420,500 2017-4588 5/23

371 Hill St. Hollister CA 95023 054-172-003 \$400,000 2017-4606 5/24

805 South St. #10 Hollister CA 95023 055-250-005 \$225,000 2017-4609 5/24

1230 Apricot Lane Hollister CA 95023 058-030-002 \$518,000 2017-4637 5/24

1141 Cabrillo Dr. Hollister CA 95023 054-490-080 \$564,500 2017-4640 5/24

1134 Sally St. Hollister CA 95023 056-162-004 \$435,000 2017-4642 5/24



## Distressed Real Estate

### Trustee Sales

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

### Santa Cruz County

2017-17039 855 Amesti Road Watsonville 95076 050-303-01 \$510,366 21-Jun 701 Ocean St. Santa Cruz 1:45 PM

### Monterey County

2017-27182 399 Central Ave. Salinas 93901 002-271-033 \$343,763 20-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-27523 1732 Goodwin St. Seaside 93955 012-163-038 \$260,371 21-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-27739 1082 Gavilan Dr. Greenfield 93927 024-301-084 \$406,103 21-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-27436 901 Engstrom St. Soledad 93960 022-471-031 \$863,435 21-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-27432 9681 Sycamore Ct. Carmel 93923 416-531-070 \$159,194 22-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-27435 440 Dry Creek Rd. Monterey 93940 001-282-049 \$1,562,131 27-Jun 168 W. Alisal St. Salinas 9:00 AM

### Trustee Deeds

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

No new filings this week.

### Monterey County

2017-26967 201 Rio Vista Dr. #28 King City 026-491-028 The California Housing Finance Agency 2017014 \$119,923 \$118,080

### San Benito County

2017-4468 421 Verona Place Hollister 054-520-008 Duke Parters II\* CA05000966-16 \$362,864 \$450,100



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

File No. 17-0710

The following person(s) is/are doing business as: **1. CAMP SEMPERVIRENS 2. EXPLORING NEW HORIZONS OUTDOOR SCHOOLS 3. SEMPERVIRENS OUTDOOR SCHOOL 4. SEMPERVIRENS SUMMER CAMP**, 20161 Big Basin Highway, Boulder Creek CA 95006.

Exploring New Horizons, address same as business.  
This business is conducted by a Corporation.

/s/Andrew Cerri, President

The registrant commenced to transact business under the fictitious business name listed above on 3/15/12.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 4/12/17.

5/9, 5/16, 5/23, 5/30

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0731

The following person(s) is/are doing business as: **BALANCE FORWARD SOLUTIONS**, 5521 Scotts Valley Dr. Suite 105, Scotts Valley CA 95066.  
Michelle Thomsen, 2601 Howe St. Santa Cruz CA 95065.

This business is conducted by an Individual.

/s/Michelle Thomsen

The registrant commenced to transact business under the fictitious business name listed above on 4/1/17.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 4/17/17.

5/9, 5/16, 5/23, 5/30

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

File No. 17-0736

The following person(s) is/are doing business as: **1. APTOS ST BARBEQUE 2. APTOS ST BBQ 3. APTOS ST. BBQ 4. APTOS STREET BBQ**, 8059 Aptos St. Aptos CA 95003.

Aptos St. BBQ LLC, 7541 Troon Ct., Gilroy CA 95020.  
This business is conducted by a Limited Liability Company.

/s/Lawrence Ingram, Jr.

The registrant commenced to transact business under

the fictitious business name listed above on 4/30/12.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 4/17/17.

5/9, 5/16, 5/23, 5/30

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0737

The following person(s) is/are doing business as: **SMOKIN' HAUTE**, 15A Carey Ave. Freedom CA 95019.

Adriana Salas, address same as business.

This business is conducted by an Individual.

/s/Adriana Salas

The registrant commenced to transact business under the fictitious business name listed above on 4/2/17.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 4/17/17.

5/9, 5/16, 5/23, 5/30

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0750

The following person(s) is/are doing business as: **UNIVERSAL SHIPPING CONTAINER COMPONENTS**, 120 Berkshire Ave. Santa Cruz CA 95060.  
Christopher W. Forrest, address same as business.

This business is conducted by an Individual.

/s/Christopher W. Forrest

The registrant commenced to transact business under the fictitious business name listed above on 3/14/17.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 4/19/17.

5/9, 5/16, 5/23, 5/30

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0756

The following person(s) is/are doing business as: **POP UP & PAINT OUT**, 725 Capitola Ave. Suite F, Capitola CA 95010.

Jenny Shelton, address same as business.

This business is conducted by an Individual.

/s/Jenny Shelton

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 4/24/17.

5/9, 5/16, 5/23, 5/30

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0757

The following person(s) is/are doing business as: **RAW CHAKRA**, 19950 Kings Creek Rd. Boulder Creek CA 95006.

Sean Brunelle, address same as business.

This business is conducted by an Individual.

/s/Sean Brunelle

The registrant commenced to transact business under the fictitious business name listed above on 3/31/17.  
This statement was filed with Gail L. Pellerin, County

Clerk of Santa Cruz County on 4/24/17.  
5/9, 5/16, 5/23, 5/30

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0761

The following person(s) is/are doing business as: **S MART #1**, 1597 Freedom Blvd. Watsonville CA 95076.  
Sharma Management Inc., 1346 S Blaney Ave. San Jose CA 95129.

This business is conducted by a Corporation.

/s/Shashi Sharma

The registrant commenced to transact business under the fictitious business name listed above on 8/31/16.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 4/24/17.

5/9, 5/16, 5/23, 5/30

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0762

The following person(s) is/are doing business as: **S MART #1**, 1180 Main St. Watsonville CA 95076.  
Sharma Management Inc., 1346 S Blaney Ave. San Jose CA 95129.

This business is conducted by a Corporation.

/s/Shashi Sharma

The registrant commenced to transact business under the fictitious business name listed above on 8/31/16.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 4/24/17.

5/9, 5/16, 5/23, 5/30

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0798

The following person(s) is/are doing business as: **PERMA-BUILT CONSTRUCTION CO.**, 3176 Mar Vista Dr. Aptos CA 95003.

Douglas F. Fowler, address same as business.

This business is conducted by an Individual.

/s/Doug Fowler

The registrant commenced to transact business under the fictitious business name listed above on 5/1/17.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/1/17.

5/9, 5/16, 5/23, 5/30

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0799

The following person(s) is/are doing business as: **1. LEATHER ROSE SOCIETY 2. MANCUSO LEGAL DOCUMENT PREPARATION**, 315 Teilh Dr. Boulder Creek CA 95006.

Christina M. Mancuso, address same as business.

This business is conducted by an Individual.

/s/Christina Mancuso

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 5/1/17.

5/9, 5/16, 5/23, 5/30



**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0805

The following person(s) is/are doing business as: **CENETRI GROUP**, 1847 Granite Creek Rd. Santa Cruz CA 95065.

Hilary Goodkind Darbonne, address same as business.

This business is conducted by an Individual.

/s/Hilary Goodkind Darbonne

The registrant commenced to transact business under the fictitious business name listed above on 4/28/17.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/1/17.

5/9, 5/16, 5/23, 5/30

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0807

The following person(s) is/are doing business as: **DESIGNEVOLUTION**, 1140 Middleton Dr. Boulder Creek CA 95006.

Kristen Grace Gurreri, address same as business.

This business is conducted by an Individual.

/s/Kristen Grace Gurreri

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 5/1/17.

5/9, 5/16, 5/23, 5/30

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0810

The following person(s) is/are doing business as: **JR BOOKEEPING CONSULTANTS**, 255 Harkleroad Ave. Santa Cruz CA 95062.

Josefina Moller, address same as business.

This business is conducted by an Individual.

/s/Josefina Moller

The registrant commenced to transact business under the fictitious business name listed above on 2/1/81.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/2/17.

5/9, 5/16, 5/23, 5/30

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0814

The following person(s) is/are doing business as: **CAPITOLA VILLAGE MASSAGE**, 331 Capitola Ave. Suite A, Capitola CA 95010.

Anthony Joseph Mendoza, 13 Lilac Lane, Felton CA 95018.

This business is conducted by an Individual.

/s/Anthony Joseph Mendoza

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 5/2/17.

5/9, 5/16, 5/23, 5/30

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0825

The following person(s) is/are doing business as: **TOYBOX**, 5409 Baffly Ct. Soquel CA 95073.

Natalie Jeanne Toy, address same as business.

This business is conducted by an Individual.

/s/Natalie Toy

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 5/2/17.

5/9, 5/16, 5/23, 5/30

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0833

The following person(s) is/are doing business as: **1. OASIS 2. THE OASIS**, 415 A River St. Santa Cruz CA 95060.

Uncommon Brewers, Inc., 1425 Pine Flat Rd. Santa Cruz CA 95060.

This business is conducted by a Corporation.

/s/Alex Stefansky, President

The registrant commenced to transact business under the fictitious business name listed above on 5/4/17.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/4/17.

5/9, 5/16, 5/23, 5/30

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

File No. 17-0849

The following person(s) is/are doing business as: **CLEANERS ON DUTY**, 855 Old San Jose Rd. Soquel CA 95073.

Javier Serriteno, 436 Winchester Dr. Watsonville CA 95076; Mary Serriteno, 23 Gonzales St. Watsonville CA 95076; Melissa Serriteno, address same as business.

This business is conducted by a General Partnership.

/s/Melissa Serriteno

The registrant commenced to transact business under the fictitious business name listed above on 4/24/07.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/8/17.

5/9, 5/16, 5/23, 5/30

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0854

The following person(s) is/are doing business as: **ADEN WHOLESALE**, 1221 San Gabriel Ct. Watsonville CA 95076.

Mukhtar Kaid Hasan Adam, address same as business.

This business is conducted by an Individual.

/s/Mukhtar Adam

The registrant commenced to transact business under the fictitious business name listed above on 4/14/17.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/8/17.

5/9, 5/16, 5/23, 5/30

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0854

The following person(s) is/are doing business as: **ADEN WHOLESALE**, 1221 San Gabriel Ct. Watsonville CA 95076.

Mukhtar Kaid Hasan Adam, address same as business.

This business is conducted by an Individual.

/s/Mukhtar Adam

The registrant commenced to transact business under the fictitious business name listed above on 4/14/17.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/8/17.

5/9, 5/16, 5/23, 5/30

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0686

The following person(s) is/are doing business as: **YAMA**, 216 Mt. Hermon Rd. Suite G, Scotts Valley CA 95066.

John K. Nunneley III, 4621 Hayford Way, Sacramento CA 95842.

This business is conducted by an Individual.

/s/John Nunneley

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 4/10/17.

5/9, 5/16, 5/23, 5/30

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

File No. 17-0699

The following person(s) is/are doing business as: **BUTTERCUP CAKES & FARM HOUSE FROSTING**, 1411 Pacific Ave. Santa Cruz CA 95060.

Farm House Frosting, Inc., 466 Swanton Rd. Davenport CA 95017.

This business is conducted by a Corporation.

/s/Carren Dixon, 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 4/11/17.

5/9, 5/16, 5/23, 5/30

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0706

The following person(s) is/are doing business as: **BAUER TAX**, 4510 1/2 Cherryvale Ave., Soquel CA 95073.

Heather L. Bauer, address same as business.

This business is conducted by an Individual.

/s/Heather L. Bauer

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 4/12/17.

5/9, 5/16, 5/23, 5/30

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0723

The following person(s) is/are doing business as: **NB SERVICES**, 318 Coulson Ave. Santa Cruz CA 95060.

Nancy Moon, address same as business.

This business is conducted by an Individual.

/s/Nancy Moon

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 4/17/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0723

The following person(s) is/are doing business as: **NB SERVICES**, 318 Coulson Ave. Santa Cruz CA 95060.

Nancy Moon, address same as business.

This business is conducted by an Individual.

/s/Nancy Moon

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 4/17/17.

5/16, 5/23, 5/30, 6/6

continued on following page

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0728

The following person(s) is/are doing business as:  
**VIKING GUITAR PRODUCTIONS**, 439 Sailfish  
Dr. Aptos CA 95003.

Erik C. Peabody, address same as business.

This business is conducted by an Individual.

/s/Erik Peabody

The registrant commenced to transact business under  
the fictitious business name listed above on 4/12/12.

This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 4/17/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0790

The following person(s) is/are doing business as:  
**VALLEY EXTRACTS & CONSULTING**, 213 El  
Camino Rd., Scotts Valley CA 95066.

Steven Cheney, address same as business.

This business is conducted by an Individual.

/s/Steven Cheney

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 4/28/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0794

The following person(s) is/are doing business as:  
**DECOR FURNITURE**, 1515 Commercial Way,  
Santa Cruz CA 95065.

Raul Alberto Cosio, 57 Soledad Dr. Unit #604, Mon-  
terey CA 93940; David Garcia, 841 West Donna Dr.  
Merced CA 95348.

This business is conducted by a General Partnership.  
/s/Raul Alberto Cosio

The registrant commenced to transact business under  
the fictitious business name listed above on 4/28/17.

This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 4/28/17.

5/16, 5/23, 5/30, 6/6

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

File No. 17-0796

The following person(s) is/are doing business as:  
**SUN FOR SEEDLINGS**, 6411 Freedom Blvd., Aptos  
CA 95003.

Katherine Cristallo, Inc., address same as business.

This business is conducted by a Corporation.

/s/Katherine Cristallo

The registrant commenced to transact business under  
the fictitious business name listed above on 8/7/09.

This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 4/28/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0823

The following person(s) is/are doing business as: **1.**  
**OIL CAN HENRY'S 2. VALVOLINE INSTANT OIL**  
**CHANGE**, 1409 Main St. Watsonville CA 95076.

Allen Brothers Oil, Inc, address same as business.

This business is conducted by a Corporation.

/s/Scott Allen, Secretary

The registrant commenced to transact business under  
the fictitious business name listed above on 5/1/17.

This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 5/2/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0824

The following person(s) is/are doing business as:  
**1. OIL CAN HENRY'S 2. VALVOLINE INSTANT**  
**OIL CHANGE**, 2878 South Rodeo Gulch Rd. Soquel  
CA 95073.

Allen Brothers Oil IV, Inc, address same as business.  
This business is conducted by a Corporation.

/s/Scott Allen, Secretary

The registrant commenced to transact business under  
the fictitious business name listed above on 5/1/17.

This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 5/2/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0843

The following person(s) is/are doing business as:  
**BAY BRAND BEVERAGES**, 22 Roache Rd. #E,  
Freedom CA 95019.

Maria Carrillo, 14 Stender Ave. Apt. F, Watsonville  
CA 95076.

This business is conducted by an Individual.

/s/Maria Carrillo

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 5/5/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0862

The following person(s) is/are doing business as:  
**SANTA CRUZ GAMERS**, 294 Browns Valley Rd.  
Watsonville CA 95076.

Dustin Vaden Pascal, address same as business.

This business is conducted by an Individual.

/s/Dustin Vaden Pascal

The registrant commenced to transact business under  
the fictitious business name listed above on 5/9/17.

This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 5/10/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0865

The following person(s) is/are doing business as:  
**SCOTTS VALLEY NUTRITION**, 5435 Scotts Valley  
Dr. Suite B, Scotts Valley CA 95066.

Traci Carlson, PO Box 66325, Scotts Valley CA 95067.

This business is conducted by an Individual.

/s/Traci Carlson

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 5/11/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0867

The following person(s) is/are doing business as: **FC**  
**PROPERTY MANAGEMENT**, 555 Emerald City  
Way, Watsonville CA 95076.

Frank Edward Giuliani, address same as business.

This business is conducted by an Individual.

/s/Frank Edward Giuliani

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 5/11/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0870

The following person(s) is/are doing business as:  
**BRITTANY CAESAR YOGA**, 5390 Old San Jose  
Rd. Soquel CA 95073.

Brittany Caesar, address same as business.

This business is conducted by an Individual.

/s/Brittany Caesar

The registrant commenced to transact business under  
the fictitious business name listed above on 5/12/17.

This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 5/12/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0877

The following person(s) is/are doing business as: **TKS**  
**ENTERPRISES**, 4420 Esta Lane, Soquel CA 95073.

Troy D. Chasey, address same as business.

This business is conducted by an Individual.

/s/Troy Chasey

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 5/15/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT OF ABANDONMENT**

Original File No. 2013-0001080

The following person has Abandoned the use of the Fictitious Business Name(s): **HELPING HANDS**, 45 Primrose St. Aptos CA 95003.

Pamela J. Gandolfi, address same as business.

This business was conducted by an Individual.

/s/Pamela J. Gandolfi

The registrant commenced to transact business under the fictitious business name listed above on 5/2/02. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/5/17.

5/16, 5/23, 5/30, 6/6

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

SUPERIOR COURT OF CALIFORNIA,  
COUNTY OF SANTA CRUZ PETITION OF  
**TYLER ALLEN BOLLENBACH** for CHANGE  
OF NAME

17CV01222

TO ALL INTERESTED PERSONS:

1. Petitioner: **TYLER ALLEN BOLLENBACH**  
filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**TYLER ALLEN BOLLENBACH**

PROPOSED NAME(s):

**TYLER NASH TITUS**

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**

**JUNE 19, 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

May 5, 2017

Tyler Allen Bollenbach

130 Carrera Circle

Aptos CA 95003

831 334-1310

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0734

The following person(s) is/are doing business as: **WREN & RHINO CONSIGNMENT**, 1045 N St. Springfield OR 97477.

Elizabeth B. Gustafson and John P. Gustafson, address same as business.

This business is conducted by a Married Couple.

/s/Elizabeth B Gustafson

The registrant commenced to transact business under the fictitious business name listed above on 4/24/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 4/17/17.

5/16, 5/23, 5/30, 6/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0776

The following person(s) is/are doing business as: **ELDER STORIES**, 824 Western Dr. Santa Cruz CA 95060.

Rahul Manchanda, address same as business.

This business is conducted by an Individual.

/s/Rahul Manchanda

The registrant commenced to transact business under the fictitious business name listed above on 4/26/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 4/26/17.

5/23, 5/30, 6/6, 6/13

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0816

The following person(s) is/are doing business as: **CLINICA FAMILIAR COSTA CENTRAL**, 1185 Freedom Blvd Ste 1, Watsonville CA 95076.

Ariel Martinez, 9 Pelican Dr. Watsonville CA 95076.

This business is conducted by an Individual.

/s/Ariel Martinez

The registrant commenced to transact business under the fictitious business name listed above on 11/27/01. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/2/17.

5/23, 5/30, 6/6, 6/13

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0874

The following person(s) is/are doing business as: **ROSELIN'S JEWELRY**, 1418 Freedom Blvd. Watsonville CA 95076.

Zoyla Rosa Renteria Ramirez, 11465 Monterey Hwy., San Martin CA 95046.

This business is conducted by an Individual.

/s/Zoyla Rosa Renteria Ramirez

The registrant commenced to transact business under the fictitious business name listed above on 5/15/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/15/17.

5/23, 5/30, 6/6, 6/13

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0885

The following person(s) is/are doing business as: **IncredibleCreations**, 229 Santa Cruz St. Santa Cruz CA 95060.

Andrew Vanmetre, address same as business.

This business is conducted by an Individual.

/s/Andrew Vanmetre

The registrant commenced to transact business under the fictitious business name listed above on 5/16/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/16/17.

5/23, 5/30, 6/6, 6/13

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

File No. 17-0904

The following person(s) is/are doing business as: **OCEAN GATE INN**, 111 Ocean St. Santa Cruz CA 95060.

Ashish Patel, address same as business.

This business is conducted by an Individual.

/s/Ashish Patel

The registrant commenced to transact business under the fictitious business name listed above on 12/12/06. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/19/17.

5/23, 5/30, 6/6, 6/13

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0906

The following person(s) is/are doing business as: **PATENT ALCHEMY**, 273 D Searidge Rd. Aptos CA 95003.

Walt Froloff, 273 Searidge Rd. Aptos CA 95003.

This business is conducted by an Individual.

/s/Walt Froloff

The registrant commenced to transact business under the fictitious business name listed above on 5/1/03. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/19/17.

5/23, 5/30, 6/6, 6/13

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 17-0907

The following person(s) is/are doing business as: **THE CAPITOLA ADVOCATE**, 511 Capitola Ave. Capitola CA 95010.

Robert A. Edgren, 204 Monterey Ave. Capitola CA 95010.

This business is conducted by an Individual.

/s/Robert A. Edgren

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 5/19/17.

5/23, 5/30, 6/6, 6/13

continued on following page



**FICTITIOUS BUSINESS NAME  
STATEMENT - Refile with Change**  
File No. 17-0911

The following person(s) is/are doing business as: **1. ACT 2. AUTO CARE TOWING 3. DETOUR 4. FIRED UP 5. LIFESAVER TOWING 6. LIVING THE DREAM RACING 7. TIME FLYS 8. WILD FLOWER**, 250 Kearney St. Watsonville CA 95076. KJRB, Inc., address same as business. This business is conducted by a Corporation. /s/Janette Ramer, CFO  
The registrant commenced to transact business under the fictitious business name listed above on 5/18/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/22/17. 5/23, 5/30, 6/6, 6/13

**FICTITIOUS BUSINESS NAME  
STATEMENT**  
File No. 17-0914

The following person(s) is/are doing business as: **1. MATR 2. MATR CUSHIONS & ACCESSORIES 3. MATR YOGA**, 7245 Lotus Way, Aptos CA 95003. Jeffrey S. Stephanoff and Lauren N. Stephanoff, address same as business. This business is conducted by a Married Couple. /s/Lauren N. Stephanoff  
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 5/22/17. 5/23, 5/30, 6/6, 6/13

**FICTITIOUS BUSINESS NAME  
STATEMENT**  
File No. 17-0915

The following person(s) is/are doing business as: **PARADISE HOT DOGS**, 5 Santa Cruz Municipal Wharf, Santa Cruz CA 95060. Barton Barker and Kelly L. Barker, 5455 Entrance Dr. Soquel CA 95073. This business is conducted by a Married Couple. /s/Barton Barker  
The registrant commenced to transact business under the fictitious business name listed above on 5/22/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/22/17. 5/23, 5/30, 6/6, 6/13

**FICTITIOUS BUSINESS NAME  
STATEMENT - Refile with Change**  
File No. 17-0917

The following person(s) is/are doing business as: **1. COAST COMPUTER SUPPORT 2. COAST MERCHANT SERVICES 3. IMAGINEER DESIGN**, 841 Cedar St. Santa Cruz CA 95060. Michael Bass, 22650 East Cliff Dr. Santa Cruz CA 95062. This business is conducted by an Individual. /s/Michael Bass  
The registrant commenced to transact business under

the fictitious business name listed above on 7/25/12. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/22/17. 5/23, 5/30, 6/6, 6/13

**FICTITIOUS BUSINESS NAME  
STATEMENT OF ABANDONMENT**  
Original File No. 2013-0000089

The following person has Abandoned the use of the Fictitious Business Name(s): **LIFESAVER TOWING**, 505 River St. Santa Cruz CA 95060. Kenneth Morse, 1505 42nd Ave. #25, Capitola CA 95010. This business was conducted by an Individual. /s/Kenneth Morse  
The registrant commenced to transact business under the fictitious business name listed above on 4/1/00. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/22/17. 5/23, 5/30, 6/6, 6/13

**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 June 13, 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):  
B030 Frank Goes  
B274 patrick theriault  
B320 Alexandra Pratt  
B368 Steve Craig  
All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 23rd day of May 2017 and 30th day of May 2017, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632 5/23, 5/30

**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 June 13, 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):  
B004 Gunilla Leavitt  
B019 Mark Cruse  
B181 1-2-1 Consulting LLC  
B275 Scott Glass  
All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated

on this 23rd day of May 2017 and 30th day of May 2017, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632 5/23, 5/30

**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 June 13, 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):  
1070 Mary Preisinger  
2026 Maria Yanez  
2130 Ryan Olivarez  
3194 Michael Anderson  
All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 23rd day of May 2017 and 30th day of May 2017, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632 5/23, 5/30

**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 June 13, 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):  
A033 James Cunningham  
A119 colleen casey  
A290 Marlin Johnson  
A352 VIRGIL KESTER  
A543 Guillermo Uriarte-Wilson  
A580 Mark Budd  
A590 Christopher Hofer  
A650 Marianne Apicello  
All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 23rd day of May 2017 and 30th day of May 2017, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632 5/23, 5/30

**NOTICE OF AUCTION SALE**  
NOTICE IS HEREBY GIVEN that a mobilehome, registered to CORAL F. FLOOD aka CORAL FLOOD, EVELYN RUTH DA-

VIS and described as a 1976 HILLCREST mobilehome, Decal Number AAV5302, Serial Number 0275A8013/0275B8013, Label/Insignia Number 218655/218654, and stored on property within the Pinto Lake Mobile Home Park, at 789 Green Valley Road, Watsonville, County of Santa Cruz, California 95076 (specifically the space designated as Space #2 within the park), will be sold by auction at the mobilehome park at Pinto Lake Mobile Home Park, at 789 Green Valley Road, Watsonville, County of Santa Cruz, California 95076 (specifically the space designated as Space #2 within the park), on June 12, 2017 at 11:00 a.m., and such succeeding sales days as may be necessary, and the proceeds of the sales will be applied to the satisfaction of the lien, including the reasonable charges of notice, advertisement, and sale.

This sale is conducted on a cash or certified fund basis only (cash, cashier's check or travelers' checks only). Personal checks and/or business checks are not acceptable. Payment is due and payable immediately following the sale. No exceptions. The mobilehome and/or contents are sold as is, where is, with no guarantees.

This sale is conducted under the authority of California Civil Code 798.56a and Commercial Code 7210.

Unless a written waiver is received from park management, the mobilehome and contents must be removed from the park within 10 days. The buyer will have no right to the space after the home is removed.

DATED: May 18, 2017  
JOSEPH W. CARROLL  
Attorney at Law  
1231 I Street, Suite 203  
Sacramento, CA 95814  
(916) 443-9000  
5/23, 5/30

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0793

The following person(s) is/are doing business as: **LOKAHI JUICE**, 722 San Juan Ave. Santa Cruz CA 95065.

Jacklyn Gong and Marlene Masters, address same as business.

This business is conducted by a General Partnership. /s/Jacklyn Gong /s/Marlene Masters

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 4/28/17.

5/23, 5/30, 6/6, 6/13

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0841

The following person(s) is/are doing business as: **BARE BUDZ**, 229B Buena Vista Ave. Santa Cruz CA 95062.

Alisa Sinjur, address same as business.

This business is conducted by an Individual.

/s/Alisa Sinjur

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 5/5/17.

5/30, 6/6, 6/13, 6/20

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0882

The following person(s) is/are doing business as: **WELCH HOME INSPECTIONS**, 417 Laurent St. Santa Cruz CA 95060.

Molly A. Welch, address same as business.

This business is conducted by an Individual.

/s/Molly Welch

The registrant commenced to transact business under the fictitious business name listed above on 5/16/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/16/17.

5/30, 6/6, 6/13, 6/20

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0891

The following person(s) is/are doing business as: **SLEIGHT OF HAND PIZZA**, 779 Brommer St. Unit A, Santa Cruz CA 95062.

Eliza Corona Wadstein and Justin Wadsteil, address same as business.

This business is conducted by a Married Couple.

/s/Eliza Corona Wadstein

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 5/17/17.

5/30, 6/6, 6/13, 6/20

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0922

The following person(s) is/are doing business as: **BERRIES R-US**, 116 Frederick St. Santa Cruz CA 95062. Select Tracing, LTD., 133 Mission St. Ste. 290, Santa Cruz CA 95060.

This business is conducted by a Corporation.

/s/James Thompson, President

The registrant commenced to transact business under the fictitious business name listed above on 5/19/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/23/17.

5/30, 6/6, 6/13, 6/20

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0924

The following person(s) is/are doing business as: **HARMONIZING SOLUTIONS**, 470 Rudy Rd. Los Gatos CA 95033.

Aaron B. Lacs and Vanessa Lacs, address same as business.

This business is conducted by a Married Couple.

/s/Aaron Lacs

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 5/24/17.

5/30, 6/6, 6/13, 6/20

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0929

The following person(s) is/are doing business as: **SANDCASTLE APARTMENTS**, 124 First St. Santa Cruz CA 95060.

Green Rooster Properties Inc., 5352 Hounds Estate, San Jose CA 95135.

This business is conducted by a Corporation.

/s/Meri Coleman

The registrant commenced to transact business under the fictitious business name listed above on 5/1/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/25/17.

5/30, 6/6, 6/13, 6/20

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-0942

The following person(s) is/are doing business as: **THE WEE BEE BEANERY**, 10285 Highway 9, Ben Lomond CA 95005.

Katherine J. Parker, address same as business.

This business is conducted by an Individual.

/s/Katherine J. Parker

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 5/26/17.

5/30, 6/6, 6/13, 6/20

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

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **BRIANNA CROWBEAR** for CHANGE OF NAME 17CV01358

TO ALL INTERESTED PERSONS:

1. Petitioner: **BRIANNA CROWBEAR** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**BRIANNA CROWBEAR**

PROPOSED NAME(s):

**BREELI AHANU CROWBEAR**

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court

continued on following page

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

**JULY 7, 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

May 5, 2017

Brianna Crowbear

783 N. Branciforte Ave.

Santa Cruz CA 95065

831 226-6133

5/30, 6/6, 6/13, 6/20

#### ADVERTISEMENT OF SALE

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

The undersigned will sell at public sale by competitive bidding on Wednesday, the 21st day of June, 2017, at 12:30pm on the premises where said property has been stored and which are located at: Santa Cruz Self Storage, 210 Benito Ave., Santa Cruz, CA 95062, County of Santa Cruz, the following, which contain misc. household and personal items unless otherwise noted:

Unit #--Name

A4--Courtney Foston

A9--Angela Savage

B9--Angela Savage

A12--Steven Perry

A24--Steven Perry

A15--Rosaline Gustafson

A17--Rosaline Gustafson

B15--Mark Peabody

C1--Mark Peabody

C11--Mark Peabody

D14--Mark Peabody

E17--Mark Peabody

F3--Mark Peabody

B14--Gary Sanchez

B16--James Laurence

B21--Raphael Valencia

C18--Stephan Mockli

D18--Tomnita Smith

G8--Tor Berez

G10--Teresa Lawson

G14--Joshua Anderson

Purchased must be paid for at the time of purchase in cash only. All purchased items sold as is, where is and must be removed at the time of sale. Sale is subject to cancellation in the event of settlement between owner and obligated party. Santa Cruz Self Storage reserves the right to refuse any bid or cancel auction for any or all units.

Dated: 5/30/17, 6/6/17

Auctioneer John Cardoza, CAI

Bond No. 5860870

(209) 667-5797

5/30, 6/6

TSG No.: 8664461 TS No.: CA1600275547 FHA/VA/PMI No.: APN: 077-331-06 Property Address: 393 RANCHO RIO AVE BEN LOMOND, CA 95005-9477 NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 10/04/2012. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 06/14/2017 at 01:00 P.M., First American Title Insurance Company, as duly appointed Trustee under and pursuant to Deed of Trust recorded 10/19/2012, as Instrument No. 2012-0051543, in book, page, of Official Records in the office of the County Recorder of SANTA CRUZ County, State of California. Executed by: TONY A PEREZ, WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK/CASH EQUIVALENT or other form of payment authorized by 2924h(b), (Payable at time of sale in lawful money of the United States) Santa Cruz County Courthouse, 701 Ocean Street, Santa Cruz, CA 95060 All right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County and State described as: AS MORE FULLY DESCRIBED IN THE ABOVE MENTIONED DEED OF TRUST APN# 077-331-06 The street address and other common designation, if any, of the real property described above is purported to be: 393 RANCHO RIO AVE, BEN LOMOND, CA 95005-9477 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, 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 said Deed of Trust, with interest thereon, as provided in said note(s), advances, under the terms of said Deed of Trust, 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 obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$401,161.85. The beneficiary

under said Deed of Trust has deposited all documents evidencing the obligations secured by the Deed of Trust and has declared all sums secured thereby immediately due and payable, and has caused a written Notice of Default and Election to Sell to be executed. The undersigned caused said Notice of Default and Election to Sell to be recorded in the County where the real property is located. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and if applicable, the rescheduled time and date for the sale of this property, you may call 800-280-2832 or visit this Internet Web [www.Auction.com](http://www.Auction.com), using the file number assigned to this case CA1600275547 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. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee or the Mortgagee's attorney. Date: First American Title Insurance Company 1500 Solana Blvd Bldg 6 Ste 6100 Westlake, TX 76262 First American Title Insurance Company MAY BE ACTING AS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED MAY BE USED FOR THAT PURPOSE FOR TRUSTEES SALE INFORMATION PLEASE CALL 800-280-2832NPP0307092 To: SANTA CRUZ RECORD 05/16/2017, 05/23/2017, 05/30/2017



# Santa Cruz Record Calendar of Events



## Tuesday, June 6

- **Writing Your Best Business Plan** 2–5 p.m. at Santa Cruz Civic Auditorium, 307 Church Street Tony Hill Room, Santa Cruz. Presented by Keith Holtaway. This seminar will help you identify the most appropriate business planning format for starting or expanding a business, marketing basics, and a strategic plan to put your business on the road to success. Learn how to establish realistic goals and objectives, determine startup costs, as well as various methods of financing your startup. Visit [SantaCruzSBDC.org](http://SantaCruzSBDC.org) for more information.

- **Making Great Videos Tuesday Night Class** 7–9:30 p.m. at Cabrillo College, 6500 Soquel Dr., Aptos. Video cameras are powerful story making tools. With a few simple techniques it's possible to come up with an idea, capture the necessary photos and video, and assemble the elements into a compelling video. Whether you use video for business promotion, family history, how-to educational programs, documentaries, or just a collection of vacation clips with music, the process is the same for all good videos! You don't need a high quality video camera. A current cell phone will do just fine for the purpose of learning the process and creating videos for your website, YouTube, or just because it's fun! We'll go over the basics of planning and shooting a video, Premiere Pro software for video editing, the basics of "non-linear" editing, as well as tips and tricks to help you edit better and faster. You'll have

your first project completed by the end of the class! This four Tuesday class is taught in a Mac lab, but PC users may use their own laptop and software they are familiar with in class. This class requires strong computer skills, a working knowledge of your camera, or the camera function on your phone. Now, let's make a video! Visit [Cabrillo.AuguSoft.net](http://Cabrillo.AuguSoft.net) for more information.

## Wednesday, Jun 7

- **Santa Cruz New Tech MeetUp** 6 p.m. at Hotel Paradox, 611 Ocean Street, Santa Cruz. Get Hired: Amazon, Modern Tribe, ProductOps, Portable Cloud, Joby Aviation, Cyxtera, Full-Power, plus UCSC IDEA Hub Pitch Contest. Tired of driving The Hill? There are over 400 new tech jobs available now in Santa Cruz. If you are serious about working where you live, this is the 2017 event you must not miss. Bring your resume on paper or thumb drive. Learn about each company, their culture, and available jobs. Plus, watch contest winners of the UCSC Idea Hub Pitch Competition present their projects. Visit [Meetup.com/SantaCruzNewTech](http://Meetup.com/SantaCruzNewTech) for more information.

## Thursday, June 8

- **SimpleSTEPS for Starting Your Business** 6:30–9 p.m. at Simpkins Family Swim Center, 979 17th Ave., Santa Cruz. Come learn what it takes to successfully start a business in Santa Cruz County. Drawn from the actual experiences of seasoned entrepreneurs and business leaders, this presents a broad overview of the issues that will impact your business success or failure. Visit [SantaCruzChamber.org](http://SantaCruzChamber.org) for more information.

## Wednesday, June 14

- **Brown Bag: Cyber Security for Beginners, Stay Safe!** 12–1 p.m. at Santa Cruz Downtown Library, 224 Church Street Upstairs Meeting Room, Santa Cruz. Visit [SantaCruzSBDC.org](http://SantaCruzSBDC.org) for more information.

## Thursday, June 15

- **Pajaro Valley Chamber Mixer** 5–7 p.m. at Alladin Nursery, 2905 Freedom Blvd., Watsonville. Each month a member of the Pajaro Valley Chamber will host a mixer, providing a great opportunity to network. Mixers are a fun way to grow your circle of customers and fellow businessmen and women. Visit [PajaroValleyChamber.com](http://PajaroValleyChamber.com) for more information.

## Friday, June 23

- **Event Santa Cruz** time and place TBA.

## Saturday, June 24

- **Solving the Social Media Puzzle** 9:30 a.m. – 12:30 p.m. at Cabrillo College, 6500 Soquel Drive, Room 1604, Aptos. Presented by Dianthe Skurko. The advent of mobile devices and the infiltration of social media into everyday life has significantly changed how people expect to engage with businesses online, both on websites and on social media. Learn what customers expect from websites today, how to make informed decisions on which social media sites are best for your business and how to integrate them into your marketing strategies. Attend this seminar and learn how to put all the pieces of the online puzzle together to grow your business. Visit [SantaCruzSBDC.org](http://SantaCruzSBDC.org) for more information.

## June 29

- **Capitola-Soquel Chamber Mixer** Co-Hosted by Cork & Fork, Beach House Rentals and Monet Salon 5–7 p.m. at 312 Capitola Avenue, Capitola Village. Mix and mingle with business owners, professionals, and community members. Enjoy wine, appetizers, raffle prizes, and networking. Visit [CapitolaChamber.com](http://CapitolaChamber.com) for more information.

The Calendar appears the last week of each month. To have your local business-related event included, or to update your event, please email the Santa Cruz Record at [santacruzrecord@gmail.com](mailto:santacruzrecord@gmail.com)

# BUSINESSES FOR SALE

## CHIC UPPER SEABRIGHT CAFE AND EATERY

### **SANTA CRUZ BAY AREA**

Popular local meeting spot with contemporary decor, high-quality coffee and light menu. Assets include Type 41 ABC License and \$35,000 in new coffee equipment.

Present owner has focused primarily on the coffee side of the business which has been their passion and expertise. Historic performance shows a solid core business model with current rents at less than 10% of Annual Gross Sales.

The cafe in its current configuration occupies 1400 SF indoors plus 700 SF patio area and access to ample parking in an area with high foot traffic peppered with boutique shops restaurants and entertainment venues.

Excellent opportunity for growth by increasing focus on food and drink in the afternoon and evening plus potential for eventual expansion within the building into an adjacent 900 SF space.

Offered for \$99,500.

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

## RED HOT REGIONAL CUISINE RESTAURANT **SANTA CRUZ COUNTY**

Thriving Cafe offering regional cuisine with indoor and outdoor seating in a popular center. Recipes and concept negotiable.

Over \$70K invested in FF&E includes full modern kitchen with hood, grease trap, plus Type 41 ABC license. Generated \$399K in Gross sales in the first year of business and growing!  
Offered of \$85,000.

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

## REGIONAL FRANCHISE SANDWICH DELI - LOS GATOS

Large popular cafe with indoor and outdoor seating in established neighborhood center with long-term lease and option in place.

Steady Annual Sales (2015: \$598,551.07, 2016: \$593,047) and strong Earnings Before Income Tax, Depreciation and Amortization nicely exceeding the industry standard.

Absentee corporate-operated with experienced manager and multiple happy long-term employees. Potential for owner-operator to add increased profitability.

2097 SF Facility includes:

- Front service area with deli case, soup warmer, sandwich prep area, oven and service counter with in-place POS system
- Large back prep area with walk-in cooler and interceptor
- Fountain drink and bottled drink stations
- ADA accessible restroom
- Private manager's office
- Indoor seating for 70, plus patio seating for 36 with room to expand
- Fully upgraded TT's within past 5 years, with \$20K additional outdoor patio upgrades to be delivered prior to COP.

Offered for \$225,000.

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

## EA TAX PRACTICE - SANTA CRUZ COUNTY

Pure tax preparation service, primarily processes schedules A,B,C,E,F and S using Lacerte software. Perfect business for EA or CPA either starting out trying to build their book of business. Curated list of about 300 preferred clients, dating back to 1984.

Billed rate at \$200 per hour could be much higher. In operation since 1996 in current location as own business. Referral based business. No nights or weekends except in March and April, and only worked 2 Sundays last year. Peak season Feb thru mid-April, with schedule off-season averaging 1-2 hr per day, by appointment only rest of year, tailored to suit lifestyle.

Rent \$600/mo.

Gross receipts \$60K per year, Net \$42K per year. Offered for \$64,000.

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

## HOME OWNER ASSOC MANAGEMENT COMPANY

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

**Price: \$335,000**

Adjusted Net: Call Revenue: \$350,000

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

REX WALTERS, BROKER.  
COAST BUSINESS BROKERAGE.  
831-685-8866.

scbusinessbroker@gmail.com  
BRE # 01841628

## CAFE RESTAURANT

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

**Price: \$100,000**

Adjusted Net: Call Office  
Revenue: \$319,000

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

Contact: SYLVIA REYES  
At 831-831-5662733 , 831-685-8866 or  
sylvia.coastbrokers@gmail.com  
BRE# 01750151

**Datta Khalsa, Broker/Owner**  
Cal BRE #01161050  
**cell: 831.818.0181**  
office: 831.462.4000 x201  
fax: 831.401.2557  
datta@mainstreetrealtors.com  
2567 Main Street  
Soquel, CA 95073





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**Rex Walters (831) 685-8866**

**SPA AND HAIR SALON -**  
**LOYAL CLIENTELE - ESTABLISHED**

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

**Price: \$65,000**

Adjusted Net: \$42,356

Revenue: \$163,311

Santa Cruz County Salon and Spa for sale!

This is a great opportunity to dive in and take over this successful business! Well established over 10 years+, loyal clientele. Seller is motivated to sell and looking forward to retirement. . Office Non-Disclosure Agreement and Buyers Profile required from buyers. Contact: SYLVIA REYES at 831-831-566-2733, 831-685-8866

sylvia.coastbrokers@gmail.com

BRE# 01750151

**SPORTING GOODS STORE**

Area: San Francisco Bay Area

County: Marin City: San Rafael

**Price: \$220,000+**

Adjusted Net: \$120,000

Revenue: \$438,000

Sporting Goods Store for sale. Well established for over 30 years. This new, used, and rental sporting goods store prides itself in premiere customer service, follow through, and integrity. The shop also includes ski, board, and bike rentals, SUP lessons, and of course service and repairs on all. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

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

**CLEANING SERVICE**

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

**Price: \$247,700 +Inv**

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

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

**REFRIGERATION COMPANY**

Area: Central Coast County: None Given  
City: None Given

**Price: \$425,000 + Inventory**

Adjusted Net: \$231,933

Revenue: \$1,000,000

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

PLEASE CALL OR EMAIL KEN JOHNSON.

COAST BUSINESS BROKERAGE.

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

scbusinessbroker@gmail.com.

BRE # 01905767

**CUSTOM AUTO REPAIR**

Area: Santa Cruz County

County: Santa Cruz City: Scotts Valley

**Price: \$199,000**

Adjusted Net: \$108,000+

Revenue: \$1,049,514

4X4 and More in Scotts Valley has been in business for over 25 years. In addition to custom 4X4 modifications and repairs, they also provide routine car repairs and maintenance for a steady stream of loyal customers in Santa Cruz County and beyond. Owner willing to train as needed. Office Non-Disclosure Agreement and Buyers Profile required from buyers. PLEASE CALL OR EMAIL REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

**PREMIUM COFFEE DISTRIBUTOR**

Area: San Francisco Bay Area County: None  
Given City: None Given

**Price: \$198,000** Adjusted Net: \$61,914

Revenue: \$425,819

Please Note: An offer has been accepted and escrow opened. Backup offers only at this point. Substantial Price Reduction A leading distributor of branded premium Italian espresso, coffee, tea and cocoa for offices and restaurants in the San Francisco Bay Area. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

PLEASE CALL OR EMAIL KEN JOHNSON. COAST BUSINESS BROKERAGE.

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

scbusinessbroker@gmail.com.

BRE # 01905767

**BEAUTIFUL COFFEE HOUSE AND WINE BAR**

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

Price: \$225,000+ Inv

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

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

PLEASE CALL OR EMAIL

REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

**WINE TOURS SHUTTLES WEDDINGS**  
**TRANSPORTATION**

Area: Santa Cruz County County: Santa Cruz

City: None Given

Price: \$760,000

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

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

PLEASE CALL OR EMAIL

REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866.

cbusinessbroker@gmail.com

BRE # 01841628

**BREWERY AND PUB**

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

Price: \$2,500,000

Adjusted Net: Call Revenue: \$720,000

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

PLEASE CALL OR EMAIL

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COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

**SUCCESSFUL APPLIANCE REPAIR SERVICE**

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

**Price: \$95,000 +**

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

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

PLEASE CALL OR EMAIL REX WALTERS,

BROKER. COAST BUSINESS BROKERAGE.

831-685-8866. scbusinessbroker@gmail.com

BRE # 01841628

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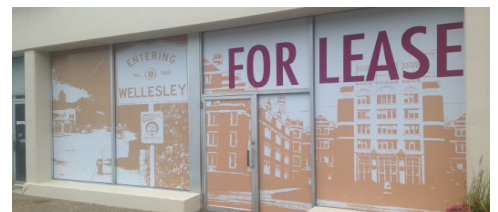
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831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628





## A.B.C. License Transfers

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

Salvador Diaz Inc.  
Salvador Ramos Diaz  
**427 Capitola Ave., Capitola**  
None Shown

Rigoberto Martinez Trujillo  
Juan Antonio Lucio Vasquez  
**185 Kidder St., Soledad**  
None Shown

Prapaporn Sujun  
2AB 2AB Thai Cuisine Inc.  
**401 Lighthouse Ave., Monterey**  
None Shown

Golden Gate Trading Inc.  
MuWaFak Awad  
**965 N. Main St., Salinas**  
1st American Title Co.

Kevin O'Brien  
KC's Sports Bar & Lounge LLC  
**711 Pacific Ave., Santa Cruz**  
Business Escrow Services

## Businesses in Escrow

Seller  
Buyer  
**Business**  
Escrow Holder

Steve Briscoe  
Royal Rose Builders LLC  
**Briscoe Construction**  
Federal Escrow  
6/13/2017

Robert Yee  
Timothy Feeney  
**Toasties Café**  
Ronald Parravano  
6/14/2017

Yimoh, Inc.  
Amkor Petroleum Inc.  
**Seaside Chevron**  
Fidelity National Title Co.  
6/5/2017

Yu & Na Wang  
Peiwen Chen & Yao Zong Ma  
**DynastyRestaurant**  
Business & Escrow Service Center Inc.  
5/31/2017

Frutti De Mar Grill  
Camilo Rodriguez  
**Frutti de Mar**  
L+G LLP  
6/14/2017

## Commercial Leases

**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.

**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 uses.

**1729 Seabright Avenue, Santa Cruz**  
\$1.25 Per RSF, NNN  
Suite B - 2,608+/- RSF consisting of 5 offices & a  
bullpen area. Suite C - 1,050+/- RSF consisting of  
one small office & a bullpen area

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## Tracking the Numbers

	This Week	Y-T-D 2017	Y-T-D 2016
Grant Deeds - Santa Cruz Co	.64	1048	1012
Grant Deeds - Monterey Co	.91	1647	1561
Grant Deeds - San Benito Co	.17	407	381
Notices of Default - Santa Cruz	.3	99	97
Notices of Default - Monterey Co	.10	156	226
Notices of Default - San Benito Co	.2	26	26
Foreclosures - Santa Cruz Co	.1	65	88
Foreclosures - Monterey Co	.6	97	177
Foreclosures - San Benito Co	.0	16	24
Trustee Deeds - Santa Cruz Co	.0	20	29
Trustee Deeds - Monterey Co	.1	54	86
Trustee Deeds - San Benito Co	.1	3	16
Business Filings - Santa Cruz	.21	609	623

# Cruz Views

## five minutes with: Matt Iles

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

I always had an idea that I wanted some kind of business. I would look at the ads in magazines, CD inserts and videos and see products I wanted. The only places to shop were in San Francisco or San Jose but never in Santa Cruz. Over time, my ideas changed and eventually came to fruition with So Fresh in 2007.

### 2. What do you do outside of work that helps you deal with the day to day stress of owning a business?

Most of my time is with my wife and four kids when I'm not at the shop. I can't say it's always stress free, but it breaks the day-to-day grind. We try to take them a lot of places, go on day trips, events and stuff like that so that always helps out. I've been trying to workout more, eat better, be on a more positive hype day-to-day and that seems to help out a lot with things that I can't control.

### 3. What advice would you offer an entrepreneur just starting a business?

Do something you are passionate about because the chances that you'll make money right away are slim. Plus, people sense when you enjoy what you do and that can really help build your biz. The flip to that is do something you're not passionate about and treat it solely as a business. That way you can really just go off of the numbers. If it booms, you're good and if not, shut it down and move on to the next.

### 4. What's the biggest business mistake you've made and what did you learn from it?

I don't consider it a mistake, but something I would have changed is to have been more versed on the back end of the business. I would have a better system set for inventory, taxes and things of that nature. It's much easier down the line when you have it set up from the gate rather than implementing it while your biz is already running.



**Co-owner of So Fresh Clothing**  
**911 Cedar St., Santa Cruz**  
**(831) 600-8703**  
**[sofreshclothing.com](http://sofreshclothing.com)**

### 5. When you were younger, what was the first thing you bought with your own money?

I can't remember the first thing, but I think some of the bigger things (when I had an income) were a car and music equipment. When I was really young, I'd go to the flea market and buy sports cards, lots of hats, rocks etc. I was definitely a consumer. Now I'm trying to get a lot of that nostalgic stuff back to show my kids. ■

*Cruz Views are conducted weekly around Santa Cruz by Cat Johnson.*



Coffeehouse chain with a relaxed European vibe  
&  
a menu of sweet treats & sandwiches



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