

SANTA CRUZ RECORD

JUNE 6, 2017 – VOL. 46, #33

LOCAL BUSINESS STARTS HERE

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COVER DESIGN BY JULES HOLDSWORTH

Event Santa Cruz

Matthew Swinnerton of Event Santa Cruz is at it again. Yep, it's time for The Big Westside Block Party, Friday, June 23, from 5:30 – 8:30 p.m. Come for the local craft beer, great food and cool one-of-a-kind products to buy from local vendors, but stay for the community!

Mix and mingle with the community of Santa Cruz on the up and coming Westside.

Vendors include Humble Sea Brewing Co., Upcycled Skate Art, New Bohemia Brewing Co., Amling Designs, Ya Doggie,

Ate3one, My Mom's Mole, Santa Cruz Engraving, and many more to be announced soon.

Thank you to our sponsors Sleepless Media, City of Santa Cruz Economic Development Office, Santa Cruz County Bank, ip Society, NextSpace Coworking + Innovation, Launch Brigade, Allison Garcia Photography, Santa Cruz Waves, Visit Santa Cruz, Save Our Shores, Coastal Watershed Council and Sandbar Solar and Electric. Sound by JBQAV.

This is a free event, but you must register. Location to be disclosed soon. Please visit EventSantaCruz.com for location, tickets and more information.



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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 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 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 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 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 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 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 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 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

For profit or not for profit, that is the question

by Andy Van Valer

One of the most frequent questions I get is "Should I setup my company as a profit or a nonprofit?"

Social entrepreneurs often grapple with the decision of whether to establish their organizations as nonprofit or for-profit in order to reach their goals. But what if you don't know which model to use, or which would best suit your mission? I've stood at this crossroads myself, and understand the issues facing social entrepreneurs facing the same decision.

The nonprofit sector is critical to our dreams of changing the world. Yet there is no greater injustice than the double standard that exists between the for-profit and nonprofit sectors. One gets to feast on marketing, risk-taking, capital and financial incentive, the other feels sentenced to begging and not wanting to make profit.

Nonprofits can and need to make money to make an impact.

One of the main differences is the company's focus. A for profit is to make a profit and a nonprofit is to make an impact. As a business leader

trying to think big and act bigger, if you don't relentlessly focus on what drives your business, create a culture that reflects who you are, and stay grounded as you make things happen, you'll never see the true rewards of thinking big and acting bigger.

Another major difference between a profit and nonprofit business deals with the treatment of the profits. With a for-profit business, the owners and shareholders generally receive the profits. With a nonprofit, any money that's left after the organization has paid its bills is put back into the organization. Some types of nonprofits can receive contributions that are tax deductible to the individual who contributes to the organization. Keep in mind that nonprofits are generally organized to provide some benefit to the public.

The term "nonprofit" is unfortunate because it leads to a vast misunderstanding of what charitable organizations do, and the role they play in our society. It's not about having or not having a profit.

What makes an organization a nonprofit is that:

- Its mission is to undertake activities whose goal is not primarily for profit.
- No person owns shares of the corporation or interests in its property.
- The property and income of the nonprofit corporation must never be distributed to any owners but are recycled back into the nonprofit corporation's public benefit mission and activities.

Unfortunately, most business people equate running a nonprofit with volunteer work. You can make a decent living running your business as a nonprofit. While there are restrictions on if the organization itself can show a profit, there are many opportunities for you to personally make money with a nonprofit organization.

So what is it – Profit or Impact? ■

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

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New Business Filings

Brook March
Mira Shoemaker
MommyMinutes
Santa Cruz CA 95060

Erin Munning
Yoga with Erin
Santa Cruz CA 95060

Ben Chiaramonte
Ben Chiaramonte Design
Saratoga CA 95070

Amber Hogge
Busy Bee Services
Santa Cruz CA 95062

Ruben Ortiz Rincon
Ruben's Airport Shuttle
Aptos CA 95003

John Brokaw DDS
Efrain Montana DDS
Santa Cruz Dental Building
Santa Cruz CA 95060

Diane Marcel
Corte Cabrillo Infant Care
Aptos CA 95003

Luis Manuel Perez Jr.
Fiesta Rentals
Watsonville CA 95076

Leanna Immel
Leanna Yoga
Santa Cruz CA 95065

Simon Earle-Handley
Alexander Walshaw
Platinum Limo Services
Santa Cruz CA 95060

Randt, Inc.
Red Apple Cafe
Watsonville CA 95076

Sasha Neese
Delighted Sol Arts
Felton CA 95018

Antonio Loeza
Tony's Trucking
Watsonville CA 95076

Miara Calata-Montes
Viridana Ortega
Fantastic Beauty Hair Salon
Watsonville CA 95076

Andrew Gunther
Steerage Books & Ephemera
Santa Cruz CA 95062 ■

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**See Public Notices
beginning on page 8**



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COUNTY**



Launching Your Business?

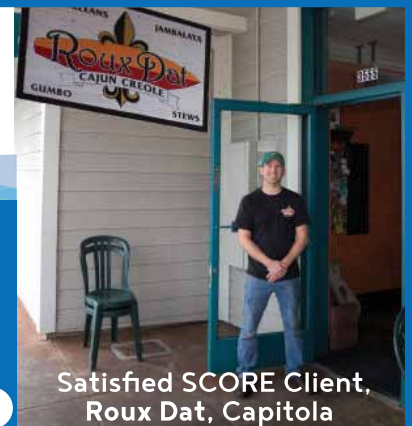
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**Satisfied SCORE Client,
Roux Dat, Capitola**



Real Estate Sales

Property Address APN# Purchase Price
Document# Date Recorded

Santa Cruz County

318 Martin Dr. Aptos CA 95003 043-022-33 \$990,000 2017-17170 5/25

320 Aptos Heights Aptos CA 95003 040-261-72 \$800,000 2017-17577 5/30

332 Doris Ave. Aptos CA 95003 044-203-39 \$850,000 2017-17671 5/31

391 Racquet Landing Aptos CA 95003 054-401-26 \$640,000 2017-17685 5/31

986 Via Tornalsol Aptos CA 95003 054-222-03 \$2,495,000 2017-17819 5/31

265 Aptos Heights Aptos CA 95003 040-261-73 \$1,738,000 2017-17842 5/31

412 Rancho Rio Ave. Ben Lomond CA 95005 077-332-06 \$749,000 2017-17650 5/30

121 Whalebone Gulch Rd. Boulder Creek CA 95006 089-491-02 \$990,000 2017-17322 5/26

115 Sylvan Ave. Boulder Creek CA 95006 087-091-07 \$535,000 2017-17854 5/31

925 Ponselle Lane #3 Capitola CA 95010 036-511-29 \$445,000 2017-17668 5/31

210 Hollister Ave. Capitola CA 95010 036-125-18 \$2,000,000 2017-17676 5/31

288 Blair St. Felton CA 95018 065-013-28 \$710,000 2017-17236 5/25

10420 Vera Ave. Felton CA 95018 075-222-33 \$500,000 2017-17237 5/25

10243 E. Zayante Rd. Felton CA 95018 074-072-06 \$522,000 2017-17389 5/26

8026 Pine Dr. Felton CA 95018 073-083-10 \$580,000 2017-17828 5/31

11900 Upper Volver Ave. Felton CA 95018 075-071-06 \$475,000 2017-17848 5/31

14566 Old Japanese Rd. Los Gatos CA 95033 093-261-30 \$874,000 2017-17167 5/25

221 Timberline Los Gatos CA 95033 088-181-21 \$759,000 2017-17185 5/25

25786 Adams Rd. Los Gatos CA 95033 098-331-07 \$833,000 2017-17394 5/26

25373 Spanish Ranch Rd. Los Gatos CA 95033 098-221-02 \$309,500 2017-17698 5/31

236 Cardiff Pl. Santa Cruz CA 95060 006-601-02 \$775,000 2017-17210 5/25

2327 17th Avenue Santa Cruz CA 95062 026-381-04 \$610,000 2017-17240 5/25

755 14th Avenue #204 Santa Cruz CA 95062 027-401-12 \$479,500 2017-17260 5/25

1459 30th Avenue Santa Cruz CA 95062 031-091-30 \$865,500 2017-17299 5/26

0 Pacheco Ave. Santa Cruz CA 95065 009-065-23 \$495,000 2017-17307 5/26

41 Grandview St. #1606 Santa Cruz CA 95060 002-721-23 \$550,000 2017-17311 5/26

232 Rankin St. Santa Cruz CA 95060 004-431-20 \$849,000 2017-17312 5/26

315 Spruce St. #6 Santa Cruz CA 95060 007-141-06 \$505,500 2017-17316 5/26

2951 Branciforte Dr. Santa Cruz CA 95065 101-161-07 \$975,000 2017-17324 5/26

5755 Empire Grade Santa Cruz CA 95060 063-241-12 \$1,190,000 2017-17442 5/26

755 14th Avenue #301 Santa Cruz CA 95062 027-391-19 \$499,000 2017-17457 5/26

235 Pine Flat Rd. Santa Cruz CA 95060 063-082-05 \$1,327,500 2017-17536 5/30

180 Dakota Ave. #11 Santa Cruz CA 95060 005-781-16 \$385,000 2017-17575 5/30

755 14th Ave. #202 Santa Cruz CA 95062 027-401-11 \$486,500 2017-17599 5/30

Vacant Land Santa Cruz CA 95062 102-091-83 \$1,600,000 2017-17666 5/31

134 Magnolia St. Santa Cruz CA 95062 009-243-21 \$889,000 2017-17675 5/31

2030 N. Pacific Ave. #338 Santa Cruz CA 95060 006-561-21 \$545,000 2017-17677 5/31

114 Tree Frog Lane Santa Cruz CA 95060 004-361-32 \$565,000 2017-17679 5/31

113 Katherine Lane Santa Cruz CA 95065 102-362-01 \$930,000 2017-17817 5/31

917 King St. Santa Cruz CA 95060 006-313-17 \$880,000 2017-17856 5/31

755 14th Ave. #313 Santa Cruz CA 95062 027-391-18 \$465,000 2017-17870 5/31

558 Sugarloaf Rd. Scotts Valley CA 95066 095-261-12 \$575,000 2017-17386 5/26

345 Tabor Dr. Scotts Valley CA 95066 023-081-03 \$560,000 2017-17392 5/26

552 Bean Creek Rd. #59 Scotts Valley CA 95066 022-283-15 \$425,000 2017-17433 5/26

105 Lucia Lane Scotts Valley CA 95066 022-162-65 \$1,000,000 2017-17588 5/30

105 Kirkorian Ct. Scotts Valley CA 95066 022-162-19 \$1,576,000 2017-17591 5/30

145 Logan St. Watsonville CA 95076 019-156-23 \$550,000 2017-17449 5/26

95 Cormorant Way Watsonville CA 95076 052-321-06 \$1,650,000 2017-17515 5/30

623 Amesti Rd. Watsonville CA 95076 050-321-08 \$640,000 2017-17583 5/30

101 Shell Dr. #65 Watsonville CA 95076 052-412-09 \$785,000 2017-17767 5/31

22 Western Dr. Watsonville CA 95076 016-155-07 \$525,000 2017-17834 5/31

76 Bright View Lane Watsonville CA 95076 016-241-41 \$425,000 2017-17836 5/31

326 Buena Vista Dr. Watsonville CA 95076 049-215-08 \$480,000 2017-17844 5/31

224 W. Phillips Rd. Watsonville CA 95076 050-331-14 \$640,000 2017-17861 5/31

continued on following page



Monterey County

18240 Murphy Hill Rd. Aromas CA 95004
267-141-020 \$655,000 2017-28114 5/26

2313 Bayview Ave. Carmel CA 93923 009-
422-020 \$4,500,000 2017-28098 5/26

3520 Oliver Rd. Carmel CA 93923 009-
581-025 \$400,000 2017-28265 5/26

SE Crnr 2nd & Dolores St. Carmel CA
93921 010-125-007 \$1,700,000 2017-28269
5/26

26137 Carmelo St. Carmel CA 93923 009-
396-009 \$1,525,000 2017-28417 5/30

3025 Alta Ave. Carmel CA 93923 009-102-
012 \$1,549,000 2017-28552 5/30

6250 Brookdale Dr. Carmel CA 93923 015-
241-011 \$2,100,000 2017-28563 5/30

28058 Hawk Court Carmel CA 93923 416-
541-033 \$1,388,000 2017-28703 5/31

8150 Carina Carmel CA 93923 259-092-
022 \$2,200,000 2017-28708 5/31

25643 Shafter Way Carmel CA 93923
009-241-004 \$3,200,000 2017-28017 5/25

18380 Cachagua Rd. Carmel Valley CA
93924 417-071-004 \$2,065,000 2017-27795
5/25

641 Country Club Dr. Carmel Valley CA
93923 187-291-008 \$775,000 2017-28126
5/26

61 W. Garzas Rd. Carmel Valley CA 93924
189-101-008 \$437,500 2017-28133 5/26

22 Valle Vista Rd. Carmel Valley CA 93924
187-461-012 \$700,091 2017-28370 5/30

26425 Los Laureles Carmel Valley CA
93924 416-051-005 \$340,000 2017-28402
5/30

35 Miramonte Rd. Carmel Valley CA 93924
187-061-012 \$2,395,000 2017-28588 5/30

78 Boronda Rd. Carmel Valley CA 93924
189-083-002 \$1,070,000 2017-28731 5/31

8215 El Camino Estrada Carmel Valley CA
93924 169-051-004 \$1,135,000 2017-28752
5/31

278 Apple Ave. Greenfield CA 93927 024-
201-009 \$286,000 2017-28081 5/26

40451 Cherry Ave. Greenfield CA 93927
109-162-010 \$4,250,000 2017-28598 5/30

223 Tawny Port Way Greenfield CA 93927
024-361-058 \$320,000 2017-28709 5/31

307 Wilson Cir. Greenfield CA 93927 024-
153-055 \$317,000 2017-28788 5/31

315 Ellis St. King City CA 93930 026-196-
018 \$1,350,000 2017-28209 5/26

410 Patterson St. King City CA 93930 026-
081-017 \$290,000 2017-28238 5/26

45120 Royal Drive King City CA 93930
221-151-001 \$257,500 2017-28285 5/26

294 Weber Cr. Marina CA 93933 032-282-
012 \$509,000 2017-28014 5/25

287 Young Cir. Marina CA 93933 032-071-
022 \$545,000 2017-28123 5/26

14845 Kit Carson Dr. Marina CA 93933
031-167-025 \$698,000 2017-28198 5/26

287 Hillcrest Ave. Marina CA 93933 032-
282-047 \$485,000 2017-28738 5/31

400 Mar Vista Dr. #18 Monterey CA 93940
001-959-018 \$655,000 2017-27791 5/25

22690 Gallant Fox Rd. Monterey CA 93940
173-082-006 \$1,075,000 2017-27854 5/25

207 Dunecrest Lane Monterey CA 93940
011-591-015 \$1,250,000 2017-27876 5/25

660 Dry Creek Rd. Monterey CA 93940
014-016-008 \$800,000 2017-27933 5/25

12 Lower Ragsdale #24 Monterey CA 93940
259-031-071 \$207,000 2017-28087 5/26

820 Casanova Ave. #47 Monterey CA 93940
013-253-006 \$275,000 2017-28127 5/26

43 Ocean Ave. Monterey CA 93940 001-
824-002 \$322,000 2017-28303 5/26

15 White Tail Lane Monterey CA 93940
101-301-029 \$1,215,000 2017-28394 5/30

1276 Sylvan Rd. Monterey CA 93940 101-
171-004 \$1,390,000 2017-28657 5/31

125 Surf Way #415 Monterey CA 93940
011-443-030 \$825,000 2017-28704 5/31

904 Filmore St. Monterey CA 93940 001-
137-005 \$780,000 2017-28855 5/31

109 Via Del Milago Monterey CA 93940
173-074-011 \$3,475,000 2017-28885 5/31

392 Sinex Ave. Pacific Grove CA 93950
006-534-020 \$981,000 2017-28128 5/26

1275 Buena Vista Ave. Pacific Grove CA
93950 007-566-004 \$695,000 2017-28679
5/31

501 9th Street Pacific Grove CA 93950 006-
507-001 \$590,000 2017-28705 5/31

217 Forest Ave. Pacific Grove CA 93950
006-282-017 \$315,000 2017-28725 5/31

4016 Costado Rd. Pebble Beach CA 93953
008-102-003 \$1,700,000 2017-28097 5/26

3102 Flavin Lane Pebble Beach CA 93953
008-171-024 \$2,000,000 2017-28152 5/26

142 Hall Rd. #B Royal Oaks CA 95076 119-
101-017 \$465,000 2017-28934 5/31

1716 Tahoe Dr. Salinas CA 93906 261-581-
007 \$370,000 2017-27860 5/25

1501 1st Avenue Salinas CA 93905 004-
264-016 \$310,000 2017-27866 5/25

224 Pennsylvania Dr. Salinas CA 93906
211-291-041 \$520,000 2017-28099 5/26

14044 Reservation Rd. Salinas CA 93908
203-062-012 \$637,500 2017-28122 5/26

Vacant Land Salinas CA 93901 216-032-
015 \$1,470,000 2017-28137 5/26

28010 Mesa De Tierra Rd. Salinas CA 93908
416-452-010 \$1,355,000 2017-28142 5/26

1529 N. 1st Street Salinas CA 93906 261-
634-010 \$279,500 2017-28157 5/26

9760 Arrowleaf Trail Salinas CA 93907
133-441-003 \$495,000 2017-28235 5/26

22562 Indian Springs Rd. Salinas CA 93908
139-121-015 \$690,000 2017-28240 5/26

107 Primrose Dr. Salinas CA 93906 003-
642-023 \$434,000 2017-28259 5/26

22294 Devenrich St. Salinas CA 93908 161-
342-012 \$780,000 2017-28283 5/26

1662 Piazza Dr. Salinas CA 93905 153-691-
034 \$500,000 2017-28300 5/26

931 Padre Rd. Salinas CA 93901 002-592-
011 \$1,150,000 2017-28360 5/30

746 Amarillo Salinas CA 93905 004-684-
016 \$340,000 2017-28449 5/30

139 Toro Avenue Salinas CA 93905 004-
542-022 \$355,000 2017-28593 5/30

748 Atherton Cir. Salinas CA 93906 261-
444-021 \$426,000 2017-28720 5/31

726 Marion Ave. Salinas CA 93901 029-
923-007 \$450,000 2017-28862 5/31

21941 Heathwood Ct. Salinas CA 93908
139-311-004 \$769,000 2017-28877 5/31

79 Mayfair Dr. Salinas CA 93905 004-591-
009 \$325,000 2017-28932 5/31

1605 Flores St. Seaside CA 93955 012-702-
010 \$443,000 2017-27796 5/25

12 Shawnee Ct. Seaside CA 93955 012-109-
026 \$535,000 2017-28290 5/26

1698 Kenneth St. Seaside CA 93955 012-743-001 \$399,000 2017-28669 5/31

1651 Goodwin St. Seaside CA 93955 012-164-042 \$275,000 2017-28729 5/31

1136 Shafer St. Seaside CA 93955 012-385-014 \$460,000 2017-28929 5/31

4720 Sea Ridge Ct. Seaside CA 93955 031-232-097 \$900,000 2017-28944 5/31

610 Robledo Dr. Soledad CA 93960 022-516-034 \$403,000 2017-27880 5/25

614 Robledo Dr. Soledad CA 93960 022-516-035 \$445,000 2017-28069 5/26

656 Malaga Ct. Soledad CA 93960 022-311-025 \$345,000 2017-28206 5/26

1870 Palm Ave. Soledad CA 93960 022-062-026 \$330,000 2017-28404 5/30

1744 Vosti Ave. Soledad CA 93960 022-181-009 \$269,000 2017-28714 5/31

1100 San Gabriel Soledad CA 93960 022-512-067 \$413,500 2017-28754 5/31

San Benito County

291 Slate Ave. Hollister CA 95023 057-720-084 \$518,000 2017-4657 5/25

Vacant Land Hollister CA 95023 054-350-048 \$892,000 2017-4661 5/25

149 Heartland Dr. Hollister CA 95023 057-700-098 \$447,000 2017-4671 5/25

1058 Ridgemark Dr. Hollister CA 95023 020-870-020 \$722,000 2017-4693 5/26

30 Los Altos Dr. Hollister CA 95023 020-460-009 \$565,000 2017-4695 5/26

1274 Central Ave. Hollister CA 95023 052-163-014 \$426,000 2017-4697 5/26

0 Pacheco Pass Hwy Hollister CA 95023 016-060-071 \$1,838,000 2017-4701 5/26

0 San Felipe Rd. Hollister CA 95023 016-010-043 \$12,410,000 2017-4703 5/26

1550 Panorama Dr. Hollister CA 95023 057-640-009 \$595,000 2017-4706 5/26

123 Heartland Dr. Hollister CA 95023 057-700-108 \$405,000 2017-4714 5/26

1131 Cabrillo Dr. Hollister CA 95023 054-490-081 \$560,500 2017-4717 5/26

1255 Quail Ridge Way Hollister CA 95023 020-950-023 \$710,000 2017-4742 5/26

1180 Apricot Lane Hollister CA 95045 058-080-088 \$580,000 2017-4752 5/30

1121 Cabrillo Dr. Hollister CA 95023 054-490-082 \$551,500 2017-4755 5/30

1625 Sunflower Dr. Hollister CA 95023 025-370-039 \$544,000 2017-4763 5/30

711 Las Palmas Dr. Hollister CA 95023 054-530-019 \$460,000 2017-4803 5/31

434 Marks Dr. Hollister CA 95023 020-430-032 \$581,000 2017-4807 5/31

6340 San Felipe Rd. Hollister CA 95023 015-070-041 \$775,000 2017-4809 5/31

1200 Apricot Lane Hollister CA 95023 058-080-086 \$521,000 2017-4824 5/31

1190 Apricot Lane Hollister CA 95023 058-080-087 \$537,500 2017-4827 5/31

1120 South Street Hollister CA 95023 052-330-010 \$461,000 2017-4830 5/31

1570 Monticello Dr. Hollister CA 95023 057-344-011 \$515,000 2017-4832 5/31

2081 Highland Dr. Hollister CA 95023 057-480-014 \$659,000 2017-4837 5/31

961 Verissimo Ct. Hollister CA 95023 058-050-051 \$555,000 2017-4839 5/31

1802 Shelton Dr. Hollister CA 95023 051-120-070 \$4,128,000 2017-4845 5/31

1665 Sunflower Dr. Hollister CA 95023 025-580-006 \$634,000 2017-4850 5/31

Vacant Land Lucy Brown Lane San Juan Bautista CA 95045 018-140-031 \$305,000 2017-4749 5/30

839 Via Juan Pablo San Juan Bautista CA 95045 012-250-013 \$1,018,000 2017-4818 5/31

2 Ahwahnee St. San Juan Bautista CA 95045 002-600-035 \$630,000 2017-4842 5/31

Distressed Real Estate Trustee Sales

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

Santa Cruz County

2017-17242 16 Browns Valley Rd. Watsonville 95076 107-521-01 \$651,516 19-Jun 701 Ocean St. Santa Cruz 1:45 PM

2017-17427 125 Montebello Ct. Watsonville 95076 016-291-27 \$179,193 20-Jun 701 Ocean St. Santa Cruz 1:45 PM

trustee sales continued...

2017-17296 Vacant Land Boulder Creek 95006 089-091-46 \$163,600 27-Jun 701 Ocean St. Santa Cruz 1:45 PM

2017-17478 Vacant Land Boulder Creek 95006 089-091-46 \$162,977 27-Jun 701 Ocean St. Santa Cruz 1:45 PM

2017-17350 103 Mariposa Ave. Watsonville 95076 016-043-10 \$74,679 28-Jun 701 Ocean St. Santa Cruz 1:00 PM

2017-17224 645 Toll House Gulch Rd. Felton 95018 064-242-16 \$416,987 28-Jun 701 Ocean St. Santa Cruz 1:00 PM

Monterey County

2017-28056 27 Nacional St. Salinas 93901 002-094-021 \$461,382 19-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-28053 625 Heirloom Pl. King City 93930 026-631-001 \$427,890 21-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-28054 587 Mariposa Cir. Greenfield 93927 024-182-010 \$319,755 21-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-27786 1355 Waring St. Seaside 93955 012-285-032 \$148,975 27-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-28021 1 6th Street Greenfield 93927 024-092-027 \$120,173 27-Jun 168 W. Alisal St. Salinas 9:00 AM

2017-28352 320 Las Manzanitas Dr. Greenfield 93927 024-153-025 \$221,201 27-Jun 168 W. Alisal St. Salinas 9:00 AM

2017-28655 891 Estrella St. Soledad 93960 022-481-050 \$503,609 27-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-28022 1853 Burgundy Cir. Gonzales 93926 020-342-018 \$367,578 28-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-28650 957 Johnston St. Monterey 93940 001-333-004 \$197,597 30-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-27781 114 Spruce Dr. King City 93930 026-072-027 \$285,185 30-Jun 168 W. Alisal St. Salinas 10:00 AM

2017-28518 347 Hillcrest Ave. Marina 93933 032-273-004 \$689,544 5-Jul 168 W. Alisal St. Salinas 10:00 AM

2017-28590 25751 Tierraa Grande Dr. Carmel 93923 169-241-003 \$663,836 10-Jul 168 W. Alisal St. Salinas 10:00 AM



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. 17-0728

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, Monterey 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. 17-0742

The following person(s) is/are doing business as: **NERD BY NIGHT SE**, 9 Blake Ave., Watsonville CA 95076.

Neiman Moore, 55 Starview Way, San Francisco CA 94131; Benjamin Sobaje, 9 Blake Ave. Watsonville CA 95076.

This business is conducted by a General Partnership.
/s/Ben Sobaje

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 4/18/17.

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

continued on following page

continued from previous page

**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

**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 MER-
CHANT 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

**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 Wadstein, 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 Trading, 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 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

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0826

The following person(s) is/are doing business as:
SANTA CRUZ GETAWAYS, 2335 Soquel Dr. #G, Santa Cruz CA 95065.

Jewlia S. Sparks and Frank A. Thompson, 116 Reno Way, Santa Cruz CA 95060.

This business is conducted by a General Partnership.
/s/Frank Thompson

The registrant commenced to transact business under the fictitious business name listed above on 11/30/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/2/17.

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

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0878

The following person(s) is/are doing business as:
MOXIE WELLNESS, 9099 Soquel Dr Cottage 5, Aptos CA 95003.

Teri Lynn Mackay, 1997 Seascapes Blvd. Aptos CA 95003.

This business is conducted by an Individual.

/s/Teri Lynn Mackay

The registrant commenced to transact business under the fictitious business name listed above on 8/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/15/17.

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

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0889

The following person(s) is/are doing business as:
THE BLUE LAGOON, 923 Pacific Ave. Santa Cruz CA 95060.

Ann Minshen, 902 Escalona Dr. Santa Cruz CA 95060. This business is conducted by an Individual.

/s/Ann Minshew

The registrant commenced to transact business under the fictitious business name listed above on 5/21/81. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/16/17.

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

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0923

The following person(s) is/are doing business as:
PELAGOS ODYSSEYS, 932 Windsor St. Santa Cruz CA 95062.

Nicholas Levendosky, address same as business.

This business is conducted by an Individual.

/s/Nicholas Levendosky

The registrant commenced to transact business under the fictitious business name listed above on 3/1/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 5/23/17.

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

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0927

The following person(s) is/are doing business as:
BEN'S MOTORCYCLE WORKS, 80 Airport Blvd. Suite 105, Freedom CA 95019.

BN Motorsport, Inc., address same as business.

This business is conducted by a Corporation.

/s/Benjamin Vickery, President

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 5/24/17.

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

continued on following page

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0932

The following person(s) is/are doing business as:
LITTLE BRAVE ONES, 141 Shelter Lagoon Dr.
Santa Cruz CA 95060.
Taylor Cordova, address same as business.
This business is conducted by an Individual.
/s/Taylor Cordova
The registrant commenced to transact business under
the fictitious business name listed above on 5/25/17.
This statement was filed with Gail L. Pellerin, County
Clerk of Santa Cruz County on 5/25/17.
6/6, 6/13, 6/20, 6/27

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0958

The following person(s) is/are doing business as:
YOGA WITH ERIN, 1010 Centers St. Santa Cruz
CA 95060.
Erin Munning, 209 Weeks Ave. Santa Cruz CA 95060.
This business is conducted by an Individual.
/s/Erin Munning
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 6/1/17.
6/6, 6/13, 6/20, 6/27

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0959

The following person(s) is/are doing business as:
RED APPLE CAFE, 589 Auto Center Dr. Watson-
ville CA 95076.
Randt Inc., 23820 Secretariat Ln. Monterey CA 93940.
This business is conducted by a Corporation.
/s/Robert E. Yee, President
The registrant commenced to transact business under
the fictitious business name listed above on n/a. This
statement was filed with Gail L. Pellerin, County Clerk
of Santa Cruz County on 6/1/17.
6/6, 6/13, 6/20, 6/27

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0968

The following person(s) is/are doing business as:
STEERAGE BOOKS & EPHEMERA, 450A 9th Ave.
Santa Cruz CA 95062.
Andrew Gunther, address same as business.
This business is conducted by an Individual.
/s/Andrew Gunther
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 6/2/17.
6/6, 6/13, 6/20, 6/27

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0979

The following person(s) is/are doing business as: **EL
ROSAL BAKERY**, 21513 E. Cliff Dr., Santa Cruz
CA 95062.
Jorge Hernandez, 5 Kingfisher Dr. Watsonville CA
95076.
This business is conducted by an Individual.
/s/Jorge Hernandez
The registrant commenced to transact business under
the fictitious business name listed above on 5/30/95.
This statement was filed with Gail L. Pellerin, County
Clerk of Santa Cruz County on 6/5/17.
6/6, 6/13, 6/20, 6/27

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-0980

The following person(s) is/are doing business as:
INFERRED INVESTMENT GROUP, 5610 Scotts
Valley Dr. Suite B421, Scotts Valley CA 95066.
Yuju Wang, 18 Sunset Terrace, Scotts Valley CA 95066.
This business is conducted by an Individual.
/s/Yuju Wang
The registrant commenced to transact business under
the fictitious business name listed above on n/a. This
statement was filed with Gail L. Pellerin, County Clerk
of Santa Cruz County on 6/5/17.
6/6, 6/13, 6/20, 6/27

**FICTITIOUS BUSINESS NAME
STATEMENT OF ABANDONMENT**

Original File No. 2016-0000744

The following person has Abandoned the use of
the Fictitious Business Name(s): **THE RED CAR-
PET SALON**, 1200 41st St. Suite D, Capitola CA
95010.
Thuy Doan, 2766 Whispering Hills Circle, San Jose
CA 95148.
This business was conducted by an Individual.
/s/Thuy Quynh Doan
The registrant commenced to transact business
under the fictitious business name listed above
on 4/20/15. This statement was filed with Gail L.
Pellerin, County Clerk of Santa Cruz County on
5/22/17.
6/6, 6/13, 6/20, 6/27

**FICTITIOUS BUSINESS NAME
STATEMENT OF ABANDONMENT**

Original File No. 2014-0002101

The following person has Abandoned the use
of the Fictitious Business Name(s): **RED APPLE
CAFE**, 589 Auto Center Dr. Watsonville CA 95076.
Michael D. Yee and Jeanette O. Yee, 6698 Langley
Canyon, Prunedale CA 93907.
This business was conducted by a Married Couple.
/s/Jeanette O. Yee
The registrant commenced to transact business
under the fictitious business name listed above on

10/29/14. This statement was filed with Gail L.
Pellerin, County Clerk of Santa Cruz County on
6/1/17.
6/6, 6/13, 6/20, 6/27

**1st AMENDED SUMMONS
(CITACION JUDICIAL)**

CASE NUMBER (Número del Caso):
16CV01663

**NOTICE TO DEFENDANT (AVISO AL DE-
MANDADO): Michael Rudinica; Dodi Ash-
craft; First Foundation Funding Corp., and
DOES 1-20; and all persons unknown claiming
any interest in the property, inclusive
YOU ARE BEING SUED BY PLAINTIFF
(LO ESTÁ DEMANDANDO EL DEMAN-
DANTE): Richard Bays and Linda Bays**
Title to the following property is being litigated
in this action: 101 Byers Lane, La Selva Beach,
Santa Cruz County, California, APN No. 045-
011-15

NOTICE! You have been sued. The court may de-
cide against you without your being heard unless
you respond within 30 days. Read the information
below.

You have 30 CALENDAR DAYS after this sum-
mons and legal papers are served on you to file
a written response at this court and have a copy
served on the plaintiff. A letter or phone call will
not protect you. Your written response must be in
proper legal form if you want the court to hear your
case. There may be a court form that you can use
for your response. You can find these court forms
and more information at the California Courts
Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county law library, or the courthouse
nearest you. If you cannot pay the filing fee, ask the
court clerk for a fee waiver form. If you do not file
your response on time, you may lose the case by
default, and your wages, money, and property may
be taken without further warning from the court.
There are other legal requirements. You may want
to call an attorney right away. If you do not know an
attorney, you may want to call an attorney referral
service. If you cannot afford an attorney, you may
be eligible for free legal services from a nonprofit
legal services program. You can locate these non-
profit groups at the California Legal Services Web
site (www.lawhelpcalifornia.org), the California
Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court
or county bar association. NOTE: The court has a
statutory lien for waived fees and costs on any set-
tlement or arbitration award of \$10,000 or more in
a civil case. The court's lien must be paid before the
court will dismiss the case.

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

Tiene 30 DÍAS DE CALENDARIO después de
que le entreguen esta citación y papeles legales para
presentar una respuesta por escrito en esta corte
y hacer que se entregue una copia al demandante.
Una carta o una llamada telefónica no lo protegen.
Su respuesta por escrito tiene que estar en formato
legal correcto si desea que procesen su caso en la
corte. Es posible que haya un formulario que usted

pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California (www.sucorte.ca.gov), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia.

Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, (www.lawhelpcalifornia.org), en el Centro de Ayuda de las Cortes de California, (www.sucorte.ca.gov) o poniéndose en contacto con la corte o el colegio de abogados locales. AVISO: Por ley, la corte tiene derecho a reclamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 ó más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desechar el caso.

The name and address of the court is (El nombre y dirección de la corte es): **Superior Court of California, 701 Ocean St., Room 110, Santa Cruz, CA 95060**

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

Brian D. Liddicoat 189612

Law Offices of Brian D. Liddicoat

333 Skylark Lane

Watsonville CA 95076

DATE (Fecha): May 5, 2017

Alex Calvo, Clerk (Secretario), by Alex Calvo Clerk, by Dajah de los Santos, Deputy (Adjunto)(SEAL)
6/6, 6/13, 6/20, 6/27

PUBLIC SALES AND AUCTION SALES *
PUBLIC SALES AND AUCTION SALES *
PUBLIC SALES AND AUCTION SALES *
PUBLIC SALES AND AUCTION SALES *

NOTICE OF PUBLIC AUCTION SAT JUNE 10th ONLY!

**Military Surplus & Glass Store Closing
Camping, Vintage Pants, Tools**

Open since the 1950's

7648 Monterey St Gilroy

Preview at 9am

Auction at 10am

Photos & Details at

www.GarlicCityAuction.com

6/6

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

6/6, 6/13

PUBLIC INTERNET AUCTION NOTICE TRUCKS - CARS - 5'th WHEEL TRAILER MONDAY JUNE 19 2017

ABANDONED PERSONAL PROPERTY

AUCTION #1703-159

AUCTION CLOSING TIME:

12:12 PM 'HIGH NOON'

INTERNET AUCTION LOCATION:

THEAUCTIONARIUM.HIBID.COM

California Abandoned Personal Property Auction in accordance with California Civil Code sections 1980 thru 1991 Chapter 5 and/or 1993.07 et ux. Disposition of Personal Property Remaining on Premises at Termination of Tenancy, as amended, Valued at \$700 or more to be conducted on-line or internet auction only.

Abandoned by Brian Millen and/or unnamed occupants to the possession of Gregory Vivian.

County of Santa Cruz with a Notice of Abandonment delivered in accordance with California law & statute, redemption period ended December 4, 2017.

VALUABLE UNCLAIMED ABANDONED VEHICLES & PERSONAL NOT REMOVED AFTER TAX SALE & EVICTION WILL BE SOLD AT PUBLIC INTERNET AUCTION.

Property to be auctioned includes: VEHICLES SOLD PARTS ONLY, 1968 International Harvester pickup, 5'th wheel travel trailer, pop up camper, several derelict trailers & chassis, contents of house & storage shed, ladders, Mitsubishi SUV, vehicles, parts, Log Splitter and more. BUYER IS RESPONSIBLE FOR REMOVAL FROM DIFFICULT TERRAIN. Detailed information & Online bidding on website www.THEAUCTIONARIUM.COM.

Terms & Conditions: INTERNET ONLY BIDDING FROM CATALOG PICTURES! Everything sold as-is where-is for CASH 17% Buyers Premium. CA Sales tax where applicable. Payment in full at close of auction. No Refunds - No Returns - No Chargebacks! Removal 2:22 PM Auction Day until Dusk - Dawn to dusk the following day or as arranged with auctioneer. AUCTION DAY AUCTIONEER ANNOUNCEMENTS TAKE PRECEDENCE OVER PUBLISHED TERMS. (Check Website) All bidders must register, Onsite Preview to be announced on website. www.THEAUCTIONARIUM.COM telephone 818-583-7384

CA Bond #MS391-61-68

AUCTION BIDDERS WANTED

www.THEAUCTIONARIUM.COM

6/6, 6/13

NOTICE OF LIEN SALE

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

Notice is hereby given that the personal property of the Occupants will be sold to the public at 11:30am on June 21st, 2017.

at 2636 17th Ave Santa Cruz CA to satisfy lien for rents and expenses due and unpaid. Goods to be sold consist of household items. WILLIAM BAKER; SHELDON BURTON; AMBER DANIELS; VICTORIA DEVENNEY; AMY DIBATTISTA; KELLY GARNETT; ALEXANDRA M. GASPARA; TERRI JOHNSON; DEBORA KLUDASCH; KIM KROLL; CARLEE LUTES; CAROLYN NICOLAI; SUSAN PLOTKIN; JOYLYN ROBINS; GARY ROEDER; MARIA SOUZA; LISA TRESNER; BEN WILSON; JOHN CARDOZA AUCTIONEER
BOND NUMBER 5860870
(209-667-5797)
Sutter's Fort Self Storage
2636 17TH AVENUE
SANTA CRUZ CA. 95065
(831) 475-7716
6/6, 6/13

continued on following page

NOTICE OF PUBLIC LIEN SALE

NOTICE IS HEREBY GIVEN by undersigned that a public lien sale of the following described personal property will be held: **At the hour 1:00 PM on MONDAY JUNE 26TH, 2017 at STATEWIDE SELF STORAGE, 2650 Mission St, Santa Cruz, CA 95060.**

All units contain miscellaneous household and garage items:

206 CRAIG

553 HARRIS

183 NUNES

This notice is given in accordance with the provisions of section 21700 et seq. of the uniform commercial code of California.

California Storage Auctions. Auctioneer Forrest O'Brien Bond # 00104533207.

www.storageauctions.com

6/6, 6/13

NOTICE TO CREDITORS OF BULK SALE

(SECS. 6104, 6105 U.C.C. & B & P 24073 et seq.)

ESCROW NO: 21018-PD DATE: May 30, 2017

Notice is hereby given to creditors of the within named seller that a sale that may constitute a bulk sale has been or will be made.

The individuals, partnership, or corporate names and the business addresses of the seller are: Kuai Ngan Chau, Aaron Hong Ye and Sandy Enminkuo Ye 533 Ocean St, Santa Cruz, CA 95060

The individuals, partnership, or corporate names and the business addresses of the buyer are: Rashmikan Patel, Or Assignee and Seema Patel, Or Assignee 533 Ocean St, Santa Cruz, CA 95060

As listed by the seller, all other business names and addresses used by the seller within three years before the date such list was sent or delivered to the buyer are: NONE KNOWN. The assets sold or to be sold are described in general as: ALL FURNITURE, FIXTURES, EQUIPMENT & ALL OTHER ASSETS OF THE BUSINESS KNOWN AS: Mei Garden Restaurant II AND ARE LOCATED AT: 533 Ocean St, Santa Cruz, CA 95060.

The place, and date on or after which, the Bulk Sale is to be consummated: Business & Escrow Service Center, Inc. 3031 Tisch Way, Suite 310 San Jose, CA 95128 on or before 6/22/2017. The last date to file claims is 6/21/2017, unless there is a liquor license transferring in which case claims may be filed until the date the license transfers.

BUYER'S SIGNATURE: Rashmikan Patel, Or Assignee Seema Patel, Or Assignee

6/6/17

NOTICE OF TRUSTEE'S SALE UNDER DEED OF TRUST LOAN: n/a OTHER: FILE: 5389081 DLH INVESTOR LOAN #: A.P. NUMBER: 089-091-46 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 05/07/2014. 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. NOTICE is hereby given that FIRST AMERICAN TITLE COMPANY, a California corporation, as trustee, or successor trustee, or substituted trustee pursuant to the Deed of Trust executed by KARINA PIERCE, AN UNMARRIED WOMAN Recorded on 05/12/2014 as Instrument No. 2014-0015280 in Book n/a Page n/a of Official Records in the office of the County Recorder of SANTA CRUZ County, California, and pursuant to the Notice of Default and Election to Sell thereunder recorded 02/23/2017 in Book n/a, Page n/a, as Instrument No. 2017-0006444 of said Official Records, WILL SELL, on 06/27/2017 At the courtyard steps to the Santa Cruz County Courthouse, 701 Ocean Street, Santa Cruz, CA 95060 at 01:45PM, AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH (payable at the time of sale in lawful money of the United States), 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 hereinafter described: See EXHIBIT "A" attached hereto and made a part hereof. Exhibit "A" Legal Description A.P.N.: 089-091-46 Real property in the City of Boulder Creek, County of SANTA CRUZ, State of California, described as follows: Parcel One: Being The East 1/2 Of The Northeast 1/4 Of The Northeast 1/4 Of The Southeast 1/4 Of Section 17, Township 9 South Range 2 West, Mount Diablo Base And Meridian, Being A Portion Of The Record Of Survey Map Filed October 27, 1969 In Map Book 50, Page 61, Santa Cruz County Records. Parcel Two: A Right Of Way, Appurtenant To Parcel One, As Set Forth On That Certain Grant Deed From Charles G. Wharton, Et Ux., To William R. Thom, Et Al., Recorded In Volume 1952, Page 301, Official Records Of Santa Cruz County. Parcel Three: A 40 Foot Right Of Way, Appurtenant To Parcel One, For Road And Utilities Purposes As Set Forth In The Certain Right Of Way Agreement Recorded October 20, 1971 In Volume 2139, Page 438, Official Records Of Santa Cruz County. Parcel, Four: A 40 Foot Right Of Way, Appurtenant To Parcel One, For Road Purposes, As Set Forth In That Certain Establishment Of Route Of Easement Recorded April 11, 1973 In Volume 2301, Page 454, Official Records Of Santa Cruz County. The property address and other common designation, if any, of the real property described above is purported to be: VACANT LAND: DIRECTIONS MAY BE OBTAINED BY WRITTEN REQUEST SUBMITTED TO THE UNDERSIGNED WITHIN TEW DAYS FROM THE FIRST PUBLICATION OF THIS NOTICE. The undersigned Trustee disclaims any liability for any incorrectness of the property address and other common designation, if any, shown herein. 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: \$162,977.77 In addition to cash, the Trustee will

accept a cashier's check drawn on a state or national bank, a check drawn by a state or federal credit union or a check drawn by a state or federal savings and loan association, savings association or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. In the event tender other than cash is accepted the Trustee may withhold the issuance of the Trustee's Deed until funds become available to the payee or endorsee as a matter of right. Said sale will be made, but without covenant or warranty, express or implied regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed, advances thereunder, with interest as provided therein, and the unpaid principal balance of the Note secured by said Deed with interest thereon as provided in said Note, fees, charges and expenses of the trustee and the trusts created by said Deed of Trust. Dated: 05/26/2017 FIRST AMERICAN TITLE COMPANY, as said Trustee a California corporation 330 SOQUEL AVENUE SANTA CRUZ, CA, 95062 (831) 426-6500 By: DEBORAH L. HOWEY FORECLOSURE OFFICER FOR SALE INFORMATION: www.nationwideposting.com, or (916) 939-0772 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 or visit this Internet Web site: www.nationwideposting.com or call: (916) 939-0772, using the file number assigned to this case (see File No). 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. NPP0308968 To: SANTA CRUZ RECORD 06/06/2017, 06/13/2017, 06/20/2017

The U.S. cannabis industry will pump up to \$68.4 billion annually into the country's economy by 2021 if current business and legalization trends continue, according to exclusive data just released in the Marijuana Business Factbook 2017.

Where does CALIFORNIA fit into the estimates for the next few years?

***Estimated 2017 CA sales of medical marijuana via dispensaries are \$1.3 billion - \$1.6 billion (up from \$1 billion - \$1.6 billion in 2016).**

***Estimated 800,000-900,000 patients in 2017** (up from an estimated 775,000-875,000 in early 2016). NOTE: Many patients do not have access to dispensaries because of local bans and therefore are likely to buy on the black market.

- **Estimated 1500-2000 dispensaries operating in early 2017** (versus a revised estimate of 1200-1800 in early 2016). NOTE: CA currently doesn't track the number of operating dispensaries, so estimate vary widely.
- Recreational sales of marijuana in CA are expected to begin in 2018 at the earliest. There are an **estimated 3.9 million – 4.2 million in-state customers**.

"California is poised to reclaim its title as the marijuana capital of the world, which it lost when Colorado and Washington state legalized rec. The business opportunities are simply enormous on both the medical and recreational sides of the industry, as well as for both plant-touching and ancillary companies. California's status as a technology, innovation and finance hub will help the market grow quickly. Even though sales on the recreational side won't begin until 2018, scores of entrepreneurs and companies will start preparing to enter the market in 2017." –Marijuana Business Factbook 2017.

MORE FROM THE MARIJUANA BUSINESS FACTBOOK 2017:

"In 2017, we expect overall marijuana sales in U.S. at the retail level to soar by roughly 30%, hitting \$5.1 billion-\$6.1 billion on the back of continued growth in existing recreational cannabis markets. Additionally, we expect retail marijuana revenues to rise by up to 45% in 2018, followed by another major spike in 2019, when annual sales could surpass \$11 billion," said Chris Walsh, Editorial Director of the 2017 Factbook and Marijuana Business Daily.

To put these figures into perspective, the Factbook compares annual cannabis sales to other industries. Legal and recreational marijuana annual sales in 2016 were between \$4-4.5 billion, outselling Viagra & Cialis (\$2.7B), Tequila (\$2.3B) and Girl Scout Cookies (\$776 million). (See chart on page 12 in Exec Summary)

Additional data includes:

- **In 2017, recreational sales are expected to surpass medical this year for the first time ever. Recreational sales in 2016 jumped 80% to hit \$1.8 billion**
- The marijuana industry will create a \$20-\$24 billion economic impact in 2017, and that could soar to \$70 billion annually by 2021. (Estimates for the industry's economic impact are based on retail marijuana sales and incorporate a multiplier of four. So for every \$1 consumers/patients spend at dispensaries or rec stores, another \$3 in economic benefits are created in cities, states, and nationwide.)

5 Key Takeaways from Marijuana Business Factbook 2017

1. Businesses are increasingly concerned about the possibility of federal intervention
2. Investment deals are increasing in size, frequency and scope
3. Business conditions are worsening for growers
4. Recreational market continues surging
5. It's taking companies longer to turn a profit

Marijuana Business Daily is the leading B2B in the legalized business of marijuana. Founded in 2011, it is the most trusted, independent publisher and event producer serving America's cannabis industry for entrepreneurs and investors. They offer unbiased business analysis, research, trends, and breaking stories, daily -- <http://mjbizdaily.com/> They produce America's oldest and largest Cannabis Trade Show: Marijuana Business Conference & Expo.

Chris Walsh, Editorial Director & Founding Editor, is the editorial head of Marijuana Business Daily, overseeing the industry trade publications Marijuana Business Daily and Marijuana Business Magazine. He also programs and keynotes the Marijuana Business Conference & Expo and leads the research team behind the company's reports, including the Marijuana Business Factbook. Chris has more than a decade of professional experience as a business reporter and is the first journalist in the U.S. to cover the marijuana industry full-time

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

RESTAURANT AND BAR WITH CATERING SERVICE

Area: Santa Cruz Area County: Santa Cruz City: Santa Cruz Price: \$395,000

Adjusted Net: \$202,331 Revenue: \$1,408,827
PRICE REDUCED! Restaurant, bar and catering business for sale. Private wine cellar for small groups. Separate full bar area and live entertainment lounge. Full service kitchen equipped with two southbend stacked brick pizza ovens. Spacious walk in cooler. \$395k plus estimated inventory \$15k. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

PLEASE CALL OR EMAIL

SYLVIA REYES, COAST BUSINESS BROKERAGE.
831-566-2733 OR 831-685-8866.
sylvia.coastbrokers@gmail.com.
BRE # 01750151

JEWELRY AND GIFT STORE DOWNTOWN AREA

Area: Santa Cruz County: Santa Cruz City: Santa Cruz Price: \$25,000 + Inventory

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

Located in Historical Downtown Santa Cruz! Santa Cruz Jewelry and Gift Store is a well-established retail store with great name recognition, affordable rent and regular clientele. This can be your opportunity to live and work in Santa Cruz, one of California's most desirable coastal areas. They carry lines such as the exquisite "Firefly". Current owner is ready and motivated to sell. Own your own little shop (450 approx. square feet) and start living the good life now! Per city, rent might be increased to market rate. Seller states rate is already at or close to market rate. Office Non-Disclosure Agreement and Buyers Profile required. . Office Non-Disclosure Agreement and Buyers Profile required from buyers. **PLEASE CALL OR EMAIL SYLVIA REYES, COAST BUSINESS BROKERAGE.**
831-566-2733 OR 831-685-8866.

Datta Khalsa, Broker/Owner
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CAPITOLA TOYS AND HOBBY STORE

Area: Santa Cruz County: Santa Cruz

City: None Given

Price: \$44,000,00 +

Adjusted Net: \$35,981 Revenue: \$252,732

Who says you can't be a kid again! This well established toy and hobby store in one of the best retail locations in Santa Cruz County. In business 23+ years with customers coming from beyond the county to find hobby supplies. This is the only hobby store in the county, with 1315 sq. ft. of floor space and a data base of over 46,000 customers. Perfect for the person who enjoys fun and has creativity! Some Seller Financing for a qualified buyer. Price is plus inventory, est. \$45K. Office Non-Disclosure Agreement and Buyers Profile required from buyers

PLEASE CALL OR EMAIL SYLVIA REYES.

COAST BUSINESS BROKERAGE.

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

sylvia.coastbrokers@gmail.com.

BRE # 01750151

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

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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BRE # 01841628

RESTAURANT AND CONVENIENCE STORE

Area: San Mateo County, SF Bay Area County: San Mateo City: None Given

Price: \$349,000 + Invent,

Adjusted Net: Call/Email

Revenue: \$1,178,619

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

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

LANDSCAPE AND PEST CONTROL

Area: Monterey Bay Area County: Monterey City: None Given

Price: \$200,000

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

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

COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

FULL SERVICE BODY AND SKIN SPA

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

Price: \$75,000+

Adjusted Net: Call Revenue: \$415,511

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

PLEASE CALL OR EMAIL SYLVIA REYES.

COAST BUSINESS BROKERAGE.

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

sylvia.coastbrokers@gmail.com.

BRE # 01750151

HOME OWNER ASSOC MANAGEMENT COMPANY

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

Price: \$335,000

Adjusted Net: Call Revenue: \$350,000

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

COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

CAFE RESTAURANT

Area: Santa Cruz County

County: Santa Cruz City: None Given

Price: \$100,000

Adjusted Net: Call Office

Revenue: \$319,000

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

Contact: SYLVIA REYES

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

sylvia.coastbrokers@gmail.com

BRE# 01750151

SPA AND HAIR SALON -

LOYAL CLIENTELE - ESTABLISHED

Area: Santa Cruz County

County: Santa Cruz City: Santa Cruz

Price: \$65,000

Adjusted Net: \$42,356

Revenue: \$163,311

Santa Cruz County Salon and Spa for sale!

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

sylvia.coastbrokers@gmail.com

BRE# 01750151

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 ■



A.B.C. License Transfers

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

Timothy P. Feeney
Toasties Café
702 Lighthouse Ave., Pacific Grove
Ron Parravano

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.

Businesses in Escrow

Seller
Buyer
Business
Escrow Holder

Kuai Ngan Chau, Aaron Hong Y, and
Sandy EnminkuoYe
Rashmikan Patel, Seema Patel
Mei Garden Restaurant II
Business & Escrow Service, San Jose
6/21/2017

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

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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Commercial and Residential Real Estate

Fred Antaki
831.295.8850
Cal BRE 01035303

Andrew Myers
831.588.2014
Cal BRE 01980936

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Tracking the Numbers

	This Week	Y-T-D 2017	Y-T-D 2016
Grant Deeds - Santa Cruz Co	54	1102	1096
Grant Deeds - Monterey Co	79	1726	1672
Grant Deeds - San Benito Co	29	436	400
Notices of Default - Santa Cruz	7	106	102
Notices of Default - Monterey Co	10	166	234
Notices of Default - San Benito Co	0	26	27
Foreclosures - Santa Cruz Co	6	71	94
Foreclosures - Monterey Co	12	109	192
Foreclosures - San Benito Co	0	16	26
Trustee Deeds - Santa Cruz Co	1	21	29
Trustee Deeds - Monterey Co	0	54	88
Trustee Deeds - San Benito Co	0	3	17
Business Filings - Santa Cruz	15	624	649

Helping Local Business Thrive

ebb & flow

with Cat Johnson



The Small Business Development Center (SBDC) at Cabrillo College has a wealth of free resources for small business owners. Led by Teresa Thomae, the Santa Cruz Chamber's Woman of the Year, the organization provides one-on-one advisory sessions on business plan preparation, operational reviews and cash flow analysis, as well as seminars, events and more.

I spoke with Thomae about Santa Cruz's entrepreneurial ecosystem, the challenges local business owners face and how the SBDC can help people start or grow their business.

Q **Cat Johnson:** The entrepreneurial scene in Santa Cruz is exciting. What makes this a good place to start a business?



A **Teresa Thomae:** The challenge of just being able to afford to live here has been channeled into exploration of new fields for entrepreneurship. Our housing prices are killing people and our transportation infrastructure doesn't allow us to commute to jobs in Silicon Valley or elsewhere. People want to be here so they get entrepreneurial, they get scrappy and find ways to make a living.

Q What mistakes do you see small business owners making?

A If you fail to plan, you plan to fail. People have a passion and they just get going, which is a huge part of being successful, but they really need to plan it out: plan for contingencies, plan for economic downturns, do sales and revenue projections, plan for disasters—just thinking ahead.

Q What's the biggest challenge local entrepreneurs face?

A Access to capital is still a challenge. Even though money is cheaper than ever and banks want to lend, most startups are considered too risky for traditional loan programs.

Q What's the most valuable SBDC service?

A Our referral network to loan capital, whether it's a microloan between \$10,000–15,000 or larger loans—it's our connection to the lending community.

Q How does the SBDC's one-on-one advising benefit entrepreneurs?

A If you tell your advisor you're going to have those third quarter projections done in a week, you're going to do it because you have to. The business side of running a small business is not a lot of people's strong suit. It helps to have someone guiding you and encouraging you and to be your check-in.

Q How is the SBDC funded?

A SBDC is a nationwide program. We are principally funded by the Small Business Administration (SBA). Sam Farr founded the SBDC program while he was in the California state legislature. Now, California is the only state in the union that doesn't provide match to the federal dollars for its SBDC program. The city and county give money every year, we have some special grants for entrepreneurship through the community college chancellor's office and Wells Fargo gives us \$10,000 a year.

Q Who are the advisors?

A I have a great team. Keith Holtaway, who was recently named "Mentor of the Year" by Santa Cruz Nexties, is my principal advisor. Danny Braga, who is a retired SBA lender, helps our clients get loans. He can tell them what their financing options are and he can help them position themselves so they'll qualify for the loan. I recently brought on Bryce Root, and social media advisor Mary Anderson. I have an excellent advisor on bookkeeping, I have a former VP of Finance at Apple who helps people look at the marketability and product

placement of apps. Those are just a few.

In addition to helping people get started in business, the SBDC helps existing businesses expand.

We rely on SCORE to help with clients we consider to be pre-venture: those who have an idea but aren't sure where to start. Once a client has a business plan we help them refine that business plan. Our ideal client is doing well and wants to expand: hire more employees, kick out a wall, open a second location—those are the clients that we really serve best.

Q What's the big picture vision for the SBDC? What would you like to see?

A I'd like to get state funding to match our federal allocation. That way we could spend less time chasing money and more time providing services. I'd love to keep our team of advisors on; I'd like to see that we continue to be an integral partner in economic development helping new businesses start and existing businesses grow stronger.

I'd like to see that we have the resources to be involved in major events, including Small Business Saturday, the Saturday after Thanksgiving. We're working with the county to really get small businesses on-board and keep fostering the idea of shopping locally and supporting independent businesses.

Q Anything you'd like to add?

A We're measured by the success of our clients. We depend on our clients' growth to keep our funding alive. I'm proud that, not only are we stewards of taxpayer funding, but we have true accountability metrics for that funding. We can prove our effectiveness through our clients' growth.

To learn request services from SBDC, visit santa-cruzsbdc.org. ■

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

