

# SANTA CRUZ RECORD



AUGUST 15, 2017 – VOL. 46, #43

LOCAL BUSINESS STARTS HERE

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COVER DESIGN BY JULES HOLDSWORTH

## Event Santa Cruz

Event Santa Cruz and Matthew Swinerton continue the fabulous Summer Block Party series on Saturday, August 26, from noon to 4 p.m. at Verve Coffee Roasters at 104 Bronson Street in Seabright.

Come spend an afternoon drinking Verve Coffee, Humble Sea beer and eating some amazing food from Ate3One. Try a bar, or two, from MÄKSĒ BAR, think rice crispy treats on steroids. And it doesn't stop there. Pepper Place Design will be selling clothing and one-of-a-kind bags. Multi Media artist Jared Leake will be showing off his art work.



But wait, there's more! Kinderwood Farms will bring goats, including their new baby goats, just under a few weeks old (We had you at baby goats!)

There will be more vendors, of course, but while spending the afternoon with us why not take a Brew Class from Verve, for a small charge. Photographs will be on display showing off the Panama edition of the Farmlevel Digest, which is a book Verve wrote that contains photographs of coffee buying trips to origin. What a great way to spend a Saturday afternoon!

More vendors to be announced soon. This is a free event but please register at [EventSantaCruz.com](http://EventSantaCruz.com).

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# Popular: The Power of Likability in a Status-Obsessed World



by Mitch Prinstein

by Terri Schlichenmeyer

None of the other kids like you. They don't include you in anything; in fact, they often just plain ignore you, and some even pick on you.

You don't understand why this is, but there isn't much you can do: quitting your job is not an option. In "Popular" by Mitch Prinstein, you'll see why being Top Dog matters, after all these years.

Who remembers recess? You do, of course; you ran wild, swung, jumped, and screamed yourself hoarse in every one of them. And then – wham! – came teenagerhood, where you, Mean Girls, jocks, bullies, and the desperate stopped playing. Instead, you had two options: you clawed your way popular, or you stood by watching others do it.

It kinda sounds like your workplace, doesn't it? Why is popularity still so important?

Says Prinstein, there's "more than one type of popularity," and there's a difference between popularity and likeability. Popular people have status but are often loathed. Likeable people are, well, likeable. Surprisingly, where you sat on the spectrum in your youth still affects your adult decisions, relationships, family, even your income.

According to researchers, most children

fall into one of four categories: Accepted (the kids most kids like); Neglected (children that are basically ignored); Rejected (those actively avoided);

and Controversial (a category of extreme like-dislike). Kids know instantly who's popular and who's not, they know where others lie within the categories, and they'll sort one another out in short order. Adults aren't much different. We all know somebody at work who fits in each of

those categories, and you may even have an inkling about where you fit. We need to be liked – it's a matter of evolution – but can popularity be a problem?

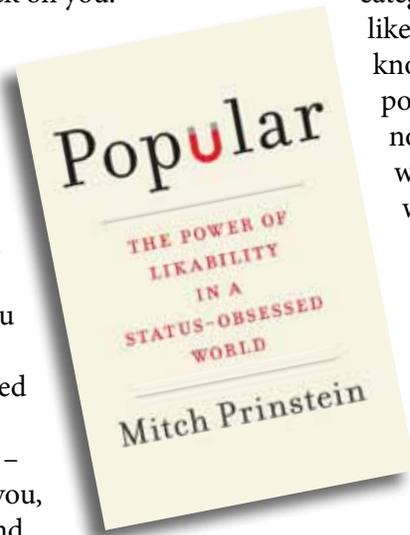
Yes: some people will go too far for status, to the point of violence and bullying. Others may be allowed too much status and power (as in the case of celebrities). Popularity can also be negatively addicting because we believe it might make us happy.

It won't. But one thing's for sure: "following the example of likable people might just change our lives." Oh, how "Popular" is going to make you squirm. Whether you were cheer-

leader, class leader, or the Last Kid Picked, reading it will whisk you back to high school with all its attendant issues and feelings. Wiggle, squirm, wiggle.

And maybe that's the point: author Mitch Prinstein makes us want to look inward to explain why we're always invited for Happy Hour (or not), and why co-workers cheer or groan at certain names on team projects. The squirm comes, maybe, from embarrassment or chagrin, and the realization that "We never really left high school at all" still bothers us. Fortunately, there are things we can do to change our likeability, and to begin to atone for any meanness.

This is an excellent book for anyone who wants to understand what happened in their childhood or that of their kids, or for anyone who wants to be more accepted. "Popular" is a good book for kids like you. ■



## Bookworm Review

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

# Writing News Releases For Your Small Business

by Andy Van Valer

**N**ews stories or articles about businesses are more widely read and believed than advertisements in newspapers and magazines. Like similar kinds of stories broadcast on radio and television, they are prepared by journalists who are independent of the people or organizations about which they are reporting. This gives news stories more credibility than advertisements, whose paid-for content is, by its nature, biased. The publicity that news stories generate can be more valuable, and contribute more to the image and reputation of your business, than thousands of pounds spent on advertising.

## What types of stories get coverage in the news?

Journalists are always on the lookout for newsworthy stories that will be interesting, informative or entertaining to their readers, listeners or viewers.

The most widely used type of news stories are those with 'human interest.' People like to read about what other people are doing. Ideally you should put together a news release that communi-

cates information with this type of human appeal — perhaps involving the activities, achievements or experiences of the people involved in your business, such as customers or employees. Study the types of stories appearing in local newspapers or other media outlets; these will give you ideas for the kind of news you could cover.

## How to submit your news release

Check your target publications' websites, or give them a call, to find out if they have particular requirements for the method by which news releases and any accompanying photographs, should be submitted. Some publications will only accept releases by email, fax or hard copy in the mail.

Keep the subject line of your email short and compelling — it needs to grab the reader's attention and make them want to read the rest of the news release.

Don't leave it too late to send your release, particularly if it is publicizing an event or a photo call. Each publication will have a diary of forthcoming events, which it uses to plan the coverage for specific days or weeks.

Try to make your news release timely — give it an angle or a theme that ties it to current events in the news, or to a time of year such as Small Business Saturday or Christmas.

## Where to send your news releases

A vital part of publicizing your story is knowing who to send your news release to. Media publications or broadcast outlets normally have different journalists responsible for different interest areas or programs. While some focus on a particular geographic area, others specialize by subject area; for example, education, health, lifestyle or business.

It is a good idea to get to know the local journalists who cover your particular area of expertise, and to build a rapport with them. You can find a full list at <http://www.slingshottosuccess.com/press-contacts.html>. ■

*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](http://www.slingshotsv.com).*

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## New Business Filings

Jimmie D. Hicks II  
**Santa Cruz Choppers Seven**  
Aptos CA 95003

Brent Collins Beaty  
**Beaty Bros Wood Molding and Trim**  
Ben Lomond CA 95005

Daniel Flores  
**Capitola Candy Company**  
**The Chocolate Bar**  
Capitola CA 95010

Brett Stollenwerk  
**Chesterwerks Project Management**  
Felton CA 95018

John Camperi Sara Camperi  
**SLV Fitness**  
Felton CA 95018

Madison Taylor Tomlin **Mending Hearts**  
Felton CA 95018

Carlos Fernandez Melgoza **F.R. Farms**  
Freedom CA 95019

Jose Mateo Gonzalez **Primo Air Brushing**  
Freedom CA 95019

Larry Berk  
**Larry Berk Engineering & Construction**  
Freedom CA 95019

Yekeo LLC **The Growbiz**  
Santa Cruz CA 95062

Noah Thoron  
**I Endorse This Merchandise**  
Santa Cruz CA 95061

Vanessa Sanchez **Cotton+Rye**  
Santa Cruz CA 95062

Sara Lorien Smith  
**Dream Maker Creative**  
Santa Cruz CA 95060

Richard Mortimer  
**M.T. Head Marine Sanitation**  
Santa Cruz CA 95062

Jessica L. Kliger **Ancient Winds Ancient**  
**Winds Healing** Santa Cruz CA 95060

Bill Lambert Fortunata Lambert  
**Lambert & Son Moving**  
Santa Cruz CA 95062

James Bayne Samuel Bayne  
**Westside Roofing** Santa Cruz CA 95060

Bryan Keeler Katherine Keeler  
**MWT Maintenance** Santa Cruz 95063

Kirsten Affolder **Precision Design Services**  
Santa Cruz CA 95060

Steve Rogers **Coastal Designs**  
Santa Cruz CA 95060

Catharine Anne Gunderson  
**Forage and Dye** Santa Cruz CA 95062

Specialty Garden Supply **Magnetic Sound**  
**Specialty Garden Supply**  
Watsonville CA 95076

Berman Enterprises, LLC  
**Berman Enterprises**  
Watsonville CA 95076

Jose L. Mendoza  
**Mobil Mechanic Detail Shop**  
Watsonville CA 95076



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COUNTY**



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Satisfied SCORE Client,  
Roux Dat, Capitola



# Real Estate Sales

Property Address APN# Purchase Price  
Document# Date Recorded

## Santa Cruz County

532 Seascape Resort Dr. Aptos CA 95003  
054-521-51 \$645,000 2017-25534 8/3

225 Seascape Resort Dr. Aptos CA 95003  
054-441-26 \$408,000 2017-25868 8/7

518 Cuesta Dr. Aptos CA 95003 044-261-  
42 \$1,010,000 2017-25933 8/7

320 Los Altos Dr. Aptos CA 95003 044-  
371-17 \$1,170,000 2017-26054 8/8

332 Spyglass Way Aptos CA 95003 044-  
301-22 \$1,065,000 2017-26061 8/8

146 Provincetown Ct. Aptos CA 95003  
054-351-01 \$675,000 2017-26139 8/8

623 Middlefield Dr. Aptos CA 95003  
038-164-02 \$830,000 2017-26161 8/8

7150 Urbin Way Aptos CA 95003 039-  
361-02 \$1,169,000 2017-26186 8/8

325 Brimblecom Rd. Boulder Creek CA  
95006 084-161-07 \$452,000 2017-25562  
8/3

132 Kings Highway Boulder Creek CA  
95006 086-511-10 \$312,500 2017-25654  
8/3

100 Bloom Grade Rd Boulder Creek CA  
95006 086-311-01 \$789,000 2017-25806  
8/4

20073 Beatty Ridge Rd. Boulder Creek  
CA 95006 088-251-07 \$965,000 2017-  
26049 8/8

942 Stewart St. Boulder Creek CA 95006  
085-033-23 \$485,000 2017-26188 8/8

13896 Bear Creek Rd. Boulder Creek CA  
95006 090-013-02 \$840,000 2017-26246  
8/9

15330 Highway 9 Boulder Creek CA  
95006 083-121-19 \$361,818 2017-26321  
8/9

110666 Redwood St. Brookdale CA 95007  
079-283-20 \$625,000 2017-26333 8/9

1114 Sutherland Ln. #4 Capitola CA 95010  
036-274-16 \$294,000 2017-25713 8/4

4575 Opal St. Capitola CA 95010 034-  
061-16 \$999,000 2017-25749 8/4

81 Davenport Ave. Davenport CA 95017  
058-062-18 \$550,000 2017-25974 8/7

150 Oak Avenue Felton CA 95018 065-  
181-09 \$1,500,000 2017-25608 8/3

185 Fall Creek Dr. Felton CA 95018 071-  
172-02 \$790,000 2017-25956 8/7

10715 Vera Ave. Felton CA 95018 075-  
151-29 \$515,000 2017-26026 8/8

840 Pine Dr. Felton CA 95018 064-082-  
07 \$575,000 2017-26342 8/9

179 Carnation Dr. Freedom CA 95019  
019-872-12 \$348,000 2017-25559 8/3

27 Memorial Ave. Freedom CA 95019  
048-014-07 \$375,000 2017-26272 8/9

443 Canon Del Sol La Selva Beach CA  
95076 046-301-78 \$1,015,000 2017-26015

600 Starview Terrace Los Gatos CA 95033  
097-171-13 \$1,060,000 2017-25887 8/7

24320 Mountain Charlie Rd. Los Gatos  
CA 95033 093-023-09 \$700,000 2017-  
26175 8/8

21670 Oak Flat Rd. Los Gatos CA 95033  
093-273-10 \$720,000 2017-26243 8/8

18 Glen Alpine Ave. Mount Hermon CA  
95041 066-261-02 \$634,000 2017-25811  
8/4

200 West Cliff Dr. #22 Santa Cruz CA  
95060 004-491-12 \$925,000 2017-25651

110 Jewel St. Santa Cruz CA 95060 008-  
081-29 \$535,000 2017-25680 8/3

700 Freeman Ct. Santa Cruz CA 95062  
026-541-09 \$560,000 2017-25687 8/4

1266 7th Ave. Santa Cruz CA 95062 026-  
221-62 \$1,027,500 2017-25700 8/4

230 2nd Ave. Santa Cruz CA 95065 010-  
253-25 \$1,250,000 2017-25756 8/4

8540 Empire Grade Santa Cruz CA 95060  
080-172-05 \$820,000 2017-25777 8/4

755 14th Ave. #105 Santa Cruz CA 95062  
027-371-07 \$519,500 2017-25829 8/4

755 14th Ave. #404 Santa Cruz CA 95062  
027-401-28 \$408,500 2017-25865 8/4

180 Dakota Ave. #G Santa Cruz CA 95060  
005-781-07 \$510,000 2017-25874 8/7

117 Glenwood Ave Santa Cruz CA 95060  
008-242-14 \$650,000 2017-25962 8/7

820 Pacific Ave. Santa Cruz CA 95060  
005-152-18 \$2,100,000 2017-25983 8/7

2266 7th Avenue Santa Cruz CA 95062  
026-751-21 \$204,773 2017-25995 8/7

106 Younger Way #C Santa Cruz CA  
95062 007-121-19 \$1,175,000 2017-26003  
8/7

755 14th Ave. #104 Santa Cruz CA 95062  
027-401-04 \$513,000 2017-26008 8/7

531 Park Way Court Santa Cruz CA  
95062 009-282-36 \$832,000 2017-26028  
8/8

208 California St. Santa Cruz CA 95060  
004-321-11 \$1,000,000 2017-26037 8/8

309 Brook Ave. Santa Cruz CA 95062  
010-501-01 \$639,500 2017-26177 8/8

124 Canfield Ave. #D Santa Cruz CA  
95060 007-451-05 \$506,000 2017-26180  
8/8

165 Kenny Court Santa Cruz CA 95065  
102-282-15 \$331,000 2017-26227 8/8

2821 Lakeview Dr. Santa Cruz CA 95062  
028-271-24 \$1,185,000 2017-26252 8/9

128 Fairmount Ave. Santa Cruz CA 95062  
009-162-38 \$710,000 2017-26264 8/9

continued on following page



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755 14th Ave. #814 Santa Cruz CA 95062  
027-401-58 \$530,000 2017-26282 8/9

202 Taylor St. Santa Cruz CA 95060 006-  
473-17 \$375,000 2017-26313 8/9

211 Bean Creek Rd. #1 Scotts Valley CA  
95066 022-341-01 \$710,000 2017-25596  
8/3

330 Cress Road Scotts Valley CA 95066  
067-341-29 \$1,775,000 2017-25663 8/3

332 Silverwood Dr. Scotts Valley CA  
95066 021-194-11 \$1,695,000 2017-25719  
8/4

11 Tramell Scotts Valley CA 95066 022-  
741-18 \$682,000 2017-26219 8/8

5341 Glen Haven Rd. Soquel CA 95073  
104-151-17 \$1,125,000 2017-25690 8/4

2800 Robertson St. Soquel CA 95073  
030-141-55 \$610,000 2017-25823 8/4

3003 Fairway Dr. Soquel CA 95073 037-  
082-57 \$740,000 2017-26182 8/8

108 Via Nicola Watsonville CA 95076  
049-391-19 \$706,000 2017-25657 8/3

110 Playa Bl. Watsonville CA 95076 045-  
371-21 \$1,175,000 2017-25702 8/4

542 Manzana St. Watsonville CA 95076  
017-751-26 \$498,000 2017-25703 8/4

142 Hames Rd. Watsonville CA 95076  
107-201-18 \$595,000 2017-25715 8/4

95 Beverly Dr. Watsonville CA 95076  
051-282-15 \$215,000 2017-25797 8/4

200 Melody Lane Watsonville CA 95076  
051-331-31 \$580,000 2017-25798 8/4

513 Cereze St. Watsonville CA 95076  
017-753-04 \$610,000 2017-25802 8/4

1668 Pasadena Ct Watsonville CA 95076  
018-681-43 \$669,000 2017-25809 8/4

733 Vista Montana Dr. Watsonville CA  
95076 017-741-09 \$406,000 2017-25852  
8/4

25 Parkwood Dr. Watsonville CA 95076  
051-312-02 \$495,000 2017-25870 8/7

381 Jolon Dr. Watsonville CA 95076 018-  
634-22 \$632,000 2017-25894 8/7

31 Elena Rd. Watsonville CA 95076 045-  
151-14 \$642,000 2017-26057 8/8

490 Cloudview Dr. Watsonville CA 95076  
017-472-03 \$399,000 2017-26134 8/8

Lobos St. 3 NW 4th Ave. Carmel CA  
93921 010-014-007 \$1,525,000 2017-  
41631 8/4

3262 Taylor Rd. Carmel CA 93923 009-  
322-021 \$2,200,000 2017-41716 8/4

238 Del Mesa Carmel Carmel CA 93923  
015-441-002 \$710,000 2017-41821 8/4

64 Del Mesa Carmel Carmel CA 93923  
015-445-001 \$660,000 2017-41872 8/7

276 Del Mesa Carmel Carmel CA 93923  
015-518-009 \$850,000 2017-41904 8/7

499 Aguajito Rd. Carmel CA 93923  
103-011-013 \$6,767,500 2017-41630 8/4

15 Laguna Robles Carmel Valley CA  
93924 189-543-015 \$510,000 2017-41480  
8/3

170 El Caminito Rd. Carmel Valley CA  
93924 187-551-020 \$1,225,000 2017-  
41680 8/4

Vacant Land Carmel Valley CA 93924  
187-591-054 \$500,000 2017-42171 8/8

19 El Caminito Rd. Carmel Valley CA  
93924 187-441-001 \$1,200,000 2017-  
42312 8/8

41 Bayview Rd. Castroville CA 95012  
131-101-041 \$655,000 2017-41632 8/4

8623 Ormart Road Castroville CA 95012  
131-042-028 \$667,000 2017-42029 8/7

160 Calle Del Oaks Del Rey Oaks CA  
93940 012-601-019 \$1,500,000 2017-  
41362 8/3

959 Portola Dr. Del Rey Oaks CA 93940  
012-481-037 \$691,000 2017-41405 8/3

14510 Lee Ave. East Garrison CA 93933  
031-165-096 \$675,000 2017-41644 8/4

15033 Breckinridge Ave. East Garrison  
CA 93933 031-166-064 \$522,500 2017-  
42066 8/7

14710 Kit Carson Dr. East Garrison CA  
93933 031-166-022 \$509,000 2017-42470  
8/9

352 Longhorn Dr Gonzales CA 93926  
020-293-012 \$436,000 2017-42026 8/7

788 Dart Way Greenfield CA 93927 024-  
014-006 \$300,000 2017-41653 8/4

428 Cardona Cir. Greenfield CA 93927  
024-411-021 \$280,000 2017-42128 8/8

2600 Garden Road Monterey CA 93940  
013-322-013 \$976,500 2017-41378 8/3

1276 Castro Rd. Monterey CA 93940  
101-042-013 \$904,000 2017-41606 8/4

4306 Golden Oaks Lane Monterey CA  
93940 001-945-015 \$350,000 2017-41628  
8/4

512 Hannon Ave. Monterey CA 93940  
013-134-003 \$675,000 2017-41629 8/4

77 Buena Vista Monterey CA 93940 001-  
652-012 \$659,000 2017-41634 8/4

1127 Alta Mesa Rd. Monterey CA 93940  
001-752-068 \$1,950,000 2017-41864 8/7

879 Alice Street Monterey CA 93940  
001-188-010 \$121,500 2017-42201 8/8

885 Alice St. Monterey CA 93940 001-  
188-009 \$121,500 2017-42208 8/8

508 Del Monte Ave. Monterey CA 93940  
001-704-002 \$2,230,000 2017-42482 8/9

482 Pine Ave. Pacific Grove CA 93950  
006-279-006 \$799,000 2017-41721 8/4

768 Lighthouse Ave. Pacific Grove CA  
93950 006-314-014 \$2,150,000 2017-  
41725 8/4

2864 Forest Hill Bl. Pacific Grove CA  
93950 007-652-008 \$633,500 2017-41779  
8/4

502 Cedar St. Pacific Grove CA 93950  
006-458-002 \$800,000 2017-41911 8/7

651 Spruce Ave. Pacific Grove CA 93950  
006-477-001 \$710,000 2017-42428 8/9

## Monterey County



144 17th Street Pacific Grove CA 93950 27335 Bavella Way Salinas CA 93908 336 Haydon St. Hollister CA 95023 056-080-006-163-006 \$925,000 2017-42463 8/9 139-423-039 \$640,000 2017-42063 8/7 014 \$410,000 2017-6956 8/3

937 Petra Lane Pacific Grove CA 93950 1731 Siskiyou Dr. Salinas CA 93906 261-1174 Cabrillo Dr. Hollister CA 95023 054-006-662-047 \$360,000 2017-42598 8/9 585-012 \$429,000 2017-42258 8/8 490-105 \$586,500 2017-6962 8/3

1010 Rodeo Road Pebble Beach CA 93953 15830 Avery Lane Salinas CA 93907 129-1241 Westwood Dr. Hollister CA 95023 057-007-312-007 \$6,150,000 2017-41684 8/4 102-1012 \$575,000 2017-42264 8/8 121-036 \$505,000 2017-6987 8/3

952 Peisano Road Pebble Beach CA 93953 1912 Bradbury St. Salinas CA 93906 153-1154 Cabrillo Dr. Hollister CA 95023 054-007-252-015 \$2,800,000 2017-41685 8/4 262-046 \$432,000 2017-42404 8/9 490-103 \$561,000 2017-6990 8/3

3056 Larkin Rd. Pebble Beach CA 93953 1355 Abbott St. Salinas CA 93901 002-251 Slate Ave. Hollister CA 95023 057-720-007-483-007 \$1,100,000 2017-41806 8/4 951-005 \$1,900,000 2017-42473 8/9 030 \$529,000 2017-6993 8/4

4095 Sunset Lane Pebble Beach CA 93953 1134 Cobblestone St. Salinas CA 93905 1600 Mimosa St. Hollister CA 95023 057-008-122-013 \$835,000 2017-42104 8/8 153-581-017 \$470,000 2017-42548 8/9 560-015 \$528,000 2017-6995 8/4

1069 The Old Drive Pebble Beach CA 93953 320 Capitol St. Salinas CA 93901 002-801 Nash Rd. #A9 Hollister CA 95023 055-93953 007-231-010 \$1,075,000 2017-42315 8/8 325-001 \$640,000 2017-42569 8/9 260-013 \$335,000 2017-6999 8/4

1271 Padre Lane Pebble Beach CA 93953 225 Chaparral St. Salinas CA 93906 003-631 Cobalt Dr. Hollister CA 95023 057-730-008-302-016 \$4,000,000 2017-42327 8/8 421-015 \$470,000 2017-42580 8/9 001 \$612,000 2017-7008 8/4

464 Comanche Way Salinas CA 93906 1706 Hilton St. #B Seaside CA 93955 012-1184 Cabrillo Ave. Hollister CA 95023 054-261-412-018 \$396,000 2017-41364 8/3 162-026 \$400,000 2017-41356 8/3 490-106 \$463,091 2017-7014 8/4

25362 Markham Lane Salinas CA 93908 1535 Mira Monte Ave. Seaside CA 93955 1031 Steinbeck Dr. Hollister CA 95023 058-161-552-053 \$2,015,000 2017-41416 8/3 011-082-015 \$580,000 2017-41694 8/4 050-033 \$537,000 2017-7031 8/4

1104 C Street Salinas CA 93905 004-421-515 Elm Ave. Seaside CA 93955 011-304-561 Arbour Lane Hollister CA 95023 054-005 \$365,000 2017-41489 8/3 016 \$530,500 2017-41698 8/4 500-036 \$496,000 2017-7034 8/4

1061 Sardinia Dr. Salinas CA 93905 153-1524 Kenneth St. Seaside CA 93955 012-920 Lanini Dr. Hollister CA 95023 020-670-721-096 \$519,000 2017-41492 8/3 202-022 \$438,000 2017-41806 8/4 018 \$560,000 2017-7039 8/7

765 W. Acacia St. Salinas CA 93901 016-1121 Military Ave. Seaside CA 93955 920 Lanini Dr. Hollister CA 95023 020-670-062-027 \$475,000 2017-41597 8/4 011-022-016 \$98,500 2017-41899 8/7 018 \$560,000 2017-7039 8/7

1238 Adams St. Salinas CA 93906 003-1190 Luxton St. Seaside CA 93955 012-520 Bobby's Lane Hollister CA 95023 020-302-024 \$380,000 2017-41649 8/4 401-067 \$415,000 2017-41914 8/7 800-029 \$599,000 2017-7046 8/7

711 Garner Ave. #103 Salinas CA 93905 555 Harcourt Ave. Seaside CA 93955 807 Industrial Dr. Hollister CA 95023 056-004-344-020 \$240,000 2017-41689 8/4 011-344-017 \$465,000 2017-42051 8/7 270-012 \$1,240,000 2017-7055 8/7

123 Chestnut St. Salinas CA 93901 002-1162 Waring St. #B Seaside CA 93955 945 Paulius Dr. Hollister CA 95023 020-860-452-019 \$527,000 2017-41762 8/4 012-402-082 \$475,000 2017-42323 8/8 034 \$746,000 2017-7065 8/7

624 Alameda Ave. Salinas CA 93901 016-613 Molera Ave. Soledad CA 93960 022-275 Daffodil Dr. Hollister CA 95023 019-134-004 \$555,000 2017-41768 8/4 516-030 \$467,500 2017-41424 8/3 180-002 \$753,000 2017-7067 8/7

5 Martines Rd. #C Salinas CA 93907 609 Molera Ave. Soledad CA 93960 022-1630 Sausalito Dr. Hollister CA 95023 057-113-112-009 \$444,500 2017-41817 8/4 516-031 \$428,500 2017-41626 8/4 412-005 \$560,000 2017-7122 8/7

22760 Bravo Court Salinas CA 93908 548 Ortiz Circle Soledad CA 93960 022-1210 Apricot Lane Hollister CA 95023 058-161-422-004 \$872,000 2017-41819 8/4 431-029 \$415,000 2017-41803 8/4 070-085 \$550,000 2017-7139 8/8

25 Alameda Ave. Salinas CA 93901 002-17 Hambey Lane Watsonville CA 95076 1391 Panorama Dr. Hollister CA 95023 057-472-003 \$370,000 2017-41843 8/4 127-253-060 \$1,500,000 2017-42458 8/9 600-048 \$589,000 2017-7153 8/9

1253 Nogal Dr. #17D Salinas CA 93905 491 Tierra Del Sol Hollister CA 95023 020-004-359-055 \$330,000 2017-41916 8/7 770-001 \$658,000 2017-7155 8/9

236 Navajo Dr. Salinas CA 93906 261-540 Donald Dr. Hollister CA 95023 020-400-291-003 \$350,000 2017-42004 8/7 035 \$600,000 2017-7204 8/9

261 Reata St. Salinas CA 93906 003-253-398 Seely Ave. San Juan Bautista CA 95045 001 \$250,000 2017-42009 8/7 011-150-133 \$605,000 2017-6997 8/4

1400 Highway 101 San Juan Bautista CA 95045 011-310-005 \$5,800,000 2017-7064 8/7

## San Benito County

# Distressed Real Estate

## Trustee Sales

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

### Santa Cruz County

2017-25675 65 Rooney St. Santa Cruz 95060  
009-032-35 \$872,592 29-Aug 701 Ocean St.  
Sant Cruz 1:45 PM

2017-25561 4573 Branciforte Dr. Santa Cruz  
95065 100-161-06 \$1,973,465 30-Aug 701  
Ocean St. Sant Cruz 1:45 PM

2017-25976 228 Bowker Rd. Freedom 95019  
049-542-08 \$624,455 31-Aug 701 Ocean St.  
Sant Cruz 1:45 PM

2017-26198 135 Sunridge Dr. Scotts Val-  
ley 95066 022-132-02 \$486,049 13-Sep 701  
Ocean St. Sant Cruz 1:45 PM

2017-26350 100 Fern Rock Way Boulder  
Creek 95006 083-293-06 \$477,026 15-Sep  
701 Ocean St. Sant Cruz 1:45 PM

2017-26351 13490 Debby Lane Boulder Creek  
95006 082-221-57 \$283,742 15-Sep 701 Ocean  
St. Sant Cruz 1:45 PM

### Monterey County

2017-41761 7422 Alturas Ct. Monterey 93940  
259-101-070 \$3,319,149 31-Aug 168 W. Alisal  
St. Salinas 10:00 AM

2017-41346 947 Snug Harbor St. Salinas  
93906 153-453-050 \$480,102 8-Sep 168 W.  
Alisal St. Salinas 10:00 AM

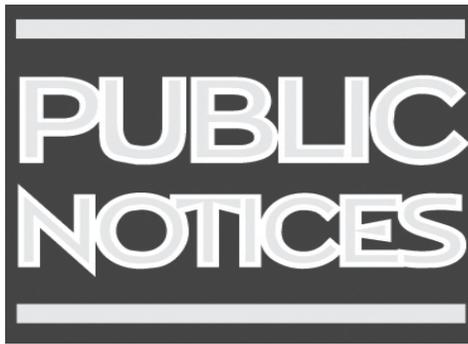
2017-42582 1976 Luzern St. Seaside 93955  
011-071-017 \$662,221 11-Sep 168 W. Alisal St.  
Salinas 10:00 AM

2017-42600 9 Bardin Circle Salinas 93905  
004-482-037 055247-CA 13-Sep 168 W. Alisal  
St. Salinas 10:00 AM

### San Benito County

2017-7041 71 W. Eastview Dr. Hollister 95023  
057-183-002 \$585,145 1-Sep Monterey St. &  
5th Hollister 11:30 AM

2017-7049 181 Gonzalez Dr. Hollister 95023  
052-162-005 \$192,152 1-Sep Monterey St. &  
5th Hollister 11:30 AM



#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1129

The following person(s) is/are doing business as:  
**SOLID LINE SCREEN PRINTING**, 1009 Freedom  
Blvd. Watsonville CA 95076.

Ronald C. Urabe, address same as business.

This business is conducted by an Individual.

/s/Ronald Urabe

The registrant commenced to transact business under  
the fictitious business name listed above on 6/26/17.  
This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 6/26/17.

7/25, 8/1, 8/8, 8/15

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1135

The following person(s) is/are doing business as:  
**KENVILLE LOCKSMITH AND SECURITY**, 111  
Union St. Santa Cruz CA 95060.

Taylor Young Rosenberg, 11568 Lake Blvd., Felton  
CA 95018.

This business is conducted by an Individual.

/s/Taylor Y. Rosenberg

The registrant commenced to transact business under  
the fictitious business name listed above on 6/26/07.  
This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 6/27/17.

7/25, 8/1, 8/8, 8/15

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

File No. 17-1142

The following person(s) is/are doing business as: **HIP  
& CHICK ORGANIKS, LLC**, 745 41st Ave. Santa  
Cruz CA 95062.

Hip & Chick Organiks, LLC, address same as business.  
This business is conducted by a Limited Liability  
Company.

/s/Maria Neu, Owner/President

The registrant commenced to transact business under  
the fictitious business name listed above on 1/8/16.  
This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 6/29/17.

7/25, 8/1, 8/8, 8/15

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1145

The following person(s) is/are doing business as: **CEN-  
TRAL COAST SUPPORT SERVICES (A DIVISION  
OF CENTRAL COAST FOOD & BEVERAGE)**, 4800

Crystal St. Capitola CA 95010.

Central Coast Food & Beverage, address same as  
business.

This business is conducted by a Corporation.

/s/Sidney Bruce, CFO

The registrant commenced to transact business under  
the fictitious business name listed above on 3/1/12.  
This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 6/29/17.

7/25, 8/1, 8/8, 8/15

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1150

The following person(s) is/are doing business as:  
**KILLER WHALE PAINTING**, 657 24th Ave. #24,  
Santa Cruz CA 95062.

Michael Scott Butler, address same as business.

This business is conducted by an Individual.

/s/Michael S. Butler

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 7/3/17.

7/25, 8/1, 8/8, 8/15

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

File No. 17-1156

The following person(s) is/are doing business as:  
**TRANQUILLE SPA, HAIR AND MAKE-UP BOU-  
TIQUE**, 3 Seascape Village, Aptos CA 95003.

Ana Maria Brantley-Ostlund, 220 Mar Vista Dr. #23,  
Aptos CA 95003.

This business is conducted by an Individual.

/s/Ana Brantley-Ostlund

The registrant commenced to transact business under  
the fictitious business name listed above on 5/27/10.  
This statement was filed with Gail L. Pellerin, County  
Clerk of Santa Cruz County on 7/6/17.

7/25, 8/1, 8/8, 8/15

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

File No. 17-1200

The following person(s) is/are doing business as:  
**NIESEN VARSITY ATHLETICS**, 280 El Sereno  
Dr. Scotts Valley CA 95066.

Bonnie Niesen, address same as business.

This business is conducted by an Individual.

/s/Bonnie Neisen

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 7/13/17.

7/25, 8/1, 8/8, 8/15

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1204

The following person(s) is/are doing business as:  
**LADY LURKERS**, 118 Culligan Ct. Boulder Creek  
CA 95006.

Kimberly Custodio Contreras, address same as  
business.

This business is conducted by an Individual.  
/s/Kimberly Custodio Contreras  
The registrant commenced to transact business under the fictitious business name listed above on 1/1/13. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/13/17.  
7/25, 8/1, 8/8, 8/15

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1225  
The following person(s) is/are doing business as: **MOON & MAGNOLIA**, 23520 Summit Road, Los Gatos CA 95033.  
Cristi Tumason, address same as business.  
This business is conducted by an Individual.

/s/Cristi Tumason  
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 7/17/17.  
7/25, 8/1, 8/8, 8/15

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1231  
The following person(s) is/are doing business as: **Y TECH**, 347 Rodriguez St. S-5, Watsonville CA 95076.  
Andrew Kim, 1069 Olympia Ave. Seaside CA 93955.  
This business is conducted by an Individual.

/s/Andrew Kim  
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 7/18/17.  
7/25, 8/1, 8/8, 8/15

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1239  
The following person(s) is/are doing business as: **HEALTH CARE MASSAGE CENTER**, 223 River St. Ste. A, Santa Cruz CA 95060.  
Hua Luo, 1771 Mt. Rainier Ave. Milpitas CA 95035.  
This business is conducted by an Individual.

/s/Hua Luo  
The registrant commenced to transact business under the fictitious business name listed above on 7/11/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/19/17.  
7/25, 8/1, 8/8, 8/15

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1245  
The following person(s) is/are doing business as: **FERN RIVER**, 5250 Highway 9, Felton CA 95018.  
Nicole Martin, address same as business.  
This business is conducted by an Individual.

/s/Nicole Martin  
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 7/20/17.  
7/25, 8/1, 8/8, 8/15

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1153  
The following person(s) is/are doing business as: **EL JARDIN FAMILY LIMITED PARTNERSHIP**, 2364 Riverside Rd., Watsonville CA 95076.

Daniel Campos, address same as business; Jose Campos, 1201 Lewis Rd., Watsonville CA 95076  
This business is conducted by a Limited Liability.  
/s/Jose Campos  
The registrant commenced to transact business under the fictitious business name listed above on 12/22/09. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/5/17.  
8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1155  
The following person(s) is/are doing business as: **EL PRIMO ENVIOS**, 1445 Freedom Blvd, Watsonville CA 95076.

Elva R. Espinoza, 2001 Range Ave. Apt. 193, Santa Rosa CA 95407.  
This business is conducted by an Individual.  
/s/Elva R. Espinoza  
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 7/5/17.  
8/1, 8/8, 8/15, 8/22

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

File No. 17-1163  
The following person(s) is/are doing business as: **LYNDA AND KIDZ BACKPACK PROJECT**, 8 Madrone Ave. Mount Hermon CA 95041.

Lynda And Kidz Backpack Project, address same as business.  
This business is conducted by a Corporation.  
/s/Lynda Hall, CEO  
The registrant commenced to transact business under the fictitious business name listed above on 7/1/13. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/6/17.  
8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1169  
The following person(s) is/are doing business as: **PRESTIGE CLEANING**, 1255 38th Ave. Spc 26, Santa Cruz CA 95062.

Elihu Soto-Lopez, address same as business.  
This business is conducted by an Individual.  
/s/Elihu Soto-Lopez  
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 7/7/17.  
8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1172  
The following person(s) is/are doing business as: **CROSS ROADS REAL ESTATE**, 1414 Soquel Ave. Suite 100, Santa Cruz CA 95062.

Leslie Cruz-Calle, 718 Seacliff Dr. Aptos CA 95003.  
This business is conducted by an Individual.  
/s/Leslie Cruz-Calle  
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 7/7/17.  
8/1, 8/8, 8/15, 8/22

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

File No. 17-1211  
The following person(s) is/are doing business as: **ALMAR SURF WORKS**, 815 Almar Ave. #8, Santa Cruz CA 95060.

Michel Roland Junod, 4425 Clares St. #74, Capitola CA 95010. James Teller Thorne III, 405 South Branciforte Ave. Santa Cruz CA 95062.  
This business is conducted by a General Partnership.  
/s/Michel Junod  
The registrant commenced to transact business under the fictitious business name listed above on 8/1/07. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/14/17.  
8/1, 8/8, 8/15, 8/22

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

File No. 17-1240  
The following person(s) is/are doing business as: **1. MYNT CONSTRUCTION 2. MYNT ENERGY 3. MYNT SYSTEMS**, 1025 Water St. Suite A, Santa Cruz CA 95062.

Mynt Systems, Inc., address same as business.  
This business is conducted by a Corporation.  
/s/Corrina Hansen CFO  
The registrant commenced to transact business under the fictitious business name listed above on 4/21/15. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/19/17.  
8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1243  
The following person(s) is/are doing business as: **MACHELLE'S HAIR HAVEN**, 1368 Soquel Ave. Santa Cruz CA 95062.

Machelle M. Stroming, 6696 Soquel Dr. Aptos CA 95003.  
This business is conducted by an Individual.  
/s/Machelle M Stroming  
The registrant commenced to transact business under the fictitious business name listed above on 7/16/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/19/17.  
8/1, 8/8, 8/15, 8/22

continued on following page

continued from previous page

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1254

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

**PLANET FRESH 2. PLANET FRESH BURRITOS**

**3. PLANET FRESH GOURMET BURRITOS, 1003**

Cedar St. Santa Cruz CA 95060.

Sue Germaine Granger Akin, 411 Laurent St. Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/Germaine Akin

The registrant commenced to transact business under the fictitious business name listed above on 6/1/17.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/21/17.

8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1270

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

**JB QUALITY AUDIO/VISUAL 2. JBQAV 3. JBQAV.**

**COM, 105 Pioneer St. Suite D, Santa Cruz CA 95060.**

Jaron David Burnett, 1751 Ledge Wood Dr. San Jose CA 95124.

This business is conducted by an Individual.

/s/Jaron D. Burnett

The registrant commenced to transact business under the fictitious business name listed above on 8/1/05.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/25/17.

8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1280

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

**TOASTED, 18383 Main Blvd. Los Gatos CA 95033.**

Natalie Opperman, address same as business; Keana Rees, 76-5909 Mamalahoa, Holualoa, HI 96725

This business is conducted by a General Partnership.

/s/Natalie Opperman

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 7/25/17.

8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1287

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

**BRUNO'S BAR AND GRILL, 230 Mount Hermon**

**Rd. Suite G, Scotts Valley CA 95066.**

Route 17, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Rogelio Guzman, Owner

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/26/17.

8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1290

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

**ABOVEBOARD CONSTRUCTION, 3950 A Bramble Ln. Santa Cruz CA 95062.**

Randy P. Solomon, address same as business.

This business is conducted by an Individual.

/s/Randy Solomon

The registrant commenced to transact business under the fictitious business name listed above on 9/23/04.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/27/17.

8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1292

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

**SANTA CRUZ MOUNTAINS MEDIA, 195 Ramona Dr. Boulder Creek CA 95006.**

Ronald Hernandez and Daniel Thompson, address same as business.

This business is conducted by a Married Couple

/s/Daniel Thompson

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 7/27/17.

8/1, 8/8, 8/15, 8/22

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

File No. 17-1301

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

**THE AGILE ARTIST, 1866 Pound Ln. Santa Cruz CA 95062.**

Cheryl Ann Johnson, address same as business.

This business is conducted by an Individual.

/s/Cheryl Johnson

The registrant commenced to transact business under the fictitious business name listed above on 6/25/13.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/27/17.

8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1302

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

**MONTEREY BAY ORGANIC COFFEE COMPANY, 2551 South Rodeo Gulch #7, Soquel CA 95073.**

Mirwais Ahmad, 19141 Laurel Dr. Los Gatos CA 95033.

This business is conducted by an Individual.

/s/Mirwais Ahmad

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 7/27/17.

8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT OF ABANDONMENT**

Original File No. 2016-0001786

The following person has Abandoned the use of the Fictitious Business Name(s): **DYNAMIC CLEANING SERVICES, 19 Alta Dr., La Selva Beach CA 95076.**

Annette Steiner, 314 Santa Cruz Street, Santa Cruz CA 95060.

This business was conducted by an Individual.

/s/Annette Steiner

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

8/1, 8/8, 8/15, 8/22

**FICTITIOUS BUSINESS NAME STATEMENT OF ABANDONMENT**

Original File No. 2015-0000156

The following person has Abandoned the use of the Fictitious Business Name(s): **DOWN TO EARTH POTTERY, 97 Pelican Dr. Watsonville CA 95076.**

Rhea Dennis, 12 Maeve Ct. Scotts Valley CA 95066; Anthony Rubio, address same as business.

This business was conducted by a General Partnership.

/s/Anthony Rubio

The registrant commenced to transact business under the fictitious business name listed above on 1/1/15. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/21/17.

8/1, 8/8, 8/15, 8/22

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

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **ADRIAN MORAN ROSALES; INES OLIVIA PERALTA HERRERA** for CHANGE OF NAME

17CV01956

TO ALL INTERESTED PERSONS:

1. Petitioner: **ADRIAN MORAN ROSALES; INES OLIVIA PERALTA HERRERA** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**KAYLI MORAN HERRERA**

PROPOSED NAME(s):

**SOPHIA MORAN HERRERA**

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**

**SEPTEMBER 11, 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

July 27, 2017

Adrian M. Rosales & Ines O. Peralta Herrera

56A Wilkie Ave.

Watsonville CA 95076

841 406-4026

8/1, 8/8, 8/15, 8/22

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

SUPERIOR COURT OF CALIFORNIA,  
COUNTY OF SANTA CRUZ PETITION OF  
**ALICIA RUIZ ALVAREZ** for CHANGE OF  
NAME

17CV01973

TO ALL INTERESTED PERSONS:

1. Petitioner: **ALICIA RUIZ ALVAREZ** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**BRENDA DELAYLAH AMBRIZ RUIZ**

PROPOSED NAME(s):

**ALLY DELILAH AMBRIZ RUIZ**

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**

**SEPTEMBER 11, 2017, 8:30am, Dept. 10**

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

July 28, 2017

Alicia Ruiz Alvarez

107 Grant St.

Watsonville CA 95076

8/1, 8/8, 8/15, 8/22

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

SUPERIOR COURT OF CALIFORNIA,  
COUNTY OF SANTA CRUZ PETITION OF TA-

**BARÉ RAMOS** for CHANGE OF NAME

17CV01964

TO ALL INTERESTED PERSONS:

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

PRESENT NAME(s):

**TABARÉ RAMOS**

PROPOSED NAME(s):

**TABARÉ GARRÓ**

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**

**SEPTEMBER 11, 2017, 8:30am, Dept. 10**

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

July 27, 2017

Tabare Ramos

2395 Delaware Ave. #6

Santa Cruz CA 95060

831 713-0658

8/1, 8/8, 8/15, 8/22

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

SUPERIOR COURT OF CALIFORNIA,  
COUNTY OF SANTA CRUZ PETITION OF  
**LAURA LETICIA LLAMAS BARAJAS, JAVIER  
CORONA PEDRAZA** for CHANGE OF NAME

17CV01928

TO ALL INTERESTED PERSONS:

1. Petitioner: **LAURA LETICIA LLAMAS BARAJAS, JAVIER CORONA PEDRAZA** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**DANIELA CORONA LLAMAS**

PROPOSED NAME(s):

**DANITZA KAROL CORONA LLAMAS**

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 sched-

uled 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**

**SEPTEMBER 8, 2017, 8:30am, Dept. 10**

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

July 25, 2017

Laura L. Llamas Barajas & Javier Corona Pedraza

611 Tuttle Ave. Apt. 4

Watsonville CA 95076

831 247-3147

8/1, 8/8, 8/15, 8/22

**NOTICE OF PETITION  
TO ADMINISTER ESTATE OF  
HAROLD JUDSON VAN GORDER, JR.,**

**Decedent**

Case Number: 17PR00227

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **HAROLD JUDSON VAN GORDER, JR. aka HAROLD J. VAN GORDER, AND HAROLD VAN GORDER JR.**

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

THE PETITION requests that **PETER VAN GORDER** be appointed as personal representatives to administer the estate of the decedent.

THE PETITION requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court.

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

A HEARING on the petition will be held on **AUGUST 28, 2017, at 8:30 am, in Dept. 10 PRB**, located at 701 Ocean St., Santa Cruz, CA 95060.

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in

**continued on following page**

continued from previous page

person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in section 9100 of the California Probate Code. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a formal Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in section 1250 of the California Probate Code. A Request for Special Notice form is available from the court clerk.

Attorney for Petitioner:

Lawrence M. Brenner, Esq.

Thompson, Kontz, and Brenner

133 Mission St. Ste 290

Santa Cruz CA 95060

831 427-2727

8/1, 8/8, 8/15

#### NOTICE OF SEIZURE

#### AND INTENDED FORFEITURE

PURSUANT TO HEALTH AND SAFETY CODE SECTIONS 11470 ET SEQ.

TO ALL PERSONS: NOTICE IS HEREBY GIVEN THAT

The District Attorney of Santa Cruz County has initiated proceedings to forfeit the listed properties described below. For each listed property herein, the following information is given: ID# (agency report number(s)); the date of seizure; the property seized; the seizing law enforcement agency; the location of seizure in Santa Cruz County, California; and the relevant Code violations for each seizure.

1. 16-06493 (16-10-1409); 08/24/2016; \$24,462.00 U.S. Currency; SCCSO; Riggs and Mission Streets, Santa Cruz, CA; H&S §§ 11379 & 11378.

2. 16-10027 (16-12-1463); 12/16/2016; \$15,829.00 U.S. Currency; SCCSO; 607 3rd Street, Santa Cruz, CA; H&S §§ 11351 & 11378.

3. 17S-00106 (17-01-1469); 01/05/2017; \$3,940.00 U.S. Currency; SCPD; Harvey West Blvd. & Dubois St., Santa Cruz, CA; H&S § 11378.

4. 16-10142 (17-01-1488); 12/20/2016; \$13,890.00 U.S. Currency; SCCSO; 26 Crow Ave., Watsonville, CA; H&S §§ 11359 & 11379.6.

5. 16-06449 (17-01-1486); 8/16/2016; \$13,000 U.S. Currency; SCCSO; 4188 Glenwood Drive, Scotts Valley, CA; H&S 11358 & 11359

6. 17W-01860 (17-05-1683); 4/14/2017; \$20,720 U.S. Currency; SCCACT; 633 Riverside Avenue, Santa Cruz, CA; H&S 11351

IF YOU DESIRE TO CONTEST THE FORFEITURE of any property described above, you must file within thirty (30) days from August 1, 2017 (08/1/2017) a verified claim stating your interest in the property with the Santa Cruz County Superior Court Clerk, located at 701 Ocean Street, Room 110, Santa Cruz,

California, unless you already received actual notice of the seizure itself. You must also serve a copy of your signed and filed claim on the District Attorney of Santa Cruz County (Attn: Asset Forfeiture Prosecutor) at 701 Ocean Street, Room 200, Santa Cruz, CA, 95060, by mail or personal service within thirty (30) days of filing your claim with the court. Your verified claim must be filed on the official California Judicial Council Form entitled "Claim Opposing Forfeiture" (MC-200). The form, as well as information regarding court-filing fees, can be obtained from the District Attorney's Office or the Superior Court. FAILURE TO TIMELY AND PROPERLY FILE AND SERVE YOUR CLAIM WILL RESULT IN THE PROPERTY BEING FORFEITED AND DISPOSED OF TO THE STATE OF CALIFORNIA WITHOUT FURTHER NOTICE OR HEARING. (08/1/2017, 08/8/2017, 08/15/2017).

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1244

The following person(s) is/are doing business as: **CAFE CAMPESINO**, 1130 K1 Pacific Ave., Santa Cruz CA 95060.

Dina Torres, 1420 Jose Ave. #206, Santa Cruz CA 95062.

This business is conducted by an Individual.

/s/Dina Torres

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 7/19/17.

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

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1251

The following person(s) is/are doing business as: **SILICON VALLEY TRACKER**, 24010 Summit Woods Dr. Los Gatos CA 95033.

Lucross Holdings, Inc., address same as business.

This business is conducted by a Corporation.

/s/Tram N. Ross, Secretary

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/20/17.

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

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1252

The following person(s) is/are doing business as: **1. COTTAGE BY THE LAKE 2. MABEL'S ROOM**, 1190 7th Ave. #98, Santa Cruz CA 95062.

Carol E. Roe, address same as business.

This business is conducted by an Individual.

/s/Carol Roe

The registrant commenced to transact business under the fictitious business name listed above on 7/1/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/20/17.

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

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1260

The following person(s) is/are doing business as: **LADD'S AUTO BODY AND TOWING**, 6085 Highway 9, Felton CA 95018.

Jack Ladd, 157 Glenwood Dr. Scotts Valley CA 95066.

This business is conducted by an Individual.

/s/Jack Ladd

The registrant commenced to transact business under the fictitious business name listed above on 9/8/95. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/24/17.

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

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1261

The following person(s) is/are doing business as: **MISSION NAILS & SPA**, 1709 Mission St., Santa Cruz CA 95060.

Xuan Van Ho, 411 Lewis Rd. Space 371, San Jose CA 95111.

This business is conducted by an Individual.

/s/Xuan Van Ho

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 7/24/17.

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

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1281

The following person(s) is/are doing business as: **CERTIFIED HOME INSPECTION SERVICE**, 3 Fox Sparrow Ct. Scotts Valley CA 95066.

Howard Norton, address same as business.

This business is conducted by an Individual.

/s/Howard Norton

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 7/26/17.

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

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1283

The following person(s) is/are doing business as: **DATABRIGHT MANAGEMENT SYSTEMS**, 565 Western Dr. apt. A, Santa Cruz CA 95060.

Lenny and Vairagya Eiger, address same as business. This business is conducted by a Married Couple.

/s/Lenny Eiger /s/Vairagya Eiger

The registrant commenced to transact business under the fictitious business name listed above on 7/26/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/26/17.

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

#### FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1284

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

**EIGERSTUDIOS**, 565 Western Dr. apt. A, Santa Cruz CA 95060.  
Lenny and Vairagya Eiger, address same as business.  
This business is conducted by a Married Couple.  
/s/Lenny Eiger /s/Vairagya Eiger  
The registrant commenced to transact business under the fictitious business name listed above on 7/26/17.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/26/17.  
8/8, 8/15, 8/22, 8/29

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1285  
The following person(s) is/are doing business as:  
**EIGER METHOD**, 565 Western Dr. apt. A, Santa Cruz CA 95060.  
Lenny and Vairagya Eiger, address same as business.  
This business is conducted by a Married Couple.  
/s/Lenny Eiger /s/Vairagya Eiger  
The registrant commenced to transact business under the fictitious business name listed above on 7/26/17.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/26/17.  
8/8, 8/15, 8/22, 8/29

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1293  
The following person(s) is/are doing business as:  
**AWESHUCKSOYSTERS**, 490 Redwood Dr. Boulder Creek CA 95006.  
Brian A. Washburn, address same as business.  
This business is conducted by an Individual.  
/s/Brian A. Washburn  
The registrant commenced to transact business under the fictitious business name listed above on 7/1/17.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/27/17.  
8/8, 8/15, 8/22, 8/29

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

File No. 17-1295  
The following person(s) is/are doing business as: **OW FAMILY - MAIN STREET SALINAS**, 1601 41st Ave. #202, Capitola CA 95010.  
Ow Family - Main Street Salinas, LLC, address same as business.  
This business is conducted by a Limited Liability Company.  
/s/Karen Ow  
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 7/27/17.  
8/8, 8/15, 8/22, 8/29

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1298  
The following person(s) is/are doing business as:  
**KIRKSMASSAGE**, 440 Palmer Ave. Aptos CA 95003.  
Kirk Samis, address same as business.  
This business is conducted by an Individual.

/s/Kirk Samis  
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 7/27/17.  
8/8, 8/15, 8/22, 8/29

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

File No. 17-1314  
The following person(s) is/are doing business as:  
**HACIENDA INCOME TAX & BOOKKEEPING SERVICE**, 444 Airport Blvd. Ste. 205, Watsonville CA 95076.  
Rosa M. Palmerin, 581 Las Palmas Dr., Hollister CA 95023.  
This business is conducted by an Individual.  
/s/Rosa M. Palmerin  
The registrant commenced to transact business under the fictitious business name listed above on 11/5/12.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/31/17.  
8/8, 8/15, 8/22, 8/29

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

File No. 17-1317  
The following person(s) is/are doing business as:  
**APTOS COMPANY**, 110 Pinehurst Way, Aptos CA 95003.  
Gretchen C. Blincoe and James S. Blincoe, address same as business.  
This business is conducted by a Business Trust.  
/s/James Scott Blincoe /s/Gretchen C. Blincoe  
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/31/17.  
8/8, 8/15, 8/22, 8/29

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1324  
The following person(s) is/are doing business as: **A MOVE MADE SIMPLE**, 152 Palm View Lane, La Selva Beach CA 95076.  
Theresa A. Tucciarelli, address same as business.  
This business is conducted by an Individual.  
/s/Theresa Tucciarelli  
The registrant commenced to transact business under the fictitious business name listed above on 8/15/06.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/2/17.  
8/8, 8/15, 8/22, 8/29

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1335  
The following person(s) is/are doing business as:  
**TREASUREHUNT GRANTS**, 630 Coast Range Dr. Scotts Valley CA 95066.  
Jenny Wood, address same as business.  
This business is conducted by an Individual.  
/s/Jenny Wood, Owner  
The registrant commenced to transact business under

the fictitious business name listed above on 7/1/17.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/3/17.  
8/8, 8/15, 8/22, 8/29

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1339  
The following person(s) is/are doing business as:  
**CENTRAL COAST DIAMON-FUSION**, 48 N. Rodeo Gulch, Soquel CA 95073.  
Carl Christ, 9361 Irvine Blvd. Irvine CA 92618; John Saggau, address same as business.  
This business is conducted by a General Partnership.  
/s/John Sagau  
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 8/4/17.  
8/8, 8/15, 8/22, 8/29

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1341  
The following person(s) is/are doing business as:  
**WHY KNOTS PET MASSAGE**, 2135 Chanticleer Ave. Santa Cruz CA 95062.  
Deborah S. Amrhein, address same as business.  
This business is conducted by an Individual.  
/s/Deborah S Amrhein  
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 8/4/17.  
8/8, 8/15, 8/22, 8/29

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

File No. 17-1342  
The following person(s) is/are doing business as: **1. F8SURF2. MATRIX VIEW PHOTOGRAPHY**, 335 Marigold Ave. Freedom CA 95019.  
Alexis C. Witmer, address same as business.  
This business is conducted by an Individual.  
/s/Alexis Charles Witmer  
The registrant commenced to transact business under the fictitious business name listed above on 9/22/06.  
This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/4/17.  
8/8, 8/15, 8/22, 8/29

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1229  
The following person(s) is/are doing business as:  
**MISSION INN & SUITES**, 2250 Mission St. Santa Cruz CA 95060.  
Rahul Investments, LLC, 4747 Mountaire Pl. San Jose CA 95138.  
This business is conducted by a Limited Liability Company.  
/s/Bhuben Magan, Managing Member  
The registrant commenced to transact business under the fictitious business name listed above on 7/17/17.

continued on following page

**continued from previous page**

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/18/17.  
8/15, 8/22, 8/29, 9/5

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

File No. 17-1232

The following person(s) is/are doing business as: **ON CALL DELIVERY, HITCHIN' & HAULIN**, 3344 N. Rodeo Gulch Rd. Soquel CA 95073.

Nolan Leo Sands, address same as business.

This business is conducted by an Individual.

/s/Nolan Sands

The registrant commenced to transact business under the fictitious business name listed above on 2/6/17.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 7/18/17.

8/15, 8/22, 8/29, 9/5

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1255

The following person(s) is/are doing business as: **KING'S GARDEN CHINESE CUISINE**, 412 Main St. Watsonville CA 95076.

Liujin Chen, 245 Pacifica Blvd. Watsonville CA 95076. This business is conducted by an Individual.

/s/Liujin Chen

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 7/21/17.

8/15, 8/22, 8/29, 9/5

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1262

The following person(s) is/are doing business as: **REDEFINE RECOVERY CENTERS**, 200 Summerhill Dr. Scotts Valley CA 95066.

COPA Investments, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Depinder Singh, Managing Manager

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

8/15, 8/22, 8/29, 9/5

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1276

The following person(s) is/are doing business as: **I. B. INSTALLATIONS**, 220A Green Meadow Dr. Watsonville CA 95076.

Ignacio Barajas, address same as business.

This business is conducted by an Individual.

/s/Ignacio Barajas

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 7/25/17.

8/15, 8/22, 8/29, 9/5

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1289

The following person(s) is/are doing business as: **STUDIO STEIN, ARCHITECTS**, 1775 Green Valley Rd., Corralitos CA 95076.

Amy Dreifus Stein and George Edward Stein, address same as business.

This business is conducted by a Married Couple.

/s/George Stein

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 7/26/17.

8/15, 8/22, 8/29, 9/5

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1344

The following person(s) is/are doing business as: **PROGRESSIVE BENEFIT GROUP**, 9035 Soquel Ave., Santa Cruz CA 95062.

Acrisure of California, LLC, 5664 Prairie Creek Dr. Caledonia MI 49316.

This business is conducted by a Limited Liability Company.

/s/Adam C. Reed Sr., V.P.

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 8/7/17.

8/15, 8/22, 8/29, 9/5

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

File No. 17-1351

The following person(s) is/are doing business as: **STEPHANS FINE JEWELRY**, 102 Walnut Ave. Santa Cruz CA 95060.

Gregory DeVecchio, 276 Perch Way, Aptos CA 95003. This business is conducted by an Individual.

/s/Gregory DeVecchio

The registrant commenced to transact business under the fictitious business name listed above on 10/1/07. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/8/17.

8/15, 8/22, 8/29, 9/5

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1361

The following person(s) is/are doing business as: **GOON BUNNY RIDES**, 600 Swanton Rd., Davenport CA 95017.

Coleman Buckley, address same as business.

This business is conducted by an Individual.

/s/Coleman Buckley

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 8/10/17.

8/15, 8/22, 8/29, 9/5

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1364

The following person(s) is/are doing business as: **1. COMBODHI COLD PRESS JUICE 2. SANTA CRUZ POKE**, 115 San Jose Ave., Capitola CA 95010. Santa Cruz Poke Inc, 300 Melin Ave. Ben Lomond CA 95005.

This business is conducted by a Corporation.

/s/Brook Penquite, 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 8/10/17.

8/15, 8/22, 8/29, 9/5

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1369

The following person(s) is/are doing business as: **MWT MAINTENANCE**, 1902 Halterman Ave. Santa Cruz CA 95062.

Bryan Richard William Keeler and Katherine Louise Keeler, address same as business.

This business is conducted by a Married Couple.

/s/Katherine Keeler

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 8/10/17.

8/15, 8/22, 8/29, 9/5

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1371

The following person(s) is/are doing business as: **CENTRAL COAST ROOF AND GUTTER CLEANING**, 217 Eucalyptus Ave. Santa Cruz CA 95060.

Jonathon Edward Rank, address same as business.

This business is conducted by an Individual.

/s/Jonathon Rank

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 8/11/17.

8/15, 8/22, 8/29, 9/5

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 17-1377

The following person(s) is/are doing business as: **SANTA CRUZ IN A BOX**, 184 Lorenzo Lane, Boulder Creek CA 95006.

Karen S. Barrett, address same as business.

This business is conducted by an Individual.

/s/Karen S. Barrett

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 8/11/17.

8/15, 8/22, 8/29, 9/5

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

SUPERIOR COURT OF CALIFORNIA, COUNTY  
OF SANTA CRUZ PETITION OF **NANCY GOOD-  
DRICH NISHIJIMA** for CHANGE OF NAME  
17CV02087

TO ALL INTERESTED PERSONS:

1. Petitioner: **NANCY GOODRICH NISHIJIMA**  
filed a petition with this court for a decree chang-  
ing names as follows:

PRESENT NAME(s):

**a. NANCY GOODRICH NISHIJIMA**

**b. NANCE GOODRICH NISHIJIMA**

**c. NANCY N. CRONIN**

PROPOSED NAME(s):

**a. NANCE NISHIJIMA CRONIN**

**b. NANCE NISHIJIMA CRONIN**

**c. NANCE NISHIJIMA CRONIN**

2. THE COURT ORDERS that all persons inter-  
ested 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 objec-  
tion 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**

**OCTOBER 2, 2017, 8:30am, Dept. 10**

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 succes-  
sive weeks prior to the date set for hearing on the  
petition in the following newspaper of general cir-  
culation, printed in this county: SANTA CRUZ  
RECORD.

JUDGE OF THE SUPERIOR COURT

DENINE J. GUY

August 14, 2017

Nancy Goodrich Nishijima

2455 The Alameda, Suite 200

Santa Clara CA 95060

408 850-3405

8/15, 8/22, 8/29, 9/5

**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 12 PM on Tuesday Sep-  
tember 12th, at STATEWIDE SELF STORAGE,  
2650 Mission St, Santa Cruz, CA 95060.**

All units contain miscellaneous household, business  
and garage items:

**616 SORIA**

This notice is given in accordance with the provi-  
sions of section 21700 et seq. of the uniform com-  
mercial code of California.

California Storage Auctions. Auctioneer Forrest  
O'Brien Bond # 00106386718.

www.storageauctions.com

8/15, 8/22

**NOTICE TO CREDITORS OF BULK SALE  
AND THE INTENTION TO TRANSFER  
ALCOHOLIC BEVERAGE LICENSE**

(U.C.C. 6101 et seq. and B & P 24073 et seq.)

Notice is hereby given that a bulk sale of assets and a transfer  
of alcoholic beverage license is about to be made. The names  
and addresses of the Seller/Licensee are:

**Breakers Hotel, LLC**

**303-307 Beach St.**

**Santa Cruz, CA 95060**

The business is known as: **South Beach Pizza / Loard's  
Ice Cream**

The names and addresses of the Buyer/Transferee are:

**Beach Street Co. LLC**

**303-307 Beach St.**

**Santa Cruz, CA 95060**

As listed by the Seller/Licensee, all other business names  
and addresses used by the Seller/Licensee within three (3)  
years before the date such list was sent or delivered to the  
Buyer/Transferee are: (If "none", so state.)

NONE

The assets to be sold are described in general as: FURNITURE,  
FIXTURES, EQUIPMENT, TRADE NAME, GOODWILL,  
LEASEHOLD INTEREST AND IMPROVEMENTS AND  
INVENTORY

and are located at: 303-307 Beach St., Santa Cruz, CA 95060

The kind of license to be transferred is: type 47-on sale  
general easting place #482513

now issued for the premises located at: 303-307 Beach St.,  
Santa Cruz, CA 95060

**The anticipated date of the sale/transfer is August 31, 2017  
at the office of Chicago Title Company, 12156 Saratoga  
Sunnyvale Rd., Saratoga, CA 95070. Phone: (408)973-1900,  
Fax: (408)973-8778.**

It has been agreed between the Seller/Licensee and the  
intended Buyer/Transferee, as required by Sec. 24073 of the  
Business and Professions Code, that the consideration for  
the transfer of the business and license is to be paid only  
after the transfer has been approved by the Department of  
Alcoholic Beverage Control.

8/15

NOTICE OF TRUSTEE'S SALE TS No. CA-17-769783-BF  
Order No.: 8700830 NOTE: THERE IS A SUMMARY OF  
THE INFORMATION IN THIS DOCUMENT ATTACHED  
TO THE COPY PROVIDED TO THE MORTGAGOR  
OR TRUSTOR (Pursuant to Cal. Civ. Code 2923.3) YOU  
ARE IN DEFAULT UNDER A DEED OF TRUST DATED  
6/18/2003. UNLESS YOU TAKE ACTION TO PROTECT  
YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE.  
IF YOU NEED AN EXPLANATION OF THE NATURE  
OF THE PROCEEDING AGAINST YOU, YOU SHOULD  
CONTACT A LAWYER. A public auction sale to the highest  
bidder for cash, cashier's check drawn on a state or national  
bank, check drawn by state or federal credit union, or a check  
drawn by a state or federal savings and loan association, or  
savings association, or savings bank specified in Section  
5102 to the Financial Code and authorized to do business  
in this state, will be held by duly appointed trustee. The sale  
will be made, but without covenant or warranty, expressed  
or implied, regarding title, possession, or encumbrances, to  
pay the remaining principal sum of the note(s) secured by  
the Deed of Trust, with interest and late charges thereon,  
as provided in the note(s), advances, under the terms of the  
Deed of Trust, interest thereon, fees, charges and expenses

of the Trustee for the total amount (at the time of the initial  
publication of the Notice of Sale) reasonably estimated to  
be set forth below. The amount may be greater on the day  
of sale. BENEFICIARY MAY ELECT TO BID LESS THAN  
THE TOTAL AMOUNT DUE. Trustor(s): JOANNE P  
HILDRETH AND JAMES S HILDRETH, WIFE AND  
HUSBAND Recorded: 7/9/2003 as Instrument No. 2003-  
0066960 of Official Records in the office of the Recorder of  
SANTA CRUZ County, California; Date of Sale: 9/5/2017  
at 1:45 PM Place of Sale: At the courtyard steps to the  
Santa Cruz County Courthouse, located at 701 Ocean  
Street, Santa Cruz, CA 95060 Amount of unpaid balance  
and other charges: \$572,773.92 The purported property  
address is: 2195 FRANCESCO CIRCLE, CAPITOLA,  
CA 95010 Assessor's Parcel No.: 034-541-22 NOTICE TO  
POTENTIAL BIDDERS: If you are considering bidding on  
this property lien, you should understand that there are risks  
involved in bidding at a trustee auction. You will be bidding  
on a lien, not on the property itself. Placing the highest bid  
at a trustee auction does not automatically entitle you to  
free and clear ownership of the property. You should also  
be aware that the lien being auctioned off may be a junior  
lien. If you are the highest bidder at the auction, you are or  
may be responsible for paying off all liens senior to the lien  
being auctioned off, before you can receive clear title to the  
property. You are encouraged to investigate the existence,  
priority, and size of outstanding liens that may exist on this  
property by contacting the county recorder's office or a title  
insurance company, either of which may charge you a fee for  
this information. If you consult either of these resources, you  
should be aware that the same lender may hold more than  
one mortgage or deed of trust on the property. NOTICE TO  
PROPERTY OWNER: The sale date shown on this notice of  
sale may be postponed one or more times by the mortgagee,  
beneficiary, trustee, or a court, pursuant to Section 2924g of  
the California Civil Code. The law requires that information  
about trustee sale postponements be made available to you  
and to the public, as a courtesy to those not present at the  
sale. If you wish to learn whether your sale date has been  
postponed, and, if applicable, the rescheduled time and date  
for the sale of this property, you may call 916-939-0772 for  
information regarding the trustee's sale or visit this Internet  
Web site <http://www.qualityloan.com>, using the file number  
assigned to this foreclosure by the Trustee: CA-17-769783-BF  
. Information about postponements that are very short in  
duration or that occur close in time to the scheduled sale may  
not immediately be reflected in the telephone information or  
on the Internet Web site. The best way to verify postponement  
information is to attend the scheduled sale. The undersigned  
Trustee disclaims any liability for any incorrectness of the  
property address or other common designation, if any, shown  
herein. If no street address or other common designation  
is shown, directions to the location of the property may be  
obtained by sending a written request to the beneficiary  
within 10 days of the date of first publication of this Notice  
of Sale. If the sale is set aside for any reason, including if  
the Trustee is unable to convey title, the Purchaser at the  
sale shall be entitled only to a return of the monies paid to  
the Trustee. This shall be the Purchaser's sole and exclusive  
remedy. The purchaser shall have no further recourse against  
the Trustor, the Trustee, the Beneficiary, the Beneficiary's  
Agent, or the Beneficiary's Attorney. If you have previously  
been discharged through bankruptcy, you may have been  
released of personal liability for this loan in which case this  
letter is intended to exercise the note holders right's against  
the real property only. QUALITY MAY BE CONSIDERED  
A DEBT COLLECTOR ATTEMPTING TO COLLECT A

continued on following page

**continued from previous page**

DEBT AND ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. Date: Quality Loan Service Corporation 411 Ivy Street San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 916-939-0772 O r Login to: <http://www.qualityloan.com> Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-17-769783-BF IDSPub #0129695 8/15/2017 8/22/2017 8/29/2017

NOTICE OF TRUSTEE'S SALE TS No. CA-15-670036-CL Order No.: 150124977-CA-VOI NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED TO THE COPY PROVIDED TO THE MORTGAGOR OR TRUSTOR (Pursuant to Cal. Civ. Code 2923.3) YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 10/15/2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial Code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): ANTHONY D. JONES, A MARRIED MAN AS HIS SOLE AND SEPARATE PROPERTY Recorded: 10/26/2005 as Instrument No. 2005-0075467 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 8/29/2017 at 1:45 PM Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, located at 701 Ocean Street, Santa Cruz, CA 95060 Amount of unpaid balance and other charges: \$96,249.73 The purported property address is: 3430 BOWMAN COURT, SANTA CRUZ, CA 95065 Assessor's Parcel No.: 025-281-12 NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of

the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 916-939-0772 for information regarding the trustee's sale or visit this Internet Web site <http://www.qualityloan.com>, using the file number assigned to this foreclosure by the Trustee: CA-15-670036-CL. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. If the sale is set aside for any reason, including if the Trustee is unable to convey title, the Purchaser at the sale shall be entitled only to a return of the monies paid to the Trustee. This shall be the Purchaser's sole and exclusive remedy. The purchaser shall have no further recourse against the Trustor, the Trustee, the Beneficiary, the Beneficiary's Agent, or the Beneficiary's Attorney. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holders right's against the real property only. QUALITY MAY BE CONSIDERED A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. Date: Quality Loan Service Corporation 411 Ivy Street San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 916-939-0772 O r Login to: <http://www.qualityloan.com> Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-15-670036-CL IDSPub #0129399 8/8/2017 8/15/2017 8/22/2017

T.S. No. 0125001753 Loan No. Casa de Montgomery APN: 100-161-06 NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 6/14/2016. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 8/30/2017 at 1:45 PM At the courtyard steps to the Santa Cruz County Courthouse located at 701 Ocean Street, Santa Cruz, CA 95060, Old Republic Title Insurance Company, a California corporation, as the duly appointed Trustee under the Deed of Trust recorded on 6/27/2016, as Instrument No. 2016-0022911, of Official Records in the office of the Recorder of Santa Cruz County, California, executed by: Casa De Montgomery, Inc., a Nevada corporation, as Trustor, Sequoia Mortgage Capital, Inc. as servicing agent for the payees listed on the attached Exhibit "A", as Lender/Beneficiary, WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR (payable at time of sale in lawful money of the United States by cashier's check drawn on a state or national bank, check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in the state) all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said

County, California, describing the land therein: As more fully described on said Deed of Trust. The street address or other common designation, if any, of the real property described above is purported to be: 4573 Branciforte Drive Santa Cruz, CA 95065 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made in an "AS IS" condition, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s), advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the Trustee and of the trusts created by the Deed of Trust, to wit: \$1,973,465.01 (Estimated). Accrued interest and additional advances, if any, will increase this figure prior to sale. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 844.477.7869 or visit this Internet Web site [www.stoxposting.com](http://www.stoxposting.com), using the file number assigned to this case 0125001753. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. This property which is subject to this Notice of Sale does not fall within the purview of California Civil Code Section 2923.5. Date: 8/2/2017 Old Republic Title Company, as Trustee 1000 Burnett Avenue, Suite #400 Concord, California 94520 (866)248-9598 by: Debbie Jackson, Vice President 8/8, 8/15, 8/22

**NOTICE OF TRUSTEE'S SALE**

T.S. No. 16-42150 APN: 009-032-35 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 8/14/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by a state or federal credit union, or a check

drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to a Deed of Trust described below. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale.

Trustor: Ernesto Garcia Perez, and Lilia M. Rubalcava, husband and wife as

joint tenants

Duly Appointed Trustee: LAW OFFICES OF LES ZIEVE Deed of Trust recorded 8/28/2006 as Instrument No. 2006-0050169 in book , page And modified by that certian Loan Modification dated April 30, 2010 in Official Records under Recorder's Series Number 2010-0016568 of Official Records in the office of the Recorder of Santa Cruz County, California, Date of Sale:8/29/2017 at 1:45 PM

Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, 701 Ocean Street Santa Cruz, CA

Estimated amount of unpaid balance and other charges: \$872,592.73

Note: Because the Beneficiary reserves the right to bid less than the total debt owed, it is possible that at the time of the sale the opening bid may be less than the total debt owed.

Street Address or other common designation of real property:

65 ROONEY STREET  
SANTA CRUZ, CA 95065

Described as follows:

As more fully described on said Deed of Trust

A.P.N #: 009-032-35

The undersigned Trustee disclaims any liability for any incorrectness of the street address or other common designation, if any, shown above. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale.

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 (714) 848-9272 or visit this Internet Web site [www.elitepostandpub.com](http://www.elitepostandpub.com), using the file number assigned to this case 16-42150. 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.

Dated: 8/2/2017 LAW OFFICES OF LES ZIEVE, as Trustee

30 Corporate Park, Suite 450

Irvine, CA 92606  
For Non-Automated Sale Information, call: (714) 848-7920

For Sale Information: (714) 848-9272 [www.elitepostandpub.com](http://www.elitepostandpub.com)

Christine O'Brien, Trustee Sale Officer

THIS FIRM IS ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION WE OBTAINED WILL BE USED FOR THAT PURPOSE. EPP 22942  
8/8, 8/15, 8/22/17

T.S.No.14-4039-11 NOTICE OF TRUSTEE'S SALE NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED 注 : 本文件包含一个信息摘要 참고사항: 본 첨부 문서에 정보 요약서가 있습니다  
다 NOTA: SE ADJUNTA UN RESUMEN DE LA INFORMACIÓN DE ESTE DOCUMENTO TALA: MAYROONG BUOD NG IMPORMASYON SA DOKUMENTONG ITO NANAKALAKIPLUUY: KEM THEO ĐÂY LÀ BẢN TRÌNH BÀY TÓM LƯỢC VỀ THÔNG TIN TRONG TÀI LIỆU NÀY PLEASE NOTE THAT PURSUANT TO CIVIL CODE § 2923.3(d)(1) THE ABOVE STATEMENT IS REQUIRED TO APPEAR ON THIS DOCUMENT BUT PURSUANT TO CIVIL CODE § 2923.3(a) THE SUMMARY OF INFORMATION IS NOT REQUIRED TO BE RECORDED OR PUBLISHED AND THE SUMMARY OF INFORMATION NEED ONLY BE MAILED TO THE MORTGAGOR OR TRUSTOR. YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 5/11/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to a Deed of Trust described below. The sale will be made, but without covenant or warranty, expressed or implied, regard-

ing title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Trustor: JEFF R COLLINS AND JAMIE L COLLINS, HUSBAND AND WIFE Duly Appointed Trustee: The Wolf Firm, A Law Corporation Recorded 5/15/2006 as Instrument No. 2006-0028272 of Official Records in the office of the Recorder of Santa Cruz County, California, Street Address or other common designation of real property: 14905 WEST PARK AVENUE BOULDER CREEK, CA A.P.N.: 082-011-07 Date of Sale: 8/29/2017 at 1:45 PM Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, 701 Ocean Street, Santa Cruz, CA 95060 Amount of unpaid balance and other charges: \$300,293.37, estimated The undersigned Trustee disclaims any liability for any incorrectness of the street address or other common designation, if any, shown above. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 916-939-0772 or visit this Internet Web site [www.nationwideposting.com](http://www.nationwideposting.com), using the file number assigned to this case 14-4039-11. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. Date: 7/18/2017 The Wolf Firm, A Law Corporation 2955 Main Street, 2nd Floor Irvine, California 92614 Foreclosure Department (949) 720-9200 Sale Information Only: 916-939-0772 [www.nationwideposting.com](http://www.nationwideposting.com) Susan Earnest, Foreclosure Officer PLEASE BE ADVISED THAT THE WOLF FIRM MAY BE ACTING AS A DEBT COLLECTOR, ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION YOU PROVIDE WILL BE USED FOR THAT PURPOSE. NPP0312743 To: SANTA CRUZ RECORD 08/01/2017, 08/08/2017, 08/15/2017



# Cruz Views

## User Experience for Entrepreneurs: a Q&A with Genevieve Primavera

**W**hat do people feel when they visit your website or use your product? Is it easy to understand? Is all the information they need visible? Is their feeling aligned with your brand? This is all part of the user experience (UX).

Genevieve Primavera is a creative director who works with everything from design and visual elements to customer interface and UX. She has a wealth of information and experience to share. We recently chatted about how small businesses and entrepreneurs can leverage UX to strengthen their brand and attract customers. Here are the highlights of our conversation.

### 1. Cat Johnson: Why should small businesses owners care about UX?

Genevieve Primavera: In the excitement of our project, we tend to over complicate it, making it unusable. No one will know what we are communicating, no one will know how to use it, so the product is useless.

Remember in *Get Smart*, Max always wanted to use these crazy gadgets. In *The Cone of Silence*, the boss's head gets stuck and they can't understand each other. It was supposed to be ultra-private. Sure, it's private, but they couldn't even understand each other. User experience plays a big role in whether your product or service actually helps anybody or not.

I also use a car as an analogy. You can have a car with a wonderful engine and gorgeous design, but if you can't find your steering wheel, it's useless.

### 2. What constitutes good UX?

The number one thing is knowing the audience you're speaking to. We get caught up wanting to give our message: what is our product, what do we want to say. We have to know how the audience is going to hear what we're going to say, and how they're going to receive it.

For instance, on the website for a restaurant, finding the menu and the address are very important. I want to see the food and the ambience. However, if I'm creating a site for a musician, they want to be a little more seductive with how they reveal their information.

It's about the experience that the user feels. Does the user want to be tantalized a little bit...or is it a doctor's office where they just want to get to the gist of it and make their appointment? Do they want to read a lot of excessive information or do they need to find key points?

### 3. There's a lot more to website design than just choosing a Wordpress theme.

Design is not art. We use art, but design is communication. It's how are you communicating to your audience? How are you telling the story? How are you revealing to them what they need to know to come to your business and be excited about your products?

In my work, I start with researching the audience. I look at the market to see if a client is effective or ineffective in the market, but I really look at the user. What music are they listening to? What are their lifestyles like? Where do they hang out? What is familiar to them? What makes them feel comfortable and good? What do they expect when they go to a restaurant versus when they're buying auto insurance?

You can't underestimate your research. When people come up with a product, they think that they are their audience. Even though your product is important to you, there are other people who may have even more of a need, or they may have a coexisting need that you could fill.

### 4. What services do you offer?

I offer full-service design strategy and development, including branding, photography, video, app development, Wordpress and Squarespace development, print marketing and more. I work with smaller businesses on a sliding scale.

### 5. Anything to add?

You get what you pay for. Going overseas usually turns out to be a nightmare unless you're a developer yourself and can oversee what they're doing. Somebody experienced might charge more per hour, but they're burning a lot less hours than somebody who's inexperienced.

*More information at [genevieveprimavera.com](http://genevieveprimavera.com)*



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



## A.B.C. License Transfers

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

Andres Mejia  
 Fangnin, LLC  
 1433 Main St. Ste 1-1, Watsonville  
 Michael R. Lykken, Esq.

Santos Eduardo Aranda  
 Carlos Enrique Castro  
 95 Mount Harris Rd., Scotts Valley  
 California Business Escrow, Inc.

Cava Wine Bar  
 Redwood Skye Inc.  
 115 San Jose Ave., Capitola

Deon Calamia, Frank Calamia & Guy Calamia  
 Barbara Borgert  
 204 Carmel Ave., Marina  
 Ron Parravano

Mariscos Pureto Nuevo Inc.  
 Antonia Alejo Garcia  
 580 Broadway Ave., Seaside

Flying Fish Grill  
 Jan Priuryl  
 E Mission Ocean Ave. & 7th, Carmel

Rafael Carbaljal-Mendoza & Dolores Yadira  
 Ramirez-Lira  
 490 Market St., Salinas

## Businesses in Escrow

**Seller**  
**Buyer**  
**Business**  
**Escrow Holder**

NLB-TJS, Inc.  
 Mailbox Properties, LLC  
**You Do It Car Wash**  
 Fidelity National Title Co.  
 8/22/2017

Fekri Noman Alomari  
 NBS Freedom Enterprise Inc.  
**Dales Liquor & Grocery**  
 Business & Escrow Service Center Inc.  
 8/25/2017

Fangnin, LLC  
 Uma Wan  
**151 Dias Lane, Watsonville**  
 Soares & Lykken  
 8/11/2017

Jemate Corporation  
 Jayesh A. Desai, Mohammad Rezai  
 & James A. Gilbert  
**Village Corner**  
 L+G, LLP  
 8/30/2017

## 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 RSE, 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

### Main Street Realtors 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	73	1754	1718
Grant Deeds - Monterey Co	77	2644	2572
Grant Deeds - San Benito Co	27	666	599
Notices of Default - Santa Cruz	5	152	165
Notices of Default - Monterey Co	9	230	324
Notices of Default - San Benito Co	1	33	36
Foreclosures - Santa Cruz Co	6	108	132
Foreclosures - Monterey Co	4	167	281
Foreclosures - San Benito Co	2	29	35
Trustee Deeds - Santa Cruz Co	0	26	37
Trustee Deeds - Monterey Co	0	80	120
Trustee Deeds - San Benito Co	1	5	21
New Business Filings - S.C.	30	892	899

