

SANTA CRUZ RECORD



DECEMBER 26, 2017 – VOL. 47, #10

LOCAL BUSINESS STARTS HERE

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Santa Cruz Record Calendar of Events



Thursday, December 28

- **Coworking at the Santa Cruz Public Library** 11 a.m. – 3 p.m. at Santa Cruz Public Library, Live Oak Branch, 2380 Portola Drive, Santa Cruz. Free. Visit [Facebook.com/coworkingunbound](https://www.facebook.com/coworkingunbound) for more information.

Thursday, January 4, 2018

- **Coworking at the Santa Cruz Public Library** 11 a.m. – 3 p.m. at Santa Cruz Public Library, Live Oak Branch, 2380 Portola Drive, Santa Cruz. Free. Visit [Facebook.com/coworkingunbound](https://www.facebook.com/coworkingunbound) for more information.

Tuesday, January 9

- **Santa Cruz Works Members Only Breakfast** 8–9 a.m. at Cosmic, 115 Cooper St., Santa Cruz. Come join us at this informal breakfast to network, talk shop, collaborate, and engage with our growing SCW community. Meet your next employee, partner, collaborator or employer. The Santa Cruz Works Members Only Breakfast happens on the second Tuesday of each month. If you would like to be a host for an upcoming breakfast please contact Matthew at Matthew@SantaCruzWorks.org.

Thursday, January 11

- **Coworking at the Santa Cruz Public Library** 11 a.m. – 3 p.m. at Santa Cruz Public Library, Live Oak Branch, 2380 Portola Drive, Santa Cruz. Free. Visit [Facebook.com/coworkingunbound](https://www.facebook.com/coworkingunbound) for more information.

Thursday, January 18

- **2018 Employment Law Workshop** 8–11 a.m. at

the Back Nine Grill and Bar, 555 Highway 17, Santa Cruz. Please join us for our seminar on recent developments in employment law. Back by popular demand, Hopkins and Carley will be updating us about new laws and changes for the upcoming year. Topics of discussion will include new laws and judicial decisions. This program is approved for 2.75 (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute, and for 2.75 SHRM Professional Development Credits (PDCs) for SHRM-CPSM or SHRM-SCPSM recertification. Visit SantaCruzChamber.org for more information.

- **Coworking at the Santa Cruz Public Library** 11 a.m. – 3 p.m. at Santa Cruz Public Library, Live Oak Branch, 2380 Portola Drive, Santa Cruz. Free. Visit [Facebook.com/coworkingunbound](https://www.facebook.com/coworkingunbound) for more information.

Tuesday, January 23

- **Annual Chamber Member Breakfast** 8–10 a.m. at Santa Cruz Dream Inn, 175 West Cliff Drive, Santa Cruz. The Santa Cruz Area Chamber of Commerce is gathering for its Annual Member Breakfast. Please join us to discuss the state of the Chamber, and hear from our keynote speaker Dan Schnur. Visit SantaCruzChamber.org for more information.

Thursday, January 25

- **Coworking at the Santa Cruz Public Library** 11 a.m. – 3 p.m. at Santa Cruz Public Library, Live Oak Branch, 2380 Portola Drive, Santa Cruz. Free. Visit [Facebook.com/coworkingunbound](https://www.facebook.com/coworkingunbound) for more information.
- **The Second Annual – Titans of Tech** 6–8 p.m. at the Dream Inn, 175 West Cliff Drive, Santa Cruz. Santa Cruz County is a fulcrum of innovative technology and the entrepreneurs that make it happen. Come hear why they do what they do, and their visions for Santa Cruz County technology. Speakers include Doug Erickson of Santa Cruz New Tech MeetUp / Nanigans, Heidi Schriefer of Looker, Ted Holladay of Studio Holladay, Jeremy Almond of Paystand and more! Music guest Taylor Rae, Sound by JBQAV. Visit www.SantaCruzWorks.org for more information.

Wednesday, January 31

- **Business After Hours** 5–7 p.m. at Santa Cruz Home Finance, 1535 Seabright Avenue, Santa Cruz. Please join us for our Business After Hours held at Santa Cruz Home Finance. Everyone is welcome to join in this celebration. Visit SantaCruzChamber.org for more information.

Wednesday, February 7

- **10-Year Anniversary Santa Cruz New Tech MeetUp** 6–9 p.m. at Cocoanut Grove, 400 Beach Street, Santa Cruz. 2018 Report on State of Santa Cruz Tech, 2018 Predictions, Fireside Chat with Wise Guy/Guy Kawasaki and special guest, BetterFinds, four companies on “The Future of AI and the Customer Experience” SAVE THIS DATE! You won’t want to miss this celebration. Full details to be announced by mid-January. Registration opens on January 10, 2018. Learn about hot new technologies and mingle with 400+ fellow entrepreneurs, investors, bloggers, and tech enthusiasts. Doors open at 6 p.m. for networking and food, presentations start at 7 p.m. Event fees include food, and LIVE MUSIC by Cruz Control. Visit www.Meetup.com/SantaCruzNewTech/ for more information.

February 21

- **Business Showcase “Passport to Success”** 4–7 p.m. at Seascope Golf Club, 610 Clubhouse Dr., Aptos. Networking is the heart of our community and it is the best form of new business relationships and connections. The Aptos and Capitola-Soquel Chambers of Commerce announce the 2018 Business Showcase “Passport to Success” at the Seascope Golf Club. Register now for the biggest and best business event of the year. All businesses are welcome to take part in this exciting networking opportunity where your business will be showcased to over 4000 people who need your services.

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

Marketing, Where Do I Start?

by Bryce Root

If you're like most business owners, marketing can be quite overwhelming because there's so much to wrap your head around and keep up with. And then when you throw in the fact that you have HR, accounting and a variety of other daily duties to take care of, marketing can easily be placed on the back burner. We're here to lay out the essentials so from this point on, you'll have a resource to help guide you and keep you on track

Facts to Remember

You may have the most amazing product or service in the world, but if your target audience doesn't know about it and you're not marketing to them, they'll never know it exists.

Marketing isn't complicated, keep it simple.

Keep focused and don't spread your marketing efforts too thin or else it will become ineffective.

Steps to Follow

1. Make sure your product or service is viable and profitable.
2. Know your target audience(s) who aligns with those products or services, inside and out. Talk to them so you know how to reach them.

3. Develop a brand that resonates and captures the attention of your target audience(s).
4. Determine your bandwidth that can be devoted to your marketing program.
5. Decide how much time both you and your team members can devote to marketing each week.
6. Schedule the time you can devote to marketing on your calendar.
7. Find a mentor, colleague, or stakeholder that will hold you accountable and offer an objective eye.
8. Create your marketing plan for a given quarter, season or year.
9. Do this by prioritizing your business goals.
10. Align the target audience(s) associated with each business goal.
11. Determine how you can best reach those specific people so you can achieve the goal.
12. As an example, if social media is a strategy, use only social media platforms your target audience uses.
13. Create an action plan specifically for each marketing strategy including how to track each strategy's effectiveness.
14. Create a "file" where you can keep emails, photos, and details regarding this strategy that is easily accessible.
15. Map out the steps needed to complete those

strategies, those responsible and specific due dates.

16. Remember, you have a marketing production crew in your back pocket, aka your smart phone, so use it daily.
17. Document the entire project so you don't need to recreate the wheel in the future, always keeping in mind how you can repurpose photos, videos and other content you create so it can be used in other ways.
18. Once a week, unplug and go into airplane mode to evaluate your progress and step into your customers' shoes (speak with them if possible) to confirm you're on the right track.
19. Evaluate your programming and promotions to determine their effectiveness and document this information.
20. Schedule regular "walk-throughs" or audits of your customer experience to ensure you've created a path for them to get what they want and make their lives easier and happier. ■

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

Marketing Made Easy.

Small Biz Marketing SM Rx

**Starting a New Business
Requires Marketing Strategy,
Not Just Newspaper Ads & Postcards.**

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New Business Filings

Tempietto, Inc. **Modern Mechanic**
Aptos CA 95003

Gregory S. Bass Becka Lynn Lee
Telegraph Studio
Aptos CA 95003

Raul Bianchi Ryan Demars
Expendafarms
Aptos CA 95003

Jennifer Marie Kaley
The Thinning Veil
Ben Lomond CA 95005

Kieran E. Horn
K. Horn Consulting
Capitola CA 95010

Anne Marie Riolo
Swimverse
Capitola CA 95010

Macario Barbosa Rodriguez
Macsystem Landscaping
Freedom CA 95019

James J. Backer
JB Enterprises
Los Gatos CA 95033

Brendan Crahan
Fish Whisperer of Santa Cruz
Santa Cruz CA 95062

Michael Daniel
Swan Dive Media
Santa Cruz CA 95060

Rebecca Zwanett Meyer
Becca "Z" Designs
Santa Cruz CA 95062

Lisa Marie Martin **Elegant Geek**
Marketing & Design **Elegant Geek**
Santa Cruz CA 95062

Stuart Lynn Williams
Santa Cruz Vibrations
Santa Cruz CA 95060

Vitality Wellness Center
Vitality Wellness Center
Santa Cruz CA 95060

Jacqueline Amar Sakai
Zen Medical Therapy Institute
Santa Cruz CA 95060

Dylan Staniec
Sea 2 Summit Training
Santa Cruz CA 95062

Sean Currens **Fall Creek Photography**
Santa Cruz CA 95062

Hortencia Anaya Vargas
Anaya's Home Day Care
Watsonville CA 95076

Michael Pimentel
Ganjables
Watsonville CA 95076

Orlando Trejo
Trejos 2 Carnitas
Watsonville CA 95076

Rose Marie Karty John Rocha Jr.
Ann K. Rocha
Beef Ranch
Watsonville CA 95076



Owner, Editor and Publisher
Liese A. Varenkamp

Data Specialist
Meghan Hebard


Contributing Writer
Cat Johnson

Web Design
Alex Ferriera

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291A Water Street, Santa Cruz, CA 95060
(831) 454-9820
santacruzrecord@gmail.com
www.santacruzrecord.com

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COUNTY**



Launching Your Business?

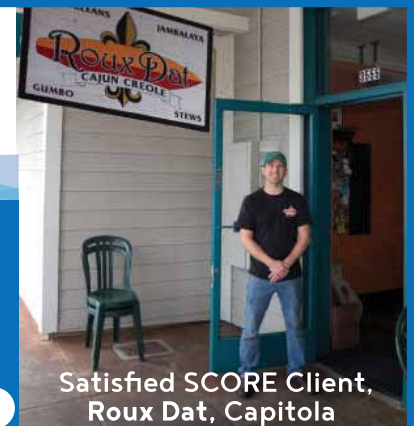
SCORE counselors are experienced small business owners and corporate executives who volunteer their time to help hundreds of local entrepreneurs launch businesses, find new customers, manage cashflow, and more.

Free & Confidential Business Mentoring

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Online Expert Resources

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Satisfied SCORE Client,
Roux Dat, Capitola



Real Estate Sales

Property Address	APN#	Purchase Price	Document#
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Santa Cruz County

151 Stephen Rd. #A-D Aptos CA 95003	042-241-06	\$1,649,000	2017-42336 12/13
300 Petery Lane Aptos CA 95003	107-261-19	\$932,500	2017-42597 12/15
336 Hillcrest Dr. Aptos CA 95003	038-181-46	\$860,000	2017-42620 12/15
328 Spyglass Way Aptos CA 95003	044-301-23	\$1,090,000	2017-42625 12/15
2840 Wimbledon Dr. Aptos CA 95003	037-301-15	\$925,000	2017-42627 12/15
548 Seacliff Dr. Aptos CA 95003	038-172-36	\$862,000	2017-42731 12/18
3410 Merrill Road Aptos CA 95003	037-141-01	\$1,295,000	2017-42769 12/18
191 Wingfoot Way Aptos CA 95003	053-042-01	\$1,285,000	2017-42986 12/19
214 Pajaro Circle Aptos CA 95003	048-371-17	\$250,000	2017-43025 12/19
272 Hart Lane Ben Lomond CA 95005	077-322-30	\$760,000	2017-42623 12/15
500 Marion Ave. Ben Lomond CA 95005	077-351-02	\$713,000	2017-42738 12/18
9235 Newell Creek Rd Ben Lomond CA 95005	077-241-08	\$795,000	2017-42853 12/19
15305 Fern Ave. Boulder Creek CA 95006	084-102-04	\$557,500	2017-42317 12/13
180 Brier Dr. Boulder Creek CA 95006	090-021-05	\$212,000	2017-42578 12/15
260 Fern Rock Way Boulder Creek CA 95006	083-291-14	\$630,000	2017-42583 12/15
1041 Short St. Boulder Creek CA 95006	084-261-28	\$850,000	2017-42762 12/18
615 Sunset Dr. Capitola CA 95010	035-071-23	\$803,000	2017-42840 12/19

7100 Highway 9 Felton CA 95018	071-071-12	\$560,000	2017-42665 12/18
4 No Name Road Los Gatos CA 95033	093-282-32	\$1,085,000	2017-42302 12/13
25151 Mountain Charlie Rd. Los Gatos CA 95033	093-051-10	\$1,275,000	2017-42454 12/14
23596 Sky View Terrace Los Gatos CA 95033	096-332-09	\$892,500	2017-42999 12/19
Land / Acreage San Lorenzo Valley CA 088-141-67		\$400,000	2017-42748 12/18
755 14th Ave. #811 Santa Cruz CA 95062	027-391-61	\$553,000	2017-42238 12/13
350 Encinal St. Santa Cruz CA 95060	001-172-18	\$591,500	2017-42241 12/13
126 Hunolt St. Santa Cruz CA 95060	008-232-40	\$595,000	2017-42296 12/13
276 Waugh Ave. Santa Cruz CA 95065	102-421-10	\$960,000	2017-42298 12/13
135 Cathedral Park Dr. Santa Cruz CA 95065	063-141-14	\$450,000	2017-42325 12/13
578 Bethany Curv Santa Cruz CA 95060	004-172-46	\$700,000	2017-42327 12/13
250 12th Avenue Santa Cruz CA 95062	028-121-14	\$1,650,000	2017-42332 12/13
111 Errett Cir. Santa Cruz CA 95060	004-151-01	\$3,267,000	2017-42392 12/14
412 Caledonia St. Santa Cruz CA 95062	010-063-19	\$840,000	2017-42449 12/14
119 Jeter St. Santa Cruz CA 95060	003-131-36	\$1,150,000	2017-42494 12/14
69 Hollins Dr. Santa Cruz CA 95060	060-212-06	\$1,105,000	2017-42505 12/14
426 Plateau Ave. Santa Cruz CA 95060	003-221-07	\$196,500	2017-42565 12/15
911 38th Avenue #3 Santa Cruz CA 95062	032-041-52	\$475,000	2017-42616 12/15
403 Palm St. Santa Cruz CA 95060	004-142-37	\$1,201,000	2017-42618 12/15
307 Laurel St. Santa Cruz CA 95060	007-023-05	\$1,074,000	2017-42753 12/18
638 San Juan Ave. Santa Cruz CA 95065	009-072-18	\$923,000	2017-42932 12/19
2865 Capitola Rd. Santa Cruz CA 95062	031-071-53	\$1,575,000	2017-42982 12/19
445 Van Ness Ave Santa Cruz CA 95060	006-122-30	\$1,495,000	2017-42641 12/15
2595 La Paloma Ln Santa Cruz CA 95062	029-061-28	\$495,000	2017-42842 12/19
148 Peach Terrace Santa Cruz CA 95060	002-361-53	\$565,000	2017-42843 12/19
240 Karls Dell Scotts Valley CA 95066	094-061-12	\$500,000	2017-42267 12/13
460 La Cuesta Dr. Scotts Valley CA 95066	024-021-33	\$1,625,000	2017-42440 12/14
237 Bluebonnet Lane #704 Scotts Valley CA 95066	022-911-16	\$815,000	2017-42499 12/14
1054 Whispering Pines Dr. Scotts Valley CA 95066	021-114-21	\$860,000	2017-42520 12/14
161 Navigator Dr. Scotts Valley CA 95066	022-691-16	\$925,000	2017-42628 12/15
5525 Scotts Valley Dr. Scotts Valley CA 95066	022-361-26	\$650,000	2017-42851 12/19
2874 Lindsay Lane Soquel CA 95073	037-441-12	\$605,000	2017-42319 12/13
600 Laurel Glen Rd. Soquel CA 95073	103-071-05	\$500,000	2017-42330 12/13
58 Avocet Cir. Watsonville CA 95076	052-601-07	\$1,425,000	2017-42370 12/14
122 Union St. Watsonville CA 95076	017-192-01	\$322,500	2017-42387 12/14
441 Carmel Street Watsonville CA 95076	019-124-04	\$635,000	2017-42602 12/15
502 E. Beach St. Watsonville CA 95076	017-151-18	\$447,000	2017-42845 12/19
1537 San Andreas Rd Watsonville CA 95076	045-181-09	\$649,000	2017-42767 12/18
1535 San Andreas Rd Watsonville CA 95076	045-181-10	\$250,000	2017-42768 12/18

Monterey County

298 Hacienda Carmel Carmel CA 93923	015-351-001	\$459,000	2017-68639 12/13
7026 Valley Green Cir. #10 Carmel CA 93923	157-141-002	\$690,000	2017-68646 12/13
3600 High Meadow Dr. #38 Carmel CA 93923	015-471-044	\$623,000	2017-68763 12/14
26345 Ladera Dr. Carmel CA 93923	009-331-023	\$1,560,000	2017-68866 12/14

continued on following page

Grant Deeds cont. from previous page

SE Crnr Torres St. & 1st Ave. Carmel CA 93923 010-101-019 \$1,995,000 2017-69051 12/15

0 Crespi 5 SE Mountain View Ave. Carmel CA 93923 010-054-004 \$1,135,000 2017-69250 12/15

244 Highway 1 Carmel CA 93923 241-182-006 \$2,450,000 2017-69349 12/18

Lincoln St. 3 NW of 3rd Ave. Carmel CA 93921 010-221-006 \$2,935,000 2017-69612 12/19

77 Hacienda Carmel Carmel CA 93923 015-336-013 \$515,000 2017-69638 12/19

25860 Tierra Grande Dr. Carmel CA 93923 169-261-021 \$775,000 2017-69817 12/19

123 Del Mesa Carmel Carmel CA 93923 015-441-007 \$450,000 2017-69899 12/19

11725 Hidden Valley Rd. Carmel Valley CA 93924 416-052-021 \$333,000 2017-69059 12/15

12 Del Fino Place Carmel Valley CA 93924 187-432-016 \$950,000 2017-69066 12/15

11740 Camino Escondido Rd. Carmel Valley CA 93924 416-082-020 \$1,180,000 2017-69476 12/18

432 Quail Run Ct. Del Rey Oaks CA 93940 012-612-043 \$449,500 2017-69070 12/15

16530 Alexander Lane East Garrison CA 93933 031-166-032 \$496,500 2017-68502

16939 Mahone St. East Garrison CA 93933 031-165-061 \$598,500 2017-68508 12/13

16534 Alexander Lane East Garrison CA 93933 031-166-033 \$514,000 2017-69216 12/15

18519 McClellan Cir. East Garrison CA 93933 031-162-007 \$760,455 2017-69219 12/15

18042 McDowell St. East Garrison CA 93933 031-291-003 \$234,000 2017-69234 12/15

16526 Alexander Lane East Garrison CA 93933 031-166-031 \$515,000 2017-69378 12/18

18499 McClellan Cir. East Garrison CA 93933 031-162-001 \$697,000 2017-69532

14402 Lee Avenue East Garrison CA 93933 031-165-004 \$568,000 2017-69665 12/19

17207 Logan St. East Garrison CA 93933 031-167-012 \$631,000 2017-69833 12/19

12 5th Street Greenfield CA 93927 024-082-007 \$280,000 2017-69620 12/19

38225 Milpitas Rd. Jolon CA 93930 421-071-023 \$270,000 2017-69628 12/19

123 Keats Ave. King City CA 93930 026-581-050 \$190,000 2017-69133 12/15

51150 Pine Canyon Rd. King City CA 93930 221-171-043 \$549,000 2017-69480 12/18

1241 Wellington Ave. King City CA 93930 026-581-027 \$285,000 2017-69759 12/19

114 Spruce Dr. King City CA 93930 026-072-027 \$274,000 2017-69872 12/19

3213 Tallmon St. Marina CA 93933 032-452-002 \$655,000 2017-68731 12/13

465 Forest Cir. Marina CA 93933 032-131-030 \$528,500 2017-68778 12/14

Vacant Land Marina CA 93933 032-171-036 \$326,500 2017-69178 12/15

480 Logan Way Marina CA 93933 031-272-025 \$896,500 2017-69392 12/18

476 Logan Way Marina CA 93933 031-272-023 \$882,000 2017-69425 12/18

242 9th Street Marina CA 93933 031-255-021 \$629,000 2017-69540 12/19

2 Carmel Cir. Marina CA 93933 032-192-057 \$505,000 2017-69342 12/19

2713 Parkview Way Marina CA 93933 031-256-060 \$740,000 2017-69671 12/19

2011 Boardwalk Ave. Marina CA 93933 031-252-006 \$600,000 2017-69853 12/19

478 Palisade Dr. Marina CA 93933 031-272-045 \$702,500 2017-69866 12/19

415 Palo Verde Ave. Monterey CA 93940 013-104-033 \$615,000 2017-68531 12/13

380 Foam St. Monterey CA 93940 001-033-006 \$3,850,000 2017-68976 12/14

13 Wyndemere Vale Monterey CA 93940 014-081-013 \$945,000 2017-69032 12/15

2121 San Vito Cir. Monterey CA 93940 013-281-018 \$1,099,000 2017-69282 12/15

554 Lighthouse Ave. Monterey CA 93940 001-062-018 \$850,000 2017-69321 12/18

1291 Pacific St. Monterey CA 93940 001-651-025 \$769,000 2017-69341 12/18

9699 Blue Larkspur Ln. #105 Monterey CA 93940 173-123-007 \$1,000,000 2017-69443 12/18

37 La Playa St. Monterey CA 93940 001-811-037 \$719,000 2017-69624 12/19

247 Pine Ave. Pacific Grove CA 93950 006-512-002 \$1,900,000 2017-68986 12/14

908 Hillcrest Ct. Pacific Grove CA 93950 006-662-055 \$925,000 2017-69035 12/15

507 13th St. Pacific Grove CA 93950 006-485-011 \$825,000 2017-69039 12/15

50 Beach Street Pacific Grove CA 93950 006-044-015 \$2,413,000 2017-69301 12/18

533 Pine Ave. Pacific Grove CA 93950 006-484-014 \$905,000 2017-69370 12/18

656 Hillcrest Ave. Pacific Grove CA 93950 006-652-018 \$765,000 2017-69804 12/19

303 Willow St. Pacific Grove CA 93950 006-326-010 \$901,000 2017-69856 12/19

1014 Vaquero Rd. Pebble Beach CA 93953 007-313-006 \$1,700,000 2017-69275 12/15

3265 Ondulado Rd. Pebble Beach CA 93953 008-442-006 \$2,200,000 2017-69299 12/18

2857 Forest Lodge Rd. Pebble Beach CA 93953 007-161-035 \$995,000 2017-69615 12/19

297 Live Oak Rd. Royal Oaks CA 95076 181-041-022 \$325,000 2017-68997 12/14

10 Meadow Way Royal Oaks CA 95076 117-112-008 \$544,000 2017-69824 12/19

24265 Pheasant Ct. Salinas CA 93908 161-632-014 \$850,000 2017-68519 12/13

9415 Valley Oak Way Salinas CA 93907 133-313-017 \$524,000 2017-68528 12/13

94 Russell Rd. Salinas CA 93906 253-131-004 \$395,000 2017-68579 12/13

150 Pennsylvania Dr. Salinas CA 93906 211-263-009 \$485,000 2017-68590 12/13

424 Cabrillo Ave. Salinas CA 93906 003-652-004 \$334,500 2017-68663 12/13

16305 Avery Lane Salinas CA 93907 129-092-009 \$750,000 2017-68667 12/13

93 Riker St. Salinas CA 93901 002-153-007 \$530,000 2017-68685 12/13

7335 Valle Pacifico Rd. Salinas CA 93907 012-706-005 \$620,000 2017-68718 12/13

241 Chaparral St. Salinas CA 93905 003-421-018 \$407,500 2017-68844 12/14

1171 Rockhaven Ct. Salinas CA 93906 153-242-002 \$510,000 2017-68971 12/14

1527 Los Altos Way Salinas CA 93906 261-444-030 \$445,000 2017-68980 12/14

1515 Atherton Way Salinas CA 93906 261-442-011 \$425,000 2017-68995 12/14

1368 S. Main St. #A Salinas CA 93901 207-101-013 \$4,150,000 2017-69029 12/15

14 Aberford Cir. Salinas CA 93906 153-283-013 \$511,500 2017-69042 12/15

68 Harper Canyon Rd. Salinas CA 93908 416-251-032 \$850,000 2017-69107 12/15

1663 Siskiyow Dr. Salinas CA 93906 261-501-030 \$423,000 2017-69128 12/15

11090 Ralph Lane Salinas CA 93907 113-131-013 \$395,000 2017-69137 12/15

1836 London Way Salinas CA 93906 153-463-023 \$569,000 2017-69225 12/15

3 Mesa Del Sol Salinas CA 93907 161-191-015 \$895,000 2017-69256 12/15

520 La Mesa Dr. Salinas CA 93901 016-144-002 \$480,000 2017-69275 12/15

829 Padre Drive Salinas CA 93901 002-556-009 \$575,000 2017-69296 12/15

Vacant Land Salinas CA 93901 197-132-004 \$302,500 2017-69305 12/18

17 San Jose St. Salinas CA 93901 002-631-039 \$462,500 2017-69428 12/18

1669 Beacon Hill Dr. Salinas CA 93906 153-394-009 \$425,000 2017-69462 12/18

12508 Rogge Village Way Salinas CA 93906 211-014-001 \$390,000 2017-69647 12/19

1529 N. 1st Street Salinas CA 93906 261-634-010 \$454,000 2017-69678 12/19

345 Coleridge Dr. #94 Salinas CA 93901 207-176-028 \$399,500 2017-69799 12/19

19067 Oak Heights Dr. Salinas CA 93907 125-321-010 \$665,000 2017-69828 12/19

77951 Ranchita Canyon Rd. San Miguel CA 93451 424-404-054 \$525,000 2017-69144 12/15

8 Pendergrass Way Sand City CA 93955 011-182-017 \$940,000 2017-68630 12/13

1816 Juarez St. Seaside CA 93955 012-015-031 \$480,000 2017-68956 12/14

775 Palm Ave. Seaside CA 93955 011-292-011 \$462,500 2017-69204 12/15

560 Broadway Seaside CA 93955 011-303-006 \$125,000 2017-69268 12/15

1768 Saint Helena St. Seaside CA 93955 012-101-045 \$484,000 2017-69618 12/19

2015 Hacienda St. Seaside CA 93955 011-472-012 \$430,000 2017-69657 12/19

642 Molera Ave. Soledad CA 93960 022-516-010 \$394,500 2017-68514 12/13

204 Montezuma Dr. Soledad CA 93960 022-231-004 \$206,500 2017-68690 12/13

728 Portola St. Soledad CA 93960 022-334-015 \$370,000 2017-68707 12/13

528 Viejo Gabriel Soledad CA 93960 022-461-064 \$278,000 2017-68874 12/14

646 Molera Ave. Soledad CA 93960 022-516-011 \$355,500 2017-69222 12/15

1353 Appalachian St. Soledad CA 93960 022-341-010 \$485,000 2017-69469 12/18

664 Molera Ave. Soledad CA 93960 022-516-016 \$460,000 2017-69545 12/19

650 Molera Ave. Soledad CA 93960 022-516-012 \$381,000 2017-69579 12/19

863 Portola St. Soledad CA 93960 022-482-030 \$419,000 2017-69793 12/19

San Benito County

710 Snyder Ave. Aromas CA 95004 011-160-007 \$619,000 2017-11748 12/15

203 Rodriguez Ct. Hollister CA 95023 017-200-017 \$385,000 2017-11670 12/13

1910 Nora Dr. Hollister CA 95023 057-460-049 \$539,000 2017-11674 12/13

1987 Calistoga Dr. Hollister CA 95023 057-405-005 \$465,000 2017-11676 12/13

820 Lanini Dr. Hollister CA 95023 020-670-013 \$545,000 2017-11677 12/13

1180 Sunnyslope Rd. Hollister CA 95023 060-010-001 \$515,000 2017-11679 12/13

803 Covey Court Hollister CA 95023 020-920-022 \$729,000 2017-11682 12/13

811 Nash Rd. Hollister CA 95023 055-260-004 \$341,000 2017-11683 12/13

281 Promise Way Hollister CA 95023 057-700-059 \$565,000 2017-11691 12/13

1097 Line St. Hollister CA 95023 055-201-008 \$475,000 2017-11710 12/13

611 Del Mar Ddr. Hollister CA 95023 056-400-087 \$490,000 2017-11717 12/14

560 Donald Dr. Hollister CA 95023 020-400-034 \$640,000 2017-11719 12/14

1370 El Cerro Dr. Hollister CA 95023 060-160-024 \$485,000 2017-11721 12/14

1054 Monterey St. Hollister CA 95023 055-100-026 \$450,000 2017-11745 12/15

1201 Mulberry Cir. Hollister CA 95023 060-250-035 \$590,000 2017-11751 12/15

1080 Caputo Ct. Hollister CA 95023 057-290-017 \$815,000 2017-11753 12/15

615 Valencia Way Hollister CA 95023 054-610-066 \$539,500 2017-11766 12/15

1610 Hacienda Lane Hollister CA 95023 052-240-032 \$628,000 2017-11769 12/15

1193 Lucero Dr. Hollister CA 95023 054-590-033 \$503,500 2017-11772 12/15

236 Slate Ave. Hollister CA 95023 057-750-005 \$478,000 2017-11775 12/15

701 Spring Dr. Hollister CA 95023 052-310-011 \$465,000 2017-11781 12/15

1698 Sausalito Dr. Hollister CA 95023 057-412-013 \$540,000 2017-11804 12/15

1341 Santa Ana Rd. Hollister CA 95023 019-310-040 \$1,000,000 2017-11806 12/15

160 Gibson Dr. #18 Hollister CA 95023 056-300-020 \$375,000 2017-11809 12/15

1606 Hacienda Lane Hollister CA 95023 052-240-030 \$539,500 2017-11812 12/15

1510 Cembelin Dr. Hollister CA 95023 057-302-006 \$529,000 2017-11827 12/15

1622 Sunflower Dr. Hollister CA 95023 025-580-015 \$577,000 2017-11832 12/18

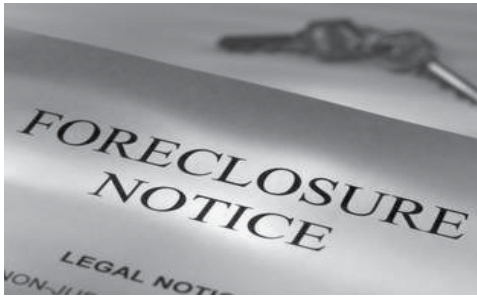
2120 Nora Dr. Hollister CA 95023 057-750-002 \$543,500 2017-11844 12/18

981 Alder St. Hollister CA 95023 060-190-011 \$485,000 2017-11927 12/19

1380 Black Forest Dr. Hollister CA 95023 056-410-025 \$570,000 2017-11936 12/19

12200 Cienega Road Hollister CA 95023 023-140-024 \$615,000 2017-11980 12/19

0 Lucy Brown Lane San Juan Bautista CA 95023 018-120-009 \$575,000 2017-11931 12/19



Distressed Real Estate

Trustee Sales

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

Santa Cruz County

2017-42342 1860 Gold Gulch Road Felton 95018 064-301-08 \$93,166 12-Jan 701 Ocean St. Santa Cruz 1:45 PM

2017-41744 800 Bear Canyon Rd. Los Gatos 95033 091-021-44 \$404,001 9-Jan 701 Ocean St. Santa Cruz 1:00 PM

2017-41857 151 Archer Way Ben Lomond 95005 072-273-15 \$774,759 9-Jan 701 Ocean St. Santa Cruz 1:00 PM

2017-41706 210 Braemoor Dr. Santa Cruz 95060 080-291-07 \$230,672 10-Jan 701 Ocean St. Santa Cruz 1:45 PM

2017-41912 593 Creek Drive Watsonville 95076 017-335-09 \$772,895 19-Jan 701 Ocean St. Santa Cruz 1:45 PM

2017-39955 153 McKay Road Aptos 95003 105-271-13 \$265,754 2-Jan 701 Ocean St. Santa Cruz 1:45 PM

2017-40310 41 Grandview St. #702 Santa Cruz 95060 002-701-15 \$315,896 8-Jan 701 Ocean St. Santa Cruz 1:45 PM

2017-40725 1200 Capitola Rd. #15 Santa Cruz 95062 026-371-09 \$450,463 9-Feb 701 Ocean St. Santa Cruz 1:45 PM

Monterey County

2017-69812 762 Cordoba Ct. Soledad 93960 022-311-057 \$62,056 16-Jan 168 W. Alisal St. Salinas 10:00 AM

2017-69319 22682 Torero Dr. Salinas 93908 161-431-007 \$461,594 17-Jan 168 W. Alisal St. Salinas 10:00 AM

2017-69852 705 Nacional Ct. Salinas 93901 207-194-023 \$534,296 24-Jan 168 W. Alisal St. Salinas 10:00 AM

2017-06973 104 Oak Circle King City 93930 026-517-012 \$610,644 13-Feb 168 W. Alisal St. Salinas 10:00 AM

2017-67622 603 Belavida Rd. Monterey 93940 173-075-009 \$3,960,430 2-Jan 168 W. Alisal St. Salinas 10:00 AM

2017-67917 1315 Cachuma Ct. Salinas 93905 153-402-024 \$514,103 10-Jan 168 W. Alisal St. Salinas 10:00 AM

2017-68084 740 Middlefield Rd. Salinas 93906 211-131-020 \$309,811 10-Jan 168 W. Alisal St. Salinas 10:00 AM

2017-67431 1141 Green St. Salinas 93905 004-661-004 \$313,302 22-Jan 168 W. Alisal St. Salinas 10:00 AM

2017-66323 727 Via Maria Salinas 93901 016-243-006 \$387,202 27-Dec 168 W. Alisal St. Salinas 10:00 AM

2017-65153 25656 Tierra Grande Dr. Carmel 93923 169-283-001 \$654,591 27-Dec 168 W. Alisal St. Salinas 10:00 AM

San Benito County

No new filings.

Trustee Deeds

Doc#	Address	APN#	Grantee
Amount of Default	Amount Paid at Sale		

2017-42756 670 Meadow Road Aptos 105-194-27 U.S. Bank CA-17-8613-CS \$1,873,289 \$1,873,289

2017-42698 272 Goss Ave. Santa Cruz 009-032-23 Deutsche Bank 2017-01822-CA \$598,755 \$598,755

2017-68836 348 Navajo Dr. Salinas 261-281-004 Breckenridge Property Fund 2016 LLC* 16-45391 \$204,968 \$361,200

2017-67829 1861 Cherokee Dr. #3 Salinas 261-765-043 Breckenridge Property Fund 2016 LLC* n/a \$241,686 \$170,400

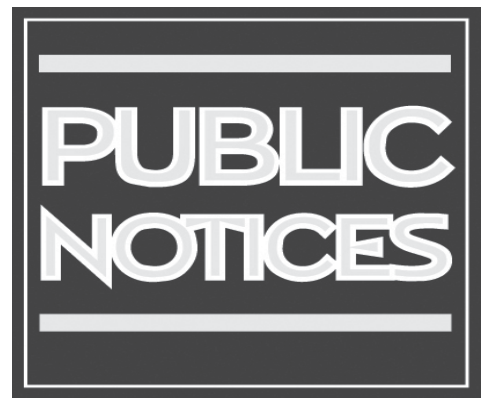
2017-40203 1776 View Dr. Felton 064-251-25 Breckinridge Property Fund 2016, LLC* 9985-3421 \$721,690 \$437,646

2017-39987 60 Melwood St. Watsonville 015-021-02 Breckinridge Property Fund 2016, LLC* CA08002759-16-1 \$133,645 \$53,087

2017-66891 29 Hacienda Carmel Carmel 015-334-018 Federal National Mortgage Association 00000006775969 \$354,830 \$354,830

2017-39632 2904 Granite Creek Scotts Valley 024-123-13 Monta Visat Oaks Inc.* CA-17-762872-RY \$503,555 \$868,000

2017-11090 400 Linda Dr. Hollister 020-790-026 Ralph II LLC 050357-CA \$586,563 \$489,915



FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1846

The following person(s) is/are doing business as: **VYDEOCORP**, 10 Timber Ridge Lane, Scotts Valley CA 95066.

VYU Labs, Inc, 764 San Aleso Dr., Sunnyvale CA 94085.

This business is conducted by a Corporation.

/s/Simon Westbrook, CFO

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

12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1854

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

DIXIE ENTERPRISES, 28237 Pierce Rd. Los Gatos CA 95033.

Leslie R. Seltzer, address same as business.

This business is conducted by an Individual.

/s/Les Seltzer

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/9/17.

12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1841

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

GET FADED BARBERSHOP, 907 Cedar St. Santa Cruz CA 95060.

Jose C. Moya, 1730 Commercial Way Spc. 18, Santa Cruz CA 95065.

This business is conducted by an Individual.

/s/Jose C. Moya

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

12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1863

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

TREE HOUSE, 3651 Soquel Dr. Soquel CA 95073.
KGMB LLC, address same as business.
This business is conducted by a Limited Liability Company.
/s/Bryce Berryessa
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/13/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1867
The following person(s) is/are doing business as:
BEE DOONER FARMS, 45 Feather Lane, Santa Cruz CA 95060.
James Candler & Pamela Swain, address same as business.
This business is conducted by a Married Couple.
/s/James Candler /s/Pamela Swain
The registrant commenced to transact business under the fictitious business name listed above on 11/1/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/14/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1881
The following person(s) is/are doing business as:
STREAMLINED SPACES, 6029 McGlenn Ct., Aptos CA 95003.
Anna L. Caputo, address same as business.
This business is conducted by an Individual.
/s/Anna Caputo
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/16/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1888
The following person(s) is/are doing business as:
ELEVATED AUTO DETAIL, 206 Stanford St. Watsonville CA 95076.
Antonio E. Rodriguez, address same as business.
This business is conducted by an Individual.
/s/Antonio E. Rodriguez
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/20/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1891
The following person(s) is/are doing business as:
PLEASURE POINT SURF CLUB, 541 26th Ave. Santa Cruz CA 95062.
Michael Allen, address same as business.

This business is conducted by an Individual.
/s/Michael Allen
The registrant commenced to transact business under the fictitious business name listed above on 9/1/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/20/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1902
The following person(s) is/are doing business as:
1. ROCIOSULLIVANLIFE COACH 2. SWEETHOME CAPITOLA 3. SWEET HOME SANTA CRUZ, 805 A Capitola Ave. Capitola CA 95010.
Rocio D. Sullivan, address same as business.
This business is conducted by an Individual.
/s/Rocio D. Sullivan
The registrant commenced to transact business under the fictitious business name listed above on 11/7/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/21/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 17-1906
The following person(s) is/are doing business as:
LOGOS BOOKS & RECORDS, 3640 N. Rodeo Gulch Rd. Soquel CA 95073.
Gemini Sales Inc, address same as business.
This business is conducted by a Corporation.
/s/John Livingston, President
The registrant commenced to transact business under the fictitious business name listed above on 10/1/69. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/22/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1926
The following person(s) is/are doing business as:
ALFREDO'S LANDSCAPING, 164 Harbor Oaks Circle, Santa Cruz CA 95062.
Alfredo Antonio-Trinidad and Lizette Antonio-Trinidad, address same as business.
This business is conducted by a Married Couple.
/s/Lizette Antonio-Trinidad
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/28/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1928
The following person(s) is/are doing business as:
JULE AMPS, 1038 38th Ave. Santa Cruz CA 95062.
Marsha L McCrory and Jule D. Potter Jr, address same as business.
This business is conducted by a Married Couple.
/s/Jule Potter

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/28/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1930
The following person(s) is/are doing business as:
1. REMODEL 831 2. REMODEL 831 CONSTRUCTION, 5003 Granite Creek Rd. Scotts Valley CA 95066.
Wes Koenig, address same as business.
This business is conducted by an Individual.
/s/Wes Koenig
The registrant commenced to transact business under the fictitious business name listed above on 11/20/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/28/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 17-1933
The following person(s) is/are doing business as:
TRESTLE CLOTHING COMPANY, 755 14th Ave. #801, Santa Cruz CA 95062.
Kevin Cooley, 517 Darwin St. Santa Cruz CA 95062; Patrick R. Furtado, address same as business.
This business is conducted by a General Partnership.
/s/Patrick Furtado
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/28/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1944
The following person(s) is/are doing business as:
SHILSHOL, 2501 E Cliff Dr. Santa Cruz CA 95062.
Alaina Birch, address same as business.
This business is conducted by an Individual.
/s/Alaina Birch
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/30/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1945
The following person(s) is/are doing business as:
VALHALLA OF SANTA CRUZ, 2557 Branciforte Dr. Santa Cruz CA 95065.
Ruth E. Stein, address same as business.
This business is conducted by an Individual.
/s/Ruth E. 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

continued on next page

continued from previous page

of Santa Cruz County on 11/30/17.
12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1946

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

TYROLEAN INN RESTAURANT, 9600 Highway 9,
Ben Lomond CA 95005.

Jacoba, Inc., address same as business.

This business is conducted by a Corporation.

/s/Werner Silber, President

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

12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1950

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

MINIMINT STUDIO, 2853 Park Ave. Soquel CA 95073.
K & M Simpkins, address same as business.

This business is conducted by a Corporation.

/s/Ken Simpkins, President

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

12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 17-1951

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

BIG BASIN BOTANICALS, 830 Memory Lane, Suite A,
Boulder Creek CA 95006.

Big Basin Botanicals, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Bradley H. Brown, Manager

The registrant commenced to transact business under the fictitious business name listed above on 4/1/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/1/17.

12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1952

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

COAST CONSTRUCTION SERVICES, 118 Sea Terrace
Way., Aptos CA 95003.

Bradley N. Peck, address same as business.

This business is conducted by an Individual.

/s/Brad Peck

The registrant commenced to transact business under the fictitious business name listed above on 12/22/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/1/17.

12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1953

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

COAST GUTTER RESCUE, 870 Clubhouse Dr. Aptos
CA 95003.

Nathaniel Da Silva and Toni Hagist, 22980 E. Cliff Dr.
#8, Santa Cruz CA 95062.

This business is conducted by a General Partnership.

/s/Nathaniel Da Silva

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

12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 17-1955

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

DANZADELA PLUMAXIPE-TOTEC, 136 Campbell
St. Santa Cruz CA 95060.

Cesar Pacheco, address same as business.

This business is conducted by an Individual.

/s/Cesar Pacheco

The registrant commenced to transact business under the fictitious business name listed above on 11/21/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/4/17.

12/5, 12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1959

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

REAL ESTATE EIGHT THREE ONE, 4510 Capitola
Rd. Capitola CA 95010.

Capitola Financial Corporation, address same as
business.

This business is conducted by a Corporation.

/s/Suzanne Rodoni Silverberg

The registrant commenced to transact business under the fictitious business name listed above on 9/19/12. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/4/17.

12/5, 12/12, 12/19, 12/26

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF
SANTA CRUZ PETITION OF **JARED DANIEL HAH-**
LING for CHANGE OF NAME

17CV03047

TO ALL INTERESTED PERSONS:

1. Petitioner: **JARED DANIEL HAHLING** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

JARED DANIEL HAHLING

PROPOSED NAME(s):

JARED DANIEL MOTA

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition

for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that included the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

NOTICE OF HEARING

JANUARY 17, 2018, 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

November 30, 2017

Jared Daniel Hahling

1910 Kinsley

Santa Cruz CA 95062

831 888-7091

12/5, 12/12, 12/19, 12/26

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF
SANTA CRUZ PETITION OF **DEBRA ANN HALL** for
CHANGE OF NAME

17CV03034

TO ALL INTERESTED PERSONS:

1. Petitioner: **DEBRA ANN HALL** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

DEBRA ANN HALL

PROPOSED NAME(s):

DEBRA ANN KNIGHT

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

NOTICE OF HEARING

JANUARY 16, 2018, 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

November 29, 2017

Debra Ann Hall

275 Apple Valley Lane

Watsonville CA 95076
831 713-7154
12/5, 12/12, 12/19, 12/26

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-1833

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

1. TAYLOR LAUREN 2. TAYLOR LAUREN SURE, 416 Hickman Ct. Santa Cruz CA 95062.

Lauren Taylor White, address same as business.

This business is conducted by an Individual.

/s/Lauren Taylor White

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/6/17.

12/5, 12/12, 12/19, 12/26

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-1879

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

ADOBE INTERIORS, 8341 Lorenzo Way, Ben Lomond CA 95005.

David S. Vargas, address same as business.

This business is conducted by an Individual.

/s/David S. Vargas

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

12/12, 12/19, 12/26, 1/2

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-1889

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

SANTA CRUZ CHILD THERAPY, 526 Soquel Ave. Ste. D, Santa Cruz CA 95062.

Victoria Eagle, 320 Townsend Dr. Aptos CA 95003.

This business is conducted by an Individual.

/s/Victoria Eagle

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/20/17.

12/12, 12/19, 12/26, 1/2

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-1899

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

SINLESSLY DELICIOUS, 3986 Winkle Ave. Santa Cruz CA 95065.

Stephanie N. Adams, address same as business.

This business is conducted by an Individual.

/s/S.N. Adams

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/21/17.

12/12, 12/19, 12/26, 1/2

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

File No. 17-1917

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

1. SANTA CRUZ TIRE & AUTO CARE 2. SANTA CRUZ TIRE & AUTO SERVICE, 2840 Soquel Ave. Santa Cruz CA 95062.

Wardell Industries, Inc., 107 Browns Valley Red. Watsonville CA 95076.

This business is conducted by a Corporation.

/s/James Jordan

The registrant commenced to transact business under the fictitious business name listed above on 1/1/08. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/27/17.

12/12, 12/19, 12/26, 1/2

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-1931

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

MOLE DOÑA ELENA, 2305 Paul Minnie Ave. Santa Cruz CA 95060.

Maria V. Rojas, address same as business.

This business is conducted by an Individual.

/s/Maria Victoria Rojas

The registrant commenced to transact business under the fictitious business name listed above on 11/28/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/28/17.

12/12, 12/19, 12/26, 1/2

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-1941

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

MIDLINE INTEGRATIVE HEALTH, 555 Soquel Ave. Ste. 350, Santa Cruz CA 95062.

Brian Johnson, 219 National St. Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/Brian Johnson

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/29/17.

12/12, 12/19, 12/26, 1/2

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-1948

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

1. GREEN GAL CONSULTING 2. GREEN GAL'S GARDEN 3. GREEN GAL'S KITCHEN, 1313 Sunset Ridge Rd. Los Gatos CA 95033.

Melissa E. Ott, address same as business.

This business is conducted by an Individual.

/s/Melissa Ott

The registrant commenced to transact business under the fictitious business name listed above on 11/6/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/1/17.

12/12, 12/19, 12/26, 1/2

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-1957

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

NERVOUS HOUSE DESIGNS, 740 24th Ave. Santa Cruz CA 95062.

Magdalyne Yee, address same as business.

This business is conducted by an Individual.

/s/Magdalyne Yee

The registrant commenced to transact business under the fictitious business name listed above on 12/19/05. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/4/17.

12/12, 12/19, 12/26, 1/2

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-1962

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

PEAK HPLC, 280 Main St. Ben Lomond CA 95005.

Charlie Van Wandelen, address same as business.

This business is conducted by an Individual.

/s/Charlie Van Wandelen

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

12/12, 12/19, 12/26, 1/2

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-2004

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

TOPCOAT PAINTING, 1555 Merrill St. #130, Santa Cruz CA 95062.

Mark Levesque, address same as business.

This business is conducted by an Individual.

/s/Mark Levesque

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/8/17.

12/12, 12/19, 12/26, 1/2

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 17-2006

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

FREEDOM EMBROIDERY, 120 North Dr. Freedom CA 95019.

Ana R. Borba, address same as business.

This business is conducted by an Individual.

/s/Ana R. Borba

The registrant commenced to transact business under the fictitious business name listed above on 12/1/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/8/17.

12/12, 12/19, 12/26, 1/2

**FICTITIOUS BUSINESS NAME
STATEMENT OF ABANDONMENT**

Original File No. 2014-0002053

The following person has Abandoned the use of the Fictitious Business Name(s): **WHO'S YOUR**

continued on next page

continued from previous page

WALKIE?, 207 Broadway Apt 3, Santa Cruz CA 95060.

Tiffany Thorsen, 207 Broadway Apt 3, Santa Cruz CA 95060.

This business was conducted by an Individual.

/s/Tiffany Thorsen

The registrant commenced to transact business under the fictitious business name listed above on 5/21/08.

This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/13/17.

12/12, 12/19, 12/26, 1/2

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **ANTONIO MAKANIKOA MAGNISI** for CHANGE OF NAME

17CV03076

TO ALL INTERESTED PERSONS:

1. Petitioner: **ANTONIO MAKANIKOA MAGNISI** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

ANTONIO MAKANIKOA MAGNISI

PROPOSED NAME(s):

KOA BRONSON

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

NOTICE OF HEARING

JANUARY 19, 2018, 8:30am, Dept. 5

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

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

JUDGE OF THE SUPERIOR COURT

DENINE J. GUY

December 5, 2017

Antonio M. Magnisi

185 Waner Way

Felton CA 95018

408 722-8804

12/12, 12/19, 12/26, 1/2

NOTICE OF PETITION TO ADMINISTER ESTATE OF **MELBA L. REICHERT, Decedent**

Case Number: 17PR00487

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **MELBA LaVONE REICHERT aka MELBA REICHERT aka MELBA L. REICHERT**

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

THE PETITION requests that **JAMES L. GORDON** be appointed as personal representatives to administer the estate of the decedent.

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

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

A HEARING on the petition will be held on **JANUARY 5, 2018, 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 person or by your attorney.

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

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

Attorney for Petitioner:

KATHLEEN L. BREWINGTON #101593

133 Mission St. Suite 280

Santa Cruz CA 95060

831 459-8498

12/12, 12/19, 12/26

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 17-1818

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

GOPHERS LIMITED, 303 Portrero St. #39, Santa Cruz CA 95060.

Thomas W. Wittman, address same as business.

This business is conducted by an Individual.

/s/Thomas Wittman

The registrant commenced to transact business under the fictitious business name listed above on 5/15/03. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/19/17.

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1921

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

1. BEACHWOOD PROPERTIES 2. BEACHWOOD PROPERTY MANAGEMENT 3. BEACHWOOD VACATION RENTALS, 3282 Axford Rd. Santa Cruz CA 95062.

Beachwood Properties, Inc., address same as business.

This business is conducted by a Corporation.

/s/Meredith Torres, President

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

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1939

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

HEARTFELT SANTA CRUZ, 116 Brookwood Dr. Santa Cruz CA 95065.

Stephanie Barnes, address same as business.

This business is conducted by an Individual.

/s/Stephanie Barnes

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/29/17.

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 17-1954

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

1. SM SANTA CRUZ LIMITED PARTNERSHIP 2. WEST WIND MEMORY CARE, 160 Jewel St. Santa Cruz CA 95060.

AMV Capital Group, LLC, 1 Spectrum Pointe Dr. S#150, Lake Forest CA 92630; Santa Cruz Memory Care LLC, 560 First St. Suite 104, Lake Oswego OR 97034.

This business is conducted by a Limited Partnership.

/s/Eric Jacobsen

The registrant commenced to transact business under the fictitious business name listed above on 8/27/14. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/4/17.

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME STATEMENT

File No. 17-1973

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

HAUTEHOUSE INTERNATIONAL, 150 Graham Hill Rd. Santa Cruz CA 95060.

Stephanie M. Hodges, address same as business.

This business is conducted by an Individual.

/s/Stephanie Hodges

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

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME**STATEMENT**

File No. 17-1976

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

CRITICAL REELS, 455 Ralston Ridge, Boulder Creek CA 95006.

Christopher Renfer, address same as business.

This business is conducted by an Individual.

/s/Christopher Renfer

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

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME**STATEMENT**

File No. 17-2016

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

COMPANION FOR LIFE/LIFELINE, 234 Santa Cruz Ave. Aptos CA 95003.

Seniors Council of Santa Cruz and San Benito Counties, address same as business.

This business is conducted by a Corporation.

/s/Gus Ceballos, Director

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

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME**STATEMENT**

File No. 17-2019

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

SURF CITY ELECTRIC COMPANY, 313 Martin Dr. Aptos CA 95003.

Colin Edward Stokes, address same as business.

This business is conducted by an Individual.

/s/Colin Stokes

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/13/17.

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME**STATEMENT**

File No. 17-2020

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

SERENITY, 12970 Highway 9, Boulder Creek CA 95006.

Todd Vickers, address same as business.

This business is conducted by an Individual.

/s/Todd Vickers

The registrant commenced to transact business under the fictitious business name listed above on 8/31/92. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/13/17.

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME**STATEMENT**

File No. 17-2021

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

CONSUMMATE TANTRA, 12970 Highway 9, Boulder

Creek CA 95006.

Sharon Schlotthauer and Todd Vickers, address same as business.

This business is conducted by a General Partnership.

/s/Todd Vickers

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/13/17.

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME**STATEMENT**

File No. 17-2029

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

WEST CLIFF WELLNESS, 5161 #F Soquel Dr., Soquel CA 95073.

West Cliff Provisions, Inc., address same as business.

This business is conducted by a Corporation.

/s/Tyler Smith, CEO

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/14/17.

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME**STATEMENT**

File No. 17-2030

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

1. B GREEN ELECTRIC 2. BE GREEN ELECTRIC, 5003 Granite Creek Rd. Scotts Valley CA 95066.

Billy Joe Green, address same as business.

This business is conducted by an Individual.

/s/Billy Green

The registrant commenced to transact business under the fictitious business name listed above on 12/14/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/14/17.

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME**STATEMENT**

File No. 17-2034

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

FRANKY'S TAX SERVICES, 30 Airport Rd., Freedom CA 95019.

Alfredo Rodriguez, address same as business.

This business is conducted by an Individual.

/s/Alfredo Rodriguez

The registrant commenced to transact business under the fictitious business name listed above on 1/1/04. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/15/17.

12/19, 12/26, 1/2, 1/9

FICTITIOUS BUSINESS NAME**STATEMENT**

File No. 17-2036

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

FISH WHISPERER OF SANTA CRUZ, 305 Morrissey Blvd., Santa Cruz CA 95062

Brendan Crahan, address same as business.

This business is conducted by an Individual.

/s/Brendan Crahan

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/18/17.

12/19, 12/26, 1/2, 1/9

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

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **DINO CESAR ANTONIO MARTINEZ MENDOZA** for CHANGE OF NAME

17CV03133

TO ALL INTERESTED PERSONS:

1. Petitioner: **DINO CESAR ANTONIO MARTINEZ MENDOZA** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

DINO CESAR ANTONIO MARTINEZ MENDOZA

PROPOSED NAME(s):

DINO CESAR ANTONIO MENDOZA

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

NOTICE OF HEARING

JANUARY 26, 2018, 8:30am, Dept. 5

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

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

JUDGE OF THE SUPERIOR COURT

DENINE J. GUY

December 12, 2017

Dino C. A. Mendoza

PO Box 1232

Watsonville CA 95076

831 207-5179

12/19, 12/26, 1/2, 1/9

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

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **JAYSON JOSEPH ULLOA** for CHANGE OF NAME

17CV03157

TO ALL INTERESTED PERSONS:

1. Petitioner: **JAYSON JOSEPH ULLOA** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

JAYSON JOSEPH ULLOA

PROPOSED NAME(s):

JAYSON JOSEPH ANGULO

2. THE COURT ORDERS that all persons interested in

continued on next page

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

NOTICE OF HEARING

JANUARY 29, 2018, 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

December 13, 2017

Jayson Joseph Angulo

21 Buena Vista Dr.

Freedom CA 95019

831 359-7653

12/19, 12/26, 1/2, 1/9

NOTICE OF LIEN SALE

J.D. Mini Storage

4180 Gross Road Extension

Capitola, CA 95010

(831)-462-1910

Pursuant to Chapter 10, commencing with 21700 of the Business Professional Code, NOTICE IS HEREBY GIVEN, that J.D. Mini Storage will sell goods to the general

Public by auction held at www.StorageTreasures.com by competitive bid commencing at 6:00AM, December 19th, 2017, and ending at 9:00 AM January 3, 2017.

TO SATISFY A LIEN FOR RENTS DUE AND UNPAID GOODS TO BE SOLD CONSIST OF:

The property described as General Household Items & miscellaneous personal property contained in spaces rented by the following occupants:

Occupant: Luke Murdock

Occupant: John Fraser

Purchases must be made with cash or credit card only and paid for in person at the facility. All purchased goods are sold "as is." All buyers must register prior to sale and the sale will be conducted in accordance with auction rules established by the Facility Owner. Sale is subject to cancellation in the even of settlement between Landlord and obligated party. For more details or to pre-register go to: www.StorageTreasures.com.

12/19, 12/26

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 1:30PM TUESDAY JANUARY 10TH, 2018, at STATEWIDE SELF STOR-**

AGE, 2650 Mission St, Santa Cruz, CA 95060.

All units contain miscellaneous household, business and garage items:

626 BEREZ

206 CRAIG

346 REINHARDT

412 ALVAREZ

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

California Storage Auctions.

Auctioneer Forrest O'Brien

CA Bond # 00106386718.

www.storageauctions.com

12/19, 12/26

AMENDED NOTICE OF PETITION

TO ADMINISTER ESTATE OF

LOUIS GLENN BEQUETTE, Decedent

Case Number: 17PR00423

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **LOUIS GLENN BEQUETTE**

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

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

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

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

A HEARING on the petition will be held on **JANUARY 12, 2018, 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 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, SBN 139678

Thompson,, Kontz & Brenner

133 Mission St. Suite 290

Santa Cruz CA 95060

(831) 427-2727

12/5, 12/12, 12/19

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 17-1920

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

XTENSION & CO., 5905 Soquel Dr. Soquel CA 95073.

Tiffanie M. Romero, address same as business.

This business is conducted by an Individual.

/s/Tiffanie M. Romero

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

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 17-1935

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

INDEPENDENT SENIORS SUPPORT SERVICES,

275 Lake Ave. #B Santa Cruz CA 95062.

Laura Rabb-Jancola, address same as business.

This business is conducted by an Individual.

/s/Laura Lynn Rabb-Jancola

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/28/17.

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 17-1942

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

BEAUTY & LASH BAR, 1111 River St. #1, Santa Cruz

CA 95060.

Briya Leung, address same as business.

This business is conducted by an Individual.

/s/Briya Leung

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

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 17-1963

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

YERENA AGRICULTURE, 117 Calabasas Rd. Watsonville CA 95076.

Ricardo Yerena-Perez, address same as business.

This business is conducted by an Individual.

/s/Ricardo Yerena

The registrant commenced to transact business under

the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/4/17.
12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT - Refile with Change

File No. 17-1986

The following person(s) is/are doing business as: **BEN LOMOND DENTAL CARE DENTAL OFFICE OF DR. OANA CARNU**, 9377 Mill St. Ben Lomond CA 95005. Oana I. Carnu, 310 Estrella Dr. Scotts Valley CA 95066. This business is conducted by an Individual.

/s/Oana I. Carnu

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

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 17-2022

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

THE MINDFUL TECH, 4556 Scotts Valley Dr. Apt. F, Scotts Valley CA 95066.

Jason Pasalis, address same as business.

This business is conducted by an Individual.

/s/Jason Pasalis

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/13/17.

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 17-2026

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

1. CARDENAS 2. CARDENAS MARKET 3. CARDENAS MARKETS 4. CARDENAS RESTAURANT, 1437 Freedom Blvd. Watsonville CA 95076.

Mi Pueblo Newco, LLC, 2501 E. Guasti Rd. Ontario CA 91761.

This business is conducted by a Limited Liability Company.

/s/John Feray, C.F.O.

The registrant commenced to transact business under the fictitious business name listed above on 11/15/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/14/17.

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT - Refile with Change

File No. 17-2044

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

THOUGHT LEADERSHIP SUCCESS, 129B Southampton Lane, Santa Cruz CA 95062.

Thought Leadership Success, LLC, address same as business.

This business is conducted by an Limited Liability Company.

/s/Linda Donovan, Manager

The registrant commenced to transact business under the fictitious business name listed above on 4/26/13. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/19/17.

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 17-2046

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

MYRNA'S IN HOME CARE, 18847 Rea Avenue, Aromas CA 95004.

Maria Condit; Joseph M. Higgins; Pinky Higgins; Jackilyn M. Smith; William M. Stribling, addresses same as business.

This business is conducted by Copartners.

/s/Myrna Smith

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/20/17.

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 17-2048

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

LEMTEK CONSULTING, 146 Chrystal Terrace #3, Santa Cruz CA 95060.

Lita E. Mejia, address same as business.

This business is conducted by an Individual.

/s/Lita Mejia

The registrant commenced to transact business under the fictitious business name listed above on 11/30/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/20/17.

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT - Refile with Change

File No. 17-2056

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

MORESCO & RIMASSA, 470 Vivienne Dr. Watsonville CA 95076.

Jill A. Bird 6518 Jefferson St. Kansas City, MO 64113; Loretta I Greco 360 Spinnaker Dr. Foster City CA 94404; Lorraine J. Jurach 470 Vivienne Dr. Watsonville CA 95076; Christine M. McGrath 239 Corralitos Rd. Watsonville CA 95076; Charles M. Moresco 1143 Pampas Ln. Gilroy CA 95020; James R. Moresco 594 Vivienne Dr. Watsonville CA 95076; Jeffrey S. Moresco 115 Shadowcreek Watsonville CA 95076; Robert L. Moresco 1675 Toleda Ct. Pacifica CA 94044; William J. Moresco 13770 Vista Dorada St. Salinas CA 93908; Maria T. Rimassa 160 Carlton Rd. Watsonville CA 95076.

This business is conducted by a General Partnership.

/s/Loretta I Greco

The registrant commenced to transact business under the fictitious business name listed above on 12/21/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/21/17.

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 17-2067

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

RADICAL MOVEMENT FACTORY, 2801 Mission St. Ext. Santa Cruz CA 95060.

Alison Cooper, 84 Robak Dr. La Selva Beach CA 95076; Emily Knoblauch, 2090 Empire Grade Santa Cruz CA 95060.

This business is conducted by a General Partnership.

/s/Alison Cooper

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/26/17.

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT OF WITHDRAWAL

Original File No. 2015-0001864

The following person has WITHDRAWN AS PARTNER FROM THE PARTNERSHIP OPERATING UNDER: **RADICAL MOVEMENT FACTORY**, 150 Dubois St. #D2, Santa Cruz CA 95060. Erin J. Carey, 37452 Palo Colorado Rd. Carmel CA 93923; Rose V. Calucchia, 752 Nobel Dr. Unit A, Santa Cruz CA 95060.

This business was conducted by a General Partnership.

/s/Alison Cooper

The registrant commenced to transact business under the fictitious business name listed above on 10/5/15. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/26/17.

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT OF ABANDONMENT

Original File No. 2016-0001878

The following person has Abandoned the use of the Fictitious Business Name(s): **BILL'S PAINTING AND DECORATING**, 6035 Laguna Rd. Santa Cruz CA 95060.

William L. Sutherland, 6035 Laguna Rd. Santa Cruz CA 95060.

This business was conducted by an Individual.

/s/William L. Sutherland

The registrant commenced to transact business under the fictitious business name listed above on 8/7/83. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/20/17.

12/26, 1/2, 1/9, 1/16

FICTITIOUS BUSINESS NAME

STATEMENT OF ABANDONMENT

Original File No. 2016-0000241

The following person has Abandoned the use of the Fictitious Business Name(s): **MYRNA'S HOME CARE SERVICE**, 18847 Rea Ave. Aromas CA 95004. Maria M. Condit and Pinky M. Higgins, 18847 Ria Ave. Aromas CA 95004.

This business was conducted by a General Partnership.

continued on next page

continued from previous page

/s/Myrna Smith

The registrant commenced to transact business under the fictitious business name listed above on 8/7/83. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/20/17. 12/26, 1/2, 1/9, 1/16

**FICTITIOUS BUSINESS NAME
STATEMENT OF ABANDONMENT**

Original File No. 2013-0001205

The following person has Abandoned the use of the Fictitious Business Name(s): **MYRNA'S HOME CARE BUSINESS**, 18847 Rea Ave. Aromas CA 95004.

Myrna M. Smith.

This business was conducted by an Individual.

/s/Myrna Smith

The registrant commenced to transact business under the fictitious business name listed above on 7/2/13. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 12/20/17. 12/26, 1/2, 1/9, 1/16

**NOTICE OF PETITION
TO ADMINISTER ESTATE OF
RICHARD J. TOOMEY, Decedent**

Case Number: 17PR00469

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **RICHARD J. TOOMEY aka RICHARD JAMES TOOMEY**

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

THE PETITION requests that **Barbara Jo Toomey** 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.

A HEARING on the petition will be held in this court as follows:

Date: **JANUARY 22, 2018**

Time: **8:30 a.m.**

Dept. 10

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

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

IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the Court and mail a copy to the personal represented by the Court within the later of either (1) four months from the date of first issuance of letters to a general personal representative, as defined in section 58(b) of the California Probate Code, or (2) 60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code. Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney

knowledgeable in California law.

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 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 Probate Code section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for Petitioner: Sandra M. Lefler

The Lefler Law Firm

1530 Sun City Blvd. Ste 119

Georgetown, Texas 78633

512 869-2579

12/26, 1/2, 1/9

NOTICE OF PUBLIC LIEN SALE

Notice is given that pursuant to Sections 21700-21716 Of The Business and Professions Code, Section 2328 of the Commercial Code, Section 535 of The Penal Code, **Capitola Self Storage, 809 Bay Ave. Suite H. Capitola CA. 95010. County of Santa Cruz, State of California, will sell by competitive bidding on or after Wednesday, January 10th, 2017 at 12:30 pm.**

Auction to be held at above address. The property to be sold is as follows; MISC. HOUSEHOLD GOODS, PERSONAL ITEMS, CLOTHING, INCLUDING BUT NOT LIMITED TO, Boxes (contents unknown), Pots and Pans, Chests (contents unknown), Printer, Dressers, Blankets, Plastic Bins (contents unknown), Wood Table, Furniture, Car Seat, Clothes, Tools, Chairs, Towels, Hamper, Books. BELONGING TO THE FOLLOWING: **Name:**

Kathleen McQuilling, Kathleen McQuilling Estate, Kathleen McQuilling Special Needs, Paul Tarmann, Israel Castillo Cabanas, Ken Keegan, Veronica Ramirez, Theresa Chaussee, Chandler B. Woody.

Purchases must be paid for in cash at the time of the auction. All purchased items are sold as is, where is, and must be removed at the time of sale. Sale is subject to cancellation or delay in the event of settlement between owner and obligated party. This auction held with "No Reserve" dated this 26th of December 2017 & 2nd of January 2018.

Auction to be conducted by Forrest O'Brien, Ca Bond No. 00106386718 or Donna Wilson Ca Bond No. 0562039 Sale Maker Auctions 925.392.8508 12/26, 1/2

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on January 16, 2018, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 23409

2325 Soquel Drive

Santa Cruz, CA 95065-1935

(831) 462-8702 Time: 11:00 AM

Stored by the following person (s):

A073 Casey Louis

A082 Kyle Sharp

A201 Garrod Taylor

A277 Gini M. Bianchi

A280 Andrew Barron

A491 Shelley Iaea

A648 Cynthia Chester

A668 Christopher Morusty

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 26th day of December 2017 and 2nd day of January 2018, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632

12/26, 1/2

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction on January 16, 2018, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 21406

115 Capitola Extension Rd.

Santa Cruz, CA 95062

(831) 462-8703

Time: 12:00 PM

Stored by the following person (s):

B233 Melinda Knutsen

B274 patrick theriault

D008 Michelle King

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 26th day of December 2017 and 2nd day of January 2018, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632

12/26, 1/2

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on January 16, 2018, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 27015

3840 Portola Dr.

Santa Cruz, CA 95062-5233

(831) 479-6875

Time: 10:00 AM

Stored by the following person (s):

A103 Jeffrey Winham

A106 Daniel Ochoa

A110 Daniel Ochoa Henriquez

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 26th day of December 2017 and 2nd day of January 2018, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632

12/26, 1/2

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on January 16, 2018, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 07042

1001 River Street

Santa Cruz, CA 95060-1708

(831) 425-3666

Time: 1:15 PM

Stored by the following person (s):

1052 Twinkel Sterio

1134 Jordan Michael Moezinia
2052 Patrick Chickos
2212 Miriam Stone
3036 Tina Mackey
3098 Russell Cuipylo
3150 Kailana Sweeney

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 26th day of December 2017 and 2nd day of January 2018, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
12/26, 1/2

T.S. No. 044495-CA APN: 080-291-07 NOTICE OF TRUSTEE'S SALE IMPORTANT NOTICE TO PROPERTY OWNER: YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 5/7/2004. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER On 1/10/2018 at 1:45 PM, CLEAR RECON CORP., as duly appointed trustee under and pursuant to Deed of Trust recorded 5/20/2004, as Instrument No. 2004-0036042, and later modified by a Loan Modification Agreement recorded on 7/20/2007 as Instrument 2007-0039810, of Official Records in the office of the County Recorder of Santa Cruz County, State of CALIFORNIA executed by: IAN K. SANDERSON, AN UNMARRIED PERSON WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK DRAWN ON A STATE OR NATIONAL BANK, A CHECK DRAWN BY A STATE OR FEDERAL CREDIT UNION, OR A CHECK DRAWN BY A STATE OR FEDERAL SAVINGS AND LOAN ASSOCIATION, SAVINGS ASSOCIATION, OR SAVINGS BANK SPECIFIED IN SECTION 5102 OF THE FINANCIAL CODE AND AUTHORIZED TO DO BUSINESS IN THIS STATE: AT THE COURTYARD STEPS TO THE SANTA CRUZ COUNTY COURTHOUSE, 701 OCEAN ST., SANTA CRUZ, CA 95060 all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County and State described as: MORE FULLY DESCRIBED ON SAID DEED OF TRUST The street address and other common designation, if any, of the real property described above is purported to be: 210 BRAEMOOR DRIVE SANTA CRUZ, CA 95060 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be held, but without covenant or warranty, express or implied, regarding title, possession, condition, or encumbrances, including fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to pay the remaining principal sums of the note(s) secured by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is: \$230,672.40 If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and

a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call (844) 477-7869 or visit this Internet Web site WWW.STOXPOST-ING.COM, using the file number assigned to this case 044495-CA. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. FOR SALES INFORMATION: (844) 477-7869 CLEAR RECON CORP. 4375 Jutland Drive San Diego, California 92117
12/19, 12/26, 1/2/18

T.S. No. 056135-CA APN: 026-371-09 NOTICE OF TRUSTEE'S SALE IMPORTANT NOTICE TO PROPERTY OWNER: YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 9/10/2015. 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 2/9/2018 at 1:45 PM, CLEAR RECON CORP., as duly appointed trustee under and pursuant to Deed of Trust recorded 9/15/2015, as Instrument No. 2015-0037664, of Official Records in the office of the County Recorder of Santa Cruz County, State of CALIFORNIA executed by: JOHN M. MARHEINEKE AND MARIE K. MARHEINEKE, HUSBAND AND WIFE WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK DRAWN ON A STATE OR NATIONAL BANK, A CHECK DRAWN BY A STATE OR FEDERAL CREDIT UNION, OR A CHECK DRAWN BY A STATE OR FEDERAL SAVINGS AND LOAN ASSOCIATION, SAVINGS ASSOCIATION, OR SAVINGS BANK SPECIFIED IN SECTION 5102 OF THE FINANCIAL CODE AND AUTHORIZED TO DO BUSINESS IN THIS STATE: At the courtyard steps to the Santa Cruz County

Courthouse located at 701 Ocean Street, Santa Cruz, CA 95060 all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County and State described as: MORE FULLY DESCRIBED ON SAID DEED OF TRUST The street address and other common designation, if any, of the real property described above is purported to be: 1200 CAPITOLA ROAD #15 SANTA CRUZ, CALIFORNIA 95062 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be held, but without covenant or warranty, express or implied, regarding title, possession, condition, or encumbrances, including fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to pay the remaining principal sums of the note(s) secured by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is: \$450,463.04 If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 800-801-8003 or visit this Internet Web site WWW.WILLIAMSAUCTION.COM, using the file number assigned to this case 056135-CA. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. FOR SALES INFORMATION: 800-801-8003 CLEAR RECON CORP. 4375 Jutland Drive San Diego, California 92117
12/12, 12/19, 12/26

COMMERCIAL REAL ESTATE OPPORTUNITIES

Need office space? We have you covered! As your business needs change, you may find yourself looking for additional commercial space to grow or to sublease excess space. The good news is that there are currently lots of options throughout the County. We are happy to perform a free analysis for you and your business to help you be as cost-efficient as possible and plan for your future needs. Give us a call at (831) 588-2014 or (831) 295-8850.

Best,
Andrew & Fred



1850 41st AVENUE | CAPITOLA

- 472 - 2,174 SF available in a multi-tenant office building.
- Located at a signalized intersection across from Capitola Mall.
- \$1.80 PSF, NNN (\$0.31 PSF)



55 RIVER STREET | SANTA CRUZ

- 1,100 - 7,930 rentable SF of office space.
- Great downtown location with parking.
- \$1.70 per square foot, modified gross



1729 SEABRIGHT AVENUE | SANTA CRUZ

- 2,600 SF office space; can be subdivided into two 1,300 SF suites.
- Build out to your specs - fully open space with new paint & carpet!
- Walking distance to restaurants, post office, drug store, etc.
- Reduced rate \$1.00 PSF, NNN (\$0.30 PSF)



542 OCEAN STREET | SANTA CRUZ

- 535 - 3,650 SF of office space.
- Great parking, freeway access & proximity to the courthouse & restaurants
- Operable windows & plenty of natural light.
- \$1.00 PSF, NNN (\$0.52 PSF)



103 WHISPERING PINES DRIVE | SCOTTS VALLEY

- 7,000 SF of commercial space configured as 5,500 SF retail & 1,500 SF WHSE.
- Easy access to Highway 17 with great parking.
- Sublease through 5/31/19
- \$1.30 PSF, NNN (\$0.15 PSF)



FRED ANTAKI

Broker Associate

cell: 831.295.8850
office: 831.462.4000 x204
fred@mainstrealtors.com
Cal BRE #01035303



**MAIN STREET
COMMERCIAL**

ANDREW MYERS

Broker Associate

cell: 831.588.2014
office: 831.462.4000 x208
andrew@mainstrealtors.com
Cal BRE #01980936



Main Street Realtors • 2567 Main Street • Soquel, CA 95073 • www.MainStRealtors.com



A.B.C. License Transfers

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

Clays Market Inc.
 Jamesgail, Inc.
1949 Fremont Bl., Seaside
 None Shown

Yesenia Iabel Tapia de Torres
 Valle Garay
5 Broadway Cir., King City
 None Shown

H.S. Specialty Inc.
 Soon Huh
Dolores 7th & 8th, Carmel
 None Shown

Andrew Cox
 William Cox
101 Crossroads Bl., Carmel
 Anthony Tollner

Lynns Liquor
 Western Refining Retail, LLC
1137 Broadway St., King City
 Ticor Title

Businesses in Escrow

Seller
Buyer
Business
Escrow Holder

Lynns Liquors
 Western Refining Retail LLC
Lynns Too
 Ticor Title
 1/17/2018

1 Better Burger, Inc.
 Nancy E. Long
9+1 Burgers
 Business & Escrow Service Center Inc.
 12/20/2017

DMC Construction, Inc.
 Property Restoration Services Inc.
Property Restoration Services
 Placer Title Co.
 12/22/2017

Tyrolean Inn Restaurant, Inc.
 & Charles Rawles Cheatham
 Jacoba Inc.
Tyrolean Inn Restaurant
 Business & Escrow Service Center Inc.
 12/13/2017

Miss Barbara's Child Development Centers, Inc.
 Mims Enterprises, Inc.
Miss Barbara's Child Development Center
 Fidelity National Title Co.
 12/20/2017

Businesses for Sale

HOME OWNER ASSOC MANAGEMENT COMPANY

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

Price: \$335,000

Adjusted Net: Call Revenue: \$350,000

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

REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

SUCCESSFUL APPLIANCE REPAIR SERVICE

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

Price: \$95,000 +

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

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

PLEASE CALL OR EMAIL REX WALTERS,

BROKER. COAST BUSINESS BROKERAGE.

831-685-8866. scbusinessbroker@gmail.com

BRE # 01841628

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- Cost-effective direct mailing services

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Tracking the Numbers

	This Week	Y-T-D 2017	Y-T-D 2016
Grant Deeds - Santa Cruz Co	56	3029	2837
Grant Deeds - Monterey Co.	104	4400	4163
Grant Deeds - San Benito Co	32	1114	969
Notices of Default - Santa Cruz.	4	238	260
Notices of Default - Monterey Co	7	352	472
Notices of Default - San Benito Co	1	58	52
Foreclosures - Santa Cruz Co	1	175	210
Foreclosures - Monterey Co	4	253	408
Foreclosures - San Benito Co	0	36	47
Trustee Deeds - Santa Cruz Co	2	49	56
Trustee Deeds - Monterey Co	1	113	174
Trustee Deeds - San Benito Co	0	11	30
New Business Filings - S.C.	26	1362	1323



Santa Cruz County SCORE
January 2018 Workshops
<https://santacruz.score.org> or **831-621-3735**

SimpleSTEPS for Starting Your Business-Tuesday January 9th 6:30-9 PM
Come learn what it takes to successfully start a business in Santa Cruz County. Drawn from the actual experiences of seasoned entrepreneurs and business leaders, this SCORE workshop presents a broad overview of the issues that impact the success of your business.

Overcome the Fear of Business Planning: Create Your One Page Business Plan (Lean Canvas)-Tuesday January 17th 1:30-3:00 PM
Bring your business idea, or your idea for a new product line or service for your existing business, and let's work on it together! In this hands-on workshop you will learn how to test your business idea on a one page document and find out if it is viable before you spend tons of time and dollars on it.

