SANTA CRUZ RECORD

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COVER DESIGN BY JULES HOLDSWORTH

This Tiny Ocean

Suzie Thomas believes she has Santa Cruz to thank for her career as a jewelry artist and small business owner.

Although her passion for jewelry making began in high school, it didn't seem realistic for her to support herself long term as a jewelry artist. She figured it would just be a hobby. Instead, Thomas studied Sociology at Santa Clara University and pursued a career in social work.

When she moved from the mountains to the beach, Thomas had an opportunity to start a new career in public relations. At first she loved her new career, but after awhile it didn't feel like something she was meant to do long term. Walking on the beach and finding sea glass kept inspiring her to make beautiful sea glass jewelry.

Then Thomas was laid off. It was hard to take at first, but she found new work in marketing that allowed her to work from home.

Working from home freed up a lot of time she had previously spent commuting over the hill and she found herself making jewelry again. Thomas decided to dedicate her extra free time to building a website and seeking retailers to sell her sea glass jewelry.

Although she now works more than she ever did in any of her other careers, she couldn't be happier and she is grateful to Santa Cruz for helping get her where she is today.

You can see Thomas' jewelry in person at these upcoming events: November 4 and 5: Santa Cruz Sea Glass and Ocean Arts Festival at Cocoanut Grove; December 8: Norrie's Open House at the UCSC Arboretum Gift Shop; and December 9: Jingle Shells at Seymour Long Marine Discovery Center.

Visit This Tiny Ocean at thistinyocean.com.



New Business Filings

David M. Okuji, D.D.S., Inc.
Cambridge Institute for Global Oral Health Aptos CA 95003

Lisa Schuler Richard Schuler
Alpenrosen
Aptos CA 95003

Danielle Irby
Studio Glen
Aptos CA 95001

Julia Frances Monahan
Bliss Dogs
Boulder Creek CA 95006

Sonya Wilhelm
Redwood MT Piano Studio
Boulder Creek CA 95006

Juan Jose Moreno
Keystone HVAC Services
Campbell CA 95008

Worldwide Wireless Connections, Inc.
Out of the Woods
Los Gatos CA 95033

Santa Cruz Seaside Company
Harbor Inn
Santa Cruz CA 95062

Ferri Inc.
Santa Cruz Deliveries
Santa Cruz CA 95062

Aaron Timothy Newcomb
Safeguard Chimney Sweep Company
Santa Cruz CA 95060

Kristen Marinovic
Equinox Wealth Management
Santa Cruz CA 95065

David Saalisi
Art Label Press
Santa Cruz CA 95060

Victor Manuel Martinez Moreno
Santa Cruz Housekeeping
Santa Cruz CA 95060

Ghan Prasad Dabadi
Needful Things
Santa Cruz CA 95060

Valter Luis Ferreira Santos
Whizkeeper Technologies
Santa Cruz CA 95062

John Patrick Finch
Fincheye Media
Santa Cruz CA 95062

Janiece Rodriguez
Ocean Living Properties
Ocean Living Vacation Rentals
Santa Cruz CA 95062

Theodore John Kremer IV
Summit to Sea Window Cleaning
Soquel CA 95073

Timothy Mark Dunphy
Powerful Potentials
Watsonville CA 95076

Abigay Chavez
Aby Solution
Mi Revista
Watsonville CA 95076

JBL Contractor, LLC
La Tortilleria
Watsonville CA 95076 ■

Publish your Fictitious Business Name in the Santa Cruz Record for only $50!
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SCORE®
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Satisfied SCORE Client, Roux Dat, Capitola

Checking In: Hospitality-Driven Thinking, Business, and You

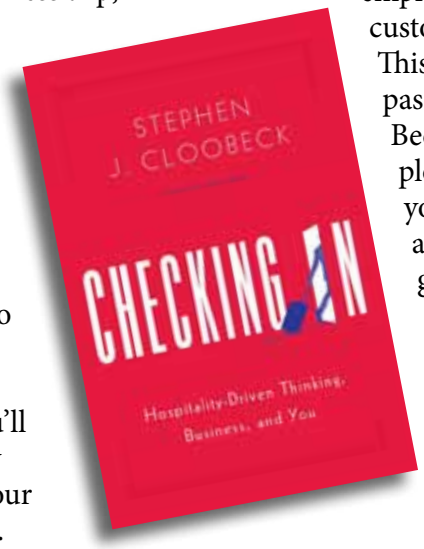


by Stephen J. Cloobeck

by Terri Schlichenmeyer

You only want to relax.

At the end of a business trip, you just want a hotel bed with the softest pillows. You don't want a broken coffee maker, hair in the sink, or malfunctioning air conditioning. No loud sounds in the hallway at midnight. No shortage of shampoo. Just good service and helpful staff and, as you'll see in "Checking In" by Stephen J. Cloobeck, your customers would agree.



When entering a hotel, you probably wouldn't expect to see a doctor behind the front desk. That's what might've happened, if Stephen Cloobeck had followed his original plans: he attended medical school before he entered into the hospitality industry and ultimately "mastered" its principles.

Running a hotel and running your business, he indicates, are more similar than you think.

In any business, as you may know, the first principle is to focus on the client (or "guest"). You can do that by empowering your employees with what Cloobeck calls "The Meaning of Yes," which is to "go above and beyond… without hesitation, reserve, or calculation." Mesh that with Principle Two: never stop trying to improve. You can always find better ways to let your employees please your customers.

This doesn't give you a pass, though.

Become for your employees the role model you always needed, and don't be afraid to get your hands dirty, too. If you own the business, "it means you're in charge of – and accountable for – every detail, from every department." Keep your eye trained on your customers, not your competition. Pay attention to even the tiniest details. Listen to your customers and let them teach you, then teach your staff that "no" is often an unnecessary word. Encourage fresh ideas from your employees. Strive to "recruit the best… train them to be your best… motivate them so they perform at their best." And finally, remember that whatever "industry you're in, what path you go down, what career you choose, you get what you want by giving what others need."

If that sounds business-intuitive, you're not very wrong. It sometimes helps, however, to have things like that written down in front of you but in "Checking In," there's a lot of other to wade through to get there.

Many great campaigns are based on storytelling and this book is no exception: author Stephen J. Cloobeck, former CEO and chairman of Diamond Resorts International, uses personal experiences to illustrate how to make a business customer-centric. That's useful information until it begins to read like a dry script for a resort ad, complete with slug-lines, and the book becomes more about the hospitality industry and less about business in general. After awhile, that single focus feels too firmly entrenched. By then, it's not very easy to read, either.

If you are completely at a loss as to how to laser-point your business toward customers, or if you want to consider a new angle on an old idea, this might be your book. For most businesspeople, though, "Checking In" may not be worth checking out. ■



Bookworm Review

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



Real Estate Sales

Property Address APN# Purchase Price Document#

Santa Cruz County

406 Belle Monti Court Aptos CA 95003 044-091-08 $975,000 2018-30103 10/3

120 Fife Lane Aptos CA 95003 037-631-37 $899,000 2018-30121 10/3

Vacant Land Aptos CA 95003 040-111-36 $285,000 2018-30142 10/4

1432 Dolphin Dr. Aptos CA 95003 054-021-28 $639,000 2018-30335 10/5

2973 Redwood Dr. Aptos CA 95003 105-081-61 $525,000 2018-30353 10/5

105 Via La Jolla Aptos CA 95003 054-611-27 $779,000 2018-30370 10/5

11059 Love Creek Rd. Ben Lomond CA 95005 076-132-12 $589,000 2018-30354 10/5

641 Condor Ave. Ben Lomond CA 95005 072-471-04 $789,000 2018-30511 10/9

870 Park Ave. #105 Capitola CA 95010 036-402-05 $768,000 2018-30100 10/3

1780 46th Avenue Capitola CA 95010 034-021-28 $1,055,000 2018-30282 10/5

4675 Garnet St. Capitola CA 95010 034-033-10 $1,075,000 2018-30317 10/5

1380 49th Ave. Capitola CA 95010 034-068-01 $170,000 2018-30513 10/9

7086 Highway 9 Felton CA 95018 071-071-13 $450,000 2018-30260 10/5

449 Canon Del Sol La Selva Beach CA 95076 046-301-77 $930,000 2018-30154 10/4

14136 Long Ridge Rd. Los Gatos CA 95033 098-151-06 $1,443,000 2018-30199 10/4

26700 Loma Prieta Way Los Gatos CA 95033 098-201-28 $2,788,000 2018-30380 10/5

Vacant Land Los Gatos CA 95033 091-012-07 $150,000 2018-30423 10/9

1031 Brommer St. Santa Cruz CA 95062 026-241-10 $1,699,000 2018-30092 10/3

660 Nobel #2E Santa Cruz CA 95060 002-441-14 $122,000 2018-30098 10/3

434 Locust St. Santa Cruz CA 95060 006-401-14 $1,660,000 2018-30195 10/4

202 Mott Ave. Santa Cruz CA 95065 010-235-08 $1,285,000 2018-30239 10/5

509 Forbes St. Santa Cruz CA 95062 010-236-07 $1,675,000 2018-30268 10/5

224 Laurel St. #A306 Santa Cruz CA 95060 007-511-06 $412,000 2018-30273 10/5

726 Seaside St. Santa Cruz CA 95060 004-102-23 $849,000 2018-30284 10/5

101 Jewell St. #10 Santa Cruz CA 95060 008-721-10 $720,000 2018-30344 10/5

101 Jewell St. #9 Santa Cruz CA 95060 008-721-09 $725,000 2018-30349 10/5

391 26th Avenue Santa Cruz CA 95062 028-183-01 $1,050,000 2018-30366 10/5

107 Allegro Dr. Santa Cruz CA 95060 006-091-07 $1,200,000 2018-30389 10/5

409 Columbia St. Santa Cruz CA 95060 004-191-50 $1,384,000 2018-30438 10/9

330 Atlantic Ave. Santa Cruz CA 95062 010-293-18 $1,982,000 2018-30439 10/9

229 Fern Street Santa Cruz CA 95060 001-044-12 $530,000 2018-30494 10/9

127 Payton St. Santa Cruz CA 95060 006-212-07 $750,000 2018-30505 10/9

638 37th Avenue Santa Cruz CA 95062 032-081-40 $1,125,000 2018-30506 10/9

540 Richardson Rd. Santa Cruz CA 95065 100-221-12 $915,000 2018-30533 10/9

350 Heavenly Way Santa Cruz CA 95065 101-101-27 $1,360,000 2018-30550 10/9

451 La Cuesta Dr. Scotts Valley CA 95066 067-092-02 $1,125,000 2018-30197 10/4

719 Upper Navarra Dr. Scotts Valley CA 95066 024-111-21 $730,000 2018-30248 10/5

782 Lockhart Gulch Rd. Scotts Valley CA 95006 070-212-17 $875,000 2018-30537 10/9

114 Grace Way Scotts Valley CA 95066 022-031-11 $1,230,000 2018-30542 10/9

144 Viking Court Soquel CA 95073 037-281-08 $1,503,909 2018-30090 10/3

857 Old San Jose Rd. Soquel CA 95073 104-211-05 $705,000 2018-30246 10/5

2805 Center St. Soquel cA 95073 030-161-06 $985,000 2018-30500 10/9

5470 Jigger Dr. Soquel CA 95073 102-253-20 $868,000 2018-30552 10/9

212 Frogsong Way Watsonville CA 95076 049-022-14 $975,000 2018-30039 10/3

772 Aptos Ridge Cir. Watsonville CA 95076 108-101-28 $1,350,000 2018-30112 10/3

608 Peachtree Dr. Watsonville CA 95076 017-407-11 $355,000 2018-30137 10/4

814 Cynthia Dr. Watsonville CA 95076 017-443-02 $333,000 2018-30238 10/5

172 Dutchman Rd. Watsonville CA 95076 051-332-06 $284,091 2018-30299 10/5

613 Buena Vista Dr. Watsonville CA 95076 049-251-21 $560,000 2018-30385 10/5

133 Lapis Dr. Watsonville CA 95076 051-644-07 $520,000 2018-30399 10/5

20 Mann Avenue Watsonville CA 95076 050-122-03 $535,000 2018-30461 10/9

521 Joyce Drive Watsonville CA 95076 017-456-15 $470,500 2018-30474 10/9

Monterey County

3407 7th Avenue Carmel CA 93923 009-191-004 $2,588,500 2018-43964 10/3

Santa Fe St. SE of 2nd Ave. Carmel CA 93923 010-028-016 $1,083,500 2018-43971 10/3

9311 Holt Road Carmel CA 93923 416-551-011 $1,600,000 2018-44247 10/4

26580 Rancho San Carlos Rd. Carmel CA 93923 015-251-041 $1,303,000 2018-44475 10/5

9569 Oak Court Carmel CA 93923 016-531-028 $1,175,000 2018-44668 10/5

10471 Fairway Lane Carmel CA 93923 416-593-018 $1,475,000 2018-44801 10/8

Monte Verde St. Carmel CA 93923 010-176-005 $2,400,000 2018-45071 10/9

0 NW Crnr Carpenter St. & 2nd Ave. Carmel CA 93921 010-021-016 $925,000 2018-45106 10/9

31 Via Contenta Carmel Valley CA 93924 187-521-007 $783,000 2018-44573 10/5

170 Calle De Los Agrinemsors Carmel Valley CA 93924 189-381-008 $647,000 2018-44627 10/5

24609 Grant St. #A Chualar CA 93925 145-061-009 $430,000 2018-44673 10/5

722 Talbot St. King City CA 93930 026-052-006 $275,000 2018-45027 10/9

3095 Marina Dr. #40 Marina CA 93933 033-152-040 $374,000 2018-43958 10/3

3109 Seacrest Ave. Marina CA 93933 032-201-025 $22,812,000 2018-44177 10/3

3135 Seacrest Ave. Marina CA 93933 032-181-014 $15,438,000 2018-44178 10/3

3031 Independence Ave. Marina CA 93933 169-171-048 $1,070,000 2018-44328 10/4

3126 Ocean Terrace Marina CA 93933 032-151-060 $698,636 2018-44403 10/4

3162 Eucalyptus St. #38 Marina CA 93933 032-521-038 $320,000 2018-44405 10/4

3013 Bluffs Drive Marina CA 93933 031-275-034 $913,182 2018-44492 10/5

9 Antelope Lane Monterey CA 93940 101-281-024 $1,045,000 2018-44224 10/4

22671 Equipoise Rd. Monterey CA 93940 173-082-002 $1,075,000 2018-44482 10/5

126 Mar Vista Dr. #126 Monterey CA 93940 001-883-017 $160,000 2018-44518 10/5

539 Hannon Ave. Monterey CA 93940 013-132-006 $555,000 2018-44566 10/5

421 Monroe St. Monterey CA 93940 001-392-023 $825,000 2018-44728 10/8

12 Lower Ragsdale #6 Monterey CA 93940 259-034-006 $279,000 2018-44770 10/8

Garden Road Monterey CA 93940 013-312-006 $5,200,000 2018-44910 10/9

Vacant Land Monterra Ranch Monterey CA 93940 259-161-023 $1,800,000 2018-45133 10/9

1003 Morse Dr. Pacific Grove CA 93950 006-704-002 $880,000 2018-43945 10/3

1015 Pico Ave. Pacific Grove CA 93950 006-432-016 $975,000 2018-44473 10/5

1123 Balboa Ave. Pacific Grove CA 93950 006-041-004 $2,150,000 2018-44738 10/8

1212 Del Monte Bl. Pacific Grove CA 93950 006-016-008 $1,520,000 2018-45080 10/9

908 Sunset Dr. Pacific Grove CA 93950 006-622-026 $760,000 2018-45090 10/9

3022 Lopez Road Pebble Beach CA 93953 007-481-002 $1,488,000 2018-44713 10/8

16917 Forrest Lane Royal Oaks CA 95076 127-231-040 $165,000 2018-44093 10/3

17080 Wilson Way Royal Oaks CA 95076 127-291-042 $601,000 2018-44569 10/5

565 Strawberry Canyon Rd. #A Royal Oaks CA 95076 129-321-022 $650,000 2018-44645 10/5

823 Lewis Rd. Royal Oaks CA 95076 412-051-040 $620,000 2018-45102 10/9

18685 Ranchito Del Rio Dr. Salinas CA 93908 139-181-005 $825,000 2018-43919 10/3

812 Bedford Dr. Salinas CA 93901 016-042-012 $585,000 2018-43949 10/3

7875 Lynne Haven Way Salinas CA 93907 125-571-002 $479,000 2018-43973 10/3

515 Santa Paula Dr. Salinas CA 93901 002-927-001 $1,700,000 2018-44141 10/3

20 N. 3rd Street Salinas CA 93906 003-331-045 $400,000 2018-44152 10/3

24660 Foothill Dr. Salinas CA 93908 107-071-010 $712,000 2018-44169 10/3

572 San Felipe St. Salinas CA 93901 016-291-030 $615,000 2018-44174 10/3

9612 Sandbur Pl. Salinas CA 93907 133-452-021 $638,000 2018-44252 10/4

15 La Mirada Ct. Salinas CA 93901 016-281-004 $720,000 2018-44309 10/4

957 Fitzgerald St. Salinas CA 93906 153-613-003 $472,000 2018-44423 10/4

320 Park Street Salinas CA 93901 002-141-015 $450,000 2018-44433 10/4

312 Pingree Way Salinas CA 93906 211-181-013 $335,000 2018-44450 10/5

18495 Swaner Ave. Salinas CA 93906 253-181-010 $385,000 2018-44454 10/5

723 Jefferson St. Salinas CA 93905 004-071-007 $1,410,000 2018-44484 10/5

22645 Oak Canyon Rd. Salinas CA 93908 139-143-001 $740,000 2018-44488 10/5

254 Loma Drive Salinas CA 93905 003-252-003 $470,000 2018-44603 10/5

7045 Tustin Road Salinas CA 93907 125-522-025 $640,000 2018-44611 10/5

19 Chalon Cir. Salinas CA 93901 016-033-022 $549,000 2018-44620 10/5

2400 N. Main St. #F Salinas CA 93906 253-291-003 $207,500 2018-44630 10/5

1797 Marsala Way Salinas CA 93905 153-713-048 $555,500 2018-44634 10/5

48 Pine St. Salinas CA 93901 002-531-013 $526,000 2018-44706 10/8

10031 Reese Circle Salinas CA 93907 125-022-024 $3,000,000 2018-44751 10/8

6847 Paradise Rd. Salinas CA 93907 129-222-006 $290,000 2018-44752 10/8

5 Creekbridge Cir. Salinas CA 93906 153-232-031 $585,000 2018-44846 10/9

192 Gardenia Dr. Salinas CA 93905 003-632-017 $404,500 2018-45024 10/9

256 Osage Dr. Salinas CA 93906 261-332-013 $439,500 2018-45067 10/9

7 Mcallister Cir. Salinas CA 93907 261-712-023 $515,000 2018-45074 10/9

657 Park Street Salinas CA 93901 002-101-001 $439,000 2018-45076 10/9

275 W. Laurel Drive Salinas CA 93906 003-792-007 $1,600,000 2018-45113 10/9

1783 Luzern St. Seaside CA 93955 012-785-013 $495,000 2018-44321 10/4

1955 Military Ave. Seaside CA 93955 011-491-005 $669,500 2018-44335 10/4

1200 Hamilton Ave. Seaside CA 93955 012-265-001 $510,000 2018-44421 10/4

1856 Lowell St. Seaside CA 93955 012-831-020 $500,000 2018-44428 10/4

2050 Mariposa St. Seaside CA 93955 011-055-020 $650,000 2018-45072 10/9

100 Front St. Soledad CA 93960 022-211-005 $1,100,000 2018-44863 10/9

continued on following page

Grant Deeds cont. from previous page

124 Railroad Ave. Spreckels CA 93962 177-042-012 $400,000 2018-44314 10/4

No Address Available Watsonville CA 95076 117-291-029 $5,250,000 2018-44154 10/3

327 San Andreas Rd. Watsonville CA 95076 005-231-109 $820,000 2018-44413 10/4

San Benito County

170 Gibson Dr. #28 Hollister CA 95023 056-300-028 $369,000 2018-9104 10/3

1905 McCloskey Rd. Hollister CA 95023 025-460-002 $800,000 2018-9106 10/3

2031 Sage Drive Hollister CA 95023 025-580-024 $650,000 2018-9108 10/3

165 Villa Pacheco Ct. Hollister CA 95023 020-490-015 $405,000 2018-9110 10/3

521 Seville Dr. Hollister CA 95023 054-610-094 $615,500 2018-9119 10/3

649 Central Ave. Hollister CA 95023 053-200-008 $405,000 2018-9124 10/3

1471 Hill Avenue Hollister CA 95023 057-367-011 $535,000 2018-9128 10/3

1529 Foxtail Ct. Hollister CA 95023 025-540-022 $701,000 2018-9143 10/4

940 Lanini Dr. Hollister CA 95023 020-670-019 $685,000 2018-9145 10/4

1438 Azalea Ct. Hollister CA 95023 025-590-050 $797,727 2018-9152 10/4

2340 Fairhaven Dr. Hollister CA 95023 057-520-077 $599,000 2018-9154 10/4

231 Dry Creek Rd. Hollister CA 95023 020-580-038 $950,000 2018-9156 10/4

1860 Morning Glory Dr. Hollister CA 95023 057-670-079 $830,000 2018-9200 10/4

1618 Ranch Lane Hollister CA 95023 052-240-052 $655,500 2018-9204 10/4

380 Eastview Ct. Hollister CA 95023 057-580-008 $675,000 2018-9215 10/5

1261 Alder Ct. Hollister CA 95023 060-200-040 $585,000 2018-9216 10/5

350 Hawkins St. Hollister CA 95023 056-012-024 $404,500 2018-9220 10/5

801 Nash Road #C5 Hollister CA 95023 055-280-005 $376,000 2018-9230 10/5

1561 Lily Ct. Hollister CA 95023 025-540-050 $676,500 2018-9233 10/5

Vacant Land Hollister CA 95023 054-620-095 $714,000 2018-9235 10/5

921 Trinity Drive Hollister CA 95023 060-260-001 $587,000 2018-9238 10/5

2535 Glenview Dr. Hollister CA 95023 057-650-052 $630,000 2018-9240 10/5

1380 Kathleen Court Hollister CA 95023 060-240-029 $679,000 2018-9243 10/5

1428 Azalea Court Hollister CA 95023 025-590-049 $597,000 2018-9269 10/8

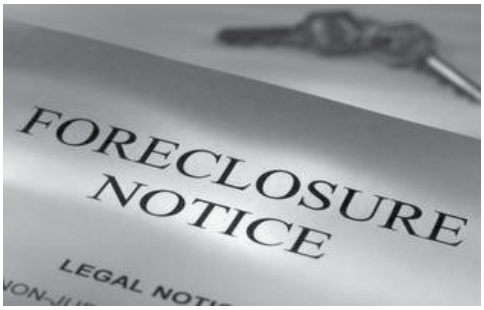
1431 Azalea Court Hollister CA 95023 025-590-064 $569,000 2018-9311 10/9

531 Seville Drive Hollister CA 95023 054-610-093 $625,000 2018-9316 10/9

660 Las Palmas Dr. Hollister CA 95023 054-530-041 $505,000 2018-9321 10/9

Vacant Land Hollister CA 95023 025-370-035 $4,140,000 2018-9323 10/9

509 6th Street San Juan Bautista CA 95045 002-360-013 $540,000 2018-9213 10/5



Distressed Real Estate

Trustee Sales

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

Santa Cruz County

2018-30210 3920 Transom Ct. Soquel 95073 102-441-13 $2,798,055 2- Nov 701 Ocean St., Santa Cruz 1:45 PM

2018-30451 205 Hill Avenue Watsonville 95076 018-081-11 $550,750 9- Nov 701 Ocean St., Santa Cruz 1:45 PM

2018-30420 16 Shady Oaks Road Watsonville 95076 015-312-05 $465,626 13- Nov 701 Ocean St., Santa Cruz 1:00 PM

2018-29463 189 Woodland Dr. Ben Lomond 95005 077-201-08 $517,639 18-Oct 701 Ocean St., Santa Cruz 1:45 PM

2018-29448 407 Pioneer Lane Scotts Valley 95066 022-921-29 $541,429 31-Oct 701 Ocean St., Santa Cruz 1:45 PM

2018-29672 1420 7th Avenue Santa Cruz 95062 026-321-12 $14,110 6-Nov 701 Ocean St., Santa Cruz 1:45 PM

2018-28646 1248 Diana Drive Santa Cruz 95062 026-255-21 $915,350 16-Oct 701 Ocean St. Santa Cruz 1:00 PM



2018-28797 7430 Mesa Drive Aptos 95003 039-093-06 $82,817 16-Oct 701 Ocean St. Santa Cruz 1:45 PM

2018-29169 204 Highland Dr. Rio Del Mar 95003 042-221-03 $452,878 23-Oct 701 Ocean St. Santa Cruz 1:45 PM

2018-29170 615 Brewington Ave. Watsonville 95076 018-042-01 $1,139,890 13-Nov 701 Ocean St. Santa Cruz 1:45 PM

2018-28299 7994 Empire Grade Road Santa Cruz 95060 080-221-10 $404,225 17-Oct 701 Ocean St., Santa Cruz 1:45 PM

2018-28342 129 Landis Ave. Freedom 95019 014-091-01 $408,032 17-Oct 701 Ocean St., Santa Cruz 1:45 PM

2018-26192 4230 Grace Street Capitola 95010 034-121-40 $808,246 19-Oct 701 Ocean St., Santa Cruz 1:45 PM

Monterey County

2018-44792 33 Montsalas Dr. Monterey 93940 101-261-025 $321,385 8- Nov 168 W. Alisal St., Salinas 10:00 AM

2018-44329 417 Fulton Way Salinas 93907 261-818-012 $260,777 6- Nov 168 W. Alisal St., Salinas 10:00 AM

2018-43807 12 Walker Lane Greenfield 93927 024-391-093 $267,562 13- Nov 168 W. Alisal St., Salinas 9:00 AM

2018-44644 18847 Lenny St. Salinas 93906 253-254-012 $236,140 13- Nov 168 W. Alisal St., Salinas 9:00 AM

2018-44712 509 Stephens Cir. Soledad 93960 022-431-046 $631,888 13- Nov 168 W. Alisal St., Salinas 9:00 AM

2018-44727 11718 Saddle Road Monterey 93940 416-133-029 $3,750,783 13- Nov 168 W. Alisal St., Salinas 10:00 AM

2018-43107 254 Edinburgh Ave. Monterey 93940 013-242-014 $319,810 30-Oct 168 W. Alisal St, Salinas 10:00 AM

2018-42177 315 Westminster Dr. Salinas 93906 211-253-011 $126,513 19-Oct 168 W. Alisal St., Salinas 10:00 AM

2018-41651 17671 Riverbend Road Salinas 93908 139-241-020 $868,892 23-Oct 168 W. Alisal St., Salinas 10:00 AM

2018-41346 1330 Garner Ave. Salinas 93905 004-281-007 $270,986 26-Oct 168 W. Alisal St., Salinas 10:00 AM

2018-42016 14515 Mountain Quail Road Salinas 93908 161-651-053 $1,105,946 29-Oct 168 W. Alisal St., Salinas 10:00 AM

2018-41624 95 San Clemente Ave. Salinas 93901 002-094-027 $382,114 30-Oct 168 W. Alisal St., Salinas 9:00 AM

2018-40592 915 Acosta Plaza #6 Salinas 93905 004-701-028 $110,538 16-Oct 168 W. Alisal St., Salinas 9:00 AM

2018-40628 410 Shelley Way Salinas 93901 207-181-015 $410,089 19-Oct 168 W. Alisal St., Salinas 10:00 AM

2018-40392 151 Ora Court Marina 93933 033-062-005 $376,931 22-Oct 168 W. Alisal St., Salinas 10:00 AM

San Benito County

2018-9164 1531 Panorama Dr. Hollister 95023 057-640-004 $289,717 13. Nov Monterey St. Ent. 11:30 AM

.

Trustee Deeds

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

2018-44760 1440 Lisbon Lane Pebble Beach 008-221-008 Arthur H. Tesser 362091 $2,139,722 $1,210,000

2018-44909 787 Las Casitas Dr. Salinas 004-682-039 Zalez 9004 LLC* 056650-CA $291,892 $318,100

2018-44727 120 Afton Road Salinas 004-511-002 HSBC Bank USA 9987-6776 $381,731 $340,025

2018-9202 4020 Bolsa Rd. Hollister 014-060-008 Tim Gillio, Al Denice & Ben Denice* 17-20065-SP-CA $614,837 $515,000

2018-43471 801 Willow Street King City 026-071-072 Federal Home Loan Mortgage Corp. $387,122 $269,220

2018-42232 1260 Cantera Ct. Pebble Beach 008-234-009 U.S. Bank 063058-CA $2,304,584 $2,304,584

2018-41387 206 Primrose Dr. Salinas 003-771-006 Breckenridge Property Fund 2016 LLC* CA1800282785 $492,673 $363,336

2018-41593 528 Kent St. Salinas 211-444-007 Deutsche Bank National Trust Co. CA-14-633718-AB $1,035,330 $579,309



FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change
File No. 18-1389
The following person(s) is/are doing business as:
FERN RIVER RESORT, 5250 Highway 9, Felton CA 95018.
Nicole Martin, address same as business.
This business is conducted by an Individual.
/s/Nicole Martin
The registrant commenced to transact business under the fictitious business name listed above on 8/19/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/30/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1395
The following person(s) is/are doing business as:
DIGITALACACIA, 3351 Julie Lane, Santa Cruz CA 95062.
Mario B. Lari, address same as business.
This business is conducted by an Individual.
/s/Mario B. Lari
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/30/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1403
The following person(s) is/are doing business as:
RISINGIMAGE, 1568 El Dorado Ave. Santa Cruz CA 95062.
Shona I. H. Sullivan, address same as business.
This business is conducted by an Individual.
/s/Shona Sullivan
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/31/18.
9/25, 10/2, 10/9, 10/16

continued on following page

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1417
The following person(s) is/are doing business as:
TEQUILA JEWELRY, 23 Western Dr. Watsonville CA 95076.
Eduwiges Hernandez, address same as business.
This business is conducted by an Individual.
/s/Eduwiges Hernandez
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 9/4/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1420
The following person(s) is/are doing business as:
L.M.C., 119 Alta Dr. La Selva Beach CA 95076.
Low Management Company LLC, address same as business.
This business is conducted by a Limited Liability Company.
/s/Monika London, Managing Member
The registrant commenced to transact business under the fictitious business name listed above on 5/1/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/5/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1456
The following person(s) is/are doing business as:
INSPIRA STUDIOS, 406 Main St. Suite #416, Watsonville CA 95076.
Carina Ramirez Navarrete, 426 Salinas Rd. #12, Watsonville CA 95076; Eugenia Renteria, 37 Kralj Dr. Watsonville CA 95076.
This business is conducted by a General Partnership.
/s/Eugenia Renteria
The registrant commenced to transact business under the fictitious business name listed above on 9/8/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/11/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1468
The following person(s) is/are doing business as:
DOGSQUAD SC, 814 Escalona Dr. Santa Cruz CA 95060.
TRC Partners - LLC, address same as business.
This business is conducted by a Limited Liability Company.
/s/Scott Bauhofer, COO
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 9/13/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1474
The following person(s) is/are doing business as:
AGreatPlaceToStay.net-TudorRosemanor-Vacation-Rentals, 208 Venetian Rd. Aptos CA 95003.
Judith Buck Hoelscher, 1970 Cox Rd. Aptos CA 95003.
This business is conducted by an Individual.
/s/Judith Buck Hoelscher
The registrant commenced to transact business under the fictitious business name listed above on 9/1/99. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/14/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1482
The following person(s) is/are doing business as:
BENEFICIAL BUILDING, 1385 7th Ave. #11, Santa Cruz CA 95062.
Benjamin Hernandez, address same as business.
This business is conducted by an Individual.
/s/Benjamin Hernandez
The registrant commenced to transact business under the fictitious business name listed above on 9/14/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/14/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change
File No. 18-1509
The following person(s) is/are doing business as:
C. C. DUNN CONSTRUCTION, 1630 Merrill St. #615, Santa Cruz CA 95062.
Cornelius C. Dunn Jr., address same as business.
This business is conducted by an Individual.
/s/Cornelius C. Dunn, Jr.
The registrant commenced to transact business under the fictitious business name listed above on 1/1/96. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/19/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1518
The following person(s) is/are doing business as:
SUSHI GARDEN, 38 Rancho Del Mar, Aptos CA 95003.
SG RDM, Inc., address same as business.
This business is conducted by a Corporation.
/s/Seo Young We, 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 9/21/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1522
The following person(s) is/are doing business as:
FAIR AND SQUARE SERVICES, 252 Lorenzo Ave. Ben Lomond CA 95005.
Kevin E. Dunivan, address same as business.
This business is conducted by an Individual.
/s/Kevin E. Dunivan
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 9/24/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1524
The following person(s) is/are doing business as:
SHANDOKAN MARTIAL ARTS HEALING, 2232 S. Rodeo Gulch Rd. Santa Cruz CA 95062.
Sithan Pat, address same as business.
This business is conducted by an Individual.
/s/Sithan Pat
The registrant commenced to transact business under the fictitious business name listed above on 9/24/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/24/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1527
The following person(s) is/are doing business as:
1. SURFBREAK FIJI 2. TRAVEL PACIFIC 3. WEDDY-MOONS, 243 Spreckels Dr. Aptos CA 95003.
Toto Travel Group, Inc., address same as business.
This business is conducted by a Corporation.
/s/Rick S. Garrett, President
The registrant commenced to transact business under the fictitious business name listed above on 9/13/12. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/24/18.
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1537
The following person(s) is/are doing business as:
AFFORDABLE HAULING AND CLEAN UPS, 3200 Aptos Rancho Rd. #412, Aptos CA 95003.
(831) 460-0237
Carlos Diaz, address same as business.
This business is conducted by an Individual.
/s/Carlos Diaz
The registrant commenced to transact business under the fictitious business name listed above on 9/25/18. This statement was filed with Gail L. Pellerin, County Clerk

of Santa Cruz County on 9/25/18.
9/25, 10/2, 10/9, 10/16

ORDER TO SHOW CAUSE
FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **KATHY SABALA** for CHANGE OF NAME
18CV02637
TO ALL INTERESTED PERSONS:
1. Petitioner: **KATHY SABALA** filed a petition with this court for a decree changing names as follows:
PRESENT NAME(s):
JENAYA TELEAH RIOS
PROPOSED NAME(s):
JENAYA TELEAH MARTINEZ
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
OCTOBER 29, 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
PAUL P. BURDICK
September 14, 2018
Kathy Savala
72 Bright View
Watsonville CA 95076
9/25, 10/2, 10/9, 10/16

AMENDED ORDER TO SHOW CAUSE
FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **ANNEKATHRIN JOHANNA ALEXANDRA DOHERTY** for CHANGE OF NAME
18CV02244
TO ALL INTERESTED PERSONS:
1. Petitioner: **ANNEKATHRIN JOHANNA ALEXANDRA DOHERTY** filed a petition with this court for a decree changing names as follows:
PRESENT NAME(s):
ANNEKATHRIN JOHANNA ALEXANDRA DOHERTY
PROPOSED NAME(s):
ANIKA JOHANNA DOHERTY
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
NOVEMBER 6, 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
PAUL P. BURDICK
September 24, 2018
Annekathrin J A Doherty
310 Palisades Ave
Santa Cruz CA 95062
9/25, 10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME
STATEMENT - Refile with Change
File No. 18-1467
The following person(s) is/are doing business as:
FEATHER SALON, 2910 Daubenbiss, Soquel CA 95073.
Gillian Hammond, 1035 Escalona Dr. Santa Cruz CA 95060; Erin Perry, 6441 Fern Flat Rd. Aptos CA 95003.
This business is conducted by a General Partnership.
/s/Gillian Hammond
The registrant commenced to transact business under the fictitious business name listed above on 9/16/13. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/13/18.
10/2, 10/9, 10/16, 10/23

FICTITIOUS BUSINESS NAME
STATEMENT
File No. 18-1488
The following person(s) is/are doing business as:
NORTH STATE COURIER, 5048 Wilder Dr. Unit C Soquel CA 95073.
Katrina Rodriguez, address same as business.
This business is conducted by an Individual.
/s/Katrina 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 9/17/18.
10/2, 10/9, 10/16, 10/23

FICTITIOUS BUSINESS NAME
STATEMENT
File No. 18-1534
The following person(s) is/are doing business as:
SANTA CRUZ COLLEGE REPUBLICANS, 1156 High St. Santa Cruz CA 95064.
John Nover, 5422 Panoramic Lane, San Diego CA 92121; Dylan W. Temple, 891 Archer St. Monterey CA 93940.
This business is conducted by an Unincorporated Association.
/s/Dylan Temple
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 9/24/18.
10/2, 10/9, 10/16, 10/23

FICTITIOUS BUSINESS NAME
STATEMENT
File No. 18-1536
The following person(s) is/are doing business as:
INDUSTRIAL BID, 269 Mt. Herman Rd. Ste. 102, Scotts Valley CA 95066.
Bidpath, Incorporated, 21860 Burbank Blvd. Ste. 350, Woodland Hills CA 91367.
This business is conducted by a Corporation.
/s/Adam Frank Alexander
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 9/24/18.
10/2, 10/9, 10/16, 10/23

FICTITIOUS BUSINESS NAME
STATEMENT
File No. 18-1539
The following person(s) is/are doing business as:
COUNSELING SERVICES, 104 Walnut Ave. Ste. 208, Santa Cruz CA 95060.
Family Service Agency of the Central Coast, address same as business.
This business is conducted by a Corporation.
/s/David Bianchi, Executive Director
The registrant commenced to transact business under the fictitious business name listed above on 1/1/00. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/24/18.
10/2, 10/9, 10/16, 10/23

FICTITIOUS BUSINESS NAME
STATEMENT
File No. 18-1542
The following person(s) is/are doing business as:
THE DEBERNARDO TEAM, 1840 41st. Ave. #205, Capitola CA 95010.
Bridgetek Real Estate, Inc., address same as business.
This business is conducted by a Corporation.
/s/Trent Davis, COO
The registrant commenced to transact business under the fictitious business name listed above on 8/1/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/25/18.
10/2, 10/9, 10/16, 10/23

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1554
The following person(s) is/are doing business as:
JIMMIZ RECYCLED GOODIES, 7960 B Soquel Ave. #120, Aptos CA 95003.
James Penrose, 254 La Vida Rd. Aptos CA 95003.
This business is conducted by an Individual.
/s/James Penrose
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 9/27/18.
10/2, 10/9, 10/16, 10/23

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1569
The following person(s) is/are doing business as:
HARBOR INN, 645 7th Ave. Santa Cruz CA 95062.
Santa Cruz Seaside Company, 400 Beach St. Santa Cruz CA 95060.
This business is conducted by a Corporation.
/s/Karl Rice, President
The registrant commenced to transact business under the fictitious business name listed above on 9/24/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/1/18.
10/2, 10/9, 10/16, 10/23

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1572
The following person(s) is/are doing business as:
LA GRANDE GAUFRE, 1570 Thompson Ave. Santa Cruz CA 95062.
Aracelly Bibl, address same as business.
This business is conducted by an Individual.
/s/Aracelly Bibl
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 10/1/18.
10/2, 10/9, 10/16, 10/23

FICTITIOUS BUSINESS NAME STATEMENT OF ABANDONMENT
Original File No. 2015-0002153
The following person has Abandoned the use of the Fictitious Business Name(s): **HARBOR INN**, 645 Seventh Ave. Santa Cruz CA 95062.
Seabright LLC, 645 Seventh Ave. Santa Cruz CA 95062.
This business was conducted by a Limited Liability Company.
/s/Chris Finelli, Managing Member
The registrant commenced to transact business under the fictitious business name listed above on 11/1/89. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/2/18.
10/2, 10/9, 10/16, 10/23

AMENDED ORDER TO SHOW CAUSE FOR CHANGE OF NAME
SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **CRYSTAL MARIE TOWNE** for CHANGE OF NAME
18CV02319
TO ALL INTERESTED PERSONS:
1. Petitioner: **CRYSTAL MARIE TOWNE** filed a petition with this court for a decree changing names as follows:
PRESENT NAME(s):
HAILEY MARIE TUPPER
PROPOSED NAME(s):
HAILEY MARIE TOWNE
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
NOVEMBER 16, 2018, 8:30am, Dept. 4
The address of the court is 701 Ocean St, Santa Cruz CA 95060.
3. A copy of this *Order to Show Cause* shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: SANTA CRUZ RECORD.
JUDGE OF THE SUPERIOR COURT
PAUL P. BURDICK
September 14, 2018
Gregory W. Carter, Attorney
9200 Soquel Dr.
Aptos CA 95003
831 688-1703
10/2, 10/9, 10/16, 10/23

NOTICE OF PETITION TO ADMINISTER ESTATE OF ANNA GERTRUDE JENSEN, Decedent
Case Number: 18PR00435
TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **Anna Gertrude Jensen AKA Anna G. Jensen AKA Anna Jensen.**
A PETITION FOR PROBATE has been filed by **Rodney H. Jensen** in the Superior Court of California, County of SANTA CRUZ.
THE PETITION requests that **Rodney H. Jensen** 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 in this court as follows:
Date: **DECEMBER 3, 2018 Time: 8:30 a.m. Dept. 4**
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:
Richard Manning 57696
P.O. Box 1930
Aptos, CA 95001
831 688-4133
10/2, 10/9, 10/16

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1434
The following person(s) is/are doing business as:
SHAMROCK CONSULTING, 3357 N. Polo Dr. Aptos CA 95003.
Geoffrey D. Maloon, address same as business.
This business is conducted by an Individual.
/s/Geoffrey D Maloon
The registrant commenced to transact business under the fictitious business name listed above on 1/1/03. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/7/18.
10/2, 10/9, 10/16, 10/23

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1496
The following person(s) is/are doing business as:
YONIVERSE MONOLOGUES, 400 Bronco Rd. Soquel CA 95073.
Sirena Andrea Haller, address same as business.
This business is conducted by an Individual.
/s/Sirena Andrea Haller
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 9/17/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1502
The following person(s) is/are doing business as:
1. NATIONAL 9 MOTEL 2. SILVER SANDS MOTEL, 130 Plymouth St. Santa Cruz CA 95060.
Kusumben Patel and Vinod Kumar Patel, address same as business.
This business is conducted by a Married Couple.
/s/Vinod K. Patel
The registrant commenced to transact business under the fictitious business name listed above on 7/7/92. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/18/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1506
The following person(s) is/are doing business as:
SEACLIFF RESEARCH, 120 Mattison Ln. Aptos CA 95003
Bartley Michael Fahey, address same as business.
This business is conducted by an Individual.
/s/Bartley Michael Fahey
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 9/19/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1520
The following person(s) is/are doing business as:
CENTRAL COAST PACK AND SHIP, 1052 East Lake Ave. Watsonville CA 95076.
Central Coast Pack and Ship LLC, address same as business.
This business is conducted by a Limited Liability Company.
/s/Lillian T. Liberatore-Ryan, CEO
The registrant commenced to transact business under the fictitious business name listed above on 9/10/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/21/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1525
The following person(s) is/are doing business as:
MINDFUL BEACH HOUSE, 7157 Mesa Dr. Aptos CA 95003.
Elizabeth Posner, 515 Middlefield Dr. Aptos CA 95003.
This business is conducted by an Individual.
/s/Elizabeth Posner
The registrant commenced to transact business under the fictitious business name listed above on 1/1/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/24/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1529
The following person(s) is/are doing business as:
CAPITOLA UNION 76, 2195 41st Ave. Capitola CA 95010.
Gawfco Enterprises, Inc, 567 Ygnacio Valley Blvd. Walnut Creek CA 94596.
This business is conducted by a Corporation.
/s/Mohammed Ahmadi
The registrant commenced to transact business under the fictitious business name listed above on 8/1/00. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/24/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1575
The following person(s) is/are doing business as:
THE GROG SHOP, 110 Hubbard St. Santa Cruz CA 95060.
Anton Atallah, 1196 Vermont Way, San Bruno CA 94066.
This business is conducted by an Individual.
/s/Anton Atallah
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 10/1/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1576
The following person(s) is/are doing business as:
HUMMINGBIRD PRESS, 2299 Mattison Lane, Santa Cruz CA 95062.
Leonard M. Anderson, Jr., address same as business; and Kim Scheiblauer, 100 N. Rodeo Bulch Rd. #160, Soquel CA 95073
This business is conducted by Copartners.
/s/Kim Scheiblauer
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 10/1/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1593
The following person(s) is/are doing business as:
1. HAIRCUTS LTD 111 2. HAIRCUTS SALON LTV AND BEAUTY SUPPLY, 3912 Portola Dr. Suite 12, Santa Cruz CA 95062.
Maria Luisa Murillo Iturrios, 13 Crescent Dr. Scotts Valley CA 95066.
This business is conducted by an Individual.
/s/Maria Luisa Murillo I.
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 10/3/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1604
The following person(s) is/are doing business as:
NEXTLEVELGLASS, 218 Claudius Dr. Aptos CA 95003.
Noah M. D. Lehman, address same as business.
This business is conducted by an Individual.
/s/Noah Lehman
The registrant commenced to transact business under the fictitious business name listed above on 12/15/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/4/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1608
The following person(s) is/are doing business as:
POWERFUL POTENTIALS, 315 Bollinger Place, Watsonville CA 95076.
Timothy M. Dunphy, address same as business.
This business is conducted by an Individual.
/s/Timothy Mark Dunphy
The registrant commenced to transact business under the fictitious business name listed above on 10/5/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/5/18.
10/9, 10/16, 10/23, 10/30

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **DIANA LINDSEY BINGHAM** for CHANGE OF NAME
18CV02884
TO ALL INTERESTED PERSONS:
1. Petitioner: **DIANA LINDSEY BINGHAM** filed a petition with this court for a decree changing names as follows:
PRESENT NAME(s):
DIANA LINDSEY BINGHAM
PROPOSED NAME(s):
DIANA LINDSEY HOLM

continued on following page

continued from previous page

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

NOVEMBER 21, 2018, 8:30am, Dept. 4

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

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

JUDGE OF THE SUPERIOR COURT
PAUL P. BURDICK
October 3, 2018
Diana L. Bingham
100 High Rd.
Santa Cruz CA 95060
831 431-0982
10/9, 10/16, 10/23, 10/30

NOTICE OF PETITION TO ADMINISTER ESTATE OF BRUCE ALAN KOEHLER, Decedent

Case Number: 18PR00471

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **BRUCE ALAN KOEHLER, aka BRUCE A. KOEHLER, Deceased.**

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

THE PETITION requests that **RYAN BRUCE KOEHLER** be appointed as personal representatives to administer the estate of the decedent.

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 in this court as follows:

Date: **DECEMBER 28, 2018, 2018 Time: 8:30 a.m. Dept. 4**

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.

Petitioner:
Ryan Bruce Koehler, In Pro Per
405 Waugh Ave.
Santa Cruz CA 95065
831 444-5160
10/9, 10/16, 10/23

FICTITIOUS BUSINESS NAME STATEMENT

File No. 18-1451

The following person(s) is/are doing business as:
WIND RIVER MUSIC, 3831 Melton St. Santa Cruz CA 95062.
Keith Greeninger, address same as business.
This business is conducted by an Individual.
/s/Keith Greeninger
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 9/10/18.
10/9, 10/16, 10/23, 10/30

FICTITIOUS BUSINESS NAME STATEMENT

File No. 18-1510

The following person(s) is/are doing business as:
TABBY CAT CAFE, 1101 Cedar St. Santa Cruz CA 95060.
IL Gatto Nero LLC, 514 Market St. Santa Cruz CA 95060.
This business is conducted by a Limited Liability Company.
/s/Lisa Curran, Co-Owner
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/19/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT

File No. 18-1544

The following person(s) is/are doing business as:
BEYE DESIGN STUDIO, 256 Rosemarie Ct. Aptos CA 95003.
Nicole Kimberly Beye, address same as business.
This business is conducted by an Individual.
/s/Nicole Beye
The registrant commenced to transact business under the fictitious business name listed above on 8/12/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/26/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT

File No. 18-1552

The following person(s) is/are doing business as:
1. RICHARD BAYER ENT. 2. SNOWONDER, 5610 Scotts Valley Dr. #525, Scotts Valley CA 95066.
Richard Bayer, address same as business.
This business is conducted by an Individual.
/s/Richard Bayer
The registrant commenced to transact business under the fictitious business name listed above on 4/15/01. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/27/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT

File No. 18-1533

The following person(s) is/are doing business as:
BRITTANY McDERMOTT YOGA, 1105 Brommer St. Santa Cruz CA 95062.
Brittany McDermott, address same as business.
This business is conducted by an Individual.
/s/Brittany McDermott
The registrant commenced to transact business under the fictitious business name listed above on 9/24/17. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/24/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 18-1561

The following person(s) is/are doing business as:
ROWAN STUDIO, 16020 Kings Creek Rd. Boulder Creek CA 95006.
Michael J. Barnes and Erin S. Wells, address same as business.
This business is conducted by A Married Couple.
/s/Erin S. Wells
The registrant commenced to transact business under the fictitious business name listed above on 10/3/05. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/28/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1562
The following person(s) is/are doing business as:
MAGNOLIA RASAK WELLNESS, 225 7th Ave. Apt. G, Santa Cruz CA 95062.
Sarah Rasak, address same as business.
This business is conducted by an Individual.
/s/Sarah Rasak
The registrant commenced to transact business under the fictitious business name listed above on 9/4/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/28/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1580
The following person(s) is/are doing business as:
RUSSELL PLUMBING, 850 Rosedale Ave. Apt. #61, Capitola CA 95010.
Corbin J. Russell, address same as business.
This business is conducted by an Individual.
/s/Corbin Jackson Russell
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 10/1/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1598
The following person(s) is/are doing business as:
LA TORTILLERIA, 508 Main St. Apt 208, Watsonville CA 95076.
JBL Contractor, LLC, address same as business.
This business is conducted by a Limited Liability Company.
/s/Jesus Ivan Bustamonte
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 10/3/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change
File No. 18-1615
The following person(s) is/are doing business as:
CRUZ PROPERTIES, 23111 Santa Cruz Highway, Los Gatos CA 95033.
Ann Marie Scherer and Michael T. Scherer, address same as business.
This business is conducted by a Married Couple.
/s/Ann M. Scherer
The registrant commenced to transact business under the fictitious business name listed above on 3/1/14. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/9/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1629
The following person(s) is/are doing business as:
CIELO ANTIQUES CONSIGNMENT, 171 Barbara Way, Watsonville CA 95076.
Roxanna Fernandez-Rocha, address same as business.
This business is conducted by an Individual.
/s/Roxanna Fernandez-Rocha
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 10/10/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1636
The following person(s) is/are doing business as:
KD'S, 1320 Riverside Rd. Watsonville CA 95076.
Karla J. Dogherra, address same as business.
This business is conducted by an Individual.
/s/Karla J. Dogherra
The registrant commenced to transact business under the fictitious business name listed above on 10/12/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/12/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1637
The following person(s) is/are doing business as:
KALINEX LANDSCAPING, 151 Andrea Ln. Felton CA 95018.
Infinite Home Solutions Inc., address same as business.
This business is conducted by a Corporation.
/s/Jakub Kalinowski, 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 10/12/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1645
The following person(s) is/are doing business as:
SACRED TECHNOLOGY, 1010 Pacific Ave. #108, Santa Cruz CA 95060.
Mark Buchanan, address same as business.
This business is conducted by an Individual.
/s/Mark Buchanan
The registrant commenced to transact business under the fictitious business name listed above on 10/15/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/15/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1650
The following person(s) is/are doing business as:
1. CAPITOLABYTHESEA.COM 2. PLEASURE POINT DESIGN, 3700 Portola Dr. Santa Cruz CA 95062.
PPD Multimedia, Inc., 322 32nd Ave. Santa Cruz CA 95062.
This business is conducted by a Corporation.
/s/Jeff Bettencourt, President
The registrant commenced to transact business under the fictitious business name listed above on 8/29/13. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/15/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT
File No. 18-1652
The following person(s) is/are doing business as:
BROOKDALE CABINS, 11570 Hwy 9, Brookdale CA 95060.
Pravin Patel, 59 Hollins Dr. Santa Cruz CA 95060.
This business is conducted by an Individual.
/s/Pravin Patel
The registrant commenced to transact business under the fictitious business name listed above on 10/15/18. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/15/18.
10/16, 10/23, 10/30, 11/6

FICTITIOUS BUSINESS NAME STATEMENT OF ABANDONMENT
Original File No. 2014-0000245
The following person has Abandoned the use of the Fictitious Business Name(s): **SANTA CRUZ MOUNTAIN MECHANICAL**, 244 Redwood Dr. Felton CA 95018.
Kenneth Minick, address same as business.
This business was conducted by an Individual.
/s/Kenneth Minick
The registrant commenced to transact business under the fictitious business name listed above on 1/27/14. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/4/18.
10/16, 10/23, 10/30, 11/6

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **MARY ANNA HELENA MIRANDA** for CHANGE OF NAME
18CV02926
TO ALL INTERESTED PERSONS:
1. Petitioner: **MARY ANNA HELENA MIRANDA** filed a petition with this court for a decree changing names as follows:
PRESENT NAME(s):
MARY ANNA HELENA MIRANDA
PROPOSED NAME(s):
MARIE HELENA MIRANDA

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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

NOVEMBER 30, 2018, 8:30am, Dept. 4

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

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

JUDGE OF THE SUPERIOR COURT
PAUL P. BURDICK
October 9, 2018
Mary Anna Helena Miranda
985 30th Ave. #1
Santa Cruz CA 95062
831 295-0999
10/16, 10/23, 10/30, 11/6

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **MARIA GRISELDA CASTILLO** for CHANGE OF NAME
18CV02954
TO ALL INTERESTED PERSONS:
1. Petitioner: **MARIA GRISELDA CASTILLO** filed a petition with this court for a decree changing names as follows:
PRESENT NAME(s):
VICTORIA ITZEL FERREL CASTILLO
PROPOSED NAME(s):
ANGELICA HITHAI RIOS-CASTILLO

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

NOVEMBER 26, 2018, 8:30am, Dept. 4

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

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

JUDGE OF THE SUPERIOR COURT
PAUL P. BURDICK
October 10, 2018
Maria Griselda Castillo Ortiz
100 Seneca Ct.
Watsonville CA 95076
831 535-2646
10/16, 10/23, 10/30, 11/6

NOTICE OF PETITION TO ADMINISTER ESTATE OF WILLIAM S. RAINEY, Decedent

Case Number: 18PR00433

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **WILLIAM SCOTT RAINEY, BILL RAINEY, WILLIAM S. RAINEY, Deceased.**

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

THE PETITION requests that **SHIRLEY S. RAINEY** 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 in this court as follows:

Date: **NOVEMBER 30, 2018, 2018 Time: 8:30 a.m. Dept. 4**

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:
Kathleen A. Brewington
133 Mission St. Suite 280
Santa Cruz CA 95060
(831) 459-8498
10/16, 10/23, 10/30

Title Order No.: 180036848 Trustee Sale No.: 18-00981A Reference No.: 17-09025 APN No.: 026-321-12 NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A NOTICE OF DELINQUENT ASSESSMENT DATED 10/27/2017. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 11/6/2018 at 1:45 PM , A.S.A.P. Collection Services, as the duly appointed Trustee under and pursuant to Notice of Delinquent Assessment, recorded on 10/31/2017 as Document No. 2017-0036620 Book n/a Page n/a of Official Records in the Office of the Recorder of Santa Cruz County, California, property owned by: Ma Cecille Balay Escalona WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH, (payable at time of sale in lawful money of the United States, by cash, a cashier's check drawn by a State or national bank, a check drawn by a state of 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: At the courtyard steps to the Santa Cruz County Courthouse, 701 Ocean Street, Santa Cruz, CA. Said sale shall be subject to a 90 day right of redemption period per the requirements of the California Civil Code section 5715(b). All rights, title and interest under said Notice of Delinquent Assessment in the property situated in said County, describing the land therein, under Assessors' Parcel Number: 026-321-12 The street address and other common designation, if any of the real property described above is purported to be: 1420 7th Avenue Santa Cruz, CA 95062-2729 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will

be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum due under said Notice of Delinquent Assessment, with interest thereon, as provided in said notice, advances, if any, estimated fees, charges, and expenses of the Trustee, to-wit: $14,110.25 Estimated Accrued Interest and additional advances, if any, will increase this figure prior to sale The claimant, Harbor Oaks Homeowners' Association Inc under said Notice of Delinquent Assessment 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 and more than three months have elapsed since such recordation. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call (916) 939-0772 or visit this Internet Web site at www.nationwideposting.com using the file number assigned to this case 18-00981A. 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. PLEASE NOTE THAT WE ARE A DEBT COLLECTOR Date: 9/26/2018 For Sales Information Please Call (916) 939-0772 or go to www.nationwideposting.com A.S.A.P. Collection Services, as Trustee by: Platinum Resolution Services, Inc., as Agent Stephanie Strickland, President NPP0341240 To: SANTA CRUZ RECORD 10/16/2018, 10/23/2018, 10/30/2018

NOTICE OF TRUSTEE'S SALE TS No. CA-14-617736-BF Order No.: 170095560-CA-VOI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 2/10/2004. 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. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial Code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): KEVIN A. CRUMLEY, A SINGLE PERSON Recorded: 2/19/2004 as Instrument No. 2004-0010536 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 10/23/2018 at 1:45 PM Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, located at 701 Ocean Street, Santa Cruz, CA 95060 Amount of unpaid balance and other charges: $452,878.62 The purported property address is: 204 HIGHLAND DRIVE, RIO DEL MAR, CA 95003 Assessor's Parcel No.: 042-221-03 NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 916-939-0772 for information regarding the trustee's sale or visit this Internet Web site http://www.qualityloan.com, using the file number assigned to this foreclosure by the Trustee: CA-14-617736-BF. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. If the sale is set aside for any reason, including if the Trustee is unable to convey title, the Purchaser at the sale shall be entitled only to a return of the monies paid to the Trustee. This shall be the Purchaser's sole and exclusive remedy. The purchaser shall have no further recourse against the Trustor, the Trustee, the Beneficiary, the Beneficiary's Agent, or the Beneficiary's Attorney. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holders right's against the real property only. Date: Quality Loan Service Corporation 2763 Camino Del Rio South San Diego, CA 92108 619-645-7711 For NON SALE information only Sale Line: 916-939-0772 Or Login to: http://www.qualityloan.com Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-14-617736-BF IDSPub #0145510 10/2/2018 10/9/2018 10/16/2018

NOTICE OF DEFAULT AND FORECLOSURE SALE WHEREAS, on 6/24/2005, a certain Mortgage Deed of Trust was executed by LORRAINE E. STUCKI, AN UNMARRIED WOMAN as trustor in favor of WELLS FARGO BANK, N. A as beneficiary, and was recorded on 6/30/2005, as Instrument No. 2005-0044302, in the Office of the Recorder of Santa Cruz County, California; and WHEREAS, the beneficial interest in the Mortgage Deed of Trust is now owned by the Secretary, pursuant to an assignment dated 4/17/2017, recorded on 4/18/2017, as instrument number 2017-0012742, in the office of Santa Cruz County, California; and WHEREAS, a default has been made in the covenants and conditions of the Mortgage Deed of Trust in that the payment due upon the death of the borrower was not made and remains wholly unpaid as

continued on following page

continued from previous page

of the date of this notice, and no payment has been made sufficient to restore the loan to currency; and WHEREAS, the entire amount delinquent as of 9/14/2018 is $350,404.08; and WHEREAS, the Mortgage Deed of Trust was insured by the United States Secretary of Housing and Urban Development (the Secretary) pursuant to the National Housing Act for the purpose of providing single family house; and WHEREAS, by virtue of this default, the Secretary has declared the entire amount of the indebtedness secured by the Mortgage Deed of Trust to be immediately due and payable; NOW THEREFORE, pursuant to powers vested in me by the Single Family Mortgage Foreclosure Act of 1994, 12 U.S.C. 3751 et seq., by 24 CFR part 27, subpart B, and by the Secretary's designation of me as Foreclosure Commissioner, recorded on 6/20/2018, as Instrument No. 2018-0018789, notice is hereby given that on 10/24/2018 at 1:45 PM local time, all real and personal property at or used in connection with the following described premises ("Property") will be sold at public auction to the highest bidder: Legal Description: LOT 325, AS THE SAME IS SHOWN UPON THAT CERTAIN MAP ENTITLED, "TRACT NO. 653, BAY VILLAGE SUBDIVISION NO. 4," FILED FOR RECORD JULY 19, 1973 IN VOLUME 58 OF MAPS, PAGE 39, SANTA CRUZ, CALIFORNIA. APN: 017-415-03 Commonly known as: 509 EL RIO STREET, WATSONVILLE, CA 95076 The sale will be held at: AT THE COURTYARD STEPS TO THE SANTA CRUZ COUNTY COURTHOUSE, 701 OCEAN ST., SANTA CRUZ, CA 95060 Per the Secretary of Housing and Urban Development, the estimated opening bid will be $355,603.28. There will be no proration of taxes, rents or other income or liabilities, except that the purchaser will pay, at or before closing, his pro rata share of any real estate taxes that have been paid by the Secretary to the date of the foreclosure sale. When making their bids, the winning bidders with the exception of the Secretary must submit a deposit totaling ten percent (10%) of the Secretary's estimated bid amount in the form of a certified check or cashier's check made payable to the undersigned Foreclosure Commissioner. Ten percent of the estimated bid amount for this sale is $35,560.33. A deposit need not accompany each oral bid. If the successful bid is oral, a deposit of $35,560.33 must be presented before the bidding is closed. The deposit is nonrefundable. The remainder of the purchase price must be delivered within 30 days of the sale or at such other time as the Secretary may determine for good cause shown, time being of the essence. This amount, like the bid deposits, must be delivered in the form of a certified or cashier's check. If the Secretary is the highest bidder, he need not pay the bid amount in cash. The successful bidder will pay all conveying fees, all real estate and other taxes that are due on or after the delivery date of the remainder of the payment and all other costs associated with the transfer of title. At the conclusion of the sale, the deposits of the unsuccessful bidders will be returned to them. The Secretary may grant an extension of time within which to deliver the remainder of the payment. All extensions will be for 15 day increments for a fee of: $500.00, paid in advance. The extension fee shall be in the form of a certified or cashiers check made payable to the Secretary of HUD. If the high bidder closes the sale prior to the expiration of any extension period, the unused portion of the extension fee shall be applied toward the amount due. If the high bidder is unable to close the sale within the required period, or within any extensions of time granted by the Secretary, the high bidder may be required to forfeit the cash deposit or, at the election of the Foreclosure Commissioner after consultation with the HUD representative, will be liable to HUD for any costs incurred as a result of such failure. The Commissioner may, at the direction of the HUD representative, offer the property to the second highest bidder for an amount equal to the highest price offered by that bidder. There is no right of redemption, or right of possession based upon a right of redemption, in the mortgagor or others subsequent to a foreclosure completed pursuant to the Act. Therefore, the Foreclosure Commissioner will issue a Deed to the purchaser(s) upon receipt of the entire purchase price in accordance with the terms of the sale as provided herein. HUD does not guarantee that the property will be vacant. The scheduled foreclosure sale shall be cancelled or adjourned if it is established, by documented written application of the mortgagor to the Foreclosure Commissioner not less than 3 days before the date of sale, or otherwise, that the default or defaults upon which the foreclosure is based did not exist at the time of service of this notice of default and foreclosure sale, or all amounts due under the mortgage agreement are tendered to the Foreclosure Commissioner, in the form of a certified or cashier's check payable to the Secretary of HUD, before public auction of the property is completed. The amount that must be paid if the Mortgage Deed of Trust is to be reinstated prior to the scheduled sale is based on the nature of the breach, this loan is not subject to reinstatement. A total payoff is required to cancel the foreclosure sale or the breach must be otherwise cured. A description of the default is as follows: FAILURE TO PAY THE PRINCIPAL BALANCE AND ANY OUTSTANDING FEES, COSTS, AND INTEREST WHICH BECAME ALL DUE AND PAYABLE BASED UPON THE DEATH OF ALL MORTGAGORS. Tender of payment by certified or cashier's check or application for cancellation of the foreclosure sale shall be submitted to the address of the Foreclosure Commissioner provided below. Date: September 14, 2018 CLEAR RECON CORP Foreclosure Commissioner Hamsa Uchi Title: Foreclosure Supervisor 4375 Jutland Drive San Diego, California 92117 Phone: (858) 750-7600 Fax No: (858) 412-2705
10/2, 10/9, 10/16



Helping Local Business Thrive

ch & flow

with Cat Johnson



SEO Basics for Small Business Owners

Opening a small business is just the first step on your entrepreneurial journey. Getting people in the door of your business—whether virtual or brick-and-mortar—is a much longer-term challenge/opportunity, depending on how you look at it.

These days, SEO (search engine optimization) is essential to connecting with potential customers. You likely already have a web presence and ideally you're active on social media. These both already contribute to your SEO.



But, like opening the doors of your business, simply having a web presence and social media accounts is not enough for strong SEO. You need to optimize your website and blog for search engines so your target market can find you. Here are nine SEO basics to catch the attention of Google and your potential customers.

1. Clear Site Navigation

Make sure that your website is easy to navigate. If people viewing it have an easy time navigating around, Google will as well. Create a hierarchy for your site, which is a fancy way of saying prioritize your pages and make sure blog posts and subpages link to your high-priority pages, such as "Shop," "Schedule a Tour," or "Get a Quote."

2. Publish High-quality Content

Content is one of the most powerful SEO tools in your toolbox. Publish high-quality content that speaks directly to the needs and interests of your target market. Content helps Google, and users, understand what your site is about, so be clear and focused in your content efforts.

3. Internal Links

As you generate content, be sure to use internal links to other blog posts to direct readers (and Google) to other pieces of your site's content, as well as high-priority pages.

4. External Links

Somewhat counter-intuitively, linking away from your page to high-quality sites can boost your SEO and help establish you as a quality source of information.

5. Inbound Links

Inbound links are different from internal links. Inbound links are links from other sites back to yours. The higher the quality of the linking site, the more SEO juice it provides you.

Where appropriate, ask partner companies and organizations to link back to you. A great way to get high-quality inbound links is to write guest posts for other sites and link back to your site in the intro and author bio.

6. Use smart URLs

When you create content, be sure the URLs have your keywords in them. Many platforms, including Wordpress, have an easy way to edit the URL at the top of the blog post draft. For instance, if your blog post or page is about growing strawberries in Santa Cruz County, make sure the URL is something like: yoursite.com/growing-strawberries-in-santa-cruz, rather than yoursite.com/blog/2347230.

7. Blog Post Headlines, Subheaders and Images

Google prioritizes keywords found in blog post headlines and subheadlines, which are those options to use H1, H2, H3 in your post. Use these header tags and make sure you have your keywords in both the post headline and the subheads.

Another protip is to put your keywords in your image names. For example, instead of uploading an image titled, IMG238460.ppg, change the image name to Strawberries-Santa-Cruz.jpg

8. Clear, Consistent Keyword Strategys

Before you start writing the copy for your website or blog post, know which keywords and keyword phrases you're working to be found on Google for. Clarifying, in advance, your target keywords will keep you on-track with your copy and help you avoid trying to insert those phrases into the copy after the fact.

9. Play the Long Game and Don't Try to Game Google

SEO is a long game. Content marketing is a long game. Google rewards high-quality sites with useful, relevant, high-quality content. Think like a Google searcher, not like someone trying to game Google. Google is far to smart to game these days and you don't want to risk getting penalized for questionable SEO tactics. Go for clear, focused, quality copy and you'll be well on your way to stronger SEO

Cat Johnson is a writer and content strategist covering coworking, community and the future of work. Follow her on Twitter: @CatJohnson.

Cruz Views

Helping Local Business Thrive

by Cat Johnson



Frank Scott Krueger

How much thought have you given to your brand? If your branding begins and ends with your logo, you're missing out on opportunities to connect with customers and tell your story.

I spoke with Frank Scott Krueger, creative director at Good Knife and co-founder of Humble Sea Brewing Company, about common branding pitfalls, how to develop a unique voice, and how making authentic connections is a smart use of your time.

Cat Johnson: What's your nutshell approach to creating a strong, memorable brand when starting from scratch?

Frank Scott Krueger: I never start with the visual. I think visuals are distracting and I think people are quick to distill a brand down to one visual element. People associate a brand with a logo but a brand is so much more than that. I like to describe it as a gut feeling that you get when you think about a business or product.

As a design studio, we get to know the story, the people and the personalities. Once we have all the information, we figure out how to communicate that, both in words and communications material, and distill it into a visual language.

One of the mistakes people make is thinking you can have a strong brand just by slapping stickers everywhere and having visual recognition. Nowadays, brands are much more rich and there's a much deeper layer of storytelling. People want to connect with the personalities behind the product, and the story behind it, rather than just seeing a cool logo.

What are some of the common pitfalls you see small businesses and entrepreneurs falling into when it comes to branding?

One is saying, 'I'm in advertising mode now,' or 'I'm in brand communications mode now.' It comes off as very mechanical. People being afraid to be themselves and be transparent about what they're doing is a major pitfall.

Another is not educating people as much as you should about what you're doing. If you're creating a business, you're creating something new and unique that is different from the other products and services out there. People aren't going to waste their headspace figuring out how you're different, you just need to tell them.

How can these pitfalls be avoided?

Consistency. There's a certain level of experimentation and growth and evolution that comes with building your own voice. At the same time, if your voice is going to sound 100% different every day, that's an issue.

In the Santa Cruz scene, it seems like it's just about the friends you make. Just get out there and do something that you genuinely enjoy. Don't go network, go do something you like to do, with people that you're interested in and want to learn from.

Unless you have a consumer-facing product, like Humble Sea Brewing Company, I wouldn't focus too much on the brand. I'd focus more on friendship and connection and authentic communication, which is the brand.

Companies are expected to have a website, be active on social media, send out regular emails, and create blog or video content. How can people keep their brand consistent across platforms?

Especially for smaller companies, having one consistent voice and really exploring that voice, is usually going to happen from one person. At Humble Sea, for the first year I didn't allow anybody to post on any channels on social media—even though we have a team of six really creative guys. I just said, 'I want to test what's working, I want to feel this out.'

After a year of doing that, we had a strong direction and voice and it was clear what was working and what wasn't. At that point I told them to go ahead and post whenever they want. I told them, 'Here's our direction, here's our voice, here's what we like to do on the different platforms.' They're doing an awesome job. Now, a third or half of our content is from the brewers themselves.

For companies planning a rebrand, what tips can you offer on making that transition as seamless as possible.

The fear of rebranding is that you rebrand then no one knows who you are, or people forget about you. As long as you can keep the element that people cling to, such as a recognizable color, everything else can change.

Anything you'd like to add?

A brand is so much more than a logo. Regardless of what space you're in, the strongest brands engage with as many senses as possible, rather than just visual. ■



Cat Johnson is a writer and content strategist focused on coworking, community and the future of work. She blogs about coworking at catjohnson.co. Find her on Twitter at @catjohnson.



A.B.C. License Transfers

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

Black Point Market, LLC
Hassan Ayyad
2-1400 East Cliff Dr., Santa Cruz
None Shown

Capitola Inn, LLC
Capitola Hotel II, LLC
210 Esplanade, Capitola
Old Republic Title

Maria Elisa Dominguez Cervantes
Sal Magana Alvarez
10749 Merritt St., Castroville
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Unity Escrow

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ASZJ Investments Inc.
501 Front St., Soledad
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"My advice for an entrepreneur just starting out is to differentiate yourself. Why are you different? What's important about you? Why does the customer need you?"

-Sara Blakely - Spanx

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Tracking the Numbers

	This Week	Y-T-D 2018	Y-T-D 2017
Grant Deeds - Santa Cruz Co	52	2357	2384
Grant Deeds - Monterey Co	75	3485	3533
Grant Deeds - San Benito Co	29	968	898
Notices of Default - Santa Cruz	4	177	189
Notices of Default - Monterey Co	9	286	285
Notices of Default - San Benito Co	3	55	38
Foreclosures - Santa Cruz Co	3	133	145
Foreclosures - Monterey Co	6	173	212
Foreclosures - San Benito Co	1	23	34
Trustee Deeds - Santa Cruz Co	0	42	37
Trustee Deeds - Monterey Co	3	77	101
Trustee Deeds - San Benito Co	1	10	7
New Business Filings - SC. Co.	24	1131	1123

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