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SERVING ALL OF THE DESERT CITIES AND UNINCORPORATED AREAS OF RIVERSIDE COUNTY IN THE COACHELLA VALLEY

HARC research shows many women still not thinking "pink" when it comes to breast cancer screening and testing

STAFF REPORTS

Despite the National Football League and numerous other corporate partners wearing pink to promote Breast Cancer Awareness Month, the number of women foregoing screening and examinations—especially those in Coachella Valley—show that staying ahead of this silent killer remains one huge challenge.

Breast Cancer is the third most prevalent type of cancer in the Coachella Valley behind prostate and skin cancer. According to HARC's 2013 data approximately 16.4 percent of adult females have been diagnosed with breast cancer in the Coachella Valley. Most women who are diagnosed with breast cancer have no known risks and no history of the disease in their family, therefore screenings such as mammograms and breast exams are highly recommended so that if breast cancer is found early it will be easier to treat.

The Centers for Disease Control and

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Today's K-12 education bears little resemblance to your school experience

BY KEN ALAN

If the last time you set foot in a high school classroom was 20 or more years ago, you may be surprised at how much things have changed. "I think that probably the biggest change, the thing that you would see the most quickly, is how much student access to technology has increased," said Dr. Mike Swize, assistant superintendent of educational services for the Palm Springs Unified School District (PSUSD). "In the last few years, we've ended up rolling out thousands of ... laptops or iPads ... or computers in computer labs to our students in grades K through 12. We're in the middle of a big initiative to really increase student access to technology, teacher access to technology and of course some teacher strategies that incorporate technology."

Swize characterized today's classroom as a one-to-one learning environment. "We're moving away from that traditional textbook and that traditional classroom structure to a much more rigorous, more interactive kind of classroom experience. Every student has a device during class. They're watching videos.

They're interacting online with others working on the same kinds of projects. They're collaborating via the Internet," he said.

While computer technology is often accused of crippling social interaction and the mastery of social skills, elements of social networking have crept into this new, high-tech classroom environment. "One example is to use a shared document online that allows students to annotate the text to highlight sections where they have questions. In the margin they can post questions that their classmates can see. So the kids not only interact with the text but they're interacting with each other. Teachers can monitor student questions and comments, and add clarifications that appear on what everybody is reading." This more collaborative approach to learning mirrors trends in the workplace, where companies are abandoning cubicles in favor of more open office layouts that foster greater interaction among employees.

For now, the iPads and computers can't be removed from the classroom, but the goal is for them to be taken home. "I would say in about 18 months we'll have



a device for every student."

The latest buzz phrase in education is Common Core State Standards (CCSS), an initiative developed by the Washington D.C.-based National Governors

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Today's K-12 education bears little resemblance to your school experience

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Association, the trade association for the nation's governors (www.corestandards.org). This appears to be a branded and copyrighted variant of the familiar STEM (Science Technology Engineering and Math) initiative we've heard about for years. With an emphasis on reading and math the end game is to prepare every child for college. "To me, we can't really any longer say that to be successful, that our measure of success is students graduating from high school. Really our measure of success is students graduating from high school who are truly prepared as college or career-ready citizens. That again I think is a national focus," said Swize.

Forty-three states, the District of Columbia, four territories and the Department of Defense Education Activity have adopted the Common Core Standards. Notably absent is the state of Texas which claims its Texas Essential Knowledge and Skills (TEKS) standards are superior to CCSS. Among the differences between CCSS and TEKS is the Texas standards require students to learn personal finance.

With the laser-like focus on sending every high school graduate to college, anything resembling preparation for a career in a trade will be hard to spot in today's K-12 classrooms. "We really don't have those traditional certificate-based programs. What we do is when there are programs that's maybe focused on a trade or a skill, we make sure that that program is also preparing students for those higher levels of education in that career. We just make sure that any pathway we have is really still preparing students for college. We view that activity not necessarily as an end that just will result in a job right out of high school but more as a hook — something the kids are interested in that can hook them into the curriculum so we can keep that focus of college and career," he said.

Why is there so much focus on a college education? "I think traditionally that was the guaranteed path to high-paying jobs. I do think the statistics still really bear that out that the higher level of degree you have from the university, the higher your average pay and quality of life moving forward," said Swize. Nevertheless, about half of the 787 jobs listed in the Bureau of Labor Statistics 2012 to 2022 employment projections report only require a high school diploma and pay a median wage of over \$50,000 per year. Among those with the greatest projected growth (24.6 percent): Elevator installers and repairers, paying a median annual salary of \$76,650.

Another, more subtle change you might observe in our local schools is how many children come from families who live in poverty. "A vast majority of our students are coming from low income homes. Sometimes students ... have had fewer experiences and exposure to things that might help them master some of the concepts in schools. We work really (hard) to make sure ... that we're giving our English learner population all of the extra support that they need to master these really challenging standards," said Swize.

You may have never hear the phrase "school lunch program" when you were in school, but PSUSD currently serves around 25,000 meals per day. More than 70 percent of students qualify for the lunch programs in the valley's other two school districts.

The concept of magnet schools has been around for a long time, but in the past decade or so, Career Academies have become very popular in the Coachella Valley. Cathedral City High School's DATA (Digital Arts Technology Academy) and Palm Springs High School's Palm Academy have been recognized as state models, according to Swize. The Palm Academy focuses on sports medicine and health careers. "Right now we have a guarantee of two different academies at each of our high schools. That's going to be growing over the next several years but right now, for example, at Rancho Mirage High School there is a performing arts pathway and a culinary academy. We have a business academy, renewal energy academy, and public service academy. It's really a wide range," he said.

The Career Academies work closely with local business leaders. "Right now we have over 500 business partners with the district and we look for opportunities for internships or mentoring or serving on those industry councils where they can give us input into the skills they really need students to have when they leave high school," said Swize.

Businesses interested in working with the school district can contact Dr. Diana Lamar, dlamar@psusd.us. **TPR**

HARC research shows many women still not thinking "pink" when it comes to breast cancer screening and testing

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Prevention recommend women 50 to 74 years of age have a screening mammogram every two years. For women 40 to 49 years of age, it is recommended they have a conversation with their doctor about when to start and how often to get a screening mammogram. According to HARC data, 6.4 percent, or approximately 7,790 of Coachella Valley women, age 40 and over, reported that they have never undergone a mammogram. Furthermore, of the women who have had a mammogram, 30.0 percent, or more than 34,007 reported not having one within the past year.

Clinical breast exams are recommended every three years for women ages 20 to 40. According to HARC data, about 15.9 percent of women age 18 and over reported that they have never had a clinical breast exam. This represents 27,614 Coachella Valley women. Of those women who have had a clinical breast exam, about 11.7 percent, or 16,876 have not had an exam in the past three years or more.

October is Breast Cancer Awareness Month; help spread the word by educating those around you on breast cancer and how early detection can make a world of difference in the outcomes of this disease. **TPR**

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BUSINESS NEWS

DBA LAUNCHES EDUCATIONAL PROGRAMMING

The Desert Business Association will launch its Educational Programming starting with a discussion on Small Business and the Law with guest speaker Francine Ward, a business and intellectual property attorney with a focus on business contracts and formation, copyrights, trademarks, publishing & entertainment law issues, sweepstakes & contest law, as well as social media legal issues. In addition, Ward prepares estate documents, such as wills, trusts, healthcare directives and powers of appointment. A 1989 graduate of Georgetown University Law Center, Francine is admitted to practice in New York, California and the District of Columbia.

The program will be held Tuesday, Oct. 28 at SBB College, 34275 Monterey Avenue, Rancho, Mirage starting at 6 p.m. Pre-registration & pre-payment is required at www.desertbusinessassociation.org. This program is \$15 for DBA members & \$25 for The Desert Business Association, Coachella Valley's only LGBT chamber of commerce, is a business network formed to promote and support LGBT and allied businesses, professionals and individuals who have joined together for business promotion, economic development, educational and humanitarian purposes. The Association began in 1979 and has forged relationships with fellow LGBT organizations as well as mainstream Chambers of Commerce throughout Southern California. The DBA can be reached online at DesertBusinessAssociation.org.

CVWD CUSTOMERS REDUCE WATER USE BY 9 PERCENT

Coachella Valley Water District's domestic customers used 9 percent less water in September compared to the same month last year, based on data reported today to the State Water Resources Control Board.

Much of the drop can be attributed to increased awareness of the drought, compliance with CVWD's water-use restrictions and participation in the district's numerous conservation rebate and incentive programs.

"An overwhelming response to our conservation programs, coupled with an aggressive education and outreach campaign are empowering residents and business owners to reduce their water use," said CVWD general manager Jim Barrett.

CVWD has allocated \$1.4 million in funding this fiscal year for conservation rebate and incentive programs. The response has been unprecedented with funding nearly depleted.

"We expect to see even greater reductions in water use as these smart controllers are installed and more landscape conversions completed," Barrett said.

In August, the first month the restrictions were put into place, CVWD's water use decreased 4 percent compared to September 2013. Monthly figures can be affected by various outside factors, so long-term statistics show the most accurate picture. For example, rain in September resulted in reduced need for landscaping irrigation, which also contributed to the overall drop.

As part of the State Water Resources Control Board's emergency regulations for conservation that were enacted in July, urban water agencies are required to submit monthly water use reports to the state. CVWD's figures are based on domestic groundwater pumping.

The Coachella Valley Water District is a public agency governed by a five-member board of directors. The district provides domestic and irrigation water, agricultural drainage, wastewater treatment and reclamation services, regional stormwater protection, groundwater management and water conservation. It serves approximately 108,000 residential and business customers across 1,000 square miles, located primarily in Riverside County, but also in portions of Imperial and San Diego counties.

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BUSINESS CALENDAR

ABOUT THE CALENDAR

Listings in the Business Calendar are free and limited to chambers of commerce, associations, networking groups, or other nonprofit, business-oriented organizations. Please submit event notices at least three weeks in advance. Email to admin@desertpublicrecord.com or fax to 760-771-1188. Please include the event, time, location, price, phone, and sponsor. All listings are subject to space availability.

FOR MORE INFORMATION

American Business Women Association
www.abwa.org

Building Industry Association Contact
760-360-2476

Cathedral City Chamber of Commerce
760-328-1213, www.cathedralcitycc.com

Coachella Chamber of Commerce
760-398-8089, www.coachellachamber.com

Coachella Valley Women's Business Center
760-345-9200, www.cvwbc.org

Desert Business Association 760-904-4589,
www.desertbusinessassociation.org

Desert Contractors Association
760-200-9202, www.desertcontractors.org

Desert Hot Springs Chamber of Commerce
760-329-6403, www.deserthotsprings.com

Desert Valleys Builders Association
760-776-7001, www.thedvba.org

Indian Wells Chamber of Commerce
760-346-7095, www.indianwellschamber.com

Indio Chamber of Commerce
760-347-0676, www.indiochamber.org

La Quinta Chamber of Commerce
760-564-3199, www.lqchamber.com

Palm Desert Area Chamber of Commerce
760-346-6111, www.pdacc.org

Palm Springs Chamber of Commerce
760-325-1577, www.pschamber.org

Palm Springs Desert Resorts Convention & Visitors Authority
760-770-9000, www.palmspringsusa.com

Palm Springs Hospitality Association
760-835-4957, www.palmspringshospitality.org

Rancho Mirage Chamber of Commerce
760-568-9351, www.rancho Mirage.org

Thousand Palms Chamber of Commerce
760-343-1988

October 22 La Quinta Chamber After Dark

Mixer: Beer Hunter 5:30pm-7:30pm

October 22 Desert Hot Springs October

Mixer: Five Star Fitness 5:30pm-7:30pm

October 25 Desert Hot Springs Second

Annual Salsa Blast: 12:00pm-5:00pm

October 26 AIDS Assistance Program (AAP)
Les Originales

October 28 DBA Educational Seminar: SBB
College in Rancho Mirage 6:00 p.m. - 8:00 p.m.

October 30 AIDS Assistance Program (AAP)
Audi A3 Cabriolet raffle

October 31 La Quinta Chamber The Mayors
Cup Golf Challenge: La Quinta Country
Club 3:30 p.m.

November 1-2 Coachella Chamber of
Commerce Dia De Los Muertos USA: Rancho
Las Flores Park Coachella

November 2 La Quinta Chamber of
Commerce Family Hiking Event: Lake Cahuilla
7:00 a.m. - 12:00 p.m.

November 3 DBA Mixer: Expressions at the
Gallery 6:00 p.m.

November 7th-9th DPLPA Hosted Qtrly LSI
Conference: Masquerade Ball: Palm Springs
Hilton

November 11th DPLPA Membership Meeting:
The Classic Club 5:30 p.m. - 6:00 p.m.

November 12 Eighth Annual - "Show Me Palm
Springs": Palm Springs Convention Center 4:00
- 7:00 p.m.

November 18 Coachella Chamber of
Commerce Breakfast with Newly Elected
Officials: Spotlight 29 Casino 7 a.m. - 9 a.m.

November 19th - Desert Hot Springs
November Mixer: Community United Methodist
Church 5:30pm-7:30 p.m.

November 22 Stroke Recovery Center Winter
Wonderland Ball

December 5 Coachella Chamber of Com-
merce Christmas Parade: 6:00 p.m.-9:00 p.m.

December 9th DPLPA Membership Holiday
Party: The Classic Club 5:30 p.m. - 6:00 p.m.

INPUT WELCOME

The Public Record welcomes letters to the editor, guest editorials, tips on local business news and press releases. All submissions should include your name, occupation or business affiliation, email address and phone number. Photos submitted for publication should include a caption and be a minimum of 4"x6" at 300dpi (1800x1200 pixels), jpg format is preferred. We reserve the right to edit for length, grammar and to ensure that copy remains within the bounds of good taste.

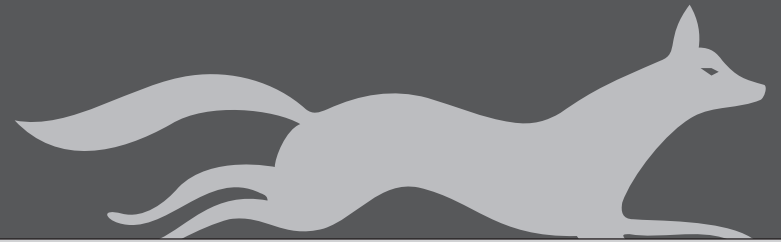
Send all correspondence to ken@desertpublicrecord.com.



Fox & Hounds

KEEPING TABS ON CALIFORNIA BUSINESS AND POLITICS

DAILY



MINIMUM WAGE TRUTH AND CONSEQUENCES: WHO'S LISTENING?

BY JOEL FOX

Let's hope that voters become more engaged in the minimum wage debate than some elected officials.

Voters will be subject to counterarguments in the minimum wage debate. Raising the minimum wage will undoubtedly make things better for minimum wage workers—more to spend, raising some out of poverty. At the same time it likely will cost some minimum wage workers their jobs and raise costs for all consumers, including, of course, those minimum wage workers who get a raise.

California cities are in the forefront of the debate. San Francisco voters will consider raising the minimum wage from \$10.74 an hour to \$15 by 2018. Oakland voters will be asked to raise the minimum wage from \$9 an hour to \$12.25 by March 2015. San Diego faces a referendum in two years over a minimum wage increase passed by the city council over the mayor's veto.

In Los Angeles, the mayor is proposing a \$13.25 minimum wage with fu-

ture increases tied to inflation. The L.A. City Council couldn't wait. They already passed a \$15.37 minimum wage for hotel workers and some councilmembers want to introduce a minimum wage increase to \$15.25 for all city workers by 2019.

The Congressional Budget Office laid out the consequences of raising a federal minimum wage from \$7.25 an hour to \$10.10 an hour. Most workers would receive higher pay, some would lose their jobs, and the share of low-wage workers who are employed would fall.

There is the additional concern of setting off some inflationary movement as costs go up putting pressure to raise wages across the board.

Many businesses worry about continued government dictates to business. Small business in particular is worried how raising the minimum wage will affect their ability to hire new employees or even to stay in business.

The job loss threat should be considered real. When the Los Angeles City Council passed the minimum wage for ho-

tel workers, economist Christopher Thornberg opined in the Los Angeles Times after studying the matter for the council that the results of his study "strongly suggest that such a steep increase in the minimum wage could result in a sharp decline in the number of jobs in the hotel industry."

More troubling was Thornberg's assertion that the council didn't bother to look at his findings. Thornberg wrote, "But the City Council never seemed interested in really examining the potential economic consequences of the ordinance. We got our instructions about what questions to address just two weeks before the vote, and we were surprised to learn that the council intended to vote on the day after we turned in our final analysis, which suggests none of the members spent time looking at our findings."

Further, Fernando Guerra, head of the Center for the Study of Los Angeles at Loyola Marymount College said of the message sent to the business community opposing the hotel minimum wage increase, "This decision seemed to say: 'Not

only are you going to lose, we're not going to listen to you. You're a non-factor.'"

Will those members of the business community who oppose the minimum wage increase have any better luck with the voters? History indicates that voters tend to support minimum wage increases.

Importantly, will the voters be willing to listen to arguments about the consequences of raising wages and balance that against any pluses that come with the government order?

A possible outcome of the minimum wage debate may produce a third way. Call it job wage classification: for example, increasing pay for some minimum wage jobs but keeping a lower cap on other jobs for new workers so they can enter the job market.

Job wage classification may occur because the one size fit model doesn't satisfy all companies, especially small businesses. But be wary and concerned about such a move. Job wage classification for minimum wage is more micromanaging government interference with businesses.

TPR

PUBLIC SECTOR NEWS

CAMPAIGN TO SELL LICENSE PLATE PROMOTING SALTON SEA OFFICIALLY KICKS OFF

Last week marked the official kick off of a campaign to pre-sell 7,500 Salton Sea Specialty License Plates with the unveiling of SaltonSeaPlate.com. The new website will initially take pledges from motorists willing to purchase the plate and will then serve as the portal for pre-sales beginning in early January when AB 1096, which created the Salton Sea License Plate and was authored by Assemblyman Brian Nestande (R-Palm Desert), goes into effect.

Once pre-sales begin, people who have pledged to purchase a plate will be sent follow-up information on how to sign up. The plate has one year to receive 7,500 pre-

sales before it will be produced by the California DMV—making a robust marketing effort key to its success. The Greater Palm Springs Convention & Visitors Bureau (CVB) designed the website and will be assisting with marketing efforts.

"Today marks an important step in the two-year journey to create the Salton Sea License Plate," said Assemblyman Nestande. "My wife Gina and I have already pledged to purchase one for our vehicles. We now need people from all over the Coachella Valley and California to step up and make the plate a reality. I hope everyone will go to SaltonSeaPlate.com and pledge to purchase one."

Proceeds from the sale of the Salton Sea License Plate will go to the Salton Sea Authority to fund restoration efforts of the sea. Other specialty license plates have been suc-

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BUSINESS NEWS

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DESERT REGIONAL MEDICAL CENTER HIGHLIGHTED IN HEALTHCARE EQUALITY INDEX 2014

Desert Regional Medical Center has been recognized as a “Leader in LGBT Healthcare Equality” by the Human Rights Campaign (HRC) Foundation, the educational arm of the country’s largest lesbian, gay, bisexual and transgender (LGBT) civil rights organization.

The findings were part of HRC Foundation’s Healthcare Equality Index 2014, a unique annual survey that encourages equal care for LGBT Americans, and recognizes healthcare institutions doing the best work.

Desert Regional earned top marks in meeting non-discrimination and training criteria that demonstrate its commitment to equitable, inclusive care for LGBT patients, and their families, who can face significant challenges in securing the quality health care and respect they deserve.

“We are very proud of our inclusive environment at Desert Regional Medical Center, which provides high-quality care to every member of our community in Palm Springs and the surrounding region,” said Carolyn Caldwell, president and chief executive officer of Desert Regional Medical Center. “Being named a Leader in LGBT Healthcare Equality is a wonderful recognition of our efforts to ensure a welcoming environment for our patients, their visitors, our medical staff, volunteers and employees.”

Desert Regional Medical Center was one of a select group of 426 healthcare facilities nationwide to be named Leaders in LGBT Healthcare Equality. Facilities awarded this title meet key criteria, including patient and employee non-discrimination policies that specifically mention sexual orientation and gender identity, a guarantee of equal visitation for same-sex partners and parents, and LGBT health education for key staff members.

“Leaders in LGBT Healthcare Equality change the lives of LGBT patients and their families for the better each and every day,” said Chad Griffin, HRC president. “LGBT people should be treated equally in all aspects of our lives, and HRC celebrates Desert Regional Medical Center for their tireless work to create an inclusive and welcoming environment for all patients.”

The Healthcare Equality Index offers healthcare facilities unique and powerful resources designed to help provide equal care to a long-overlooked group of patients, as well as assistance in complying with new regulatory requirements and access to high-quality staff training.

DESTINATION PSP OPENS UNIQUE RETAIL ATTRACTION IN DOWNTOWN PALM SPRINGS

Destination PSP, a high-end merchandising and marketing company, announces the opening of a unique retail experience in the heart of Palm Springs. The store features Coachella Valley branded and inspired merchandise, and also highlights partnerships with several local nonprofit organizations, national brand partners and signature events, as well as the merchandise created for them. The venue also serves as marketing space, offering special promotions, tickets sales and unique attractions related to the merchandise.

The majority of Destination PSP merchandise is manufactured regionally with sustainably produced packaging, and all items are designed in-house. A large part of the company’s mission is to work with high profile nonprofit organizations, aiding their branding, awareness and fundraising efforts through sales of quality merchandise. The company provides the official merchandise for the Palm Springs International Film Festival,

Modernism Week and other special events. Recently, the company designed products and created original products for the Palm Springs Animal Shelter, Desert AIDS Project, Coyote StageWorks, PS ModCom and Desert ARC, among others.

“We have established ourselves as a branding company that exemplifies and celebrates the renaissance of Palm Springs and the Coachella Valley. Our mission is to create tangible memories through inspired merchandise,” explains Jeffrey Bernstein, co-owner of Destination PSP and seasoned veteran of the entertainment industry and international retail world. “Our primary goal from the inception of Destination PSP has been to work with nonprofits. Each one offers something special, and together they make up the foundation of our vibrant community. At Destination PSP each nonprofit organization has its own dedicated vignette used to display merchandise, sell tickets to upcoming events, and tell their own compelling story.”

Located at 170 N. Palm Canyon Drive, Destination PSP occupies an historic storefront in the Town & Country Center, just north of Tahquitz Canyon Way and across the street from the new Hotel Palomar currently under construction, along with the new open-air Museum Market Plaza. The store quietly opened its doors for business today, and the official public opening is scheduled for Thursday, October 30, 2014.

“It’s no coincidence that Destination PSP chose to establish its flagship location in this iconic downtown space,” continues Bernstein, “We are seeing an incredible redevelopment of downtown Palm Springs and Destination PSP is a part of it.

Destination PSP originally debuted in fall of 2012 at Raymond | Lawrence in the uptown design district with five distinct design collections celebrating the Palm Springs aesthetic. Since then they’ve developed numerous ‘products for the Palm Springs lifestyle.’ They’ve also partnered with Macys.com, which offers the company’s Sunmor melamine and acrylic collection of drink ware, serving dishes and dinnerware. The line features quintessential mid-century designs that echo the patterns used in concrete blocks, privacy screens, etc., which are hallmarks of the midcentury modern architecture so prevalent in the area.

The Town & Country Center complex, built in the “International Style” in 1948, is among the collaborative works of innovative and acclaimed architects A. Quincy Jones and associated architect Paul R. Williams, both of whom individually earned national distinction during their careers. The Center, with its interior courtyard, was built as a modernist commercial reinterpretation of the self-sheltering hacienda form found in earlier generations of desert architecture.

In the coming months, Destination PSP will launch exciting new products from additional charities such as Desert ARC and AIDS Assistance Program, and has plans to introduce several special event, collectible and home goods lines.

EISENHOWER MEDICAL CENTER EARNS RECOGNITION AS A LEADER IN HEALTH CARE EQUALITY TWO YEARS IN A ROW



For the second consecutive year, Eisenhower Medical Center has been recognized as a Leader in LGBT Healthcare Equality in the Healthcare Equality Index 2014, an annual survey conducted by the Human Rights Campaign (HRC) Foundation, the educational arm of the country’s largest lesbian, gay, bisexual and transgender (LGBT) organization. Eisenhower earned top marks for its commitment to equitable, inclusive care

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PUBLIC SECTOR NEWS

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successful in securing funding for environmental projects such as the Lake Tahoe License Plate which has generated more than \$12 million in revenue since its creation in 1996.

“Tourism generates more than \$5 billion to the Coachella Valley economy and supports in excess of 46,000 jobs,” said Scott White, President & CEO, Greater Palm Springs CVB. “Experts have shown us that the Salton Sea has the potential to have a negative impact on our economy, as well as our health. We hope this project will bring more awareness about the issues and turn this potential negative situation into a very positive one.”

The license plate was designed by a local Palm Springs High School student through an art contest organized in conjunction with the Palm Springs Art Museum and The Desert Sun newspaper. The design was adjusted to meet DMV and CHP safety standards.

“The Salton Sea specialty license plate is an important opportunity for all California drivers to help the Salton Sea,” said Riverside County Supervisor and Salton Sea Authority Board Member John J. Benoit. “With the overwhelming support restoring the Salton Sea has here and around Southern California, I know we can reach 7,500 pre-sales.”

COUNTY CENTER FOR MENTAL HEALTH, NUTRITION AND HEALTH EDUCATION SERVICES OPENS IN DESERT HOT SPRINGS

Supervisor John J. Benoit cut the ribbon for a new center for mental health, nutrition and health education services in Desert Hot Springs last week.

“Riverside County is proud to give residents of Desert Hot Springs and surrounding communities easier access to mental health and nutrition services without having to drive far,” said Supervisor John J. Benoit. “In addition to filling in some of the needs for health and wellness, we are bringing 40 employees to work in Desert Hot Springs and boost the local economy.”

The Riverside County Department of Mental Health and Department of Public Health began providing services at the 25,000-square-foot facility in September.

The mental health department provides culturally sensitive community-based mental health services to children, adults and seniors. Some of the services include outpatient substance abuse programs, individual counseling, group therapy, medication services and assistance with case management.

The public health department operates the Women, Infants & Children (WIC) supplemental nutrition program. The federally funded program serves 3,000 low-income pregnant, postpartum and breast-feeding women, infants and children 5 and under. The program provides nutrition and breast-feeding education and support, referrals to health care and community services and assistance to purchase healthy food.

Work on the center will be complete in November 2014. The remaining improvements will increase the mental health department’s staff for expansion of programs.

COVERED CALIFORNIA CLEARS MOST CONSUMERS WHO WERE MISSING DOCUMENTS TO PROVE LAWFUL PRESENCE



Covered California announced it has been able to clear the citizenship/lawful presence status of the vast majority of individuals who were sent notices seeking verification documents in September, meaning that pre-termination notices will be sent today to cases involving only 10,474 people.

“While we hope that in the end no one who is eligible loses coverage, we are ap-

preciative that so many individuals submitted documents to verify their citizenship or immigration status, meaning their coverage will remain in place,” Covered California Executive Director Peter V. Lee said. “For the remaining group, we are required by law to begin the process of termination. Even for them, we are establishing processes so they can keep their coverage if they demonstrate their legal status.”

Of the 98,900 families, representing more than 148,000 individuals, who received multiple notices starting in September informing them of the need for citizenship or immigration status verification, 9,645 families did not provide documentation. This means that Covered California is initiating termination processes for the health coverage for the 10,474 people in those families. They will be sent pre-termination notices by Covered California starting today. The notices will give individuals information about how they can have their coverage reinstated if they can prove their citizenship/lawful presence status. Final termination notices will be sent by the health plans in which they enrolled.

Covered California received proof of legal status for more than 82,000 families, representing 130,105 individuals. Covered California continues to review case information involving 6,670 families, including 7,629 people, who have attempted to verify citizenship or immigration status.

Lee emphasized that the lack of verification does not necessarily mean that the individual is not lawfully present, only that Covered California does not have documents it needs to verify their status.

“Our goal is to continue coverage for anyone who is lawfully present,” Lee said. “We are hopeful that anyone receiving these notices will respond by providing appropriate documents so we can work with them to ensure their ongoing eligibility for health coverage,” he said.

In early September, Covered California sent letters to 98,900 families including approximately 148,000 people to resolve eligibility inconsistencies in their 2014 enrollment documents. Consumers were asked to submit documents showing they are lawfully present in the United States as U.S. citizens, U.S. nationals or individuals with eligible immigration status in order to continue their health insurance through Covered California.

Lee praised the many individuals who helped reach out to enrollees, including agents and certified enrollment counselors, to ensure that the needed documents were submitted. Other documents were located during intensive case work by Covered California staff. Lee said the small proportion of terminations also was the product of Covered California’s aggressive outreach via mail, email and outreach to Californians in multilingual interviews with the news media.

“A great deal of intensive work was done in a very short period of time, and we are pleased with the results, although we still have work to do for the individuals getting these notices,” Lee said.

Covered California is the state’s marketplace for the federal Patient Protection and Affordable Care Act. Covered California, in partnership with the California Department of Health Care Services, was charged with creating a new health insurance marketplace in which individuals and small businesses can get access to affordable health insurance plans. Covered California helps individuals determine whether they are eligible for premium assistance that is available on a sliding-scale basis to reduce insurance costs or whether they are eligible for low-cost or no-cost Medi-Cal. Consumers can then compare health insurance plans and choose the plan that works best for their health needs and budget. Small businesses can purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits.

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BUSINESS NEWS

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for LGBT patients and their families, who can face significant challenges in securing adequate health care.

“Our mission is to provide health care as it should be,” says Martin Massiello, executive vice president and chief operating officer, Eisenhower Medical Center. “To be recognized as Leader in LGBT Healthcare Equality for a second consecutive year means we are upholding that commitment not only to our patients and staff, but also to the LGBT community throughout the Coachella Valley.”

Eisenhower Medical Center was one of a select group of 426 health care facilities nationwide to be named Leaders in LGBT Healthcare Equality. Facilities awarded this title meet key criteria for equitable care, including non-discrimination policies for LGBT patients and employees, a guarantee of equal visitation for same-sex partners and parents, and LGBT health education for key staff members.

“Leaders in LGBT Healthcare Equality change the lives of LGBT patients and their families for the better each and every day,” says Chad Griffin, HRC president. “LGBT people should be treated equally in all aspects of our lives, and HRC celebrates Eisenhower Medical Center for their tireless work to create an inclusive and welcoming environment for all patients.”

COACHELLA VALLEY SYMPHONY ANNOUNCES 2014-15 CONCERT SEASON SERIES

The Coachella Valley Symphony announces its 2014-15 Concert Series with all four concert performances at the symphony’s new home, the Helene Galen Performing Arts Center in the Rancho Mirage High School, 31001 Rattler Road.

This year’s theme, Music by Request, reflects the repertoire suggestions made by CVSymphony audiences as well as concert selections suggested and played by the symphony musicians.

Holiday Magic Saturday, Dec. 20, 2014, 7 p.m., a heartwarming holiday concert features the vocal talents of Patricia Welch performing seasonal favorites: Silent Night, Winter Wonderland, Joy to the World and many more. Program highlights include selections from the Nutcracker Suite by Tchaikovsky. The Festive Sounds of Hanukkah, Sleigh Ride and White Christmas embrace the magic of the season.

The CVSymphony is a nonprofit community organization composed of an adult symphony and educational youth programs: The Beginning Strings Conservatory, the Buddy Rogers Youth Symphony, and the newly affiliated Coachella

Valley Youth Ensemble Program. The orchestra consists of local professional and amateur musicians who have dedicated themselves to the CVSymphony and who look forward to sharing their collective talents through public performances of both classical and symphonic “pops” music. For more information visit www.cvsymphony.com.

For more info call (760) 360-2222 or to purchase VIP Tickets.

COACHELLA VALLEY’S EXPANDING HIGH-TECH COMMUNITY HOLDS FIFTH DESERT TECH MEET-UP

The expanding high technology community in the Coachella Valley continues to gather momentum with its fifth Desert Tech Meet-Up Thursday, Nov. 6 from 5:30 to 7:30 p.m. The event will be held at Bellatrix Restaurant at The Classic Club, 75-200 Classic Club Boulevard, Palm Desert, 92211. The Classic Club is located just east of I-10 at the Cook Street exit, near the corner of Cook Street and Varner Road. Cost is \$10 for advance registration, \$20 at the door and students are free with valid school I.D. Registration fee includes soft drinks, appetizers, chance to win several door prizes, and parking. There will be a no-host cash bar for alcoholic drinks. To register online visit

www.siliconsprings.com/event.

An informative presentation runs from 6:00 to 6:30 p.m. Don Perry, VP of Marketing & CMO of Silicon Springs Enterprises, and Mike Cheley, president and CEO of Graphtek, will emcee the brief presentations. “Since the first Desert Tech Meet-Ups in July of 2013, we have seen important growth in both networking and businesses connecting with new investments, ideas and employees. The tech sector is alive and well in the Coachella Valley,” notes Cheley.

Mike Napoli, President of Tech Coast Angels, Inland Empire Chapter, explains what typical angel investors look for from a tech entrepreneur seeking funding. His keynote remarks will address how these entrepreneurs can prepare for a successful first encounter.

Jeff Levine, Sales Manager of Lamar Outdoor Advertising and current President of Desert AdFed, will briefly discuss the importance of marketing and advertising, especially for tech startups, and the best ways to connect with advertising professionals in the Coachella Valley.

Steven Biller, Director of Marketing for CVEP, will briefly discuss the highlights of what was presented at the recent 2014 Coachella Valley Economic Summit and how CVEP works to help startups.

Deena Suffin, President and Co-Founder of Post Modern, Inc., will conduct a “Fast Pitch” on her business. Post Modern is currently located at the CViHub and is developing iLyk, a platform that integrates social media into a wide variety of touch points, valuable to both the user and marketers.

After the presentations, attendees will be able to individually meet with the presenters.

Desert Tech Meet-Ups are part of an ongoing series that continue to fill the need for a platform and venue to exchange ideas about the bright future of high technology in the Coachella Valley. They are geared toward anyone interested in the Coachella Valley’s rapidly developing high-tech community including those who invent, design, code, build, debug, test or hire those who do. “We are thrilled with the support we have received from the local business community to date, including investors, employers, entrepreneurs and students,” says Len Kapner, chairman and CEO of Silicon Springs Enterprises.

Desert Tech Meet-Up is a co-production of Graphtek (www.graphtek.com) and Silicon Springs Enterprises (www.siliconsprings.com) and is sponsored by the Coachella Valley Economic Partnership (www.cvep.com). Tom Flavin, President and CEO of CVEP, is a strong supporter, “the role technology will play in the future success of every business in the Coachella Valley is unquestionable and our partnership with Graphtek and Silicon Springs Enterprises in supporting the Desert Tech Meet-Ups has given us a great return on our investment. CVEP has been happy to sponsor every Desert Tech Meet-Up since their inception.”

Silicon Springs Enterprises’ mission is to bring the entrepreneurial creativity, ideas and momentum of Silicon Valley and other high-tech hubs to the greater Palm Springs area. Graphtek is a full-service digital marketing agency that provides web services and online marketing to Coachella Valley communities. For additional information visit www.siliconsprings.com.

MODERNISM WEEK CELEBRATES TEN YEARS IN PALM SPRINGS

Modernism Week’s signature February festival will take place Feb. 12-22, 2015, celebrating 10 years of events highlighting midcentury modern design, architecture, art,

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PUBLIC SECTOR NEWS

...continued from page 6

PROSPECTIVE STUDENTS INVITED TO OPEN HOUSE EVENT AT CSUSB PALM DESERT CAMPUS

Cal State San Bernardino's Palm Desert Campus invites prospective undergraduate students to an Open House event in its Oliphant Auditorium Saturday, Nov. 1, from 10 a.m. to 1 p.m.

Current high school seniors and college students wishing to transfer to Cal State San Bernardino's Palm Desert Campus are encouraged to attend this event.

Attendees will have the opportunity to take a campus tour and learn about the admission process, financial aid, curriculum and other topics related to campus life.

Faculty, staff and students representing various academic programs, departments and organizations will be available to answer questions about specific degree programs, including criminal justice, psychology, business management, accounting, communication and other popular majors.

Admission counselors and staff will be on hand to assist students with the registration process using CSUmentor, the online admissions program used by the entire California State University system. Students will need to bring an unofficial copy of their high school transcripts to complete the application package at the open house.

"I strongly encourage all students who are interested in the university to attend the event," said David Maynard, assistant dean. "Visiting the Palm Desert Campus is one of the best ways for prospective students and their parents to get a complete picture of our university and its programs."

The university expects a large number of attendees at the event. While registration is not required, an RSVP to (760) 341-2883, ext. 78251 or pdcadmissions@csusb.edu by Oct. 27 would be appreciated.

The CSUSB Palm Desert Campus is located at 37-500 Cook St. **TPR**

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The Public Record welcomes your press releases, news tips and story ideas. Press releases should conform to AP Style* and contain news that will be of interest to a business audience. Photos, logos and other artwork must be a minimum of 1800x1200 pixels (4x6" @ 300 dpi) or vector .eps files (Adobe Illustrator). Please be sure to include captions for your photos. We can only accept press releases as Microsoft Word documents or your text in the body of the email. Please avoid Adobe Acrobat (.pdf) files, HTML emails (such as Constant Contact) and tables formatting in your Word documents. Date-sensitive news should be submitted at least two weeks prior to the publication date. We publish weekly, each Tuesday and Thursday.

While we cannot write your releases for you, please email us if you need a referral to a public relations professional.

Email: ken@desertpublicrecord.com

*We recommend AP StyleGuard, a plug-in for Word that works like the native spelling & grammar checker. It is available at www.apstylebook.com.

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- 2014 Coachella Valley Economic Report

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BUSINESS NEWS

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fashion and culture in the Palm Springs area of Southern California. The annual 11-day festival features more than 180 exciting events including Signature Home Tours, films, lectures, Premier Double Decker Architectural Bus Tours, the Modernism Show & Sale, nightly parties and live music, walking and bike tours, the popular “Lost, Saved and Endangered” lecture, tours of Sunnylands and Palm Springs Art Museum’s new Architecture and Design Center, vintage fashion, classic cars, garden tours, a vintage travel trailer exhibition, and more.

“Modernism Week has grown into one of the most popular and internationally recognized architecture and design festivals in the world,” says Board Chairman, Chris Mobley. “We are grateful to the Modernism community and the City of Palm Springs for showing their support throughout the past 10 years.

Modernism Week is going more social in 2015, with the introduction of CAMP (Community and Meeting Place), the new central hub of activity during the event. Located on Palm Canyon Drive at the gateway to Palm Springs’ vibrant Uptown Design District, CAMP will be the Modernism Week headquarters for tours and events. CAMP will feature luxurious, designer hospitality and lounge spaces; a café with specialty cuisine and cocktails; a film and lecture auditorium; curated pop-ups and image galleries; a social media coffee bar; live music and DJs; and private events. Open to the public with a \$30 admission for all 10 days (\$20 for five days), CAMP is a place where Modernism Week revelers can connect, enjoy daily films and programs, and relax in the Palm Springs sun while enjoying a bite to eat between tours and parties.

A highlight during the first weekend of Modernism Week will be a keynote address by American-born designer Todd Oldham. Oldham, who launched his first clothing line in 1989, won the Council of Fashion Designers Perry Ellis Award for New Fashion Talent in 1991. Known to millions through his fashion lines, interior designs and television appearances, Oldham is also a book publisher and prolific photographer. In 1999 he designed The Hotel of South Beach. His talk will be presented at the Hilton Palm Springs Saturday, Feb. 14 followed by an opportunity to meet the award-winning designer at a poolside reception.

The February schedule will also include tours and a gala at the new Palm Springs Art Museum Architecture and Design Center, Edwards Harris Pavilion. Housed in the historic 1961 Santa Fe Federal Savings & Loan building designed by renowned midcentury modern architect E. Stewart Williams, the iconic building is a classic midcentury international pavilion structure and was recently designated as a protected Class I Historic Site. The A+D Center is the country’s first historic structure to be transformed into a freestanding architecture and design museum housed in a modern building.

Also new for 2015 will be the release of “Desert Modernists – The Architects Who Envisioned Midcentury Modern Palm Springs,” a special 144-page commemorative book, focused on the elite group of architects who shaped the genre of “Desert Modern” architecture in Palm Springs. Including stunning photography of their most significant and historical projects, and chapters written by an esteemed collective of 14 authors, the book will highlight notable architects Richard Neutra, Albert Frey, William Krisel, E. Stewart Williams, Donald Wexler and Hugh Kaptur, among others. “Desert Modernists” will be available at the Modernism Week CAMP headquarters and other local retailers in February.

One of last year’s most sought-after events, the Modernism Week Show House: The Christopher Kennedy Compound will return for a second year. Named for local designer and tastemaker Christopher Kennedy who spearheaded the inaugural Modernism Week Show House in 2014, a midcentury modern residence in Palm Springs will be re-imagined by Kennedy and fellow designers, and open to the public for tours.

“Modernism Week After Dark,” a series of special nightly events at stylish hotels,

music clubs, and unique venues will also be back by popular demand. Introduced in 2014, the entertainment line-up will feature celebrity-chef curated private dinners in iconic homes, live bands at swanky venues, and festive martini mixers and cocktail parties throughout the week.

All events are open to the public and tickets go on sale Nov. 1, 2014 at 12 p.m. PST at modernismweek.com.

BRANDINI TOFFEE COMPANY LAUNCHING RETAIL STORE IN PALM SPRINGS

The story has been told and re-told, and it just gets better. In 2006, 15-year-old La Quinta High School students and best friends Brandon Weimer and Leah Post needed to raise money for a school trip to Italy. Brandon had a recipe for almond toffee and thought maybe they could make a few batches and sell them to raise the funds they needed. They went to work and within three months, utilizing the local street fairs, local media coverage and their website, they had sold enough toffee to cover all of their school trip expenses.

They kept making and selling the candy while attending college and the business flourished. They appeared on The Martha Stewart Show, the toffee was selected as one of Martha Stewart’s Best Desserts in 2008, and it was selected for Oprah’s O-List online. Then, despite the economic recession, in 2009 they opened a 5,200 square foot factory kitchen and retail store in the Rancho Las Palmas shopping center in Rancho Mirage at Bob Hope and Highway 111. The business keeps expanding as they sell their products in the retail store and ship Brandini Toffee gifts all over the country. They’ve recently added Brandini Poppers (chocolate almond and cashew almond toffee popcorn), toffee brownies, chocolate bark with almonds, toffee milk shakes, and toffee ice cream bars to the menu, and they plan to add other toffee treats in the future.

Now they’ve taken the plunge and, responding to popular demand, are opening a retail store at 132 S. Palm Canyon in Palm Springs. The Grand Opening festivities on Oct. 23 will be from 11 a.m. to 2 p.m., with a ribbon cutting ceremony at noon, and the public is invited to attend and try some samples.

For more information about Brandini Toffee, visit www.brandinitoffee.com.

PROFESSIONAL YOUNG THINGS (PYTS) SEASON KICK-OFF SOCIAL ON OCTOBER 23RD

Professional Young Things, a sub-group of the GirlFriend Factor (GFF), dedicated to helping women reach their potential and achieve their goals through higher education and occupational training, will hold their first PYT social event of the season on Oct. 23 from 6 to 8 p.m. at Royal Projects, 73-190 El Paseo. The free event is open to women interested in meeting other professional young women in their 20’s and 30’s who share like-minded interests in professional and personal development, social responsibility and relationship building. Significant others and husbands are also welcome to attend this Season Kick-off.

“Our PYT group is a fun and vibrant circle of young professionals who welcome other women to join in the fun and support they have experienced, which includes developing friendships they may not have otherwise found,” said Stephanie Weisman, spokesperson for the PYTs. Joan Busick, founder and CEO of GirlFriend Factor agrees. “This group is a natural fit with GFF. They unite young women within the community to develop personal and professional relationships through friendship, mutual support and philanthropy. We look forward to assisting them in achieving their goals and keeping them motivated along the way.”

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To RSVP for the event, email PYT@TheGirlFriendFactor.org or via Facebook at www.facebook.com/ProfessionalYoungThings. For additional information about Girl-Friend Factor and upcoming events visit www.girlfriendfactor.org.

BUFFALO WILD WINGS GRANT MAKES FOOTBALL POSSIBLE FOR INDIO YOUTH

Buffalo Wild Wings is supporting Boys & Girls Clubs of Coachella Valley (BG-CofCV) ALL STARS football program this fall with a \$3,000 grant. As part of Buffalo Wild Wings' Team Up for Kids initiative and partnership with Boys & Girls Clubs of America, the company is supporting 285 Clubs across the country this fall, creating sports programs that promote physical fitness and good sportsmanship.

The tackle football season is underway. With support from Southern California Junior All-American Football Conference and Indio High School, Indio youth ages 7-13 are playing football across Southern California. Of the just under 100 local youth players registered, about 30 percent of the players are on either full or partial scholarships.

"It is critical that we provide options that help youth learn about teamwork and the importance of good sportsmanship," said Quinton Egson, Chief Professional Officer of BGCoFCV. "Thanks to Buffalo Wild Wings, our members get to be part of a team – learning invaluable lessons and skills that will help them succeed at school, at home, at the Club and in life."

Thanks to Buffalo Wild Wings, the three "Little Rajas" teams all have helmets. Additionally, some members that otherwise could not have participated were given scholarships. The peewee team (11-13) is performing very well within its division and may make it to the playoff season, starting Nov. 21.

"We are honored to continue our partnership with Boys & Girls Clubs of Coachella Valley," said Jeffrey Morris, Buffalo Wild Wings Palm Desert General Manager. "We are committed to providing support and programs to our community, creating opportunities to teach life lessons and ignite a passion for sports."

Buffalo Wild Wings is committed to donating \$4 million to Boys & Girls Clubs of America by 2016 including funds raised through sauce and seasoning bottle sales and events in their restaurants. Now through Oct. 31, Buffalo Wild Wings is promoting a fundraising campaign where 100 percent of every paper pinup Guests purchase in-restaurant will support BGCA youth sports programs. The paper pinups can be purchased for a \$1 minimum donation and will be displayed in restaurants.

NEED A LEGAL NOTICE?

The Public Record is one of the few adjudicated publications in the Coachella Valley, which means we are officially authorized to run legal notices. Our rates are the lowest in the area. Each week dozens of courts, law offices, and individuals save money by running their legal notices in The Public Record.

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BOYS AND GIRLS CLUB OF PALM SPRINGS DEBUTS YOUTH FOR UNITY PROGRAM FOR ITS MEMBERS

Boys and Girls Club of Palm Springs is pleased to announce its new Youth for Unity program, open to all teen members. The free program teaches diversity, acceptance and self-esteem and runs Nov. 3 through Dec. 22.

"Youth for Unity is all about learning to live cooperatively in a society of diverse cultures and backgrounds," said Terry Tatum, Board President of Boys and Girls Club of Palm Springs. "Presenting techniques to recognize and cope with bias behavior is pivotal at this stage of development for our teens. We hope participants will learn from this course and demonstrate tolerance for a lifetime."

Seminars will consist of group discussions, projects and games, with each week focusing on a different culture or social group. The program culminates with a trip to the Museum of Tolerance in Los Angeles.

Weekly activities will give club members the chance to delve deeper into diversity as it relates to family dynamics, race, culture, traditions, ethnicity, religion and physical ability, all factors that make each person unique. Boys and Girls Club of Palm Springs does not teach or promote any religion, but instead seeks to help youth gain a sense of acceptance for those who are dissimilar.

The program has been running in the Children's Center since September for members ages six through 12. To date, there have been 70 participants and the program continues through Dec. 17.

Youth for Unity is sponsored by The Jewish Federation of the Palm Springs and Desert Area.



PRIME TIME INTERNATIONAL CONTINUES GROWTH STRATEGY ACQUIRING CENTRAL CALIFORNIA PACKING HOUSE/DISTRIBUTION FACILITY

Prime Time International, a grower, packer and shipper of multicolored peppers from Mexico and the United States, recently announced its acquisition of an 80,000 square foot packing house and distribution facility in Somis, California. Acquiring the asset is consistent with Prime Time's long-term strategic plan.

As a well-known and long standing leader in pepper production in the area, Prime Time elected to move from its long termed leased facility to a location which could accommodate the projected future diversification and expansion. "We reached a point where we needed to expand our operations and take control of our own destiny in this

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BUSINESS NEWS

important region, explains Mike Way, Managing Member at Prime Time. "This purchase enables us to expand not only our packing and shipping operations, but also to develop a line of services for other produce industry companies including handling, cooling, consolidation and cross docking," Way adds.

The modern facility, on 16 centrally located acres, was previously a tomato packing operation, owned by Gargiulo Incorporated of Naples, Florida. An extensive remodel campaign is now underway. It includes: converting the packing operations to be compatible with peppers, installation of new bagging equipment, converting to a forced air cooling system, and installing new storage racking to increase capacity.

"We expect to have all the work completed by the end of the year and to hit the ground running in 2015. This is a part of a long term strategic plan to continue to grow our pepper business and meet the expanding needs of our customers," notes Jeff Taylor, Prime Time Managing Member.

Carl Sam Maggio and Mark Nickerson, founders and principle owners in the company, will preside over the transition insuring a first class facility that is fully compliant with all current requirements as the end result.

In addition, Prime Time announced the appointment of Morgan Fragoso to the position of Shipping/Cooler Manager at the new facility. Fragoso held a similar position for a dozen years with Cal-Sun in Oxnard prior to joining Prime Time.

Prime Time International, based in Southern California's Coachella Valley, grows, packs and ships multicolored peppers from throughout the United States and Mexico. The company has created an impressive agricultural infrastructure to supply premium colored peppers 365 days a year to the marketplace. Prime Time grows both open-field and hothouse peppers. On a seasonal basis, Prime Time produces tomatoes, watermelons, green beans and corn.



HATS OFF LUNCHEON TO COMMEMORATE DOMESTIC VIOLENCE AWARENESS MONTH

October is Domestic Violence Awareness Month, which is the perfect time to focus the spotlight on the local shelter for women and children survivors of domestic violence – Shelter From The Storm. To tie into this national initiative, the 14th Annual 'Hats Off Luncheon' will be held to benefit Shelter From The Storm Friday, Oct. 31 from 11 a.m. to 1:30 p.m. at the Hyatt Regency Indian Wells.

The Sheltering Sisters, the fundraising auxiliary for the Shelter From the Storm,

hosts this luncheon and fundraiser for the Shelter. Shelter From The Storm brings families to safety and helps them get back on their feet again to live abuse-free lives.

Speaking this year will be Detective Rachael Frost, who is a tireless advocate for those in domestic violence situations in her more than 13 years of experience with the Riverside County Sheriff's Department, and frequently works with the families at Shelter From The Storm.

While assigned to the Southwest Station, Detective Frost developed, implemented, and maintained the Southwest County Domestic Violence Investigations Unit. In addition, Frost has conducted training programs for Department personnel, academy transition school, partner law enforcement agencies, and community members related to domestic violence crimes. Frost developed the Department's strategic plan for domestic violence response and training, and is an instructor on domestic violence response for the Ben Clark Training Center.

The annual event also includes a Hat Contest featuring categories for the Most Humorous, Most Glamorous and Most Outrageous; as well as live entertainment and an opening reception with a silent auction.

"It will be an especially fun event this year since it will be held on Halloween," said Andrea Carter, president of the Sheltering Sisters. "And while wearing a hat is not a requirement, each year ladies bring their creativity to life with the most over-the-top hats you'll find anywhere in the Coachella Valley. It's quite a visual to look across the room at this sea of hats among women who believe in the Shelter and its mission."

Shelter from the Storm is the region's only emergency shelter for abused women and their children. The Shelter's mission is to provide support, prevent violence, and promote justice for victims of crime and abuse, their families and our community. The Shelter serves approximately 2, 500 individuals each year.

For tickets, go to www.shelterfromthestorm.com or call (760) 674-0400. **TPR**

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CHAMBER OF COMMERCE NEWS

DESERT BUSINESS ASSOCIATION



At the Speed Networking Event last month is (from left) John Evans, Contempo Lending; Mike Genova, Pacific Premier Bank; and Linda Jessie, ProWatch Senior Care.



A recent DBA mixer in action is from Twin Palms Bistro & Lounge.



At the Twin Palms Bistro & Lounge mixer are (from left) Jim Davis, The Body Tranquil; and Bob Montooth, Desert Winds Freedom Band.

Upcoming Events

On Tuesday, Oct. 28 from 6 to 8 p.m., the DBA's Educational Seminar - Small Business and the Law - features guest speaker Francine Ward, Esq. at SBB College in Rancho Mirage.

Cost is \$15 members; \$25 for guests. Pre-registration and pre-pay are required at www.desertbusinessassociation.org.

The DBA mixer on Monday, Nov. 3 is hosted by DR Horton at Expressions at the Gallery, 35982 Chagall Lane, Palm Desert, at 6 p.m. Free to members; \$10 for guests.

DESERT HOT SPRINGS

Upcoming Events

Join us for a Spooktacular monthly business networking mixer on Wednesday, Oct. 22, 5:30 p.m. at the Desert Hot Springs Elks Lodge. Enjoy snacks and refreshments. Wear costumes, bring business cards, and make connections. Cost is \$5 members; \$10 guests.

On Friday Oct. 24 from 4 to 6 p.m., join us at Dr. Mike McCullough Dentistry, 11400 Palm Drive, for a one year anniversary celebration.

Grand-reopening ribbon cutting and community event for Dillon's Burgers & Beer will be on Sunday, Oct. 26, 2 to 6 p.m. Live band, BBQ, pumpkin patch and carvings, line dancing, bobbing for apples, beer tasting and more. Location: 64647 Dillon Rd.

Rise and shine for the Good Morning DHS Chamber breakfast on Wednesday, Oct. 29, 7 to 8:30 a.m. at Miracle Springs Spa & Resort. Guest speaker Shari Stuart from the PSUSD Board will deliver an annual update on the school district. Cost is \$17 with registration or \$20 day of. Location: Miracle Springs Resort 10625 Palm Dr.

Chamber Supports Measure JJ

At its October meeting, the Desert Hot Springs Chamber of Commerce board voted unanimously to support the City of Desert Hot Springs proposed Measure JJ, the one percent sales tax initiative, on the November ballot.

After a presentation from representatives of the city, it became evident to the board that the city's dire fiscal condition requires an immediate boost in order to protect both public safety as well as city services from further cuts. The action, however, was not taken without concern among members about long term planning and the remaining deficit that is not projected to be addressed through the new tax.

By its action, the chamber encourages members to support the measure with the caveat that City Council work diligently to ensure that the development welcome mat is out while protecting the interests of the greater community.



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S FROM AROUND THE COACHELLA VALLEY

INDIO

Taste of East Valley



Join the Indio Chamber of Commerce and Visitors Bureau on Wednesday, Oct. 22, from 4 to 7 p.m. for a "Taste of East Valley." Some 20 restaurants will be on hand at Shields Date Garden to offer variety of samples. Walk the gardens of

through a winding path of art and food. Event is \$10. For more information visit CVDining.com.

Indio Chamber Welcomes New Walmart Supercenter



More than 300 people came to the grand opening of the Walmart Supercenter in Indio. Mayor Michael Wilson and Walmart GM David Murphy lead the ceremonies as they cut a ribbon on its first location in Indio. The festivities included a friendly battle of the drumlines between Indio and Palm Springs High Schools, as well as awarding several grants to local non-profit organizations.

LA QUINTA



Mayor Michael Wilson recognized and welcomed 20 new members during the Mayor's Luncheon at La Quinta Resort & Club, sponsored by The American Diabetes Association.

Mayor's Club Challenge Started October In Full Swing

October started in full swing beginning with the 17th Annual Mayor's Cup Challenge at La Quinta Country Club on Oct. 3. The community and chamber membership really came forward and registered to play. A great deal of assistance from the ambassador crew and outside volunteers flawlessly launched the tournament. Thanks also to A#1 Services Heating and Air Conditioning, Torre Nissan of La Quinta, Chevrolet Cadillac of La Quinta, Yamaha Golf Cars of La Quinta, and La Quinta Country Club for hosting the tournament and after party.



An Oktoberfest theme at the after party/Business After Dark mixer offered traditional food, beer, and fun. Attendees could dress up with props and get their photo taken in a photo booth, peruse the silent auction, play a game of "corn hole," or just enjoy live entertainment by Johnny Meza. Golf awards, raffle and hole sponsor prizes were announced. Tournament champion was the Forest Lawn team of Ernesto Rosales, Sean Abramowitz, Sergio Gutierrez, and Renan Ruiz.

Upcoming Events:

La Quinta Rotary Club's annual Community Garage Sale will be in the Lumpy's parking lot on Saturday, Nov. 15, 7 a.m. to 1 p.m. On site, Desert Arc Recycling will accept all electronic waste including battery operated or outlet plug-ins as well as secure document shredding for \$5 per bankers box, available from 8 a.m. – Noon. Those interested in selling items may register online at www.lqchamber.com or call (760) 564-3199.

Due to Thanksgiving, there will be no Business After Dark Mixer in November.

December Business After Dark mixer will be in conjunction with the annual Toys for Tots drive on Monday Dec. 1, 5:30 p.m. at the La Quinta Resort & Club. Attend the mixer free by bringing a new, unwrapped toy or by making a monetary donation to the Toys for Tots.

The U.S. M.C. accepts and distributes the donated items to less fortunate children. Prior to the event, drop boxes will be located at Doug Motz Insurance Agency, Blown Away Hair Salon,

and the La Quinta Chamber of Commerce. Call for additional drop box locations.

PALM DESERT



Event floor with plenty of exhibitors



the Costco Palm Desert Marketing Team, and PREMIER SPONSOR of the Event



Most Interactive Booth – won by Southwest Plumbing, owners pictured along with members of the Chamber Board

Business to Consumer Expo a Success

The 2014 Business to Consumer Expo held recently at Fantasy Springs Resort Casino was a huge success for all who ex-

THE CHAMBER VOICE



CHAMBER OF COMMERCE NEWS FROM AROUND THE COACHELLA VALLEY

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hibited and attended. The show boasted car displays from Torre Nissan and Coachella Valley GMC Buick, as well as a Viper from Premier Sponsor Costco Palm Desert. On the showroom floor were 109 exhibitors along with 12 food exhibitors who treated all in attendance with samples.

Approximately 3000 residents, employees, business owners, and visitors explored the show, met exhibitors, saw what local businesses were up to, and met each other in the Business Expo Lounge area. The Business Expo has been a great kick off to the season here in the Coachella Valley, thanks to the many exhibitors and sponsors.

Watch History Come to Life at the 50th Annual Palm Desert Golf Cart Parade



“Palm Desert on Parade

Through the Decades” 2014 Theme

Families and friends, visitors and residents alike, come out to the desert’s most popular shopping district, El Paseo, and watch history come to life at the 50th annual Palm Desert Golf Cart Parade Sunday, Oct. 26. The parade steps off at 1 p.m.

“This year is the biggest to date,” said Mike Hardin, owner of the Lock Shop and Palm Desert Golf Cart Parade Chairman for the fourth year in a row. “This is a historic year for the parade, and we value the support from the City of Palm Desert, the Palm Desert Chamber of Commerce as Title Sponsors, and the Auen Foundation as Presenting Sponsor. This is the

community’s golden anniversary parade!”

To celebrate 50 years of this desert tradition, many all-day festivities are planned including the Palm Desert Rotary pancake breakfast at 8 a.m., an interactive kid’s play zone on Larkspur, a cart show, food vendors, golf booths and more. Members of the famous USC Trojan Marching Band and Traveler will entertain thousands of parade-goers along the El Paseo corridor as well.

The theme: “Palm Desert on Parade - Through the Decades: 60s, 70s, 80s, 90s & Today” chronicles where the city and parade have come over the last 50 years. More than 100 local businesses, nonprofits, schools, and associations are in preparation for the big reveal, when scores of entries head down El Paseo.

For more information visit www.golfcartparade.com.

PALM SPRINGS



Exotic Cars are displayed before the villas of Colony 29 Palm Springs during the Palm Springs Chamber of Commerce Business Expo & Taste of Palm Springs



The lush grounds of Colony 29 Palm Springs were the perfect venue for the Palm Springs Chamber of Commerce Business Expo & Taste of Palm Springs



An estimated 3800 visitors attended this year's Palm Springs Chamber of Commerce Business Expo & Taste of Palm Springs at Colony 29 Palm Springs

Palm Springs Expo A Big Success

The Palm Springs Chamber of Commerce held its annual Business Expo & Taste of Palm Springs on Tuesday, Sept. 30 at the historic Colony 29 Palm Springs, which began in the 1920s as an artists’ colony and was restored to its original detailing in recent years for use as an upscale vacation rental and event venue.

An estimated 3800 visitors attended the event, from late afternoon through the evening. More than 20 area restaurants offered “tastes” of their menus; more than 60 businesses from around Southern California created informational booths; 20 classic and exotic cars were on display; a live radio station broadcast, live band, and DJ entertained as guests strolled the seven acres sipping wine and beer from the Beer and Wine Gardens.

RANCHO MIRAGE

Rancho Mirage Chamber of Commerce Announces New Restaurant Association

New Campaign, Website and Social Media Presence

The Rancho Mirage Restaurant Association (RMRA) has announced the launch of the new “Eat Your Heart Out” campaign. October 26-30. All participating restaurants will donate a percentage of their proceeds to Desert Cancer Foundation, a local charity serving the entire Coachella Valley. **TPR**

PUBLIC NOTICE PUBLIC NOTICE PUBLIC NOTICE PUBLIC NOTICE PUBLIC NOTICE PUBLIC NOTICE PUBLIC NOTICE PUBLIC NOTICE PUBLIC NOTICE PUBLIC NOTICE

ORDINANCE NO. 679 AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF INDIAN WELLS, CALIFORNIA, AMENDING CHAPTER 17.20 OF THE MUNICIPAL CODE BY MODIFYING SECTION 17.20.050 ESTABLISHING MODIFIED SIGN CRITERIA FOR SOUTHWEST COMMUNITY CHURCH The City Council of the City of Indian Wells, California, DOES ORDAIN AS FOLLOWS: SECTION 1. Chapter 17.20 of the Indian Wells Municipal Code is amended by modifying Section 17.20.050 to read as follows: "17.20.050 Southwest Community Church Planned Sign Program The following are requirements for the Southwest Community Church Planned Sign Program. a) Primary Corner Monument Signage as described below: One (1) Corner Monument Sign on the corner of Fred Waring Drive and Washington Street. The monument sign shall be perpendicular to the corner intersection, and shall be located a minimum of 26 feet from the corner curb. Design Standards: 1. The primary monument sign shall not exceed a height of eight feet, three and a half inches (8' 3.5") and length of twenty-four feet and seven inches (24' 7"). 2. Permitted sign copy for the primary corner monument sign shall consist of two contrasting finishes. The main signage area shall be a rusted, metal-like finish attached to a concrete base resting on a concrete pedestal. The letters and graphic finish shall be white acrylic. The front of the churches main lettering, to read, "SOUTHWEST" shall be in the font Fairview Regular and shall be no greater in size than 36". The secondary line, "CHURCH", shall vary in font to Larabie and shall not exceed the height of 10". The logo shall also be of white acrylic and shall not exceed the height of four feet six inches (4' 6") in height and three feet, eleven inches (3' 11") in width. 3. The monument signage shall be lighted with external ground-mounted lighting fixtures directed at the sign face with minimal light spillage. 4. The monument sign shall meet all line of sight requirements. b) Secondary Entry Monument Signage as described below: 1. Washington Street and Fred Waring Drive One (1) double-sided, freestanding monument sign shall be permitted at each of the Washington Street and Fred Waring Drive entrances located within the entry medians. Design Standards: 1. The entry monument signs shall not exceed a height of seven feet, (7'), and length of eight feet (8'). 2. Permitted sign copy for the double-sided monument signs (e.g. Southwest Church) shall consist of two contrasting finishes. The main signage area shall be a rusted metal-like finish attached to a concrete base resting on a concrete pedestal. The letters and graphic finish shall be white acrylic. The font shall coordinate with the main corner monument sign using the same fonts Fairview Regular and Larabie (same as regular monument), not to exceed fifteen inches (15") in height. 3. The monument sign shall be lighted with external ground-mounted lighting fixtures directed at the sign face with minimal light spillage. 4. The monument sign shall meet all line of sight requirements. 5. The Washington monument sign shall feature the address number not to exceed five inches (5") in height and eighteen inches (18") in length. 2. Warner Trail One (1) double-sided, freestanding monument sign shall be permitted just south of the Warner Trail entrance to the Southwest property. The monument sign shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m. Design Standards 1. The entry monument sign shall not exceed a height of three feet six inches (3' 6"), and length of five feet, six inches (5' 6"). This particular sign is allowed to be placed atop a two-foot (2') high, gently sloping landscape mound, to achieve a total maximum sign height (including landscape mound) of five feet, six inches (5' 6") from immediately adjacent sidewalk grade. 2. Permitted sign copy for the double-sided monument signs (e.g. Southwest Church) shall consist of two contrasting finishes. The main signage area shall be a rusted metal-like finish attached to a concrete base resting on a concrete pedestal. The letters and graphic finish shall be white acrylic. The font shall coordinate with the main corner monument sign using the same fonts Fairview Regular and Larabie, (same as regular monument) not to exceed fifteen inches (15") in height. 3. The monument sign shall be lighted with external ground-mounted lighting fixtures directed at the sign face with minimal light spillage. 4. The monument sign shall have a minimum setback of 12' from the curb. 5. The monument sign shall meet all line of sight requirements. c) Interior Monument Banner Signage as described below: Two (2) "Framed Monument Banner Signs" shall be permitted on the north and south sides of the building on the Southwest Church's service road. The monument signs shall be freestanding and located to help provide information on upcoming events for the Southwest Community Church, only. Design Standards: 1. These freestanding banner signs shall be a minimum of two feet (2') from the curb. 2. The banner signs shall not exceed a height of 6 feet, 6 inches (6'-6"), and length of eight feet (8'). 3. The banner signs shall be designed with a framed insert to allow replacement of the banner for the various events throughout the year. 4. The banner signs shall be lighted with external ground-mounted lighting

fixtures directed at the sign face with minimal light spillage. 5. The banner within the signs shall be replaced if they appear weathered by direct sunlight or high temperature exposure. 6. Any changes in the design or message displayed on pole banner signs shall be subject to approval by the Community Development Director, prior to installation. d) Vehicular and Pedestrian Way Finding as described below: Six (6) Vehicular Way finding signs shall be permitted placed at various internal locations within the site. The signs are double-sided, freestanding signs along internal service roads to assist in smooth traffic flow around the property and within parking areas. Design Standards: 1. The Vehicular Way-finding signs shall not exceed a height of six feet, ten inches (6'-10"), and length of four feet, 10 inches (4'-10") in length. 2. Permitted sign copy for the Vehicle Way-finding signs shall consist of two contrasting finishes. The main signage area shall be a rusted metal-like finish attached to a concrete base. The letters and graphic finish shall be white acrylic and font shall coordinate with all exterior signage. Seven (7) double-sided, freestanding Pedestrian Way finding signs are permitted around the interior perimeter sidewalks, strategically placed to assist the flow of pedestrians around the Southwest property. The Pedestrian Way finding signs shall consist of two different types. 1. The larger signs, placed further away from the building, shall not exceed a height of six feet, ten inches (6'-10"), and length of four feet, 10 inches (4'-10"). 2. The second, pole-type sign shall not exceed eight feet (8') in height. The "arrow-like" design shall not exceed a height of four inches (4"), and length of eighteen inches (18"). The permitted "arrow-like" signs may be located within the top one foot six inches (1' 6") of the pole, and radially extending on four sides, only. 3. Permitted sign copy for the pedestrian way-finding signs are as follows: a. The larger pedestrian way-finding signs shall consist of two contrasting finishes. The main signage area shall be a rusted metal-like finish attached to a concrete base. The letters and graphic finish shall be white acrylic. b. Permitted sign copy for the pole-type pedestrian way-finding signs shall consist of a metal-like pole and arrow-like signs that has a rusted metal-like finish background, and white, acrylic lettering at the top of the poles. e) Light Pole Banner Signage as described below: A maximum of forty-one (41), double-sided light pole banner signs are permitted on-site. Design Standards: 1. Pole banner signs shall be a maximum of eighteen inches (18") wide, and thirty-six inches (36") in height. 2. The material used shall be a mesh vinyl product designed to withstand extreme heat and high winds. 3. The signs can be generic seasonal banners in nature, or markers for specific parking areas. 4. The signs shall be replaced if they appear weathered by wind, direct sunlight or high temperature exposure. 5. Any changes in the generic seasonal design or message displayed on pole banner signs shall be subject to approval by the Community Development Director, prior to installation. f) Exterior Entry/Vinyl Window Signage as described below: Exterior entry and vinyl signage on both the north and south side of the building and entrances is permitted. Design Standards: 1. Window coverage shall not exceed 18% (2,493 sqft) of total glass square footage (13,850 sqft) for the north and south building elevations, only. 2. The vinyl material used on the exterior side of the windows shall not exceed two colors that have similar tones. 3. The vinyl sign material shall have a minimum life of 5 years. The signs shall be replaced if they appear weathered by direct sunlight or high temperature exposure. 4. Any changes in the design or message displayed on the vinyl window signage shall be subject to approval by the Community Development Director, prior to installation." SECTION 2. CEQA. This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State and local CEQA Guidelines, and the environmental regulations of the City. The proposed structures (signs) shall have no significant effect on the environment and qualifies as being Categorically Exempt from the California Environmental Quality ("CEQA") pursuant to Section 15311, Accessory Structures accessory to (appurtenant to) existing institutional facilities, including but not limited to, on-site signs. SECTION 3. SEVERABILITY. If any provision, clause, sentence or paragraph of this Ordinance or the application thereof to any person or circumstances shall be held invalid, such invalidity shall not affect the other provisions of this Ordinance, which can be given effect without the invalid provision or application and, to this end, the provisions of this Ordinance are hereby declared to be severable. This Ordinance amends, adds to and deletes (as applicable) sections of the Indian Wells Municipal Code. SECTION 4. EFFECTIVE DATE. This Ordinance shall take effect and be in force 30 days after passage. SECTION 5. PUBLICATION. The City Clerk is directed to publish this Ordinance within the manner and in the time prescribed by law. PASSED APPROVED, AND ADOPTED by the City Council of the City of Indian Wells, California, at a regular meeting held on the 16th day of October, 2014. _____/s/TE

J. MERTENS MAYOR STATE OF CALIFORNIA COUNTY OF RIVERSIDE) ss. CITY OF INDIAN WELLS) CERTIFICATION FOR ORDINANCE NO. 679)
I, Wade G. McKinney, City Clerk of the City of Indian Wells, California, DO HEREBY CERTIFY that Ordinance No. 679, having been regularly introduced at the meeting of August 21, 2014 was again introduced, the reading in full thereafter unanimously waived, and duly passed and adopted at an adjourned regular meeting of the City Council held on the 16th day of October, 2014 and said Ordinance was passed and adopted by the following stated vote, to wit: AYES: Hanson, Mertens, Mullany, Peabody, Roche NOES: None and was thereafter on said day signed by the Mayor of said City of Indian Wells. ATTEST: APPROVED AS TO FORM: _____/s/ WADE G. MCKINNEY, CITY MANAGER/CITY CLERK _____/s/STEPHEN P. DEITSCH, CITY ATTORNEY TPR14-2119 October 21, 2014

Title Order No . 1408766 Trustee Sale No. 2014-1456 Reference No. 06082.003 APN No. 773-340-070-3 NOTICE OF TRUSTEE'S SALE UNDER A NOTICE OF A NOTICE OF DELINQUENT ASSESSMENT AND CLAIM OF LIEN YOU ARE IN DEFAULT UNDER A NOTICE OF DELINQUENT ASSESSMENT DATED 2/25/2013. 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. Notice is hereby given that on 11/12/2014 at 9:00 AM S.B.S. LIEN SERVICES, As the duly appointed Trustee under and pursuant to Notice of Delinquent Assessment, recorded on February 28, 2013 as Document No. 2013-0101094 Book Page of Official Records in the office of the Recorder of Riverside County, California. The original owner: ROCIO KISSLING The purported new owner: ROCIO KISSLING WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH, (payable at the 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 the front steps to the entrance of the former Corona Police Department 849 W. Sixth Street Corona, CA 92882 All right, title and interest under Notice of Delinquent Assessment in the property situated in said County, as more fully described on the above referenced assessment lien. The street address and other common designation, if any, of the real property described above is purported to be: 49960 AVENIDA VISTA BONITA, La Quinta, CA 92253 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: \$21,966.62 accrued interest and additional advances, if any, will increase this figure prior to sale. The claimant, THE SANTA ROSA COVE ASSOCIATION, 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 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 FOR SALES INFORMATION, PLEASE CALL (714)573-1965 or LOG ONTO or visit this Internet Web site www.priorityposting.com using the file number assigned to this case 2014-1456. 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 PROPERTY IS BEING SOLD SUBJECT TO THE NINETY DAY RIGHT OF REDEMPTION CONTAINED IN CIVIL CODE SECTION 5715(b). PLEASE NOTE THAT WE ARE A DEBT COLLECTOR AND ARE ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION WE OBTAIN WILL BE USED FOR THAT PURPOSE. FOR SALES INFORMATION, PLEASE CALL (714) 573-1965 or LOG ONTO www.priorityposting.com. Date: 10/14/2014 S.B.S. Lien Services, 31194 La Baya Drive, Suite 106 Westlake Village, CA 91362 Annissa Young, Trustee Sale Officer WE ARE ATTEMPTING TO COLLECT A DEBT, AND ANY INFORMATION WE OBTAIN WILL BE USED FOR THAT PURPOSE. P1116529 10/21, 10/28, 11/04/2014 LQPR14-2113 October 21, 28, November 4, 2014

PUBLIC NOTICE ORDINANCE NO. 12 AMENDMENT NO. 2 Notice of Amended Ordinance No. 12: An Ordinance Adopting and Making Applicable to Certain Allotted Trust Lands of the Agua Caliente Indian Reservation Located Within the Unincorporated Areas of the County of Riverside, California the Land Use, Land Planning, Land Development, and Related Regulations of the Said County and of the State of California October 14, 2014 On October 14, 2014 the Tribal Council of the Agua Caliente Band of Cahuilla Indians (Tribe) adopted Amendment No. 2 to Tribal Ordinance No. 12, titled "An Ordinance Adopting and Making Applicable to Certain Allotted Trust Lands of the Agua Caliente Indian Reservation Located Within the Unincorporated Areas of the County of Riverside, California the Land Use, Land Planning, Land Development, and Related Regulations of the Said County and of the State of California." which generally applies County land use controls to allotted trust land in unincorporated areas of the Reservation and delegates the Tribe's land use authority to the County. The Amendment was adopted to ensure that Ordinance 12 conforms to the scope of applicable lands identified in the land use contract with the County and make other minor technical/grammatical changes. Copies of Ordinance No. 12, Amendment No. 2 can be obtained at the Tribal Website: www.aguacaliente.net and at the Tribal Administrative Plaza, Planning Division Office located at 5401 Dinah Shore Drive, Palm Springs, CA, 92264, between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday. For questions regarding Amended Ordinance No. 12 please contact Margaret Park, Director of Planning & Natural Resources at (760) 699-6800. TPR14-2112 October 21, 28, 2014

Trustee Sale No. 14-001497 CXE Title Order No. 02-14025674 APN 767-630-012-2 NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 05/14/07. 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 11/12/14 at 9:00 A.M., Aztec Foreclosure Corporation as the duly appointed Trustee under and pursuant to the power of sale contained in that certain Deed of Trust executed by Curt A. Secor, a married man as his sole and separate property, as Trustor(s), in favor of Mortgage Electronic Registration Systems, Inc., solely as Nominee for Skyline Financial Corp., a California Corporation, as Beneficiary, Recorded on 05/21/07 in Instrument No. 2007-0335332 of official records in the Office of the county recorder of RIVERSIDE County, California; U.S. Bank National Association, as Trustee Lehman XS Trust Mortgage Pass-Through Certificates, Series 2007-16N, as the current Beneficiary, 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 or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state), 2410 Wardlow Road #104, Auction.com Room, Corona, CA 92880, all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County, California described as: 81-739 RANCHO SANTANA DRIVE, LA QUINTA, CA 92253 The property heretofore described is being sold "as is". The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation,

if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by said Deed of Trust, with interest thereon, as provided in said note(s), advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to-wit: \$593,131.06 (Estimated) Accrued interest and additional advances, if any, will increase this figure prior to sale. 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. DATE: October 10, 2014 Elaine Malone Assistant Secretary & Assistant Vice President Aztec Foreclosure Corporation 20 Pacifica, Suite 1460 Irvine, CA 92618 Phone: (877) 257-0717 or (602) 638-5700 Fax: (602) 638-5748 www.aztecrestee.com NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call or visit the Internet Web site, using the file number assigned to this case 14-001497. 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. www.Auction.com or call (800) 280-2832 Or Aztec Foreclosure Corporation (877) 257-0717 www.aztecrestee.com P1116099 10/21, 10/28, 11/04/2014 LQPR14-2111 October 21, 28, November 4, 2014

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 461011CA Loan No. XXXXX2115 Title Order No. 730-1401945-70 ATTENTION RECORDER: THE FOLLOWING REFERENCE TO AN ATTACHED SUMMARY IS APPLICABLE TO THE NOTICE PROVIDED TO THE TRUSTOR ONLY. PURSUANT TO CALIFORNIA CIVIL CODE 2923.3 NOTICE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED TO YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 05-15-2003. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 11-12-2014 at 9:00 AM, ALWAY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 06-10-2003, Book N/A, Page N/A, Instrument 2003-422332, of official records in the Office of the Recorder of RIVERSIDE County, California, executed by: FRANK L. BINFORD, A MARRIED MAN AS HIS SOLE AND SEPARATE PROPERTY,



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as Trustor, WASHINGTON MUTUAL BANK, FA, A FEDERAL ASSOCIATION, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's 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. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. 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, interest thereon, estimated 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. Place of Sale: IN THE FRONT OF THE CORONA CIVIC CENTER 849 W. SIXTH STREET, CORONA, CA 92882 Amount of unpaid balance and other charges: \$506,894.19 (estimated) Street address and other common designation of the real property: 605 MEL AVENUE PALM SPRINGS, CA 92262 APN Number: 507-082-026-2 Legal Description: Lot 24, El Mirador Estates, in the City of Palm Springs, County of Riverside, State of California, as per Map recorded in Book 18, Page(s) 76 of Maps, in the Office of the County Recorder of said county. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagee, trustee, beneficiary, or authorized agent declares: that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DATE: 10-14-2014 ALAW, as Trustee BRENDA BATTEN, ASSISTANT SECRETARY ALAW 9200 OAKDALE AVE. - 3RD FLOOR CHATSWORTH, CA 91311 (818) 435-3661 For Sales Information: www.servicelinkASAP.com or 1-714-730-2727 www.priorityposting.com or 1-714-573-1965 www.auction.com or 1-800-280-2832 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, this information can be obtained from one of the following three companies: LPS Agency Sales and Posting at (714) 730-2727, or visit the Internet Web site www.servicelinkASAP.com (Registration required to search for sale information) or Priority Posting and Publishing at (714) 573-1965 or visit the Internet Web site www.priorityposting.com (Click on the link for "Advanced Search" to search for sale information), or auction.com at 1-800-280-2832 or visit the Internet Web site www.auction.com, using the Trustee Sale No. shown above. 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. A-4491907 10/21/2014, 10/28/2014, 11/04/2014 TPR14-2110 October 21, 28, November 4, 2014

NOTICE OF TRUSTEE'S SALE TS No. CA-14-620167-AB Order No.: 140082599-CA-API YOU ARE IN DEFAULT UNDER A DEED OF TRUST

DATED 4/9/2007. 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 of 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): GARY LE COOMBS, AN UNMARRIED MAN Recorded: 4/17/2007 as Instrument No. 2007-0257264 of Official Records in the office of the Recorder of RIVERSIDE County, California; Date of Sale: 11/5/2014 at 9:00 AM Place of Sale: 2410 Wardlow Road #104, Corona, CA 92880, in the Auction.com Room Amount of unpaid balance and other charges: \$206,557.85 The purported property address is: 82250 VERBENA AV, INDIO, CA 92201 Assessor's Parcel No.: 610-114-025-4 NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 800-280-2832 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-14-620167-AB. 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 Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. 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. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. QUALITY MAY BE CONSIDERED A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. Date: Quality Loan Service Corporation 411 Ivy Street San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 800-280-2832 Or Login to: http://www.qualityloan.com Reinstatement Line: (866) 645-7711 Ext

5318 Quality Loan Service Corp. TS No.: CA-14-620167-AB IDSPub #0071905 10/14/2014 10/21/2014 10/28/2014 LQPR14-2089 October 14, 21, 28, 2014

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 261928CA Loan No. XXXXX4762 Title Order No. 1501649 ATTENTION RECORDER: THE FOLLOWING REFERENCE TO AN ATTACHED SUMMARY IS APPLICABLE TO THE NOTICE PROVIDED TO THE TRUSTOR ONLY. PURSUANT TO CALIFORNIA CIVIL CODE 2923.3 NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 11-02-2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 10-29-2014 at 9:00 AM, ALAW as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 11-09-2005, Book N/A, Page N/A, Instrument 2005-0931260, of official records in the Office of the Recorder of RIVERSIDE County, California, executed by: CHRISTOPHE A. KLOUSSING AND SUSAN F. SCHECTMAN, HUSBAND AND WIFE, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's 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. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. 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, interest thereon, estimated 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. Place of Sale: 2410 Wardlow Road #104, Corona, CA 92880 Legal Description: PARCEL A: LOT 46 OF TRACT 29204, IN THE CITY OF RANCHO MIRAGE, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA, AS SHOWN BY MAP ON FILE IN BOOK 307, PAGE 76 THROUGH 85 INCLUSIVE OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY PARCEL B: THE EASEMENTS FOR OWNERS SET FORTH AT SECTION 9.3 OF THAT CERTAIN DECLARATION OF COVENANTS, CONDITIONS AND RESTRICTIONS, EXECUTED BY GRANTOR ON AUGUST 24, 2000 AS THE DECLARATION MAY BE AMENDED AND/OR SUPPLEMENTED FROM TIME TO TIME. Amount of unpaid balance and other charges: \$543,903.41 (estimated) Street address and other common designation of the real property: 79 VIA LAS FLORES RANCHO MIRAGE, CA 92270 APN Number: 673-620-011-4 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagee, trustee, beneficiary, or authorized agent declares: that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DATE: 10-02-2014 ALAW, as Trustee MANUSHAK VIOLET OURFALIAN, ASSISTANT SECRETARY ALAW 9200 OAKDALE AVE. - 3RD FLOOR CHATSWORTH, CA 91311 (818)435-3661 For Sales Information: www.servicelinkASAP.com or 1-714-730-2727 www.priorityposting.com or 1-714-573-1965 www.auction.com or 1-800-280-2832 ALAW IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. 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



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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, this information can be obtained from one of the following three companies: LPS Agency Sales and Posting at (714) 730-2727, or visit the Internet Web site www.servicelinkASAP.com (Registration required to search for sale information) or Priority Posting and Publishing at (714) 573-1965 or visit the Internet Web site www.priorityposting.com (Click on the link for "Advanced Search" to search for sale information), or auction.com at 1-800-280-2832 or visit the Internet Web site www.auction.com, using the Trustee Sale No. shown above. 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. A-4489287 10/07/2014, 10/14/2014, 10/21/2014 TPR14-2074 October 7, 14, 21, 2014

NOTICE OF TRUSTEE'S SALE Trustee's Sale No. 05-FWA-133704 APN# 762-220-011-9 ATTENTION RECORDER: THE FOLLOWING REFERENCE TO AN ATTACHED SUMMARY IS APPLICABLE TO THE NOTICE PROVIDED TO THE TRUSTOR ONLY NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 4/27/2006, UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On October 28, 2014, at 09:00 AM, IN FRONT OF THE CORONA CIVIC CENTER, 849 W SIXTH STREET, in the City of CORONA, County of RIVERSIDE, State of CALIFORNIA, RTS Pacific, Inc., a Washington corporation, as duly appointed Trustee under that certain Deed of Trust executed by SUSAN C NEWCOMB, AN UNMARRIED WOMAN, as TruStors, recorded on 5/4/2006, as Instrument No. 2006-0325478, of Official Records in the office of the Recorder of RIVERSIDE County, State of CALIFORNIA, under the power of sale therein contained, WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER, for cash, or cashier's check (payable at the time of sale in lawful money of the United States) without warranty express or implied as to title, use, possession or encumbrances, all right, title and interest conveyed to and now held by it as such Trustee, in and to the following described property situated in the aforesaid County and State, to-wit: TAX PARCEL NO. 762-220-011-9 From information which the Trustee deems reliable, but for which Trustee makes no representation or warranty, the street address or other common designation of the above described property is purported to be 80884 HERMITAGE, LA QUINTA, CA 92253-6938. Said property is being sold for the purpose of paying the obligations secured by said Deed of Trust, including fees and expenses of sale. The total amount of the unpaid principal balance, interest thereon, together with reasonably estimated costs, expenses and advances at the time of the initial publication of the Notice of Trustee's Sale is \$848,699.75. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 800-

542-2550 for information regarding the trustee's sale or visit this Internet Web site www.rtspace.com, using the file number assigned to this case. 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. In compliance with California Civil Code 2923.5(c), the mortgagee, trustee, beneficiary, or authorized agent declares: that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one or more of the following methods: by telephone, by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting or the borrower has surrendered the property to the mortgagee, trustee, beneficiary, or authorized agent and that the compliance with Civil Code Section 2923.5 was made at least thirty (30) days prior to the date of this Notice of Sale. Dated: 9/26/2014 RTS Pacific, Inc., Trustee By: MARILEE HAKKINEN Agent for Trustee: AGENCY SALES AND POSTING 3210 EL CAMINO REAL, SUITE 200 IRVINE, CA 92602 Telephone Number: (800) 542-2550 Sale Information: or http://www.rtspace.com Federal Law requires us to notify you that we are acting as a debt collector. If you are currently in a bankruptcy or have received a discharge in bankruptcy as to this obligation, this communication is intended for informational purposes only and is not an attempt to collect a debt in violation of the automatic stay or the discharge injunction. A-4489173 10/07/2014, 10/14/2014, 10/21/2014 LQPR14-2073 October 7, 14, 21, 2014

NOTICE OF TRUSTEE'S SALE APN: 501-301-021-1 T.S. No. 016707-CA Pursuant to CA Civil Code 2923.3 NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED IMPORTANT NOTICE TO PROPERTY OWNER: YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 9/23/2010, UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER On 10/29/2014 at 9:00 AM, CLEAR RECON CORP, as duly appointed trustee under and pursuant to Deed of Trust recorded 10/7/2010, as Instrument No. 2010-0482974, of Official Records in the office of the County Recorder of Riverside County, State of CALIFORNIA executed by: MARK R GREGG AND LACEY R GREGG, HUSBAND AND WIFE AS JOINT TENANTS WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK DRAWN ON A STATE OR NATIONAL BANK, A CHECK DRAWN BY A STATE OR FEDERAL CREDIT UNION, OR A CHECK DRAWN BY A STATE OR FEDERAL SAVINGS AND LOAN ASSOCIATION, SAVINGS ASSOCIATION, OR SAVINGS BANK SPECIFIED IN SECTION 5102 OF THE FINANCIAL CODE AND AUTHORIZED TO DO BUSINESS IN THIS STATE: AUCTION.COM ROOM, 2410 WARDLOW ROAD #104, CORONA, CA 92880 all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County and State described as: AS MORE FULLY DESCRIBED ON SAID DEED OF TRUST The street address and other common designation, if any, of the real property described above is purported to be: 1752 E DESERT PARK AVENUE PALM SPRINGS, CALIFORNIA 92262 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be held, but without covenant or warranty, express or implied, regarding title, possession, condition, or encumbrances, including fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to pay the remaining principal sums of the note(s) secured by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is: \$231,927.08 If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property.

You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call (800) 280-2832 or visit this Internet Web site WWW.AUCTION.COM, using the file number assigned to this case 016707-CA. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. FOR SALES INFORMATION: (800) 280-2832 Date: 9/26/2014 Date Executed: CLEAR RECON CORP Authorized Signature: CLEAR RECON CORP 4375 Jutland Drive Suite 200 San Diego, California 92117 A-4488441 10/07/2014, 10/14/2014, 10/21/2014 TPR14-2057 October 7, 14, 21, 2014

NOTICE OF TRUSTEE'S SALE APN: 773-214-019-8 T.S. No. 015242-CA Pursuant to CA Civil Code 2923.3 NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED IMPORTANT NOTICE TO PROPERTY OWNER: YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 9/7/2004, UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER On 10/29/2014 at 9:00 AM, CLEAR RECON CORP, as duly appointed trustee under and pursuant to Deed of Trust recorded 9/20/2004, as Instrument No. 2004-0745798, of Official Records in the office of the County Recorder of Riverside County, State of CALIFORNIA executed by: JUAN M MENDEZ, AND ALICIA G MENDEZ, HUSBAND AND WIFE AS JOINT TENANTS WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK DRAWN ON A STATE OR NATIONAL BANK, A CHECK DRAWN BY A STATE OR FEDERAL CREDIT UNION, OR A CHECK DRAWN BY A STATE OR FEDERAL SAVINGS AND LOAN ASSOCIATION, SAVINGS ASSOCIATION, OR SAVINGS BANK SPECIFIED IN SECTION 5102 OF THE FINANCIAL CODE AND AUTHORIZED TO DO BUSINESS IN THIS STATE: AUCTION.COM ROOM, 2410 WARDLOW ROAD #104, CORONA, CA 92880 all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County and State described as: AS MORE FULLY DESCRIBED ON SAID DEED OF TRUST The street address and other common designation, if any, of the real property described above is purported to be: 52175 AVENIDA OBREGON LA QUINTA, CALIFORNIA 92253 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be held, but without covenant or warranty, express or implied, regarding title, possession, condition, or encumbrances, including fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to pay the remaining principal sums of the note(s) secured by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is: \$209,680.53 If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property.

You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call (800) 280-2832 or visit this Internet Web site WWW.AUCTION.COM, using the file number assigned to this case 015242-CA. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. FOR SALES INFORMATION: (800) 280-2832 Date: 9/24/2014 Date Executed: CLEAR RECON CORP Authorized Signature: CLEAR RECON CORP 4375 Jutland Drive Suite 200 San Diego, California 92117 A-4487807 10/07/2014, 10/14/2014, 10/21/2014 LQPR14-2056 October 7, 14, 21, 2014

NOTICE OF TRUSTEE'S SALE TS No. CA-14-615433-JP Order No.: 1603665 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 8/7/2006, UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by 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): LUSINE LALABEKYAN AND AFA JIL-AGOPIAN HUSBAND AND WIFE AS JOINT TENANTS Recorded: 8/11/2006 as Instrument No. 2006-0595008 of Official Records in the office of the Recorder of RIVERSIDE County, California. Date of Sale: 10/28/2014 at 9:00 AM Place of Sale: In front of the Corona Civic Center, 849 W. Sixth Street, Corona, CA 92882 Amount of unpaid balance and other charges: \$476,111.50 The purported property address is: 1090 PALMAS RIDGE, PALM SPRINGS, CA 92262 Assessor's Parcel No.: 669-650-003-9 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

PUBLIC NOTICE

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CA 92262, County of Riverside 3.a. 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 (specify newspaper): THE PUBLIC RECORD, 78370 Highway 111, Suite 250, La Quinta, CA 92253 Dated: September 30, 2014, Judge of the Superior Court, TPR14-2114 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Vista Santa Rosa Contracting 81-935 Ave 62 Thermal Ca 92274. Mailing Address P.O. Box 875 Thermal, CA 92274. Riverside County. Full name of registrant: Jose Luis Gomez Jr. 81-935 Ave 62 Thermal CA 92274. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Jose Luis Gomez Jr. This statement was filed with the County Clerk of Riverside County on September 18, 2014 Larry W. Ward, signed, L. Montes. I-2014-02391. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2030 September 30, October 7, 14, 21, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Alexandra Dates 62-610 Monroe St Thermal, CA 92274. Mailing Address P.O. Box 877 Thermal, CA 92274. Riverside County. Full name of registrant: Jose Luis Gomez Rojas. 62-610 Monroe St Thermal CA 92274. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Jose Luis Gomez Jr. This statement was filed with the County Clerk of Riverside County on September 18, 2014 Larry W. Ward, signed M. Duenas. I-2014-02393. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2031 September 30, October 7, 14, 21, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Jelmberg Team 47100 Washington Street, Suite 101, La Quinta, California 92253. Riverside County. Full name of registrant: Heath Michael Hilgenberg, Inc. 47100 Washington Street, Suite 101 La Quinta CA 92253. Business is conducted by: Corporation. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Heath M. Hilgenberg, Vice-President. This statement was filed with the County Clerk of Riverside County on September 23, 2014 Larry W. Ward, signed D. Perez. I-2014-02447. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2032 September 30, October 7, 14, 21, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Care Aide 71387 San Jacinto Dr, Suite B, Rancho Mirage, CA 92270. Riverside County. Full name of registrant: Samuel Ruddy Kamuh 71387 San Jacinto Dr., Suite B Rancho

Mirage CA 92270. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Samuel R. Kamuh. This statement was filed with the County Clerk of Riverside County on September 22, 2014 Larry W. Ward, signed S. Romero. I-2014-02430. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2033 September 30, October 7, 14, 21, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Dehn Electronics 42561 La Danza Ct. Indio, CA. 92203. Riverside County. Full name of registrant: Alejandro -Gonzalez Fontana 42561 La Danza Ct. Indio, CA 92203. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Alejandro -Gonzalez Fontana. This statement was filed with the County Clerk of Riverside County on September 23, 2014 Larry W. Ward, signed A. Chavez. I-2014-02435. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2034 September 30, October 7, 14, 21, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Skin Cancer Specialists, 36867 Cook Street, Suite 101; Palm Desert, CA 92211. Riverside County. Full name of registrant: Timothy F. Richardson, M.D., a Medical Corporation, 36867 Cook Street, Suite 101, Palm Desert, CA 92211/CA. Business is conducted by: Corporation. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Timothy F. Richardson, President. This statement was filed with the County Clerk of Riverside County on September 23, 2014 Larry W. Ward, signed S. Romero. I-2014-02445. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2035 September 30, October 7, 14, 21, 2014

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME The following fictitious business name(s) Creative Rudy's Smog Check 83-386 Hwy 111 Ste 2 Indio, CA 92201. Riverside County has been abandoned by the following person(s): Mary Ann Garza 51-855 Calle Empalme Coachella CA 92236. This business is conducted by: Individual. The fictitious business name(s) referred to above was filed in Riverside County on 04/03/2012. I declare that all the information in this statement is true and correct. (A registrant who declares as true, information which he or she knows to be false is guilty of a crime). Signed: Mary Ann Garza. This statement was filed with the County Clerk of Riverside County, signed by, Larry W. Ward, by M. Duenas, Deputy Sep 24, 2014 File No. I-2012-00965 TPR14-2036 September 30, October 7, 14, 21, 2014.

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Rudy's Smog Check 83-386 Hwy

111 Ste 2 Indio, CA 92201. Riverside County. Full name of registrant: Rosalina Diaz Mangosing 50-091 Kenmore St Coachella CA 92236. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Rosalina Diaz Mangosing. This statement was filed with the County Clerk of Riverside County on September 24, 2014 Larry W. Ward, signed J. Mendoza. I-2014-02449. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2037 September 30, October 7, 14, 21, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: dish (1) dish Creative Cuisine 1107 North Canyon, Palm Springs CA 92262. Riverside County. Full name of registrant: (2a) JoMi, LLC 1107 North Palm Canyon Palm Springs CA 92262. Business is conducted by: Limited Liability Company. Registrant commenced to transact business under the fictitious business name(s) listed above on 4-7-2014. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Linda Joane Garcia-Colson Member. This statement was filed with the County Clerk of Riverside County on September 03, 2014 Larry W. Ward, signed V. Boyzo-Saucedo. I-2014-02458. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2041 September 30, October 7, 14, 21, 2014

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME The following fictitious business name(s) dish 68525 Ramon Rd., Ste #A-101, Cathedral City, CA 92234. Riverside County has been abandoned by the following person(s): Linda Joane Garcia Colson 1520 E. Baristo Palm Springs CA 92262. This business is conducted by: Individual. The fictitious business name(s) referred to above was filed in Riverside County on July 2, 2012. I declare that all the information in this statement is true and correct. (A registrant who declares as true, information which he or she knows to be false is guilty of a crime). Signed: Linda Joane Garcia Colson. This statement was filed with the County Clerk of Riverside County, signed by, Larry W. Ward, by V. Boyzo-Saucedo, Deputy Sep 24, 2014 File No. R-201207537 TPR14-2042 September 30, October 7, 14, 21, 2014.

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Realty National Mastery (1) Realty National (2) Realty National So Cal 44695 Via Alondra La Quinta CA. 92253. Riverside County. Full name of registrant: Real Estate Mastery, Inc. 1717 Old Tusin Ave #5 Santa Ana, CA 92705. Business is conducted by: Corporation. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: James King Holmes II C.E.O. This statement was filed with the County Clerk of Riverside County on September 24, 2014 Larry W. Ward, signed J. Mendoza. I-2014-02459. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2043 September 30, October 7, 14, 21, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: J & L Custom Cabinets 81854 Industrial Pl Suite 1-2 Indio CA 92201. Mailing address 81549 Green Ave Indio CA 92201. Riverside County. Full name of registrant: Luis Antonio Campos 81459 Green Ave Indio CA 92201. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Luis Campos. This statement was filed with the County Clerk of Riverside County on September 15, 2014 Larry W. Ward, signed, V. Boyzo-Saucedo. I-2014-02349. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2047 September 30, October 7, 14, 21, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Private Chauffeur Transportation, 27700 Hombria Dr., Cathedral City, CA 92234. Riverside County. Full name of registrant: Robert Anthony Lombardo, 27700 Hombria Dr., Cathedral City CA 92234. Business is conducted by: Individual. Registrant commenced to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Robert A. Lombardo. This statement was filed with the County Clerk of Riverside County on September 26, 2014 Larry W. Ward, signed, A. Chavez. I-2014-02487. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2049 September 30, October 7, 14, 21, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Tallgrass Trading Co., 77141 Calle Sonora, La Quinta, CA 92253. Riverside County; 45300 Portola #1514, Palm Desert, CA 92261. Full name of registrant: Nancy Cohee, 77141 Calle Sonora, La Quinta, CA 92253. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Nancy Cohee. This statement was filed with the County Clerk of Riverside County on September 26, 2014 Larry W. Ward, signed, V. Boyzo-Saucedo. I-2014-02484. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2050 September 30, October 7, 14, 21, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Speedy Snail Mail 12058 Shadowmark Ln Moreno Valley CA 92555. Riverside County. Full name of registrant: Vanessa Tori Caballero 12058 Shadowmark Ln Moreno Valley CA 92555. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Vanessa Caballero. This statement was filed with the County Clerk of Riverside County on September 25, 2014 Larry W. Ward, signed, N. Garrett. R-2014-09272. NOTICE — THIS FICTITIOUS BUSINESS NAME



PUBLIC NOTICE

STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2058 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: The Keeper Of The Green 79265 Sign of Spring La Quinta CA 92253. Riverside County. Full name of registrant: Melissa Kay Ross 79265 Sign of Spring La Quinta CA 92253. 2b. Stephen O'Neil Ross 79265 Sign of Spring La Quinta CA 92253. Business is conducted by: Married Couple. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Melissa Ross. This statement was filed with the County Clerk of Riverside County on September 29, 2014 Larry W. Ward, signed. T. Brimmer I-2014-02491. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2059 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Oriental Thai Massage 74350 Alessandro Drive Suite B7-B8 Palm Desert California 92260. Mailing Address 45791 Edgehill Drive Palm Desert CA 92260. Riverside County. Full name of registrant: Charuwan Hammond 45791 Edgehill Drive Palm Desert CA 92260. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Caruwan Hammond. This statement was filed with the County Clerk of Riverside County on September 26, 2014 Larry W. Ward, signed. T. Brimmer I-2014-02489. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2060 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Sloans Breakfast Lunch & Dinner 81-539 Hwy 111 Indio, CA 92201. Riverside County. Full name of registrant: Elmer's of Indio, Inc. 81-539 Hwy 111 Indio CA 92201. Business is conducted by: Corporation. Registrant commenced to transact business under the fictitious business name(s) listed above on 2008. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Suzanne L. Sloan Sec. Treasurer. This statement was filed with the County Clerk of Riverside County on September 29, 2014 Larry W. Ward, signed. S. Perez I-2014-02497. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2061 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Taquila Service 50110 San Solano Rd. Coachella, CA 92236. Riverside

County. Full name of registrant: Nolberto-Higuera Olivas 50110 San Solano Rd Coachella CA 92236. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Nolberto-Higuera Olivas. This statement was filed with the County Clerk of Riverside County on September 15, 2014 Larry W. Ward, signed. R. Uribes I-2014-02360. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2062 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: L & M Padilla's Trucking 79636 Newbury Terrace Indio CA 92203. Riverside County. Full name of registrant: Lionel Mark Padilla 79636 Newbury Terrace Indio CA 92203. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Lionel Padilla. This statement was filed with the County Clerk of Riverside County on October 01, 2014 Larry W. Ward, signed. V. Boyzo-Saucedo I-2014-02524. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2064 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: F.D. Services 80-000 Ave 48 Spc #226 Indio CA 92201. Riverside County. Full name of registrant: Fabian Joel Duenas 80-000 Ave 48 Spc #226 Indio CA 92201. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Fabian Duenas. This statement was filed with the County Clerk of Riverside County on October 01, 2014 Larry W. Ward, signed. M. Duenas I-2014-02518. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2065 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Siva Studios 28600 Ave Diosa Cathedral City CA 92234. Riverside County. Full name of registrant: Peter Austin Siva 28600 Ave Diosa Cathedral City CA 92234. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Peter Siva. This statement was filed with the County Clerk of Riverside County on October 01, 2014 Larry W. Ward, signed. R. Cardenas I-2014-02521. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE

OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2066 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: RC Golf 49215 Vista Estrella, La Quinta CA 92253. Riverside County. Full name of registrant: Ricahrd John Lombardi 49215 Vista Estrella La Quinta CA 92253. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Richard John Lombardi. This statement was filed with the County Clerk of Riverside County on September 30, 2014 Larry W. Ward, signed. Y.R. Cruz I-2014-02513. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2067 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Radiance Massage Therapy for Women 44750 Adams St #116 La Quinta CA 92253 Mailing Address 79405 Hwy 111, Ste 9-263 La Quinta CA 92253. Riverside County. Full name of registrant: Tracy Lynn Blanchard 44750 Adams St. #116 La Quinta CA 92253. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Richard John Lombardi. This statement was filed with the County Clerk of Riverside County on September 30, 2014 Larry W. Ward, signed. V. Boyzo-Saucedo I-2014-02508. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2068 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Exterior Images 204 Via Firenza, Rancho Mirage, CA 92270 Mailing Address 72877 Dinah Shore Drive, Ste. 103191, Rancho Mirage, CA 92270. Riverside County. Full name of registrant: Harold Virgil Blevins Jr. 204 Via Firenza Rancho Mirage CA 92270. Business is conducted by: Individual. Registrant commenced to transact business under the fictitious business name(s) listed above on 06/06/1987. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Harold Virgil Blevins Jr. This statement was filed with the County Clerk of Riverside County on September 29, 2014 Larry W. Ward, signed. J. Mendoza I-2014-02500. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2069 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Starr & Blake Company 74819 Chateau Circle, Indian Wells, CA 92210. Riverside County. Full name of registrant: Casey Starr Davis 74819 Chateau Circle Indian Wells, CA 92210. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he

or she knows to be false, is guilty of a crime). Signed: Casey S. Davis. This statement was filed with the County Clerk of Riverside County on October 01, 2014 Larry W. Ward, signed. V. Boyzo-Saucedo I-2014-02526. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2070 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Grace Hair Salon 82674 Highway 111 Ste 02, Indio, CA 92201. Mailing Address PO Box 615, Indio, CA 92202. Riverside County. Full name of registrant: Santiago- Nunez Rodriguez 86555 Landfill Rd Indio CA 92201. 2b. Graciela-Moyesen Bernabe 86555 Landfill Rd Indio CA 92201. Business is conducted by: Married Couple. Registrant commenced to transact business under the fictitious business name(s) listed above on 06/21/2011. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Graciela-Moyesen Bernabe. This statement was filed with the County Clerk of Riverside County on September 22, 2014 Larry W. Ward, signed. S. Romero I-2014-02432. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2075 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Oasis Water Store 73-647 Hwy 111, Suite A Palm Desert, CA 92260. Riverside County. Full name of registrant: April Lee Molitoris 74-181 Catalina Way Palm Desert CA 92260. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: April Lee Molitoris. This statement was filed with the County Clerk of Riverside County on October 02, 2014 Larry W. Ward, signed. Y.R. Cruz I-2014-02537. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2076 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Porras Ranch, 40-125 Galindo Ct., Indio, CA 92203. Riverside County. Full name of registrant: (2a) Ramiro Porras Lopez, 40-125 Galindo Ct., Indio, CA 92203; (2b) Maria Guadalupe Porras, 40-125 Galindo Ct., Indio, CA 92203. Business is conducted by: Married Couple. Registrant commenced to transact business under the fictitious business name(s) listed above on 2000. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Maria Guadalupe Porras. This statement was filed with the County Clerk of Riverside County on October 2, 2014 Larry W. Ward, signed. Y.R. Cruz I-2014-02538. NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE).

PUBLIC NOTICE

PUBLIC NOTICE

FICTITIOUS BUSINESS NAME

<p>PUBLIC NOTICE</p> <p>TPR14-2080 October 7, 14, 21, 28, 2014</p>	<p>PUBLIC NOTICE</p> <p>Lopez, 50058 San Solano Rd., Coachella, CA 92236. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Fabiola Santos Lopez. This statement was filed with the County Clerk of Riverside County on September 29, 2014 Larry W. Ward, signed. V. Boyzo-Saucedo. I-2014-02502. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2082 October 7, 14, 21, 28, 2014</p>	<p>PUBLIC NOTICE</p> <p>is guilty of a crime). Signed: Elena Malagon Coria. This statement was filed with the County Clerk of Riverside County on September 25, 2014 Larry W. Ward, signed. T. Brimmer. I-2014-02473. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2083 October 7, 14, 21, 28, 2014</p>	<p>PUBLIC NOTICE</p> <p>BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2084 October 7, 14, 21, 28, 2014</p>	<p>PUBLIC NOTICE</p> <p>SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2085 October 7, 14, 21, 28, 2014</p>
<p>PUBLIC NOTICE</p> <p>FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Arriba Mexican Restaurant, 25980 Highway 243, Idyllwild, CA 92549, Riverside County. Full name of registrant: Oscar Aurelio Pineiro, 3080 W. Ramsey St., Banning, CA 92220. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Oscar A. Pineiro. This statement was filed with the County Clerk of Riverside County on September 29, 2014 Larry W. Ward, signed. N. Medina. R-2014-09344. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2081 October 7, 14, 21, 28, 2014</p>	<p>PUBLIC NOTICE</p> <p>FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Care Giver Of The Desert, 30305 Avenida Juarez, Cathedral City, CA 92234. Riverside County. Full name of registrant: Elena Malagon Coria, 30305 Avenida Juarez, Cathedral City, CA 92234. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Enrique Escoto Garcia. This statement was filed with the County Clerk of Riverside County on September 9, 2014 Larry W. Ward, signed. C. Berg. R-2014-08740. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED</p>	<p>PUBLIC NOTICE</p> <p>FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Horta Grow Star, 1220 Condor Way, San Jacinto, CA 92583. Riverside County. Full name of registrant: Enrique Escoto Garcia, 1220 Condor Way, San Jacinto, CA 92583. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Enrique Escoto Garcia. This statement was filed with the County Clerk of Riverside County on September 9, 2014 Larry W. Ward, signed. C. Berg. R-2014-08740. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED</p>	<p>PUBLIC NOTICE</p> <p>FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Yarn Co. of Palm Desert, 73661 Hwy 111, Palm Desert, CA 92260. Riverside County. Full name of registrant: Ruth Sixtone - Wells, Trustee of the Ruth Sixtone Wells Trust Dated Feb 26-86, 75658 Via Serna, Indian Wells, CA 92210. Business is conducted by: Trust. Registrant commenced to transact business under the fictitious business name(s) listed above on 12/2011. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Ruth Sixtone - Wells, Trustee of the Ruth Sixtone Wells Trust dated Feb 26-86. This statement was filed with the County Clerk of Riverside County on September 30, 2014 Larry W. Ward, signed. V. Boyzo-Saucedo. I-2014-02506. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET.</p>	<p>PUBLIC NOTICE</p> <p>FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Affirmative Home Inspection, 78650 Ave 42 Ste #2103, Bermuda Dunes, CA 92205. Riverside County. Full name of registrant: Cipriano Ceja Jasso III, 78650 Ave 42 Ste #2103, Bermuda Dunes, CA 92203. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Cipriano Ceja Jasso III. This statement was filed with the County Clerk of Riverside County on September 19, 2014 Larry W. Ward, signed. M. Duenas. I-2014-02413. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2086 October 7, 14, 21, 28, 2014</p>
<p>PUBLIC NOTICE</p> <p>FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Fabulous Cleaning Lady, 50058 San Solano Rd., Coachella, CA 92236. Riverside County. Full name of registrant: Fabiola Santos</p>	<p>PUBLIC NOTICE</p> <p>FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Fabiola Santos Lopez, 50058 San Solano Rd., Coachella, CA 92236. Riverside County. Full name of registrant: Fabiola Santos</p>	<p>PUBLIC NOTICE</p> <p>FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Fabiola Santos Lopez, 50058 San Solano Rd., Coachella, CA 92236. Riverside County. Full name of registrant: Fabiola Santos</p>	<p>PUBLIC NOTICE</p> <p>FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Fabiola Santos Lopez, 50058 San Solano Rd., Coachella, CA 92236. Riverside County. Full name of registrant: Fabiola Santos</p>	<p>PUBLIC NOTICE</p> <p>FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Fabiola Santos Lopez, 50058 San Solano Rd., Coachella, CA 92236. Riverside County. Full name of registrant: Fabiola Santos</p>

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92253. Riverside County. Full name of registrant: Hollands Holdings III, Inc., 79255 Hwy 111 Ste 5 & 6, La Quinta, CA 92253/CA. Business is conducted by: Corporation. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Stephan Charles Holland, President. This statement was filed with the County Clerk of Riverside County on September 29, 2014 Larry W. Ward, signed, J. Mendoza. I-2014-02494. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2087 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Joshua Tree Sales of Palm Springs; Joshua Tree Auctions; Joshua Tree Auctions of Palm Springs; Joshua Tree Auctions & Sales; Joshua Tree Sales; Joshua Tree Memorabilia Sales of Palm Springs; Joshua Tree Pop Culture Sales of Palm Springs; Joshua Tree Pop Culture Memorabilia Sales of Palm Springs; Joshua Tree Memorabilia Sales; Joshua Tree Pop Culture Sales; Joshua Tree Pop Culture Memorabilia Sales; Joshua Tree Auctions and Sales, 475 W. Stevens Road, Palm Springs, CA 92262. Riverside County. Full name of registrant: Joshua Tree Auctions and Sales of Palm Springs, 475 W Stevens Road, Palm Springs, CA 92262/CA. Business is conducted by: Corporation. Registrant commenced to transact business under the fictitious business name(s) listed above August 1, 2012. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Adam Baron Cohen, President. This statement was filed with the County Clerk of Riverside County on September 26, 2014 Larry W. Ward, signed, A. Chavez. I-2014-02480. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2088 October 7, 14, 21, 28, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Fast Road Side Assistance, 46-611 Linda Flora St, Indio, CA 92201. Riverside County; 46-611 Linda Flora St., Indio, CA 92201. Full name of registrant: Jacqueline Ariselda Hurtado, 46-211 Jackson St., Apt. 118, Indio, CA 92201. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Jacqueline Hurtado. This statement was filed with the County Clerk of Riverside County on September 26, 2014 Larry W. Ward, signed, V. Boyzo-Saucedo. I-2014-02485. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2090 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Mora's Motors, 83780 Corte Solis, Coachella, CA 92236. Riverside County. Full name of registrant: (2a) Alberto Augustine Mora, 83780 Corte Solis, Coachella, CA 92236; (2b) Tricia Waynette Mora, 83780 Corte Solis, Coachella, CA 92236. Business is conducted by: Married Couple. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that

all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Tricia W. Mora. This statement was filed with the County Clerk of Riverside County on October 2, 2014 Larry W. Ward, signed, Y.R. Cruz. I-2014-02533. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2091 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: TOP Entertainment, 53925 Calle Sanborn, Coachella, CA 92236. Riverside County. Full name of registrant: Siah Terrell Nix, 53925 Calle Sanborn, Coachella, CA 92236. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Siah T Nix. This statement was filed with the County Clerk of Riverside County on September 26, 2014 Larry W. Ward, signed, T. Brimmer. I-2014-02481. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2092 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: VI Resorts, 4190 E. Palm Canyon Road, Palm Springs, CA 92264. Riverside County. Full name of registrant: Vacation Ownership Sales, Inc, 1417 11th Avenue NE, Bellevue, WA, 98004/CA (C25780044). Business is conducted by: Corporation. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Michael A. Vasey, Secretary. This statement was filed with the County Clerk of Riverside County on October 8, 2014 Larry W. Ward, signed, E. Gonzalez. I-2014-09654. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2093 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Franklin Pump & Water Drilling, 54-825 Shady Lane, Thermal, CA 92274. Riverside County; P.O. Box 1011, Coachella, CA 92236. Full name of registrant: Francisco Espinoza Carrillo, 54-825 Shady Lane, Thermal, CA 92274. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Francisco Espinoza Carrillo. This statement was filed with the County Clerk of Riverside County on October 3, 2014 Larry W. Ward, signed, Y.R. Cruz. I-2014-02545. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2094

October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: La Quinta Salon & Day Spa, 50855 Washington St., 2E, La Quinta, CA 92253. Riverside County. Full name of registrant: Dolores Gallaretta Powell, 77-140 Florida Ave, Palm Desert, CA 92211. Business is conducted by: Individual. Registrant commenced to transact business under the fictitious business name(s) listed above on March 16, 2010. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Dolores G. Powell. This statement was filed with the County Clerk of Riverside County on September 24, 2014 Larry W. Ward, signed, T. Brimmer. I-2014-02462. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2095 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CCG Specialties, 34400 Date Palm Dr., Ste A-1, Cathedral City, CA 92234. Riverside County. Full name of registrant: Stephen Robert Crane, 66920 1st St., Desert Hot Springs, CA 92240. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Stephen Crane. This statement was filed with the County Clerk of Riverside County on October 02, 2014 Larry W. Ward, signed, A. Chavez. I-2014-02536. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2097 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Balli Baklava, 282 Paseo Vista Circle, Palm Desert, CA 92260. Riverside County. Full name of registrant: Cigdem Ahu Kocaballi, 282 Paseo Vista Circle, Palm Desert, CA 92260. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Cigdem Ahu Kocaballi. This statement was filed with the County Clerk of Riverside County on October 08, 2014 Larry W. Ward, signed, S. Perez. I-2014-02581. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2098 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Cactus Jacks Bar & Grill, 82-347 Hwy 111, Indio, CA 92201. Riverside County. Full name of registrant: Stockyard Steakhouse Inc., 82-247 Hwy 111, Indio, CA 92201/CA. Business is conducted by: Corporation. Registrant commenced to transact business under the fictitious business name(s) listed above on 1987. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: George Bishop, President. This statement was filed with the County Clerk of Riverside County on October 08, 2014 Larry W. Ward, signed, Y.R. Cruz. I-2014-02593. NOTICE — THIS

FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2099 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Desert Pools & Maintenance Professionals, 69479 Las Camalias, Cathedral City, CA 92234. Riverside County. Full name of registrant: Bryce Edwin Roche, 69479 Las Camalias, Cathedral City, CA 92234. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Bryce Edwin Roche. This statement was filed with the County Clerk of Riverside County on October 09, 2014 Larry W. Ward, signed, V. Boyzo-Saucedo. I-2014-02597. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2100 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Ramon Chevron Service, 68101 Ramon Road, Cathedral City, CA 92234. Riverside County. Full name of registrant: Marwan Fouad Jizrawi, 500 S. Farrell Drive #L70, Palm Springs, CA 92264. Business is conducted by: Individual. Registrant commenced to transact business under the fictitious business name(s) listed above on 3/1988. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Marwan Fouad Jizrawi, Sole Proprietor. This statement was filed with the County Clerk of Riverside County on October 10, 2014 Larry W. Ward, signed, A. Chavez. I-2014-02610. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2102 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Desert Teak; Desert Patio, 72771 Dinah Shore Drive, Rancho Mirage, CA 92270. Riverside County. Full name of registrant: Desert Teak LLC, 3515 Lemon Ave, Long Beach, CA 90807/CA. Business is conducted by: Limited Liability Company. Registrant commenced to transact business under the fictitious business name(s) listed above on 8/2007. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: William V. Thomas, President/Owner. This statement was filed with the County Clerk of Riverside County on October 10, 2014 Larry W. Ward, signed, S. Perez. I-2014-02606. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2103 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING

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BUSINESS AS: Blue Agave Landscape Inc., 78400 Via Dijon, La Quinta, CA 92253. Riverside County. Full name of registrant: Blue Agave Landscape Inc., 78400 Via Dijon, La Quinta, CA 92253/CA. Business is conducted by: Corporation. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Humberto Cortez, President. This statement was filed with the County Clerk of Riverside County on October 3, 2014 Larry W. Ward, signed, B. Urias. I-2014-02546. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2105 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Air Bender Systems, 46-211 Van Buren St., Indio, CA 92201. Riverside County. Full name of registrant: (2a) Humberto Cortez, 78400 Via Dijon, La Quinta, CA 92253; (2b) Charles Theron Anderson, 38812 Gladiolus Ln., Palm Desert, CA 92211; (2c) Gloria Anjelica Cortez, 78400 Via Dijon, La Quinta, CA 92253; (2d) Linda Kay Anderson, 38812 Gladiolus Ln., Palm Desert, CA 92211. Business is conducted by: Co-partners. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Humberto Cortez. This statement was filed with the County Clerk of Riverside County on October 3, 2014 Larry W. Ward, signed, B. Urias. I-2014-02547. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2106 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Jenny J Beauty Salon, 82655 Indio Blvd, Indio, CA 92201. Riverside County. Full name of registrant: Leticia Isabel Avalos, 82425 Calico Ave, Indio, CA 92201. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Leticia I. Avalos. This statement was filed with the County Clerk of Riverside County on October 9, 2014 Larry W. Ward, signed, A. Chavez. I-2014-02598. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2107 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: AV Solutions, 84-167 La Jolla Ave, Coachella, CA 92236. Riverside County; 50-855 Washington St. Ste C #143, La Quinta, CA 92253. Full name of registrant: Isaias Borgetti Jr., 84-167 La Jolla Ave, Coachella, CA 92236. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Isaias Borgetti Jr. This statement was filed with the County Clerk of Riverside County on September 29, 2014 Larry W. Ward, signed, V. Boyzo-Saucedo. I-2014-02493. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2118 October 21, 28, November 4, 11, 2014

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FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2108 October 14, 21, 28, November 4, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Wellness3000 72880 Fred Waring Suite #C15 Palm Desert CA 92260. Riverside County. Full name of registrant: Lydia Messida Bosnino 72411 Rancho Road Rancho Mirage CA 92270. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Lydia Messida Bosnino. This statement was filed with the County Clerk of Riverside County on October 09, 2014 Larry W. Ward, signed, S. Romero. I-2014-02601. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2115 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Supermeburger Beer Bar 33835 Via De Anza Cathedral city, CA 92234. Riverside County. Full name of registrant: Arturo-Lopez 33-835 Via De Anza Cathedral City CA 92234. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Arturo-Lopez. This statement was filed with the County Clerk of Riverside County on October 15, 2014 Larry W. Ward, signed, R. Cardenas I-2014-02629. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2116 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Leon's Gym Personal Training Club 83535 Peach Street Indio, CA 92201. Riverside County. Full name of registrant: Saria Jazmin Sanchez Barrera 50027 Calle Tolosa Coachella Ca 92236. 2b. Pablo-Sanchez Maveon 50027 Calle Tolosa Coachella Ca 92236. Business is conducted by: Co-partners. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Saria Sanchez Barrera. This statement was filed with the County Clerk of Riverside County on September 25, 2014 Larry W. Ward, signed, D. Perez I-2014-02472. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2117 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Absolute Mobile Detail 45-320 Driftwood Dr. Palm Desert, CA 92260. Riverside County. Full name of registrant: John Raborn

PUBLIC NOTICE

Nations, Jr. 45-320 Driftwood Dr. Palm Desert CA 92260. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: John Raborn Nations, Jr. This statement was filed with the County Clerk of Riverside County on October 14, 2014 Larry W. Ward, signed, A. Chavez. I-2014-02623. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2118 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Shop, 350 Indian Canyon Drive, Palm Springs, CA 92264. Riverside County; 3298 Tiger Trail Lane, Palm Springs, CA 92264. Full name of registrant: Two Black Flatcoats, Inc. 3298 Tiger Trail Lane, Palm Springs, CA 92264/CA. Business is conducted by: Corporation. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Josie Campbell Smith, CFO/Treasurer. This statement was filed with the County Clerk of Riverside County on October 16, 2014 Larry W. Ward, signed, S. Romero. I-2014-02643. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2120 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: J. Rich, 72-624 El Paseo Ste B-6, Palm Desert, CA 92260. Riverside County; 73-082 Bel Air Rd., Palm Desert, CA 92260. Full name of registrant: (2a) Richard Layne Richins, 73-082 Bel Air Rd, Palm Desert, CA 92260; (2b) Jane Ann Richins, 73082 Bel Air Rd, Palm Desert, CA 92260. Business is conducted by: Married Couple. Registrant commenced to transact business under the fictitious business name(s) listed above on 11-20-09. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Richard Layne Richins. This statement was filed with the County Clerk of Riverside County on October 14, 2014 Larry W. Ward, signed, A. Chavez. I-2014-02621. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2121 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Top Of The Line Signs, 75-178 Gerald Ford Dr A4, Palm Desert, CA 92211. Riverside County; P.O. Box 179, La Quinta, CA 92247. Full name of registrant: EM-JD Inc., 75178 Gerald Ford Dr A4, Palm Desert, CA 92211/CA. Business is conducted by: Corporation. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Eric Merten, President. This statement was filed with the County Clerk of Riverside County on October 01, 2014 Larry W. Ward, signed, J. Mendoza. I-2014-02519. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME

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STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2122 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Ramon Gas, 3600 E. Ramon Rd., Palm Springs, CA 92264. Riverside County. Full name of registrant: Ahmad "H" Diab, 74570 Strawflower Circle, Palm Desert, CA 92260. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Ahmad H Diab. This statement was filed with the County Clerk of Riverside County on October 02, 2014 Larry W. Ward, signed, S. Perez. I-2014-02540. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2123 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Vintage Group, 77-772 Flora Rd., Ste A, Palm Desert, CA 92211. Riverside County. Full name of registrant: Vintage Real Estate Group, Inc., 30071 Tomas, Ste 175, Rancho Santa Margarita, CA 92688/CA. Business is conducted by: Corporation. Registrant commenced to transact business under the fictitious business name(s) listed above on 6/13. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Amy Moore, President. This statement was filed with the County Clerk of Riverside County on September 24, 2014 Larry W. Ward, signed, T. Brimmer. I-2014-02450. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2124 October 21, 28, November 4, 11, 2014

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME The following fictitious business name(s) Aloha Barrel Cleaning, 44555 Verbena Dr, La Quinta, CA 92253. Riverside County has been abandoned by the following person(s): James Mamerto Raguindin, 44555 Verbena Dr, La Quinta, CA 92253. This business is conducted by: Individual. The fictitious business name(s) referred to above was filed in Riverside County on 06/05/2014. I declare that all the information in this statement is true and correct. (A registrant who declares as true, information which he or she knows to be false is guilty of a crime). Signed: James Mamerto Raguindin. This statement was filed with the County Clerk of Riverside County, signed by, Larry W. Ward, by B. Urias, Deputy on October 15, 2014 File No. I-2014-01474 TPR 14-2127 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Aloha Bin Cleaning, 44555 Verbena Dr., La Quinta, CA 92253. Riverside County; P.O. Box 5852, La Quinta, CA 92248. Full name of registrant: James Mamerto Raguindin, 44555 Verbena Dr., La Quinta, CA 92253. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: James Mamerto Raguindin. This statement was filed with the County Clerk of Riverside County on October 15, 2014 Larry W. Ward, signed, B. Urias. I-2014-02624. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT

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WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2128 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Kre8tive Remedy, 39415 Ardenwood Way #328, Lake Elsinore, CA 92532. Riverside County. Full name of registrant: Tytiana Reshae Williams, 39415 Ardenwood Way #328, Lake Elsinore, CA 92532. Business is conducted by: Individual. Registrant has not yet begun to transact business under the fictitious business name(s) listed above. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Tytiana Williams. This statement was filed with the County Clerk of Riverside County on September 22, 2014 Larry W. Ward, signed, A. Ribac. R-2014-09171. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2129 October 21, 28, November 4, 11, 2014

FICTITIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Potere Solar, 69930 Highway 111, Suite 100, Rancho Mirage, CA 92270. Riverside County. Full name of registrant: Easy Solar Corp., 69930 Hwy 111, Suite 100, Rancho Mirage, CA 92270/CA. Business is conducted by: Corporation. Registrant commenced to transact business under the fictitious business name(s) listed above on 1/5/2009. I declare that all the information in this statement is true and correct. (A registrant, who declares as true, information which he or she knows to be false, is guilty of a crime). Signed: Gail Berlin Gugino, Vice President. This statement was filed with the County Clerk of Riverside County on October 20, 2014 Larry W. Ward, signed, D. Perez. I-2014-02665. NOTICE — THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14411, ET. SEQ., BUSINESS AND PROFESSIONS CODE). TPR14-2129 October 21, 28, November 4, 11, 2014

PUBLIC NOTICES

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 OUR ECONOMY
ENGAGE

Meet the Millennial Generation!

THURSDAY, OCTOBER 30, 2014

- 11:00 a.m. Exhibitor Showcase | Networking
- 12:00 p.m. Lunch | Presentation
- 3:00 p.m. Hosted Reception

JW Marriott Desert Springs Resort & Spa, Palm Desert

FEATURING

- Economist Dr. John Husing
- Gen Y Expert Dan Schawbel
- 2014 Coachella Valley Economic Report

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