

# The Public Record

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

## Saving money and water — One drop at a time

BY NICKY VALLEE

California's water supplies are facing a looming crisis. The massive underground aquifer that feeds our desert is in a state of overdraft, with more water taken out each year than can be replaced. As a result, area municipalities and businesses are forced to rely more on smart conservation to combat the growing problem.

"It's not a unique problem," says Jim Smith, Indio's Public Works Director. "Our records here show we used to have artesian wells dating back to 1905, and since then, we've been taking more water than is naturally replenished. People that stand in the shower for two minutes waiting for the water to get hot, there's an immense amount wasted there."

The City of Indio is partnering with the Indio Water Authority to create the Water Smart Landscaping Rebate program. Through this joint effort, residential and commercial properties can save between \$750-\$1500 dollars, simply by converting their lawns to desert landscaping. But the rebate program is just a start, Smith emphasizes.

"In the real sense, there are dwindling supplies," he says. "We need to enact a program that is vast and targeted to our specific problems. We shouldn't be hosing down driveways. We shouldn't see water flowing down our gutters. Only 5% of our water is being reused right now. That's not acceptable."

Water leaks are also posing a costly problem to home and business owners. Palm Springs-based American Leak Detection has seen more area business owners

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## Successful events, marketing outreach critical to sustaining valley retail through difficult season



La Quinta Arts Foundation's Art Under the Umbrellas is a big hit at Old Town

BY ALEX ALTMAN

Last week, *The Public Record* reported on the slower build up of seasonal traffic this year in the Coachella Valley, and consulted real estate experts to examine the effects of part-time residents on the valley's real estate segment. The concluding part of the series turns to the retail segment, with Old Town La Quinta as a case study. How does this season's retail traffic compare to years past? How are retailers coping with fewer shoppers? What strategies can they employ to weather the times ahead?

"We have been bracing ourselves for a difficult season," says Leslie Locken, Property Manager for Old Town La Quinta. "It has always been difficult to predict what our second home residents will do. And while a clear picture has not yet emerged this season as far as traffic

patterns, our seasonal visitors seem to be returning to the valley in a trickle rather than a pour."

Despite their slower return, Locken points to attendance of local events and sales numbers as evidence that the traffic is out there, it just needs to be more actively sought. "So far we've been pleasantly surprised with event attendance and encouraged by our sales numbers. We are seeing great traffic patterns on event days, and even better, seeing many event attendees walking around with shopping bags, meaning they've made purchases."

Hosting successful, bustling events is a critical strategy for retail centers struggling to give consumers a reason to overcome their (perfectly understandable) concerns and to get out and buy. In developments like Old Town, which is located in a tucked away setting, events are doubly important. Old Town's recent events, Art Under the

Umbrellas presented by La Quinta Arts Foundation and its Sunday Farmers Market have provided a much-needed boost to beleaguered retailers.

"This is our sixth season of Art Under the Umbrellas," says Christi Salamone, Executive Director of the La Quinta Arts Foundation. "We produced the first show on October 11 this year, as opposed to the usual November start date. With traffic building a little more slowly this season, we were a little apprehensive about attendance. But we were delighted by the response, and our November 8 event was the best attended in its 6 year history."

Salamone believes that reaching out to tourists at hotels, seasonal residents, and full-timers is key to drawing crowds. "This year we've had a great mix of locals, seasonal residents, and tourists attending for the first time. We work very closely with the areas resorts and hotels, so we do get significant hotel traffic. Many of these people drive in from the coast, from places like Newport Beach and Costa Mesa. Locals respond to the anticipation of complimentary live music, and the opportunity to view works of 74 artists from as far away as the Bay Area, free of charge." Attendance at the November 8 installment of Art Under The Umbrellas was reported at over 1,000 attendees. Encouragingly, attendees are not just looking; Salamone reports that artists have been as successful this year as ever before.

Locken views regular, well-attended events as absolutely necessary to local retailers, particularly in a down economy. "In this economic climate, buyers need that extra reason to get out and visit shops," she says. "We kicked off our Sunday Farmers

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# Successful events, marketing outreach critical to sustaining valley retail through difficult season

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Market two weeks ago and the response has been amazing.” Locken reports crowds of 1,500 to 2,000 people visiting the market, which sells fresh produce from farmers within 100 miles. “Farmers have been selling out, which is fantastic, but there is also an enormous additional benefit to the Old Town retailers and restaurants.”

According to Locken, some retailers have reported as many as 65 visitors per hour in their shops on event days, a number inconceivable on an average day of the week. For their part, Old Town’s restaurants, Stuft Pizza, The Hogs Breath Inn, and the Coffee Company, have all reported the busiest days in their history, and are planning to use additional staff on event days to handle the crowds.

In times as tough as these, event days

can make the difference between a profitable month and a month in the red.

Wells Marvin, owner/developer of Old Town La Quinta, points out that, no matter how good an event, in this economic climate it will not succeed without aggressive and effective marketing. “We’re seeing very encouraging numbers at Old Town, and events are a big part of that. But we need effective promotion to drive traffic to those events. Especially now. There is no denying that the market is tough, but were redoubling our efforts to promote Old Town as a relaxing, enjoyable destination.”

To that end, Marvin identifies outreach to hotel concierges as important for getting the word out. He also mentions a unique cooperative advertising partnership with the City of La Quinta, La Quinta Resort and Club, Embassy Suites, and SilverRock Resort as a means of pooling

advertising dollars to extend promotional reach. “Working together, were able to reach audiences we’d never be able to target if we advertised individually,” says Marvin. Going forward, advertising will appear in the programs for both the Bob Hope Chrysler Classic and the Skins Game, among other places. “We’re promoting La Quinta as a whole as a great golf destination, but also as a wonderful place to visit. We’re hoping to grow the pie so that everyone’s slice is larger. As the Main Street of La Quinta, Old Town only stands to benefit from this.”

Locken and Marvin also cite the Main Street, community feel as important to Old Town’s success, an antidote to the spreading strip-mall culture of Southern California. “Shoppers don’t want to fight mall crowds. They prefer a relaxing, small-town experience. All our stores are

independent businesses; they can be nimble and flexible, changing merchandise on a local level. They can know their customers, and provide them with a more personal experience. They aren’t subject to national decisions by big corporations,” says Marvin.

For Locken, it boils down to one word: community. People feel good about shopping at local businesses, and helping the members of their own community. Places like Old Town foster that sense of neighborhood, of community, in a way that more retail centers should aim for.

Events only enhance that community feel, and promotion helps consumers discover it. In times when fewer customers are out spending less money, retailers will take any advantage they can get.

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# The Public Record

## PAID PUBLIC NOTICES

**NOTICE TO CREDITORS**  
SUPERIOR COURT OF THE STATE OF CALIFORNIA  
FOR THE COUNTY OF RIVERSIDE  
CASE NO. INP M 190  
In the Matter of THE JEAN A. WHITNEY LIVING TRUST  
DATED AUGUST 15, 2005, JEAN A. WHITNEY, Deceased.  
Notice is hereby given to the creditors and contingent creditors of the above named decedent, that all persons having claims against the decedent are required to file them with the Superior Court, 82675 Highway 111, Indio, California 92201 mailing address: 46200 Oasis Street, Indio, California 92201 or deliver a copy to Bruce R. Durkee, 78206 Varner Road, Suite D-12, Palm Desert, CA 92211, as Successor Trustee of THE JEAN A. WHITNEY LIVING TRUST DATED AUGUST 15, 2005, wherein decedent was the Trustor, within the later of four months after the date of the first publication of notice to creditors or, if notice is mailed or personally delivered to you, sixty days after the date this notice is mailed or personally delivered to you, or you must petition to file a late claim as provided in Section 19103 of the Probate Code.  
A claim form may be obtained from the court clerk. For your protection, you are encouraged to file your claim by certified mail, with return receipt requested. Dated: July 14, 2008  
/s/Bruce R. Durkee BRUCE R. DURKEE, Successor Trustee  
BRUCE R. DURKEE, ESQ.  
The Law Office of Bruce R. Durkee, APC  
77772 Flora Road, Suite C, Palm Desert, California 92211  
760-200-4709  
November 4, 11, 18, 25, 2008

**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: **NEWMAN & NEWMAN TAX & FINANCIAL, INC.**, 31285 Temecula Pkwy., Suite 200, Temecula, CA Riverside County 92592  
Full name of registrant: Newman & Newman Tax Financial, Inc., 31285 Temecula Pkwy., Suite 200, Temecula, CA 92592 / California  
This Business is conducted by: Corporation  
Registrant commenced to transact business under the fictitious business name(s) listed above on: Oct. 24, 2003  
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 C. Newman / President  
This statement was filed with the County Clerk of Riverside County on September 17, 2008 Larry W. Ward, signed by C. Teran  
**File No. R-2008-11804**  
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).  
November 4, 11, 18, 25, 2008

**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: **TOMAHAWK CONSTRUCTION**, 31750 Scott Rd., Winchester, CA 92596 Riverside  
Full name of registrant: John Daniel Denmark IV, 31750 Scott Rd., Winchester, CA 92596  
This 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 Daniel Denmark IV  
This statement was filed with the County Clerk of Riverside County on October 10, 2008 Larry W. Ward, signed by A. Clabaugh  
**File No. R-2008-12853**  
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).  
November 4, 11, 18, 25, 2008

**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: **PINES HILL NURSERY**, 4682 Jobba Rd., Aguanga, CA 92536 Riverside County; 14121 Green Vista Dr., Fontana, CA 92337  
Full name of registrant: Francisco Huizar, Esther Huizar, 14121 Green Vista Dr., Fontana, CA 92337  
This Business is conducted by: Husband & Wife  
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 Huizar  
This statement was filed with the County Clerk of Riverside County on October 7, 2008 Larry W. Ward, signed by L. Sibley  
**File No. R-2008-12692**  
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).  
November 4, 11, 18, 25, 2008

**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: **HEALTH SYSTEM**, 72-655 Highway 111 #B7, Palm Desert, CA 92260 Riverside  
Full name of registrant: Chunhua Deng, 45-775 Ocotillo #12, Palm Desert, CA 92260; Todd Anthony Hill, 20 Mission, Rancho Mirage, CA 922  
This Business is conducted by: a General Partnership  
Registrant commenced to transact business under the fictitious business name(s) listed above on: January 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: Chun Hua Deng Todd Anthony Hill  
This statement was filed with the County Clerk of Riverside County on October 9, 2008 Larry W. Ward, signed by A. Jimenez  
**File No. I-2008-03072**  
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).  
November 4, 11, 18, 25, 2008

**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: **QUALITY ONE CLEANING**, 52435 Eisenhower Dr., La Quinta, CA 92253 Riverside; P.O. Box 846, La Quinta, CA 92247  
Full name of registrant: Maribel Baeza, 52435 Eisenhower Dr., La Quinta, CA 92253  
This 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: Maribel Baeza  
This statement was filed with the County Clerk of Riverside County on October 23, 2008 Larry W. Ward, signed by S. Romero  
**File No. I-2008-03220**  
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).  
November 4, 11, 18, 25, 2008

**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: **WINGS OF EAGLES MUSIC**, 11275 Meagan Lane, Riverside, CA 92505 Riverside  
Full name of registrant: Bradford Alan Roseborough, 11275 Meagan Lane, Riverside, CA 92505  
This Business is conducted by: Individual  
Registrant commenced to transact business under the fictitious business name(s) listed above on: 10/6/08  
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: Bradford A. Roseborough / Owner  
This statement was filed with the County Clerk of Riverside County on October 10, 2008 Larry W. Ward, signed by A. Clabaugh  
**File No. R-2008-12851**  
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).  
November 4, 11, 18, 25, 2008

**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: **DUNNE & DUNNE PROPERTIES**, 50620 Eisenhower Dr., Ste F-103, La Quinta, CA 92253 Riverside; 600 B Street, Ste. 2020, San Diego, CA 92101 San Diego  
Full name of registrant: James Patrick Dunne, 600 B Street, Suite 2020 San Diego, CA 92101  
This 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 Patrick Dunne  
This statement was filed with the County Clerk of Riverside County on October 24, 2008 Larry W. Ward, signed by A. Clabaugh  
**File No. R-2008-13432**  
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).  
November 4, 11, 18, 25, 2008

**NOTICE OF PUBLIC LIEN SALE - STORQUEST**  
2711 Tamarisk Road, Palm Springs, CA 92262 (760) 323-4655  
NOTICE IS HEREBY GIVEN pursuant to California Business and Professional Codes #21700-21716 Section 2328 of the UCC of the Penal Code, Section 535 the undersigned, StorQuest Self Storage, will sell at public sale by competitive bidding the personal property of:  

Tenant Name	Unit#
KEITH CHANDLER	M11
SHATARA LEE	K6
ED DORAN	F13
CHARLOTTE HONEYCUTT	J28
CHRISTOPHER POLICH	OS17
THE SHEPHERD GROUP	R152
RICHARD KULEK, JR	R146
DIEGO RODRIGUEZ	R46
JEANNETTA SHAFRAN	G1
JOYCE DALTON	E11, E12
JOHN LEWIS	OS6
DAVID BENNETT	O15
KELLY OLDEN	R16
ROBERT MOREY	I8

  
Property to be sold includes but not limited to: misc household goods, furniture, clothes, electronics, toys, tools, boxes and contents. Auctioneer: West Coast Auctioneers, Bond# 137857. The auction will be held on or after December 12, 2008 at 12:30 p.m. at StorQuest Self Storage 2711 Tamarisk Rd., Palm Springs, CA 92262. Goods must be paid for in cash and removed at time of sale. StorQuest reserves the right to refuse any bid or cancel auction if settlement occurs between owner and obligated party.  
November 25, December 2, 2008

**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: **DESERT HOMES & ESTATES (2) PALM VALLEY ON-SITE SALES**, 47350 Washington Street, Suite 104, La Quinta, California 92253, Riverside  
Full name of registrant: James Howard Stein, 73-890 Desert Garden Trail, Palm Desert, CA 92260  
This 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 Howard Stein  
This statement was filed with the County Clerk of Riverside County on October 14, 2008 Larry W. Ward, signed by A. Jimenez  
**File No. I-2008-03107**  
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).  
November 11, 18, 25, December 2, 2008

**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: **RE-BATH (2) SCHEURER ENTERPRISES (3) PERFECT WALKIN BATH TUBS (4) PERFECT WALK-IN BATH TUBS (5) PREFERRED MANAGEMENT (6) PERFECT WALKIN BATH TUB**, 75-178 Gerald Ford Dr., A3, Palm Desert, CA 92211 Riverside; 64249 Pyrenees Ave., Desert Hot Springs, CA 92240 Riverside  
Full name of registrant: Terry Lee Scheurer, 64249 Pyrenees Ave., Desert Hot Springs, CA 92240  
This 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: Terry L. Scheurer  
This statement was filed with the County Clerk of Riverside County on October 1, 2008 Larry W. Ward, signed by Y.R. Cruz  
**File No. I-2008-02981**  
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).  
November 4, 11, 18, 25, 2008

**ORDER TO SHOW CAUSE FOR CHANGE OF NAME**  
CASE NO. INC 080742  
SUPERIOR COURT OF CALIFORNIA  
46200 OASIS STREET, INDO, CA 92201  
COUNTY OF RIVERSIDE  
TO ALL INTERESTED PERSONS:  
1. Petitioner: **Alejandra Duarte Ruiz and Ramon Duarte De Leon** filed a petition with this court for a decree changing names as follows: Present Name: **Cecilia Ruiz - Lara** to Proposed Name: **Cecilia Duarte - Ruiz**  
2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.  
**NOTICE OF HEARING**  
a. Date: December 12, 2008 Time: 8:30 a.m., Dept.: 2G  
b. The address of the court is: 46-200 Oasis Street, Indio, CA 92201  
BRANCH NAME: SUPERIOR COURT OF CALIFORNIA - Indio, 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*): **PUBLIC RECORD**, 78370 Highway 111, Suite 250, La Quinta, CA 92253  
Dated: October 15, 2008  
Judge of the Superior Court  
November 4, 11, 18, 25, 2008