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## 2025 INTERIOR DESIGN PREDICTIONS



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**SCAN ME**

## COLOR YOUR KITCHEN: BUTTER MAKES EVERYTHING BETTER

The psychology of color reveals what most people already know: Color can evoke strong emotions. Members of the design team at Whirlpool Corporation are well versed in how color impacts mood, which is one of the reasons they spent years researching color trends to identify the best possible choice for the KitchenAid® 2025 Color of the Year: Butter.

"The Color of the Year program is specifically led by the Whirlpool Color, Finish, and Material team. We spend years analyzing interior design, social, cultural and aesthetic trends to help determine the new Color of the Year - a decision that is often many years in the process," said Brittini Pertijs, Design Manager: Color, Material and Finish at Whirlpool Corporation. "Color of the Year focuses on a specific colorway to express the emotions people want to feel that year."

**This year's choice for Color of the Year: Butter**

It's not just for baking anymore! This modern yellow with a creamy, satin finish imparts a uniquely comforting vibe, with a nostalgic aura all its own.

"As a result of our trend tracking, our team saw yellow continually pop up," said Pertijs. "Knowing we wanted to tap into comfort and nostalgia, this soft, energizing butter yellow felt like the perfect marriage of all those elements."

According to a 2024 online Ipsos Survey\*, nearly 3 in 4 consumers (72%)

agree that a buttery yellow color radiates warmth and comfort, and 67% associate the color with a sense of richness and creaminess - making it a top choice for creating a welcoming atmosphere in the kitchen. More than half (52%) connect the hue with comforting homemade meals, and the same percentage agree that a buttery yellow color transports them back to nostalgic childhood memories. A majority of consumers (64%) also connect this color to the simple pleasures in life.

"The color yellow has the ability to transport you back in time, evoking some of your warmest memories," added Pertijs. "The color might remind people of kitchens from the 1950s or 1960s that were decorated with a similar soft yellow color. While it echoes past kitchens, Butter feels fresh and modern, leaning into present-day design trends. It's a classic neutral that will last over the years."

**Design tips: How to make the most of this year's color**

To maximize the warm, comfy vibes of this year's Color of the Year, you can choose to upgrade to the new KitchenAid® Stand Mixer in Butter. The Butter Stand Mixer works well as a design feature in any style of home, from eclectic and traditional styles to clean and contemporary spaces. It's also created to fit in perfectly with the latest kitchen designs and finishes.

While some may recall the Majestic



Yellow color, "that was developed in 1995, which was reflective of interior trends such as red cherry woods and glossy countertop finishes. The new Butter model represents today's design trends, in which woods are more natural and countertops are matte and satin," explained Pertijs.

For anyone looking to accessorize or update their kitchen this year, the Butter Stand Mixer complements various shades of blue well, including periwinkle blue. If you're looking to mix and match it with other appliances, Butter looks great with the KitchenAid Blue Velvet colorway, or more muted tones like sage green.

Pertijs also recommends pairing the Butter Stand Mixer with the KitchenAid®

Bread Bowl attachment: "They go together like bread and butter (pun intended)!"

Make your kitchen more cozy, comforting and welcoming this year with the rich color of Butter. You can learn more about this year's KitchenAid® Stand Mixer Color of the Year at KitchenAid.com.

\*Source: An online Ipsos survey in the US, UK, MX, DE, CA, AUS (n=1,000 per country), general population, 18 years of age and older. Data is nationally representative by age, gender, race/ethnicity and region. The survey was fielded between September 27-October 1, 2024. - (BPT)

# FESTIVAL OF ARTS NOW ACCEPTING SCHOLARSHIP APPLICATIONS FOR LAGUNA BEACH STUDENTS

The Festival of Arts of Laguna Beach is now accepting applications for its prestigious Scholarship Program for the 2025/2026 academic year. Graduating high school seniors who either reside in Laguna Beach or attend Laguna Beach High School are encouraged to apply. Applications must be submitted online at [www.foapom.com/about/scholarships](http://www.foapom.com/about/scholarships) by February 28, 2025.

"For decades, the Festival of Arts has been committed to supporting young artists in their academic and professional journeys," said Festival of Arts Scholarship Chair Ed Hanke. "Through this program, we aim to empower students who are passionate about the arts, providing them with the resources to nurture their talents and turn their dreams into reality."

Since its inception in 1957, the Festival of Arts has awarded over \$3.5 million in scholarships to local students. In 2024 alone, six first-year recipients were each awarded a \$20,000 scholarship, totaling \$120,000 in new scholarships granted. Each student receives \$5,000 per year for four years. Scholarships were awarded in film, theater, visual arts, and writing, with past recipients excelling academically, holding an average first-year GPA of 3.78.

Many scholarship recipients have gone on to attend top universities and pursue careers in the creative industries. 2024 Scholarship recipient Elijah James Furar shared his appreciation, stating,

"Creating music is my passion, and I'm eager to explore various paths within the industry, whether as an artist, music supervisor, record producer, or songwriter. The support from the Festival of Arts scholarship is instrumental in helping me advance my education and pursue my dream of building a successful career in the music industry."

The Festival of Arts offers highly competitive, four-year scholarships in the following categories:

**Film**  
**Performing Arts (including dance, music, and theater arts, both performance and production)**

**Visual Arts**  
**Writing**

Students may apply for multiple categories but can only be awarded one scholarship. "For many families, college costs can be a challenge, and we're proud to offer scholarships that help alleviate some of that burden," said Hanke. "This program not only supports students' artistic ambitions but also provides parents with meaningful financial assistance as they help their children take the next step in their education."

The Festival of Arts Scholarship Committee includes Chair Ed Hanke and members Wayne Baglin, John Connolly, Anita Mangels, Mitch Ridder, and Jeff Rovner.

For general scholarship information call Stephanie Plageman at (949) 464-4201



or visit the website at [www.foapom.com/about/scholarships](http://www.foapom.com/about/scholarships). The Festival of Arts is a nonprofit organization that produces the Festival of Arts Fine Art Show and the Pageant of the Masters. Its mission is to support the arts and art education in and about Laguna Beach.

**ABOUT FESTIVAL OF ARTS**  
The Festival of Arts, a non-profit 501(c)(3), has always been a local leader that has helped with the growth and development of the community and the arts in Laguna Beach.

Established in 1932, the Festival of Arts' mission is to promote, produce and sponsor events and activities that encourage the appreciation, study and performance of the arts. The Festival of Arts annually produces two world-class events: The Festival of Arts Fine Art Show and the Pageant of the Masters. Together both shows attract more than 200,000 visitors into Laguna Beach. For general information visit [www.LagunaFestivalofArts.org](http://www.LagunaFestivalofArts.org) or call (949) 494-1145.

## Tonks Feline Foster

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## TRACY K. SMITH IN CONVERSATION WITH TINA CHANG

Seegerstrom Center for the Arts is thrilled to present the renowned American poet Tracy K. Smith in an engaging conversation with esteemed moderator Tina Chang. As part of the Center's dynamic In Conversation series featuring contemporary American authors and poets, this event promises to be a thought-provoking evening of stimulating and educational discussion, on Monday, March 3 at 8:00pm. Tickets are now on sale at [softa.org](http://softa.org).

Since first being published in 2003, Tracy K. Smith has been a writer to watch. Smith's collection of poetry, "Life on Mars," won the Pulitzer Prize, and her memoir, "Ordinary Light," was a finalist for the National Book Award for Nonfiction.

Regardless of what style she chooses to pursue, her language is forceful, intelligent, and musical. Throughout her career, she has used her craft to frankly ask the questions that have intrigued her the most about our world. Her poems, which delight in humanity's sprawling yet thrilling range of emotions—love and grief, desire and rage, joy, and hope—often find the political within the personal, beckoning readers to engage with their own curiosities about the narratives they've been told about racism, power, and justice.

Like the best poets, Smith shows her readers that they share a common foundation and questions how that foundation was laid. Dwelling in the

threshold between history and the present, Smith has been called our "country's poetic caretaker," calling for both collective reckoning and collective empathy.

A passionate educator and advocate, Smith served two terms as Poet Laureate of the United States, during which time she traveled across America, hosting poetry readings and conversations in rural communities. She currently is a professor of English and African and African American studies at Harvard.

Moderating the Q&A will be Tina Chang, an American poet, educator, and editor. She was the first woman to be named Poet Laureate of Brooklyn, and she served in this role for over a decade. A graduate of Columbia University's MFA program, she is the author of three critically acclaimed collections: "Hybrida" (W. W. Norton, May 2019), "Of Gods & Strangers" (Four Way Books, 2011), and "Half-Lit Houses" (Four Way Books, 2004).

She is Full Professor of English and Director of Creative Writing at her alma mater, Binghamton University, where she also oversees initiatives under the Binghamton Center for Writers.

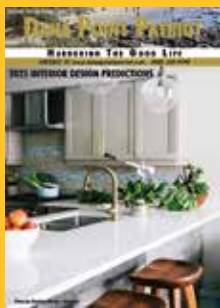
Tickets for Tracy K. Smith IN CONVERSATION start at \$44.07 and are available for purchase online at [softa.org](http://softa.org), in person at 600 Town Center Drive, Costa Mesa, CA 92626, and by phone at (714) 556-2787. For inquiries about group ticket discounts of 10 or more,



American poet Tracy K. Smith

call the Group Services offices at (714) 755-0236. Monday, March 3, 2025 at 8pm

Tracy K. Smith  
In Conversation with Tina Chang



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## 2025 INTERIOR DESIGN PREDICTIONS: COOL TONES, ORGANIC TEXTURES AND SOFT GEOMETRIES

Style is an expression of one's individuality, rooted in the confidence to trust personal instincts and create a world of beauty, rather than pursuing fleeting trends. It's about celebrating all the nuances that define uniqueness - from the fashion one wears and the food they savor, to the way they design their home. True style is singular, impossible to replicate, and utterly incomparable. Brizo® Kitchen & Bath Company exemplifies this credo, setting the standard for style and innovation through every collection.

"At Brizo®, we encourage everyone to embrace their respective style and infuse their space with that same individuality. We're always drawing inspiration from the everyday - from bold designs found in fashion to the organic patterns found in nature. We look to transform these familiar elements into artful and innovative designs that enrich the home and stand the test of time," says Celine Kwok Garland, Brizo® Lead Industrial Designer.

According to the Brizo Industrial Design team, 2025 will be defined by trends that transform interiors, emphasizing bold design schemes, rich textures in various forms, and modern industrial aesthetics. These elements come together to help build a space that feels purposefully crafted, effortlessly stylized, and uniquely personal.

### Design's Cool Turn

The runways of top designers influence more than just fashion - they shape how individuals express themselves. From the clothes they are drawn to, to the choices made when designing a space, it all reflects personal style. Building on this influence, upcoming collections that have graced the Spring/Summer 2025 runways show that bold, cool tones are taking over. This can



translate into the home by combining cool tones and metal finishes, such as the distinctive Brilliance® Black Onyx finish by Brizo, with warm stone veining or natural wood accents. This approach creates a harmonious blend of contrast and cohesion, infusing the home with runway-inspired sophistication.

### Textured Renaissance

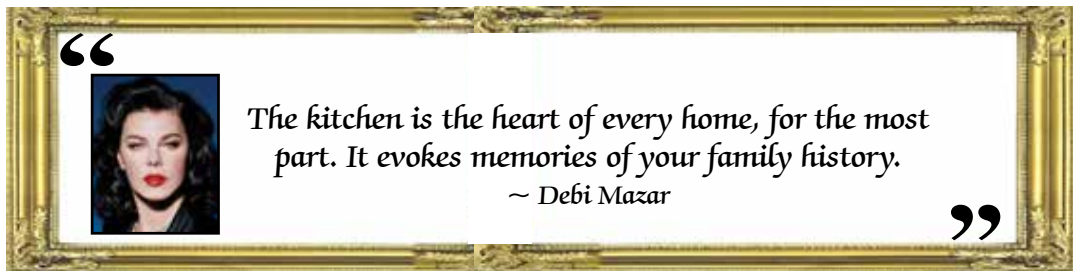
Connecting the indoors to nature is a timeless design philosophy, but 2025 will take this concept to a new level through the incorporation of texture-rich elements. Think irregularities in patterns that evoke topography, like a burl wood side table, or raw, earthen stone pieces. These varied textures and organic design elements create a relaxed yet refined atmosphere, offering a space that mirrors the unparalleled beauty of nature.

### Modern Industrial Flair

To add an industrial flair to modern design, blend soft geometrical influences with raw elements and mixed finishes.

The Litze® Semi-Professional Faucet by Brizo, featuring intricate knurling and expanded finishes, including the split Matte Black / Brilliance® Luxe Steel, exemplifies this trend by adding dimension to minimalist spaces. Similarly, the Brilliance® Polished Nickel handle found on Jason Wu for Brizo™ Kitchen faucets draws inspiration from the base of Jason Wu's mannequins, while the Matte White finish exemplifies a timeless quality. This design approach balances simplicity with bold industrial touches, empowering homeowners to express their character through modern design and style.

Regardless of the choices made when designing a space, the cornerstone of success is remaining authentic to one's individual style and self-expression. Just like in the world of fashion, interior design offers the freedom to exercise creative license and personal choices, allowing homeowners to reimagine spaces with confidence. - (BPT)



## PACIFIC SYMPHONY PRESENTS TWO GREAT EVENTS HAPPENING ON FEBRUARY 22



### NOWRUZ: THE CONCERT—RETURN OF THE MASTERS ANNUAL CELEBRATION OF THE IRANIAN NEW YEAR

Pacific Symphony presents Nowruz: The Concert—Return of the Masters, a musical celebration of the arrival of spring and the rebirth of nature. A symbol of renewal and unity in Iranian culture, Nowruz is a washing away of the past and a blessing upon all that is to come. This vibrant performance blends contemporary Iranian symphonic works led by Music Director Carl St.Clair with traditional Iranian music, sparking joy through cultural connection, tradition, and celebration of heritage. Presented in collaboration with Farhang Foundation, this celebration of the Iranian New Year takes place on Saturday, March 29 at 8 p.m. at the Renée and Henry Segerstrom Concert Hall in Costa Mesa. The concert includes pre-concert festivities of a grand Haft Sin display and traditional Iranian musicians and dancers performing in the lobby at 7 p.m.

The concert features the magnificent Pournazeri Trio, comprised of Iranian musical phenomena and family members Kaykhorso, Tahmoures, and Sohrab Pournazeri. Each talent brings recognition and excellence to the stage as they enliven Nowruz in collaboration with Pacific Symphony's exceptional orchestra. Founder of Shams Ensemble, Kaykhorso is regarded for highlighting historical Iranian roots through the sounds of the tanbour lute in cohesion with other complimentary instruments. Son of Kaykhorso, Tahmoures embodies Iranian music through his lifelong dedication and journey of sharing its tradition, style, and influence. Completing the family trio, Sohrab exudes similar cultural honor to his brother within his instrumental talent and contributions exemplifying the wisdom and ancient works of Iranian compositions in artistry.

"Sold-out Nowruz concerts with Pacific Symphony have been some of the most emotionally rewarding concerts I have attended. The audiences are so passionate about the concerts, artists and the beautiful poetic expression of the music we hear. We are honored to continue our collaboration with Farhang Foundation in presenting this extraordinary celebration," said John Forsythe, Pacific Symphony President

and CEO. "This event would not be possible without the vision, philanthropy and leadership of our board member Anoosheh Oskouian, the supporters of Pacific Symphony's Cyrus Society, and Music Director Carl St.Clair, who have been instrumental in driving this project forward. Music has the power to unite communities, and this concert is a profound way to honor a 3,000-year-old tradition while embracing the beauty of cultural exchange. We are thrilled to once again share the stage with these exceptional artists and to bring audiences together in a celebration of renewal, heritage, and the universal language of music."

"Farhang Foundation is thrilled to partner once again with Pacific Symphony for this extraordinary annual celebration of Nowruz," said Alireza Ardekani, Executive Director of Farhang Foundation. "Through music, we honor the timeless traditions of the Iranian New Year while sharing its universal message of renewal, unity, and joy with the wider community. This concert is a testament to the beauty of cultural exchange and the power of music to transcend borders, and we applaud Pacific Symphony for their continued commitment in presenting and celebrating the rich musical traditions of Iran."

"Nowruz is more than a celebration; it is a testament to the endurance of culture, the power of tradition, and the importance of bringing people together through art. Seeing the Farhang Foundation and Pacific Symphony continue this collaboration is a reflection of the commitment and effort that has gone into strengthening these ties over the years," adds Anoosheh Oskouian, Chair, Board of Trustees, Farhang Foundation & Pacific Symphony. "This event is not just about music—it is about ensuring that Iranian heritage remains seen, heard, and appreciated on a grand stage, and I'm grateful that I can play a part in preserving and elevating this tradition for generations to come."

Joining the celebration are guest vocalists Sahar Boroujerdi and Donya Kamali, as well as violinist Tina Jamegarmi. Each showcases their musical accomplishment and acclaim as Iranian musicians as they celebrate one of the most ancient and important festivals of Iranian heritage.



The Nowruz concert celebration is generously sponsored by the Farhang Foundation, the Cyrus Society and Anoosheh and Alan Oskouian. For more information or to purchase tickets, call (714) 755-5799 or visit pacificsymphony.org.

### FREE FAMILY EVENT: THE 10th ANNUAL ORANGE COUNTY LANTERN FESTIVAL IN PARTNERSHIP WITH SOUTH COAST CHINESE CULTURAL CENTER

The 10th annual Orange County Lantern Festival in collaboration with the South Coast Chinese Cultural Center (SCCCC). The free family event is presented in cooperation with Segerstrom Center for the Arts and takes place on Saturday, Feb. 22, from 11 a.m. - 4 p.m. The Lantern Festival, which can be traced back 2,000 years, takes place 15 days after the Lunar New Year—on the first full moon night in the lunar calendar—and marks the return of spring, representing the reunion of family. Pacific Symphony and SCCC's event invites the community to celebrate this tradition through hands-on activities, performances, live demonstrations, booths, food trucks – and, of course, a thrilling dragon dance finale on the plaza!

"We are honored to partner once again with South Coast Chinese Cultural Center to host our 10th Orange County Lantern Festival," said Alison Levinson, senior director of arts engagement and inclusion for Pacific Symphony. "It's a great opportunity for us to come together as a community around the Lantern Festival celebration to showcase hundreds of amazing artists within Orange County in an accessible and welcoming environment."

"We created the Orange County Lantern Festival tradition with Pacific Symphony in 2016, because we know that music can bring people together," said Yulan Chung, CEO of South Coast Chinese Cultural Center. "Lantern Festival is a celebration of the first full moon in the Lunar calendar, representing the hope, joy and connection to come in the new year. Attendees will experience Asian American culture displayed through performing arts, such as orchestra, lion dance, folk dance, and arts and crafts designed for families with young children. You don't want to miss it!"

The Orange County Lantern Festival is a multi-faceted, half-day event. Guests can engage in a variety of multicultural activities such as calligraphy, paper lantern making, mini drum building, and more. An art exhibition, "Reunions and Togetherness," features 40 visual artists of all ages, each contributing a piece of art embodying the theme of the 10th anniversary – coming together in celebration of culture, unity and solidarity.

Performances inside the concert hall kick off at 11 a.m. with a Lion Dance followed by the Pacific Symphony String Quintet, Chinese Dance Company of Southern California and South Coast Chinese Orchestra / Festival Chorus. At 12:40 p.m. Lac Hong Performing Arts Group, Thuy Van Dance Company Pacific Symphony Youth Chamber Artists and Festival Chorus take the stage. At 2:20 p.m., the festival concludes with performances by Pacific Symphony's Festival Orchestra, Tawni Nguyen, the Korean American Youth Performing Arts (KAYPA), and DooDream Samulnori.

Outside, eight demonstrations of traditional Chinese, Korean and Vietnamese music, dance and fashion take place throughout the day on the Julianne & George Argyros Plaza, each featuring ASL interpreters for accessibility. The event culminates in a spectacular dragon dance and lantern parade led by the San Gabriel Valley Chinese Cultural Association.

For the 2025 Orange County Lantern Festival, festivalgoers have the opportunity to purchase a festival pass, which guarantees admission into the event and priority seating for the first performance segment. As pass holders, guests are supporting community events and helping to keep the Lantern Festival free and accessible to the public. Festival pass benefits include: Guaranteed entry into the event for the first segment of the festival (entry from 10 a.m. – 12:20 p.m.); General admission seating in Orchestra level for the first segment of the festival (11 a.m. – 12:20 p.m.); Exclusive early entry into the lobby at 10 a.m.; One craft pass, valued at \$15, included with admission. For more information, visit <https://www.pacificsymphony.org/show-details/oc-lantern-festival-2025>

# A CULINARY TRIP THROUGH ITALY: 5 DELICIOUS DESTINATIONS

Dreaming about a trip to Italy? Italy is a magical, mystical blend of timeless history and artistic masterpieces, scenery that will take your breath away, warm, friendly people who will make you feel like family, and all of it wrapped up in an amore per la cucina Italiana - a love of Italian food.

Long, leisurely meals with family and friends are not just a tradition here, they are the heart and soul of the Italian people. Regions in Italy are revered for their specialties, and for travelers, a must-do experience is enjoying these regional dishes in the places they originated. You will never have heavenly, silky pasta carbonara better than in Rome. The most delicious pizza of your life? Look no further than Naples.

But planning a trip around Italy's legendary cuisine can be a bit daunting. How do you know where to go and what to eat when you're there? That's where Steve Perillo comes in. The third-generation owner of Perillo Tours, Steve Perillo is an expert in all things Italia, especially its cuisine and culture. With deep roots in Italy, travelers can feel confident that Perillo will deliver unforgettable Italian experiences at an exceptional value, whether traveling on an escorted tour or an independent custom vacation.

Here are some regions where Perillo Tours takes visitors, and the dishes Steve says are must-haves when you're there.

**Rome.** In the spring, Roman markets are filled with just-picked artichokes. If you're lucky enough to be in the Eternal City during this season, you are in for a culinary treat you can't get anywhere else on the planet. Rome is known for Carciofi alla Romana, or Roman-style artichokes, an otherworldly concoction of whole artichokes, lemon juice, parsley, mint, garlic, olive oil and white wine, braised to perfection. The

braising brings out the artichoke's flavor like no other cooking method, elevating it to "food of the Gods" status. They're a perfect side dish or a light supper with crusty bread.

**Tuscany.** The light in Tuscany is different than the light anywhere else in the world. It bathes the landscape in a golden glow that makes everything more beautiful, including their tables. Siena and Florence are known for many hearty wild boar stews and soups using cannellini beans and stale bread, but the one must-have here is Bistecca alla Fiorentina, which is a Chianina beef steak, cut to exact specifications and grilled rare. Perillo offers a Taste of Siena tour that includes a cooking class in the home of a local chef, who can teach you the secrets of local Tuscan cuisine.

**Naples.** Pizza was invented in Naples in the 18th century as a quick, affordable meal for the working class and people soon started visiting those neighborhoods just to get a taste of it. You haven't had pizza until you've had it in Naples, and Perillo Tours offers a 15-Day North Classic tour that includes a pizza-making class in this beautiful city. News you can use: Steve Perillo's top three pizza places, all in Naples: Starita (Always crowded with locals. One of the best pizzas Steve has ever had!), Sorbillo (Long lines but the pizza is worth the wait!) and Pizzeria Brandi (Delicious pizza with a special story behind it. This is where the Margherita pizza was invented!)

**Sicily.** This legendary Mediterranean island is familiar to many Americans from "The Godfather" film, but it is most famous for its food. Perillo is offering a new 8-Day Taste of Sicily tour that includes wine tastings, strolls through medieval villages and a visit to Mount Etna. Palermo's bustling street markets are a highlight. What to eat when you're there? Cannoli, of course. It's a



crisp pastry shell stuffed with sweetened ricotta cheese and sometimes sprinkled with pistachios or chocolate. Another must-have: Arancino, a fried rice ball stuffed with tomato sauce, peas and meat, or get one with ham, béchamel and cheese.

**Venice.** This city of romance, with gondolas floating down lazy canals and shops along winding, ancient cobblestoned streets and alleyways, is a treat for the senses. Try the Cicchetti, which is a bit like the Venetian version of tapas. Small portions of several dishes that are served to the table, meant to be shared. You'll get crostini topped with a variety of spreads, panini sandwiches, shrimp or other seafood, and polpetta, fried balls with tuna, meats or potato. And do not miss the tiramisu. Trust us on this one.

One popular food you won't find in Italy? Spaghetti and meatballs. That's a creation of Italian Americans. Try the Bolognese or wild boar ragu instead.

Since 1945, three generations of the Perillo family have perfected the art of traveling to Italy. To start planning for your dream vacation, visit [www.perillotours.com](http://www.perillotours.com). - (BPT)

## P.J. Noah PetSalon

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# Taste of Wine & Food

By Frank Mangio & Rico Cassoni

## A DECADE OF AUTHENTICITY: PIAZZA 1909'S ITALIAN LEGACY IN LA JOLLA

Story and photos by Rico Cassoni

The story of Piazza 1909 Cucina Italiana begins in Milan, Italy, where Roberta Ruffini and Executive Chef Stefano Ceresoli first met. Stefano owned a bakery, pasta, and focaccia shop across from Roberta's home. Though she was engaged at the time, meeting Stefano changed everything. In 1993, Roberta moved to San Diego to complete her master's degree while working for a large hotel chain. The couple saw each other a few times during her studies, but when faced with the choice to renew her visa or return to Milan to be with Stefano, she chose the latter.

In 1996, Roberta and Stefano married, moved to San Diego, and opened their first restaurant, Caffè Bella Italia, in Kearny Mesa. Three years later, they launched a second location in Pacific Beach. In 2006, they sold the Kearny Mesa restaurant to sign a lease for Solare Ristorante at Liberty Station. Roberta shared, "Solare was a huge project. We had to oversee and complete everything, from mechanical and plumbing to electrical." After getting Solare operational, they sold both Solare and Caffè Bella Italia in 2013. They took six months off to relax with their children before purchasing Piazza 1909 in 2014 with their business partner, Brent Nelson. Their vision was to restore the historic 1909 La Jolla beach house, transforming it into a "piazza where friends and family can enjoy food, wine, and conversation."

Piazza 1909 exudes warmth and charm with multiple dining spaces, including a front patio, side covered patio, back covered patio, inside dining room, and a cozy lounge and wine bar. On Thursdays, guests are treated to live music, adding to the restaurant's inviting ambiance. As Frank and I approached Piazza 1909, the rich aroma of Bolognese sauce filled the air. Inside, the lantern-lit ceiling, Italian chatter, and warm greetings from Roberta instantly transported us to Italy. Shortly after arriving, we met Stefano, a

passionate Milan-born chef who brought the heart of Mediterranean dining to La Jolla. His philosophy centers on slow food, a European movement focused on high-quality, organic, and locally sourced ingredients. Everything is made from scratch—from bread and focaccia to pizza dough and gluten-free alternatives. You won't find a can opener in their kitchen. Stefano also incorporates family recipes, including Roberta's mother Bice's lasagna, ravioli, and Bolognese, which are made fresh daily.

Stefano started us off with Pizza Salsiccia, Ricotta e Pesto, a 36-hour proofed dough topped with ricotta cheese, Italian sausage, fresh pesto, and crispy fried artichokes. The fried artichokes, dusted in rice flour and deep-fried, provided a light and flavorful contrast to the creamy ricotta and savory sausage. The lighter than air crust and ingredients created a pizza lover's dream. For wine, Frank enjoyed a 2021 San Felice Chianti Classico, while I had the 2022 Colterenzio Lagrein Classico. As to be expected the selection of Italian wines was plentiful with a good selection of by the glass options. Cocktails, draft beers, and bottled beers provide guests with additional beverage options.

After mentioning my love for pappardelle, Stefano surprised us with Pappardelle alla Bolognese. The freshly made long strands of ribbon-like pasta were perfectly cooked. This was tossed in his rich and meaty Bolognese. This dish was a knockout. We also had the Brasato al Barolo su Risotto. Tender braised short ribs were prepared with a Barolo wine reduction, served over saffron risotto with broccoli and heirloom carrots. The fork-tender short ribs melted in our mouths, while the saffron risotto provided the perfect creamy base.

Although we didn't have room for their lasagna, we spotted a fresh plate heading to a guest's table. It looked like six or seven layers of pure indulgence. For non-traditional Italian options, when



Executive Chef Stefano Ceresoli holding a pan of fresh made focaccia bread next to a vat of homemade Bolognese meat sauce

on the menu, the ribeye is dry-aged for 28 days, and their salmon is sourced from Patagonia.

Dessert was a Chocolate Lover Bar created by Pastry Chef Eva Furletti. This gluten-free, vegan treat combined chocolate ganache, dates, pecans, almonds, pineapple flambé, and crunchy almonds. It was a true masterpiece.

This April, Piazza 1909 will celebrate its 10-year anniversary with a dinner under the stars, evoking the feel of a classic Italian food festival. The event will feature regional prix-fixe dishes from their original menu.

Bottom line, Piazza 1909 is more than a restaurant. It's a family-run business where the owners are hands-

on every day. Roberta manages events, wine selection, menu planning, and marketing, while Stefano brings his Milanese heritage to the kitchen. Their son Alberto is the General Manager, and their two other sons also work at the restaurant. Dog lovers will be happy to know that Piazza 1909 is dog-friendly and even offers a special dog menu. If you're in La Jolla near the Cove, Piazza 1909 should be at the top of your dining list. Whether for dinner, happy hour (Tuesday–Thursday, 4:30–6:00 PM), catering, private events, or even cooking classes, it's the perfect place to enjoy authentic Italian cuisine with heart and soul. Get more information at piazza1909.com. Buon Appetito!



Pizza Salsiccia, Ricotta e Pesto with ricotta cheese, Italian sausage, fresh pesto, and crispy fried artichokes

### Wine Bytes

- San Diego's The Godfather is hosting their inaugural wine dinner with a Caymus Vineyards Five Course Wine Dinner on Thu 3/6 at 6PM. The main course, crafted by Exec Chef Brian Gist, is braised beef short rib served with creamy polenta and root vegetables paired with Caymus Napa Valley Cabernet Sauvignon + Caymus Special Selection Cabernet Sauvignon. The cost is \$165 per person and includes tax+tip. RSVP at godfatherrestaurant.com.
- WSan Diego's The Butcher Shop is hosting a Stag's Leap Wine Cellars Five Course Winemaker Dinner on Thu 3/13 at 6PM. The main course, crafted by Exec Chef Brian Gist, is hardwood-grilled New York strip steak with creamy polenta and char-grilled asparagus paired with Stag's Leap Fay Napa Valley Cabernet Sauvignon. The cost is \$145 per person and includes tax+tip. RSVP at bit.ly/tbs-stags.
- Vittorio's Italian Trattoria is hosting a Duckhorn Portfolio Wine Dinner on Thu 2/27 at 6:00PM. The three-course dinner + dessert by Exec Chef Angelo Gijon features grilled lamb chops with green beans and baby carrots paired with 2021 Duckhorn Napa Valley Cabernet Sauvignon as the main course. Cost is \$75 per person+tax/tip. RSVP at 858.538.5884.



## A HEARTFELT CELEBRATION AT THE 4TH ANNUAL WOMEN'S PHILANTHROPY LUNCHEON

The 4th Annual Women's Philanthropy Luncheon, hosted by the Illumination Foundation at the Waterfront Beach Resort in Huntington Beach, proved to be a stunning showcase of compassion, community, and philanthropy.

Bringing together some of Orange County's most influential women, the event raised an impressive \$263,000, supporting the foundation's mission to provide housing and healthcare services to homeless women.

From the moment guests arrived, it was clear that this luncheon would be an unforgettable experience. The picturesque oceanfront patio the warm ocean breeze.

As the guests mingled and sipped their drinks, they also had the opportunity to participate in a silent auction that featured a delightful array of holiday trees, each designed with its own unique theme. Among the most eye-catching was the "Rosé All Day Tree," a glamorous display that caught the eye of many in the room. Guests were also invited to purchase raffle tickets for a chance to win a wine cart, further adding to the excitement and engagement of the event.

As the reception drew to a close, attendees were invited to the Coastal Ballroom and Terrace for the main luncheon. The venue, beautifully decorated with seasonal decor, offered guests a warm and inviting space to enjoy a three-course seated meal.

The luncheon wasn't just about enjoying good food and great company—it was also about celebrating the incredible women who are making a real difference in the lives of those in need. This year's event honored two exceptional women: Geeta Grover, M.D., FAAP, and Kelly Bruno-Nelson, DSW, who were recognized for their outstanding contributions to both the medical field and the community.

Dr. Grover, a renowned pediatrician and clinical professor at UC Irvine, was honored for her dedication to helping children and families in need. As a board-certified developmental and behavioral pediatrician, Dr. Grover has made a lasting impact on the lives of many families, particularly those who have faced challenges such as domestic violence. Dr. Grover shared a deeply moving story about an Illumination Foundation client who is a survivor of domestic violence and a mother of two young boys, one of whom is a patient of Dr. Grover's. Her words resonated with the audience, highlighting the vital role that opportunity plays in allowing individuals to flourish and thrive, no matter their circumstances.

Kelly Bruno-Nelson, the Executive Director of Medi-Cal/CalAIM at CalOptima Health, was also honored for her leadership and unwavering support of the Illumination Foundation's housing and healthcare programs. Under her guidance, CalOptima Health has provided crucial grants to support Illumination Foundation's transitional housing projects, which have significantly impacted the lives of homeless individuals and families. In her remarks, Dr. Bruno-Nelson spoke about the importance of partnership and trust, acknowledging the deep connection and shared goals between CalOptima Health and the Illumination Foundation. Her words underscored the strength of collaboration in creating positive change and helping those in need.

The heartfelt speeches by Dr. Grover and Dr. Bruno-Nelson were a highlight of the event, but it was the personal story shared by Angelica Rios, Associate Director of Family Programs at Illumination Foundation, that truly captured the essence of the luncheon. Angelica, who has faced homelessness herself, spoke candidly about her journey and how it inspired her to dedicate her life to helping other women experiencing similar hardships. Her story of resilience and empowerment deeply moved the audience, serving as a powerful reminder of the work that still needs to be done to support vulnerable women and families in our communities.

The funds raised at this year's luncheon will go a long way in helping the Illumination Foundation continue its important work. The organization provides a full continuum of care for individuals experiencing homelessness, offering services such as case management, medical coordination, behavioral health and substance use counseling, and housing navigation. Last year alone, the foundation served nearly 7,000 clients, half of whom were women. The need for support is growing, and events like this luncheon are critical in helping the foundation meet that need.

Illumination Foundation extends its deepest gratitude to its generous sponsors, including West Coast University, The Haynes Fund, the Bickerstaff Foundation, and many others, whose support made the event a resounding success. Their contributions ensure that the foundation can continue its mission to disrupt the cycle of homelessness and provide hope and opportunities for those who need it most.

The 4th Annual Women's Philanthropy Luncheon celebrated community, compassion, and the power of women coming together to make a difference. It was a day of inspiration, camaraderie, and, above all, a reminder of the impact that each of us can have when we choose to give back and support those in need.

As the event concluded, guests left with full hearts and the knowledge that their support would help change the lives of many women in need, paving the way for a brighter and more hopeful future.



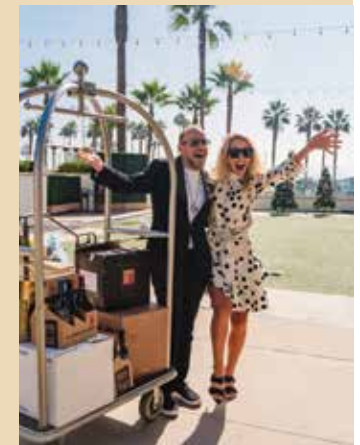
*Mike Hunn, Dr. Pooja Bhalla, CEO of Illumination Foundation, and Women's Philanthropy Luncheon honorees Geeta Grover and Kelly Bruno-Nelson*



*Mary Sanchez and Patricia Mercure*



*Karen Jordan, Board Member of Illumination Foundation*



*Bill Peters and Jennifer Serentelos*



*Janeen Stamos-Rehling with Jennifer Serentelos and Anthea Chade*

### CASA ROMANTICA'S FIRST-EVER CHILDREN-GEARED ART EXHIBIT IS ATTRACTING HUNDREDS OF FAMILIES WITH INTERACTIVE FUN

Casa Romantica Cultural Center and Gardens is captivating families with its first-ever exhibit designed specifically for children, Brian's Magnificent Garden by Brian Lies. Since its opening on January 11, the interactive exhibit has drawn hundreds of families eager to explore its whimsical blend of art, storytelling, and play. The exhibition will remain open through March 9, 2025.

The exhibit highlights the enchanting artwork of award-winning children's author and illustrator Brian Lies, offering a unique opportunity for children to immerse themselves in visual storytelling and creativity. Organized by the National Center for Children's Illustrated Literature in Abilene, Texas, the exhibit showcases Lies' whimsical illustrations in a format that invites exploration and hands-on engagement.

"Casa Romantica is committed to showcasing a wide range of visual arts," explained Kylie Travis, Executive Director of Operations and Programming. "From photography and contemporary art to mixed media and plein air, we've explored many genres. However, this exhibit gave us an opportunity to try something completely new—a program specifically designed with children in mind."

Among the highlights of the exhibit are interactive features such as a coloring table with themed pages inspired by

Lies' artwork, a cozy reading nook stocked with his books and other beloved children's stories, and a life-sized mural wall where children can don costumes and step into the story themselves. The artwork is intentionally displayed at a child's eye level, fostering a deeper connection and engagement with the pieces.

The exhibit also integrates educational elements, focusing on themes such as bats, a recurring motif in Lies' work. This offers young visitors an opportunity to learn about these fascinating creatures in an accessible and engaging way. "People often forget that children's books are illustrated by artists; it is art," said Travis. "Often, children's first exposure to visual art is through storytelling. We wanted to make it immersive, so kids can feel like they're stepping right into a page of a book."

Casa Romantica has also planned special events to complement the exhibit. On March 2, families can participate in "Story Book Sunday," a day filled with storytelling and interactive activities to inspire a love of books and art. On March 8, the troupe "We Tell Stories" will perform "Let Them Eat Books," an engaging theatrical production that brings beloved tales to life.

Brian Lies, whose work is celebrated in this exhibit, has illustrated over thirty books, including the 2019 Caldecott



Part of "Brian's Magnificent Garden" Exhibit at Casa Romantica

Honor-winning The Rough Patch and the New York Times best-selling Bat series. Known for his whimsy and emotional depth, Lies' works resonate with both children and adults. Casa Romantica's Brian's Magnificent Garden offers a rare and magical experience for families, blending art, education, and imagination in a way that is both fun and meaningful.

With free family activities, art exhibitions, live music, coffee concerts, and creative workshops, Casa Romantica has something for everyone. For a complete list of events or to

purchase tickets, visit CasaRomantica.org and follow @CasaRomanticaSC on social media.

Casa Romantica Cultural Center and Gardens is located at 415 Avenida Granada, San Clemente, CA 92672. Hours: Tuesday—Thursday 10 AM—4 PM; Friday—Sunday 10 AM — 2 PM; closed Mondays and holidays. General admission is \$8; Casa Members, active duty military with ID, and children under age 13 visit for FREE. For more information, call (949) 498-2139 or visit CasaRomantica.org

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# THE GLORIA VANDERBILT ESTATE LISTED FOR \$16.495 MILLION



Gloria Vanderbilt was an American artist, fashion designer, socialite, and heiress to the Vanderbilt fortune. Her early years were marked by a highly publicized custody battle between her mother and aunt, called the "Trial of the Century" by the 1930s press.

As an adult, Vanderbilt pursued a successful career in fashion, particularly in the 1970s and 1980s when she launched a line of designer jeans that became a cultural sensation. She was also a skilled painter, author, and actress, frequently exploring themes of love, identity, and reinvention. Her later years saw her collaborate with her son, journalist Anderson Cooper, on books and interviews, cementing her legacy as an enduring style icon and multifaceted artist.

In 1941, the designer leased a home in Beverly Hills. The spectacular English Revival mansion has been known as "The Gloria Vanderbilt Estate" ever since. For the last seventy years, the home was owned by B-movie queen Noreen Nash, star of such films as *The Red Stallion* and *Phantom from Space*, who died in 2023. Her estate has listed the property for \$16.495 million, offering a once-in-a-lifetime opportunity to own

a piece of Hollywood history.

The grand home is set back from the street, with an impressive brick facade, a steeply pitched roof, chimney stacks, green window awnings, and inviting landscaping. Crawling vines give the mansion an old-world feel. Inside, an impressive spiral staircase with windows connects two generous floors. Classic arched doorways separate the different living and entertaining spaces. The mansion's amenities include a grand living room, a beautiful library, an expansive primary suite, and five additional bedrooms.

The sprawling ¾-acre lot is surrounded by mature landscaping for privacy. The manicured grounds include a massive pool, a covered patio, and a guest house. An entertainer's paradise, the residence can support up to 400 guests, with parking for fourteen cars. It has been graced by the likes of Elvis, Warren Beatty, Bob Evans, Ali McGraw, and Henry Miller, who was married at the estate.

The mansion is located in "The Flats" of Beverly Hills, a highly coveted neighborhood known for its large lots and grand homes. Just off Sunset Blvd, the estate is convenient to the



world-famous shopping on Rodeo Drive, the Los Angeles Country Club, and the ultra-luxurious Beverly Hills Hotel. Beverly Hills is a city of approximately five miles, entirely surrounded by the city of Los Angeles. Settled as Rancho Rodeo de las Agua in 1828, it was purchased by a group of investors in 1914, who developed the town when they failed to find oil. Silent movie mega-stars Douglas Fairbanks and Mary Pickford built one of the new town's

first mansions, helping to establish Beverly Hills' glamorous reputation, which endures to this day. Current celebrity residents include Taylor Swift, Katy Perry, Adele, Jennifer Aniston, and many, many more.

The listing is held by Josh Flagg at Compass. Photo credit: The Siegel Family

Source: [www.compass.com](http://www.compass.com)  
[toptenrealestatedeals.com](http://toptenrealestatedeals.com)



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SUNDAY	~ CLOSED ~



## CALIFORNIA NATIVE PLANT SOCIETY GARDEN TOUR TO TAKE PLACE APRIL 12

The California Native Plant Society Orange County Chapter (OCCNPS) is excited to host its annual garden tour, themed "California in My Garden," on Saturday, April 12, 2025. The tour will feature 9 private gardens throughout Orange County, open for viewing from 10 a.m. to 4 p.m. Participants can register online at <https://chapters.cnps.org/oc>.

This year marks the 23rd anniversary of the Orange County garden tour that first began in 2002. Launched by OCCNPS, it was the first local tour to feature California native plants in every location. California In My Garden 2025 continues this proud tradition by showcasing landscapes that are water-wise, aesthetically pleasing, and beneficial to pollinators and wildlife.

Gardens on the tour highlight how California native plants can serve as elegant foundation plants for home landscapes. Only gardens featuring at least 50% native plants are included in the tour.

"Native plants are the cornerstone of California's unique biodiversity and play a critical role in building healthy habitats," said Orange County CNPS Chapter President Elizabeth Wallace. "By incorporating native plants into our landscapes, we're not just conserving water—we're creating food-rich environments for birds, butterflies, and other wildlife, restoring threads of nature that make California so special."

"Attendees will have the unique opportunity to explore a diverse array



of gardens that showcase the creative potential of native landscaping," added Garden Tour Committee Chair Irina Ensminger. "From supporting struggling Monarch butterflies to creating vibrant, water-saving landscapes, these gardens demonstrate how anyone can connect with nature and make a meaningful impact right in their own backyard."

One of this year's garden hosts, Rich Smith from Mission Viejo, shared his experience: "My garden was done as a complete front and back yard lawn replacement. The goal was to save water, while attracting native birds, bees, lizards, butterflies, and other insects. In the less than two years since planting,

our yard has already become a quiet, beautiful space to sit and enjoy the company of all the insects, birds, and animals who are regular visitors."

### About the California Native Plant Society

The mission of the California Native Plant Society is to protect California's native plants and their natural habitats, today and into the future, through science, education, stewardship, gardening, and advocacy. Since its beginnings, the California Native Plant Society has been a leading voice in plant science and native plant appreciation, making it one of the foremost native plant organizations in the world. CNPS

is a 501(c) 3 non-profit dedicated to conserving California native plants and their natural habitats, while increasing the understanding, enjoyment, and horticultural use of native plants. Working closely with decision-makers, scientists, and local planners, CNPS advocates for well-informed and environmentally friendly policies, regulations, and land management practices. With 36 chapters statewide, including one in Orange County, CNPS offers many opportunities for native plant enthusiasts to get involved. All chapters enjoy the strengths and legal benefits of being one incorporated non-profit organization.

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# Top New Businesses Recently Opened in Orange County

**FICTITIOUS BUSINESS NAME STATEMENT 20256706218** The following company is doing business as: FROSTBITE, 24632 TARAZONA, MISSION VIEJO, CA 92692. This business is conducted by a general partnership (1) JASMINE JALILIAN, 24632 TARAZONA, MISSION VIEJO, CA, 92692, (2) FARIBA KAMARTALAEI, 24632 TARAZONA, MISSION VIEJO, CA, 92692. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JASMINE JALILIAN This notice was filed with the Orange County Recorder on 1/3/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256706485** The following company is doing business as: VITA PLUS HEALTH CENTER/HIMCHAN HEALTH CENTER, 1817 W ORANGETHORPE AVE, FULLERTON, CA 92833. This business is conducted by a corporation YONG SOON SHIN A RN NP CORP, 1817 W ORANGETHORPE AVE, FULLERTON, CA, 92833. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/YONG SOON SHIN A RN NP CORP This notice was filed with the Orange County Recorder on 1/8/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256706654** The following company is doing business as: VITA PLUS ACUPUNCTURE CLINIC/HIMCHAN ACUPUNCTURE CLINIC/HYMCHAN ACUPUNCTURE CLINIC, 1817 W ORANGETHORPE AVE, FULLERTON, CA 92833. This business is conducted by a corporation ABRAHAM ACUPUNCTURE & HEALTH CARE, 1817 W ORANGETHORPE AVE, FULLERTON, CA, 92833. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/ABRAHAM ACUPUNCTURE & HEALTH CARE This notice was filed with the Orange County Recorder on 1/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707004** The following company is doing business as: D.K. NAILS, 28940 GOLDEN LANTERN # F, LAGUNA NIGUEL, CA 92677. This business is conducted by an individual TULLEY TRAMANH NGUYEN, 28940 GOLDEN LANTERN # F, LAGUNA NIGUEL, CA, 92677. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/TULLEY TRAM ANH NGUYEN This notice was filed with the Orange County Recorder on 1/15/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707033** The following company is doing business as: KORPORATE PRINTING SERVICES, 23274 COPANTE, MISSION VIEJO, CA 92692. This business is conducted by an individual JANETTE GARABEDIAN, 2374 COPANTE, MISSION VIEJO, CA, 92692. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JANETTE GARABEDIAN This notice was filed with the Orange County Recorder on 1/15/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707098** The following company is doing business as: GOURMET TREATS BY ERIKA, 23001 ASPAN ST, LAKE FOREST, CA 92630. This business is conducted by an individual ERIKA ORCSIK, 23001 ASPAN ST, LAKE FOREST, CA, 92630. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/ERIKA ORCSIK This notice was filed with the Orange County Recorder on 1/15/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707368** The following company is doing business as: ONEUP, 10941 GRAY PL, TUSTIN, CA 92782. This business is conducted by a limited liability company ONEPLUSPLUS, 10941 GRAY PL, TUSTIN, CA, 92782. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/ONEPLUSPLUS This notice was filed with the Orange County Recorder on 1/17/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707432** The following company is doing business as: SYNTHETIC CAULKING, 710 S BEACH BLVD APT 205, ANAHEIM, CA 92804. This business is conducted by a corporation PRO-WEST WATERPROOFING, 710 S BEACH BLVD APT 205, ANAHEIM, CA, 92804. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/PRO-WEST WATERPROOFING This notice was filed with the Orange County Recorder on 1/21/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707520** The following company is doing business as: TRIUMPH HEALTHCARE, 4019 WESTERLY PL, SUITE 102, NEWPORT BEACH, CA 92660. This business is conducted by a corporation WEST-MOR PSYCHOLOGY GROUP INC., 4019 WESTERLY PL, SUITE 102, NEWPORT BEACH, CA, 92660. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/WEST-MOR PSYCHOLOGY GROUP INC. This notice was filed with the Orange County Recorder on 1/22/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707584** The following company is doing business as: AI DAAS PROS, 1503 SOUTH COAST DR SUITE 313, COSTA MESA, CA 92626. This business is conducted by a limited liability company PRESTIGE MARKETING USA LLC, 300 S.E. 2ND ST., FORT LAUDERDALE, FL, 33301. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/PRESTIGE MARKETING USA LLC This notice was filed with the Orange County Recorder on 1/22/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707591** The following company is doing business as: SOCAL DIGITAL DENTAL, 27922 CUMMINS DR, LAGUNA NIGUEL, CA 92677. This business is conducted by an individual MEHDI KAVEH, 27922 CUMMINS DR, LAGUNA NIGUEL, CA, 92677. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/MEHDI KAVEH This notice was filed with the Orange County Recorder on 1/22/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707597** The following company is doing business as: KAT WALKS DOGS, 24338 EL TORO ROAD #E422, LAGUNA WOODS, CA 92637. This business is conducted by an individual JAMES SADLER, 24338 EL TORO ROAD #E422, LAGUNA WOODS, CA, 92637. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JAMES SADLER This notice was filed with the Orange County Recorder on 1/22/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707762** The following company is doing business as: DANA POINT CLEANERS, 24502 DEL PRADO UNIT B, DANA POINT, CA 92629. This business is conducted by a limited liability company DANA POINT CLEANERS LLC, 24502 DEL PRADO UNIT B, DANA POINT, CA, 92629. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/DANA POINT CLEANERS LLC This notice was filed with the Orange County Recorder on 1/23/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707882** The following company is doing business as: ANCHORED GUARD, 1661 N RAYMOND AVE, SUITE 255, ANAHEIM, CA 92801. This business is conducted by a corporation GUARDA CALI SECURITY CORP, 1661 N RAYMOND AVE, SUITE 255, ANAHEIM, CA, 92801. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/GUARDA CALI SECURITY CORP This notice was filed with the Orange County Recorder on 1/24/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707899** The following company is doing business as: BRAVE GRACE, 25200 TRABUCO RD, LAKE FOREST, CA 92630. This business is conducted by an individual APRIL DONA, 19 VIA ACUATICA, RANCHO SANTA MARGARITA, CA, 92688. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/APRIL DONA This notice was filed with the Orange County Recorder on 1/27/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256707915** The following company is doing business as: SEASONS KITCHEN, 27 TRAILING VINE, IRVINE, CA 92602. This business is conducted by a corporation SEASONS KITCHEN INC, 27 TRAILING VINE, IRVINE, CA, 92602. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/SEASONS KITCHEN INC This notice was filed with the Orange County Recorder on 1/27/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.



**FICTITIOUS BUSINESS NAME STATEMENT 20256707922** The following company is doing business as: PARK ROYAL MANOR, 8882 CERRITOS AVENUE, ANAHEIM, CA 92804. This business is conducted by a limited partnership L'ABRI ENTERPRISES, INC., 8141 2ND STREET, SUITE 300, DOWNEY, CA, 90241. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/L'ABRI ENTERPRISES, INC. This notice was filed with the Orange County Recorder on 1/27/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708004** The following company is doing business as: VILLAS AT ANAHEIM, 650 S. WEBSTER AVE, ANAHEIM, CA 92804. This business is conducted by a limited liability company THE VILLAS AT ANAHEIM APARTMENT COMPANY, LLC, 1048 IRVINE AVE #407, NEWPORT BEACH, CA, 92660. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/THE VILLAS AT ANAHEIM APARTMENT COMPANY, LLC This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708029** The following company is doing business as: MALLUL DRIVE, 2131 S. MALLUL DRIVE, ANAHEIM, CA 92802. This business is conducted by a limited partnership CHUANG TI HUNG, 629 N. 13TH AVE, UPLAND, CA, 91786. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/CHUANG TI HUNG This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708030** The following company is doing business as: MALLUL DRIVE, 2137 S. MALLUL DRIVE, ANAHEIM, CA 92802. This business is conducted by a limited partnership CHUANG TI HUNG, 629 N. 13TH AVE, UPLAND, CA, 91786. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/CHUANG TI HUNG This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708031** The following company is doing business as: MALLUL DRIVE, 2143 S. MALLUL DR, ANAHEIM, CA 92802. This business is conducted by a limited partnership CHUANG TI HUNG, 629 N. 13TH AVE, UPLAND, CA, 91786. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/CHUANG TI HUNG This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708032** The following company is doing business as: MALLUL DRIVE, 2147 S. MALLUL DRIVE, ANAHEIM, CA 92802. This business is conducted by a limited partnership CHUANG TI HUNG, 629 N. 13TH AVE, UPLAND, CA, 91786. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/CHUANG TI HUNG This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708046** The following company is doing business as: PALISADES PLUMBING, 34561 VIA CATALINA, CAPISTRANO BEACH, CA 92624. This business is conducted by a corporation JOHN PLATT PLUMBING INC, 34561 VIA CATALINA, CAPISTRANO BEACH, CA, 92624. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JOHN PLATT PLUMBING INC This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708053** The following company is doing business as: PRIORITYWORKFORCE, 15941 RED HILL AVE SUITE 100, TUSTIN, CA 92780. This business is conducted by a corporation LLI STAFFING, INC., 15941 RED HILL AVE SUITE 100, TUSTIN, CA, 92780. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/LLI STAFFING, INC. This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708057** The following company is doing business as: PREN COMPANY/POP'S GOLF FLAGS/POP'S FLAGS, 22922 LOSALISOS BLVD STE K-200, MISSION VIEJO, CA 92691. This business is conducted by a limited liability company PREN LLC, 22922 LOSALISOS BLVD STE K-200, MISSION VIEJO, CA, 92691. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/PREN LLC This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708070** The following company is doing business as: PRIORITYWORKFORCE, 15941 RED HILL AVE SUITE 100, TUSTIN, CA 92780. This business is conducted by a corporation PRIORITYWORKFORCE, INC., 15941 RED HILL AVE SUITE 100, TUSTIN, CA, 92780. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/PRIORITYWORKFORCE, INC. This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708072** The following company is doing business as: CYPRESS VILLAS APARTMENTS, 201 N. EAST ST ANAHEIM, CA 92805. This business is conducted by a limited partnership CHUANG TI HUNG, 629 N. 13TH AVE, UPLAND, CA, 91786. The registrants have commenced to do business on 2/1/23 under the fictitious business name or names listed above. /S/CHUANG TI HUNG This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708100** The following company is doing business as: CELINE OH FASHION/ONE UP FASHION, 6368 MIRAMONTE ST, IRVINE, CA 92618. This business is conducted by a corporation JSP UNLIMITED INC, 6368 MIRAMONTE ST, IRVINE, CA, 92618. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JSP UNLIMITED INC This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708116** The following company is doing business as: JMARCUS AUTO SALES, 1431 SOUTH HIGHLAND AVENUE UNIT C, FULLERTON, CA 92832. This business is conducted by a limited liability company JMARCUS AUTO SALES LLC, 1431 SOUTH HIGHLAND AVENUE UNIT C, FULLERTON, CA, 92832. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JMARCUS AUTO SALES LLC This notice was filed with the Orange County Recorder on 1/28/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708211** The following company is doing business as: TIMELESS BLOOMS, 15520 TUSTIN VILLAGE WAY APT 19, TUSTIN, CA 92780. This business is conducted by an individual ESTELA ORTIZ, 15520 TUSTIN VILLAGE WAY APT 19, TUSTIN, CA, 92780. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/ESTELA ORTIZ This notice was filed with the Orange County Recorder on 1/29/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708372** The following company is doing business as: ADAMS AVENUE INSURANCE AGENCY, 9114 ADAMS AVENUE #128, HUNTINGTON BEACH, CA 92646. This business is conducted by an individual CYNTHIA ORTOLF, 9114 ADAMS AVENUE #128, HUNTINGTON BEACH, CA, 92646. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/CYNTHIA ORTOLF This notice was filed with the Orange County Recorder on 1/31/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708391** The following company is doing business as: TM CUSTOM FLOORS, 13792 PINE ST #C, WESTMINSTER, CA 92683. This business is conducted by co-partners (1) JONATHAN A PADILLA MANZANO, 13792 PINE ST #C, WESTMINSTER, CA, 92683, (2) IVAN TORRES MARTINEZ, 13792 PINE ST #C, WESTMINSTER, CA, 92683. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JONATHAN A PADILLA MANZANO This notice was filed with the Orange County Recorder on 1/31/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**DBA's Courtesy of Mission Viejo News**

# Top New Businesses Recently Opened in Orange County

**FICTITIOUS BUSINESS NAME STATEMENT 20256708442** The following company is doing business as: NEWPORT DENTAL SPA, 1133 CAMELBACK STREET, #7584, NEWPORT BEACH, CA 92658. This business is conducted by a married couple (1) BANAFSHEH D SHOUSHARI, 1133 CAMELBACK STREET, #7584, NEWPORT BEACH, CA, 92658, (2) AMIR FEILI, 1133 CAMELBACK STREET, #7584, NEWPORT BEACH, CA, 92658. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/ BANAFSHEH D SHOUSHARI. This notice was filed with the Orange County Recorder on 1/31/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708455** The following company is doing business as: ANCHORED INSURANCE AND INTERPRETING SOLUTIONS, 234 S LEMON ST, ORANGE, CA 92866. This business is conducted by a limited liability company SARALIN LATINETTE, 234 S LEMON ST, ORANGE, CA, 928661830. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/SARALIN LATINETTE. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708512** The following company is doing business as: MISSION ALARM LLC/SECURITY SYSTEM PLUS, 1821 E DYER ROAD #125, SANTAANA, CA 92705. This business is conducted by a limited liability company MISSION ALARM, 1821 EAST DYER ROAD #125, SANTAANA, CA, 92705. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/MISSION ALARM. This notice was filed with the Orange County Recorder on 2/13/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708526** The following company is doing business as: MAVEL SOAP HANDMADE, 25212 STOCKPORT STREET APTO 56, LAGUNA HILLS, CA 92653. This business is conducted by an individual MARISOL VALENCIA, 92653, LAGUNA HILLS, CA, 92653. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/MARISOL VALENCIA. This notice was filed with the Orange County Recorder on 2/13/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708538** The following company is doing business as: CERA, 4060 CAMPUS DR STE 210, NEWPORT BEACH, CA 92660. This business is conducted by a general partnership (1) BRITTNEY MALDONADO, 4060 CAMPUS DR STE 210, NEWPORT BEACH, CA, 92660, (2) SARAH LARSON, 4060 CAMPUS DR STE 210, NEWPORT BEACH, CA, 92660. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/ BRITTNEY MALDONADO. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708539** The following company is doing business as: PRISTINE HB, 225 FIFTH ST, HUNTINGTON BEACH, CA 92648. This business is conducted by a limited liability company BBI SPEED SHOP LLC, 225 FIFTH ST, HUNTINGTON BEACH, CA, 92648. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/BBI SPEED SHOP LLC. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708550** The following company is doing business as: HEILUZ RETAILERS, 2462 E PURITAN DR, ANAHEIM, CA 92806. This business is conducted by an individual HEINRICH VALENCIA LOPEZ, 2462 E PURITAN DR, ANAHEIM, CA, 92806. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/HEINRICH VALENCIA LOPEZ. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708587** The following company is doing business as: PRIORITYWORKFORCE, 15941 RED HILL AVE SUITE 100, TUSTIN, CA 92780. This business is conducted by a corporation GENEVA STAFFING, INC., 15941 RED HILL AVE SUITE 100, TUSTIN, CA, 92780. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/GENEVA STAFFING, INC. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708597** The following company is doing business as: OAK, 1100 S COAST HIGHWAY, LAGUNA BEACH, CA 92651. This business is conducted by a corporation PVP VENTURES, INC., 15941 RED HILL AVE SUITE 100, TUSTIN, CA, 92780. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/PLP VENTURES, INC. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708600** The following company is doing business as: PRIORITYWORKFORCE, 15941 RED HILL AVE SUITE 100, TUSTIN, CA 92780. This business is conducted by a corporation WORKFORCE OUTSOURCING, INC., 15941 RED HILL AVE SUITE 100, TUSTIN, CA, 92780. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/WORKFORCE OUTSOURCING, INC. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708621** The following company is doing business as: JSH INTERIORS LLC, 3419 VIA LIDO #206, NEWPORT BEACH, CA 92663. This business is conducted by a limited liability company JSH INTERIORS LLC, 3419 VIA LIDO #206, NEWPORT BEACH, CA, 92663. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/ JSH INTERIORS LLC. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708622** The following company is doing business as: GEEKS INTERNATIONAL ACADEMY, 119 FRAME, IRVINE, CA 92618. This business is conducted by an individual AMIR LEON LIAGHATI, 119 FRAME, IRVINE, CA, 92618. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/AMIR LEON LIAGHATI. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708624** The following company is doing business as: VILLA PARK GARDENS, 18171 JAMES ROAD, VILLA PARK, CA 92861. This business is conducted by a corporation SAINT JAMES SENIOR LIVING CORPORATION, 18171 JAMES ROAD, VILLA PARK, CA, 92861. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/SAINT JAMES SENIOR LIVING CORPORATION. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708638** The following company is doing business as: STENOLOG REPORTING, 18161 ALLEGHENY DRIVE, SANTAANA, CA 92705. This business is conducted by an individual JENNIFER CRAIG, 18161 ALLEGHENY DRIVE, SANTAANA, CA, 92705. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JENNIFER CRAIG. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708639** The following company is doing business as: SUMMIT PROPERTY SOLUTIONS, 950 S BUCKNELL CIR, ANAHEIM, CA 92807. This business is conducted by a corporation GENERAL GLOBAL BUSINESS INCORPORATED, 950 S BUCKNELL CIR, ANAHEIM, CA, 92807. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/GENERAL GLOBAL BUSINESS INCORPORATED. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708667** The following company is doing business as: GOOD BYE DENT, 86 MAGELLAN AISLE, IRVINE, CA 92620. This business is conducted by an individual PAYAM JABER ANSARI, 86 MAGELLAN AISLE, IRVINE, CA, 92620. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/PAYAM JABER ANSARI. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708677** The following company is doing business as: WE DO IT PERSONAL CONCIERGE LLC, 30802 SOUTH COAST HIGHWAY A6, LAGUNA BEACH, CA 92651. This business is conducted by a limited liability company WE DO IT PERSONAL CONCIERGE LLC, 30802 S COAST HIGHWAY A6, LAGUNA BEACH, CA, 92651. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/WE DO IT PERSONAL CONCIERGE LLC. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708690** The following company is doing business as: SO CAL BATH WORKS, 13 CASTELLANA, LAKE FOREST, CA 92630. This business is conducted by a corporation GREEN TREE INVESTMENT ENTERPRISES INC., 13 CASTELLANA, LAKE FOREST, CA, 92630. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/GREEN TREE INVESTMENT ENTERPRISES INC. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708739** The following company is doing business as: MAMMOTH SHIELD PPF AND WRAPS OC, 21092 BAKE PKWY STE 108, LAKE FOREST, CA 92630. This business is conducted by a limited liability company MAMMOTH SHIELD LLC, 21092 BAKE PKWY STE 108, LAKE FOREST, CA, 92630. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/MAMMOTH SHIELD LLC. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708789** The following company is doing business as: DON'S EXPERT AMP REPAIR/ELECTROPLEX AMPLIFIERS, 706 PUEBLO PLACE, FULLERTON, CA 92835. This business is conducted by an individual DONALD MORRIS, 706 PUEBLO PLACE, FULLERTON, CA, 92835. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/DONALD MORRIS. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708795** The following company is doing business as: THE RED APPLE PRESCHOOL, 23532 EL TORO RD SUITE 1, LAKE FOREST, CA 92630. This business is conducted by a corporation MARYAM FOSTER, 23532 EL TORO RD #1, LAKE FOREST, CA, 92653. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/MARYAM FOSTER. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708858** The following company is doing business as: LUXENOSH, 3662 PROVINCETOWN AVE, IRVINE, CA 92606. This business is conducted by an individual POOJA BAJAJ, 3662 PROVINCETOWN AVE, IRVINE, CA, 92606. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/POOJA BAJAJ. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708865** The following company is doing business as: CANDOR LOSS CONSULTANT/CANDOR RESTORATION SERVICE, 25501 CROWN VALLEY PKWY, #315, LADERARANCH, CA 92694. This business is conducted by an individual KARL GUSTAV SCHNEIDER, 25501 CROWN VALLEY PKWY, #315, LADERARANCH, CA, 92694. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/KARL GUSTAV SCHNEIDER. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708895** The following company is doing business as: CAOTECHS.COM, 24532 SADABA, MISSION VIEJO, CA 92692. This business is conducted by an individual PHONG CAO, 24532 SADABA, MISSION VIEJO, CA, 92692. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/PHONG CAO. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708902** The following company is doing business as: SATGIN STUDIO, 24391 AVENIDA DE LA CARLOTA #418, LAGUNA HILLS, CA 92653. This business is conducted by an individual PEGAH RAHIMI, 24391 AVENIDA DE LA CARLOTA #418, LAGUNA HILLS, CA, 92653. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/PEGAH RAHIMI. This notice was filed with the Orange County Recorder on 2/17/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708920** The following company is doing business as: AK MOTORS, 320 S ROYAL RIDGE DR, ANAHEIM, CA 92807. This business is conducted by an individual ELBRON KHOBIER, 320 S ROYAL RIDGE DR, ANAHEIM, CA, 92807. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/ELBRON KHOBIER. This notice was filed with the Orange County Recorder on 2/17/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708926** The following company is doing business as: A CUTE LITTLE BAKERY, 161 MONTANA DEL LAGO DR, RANCHO SANTA MARGARITA, CA 92688. This business is conducted by an individual TYLER VEE PARSONS, 161 MONTANA DEL LAGO DR, RANCHO SANTA MARGARITA, CA, 92688. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/TYLER VEE PARSONS. This notice was filed with the Orange County Recorder on 2/17/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708937** The following company is doing business as: SYMMETRY SOLUTIONS, 1038 E BASTANCHURY ROAD UNIT 602, FULLERTON, CA 92832. This business is conducted by an individual BRIAN CURTIS HENSBERGER, 1038 E. BASTANCHURY ROAD, FULLERTON, CA, 92832. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/BRIAN CURTIS HENSBERGER. This notice was filed with the Orange County Recorder on 2/17/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708943** The following company is doing business as: RV HANDYMAN, 2416 W RAINBOW AV, ANAHEIM, CA 92801. This business is conducted by an individual RAMON VILLA, 2416 W RAINBOW AV, ANAHEIM, CA, 92801. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/RAMON VILLA. This notice was filed with the Orange County Recorder on 2/17/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708944** The following company is doing business as: FREEDOM CHOICE LENDING, 1440 N HARBOR BLVD STE 900, FULLERTON, CA 92835. This business is conducted by a corporation FIXED RATE MORTGAGE INC, 1440 N. HARBOR BLVD STE 900, FULLERTON, CA, 92835. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/FIXED RATE MORTGAGE INC. This notice was filed with the Orange County Recorder on 2/17/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708967** The following company is doing business as: ELGORILA 69, GEN CONTRACTOR, 27964 VIA JANEIRO, LAGUNA NIGUEL, CA 92677. This business is conducted by an individual JOSE ROGELIO ZAPATERO MUNOZ, 27964 VIA JANEIRO, LAGUNA NIGUEL, CA, 92677. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JOSE ROGELIO ZAPATERO MUNOZ. This notice was filed with the Orange County Recorder on 2/17/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708972** The following company is doing business as: FORTE, 3930 CAMPUS DR, NEWPORT BEACH, CA 92660. This business is conducted by a limited liability company NKA CALIFORNIA LLC, 65 BRINDISI, IRVINE, CA, 92618. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/NKA CALIFORNIA LLC. This notice was filed with the Orange County Recorder on 2/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.



**DBA's Courtesy of Mission Viejo News**

# Top New Businesses Recently Opened in Orange County

**FICTITIOUS BUSINESS NAME STATEMENT 20256708973** The following company is doing business as: EMERY LANE, 65 BRINDISI, IRVINE, CA 92618. This business is conducted by a limited liability company NKA CALIFORNIA LLC, 65 BRINDISI, IRVINE, CA, 92618. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/NKA CALIFORNIA LLC. This notice was filed with the Orange County Recorder on 2/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708979** The following company is doing business as: AIM PROPERTIES & MANAGEMENT, 531 E. CHAPMAN AVE., ORANGE, CA 92866. This business is conducted by a corporation DSJ PROPERTY MANAGEMENT INC., 531 E. CHAPMAN AVE., ORANGE, CA, 92866. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/DSJ PROPERTY MANAGEMENT INC.. This notice was filed with the Orange County Recorder on 2/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708981** The following company is doing business as: HILLS OF BEVERLY/HIS LOSS/ KAVIAR MEDIA, 575 W 19TH ST E146, COSTA MESA, CA 92627. This business is conducted by an individual JENNA BRIANNE ARTZER, 575 W 19TH ST E146, COSTA MESA, CA, 92627. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JENNA BRIANNE ARTZER. This notice was filed with the Orange County Recorder on 2/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708983** The following company is doing business as: SHANDIS GARDEN, 25252 MANZANITA DR, DANA POINT, CA 92629. This business is conducted by a limited liability company SHANDIS KITCHEN LLC, 25252 MANZANITA DR, DANA POINT, CA, 92629. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/SHANDIS KITCHEN LLC. This notice was filed with the Orange County Recorder on 2/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708990** The following company is doing business as: T J G MANAGEMENT, 21911 YELLOWSTONE, LAKE FOREST, CA 92630. This business is conducted by a corporation TERRA7, INC, 21911 YELLOWSTONE, LAKE FOREST, CA, 92630. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/TERRA7, INC. This notice was filed with the Orange County Recorder on 2/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256709004** The following company is doing business as: AIR CONCEPTS, 1241 N LAKEVIEW AVE #K, ANAHEIM, CA 92807. This business is conducted by a corporation FKJM ENTERPRISES INC., 1241 N LAKEVIEW AVE STE K, ANAHEIM, CA, 92807. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/FKJM ENTERPRISES INC. This notice was filed with the Orange County Recorder on 2/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256709009** The following company is doing business as: OCINFOSYS LLC, 106 TUSTIN AVE, NEWPORT BEACH, CA 92663. This business is conducted by a limited liability company JAE NOH, 106 TUSTIN AVE, NEWPORT BEACH, CA, 92663. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JAE NOH. This notice was filed with the Orange County Recorder on 2/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256709036** The following company is doing business as: CANTERA LANDSCAPE MANAGEMENT LLC, 4590 MACARTHUR BLVD SUITE 500, NEWPORT BEACH, CA 92660. This business is conducted by a limited liability company CANTERA LANDSCAPE MANAGEMENT LLC, 26509 CAMINO DE VIS APT A, SAN JUAN CAPISTRANO, CA, 92675. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/CANTERA LANDSCAPE MANAGEMENT LLC. This notice was filed with the Orange County Recorder on 2/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256709037** The following company is doing business as: KAJINGO, 12532 JOSEPHINE ST, GARDEN GROVE, CA 92841. This business is conducted by an individual JEFFREY W MARKELL, 12532 JOSEPHINE ST, GARDEN GROVE, CA, 92841. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/JEFFREY W MARKELL. This notice was filed with the Orange County Recorder on 2/10/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256709109** The following company is doing business as: CRITICAL MASS CREATIVE, 8344 MULBERRY AVE, BUENA PARK, CA 90620. This business is conducted by an individual LUKE YOUNGS, 8344 MULBERRY AVE, BUENAPARK, CA, 90620. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/LUKE YOUNGS. This notice was filed with the Orange County Recorder on 2/11/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256709124** The following company is doing business as: KONTE MEDIA, 531 S MORNINGSTAR DR, ANAHEIM, CA 92808. This business is conducted by a corporation SKIP KONTE ENTERPRISES INC, 751 S WEIR CANYON RD, ANAHEIM, CA, 92808. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/SKIP KONTE ENTERPRISES INC. This notice was filed with the Orange County Recorder on 2/11/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256709144** The following company is doing business as: SOUTHERN CALIFORNIA DISABILITY LAW GROUP, 4100 TOWN & COUNTRY ROAD, SUITE 1250, ORANGE, CA 92868. This business is conducted by an individual ERIC MARTIN MICHAEL, 28752 HEDGEROW, MISSION VIEJO, CA, 92692. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/ERIC MARTIN MICHAEL. This notice was filed with the Orange County Recorder on 2/11/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256709149** The following company is doing business as: THE ART BARBER SHOP AND SALON, 10336 BEACH BLVD, STANTON, CA 90680. This business is conducted by an individual MARTHA PATRICIA SERNA VALENCIA, 10336 BEACH BLVD, STANTON, CA, 90680. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/MARTHA PATRICIA SERNA VALENCIA. This notice was filed with the Orange County Recorder on 2/11/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256709167** The following company is doing business as: DIDANIHA TV, 26701 QUAIL CREEK, #232, LAGUNA HILLS, CA 92656. This business is conducted by a corporation DAILY VISION INC, 26701 QUAIL CREEK, #252, LAGUNA HILLS, CA, 92656. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/DAILY VISION INC. This notice was filed with the Orange County Recorder on 2/11/25. The Mission Viejo News: 2/14/25, 2/21/25, 2/28/25, 3/7/25.

**FICTITIOUS BUSINESS NAME STATEMENT 20256708620** The following company is doing business as: DIRECT TAX AND ACCOUNTING, 1633 EAST FOURTH STREET, UNIT 206, SANTA ANA, CA 92701. This business is conducted by an individual NASSER NATSHEH, 1633 EAST FOURTH STREET, UNIT 206, SANTA ANA, CA, 92701. The registrants have not commenced to do business under the fictitious business name or names listed above. /S/NASSER NATSHEH. This notice was filed with the Orange County Recorder on 2/14/25. The Mission Viejo News: 2/21/25, 2/28/25, 3/7/25, 3/14/25.


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