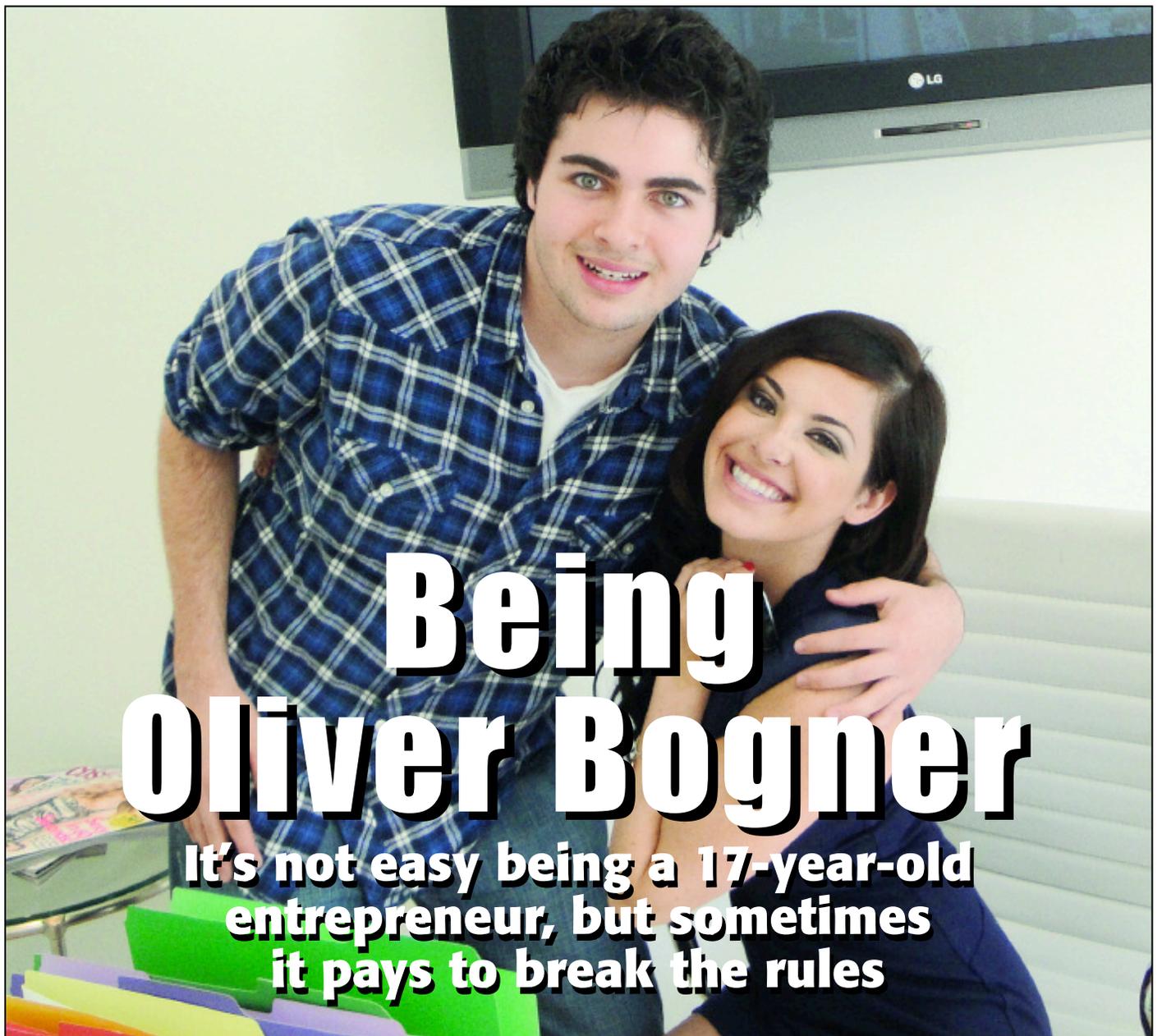


Beverly Hills Weekly

ALSO ON THE WEB
www.bhweekly.com

SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES

Issue 549 • April 8 - April 14, 2010



Being Oliver Bogner

It's not easy being a 17-year-old
entrepreneur, but sometimes
it pays to break the rules

cover story • pages 8-9



WHAT'S ON YOUR MIND?

You can write us at:
140 South Beverly Drive #201
Beverly Hills, CA 90212

You can fax us at:
310.887.0789

email us at:
editor@bhweekly.com



SNAPSHOT

letters & email

"CPR Program"

I am a long-time resident of the City of Beverly Hills and have received a fundraiser appeal annually from Beverly Hills CPR. I must admit that I was surprised at receiving such an appeal a week or so ago in light of everything I knew from watching numerous city council meetings last year about the CPR program and its transformation.

This transformation included the elimination of the coordinator's position, which had been a city-funded position under the fire department budget. This was done during the budget process of last year. I was aware that there was a nonprofit board which had been responsible for raising funds to run all other aspects of the programs. I was aware that participants paid to take classes. And I knew from reading the prior appeals that the money raised annually from that appeal was used to purchase and donate automated external defibrillators to both public and private schools, as well as other worthy organizations. The purpose seemed very worthwhile.

I was surprised to receive the appeal now

Front Cover:

Oliver Bogner poses with model Olivia Alexander on the set of "In Love with Liv."

because I recall watching a council meeting where Fire Chief Timothy Scranton specifically appeared before the council and stated that "the baton had been passed" from the fire department to the CPR Board. I question the veracity of that statement when on the appeal, he and Battalion Chief Greg Barton are listed as fire department liaisons. Webster's dictionary defines a liaison as "a bond or connecting link." With this statement, I have to believe that the Beverly Hills CPR program is still connected to the fire department or that Chief Scranton and/or the board were less than candid with the council and especially so with the community.

In addition, I recall hearing at a council meeting that the city, under one of its programs, had given \$50,000 as a grant to the Beverly Hills CPR program in order to assist them in hiring a coordinator and keep the program afloat after its separation from the city. After reviewing what their solicitation permit

lists as their gross income from their last fundraiser with the infusion of this money, I fail to understand why they need to once again solicit money from the residents.

And finally, now they need the money to buy "instructional materials, manikin maintenance and to support the program for groups that do not have the means to take needed CPR and first aid courses." I would like to know how many people they have trained for free from the last fundraiser, which I believe was in February 2009, to the present time.

To summarize, as a resident, I feel entitled to an honest answer to my questions of the present connection between the Beverly Hills CPR program and the fire department and how many people my money is potentially subsidizing.

The city, the fire department and the CPR Board all need to be accountable to the resi-

letters cont. on page 7



AWARD-WINNING CANADIAN CLASSIC THE DRAWER BOY

BY MICHAEL HEALEY

DIRECTED BY
MELANIE MACQUEEN

THRU APRIL 25TH

WED THRU SAT 8 PM; SUN 2 PM
SAT APR 17TH 2 PM



Theatre 40

241 S. MORENO DR.
BEVERLY HILLS CA 90212-3639

RES: 310-364-0535

WWW.THEATRE40.ORG

Beverly Hills Weekly

Issue 549 • April 8 - April 14, 2010
Beverly Hills Weekly Inc.

Founded: October 7, 1999
Published Thursdays

Delivered in Beverly Hills, Beverlywood, Los Angeles

ISSN#1528-851X

www.bhweekly.com

Publisher & CEO
Josh E. Gross

Reporter
Kimberly Cheng

Sports Editor
Steven Herbert

Contributing Editor
Rudy Cole

Advertising Representatives
Batel Ouda
Noah Moosiki
Natalie Sheman

Legal Advertising
Mike Saghian

140 South Beverly Drive #201
Beverly Hills, CA 90212
310.887.0788 phone
310.887.0789 fax
CNPA Member

editor@bhweekly.com
All staff can be reached at:
first name @bhweekly.com
Unsolicited materials will not be returned.
©2010 Beverly Hills Weekly Inc.

**1 year
subscriptions
are available.**

Sent via US Mail
\$75 payable in
advance

Adjudicated as a
newspaper of general
circulation for the County
of Los Angeles. Case #
BS065841 of the Los
Angeles Superior Court,
on November 30, 2000.



OUR DATA SPEAKS VOLUMES



BYE BYE BANKS NORTH REXFORD DRIVE

Bill Banks retires after 34 years of service to the city. Banks was originally hired as a recreation supervisor and became a senior recreation supervisor before being promoted to recreation services manager. He has worked at every park and with nearly every recreation program in the city. Banks is credited with launching several new programs, including the development of the city's Park Ranger program.

(left to right: Bill Banks, Mayor Jimmy Delshad and Councilmember John Mirisch with wife Magdalena Mirisch)

coverstory

BEING OLIVER BOGNER

It's not easy being a 17-year-old entrepreneur, but sometimes it pays to break the rules

By Kimberly Cheng

So, what's it like to be featured on the cover of the L.A. Times Calendar section last week?

It was an incredible experience. I really believe it was life changing. In the past week or so, it's just opened up a ton of doors for me. It was incredibly exciting to work with [L.A. Times Staff Writer Yvonne] Villarreal, who was such a nice woman. And hopefully they'll follow me along my journey. I think they're doing a few follow up articles on me. I got a few hundred e-mails that day. A lot of people contacted me. The most important thing is that it opened up doors and recognized me for what I'm doing and what I'm about.

Tell us about your reality show.

Last May, my dad said, "Hey, you should do a reality show," and I said, "I don't know. Is it interesting, not interesting?" I had a friend of friend who went to USC and I [asked him to] film me for three hours. [He gave] me raw footage, and I gave him \$75. He filmed one of my club parties. The police showed up, the fire marshal. We had 600 kids show up paying \$20 a ticket. It was just total chaos, and it was all captured on film.

So, I edited it together — I'm pretty savvy on iMovie — and put together a really good reel, and I watched online and saw how they were done, put together a really good pitch tape and put together a ten-page pitch — because my dad is a film producer, and I saw what he was doing — and then I went into my dad's office over winter break and looked through his contact book and sent it to every agency in town. A few weeks later, Mark Itkin, who sits on the board of William Morris Endeavor [as] the head of worldwide television, called me back and [told me it was] really good. Him and Collin Reno ended up packaging the project after lots of pitch meetings. We ended up selling it to E! Television. Jay James, who is the executive over at E!, bought the show for a pilot.

It's called "Party Prince 90210." It revolved around me and my friends from Beverly High and what we do on the weekends, which is throw parties. Jonathan Assia is one of my DJs. Brandon Adams, Romana Leslie, Danielle Fogel

and Nicollette Slotkin. It was super exciting. I was an executive producer, and I really learned a tremendous amount of how a network operates and how the production of a reality TV show really is. We filmed it last May, and then WME signed me as a reality-TV producer

Tell us how about your DJ Company.

I was in sixth-grade student government, and then I moved up to seventh-grade student government at Beverly Vista School. In seventh grade, I thought, we're paying these DJs \$1,000, and I can do it myself. I bought the DJ equipment, hired my best friend and with my contacts with the schools and BHUSD, got a lot of jobs, and with the help of my friends in student government in other schools, I got jobs there. That progressed, until by the eighth grade, there was no eighth grade after party for after graduation. So I thought, I should throw an after party. We got 400 kids paying \$20 a ticket. By the end of ninth grade I was booking about 100 parties a year, had 15 employees, and we were doing almost three parties every weekend. It was a lot [of money I was making that year] for the age I was. My company is called GO Entertainment. It's very lucrative. It's probably more lucrative than [the L.A. Times] made it out to be, [which was \$30,000 annually]. I can buy what I want and hopefully pay my way through college.

Who were your contacts?

The student council advisors. I was able to convince the kids and my friends to book me. Definitely someone who really helped me progress was [ASB Advisor] Loren Newman. She's just encouraged me all along the way. Also, my parents have encouraged me. They haven't supported my company financially because I paid for it, but now I've really turned it into a business that operates. We did Sam Raimi's birthday a few months ago. We do everyone from celebrities to kid clientele. We focus on schools. We send out mailers each year to schools around Los Angeles, and the schools turn into private parties, and then the private parties turn into bar mitzvahs, and that turns into being able to do club parties.

Tell us about your TV show pilots.

Right now, we have two pilots in development with Comcast. My show for E! unfortunately did not get picked up for a series but it's going to air as a special. We're not sure when though. I really use that to kind of grow. From that, I realized I had a knack for creating content. I had a knack for finding characters, and I just fell in love with the world of reality TV. Since then, I've optioned two projects to Gay Rosenthal, who does "Little People, Big World." I partnered with The Greif Company, who does Gene Simmons: Family Jewels, on three shows. I partnered with E! Entertainment, which is the largest reality TV production company in all of Canada, on two projects, and I partnered with A. Smith & Company, who does Hell's Kitchen, on one project, and then partnered with Jenny Daly, who does Beverly Hills Private Chefs on Target Entertainment Group, the fifth largest reality distributor in the world, on five projects. I partnered with E! Television Productions, which is the in house production company for E!, Style and G4 on three projects. So right now I have two pilots that we're filming in the Style Network and E!.

How do you balance school and business?

Independent study. I wouldn't be able to do it without the program that Beverly High offers. I think it was designed for me. My schedule was so hectic last year, and I was trying to keep my grades up last year, and my counselor suggested that independent study was the right place for me. I met with Twila Cook and Sergio Mandiola. Twila is the principal, and Sergio is one of my teachers. I just really fell in love with the program. It really suits me. It works around my schedule.

Are you involved with any extracurricular activities at Beverly?

I'm still involved in student government. I haven't lost an election. I'm junior treasurer this year, and hopefully I'll sit on the school board next year [as a student board member]. I'm still really involved in my community, and it's crazy and chaotic balancing it all. And I'm really fortunate that Ms. Newman really

helped push it through, where I could still serve on student government part time. I've been on ASB since freshman year. It's going to be a jam-packed schedule next year.

How does that compare to being an owner of a company?

It's two completely different things. I feel like independent study enabled me to not be just a student. Last year, I honestly can't believe I didn't have a nervous breakdown balancing so much work with AP and honors classes with working pretty much full time. But now, independent study has really enabled me to really work full time. I use a lot of the same things. I think ASB taught me how to promote and market. I kind of have that instinctually, but I'm able to use a lot of same things I do in business with ASB and vice versa.

You're also the host of KBEV's "Norman of Love." Tell us about that.

I created a show on KBEV called "Norman of Love" where we basically have contestants each week, and we go through their backpacks. It's one guy or girl and three potential dates. And we have a wall between them, and they ask them questions and figure out which person they want to go on a date with.

Do you follow any of the politics in BHUSD?

Absolutely. I'm very up to date on the politics of BHUSD. Hopefully, when I sit on the school board next year, I'll be able to represent all the students because I feel sometimes this year, the student board member has just been representing high school students, and I would love to hear what the mentality is of the elementary and middle schools in addition to the high school, and to figure out ways to make the student experience in BHUSD better.

What is it like being a teen today?

I don't think I would be able to do this five or ten years ago. First of all, because of the independent study program that exists. I would have to drop out of high school doing what I'm doing. And also, I use technology a lot with everything that I do. I find these talents on blogs and through the internet, and I communicate through the internet. I get probably upwards of 100 e-mails a day. I also use cameras and editing equipment, and I'm pretty hands-on with my projects.

What kind of peer pressures do students face at Beverly?

I'll be applying to college with a 3.6 unweighted GPA. And hopefully I'll do well on my ACTs and SATs, and I do definitely want to go college. But I feel like if you have a passion and you have an opportunity, which I was granted being signed by William Morris Endeavor at 16 as a TV producer and getting all these deals, is I believe a once in a lifetime opportunity. And I believe if I waited six years until I was out of high school and

out of college, I wouldn't have this opportunity.

I still hang out with my friends on the weekends and go the parties that everyone goes to. I'm the same age as them, but I feel like, not necessarily my life experience, but I just have different goals. And that enables me to be a little different with how I deal with things [in terms of drugs, alcohol and partying].

Do you think drugs and alcohol is still an issue for some students?

Absolutely, but I don't think it's as big as an issue as it's made out to be. People say that Beverly has a drug problem, and I don't see it. I feel that if it's there, it's at a controlled level.

How has Beverly Vista and Beverly High shaped your decisions?

Beverly Vista for me, I mean, I did well in classes and I got honors and everything else, but I broke the rules a few times. But I learned a lot, and I grew as a person, and it shows me, especially being on student government, how to be my own person, to choose my own track, where I had a passion for politics and a passion for business. I was able to really let that run wild in ASB in winning elections and campaigning. I feel like with all the new requirements in the district, people feel so much pressure to take AP honors. I didn't choose that track, where I was going to overload myself with four or five honors my freshman or sophomore year. I chose to have a passion and run with it.

You said you broke some rules. What do you mean by that?

I wasn't the perfect kid. I wasn't a bad boy, but I learned a lot. I feel like the teachers, the administration at Beverly Vista helped you grow in a way where if you broke a rule, it wasn't the end of the world. You got taught a life lesson.

Which teachers have been most influential?

Loren Newman. [Media teacher] Romeo Carey. Definitely Sergio Mandiola, who is my everyday teacher for my classes in independent study. Miyako Polk, who has been an incredible counselor. Elaine Palazzo, who was my fifth-grade teacher at Beverly Vista. She really inspired me.

Where do you see yourself in 10 years?

If I could map out my life perfectly, I would hopefully be in a position where I would be in a studio deal next. That's the next step in my life, where I would get paid to develop shows and have a studio backing me financially and with their infrastructure. And then that will hopefully segway into me launching my own production company. It would be Bogner Entertainment, which is my dad's company but we would just grow upon that brand. And then maybe running a network. I'm excited. We'll see some things in the next few weeks that will be announced in the Hollywood Reporter that will be even more inspiring to people.

briefs cont. from page 4

Parents and community members have been invited to participate in the development of the new superintendent's profile Monday, April 12 at 6 p.m. in the Science and Technology Center at Beverly High. Hawthorne and El Rodeo staff will also meet at that time. Beverly High staff can participate Tuesday at 4 p.m. in room 300 at the high school. District staff, Superintendent Jerry Gross, ASB officers and BHEA representatives will meet on various times Wednesday. Horace Mann and Beverly Vista staff will meet Thursday, April 15 at 3:30 p.m. in the Horace Mann Library.



Jay Berger

Following the meetings and the Board of Education's approval, Morris & Berger will put in the notice to begin the recruitment process. "We will be drafting a marketing-oriented position description in the form of a notice that we will be sending to a wide variety of prospective candidates and sources of candidates, people in public school superintendencies, principals of large schools and also nontraditional candidates," Berger said.

Berger said nontraditional candidates will mostly likely include those from the independent school sector with experience running a K-12 program, candidates from charter schools also with K-12 experience and individuals in higher education such as deans.

"We will proactively contact literally hundreds and hundreds of people," Berger said. "So it's very labor intensive, and it takes typically about four to five weeks to develop the kind of candidate pool that we'd like to see, and that'd be a rich and diverse candidate pool."

Following the recruitment process, Morris & Berger will interview all candidates and make recommendations to the Board of Education. The board will then begin their interviews with candidates.

"We facilitate all those meetings and help them with questions that they might want to ask," Berger said. "It's obviously their search and not ours, so they don't have to accept our recommendations, but typically they do."

Having began his career in executive search in 1986, Berger previously worked for USC for 17 years, first serving as director of admissions and later as assistant vice president for development. He also earned his bachelors, masters and Ph.D. from the university.

Berger's fellow partner, Karin Berger Stellar, who is also aiding in BHUSD's superintendent search, joined the company in 2001. Stellar previously worked in alumni relations at Stanford University's Graduate School of Business, in development at UC Berkeley and as director of development for the libraries at USC.

District Begins Search for Four New Principals

BHUSD is currently conducting interviews to fill the four principal seats at Beverly High, Beverly Vista, El Rodeo and Horace Mann, according to Director of Human Resources Dr. Alex Cherniss.

"Were looking for the best candidates possible," Cherniss said. He declined to elaborate on what qualities are found in the "best candidate."

Cherniss said the district has conducted "comprehensive outreach among community

and staff members," and has received responses from candidates statewide and nationwide.

Superintendent Dr. Jerry Gross said Cherniss met with each of the school sites to determine what they were looking for in a principal.

"[Cherniss asked] what the schools are proudest of in terms of their programs and how they shine in those areas," Gross said. "And they have looked at the challenges they face and what areas they need to address and improve. The third thing is the quality of the principal that would be able to support the good qualities of the school and address and deal with the challenges they face."

Gross said candidates will be chosen within the next week. The number of finalists will depend on the "quality of the candidate pool."

The salary for BHUSD's K-8 principal ranges from \$103,897 to \$123,162, according to Cherniss. The Beverly High principal has a salary ranging from \$112,691 to \$133,866.

Ronald Rosen Appointed President of L.A. County Arts Commission

Beverly Hills Attorney Ronald D. Rosen has been named president of the Los Angeles County Arts Commission. He will succeed Araceli Ruano.



Ronald D. Rosen

Appointed to the commission by L.A. County Supervisor Zev Yaroslavsky, Rosen is chairman of the board of The HeArt Project, an organization that connects teen school dropouts with the arts, and secretary of the board of the Wallis Annenberg Center for the Performing Arts.

Rosen previously served on the Beverly Hills Planning Commission (1988-1997) and as a member of the L.A. County Board of Education, where he was involved in promoting and planning arts education for at-risk youth.

The L.A. County Arts Commission is an advisory group to the County Board of Supervisors consisting of 15 members, three appointed by each of the five county supervisors.

The commission provides leadership and staffing to support the regional blueprint for arts education, "Arts for All"; administers a grants program that funds more than 300 nonprofit arts organizations annually, oversees the County's Civic Art Program for capital projects; programs the John Anson Ford Theatres; and supports the L.A. County Cultural Calendar on ExperienceLA.com. The commission also produces free community programs, including the L.A. Holiday Celebration broadcast nationally, and a year-round music program that funds more than 40 free concerts each year in public sites.

All Student Appeals Will be Heard, LACOE Says

The Los Angeles County Office of Education averted a mass flood of appeals after LAUSD reversed a proposal to deny nearly 10,000 students the opportunity to enroll in neighboring school districts, though the number of appeals from BHUSD students could still reach a record-breaking number. LACOE has said they will direct all the office's staff to handle the appeals.

"We're going to hear them all," said Victor Thompson, director of student support services

at LACOE. "We need to hear each individual case based on the merits."

LACOE currently has six staff members to conduct initial hearings before appeals are presented before the L.A. County Board of Education. If thousands of students file an appeal, LACOE will implement an office-wide initiative, which, according to Thompson, includes hundreds of staff members.

"What the office is considering doing, and it's still premature because we haven't seen any appeals [yet], is to expand the number of staff across the office that can help conduct the initial hearing before the board," Thompson said. "We believe with a pool of about a hundred administrators, we should be able to do this."

As reported in the Weekly's cover story "Who is LACOE?" [Issue 539], the criteria for granting an appeal include students who want to participate in classes or programs not offered in their home district; evidence of threats or injury to students in their home district; transportation problems; issues of childcare or other substantial family need; students whose family is in the process of moving; and educational continuity for students who have been enrolled in the district for years.

Students may be denied an appeal if the chosen district is impacted or overcrowded, or if the transfer creates an adverse, significant educational or financial impact on the district.

When asked what he thinks will happen to the thousands of students who may look to LACOE for an appeal, Thompson said it would be "unfair to speculate what the board is going to do."

Thompson said LACOE has had other office-wide initiatives in the past.

"This will become an office priority, so [administrators] will simply have to reprioritize their time and [focus on] hearing the cases," Thompson said.

Kumon Opens After-School Program in Beverly Hills

Kumon, an after-school math and reading program, is opening a new center in Beverly Hills at 8950 W. Olympic Blvd. Monday, April 12.

"Education is the key to building a strong community," said Kumon Director Delaram Nakhli. "That's why it is essential for education programs such as Kumon to work with schools, community organizations and families to help all students succeed."

Founded in Japan in 1958, Kumon's learning method uses an individualized approach that helps children develop a solid command of math and reading skills. Through daily practice and mastery of materials, students increase confidence, improve concentration and develop better study skills.

Prior to opening the Kumon Center of Beverly Hills, Nakhli, a 2001 Beverly High grad, graduated magna cum laude with a bachelor's degree in sociology from UC San Diego. She worked with City Year, an AmeriCorps program, in which she managed two teams of volunteers at an elementary and middle school in Watts, Calif. The teams supported struggling schools by assisting teachers through in-class tutoring focused on math and reading.

Tuition is \$150 per month for twice weekly session and daily at-home assignments. The center is open Mondays and Thursdays from 2 p.m. to 6 p.m. For more information or to schedule an appointment for a free placement test, call the center at (310) 275-4329.