

# North of Montana

VOL. 4  
August 2011

Kate Bransfield



**Kate Bransfield** | Coldwell Banker

1608 Montana Avenue  
Santa Monica, CA 90403

**310.395.1133**

[Kate@SantaMonicaListings.com](mailto:Kate@SantaMonicaListings.com)

[www.SantaMonicaListings.com](http://www.SantaMonicaListings.com)

PRSR STD  
ECRWSS  
U.S. PSTAGE

**PAID**

EDDM Retail

\*\*\*\*\*ECRWSS\*\*\*\*

Local  
Residential Postal Customer



# About this publication

This publication was produced by local Realtor Kate Bransfield to keep the North of Montana neighborhood up to date on some of the more interesting happenings in this unique corner of Santa Monica.

As a Santa Monican for over 22 years, Kate takes pride in being a part of this vibrant community.

**Kate Bransfield** | Coldwell Banker | 1608 Montana Avenue | Santa Monica, CA 90403  
**310.395.1133** | **Kate@SantaMonicaListings.com** | **www.SantaMonicaListings.com**

## School supplies go high-tech

**W**hat's on top of the school supply list this year? It isn't T-shirts and tennis shoes. It's the other T, for mobile tech.

Kids as young as elementary age are looking for smartphone upgrades, while the college set is sussing out the explosion in tablets, said Craig Johnson, president of the retail consulting and research firm Customer Growth Partners in New Canaan, Conn.

"The single most important thing is the acceleration of technology for back to school. Kids don't get excited about a new lunch box these days, or a new backpack. Cool means technology," he said.

That means e-readers with high functionality like highlighting, underlining, pagination and touchscreens. "All of the features are out now or in the process of coming out," he said.

The new Nook has a six-inch touchscreen and crisp, clear print for reading in bright light, tech analyst Andrea Smith told reporters at a recent Consumer Electronics Association trade show. It also indicates how many pages to the end of a chapter and has received praise for long battery life.

Back-to-school tech also means tablets. Once hallowed Apple ground, iPad 2 competitors are everywhere this season. Apple's still the big kid on the block but Android technology is in pursuit. Some of the new tablets run Adobe Flash software, which Apple doesn't have.

In addition to the iPad 2, Smith suggests the 10-inch Toshiba Thrive for back to school. It runs on Android, has two USB ports and an SD card reader. The new TouchPad by Hewlett-Packard, she said, runs on webOS, has a 9.7-inch screen and touts easy multitasking among open apps.

For analyst Natali Morris, iPad 2 "really is the only tablet on the market that kids are coveting," though she added that some Android technology is good for note-taking and syncing.

Tablets are cool, but are they practical for actual schoolwork? That might have everything to do with the popularity of bluetooth-enabled keyboard add-ons, including the new one Smith and Morris like from Logitech with a case that easily turns into a tablet stand. Toshiba has a



keyboard, too, also sold separately.

Morris' picks for student laptops: MacBook Air with an 11- or 14-inch screen. They weigh as little as 2.3 pounds and boot up in about five seconds, she said at the CEA line shows in June. Those features are good for students moving from class to class.

Going head to head with MacBook Air for PC-prone students is the sleek new Samsung Series 9, Morris said. It's light, boots Windows in 20 seconds and offers 160-degree viewing for group work.

Christine Mallon, vice president of retail marketing for Staples, agrees that mobile tech is leading the back-to-school drive and creeping onto supply lists for ever-younger kids.

"One of the biggest trends that we've seen is that technology is becoming a school supply," she said. "Kids need laptops, they need flash drives. We're seeing it in a very big way this year."

Flash drives shaped like animals — safari to farm — have taken off, she said. Also look for Tony Hawk-branded skateboard drives this year.

We're a green community in Santa Monica, and back-to-school season is no different. Here is a list of some of the hot green go-to items this year.

### STUFF THAT STICKS

Kids still care about going green, especially when it comes to paper products. Environmentally-friendly sticky paper has come into its own.

Sustainable Earth by Staples comes in 3-by-3-inch sticky notes that are 50 percent sugarcane fiber and 50 percent recycled paper. Post-it Greener Notes are made with 100 percent recycled materials and a plant-based adhesive.

"A certain amount of excitement has gone out of that because green has become almost a cliché," Johnson said. "It's still a big thing, though, and strikes a chord with a lot of kids."

For student or mom, weekly peel-and-stick calendar sheets from Post-it come in a handy 7-by-8-inch size, 25 to a pack. Easy to plaster on the fridge or a notebook.

### STUFF FOR PAPERS

Eco-friendly notebooks, composition books and binders abound.

In the simple reuse category, Pottery Barn Teen sells full-zip, water-resistant fabric homework holders in a variety of tween-girl patterns, from peace signs to zebra stripes. There's a three-ring binder inside and a front zip flap for quick access. Includes an insert for pencils and pens.

Avery's Style Edge plastic dividers offer a groovy rainbow of translucent bubble tabs.

Look for rhinestone-studded scissors, staplers, pens and calculators, along with glitter binders in four colors, at Staples.

Any true re-inventions on the horizon? Watch for Azuna 3D technology on notebook covers, Christine Mallon said. They're available only at Staples.

"It's literally 3D," she said. "It's very, very cool."

### STUFF THAT WRITES

Pilot's B2P pens (for bottle to pen) are made from recycled plastic bottles and designed to look like one. They're lightweight with gel ink.

"The quality of recycled products has gotten so much better this year," Mallon said.

Animal print pens and erasers are everywhere, including Staples.

Post-it has been putting flags for tagging into the tops of pens and highlighters for a while now. There's a highlighter-pen combo in a three-pack with room for 50 color-coordinated flags on a shirt clip.

Sharpie has gone gel for highlighters for a wider variety of paper, including ink jet, glossy and extra-thin surfaces. Twist the bottom to push up the gel.

Crayola has a box of dry-erase crayons that come with an eraser mitt.

# In support of schools

By Kate Bransfield

A major benefit of living North of Montana is the local public school system.

Widely considered one of the best in Southern California, the Santa Monica-Malibu Unified School District still values extra curricular activities such as the arts and is committed to closing the achievement gap. Our schools are perfect examples of what is right with education.

That's a major reason I personally sponsor the three public schools in our special corner of Santa Monica: Roosevelt and Franklin elementary schools and Lincoln Middle School.

I choose to sponsor these campuses because there is nothing more important than a quality education.

In their own words, here's an insider's look at our local schools as they prepare to welcome our children back to campus:

## Roosevelt Elementary School

801 Montana Ave.  
Santa Monica, Ca. 90403-1591  
(310) 395-1472  
[www.roosevelt.smmusd.org](http://www.roosevelt.smmusd.org)

Roosevelt is a richly diverse community of learners that values the contributions of all its members. In an environment of teamwork, caring, trust and respect we provide the highest quality of education possible. Our aim is to empower students by facilitating the

acquisition of knowledge, improving skills, and developing character so that they may lead quality lives and contribute to society. We promote visionary, versatile thinking and enthusiastic, lifelong learning. We appreciate the uniqueness of each student and set high expectations for all. We welcome parent and community members as partners in the educational process.

— Roosevelt Administration

## Franklin Elementary School

2400 Montana Ave.  
Santa Monica, Ca. 90403-2199  
(310) 828-2814  
[www.franklin.smmusd.org](http://www.franklin.smmusd.org)

I would like to extend a warm welcome to all of our new students and their families. For our returning students and families, "Welcome back!"

At Franklin, we are committed to providing the highest level of education where all students can learn and be prepared. Our outstanding staff, wonderful PTA and Governance Council at Franklin are committed to academic excellence and making a positive difference for all students. Franklin teachers, staff, students, and parents are committed to working cooperatively to create a safe, secure, and nurturing environment that promotes the highest level of academic achievement and character development while empowering our community and meeting the diverse needs of all learners.

At Franklin, we maintain high expectations for all students and adults on our campus. Students are expected to act responsibly and always do their best academically, behaviorally, and socially.

We encourage our students to seek additional support whenever they have a problem, need assistance or have a concern. We also believe that the best way to be aware of your children's progress is to communicate with your children's teachers. As a way to further this communication, we will have parent/teacher conferences in November, and two report cards (in February and June). It is important to listen to your child and support him/her by encouraging each child to do his/her best. Attending PTA meetings is one of the best ways to hear about and have a voice in the latest school developments.

— Mrs. Tara Brown  
Franklin School Principal

## Lincoln Middle School

1501 California Ave.  
Santa Monica, Ca. 90403-4305  
(310) 393-9227  
[www.lincoln.smmusd.org](http://www.lincoln.smmusd.org)

As a community of learners, we work together in a nurturing environment to help students be resourceful, life-long learners; effective, multi-lingual communicators and global citizens. We are a richly varied community that is a community of learners. The district and its many campuses work together in a nurturing environment to help students be visionary, versatile learners and values the contributions of all its members. We exist to assist all students in their pursuit of academic achievement and personal health and to support them in their exploration of intellectual, artistic, technological, physical and social expression.

## All students will graduate as:

1. VISIONARY, VERSATILE LEARNERS, who recognize and solve complex problems through reflection, informed risk-taking, critical evaluation and artistic exploration.
2. THINKERS with working knowledge and appreciation of academics, aesthetics, personal wellness, and self as well as an understanding of the needs of others.
3. GLOBAL CITIZENS who value their richly varied world and act to sustain the natural environment by participating in democratic processes through ethical, informed decision-making.
4. LIFE-LONG LEARNERS who, individually and in collaboration with others, are intrinsically motivated to pursue their personal bests and attain meaningful, productive lives.
5. EFFECTIVE, MULTILINGUAL COMMUNICATORS who use verbal, written, mathematical, artistic and technological languages to give, receive, value and process information.

— Lincoln Administration

Receive daily updates of all new and reduced listings from ALL agents in ALL companies! Please do not hesitate to contact me for more information.

I'm located at:  
1608 Montana Avenue,  
Santa Monica, Ca. 90403.  
You can reach me at **310.395.1133** or by e-mail at

[Kate@SantaMonicaListings.com](mailto:Kate@SantaMonicaListings.com)

I'M ONLINE AT  
[www.SantaMonicaListings.com](http://www.SantaMonicaListings.com)



## North of Montana

Single Family Homes Sold July 2010 Compared to Sold July 2011  
From ALL agents in ALL companies

	January	February	March	April	May	June	July	Average
<b>2010</b>								
Number of Listings	4	2	3	10	7	7	7	6
Average Days on the Market	90	13	69	27	43	37	33	45
Low Price	\$1,452,000	\$1,815,000	\$930,000	\$1,749,000	\$1,920,000	\$2,026,000	\$1,800,000	\$1,670,286
Median Price	\$1,917,500	\$2,056,500	\$2,340,000	\$2,662,500	\$2,556,000	\$3,195,000	\$2,300,000	\$2,432,500
High Price	\$2,795,000	\$2,298,000	\$2,675,000	\$4,000,000	\$3,517,000	\$4,190,000	\$2,700,000	\$3,167,857
Average Price Per Square Foot	\$814	\$762	\$742	\$716	\$780	\$732	\$859	\$772
<b>2011</b>								
Number of Listings	4	2	8	4	4	4	10	5
Average Days on the Market	70	114	57	176	72	22	19	76
Low Price	\$1,925,000	\$2,825,000	\$1,100,000	\$1,493,000	\$1,278,000	\$1,747,050	\$1,650,000	\$1,716,864
Median Price	\$2,704,654	\$4,152,500	\$2,635,000	\$2,780,000	\$1,802,500	\$3,132,625	\$2,640,000	\$2,835,326
High Price	\$3,243,000	\$5,480,000	\$4,030,650	\$4,445,000	\$11,650,000	\$3,999,388	\$4,984,000	\$5,404,577
Average Price Per Square Foot	\$682	\$959	\$772	\$691	\$986	\$934	\$748	\$825

# Montana Library events

The Montana Branch Library is so much more than just a place with books. It offers free Internet access and is a meeting place for the North of Montana neighborhood. The library is located at 1704 Montana Ave., Santa Monica, Ca., 90403. For more information, call 310.458.8682.

*Below are some of the more interesting happenings going on at the library in August:*

**Aug. 17  
Baby Time**  
10:15 a.m. — 10:35 a.m.  
Six week story time for babies up to 18 months old. The series ends on Sept. 14. There will be a second edition of this event at 11:15 a.m.

**Aug. 17  
Playwriting Workshop**  
1 p.m. — 3 p.m.  
This eight-week workshop focuses on the basic elements of playwriting. Learn dramatic structure and engage in the creative process with instructor Anna Stramese. Please contact the branch to enroll, (310) 458-8682.

**Aug. 18  
In Case You Missed It  
Summer Film Series: 'Catfish'**  
6:30 p.m.  
This reality thriller follows two filmmakers and their brother in a labyrinth of online intrigue.

**Aug. 20  
Lego Club**  
3 p.m. — 4:30 p.m.  
Come have fun with Legos and build something amazing. All ages welcome.

**Aug. 24  
Baby Time**  
10:15 a.m. — 10:35 a.m.  
Six week story time for babies up to 18 months old. The series ends on Sept. 14. There will be a second edition of this event at 11:15 a.m.

**Aug. 24  
Playwriting Workshop**  
1 p.m. — 3 p.m.  
This eight-week workshop focuses on the basic elements of playwriting. Learn dramatic structure and engage in the creative process with instructor Anna Stramese. Please contact the branch to enroll, (310) 458-8682.

**Aug. 31  
Baby Time**  
10:15 a.m. — 10:35 a.m.  
Six week story time for babies up to 18 months old. The series ends on Sept. 14. There will be a second edition of this event at 11:15 a.m.

**Aug. 31  
Playwriting Workshop**  
1 p.m. — 3 p.m.  
This eight-week workshop focuses on the basic elements of playwriting. Learn dramatic structure and engage in the creative process with instructor Anna Stramese. Please contact the branch to enroll, (310) 458-8682.



## Twilight Dance Series

The Santa Monica Pier produces what is considered one of the most popular free outdoor concert series on the West Coast.

### Upcoming schedule

- **Aug. 18, Making Waves:  
A Night of Surf Guitar**  
The Duo-Tones, Slacktone, and The Eliminators
- **Aug. 25, Tango on the Timbers:**  
Milongatron (tango lessons start at 6 p.m.)

• **Sept. 1, New Americana:**  
Dawes and Sonny & the Sunsets (plus the winner of Rusty's Surf Ranch emerging artist competition)

• **Sept. 8, A Night In Treme:**  
(presented by Bloomingdale's): Jon Cleary's Philthy Phew, and Donald Harrison Electric Band

Online:  
[twilightdance.org](http://twilightdance.org)

## Annenberg Community Beach House

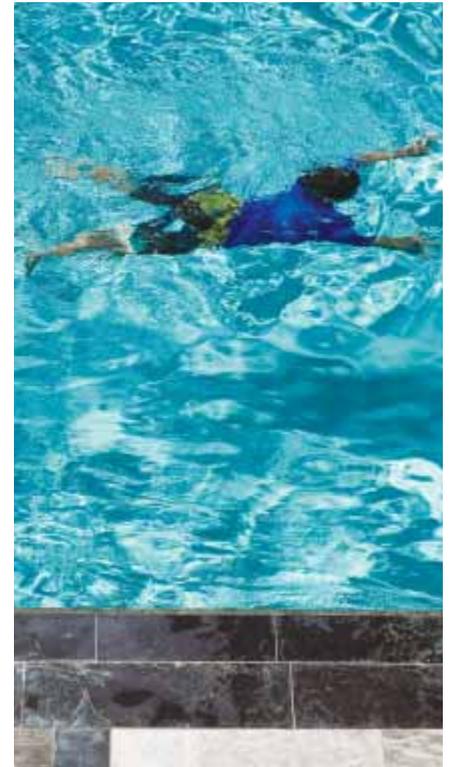
415 Pacific Coast Highway  
[annenbergbeachhouse.com](http://annenbergbeachhouse.com)

The Annenberg Community Beach House was the first public beach house in the nation when it opened in 2009. It's home to a pool, outdoor volleyball courts and even a viewing deck. The Beach House also plays host to a variety of cultural events.

### Upcoming schedule

**August - Nov. 13  
Cultural Abstraction, Contemporary Figurations: the Work of Seven Contemporary Figurative Painters in Santa Monica**

An exhibition of work by seven artists from the Santa Monica College Art Mentor Program. Francisco Cabas, Quinne Larson, Abdul Mazid, Kathleen Melian, Jessica Nicol, Elizabeth Weber and Elena Wolek spin the narrative in their work into a thread that joins seemingly incongruent concepts in a visual dialogue, investigating and reporting ideas about cultural identity, gender empowerment, dislocation, consumption and human regeneration. The works display constant movement in delicate balance between figurative and abstract representations.



# Kate Bransfield

Estates Director  
Society of Excellence  
Previews Properties Specialist

310.395.1133



### Proud Sponsor Of:



LINCOLN MIDDLE SCHOOL  
SANTA MONICA, CA

12200 Lincoln School, 1996, 1999  
National Blue Ribbon School, 2000  
Beatty Garrigay School, 2007



Roosevelt  
Elementary School

857 Montana Avenue, Santa Monica, CA 90405  
(310) 395-8861 • (310) 397-1188 FAX



FRANKLIN  
Elementary School

[www.SantaMonicaListings.com](http://www.SantaMonicaListings.com)