

Ringling Out the Old...

Whether it's losing weight, quitting smoking or taking down Christmas decorations before Easter, just about everyone has something they know they have to do, but would rather not think about until after all the business of 2004 is gone. So the Business Journal asks:

What's your New Year's resolution?

Mark Geragos

*Partner
Geragos & Geragos*

My New Year's resolution is that the next case I take to trial will be a nice, quiet, unassuming white-collar fraud case.



Geragos

Brette Simon

*Partner
Sheppard Mullin Richer
& Hampton LLP*

I was recently elected to the board of directors of Bet Tzedek, a pro bono legal organization. I've been co-chair of their annual Justice Ball charity event for the last eight years. Now that I've been elected to the board I intend in the coming year to step up my involvement in the group and (my) contribution to its mission to help those who can't afford legal services. One thing I want to do is help increase the involvement of younger members of the community

mate cost-efficiency. Many people believe you cannot create unparalleled luxury at lower costs.

Laura Chick

*Controller
City of Los Angeles*

I resolve to renew my efforts to acquire the ability to speak Spanish.



Chick

Eli Shtrum

*Sales Associate
Sachs Real Estate Co.*

Geez, I haven't even thought about it... I would like to work closer with my clients and handle their needs better. And also, spend more time with my family and work with charities more so than I do now, like the Jewish Federation.

Russ Jimenez

*Marketing Manager
Hot Topic Inc.*

I never make one. I feel like whatever that would be, you should probably try to do year-round anyway, if it's that important to you.

Don Krabe

*Los Angeles County
Supervisor*

My New Year's resolution is to stay in good health, work hard and spend quality time with family and friends.

Lee Maen

*Partner
Innovative Dining Group*

Delegate more. Find a great restaurant location for Sushi Roku in Newport Beach - we've been looking forever. Get out to play tennis more often. My wife and I will plan on throwing more dinner parties at home. Eat more sushi.

Ali Kasikci

*Managing Director
Peninsula Beverly Hills*

I want to devote my time, starting now, to mentoring and developing young enthusiastic individuals. Business-wise, what I want to do is become the first luxury hotel operator to accomplish what I call a dual-competitive advantage - what I mean by that is to provide an unparalleled experience with an uti-