



Reseda

RESEDA NEIGHBORHOOD COUNCIL NEWSLETTER

December 2010

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HAPPY HOLIDAYS

HOLIDAY DECORATION UPDATE

The effort to fund the installation of Holiday Decorations in Downtown Reseda has been very successful. More than 80 businesses, organizations and individuals donated and the Holiday Decorations have been installed.

We would like to thank all those that participated and contributed to make this a reality in 2010. The following list of donors is our most current as of printing:

2010 Sponsors of the Reseda Holiday Display

DOUBLE PLATINUM

"Sponsors an Entire Tree"
(\$1,000 and over)

| | | |
|---------------------------|-------------------|----------------|
| Councilman Dennis P. Zine | 19040 Vanowen St. | (818) 756-8848 |
| See's Candies | 19301 Vanowen St. | (818) 708-9971 |

PLATINUM

"Sponsors an Entire Tree"
(\$500 to \$999)

| | | |
|------------------------------|--------------------------|----------------|
| The Anchor Marine | 6616 Reseda Blvd | (818) 343-1921 |
| Majestic Investments | 18341 Sherman Way | |
| RC Custom Pool & Spa Service | 5632 Van Nuys Blvd. #283 | (818) 772-7665 |
| Traders Loan & Jewelry | 18505 Sherman Way | (818) 345-8696 |

GOLD

"Sponsors an Entire Tree"
(\$250 to \$499)

| | | |
|-------------------------------------|-------------------|----------------|
| BLR Properties | 19255 Vanowen St | |
| Central Valley Builders Supply | 7030 Canby Ave. | (818) 343-4614 |
| Bike Kinzle | | |
| Kolbe Honda | 7514 Reseda Blvd. | (818) 609-7441 |
| Reseda Mobil/Deli by Sami | 18056 Saticoy St | (818) 881-8085 |
| St. Catherine of Siena Parishioners | 18115 Sherman Way | (818) 343-2110 |

SILVER

"Sponsors an Entire Tree"
(\$150 TO \$249)

| | | |
|---|-----------------------|----------------|
| Advance Jewelry & Loan | 18520 Sherman Way | (818) 708-7296 |
| All Eyes on You Optometry | 6811 White Oak Ave. | (818) 774-9796 |
| American Legion Post #308 | 7338 Canby Ave. | (818) 344-3800 |
| Aqua Vitae Water Store Kangen Water | 18300 Sherman Way #6 | (818) 705-6373 |
| Aquarium Concrete & Construction | | |
| C. Frenz | 7026 Reseda Blvd | (818) 996-2976 |
| Central Valley Medical Clinic | 7030 Reseda Blvd | (818) 343-4614 |
| Cioffi Chiropractic Center | 18856 Roscoe Blvd. #B | (818) 700-9900 |
| Citibank N.A. - Reseda Branch | 18260 Sherman Way | (818) 996-6101 |
| Goodwill Southern California | 18225 Sherman Way | (818) 401-1312 |
| Kennedy Lock & Safe | 18512 Sherman Way | (818) 705-1849 |
| Lock-Tech & Safe - Mijangos Family | | |
| Reseda Neighborhood Council Board Members | | |
| Therapeutic Living Center for the Blind | 7915 Lindley Ave. | (818) 708-1740 |

BRONZE
(\$100 to \$149)

| | | |
|---------------------------|------------------|----------------|
| Magdy Abdalla | | |
| Advanced BioServices, LLC | 19265 Vanowen St | (818) 342-0100 |



Holiday lights being installed along Sherman Way. Look for them on Reseda



| | | |
|---|-------------------|----------------|
| The Great Wall Restaurant | 18331 Sherman Way | (818) 996-8900 |
| Jo Ann Okelberry's Neighborhood Watch Group | | |
| Mc Donalds | 18761 Sherman Way | |
| Ready Wholesale Electric | 18315 Sherman Way | (818) 881-1818 |

NOTE FROM THE CHAIR Cary Iaccino

COPPER
(Under \$100)

| | | |
|---|--------------------------|----------------|
| 1038 Neighborhood Watch Group | | |
| 2 K Racing | 7101 Reseda Blvd | (818) 344-4410 |
| Ace Auto Tuning | 7360 Reseda Blvd | (818) 342-4664 |
| Andy Smog Center | 7360 Reseda Blvd | (818) 345-1530 |
| Bombay Motor Sports | 18343 Sherman Way | (818) 832-7540 |
| Larry Bowman | | |
| Frances Broberg | | |
| Capital Management Corp. | | |
| Tracy Cheney | | |
| Clean Crafters, Inc. | 7242 Reseda Blvd | (818) 881-5744 |
| Mel and Sue Davis | | |
| Discount Mower & Chainsaw | 1835 Saticoy St. | (818) 996-7005 |
| Erubuni Café | 18118 Sherman Way | (818) 345-8976 |
| European Auto Service | 18520 Wyandotte St. | (818) 343-2847 |
| S. Azar Farr, M.D. | 7369 Reseda Blvd. | (818) 996-9479 |
| Federal Auto Center | 7369 Reseda Blvd. | (818) 344-1152 |
| First Quality Pest Control | | |
| Roberta Forest | | |
| Gabriel's Flowers | 18517 Victory Blvd. | (818) 345-2009 |
| Bill Harrison – Farmers Insurance | 15233 Ventura Blvd. #400 | |
| Sasha Iaccino | | |
| In Trend Coiffures | 7113 Lindley Ave. | (818) 345-1088 |
| Irv's Auto | 7052 B1 Reseda Blvd. | (818) 881-7000 |
| In Honor of Shirley Wolfson | | |
| La Popular | 7222 Reseda Blvd, | (818) 996-0555 |
| M & M Nurses Medical Uniform | 18337 Sherman Way | (818) 345-7441 |
| Mary McMannes | | |
| Anna Measles | | |
| Miss Donuts | 18231 Sherman Way | (818) 609-0169 |
| New Bangluck Market | 7235 Reseda Blvd. | (818) 708-0333 |
| Newcastle Ave. Neighborhood Watch Group | | |
| Vern and Jo Ann Okelberry | | |
| Optical Reflections, Inc. | 7012 A Reseda Blvd. | (818) 708-2500 |
| Pool Water Specialists | PO Box 830 Van Nuys | (818) 830-9400 |
| Power Station | 7360 Reseda Blvd. | (818) 344-4148 |
| Dennis and Louise Redd | | |
| Reseda Bikes | 7056 Reseda Blvd. | (818) 345-8844 |
| Reseda Hydroponics | 7056 Reseda Blvd. | (818) 776-9076 |
| Reseda Shade | 7020 Canby Ave | (818) 342-5666 |
| Madeline Rivera | | |
| Brigitte Rose | | |
| St. Catherine of Siena | 18115 Sherman Way | (818) 343-2110 |
| Saul's Brake Supply | 7023 Reseda Blvd. | (818) 758-8489 |
| Lee Smith | | |
| The Sport Club | 7020 1/2 Reseda Blvd. | (818) 758-8459 |
| Tip Top TV & VCR | 18441 Sherman Way | (818) 345-1974 |
| USA Table Tennis Club | 7000 Reseda Blvd. | (818) 757-7201 |
| Valley Multi Specialty Surgery Center | 7012 D Reseda Blvd | (818) 996-2666 |
| Nyla Whitehill | | |
| Gene W. Zdenek, M.D. | 7012 Reseda Blvd. | (818) 708-2222 |

Once again I am crowded out by other community news. The great part of this happens to be that the generosity of individuals, groups, and businesses in Reseda are the ones taking up all the space.

Our contribution list stands at 82 as of writing this, and I expect we will have a few more donors for our recap in the January newsletter. So don't hesitate to shoot us an email, check out the website www.resedacouncil.org or call our fundraising partner Revitalize Reseda at (818) 832-2280 if you would like to jump in on the effort.

I would like to thank all of you who participated; Reseda Stakeholders, Revitalize Reseda, Reseda Neighborhood Council Board Members and the all various donors. We truly could not have done it without any of you.

And for my last Chair Note from 2010, I wish all of you a safe and wonderfully Holiday Season and an exciting New Year. See you in 2011!



Reseda Neighborhood Council Banners coming down as the Holiday Trees go up for the season.

We hope that all of you who live in or visit Reseda appreciate the generosity and community support that these businesses and individuals have shown. If you have the opportunity, please frequent these local establishments. Without their assistance, Reseda would not have the beautiful Holiday Decorations beautifying our downtown.



EMERGENCY DISASTER COMMITTEE

RESEDA NEIGHBORHOOD WATCH POTLUCK

The Reseda Neighborhood Watch will have a Holiday Potluck Dinner in place of their December Neighborhood Watch Meeting. Please bring a dish to share to the Community Room at the West Valley Police Station, 19020 Vanowen St.

Join us at 7:00 PM on December 9th. Meet the Senior Lead Officers, City notables and the folks who are active in the Neighborhood Watch.

HOLIDAY SAFETY

Instead of my monthly article on Emergency Preparedness, I thought I'd write this month about holiday safety. Here are some ideas to keep your celebrations safe:

Prepare your vehicle for traveling to grandma's house. Make an emergency kit and include items such as blankets, jumper cables, a fire extinguisher, extra clothing, flares, and road maps. Also, avoid driving in storms but if you must keep your gas tank full and let someone

know your travel route and the approximate time of your arrival.

Stay in the kitchen and don't leave your home while you're cooking. Keep anything flammable such as towels or potholders away from the stove. Designate a driver if you're toasting good cheer. This way you keep it a party and not risk a tragedy.

On behalf of the Emergency Disaster and Safety Committee, I'd like to wish you a Merry Christmas and a Happy New Year.

Timothy Mulholland Committee Chair

HOLIDAY CRIME

During the Holiday period from Thanksgiving to the New Year, we are extremely vulnerable to the criminal element.

Here are some tips that may keep you from the grief that can come from being a victim.

1. Always be aware of your surroundings and look like you are.
2. If you are walking, look around with your head up as you walk.
3. When shopping, do not leave your car parked with items visible that might

lure a criminal to break in. No electronics, shopping bags or anything that appears to be of value.

4. If you leave to put packages in the car, do not just put them in the trunk. Drive to a new parking spot and re-enter the mall or store.
5. When leaving a store or shopping center, always remove your keys and have them ready to open the door, as fumbling in your pocket or purse may give the criminal time to assault you. Be aware of your surroundings.
6. Do not park in dark secluded places. Strive to park in well lighted high traffic areas.
7. Do not place gifts where they may be seen through a window or door at home. This is an invitation to break in.
8. When you are away from your home, leave a light or two on and a radio or TV playing to make it seem like someone is home.
9. Drive Safely. This is a time when many have holiday parties. If you plan to party, be sure to have a designated driver.

SENIOR CORNER

FRIDAY MOVIES

Each Friday at 1:30BVP, the ONEGeneration Center shows free movies for Seniors at 18255 Victory Blvd. This Month's Movies are:

12/3 The Kids Are Alright – Annette Bening, Julianne Moore (2010) (106 min.)

12/10 HOLIDAY SHOW-NO MOVIE

12/17 Disney's A Christmas –Jim Carey, Colin Firth (2009) (98 min.)

12/24 NO MOVIE

12/31 NO MOVIE

OSEC HOLIDAY SHOW

Friday December 10th 1:30-3:30pm

It's that time again for our lovely seniors and guests to entertain you and bring some holiday cheer to the senior center. This annual show is always a hit. A

special holiday lunch will be served before the show beginning at noon and then the room will close, to set-up for the show. The Holiday Show will start at 1:30pm; there will be a \$1.00 per person entrance fee.

We would like to thank all the participants and volunteers for their help in putting together a great show. Parking is limited please plan on arriving early

Buy \$1 tickets or 6 tickets for \$5.00 for a chance to win half the collected amount. Two runners up will receive non-cash prizes.

Buy tickets any day at lunch at the ONEgeneration Senior Enrichment Center.

The raffle will be held at the December 10th Holiday Show, winners do not have to be present.

The more you buy the more chances you have to win!

RUN, WALK OR STROLL TO THE WALK OF AGES XI!

The Eleventh Annual Walk of Ages is right around the corner! Make sure to mark Sunday, December 5, 2010 for the Los Angeles Jewish Home once-a-year 5k walk/run. With music, food, and family fun. Event registration begins at 7:30am and enjoy refreshments before the 8:30am event start time

The event hopes to raise \$400,000 to enrich the daily lives of Los Angeles Jewish Home Residence.

Contact Marilyn Bloom at (818) 774-3344 or Marilyn.Bloom@JHA.org.

Individuals and teams may register for the event at www.walkofages.kintera.org or by calling (818) 774-3324.



BUSINESS SECTION

WELCOME TO RESEDA

In these days of a depressed economy, we are always happy to see new businesses join our Community.

It takes a desire to succeed and the willingness to fight the uphill battle for a new business to start and these folks deserve a round of applause for starting out in such tough times.

If you can, avail yourselves of there ware and/or services to help them along

Some of the more recent start-ups include:

All Eyes on You Optometry

6811 White Oak Ave, (818) 774-9796

Check Into Cash

19638 Sherman Way (818) 708-8174

Florence of Paris Extensions

18573 Sherman Way (818) 578-5262

Nuri's Pacheco Panaderia,

7238 Reseda Blvd. (818) 625-5505

Tutti Frutti Frozen Yogurt

19640 Sherman Way

Yogurtland Reseda

6400 Tampa Ave.

(818) 774-0130

MORE FOR THE RESEDA BUSINESS COMMUNITY?

Fed up with the stalled progress of the Reseda Theater? Wish there were fewer vacancies in the commercial buildings along Sherman Way? Have ideas on how to improve the medians and facades in Reseda? Want to network with other Reseda business stakeholders? These are all topics that the Economic Development Committee will be working on in 2011. We are currently looking for more Reseda Business stakeholders to get involved in this committee.

To get involved and for more information, contact Noelle Guzman at nguzman@resedacouncil.org.

YMCA CHRISTMAS TREE LOT OPENS DECEMBER 1ST

As 2010 comes to an end, it is time to reflect on the blessings received during the year, and celebrate the holidays with our

loved ones. The fresh scent of a Christmas tree or a lovely wreath on the door will welcome you home throughout the season and will help usher in the New Year.

We can spread our celebration to others by supporting the Christmas Tree Lot at the West Valley YMCA. Goodwill comes from knowing that all profits from our Christmas Tree Lot are returned to the West Valley YMCA facility. Our local 'Y' sponsors events year-round that benefit our community; women & men; young and old; rich and poor. This is possible because of your support.

The West Valley Y' Service Club will coordinate sales at the Christmas tree lot from December 1st -23rd, daily from 10:00 am until 9:00 pm. This will be the 58th year that the Tree Lot has been in operation.

Come on over and help us support our community by buying your tree at our lot. Bring the family and choose from our large selection!

YMCA members will receive a 10% discount on the purchase of any regular - priced tree (over 4').

YOUTH CORNER

CHILDREN'S CONCERT

Reseda Elementary is having a concert December 10, 2010 with the help of the Music Unlocks Success In Children Foundation. Come and hear what the young people are doing Dec. 10 from 9:00-11:00 PM in the Reseda Elementary School Auditorium located at 7265 Amigo Ave.

RESEDA AMERICAN LEGION POST 308: TOYS FOR TOTS

The mission of the Toys for Tots Program is to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to needy children in the community in which the campaign is conducted. The primary goal of Toys for Tots is to deliver, through a new toy at Christmas, a message of hope to less fortunate youngsters that will assist them in becoming responsible, productive, patriotic citizens.

The objectives of Toys for Tots are to help less fortunate children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable resources – our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign; and to contribute to better communities in the future. Post 308 located at 7338 Canby Ave, Reseda, CA 91335 has a collection box on site, can accept cash or check donations so that we might purchase toys, or can provide collection boxes at remote sites in the central valley. Donations accepted until December 22, however we suggest you donate early.

BOY SCOUT TROOP 328

On November 15, 2010 the Boy Scout Troop 328 lead Attendees at the General Board meeting in pledge of Allegiance.

Thanks to all the young men who participated. It started off the meeting nicely.





COMMUNITY ANNOUNCEMENTS

HOLIDAY FOOD DRIVE BIG SUCCESS!

Led by Revitalize Reseda, the Reseda Neighborhood Council, Councilman Dennis Zine, and generous community members made this year's Holiday Food Drive a complete success.

We are proud to announce a Holiday Food drive total collection of over 4,100 lbs. (110 boxes) of non-perishable food and canned goods from the Reseda community. Along with 106 turkeys that were delivered to our local food pantry, this will truly help many Reseda families this holiday season.

Many thanks to the Reseda Neighborhood Council Board Members and volunteers who participated by volunteering November 5 and 6 collection tables at Albertson's. A total of 24 boxes of food were collected in two days. Awesome work!

Thank you for making the communities annual Food Drive a tremendously successful one!

AMERICAN LEGION HOLIDAY CELEBRATION

American Legion Post 308 will be hosting its annual Christmas party on Sunday December 19, 2010. Hours are 4pm to 9pm. Holiday dinner is Ham and Turkey with all the trimming. Donation requested of \$10. Tickets available by mail starting December 1. If your unable to attend please consider hosting a active duty military soldier/sailor or a homeless veteran.

SFV ARTS COUNCIL WELCOMES VOLUNTEERS

The SFV Arts Council welcomes volunteers who are interested in supporting the arts and culture in the Valley.

Our next meeting will be Jan. 10, 2011. People are our most precious resource, so please call us at (818) 469-3380. Visit our website at www.sfvartsCouncil.com, to see what we have accomplished. With your help, we will continue to contribute to the community.



NURSING SCHOOL OPEN HOUSE

The Annenberg School of Nursing (ASN) will hold open houses on Tuesday, December 7, 2020

And Tuesday, December 14, 2010 at 5:00 PM.

Nursing is a profession that's in demand and a career that's satisfying

Come find out more at an Open House and learn more about the opportunities that await you at the Annenberg School of Nursing (ASN)

There will be a presentation by ASN Director Marie Fagan followed by tours of the Skills Lab, Computer Center and Library.

Los Angeles Jewish Home – Grancell Village, 7150 Tampa Avenue

Seating is limited therefore reservations are required.

RSVP to Cindy Thomas: (818) 757-4431 or ASN@jha.org

AUTISM EDUCATION PROJECT

The Autism Education Project is a theatre education program specifically aimed at increasing social awareness and understanding of people on the autistic spectrum. The program consists of a one hour assembly to be performed in front of stu-

dents, teachers, administrators, instructional assistants and parents. Topics will address concerns over language, social issues, behaviors, and learning differences. The program will provide schools with ideas for a supportive, mutually integrative and embracing approach to the way those with autism are perceived, treated, and accepted within the community and one of the largest public school systems in the country. Pre and Post surveys will be given to attendees to ensure that the program is meeting the expectations of the schools.

This is a FREE assembly to elementary schools in Los Angeles Unified School District.

To schedule an assembly at your school please call Actors for Autism at (818) 705-1600 or email: alisa@actorsforautism.org

Actors for Autism acknowledges Autism Speaks Family Community Grants as the funding agency for this project leading to this publication.

The views expressed in this publication do not necessarily express or reflect the views of Autism Speaks or any other funding agency.

This program is expected to end in June 2011. You can find information about the organization and about the educational program at <http://actorsforautism.com/AutismEducation.html>



CONTACTS, MEETING LOCATIONS, EVENT CALENDAR

CONTACT

Main Office and Meeting Location

American Legion Hall
2nd Meeting Location

General Reseda NC email for questions

- Constitution and By-laws Committee
- Economic Development Committee
- Emergency Disaster and Community Safety
- Finance Committee
- Graffiti Committee
- Liaison Committee
- Outreach/Public Relations Committee
- Planning and Zoning Committee
- Senior Advocacy Committee
- Youth Advocacy Committee

ADDRESS

7324 Reseda Blvd. #118

7338 Canby Ave.
Reseda, CA. 91335

RNC@resedacouncil.org

- djfrank@resedacouncil.org
- nguzman@resedacouncil.org
- tmulholland@resedacouncil.org
- lsmith@resedacouncil.org
- rnc@resedacouncil.org
- ciaccino@resedacouncil.org
- ashaked@resedacouncil.org
- djfrank@resedacouncil.org
- pmerlin@resedacouncil.org
- iguzman@resedacouncil.org

RECOGNIZING RESEDA BUSINESSES

The following businesses have anniversaries in our community this month:

| | |
|--|--|
| 1959 Kolbe Honda 7514 Reseda Blvd. | 1990 Padco Brake Parts 18709 Sherman Way |
| 1996 Ralph's Grocery 18300 Vanowen St. | 1999 Dragon Express 6900 H Reseda Blvd. |
| 2004 ADPS 18337 Arminta St. | 2005 Awesome Thai 18505 Victory Blvd |

Register your business with our Outreach Committee and have your yearly anniversary included here y emailing to **RNC@resedacouncil.org** and we will add you to our database.

For a list of the RNC Board

http://www.resedacouncil.org/board_members.html

December 2010

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|----------------|--------------------|-------------------------------------|--------------------------------|-----------------------|
| | | | 1 Channukah Begins | 2 | 3 One Generation Movie | 4 Foreclosure Seminar |
| 5 Jewish Homes Walk of Ages Holiday Caroling Festival | 6 RNC General Meeting | 7 | 8 CPAB | 9 Reseda Neighborhood Watch Potluck | 10 One Generation Holiday Show | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 One Generation Movie | 18 |
| 19 | 20 RNC Finance Committee, RNC General Meeting | 21 Sierra Club | 22 | 23 | 24 | 25 Christmas |
| 26 | 27 | 28 | 29 | 30 | 31 New Year | |

Do you have an events coming up in Reseda? Please contact Garth Carlson at **GCARLSON@RESEDACOUNCIL.ORG** about inclusion in our newsletter.

For event details and full calendar goto **www.Resedacouncil.org**