



Reseda

Neighborhood Council Newsletter

COMMUNITY NEWS

December 2011

Happy Holidays



YOUR HOLIDAY DISPLAY

We invite you to snap photos of homes in your neighborhood that shine as an example of holiday cheer and share the photos with us via email, and they just might find their way onto the RNC website, www.resedacouncil.org or the RNC Facebook page.

NOTE FROM THE CHAIR

Cary Iaccino

As the work year wraps up and the Holiday Season begins, I would like to take the opportunity to wish you all Happy Holidays on behalf of the Reseda Neighborhood Council. It has been an extraordinary year in community volunteerism by the RNC Board and I am proud to be a part of it.

The commitment from the individuals on our Board, our Committee Chairs, those populating our Committees, and you who help at the variety of events throughout Reseda, has enabled us to set an impossibly high bar to match in 2012.

We have been fortunate to partner with a variety of persons and organizations, Councilman Zine and his staff, local non-profits, other NCs, various religious organizations, the West Valley LAPD, the Community Redevelopment Agency and more. The list of accomplishments that we have been able to build upon together is truly a testament to the hard work and dedication of all involved.

For 2012 I don't look forward to all the work required to top 2011, but I look forward to the results when we do. I thank you all for allowing me the opportunity to work for you and with you this year, it is humbling being allowed to lead your charge.

	Inside
Emergency, Disaster & Community Safety	5
Youth Corner	2
Community Announcements	3
Senior Corner	5
RNC Committees	4
Recognizing Reseda Businesses	4

AMEX CHOOSES RESEDA AS SITE FOR SHOP SMALL SATURDAY PRESS CONFERENCE

A breakout national phenomenon took center stage right in the middle of the Reseda central business district in front of the iconic Reseda Theater over this past Thanksgiving holiday weekend. On Saturday November 26, in partnership with the Reseda Neighborhood Council and ShopLA, American Express staged a

HOLIDAY DECORATIONS

Once again the Downtown Reseda area on Sherman Way and Reseda Blvd. sparkle each evening with the holiday decorations that liven up our central business district.

Thanks to the generous contributions of our local businesses and individuals, the Reseda Neighborhood Council was once again able to arrange to have them installed for this holiday season.

Thank you to Revitalize Reseda for assisting in fundraising last year, the rollover from last year's efforts helped immensely this year.

And thank you Councilman Zine for continuing to support our efforts to beautify Reseda during the Holiday Season, the continued assistance with the City's Departments is crucial in keeping this program going.

We are currently fundraising to pay for this year's removal costs and storage for use next year. If you would like to help with a donation, please contact Brandon Balderas at bbalderas@resedacouncil.org or Garth Carlson at gcarlson@resedacouncil.org.



national press conference to mark the second annual, and vastly growing, Shop Small Saturday, a counterpoint to Black Friday with an emphasis on driving sales to small businesses across the country.

Several Reseda business owners joined RNC

(Continued on page 3)



HOLIDAY EVENTS

FEEDING THE NEEDY

Hundreds of needy individuals, families and their children will be blessed with fixings for a complete Christmas dinner and presents for the kids on Saturday, December 17th at the Manna from Heaven annual Christmas Give-away. All of this is done through volunteer efforts and contributions and it is a pleasure to help those in need. If you would like to contribute non-perishable food items or to give a

monetary gift toward Christmas baskets, or if you know someone who would benefit by receiving a Christmas meal, please call the Valley Vineyard Christian Fellowship at 818-776-9696. Meals are provided only by reservation.

AMERICAN LEGION CHRISTMAS PARTY

The American Legion Post 308 will hold its Annual Christmas Party on Sunday, December

18, starting at 6:30 PM.

Veterans, Post members and NJROTC will be attending along with a visit from Santa.

Music of all kinds will be there for your entertainment. A donation of \$12.50 per person is appreciated. Your support is needed for the Post to continue with their programs.

YOUTH CORNER

RESEDA STUDENTS PLEDGE TO BE ANTI-BULLYING HEROES

In recognition of an ongoing issue as kids grow up in a challenging environment, LAPD West Valley area teamed up with the LAUSD and the RNC to encourage kids to Stand UP and Speak OUT against bullying and cyber bullying.

A community meeting was held Tuesday November 15 at Reseda High School Auditorium. Hundreds of students and their parents joined with local law enforcement, Reseda Neighborhood Council members, several community leaders and Special Guest speaker Andre Bi-

taken with Santa and join in the reindeer games. Be ready for fun, games and crafts during the YMCA Winter Wonderland Free community event.

This event will be held on Saturday December 16th from 6:00 PM to 8:00 PM at the West Valley YMCA, 18810 Vanowen St.

RESEDA HIGH LEADS TEST SCORES

Reseda High School was once known as "the best kept secret in the valley," but this is no longer the case. Thanks to a hard-working staff, dedicated students, and a novel, block bell schedule, Reseda High School has seen a rise in their Annual Performance Index (API) of approximately 133 points over the last five years. This year Reseda High School ranked first in their API, passing Cleveland, Taft, Chatsworth, Van Nuys, Canoga, Monroe, Panorama, and Kennedy High School. On top of having Ninth and Tenth Grade Academies, there is an Arts and Education Academy, Technology and Health Academy, Award-winning Science Magnet, Law and Public Service Magnet, and Award-winning Police Academy Magnet. For the Reseda Regents, it's all about rigor, relevance, and relationships...kudos to Reseda High!

The team ended this season with an 8-2 record and 6-0 in league for the second year in a row. They went undefeated in league play successfully defending their league championship, which hasn't been done in over 20 years. They have also scored more than 50 points in several games this year.

This year, Reseda was ranked number 15 for the playoff divisions, 4113 for the 2011 national rank, and 334 for the 2011 state rank.

A challenge for the team was having only 29 players on the roster, a dozen fewer than last year. This was remedied by more effort and hard work to cover more ground and positions.

"The hardest obstacle we had to overcome, I'd say having a very young receiving core and very little depth in our back field. We had to work hard because most guys went both ways as far as playing offense, defense, and even special teams," said Tony Montes, senior wide receiver and defensive back.

Varsity coach Alonso Arreola has constantly stuck with the team day and night through thick and thin. He's pushed his team of 29 players to their peak of performance; making every day practices feel like a fully loaded game. Their hard dedicated work has definitely paid off. Way-to-go Reseda Regents!

VALLEY VINEYARD CHRISTMAS PLAY

The Valley Vineyard Christian Fellowship will be presenting its annual children's Christmas play on Thursday and Saturday, December 8th and 10th at 7:00 PM. What a great way to celebrate. Admission is free but it is asked that guests bring non-perishable food items or unwrapped toys for kids. The church is located at 6642 Reseda Blvd., Reseda, CA. Parking and entrance are in the back.



rotte Jr., a United States Attorney to learn the importance of confronting the ongoing challenge of bullying and cyber bullying among kids in schools. Led by event organizer and LAPD advocate, Monica Harmon, the students participated in a pledge in which they agreed to be leaders and insist on being the heroes that end this ongoing problem.

Thanks also to LAPD Commission Alan Skobin, LAPD Valley Bureau Commander Jorge Villegas and West Valley Captain Egan and his Senior Lead Officers for joining and participating in this event.

WINTER WONDERLAND

Santa is making a special trip to the YMCA this winter and he wants to have milk and cookies with you! Play in the snow, get your photo

RESEDA HIGH FOOTBALL COMPLETES SUCCESSFUL SEASON

By Alexi Chidbachian

The Reseda High School Regents football team has had tremendous success the last couple of years. They had a high bard this year, following last years 10-0 regular season.



COMMUNITY ANNOUNCEMENTS

(Continued from page 1)

Chairman, Cary Iaccino, and ShopLA representative Kristi Blicharski behind the podium to celebrate the nationwide initiative, bringing focus to the specific local efforts in announcing the official launch of the ShopRESEDA discount card.

The ShopRESEDA card, developed by the RNC Economic Development Committee, is a spin-off of the already successful ongoing "Spend \$25 on the 25th in Reseda" program. Led by Committee Chair Noelle Guzman, they have been hard at work promoting local business, staging local events, and making Reseda businesses one of the major focuses of what



the Reseda Neighborhood Council is about.

All of this effort has led to dozens of merchants around the community now offering discounts to cardholders all month long, and the list of participants is growing every day and being posted at www.ShopResedaCity.com. Cards can be obtained, in limited supply, at the participating local businesses as listed on page 4 with additional businesses being added daily at the website.

Immediately following the press conference, several local businesses showcased their offerings in a vendor fair at Sherman Way and Darby, where \$25 AMEX gift cards were raffled off along with prizes donated by the generous Reseda based merchants.

ShopRESEDA UPDATE

More than 75 business establishments have been offering discounts as part of the Spend \$25 on the 25th or the month Program. They cover most aspects of the goods and services that we shop for during each month. With the Introduction of the SHOPReseda Card, some these are offering their discounts every day of the month. At press time, 24 businesses

have committed to offering you the discount anytime, if you have a SHOP Reseda Card. Several more are considering what they can offer on an ongoing basis. We will continue to reach out to the business community to build this list to help with your holiday shopping.

To get your card, simply stop by a participating establishment. You can then show the card to get your discount right here in Reseda.



On page 4 is the current list of businesses, but updated lists will be available from our websites, <http://www.resedacouncil.org> & www.shopresedacity.com Facebook Page, via weekly email and at our Reseda Neighborhood Council Meetings. Get yours today and SHOPRESEDA

WELCOME NEW BUSINESSES

Each month, we welcome new businesses to our Reseda business community. It is important to them, as well as our community that they succeed. They provide more jobs, and their sales add to the tax base that helps pay for the maintenance of our infrastructure.

Be sure to say hello and welcome the following businesses to our community:

7-11
19648 Sherman Way

Be Mi Cleaning Services
7324 Reseda Blvd.#318
818-462-1141

Eyecon Optometry
7217 Reseda Blvd.
818-345-2010

Party City
19389 Victory Blvd.
818-343-0177

Q Fashion
19345 Victory Blvd.
818-996-9289

Rainbow Motors
6726 Reseda Blvd.
818-996-6234

Tam's Pet Food & Supply
19305 Vanowen St.
818-343-6873



COMMUNITY ANNOUNCEMENTS

Visit one of these Participating Reseda Businesses to get your ShopRESEDA Discount Card! Save at these locations Every Day of the Month!

Carniceria Corona Market
10% off when you spend \$25 or more
18326 Sherman Way
818-345-7029
Grocery, Meat Market, Restaurant, & Catering

Continental Art Supplies
10% off all items, 20-40% off select paint & brushes
7041 Reseda Blvd.
818-345-1044
Art Supplies

Aura's Xquisit Food, Juices, & Coffee
Daily Specials
18401 Sherman Way
818-757-1400
Restaurant, Juice & Coffee Bar

Green Financial Services
25% off Notary service, Free 25 min consultation
18305 Sherman Way #18
818-921-4774
Financial Services for small businesses

Valley Green Market
5% off purchase
7640 Tampa Ave
818-881-1151
Grocery

Bombay Motor Sports
13% off parts & accessories
18345 Sherman Way
818-342-8585
Power Sport Products

Reseda Mobil & Deli - 4 regular deli sandwiches & 4 fountain drinks for \$25, buy a \$100 gift card, get a \$10 card free
18506 Saticoy St 818-881-8085
Gas Station, Deli, Mini Mart

Instant Passport
25% off passport or immigration photos
7324 Reseda Blvd.
818-996-6296
Passport Services

LA's Auto Insurance
Free Gift Card for new customers
19315-L Saticoy St.
818-775-0003
Insurance Services

Admiral Carpet Cleaning
25% discount on area rug cleaning 7030 Darby Ave
818-705-7777 Rug Sales, Cleaning, Repairs, Restoration, & Appraisals

Vargas Insurance
Free Gift Card for new customers
7242 1/2 Reseda Blvd.
818-996-2628
Insurance Services

Carpet Savers
10% off services
7324 Reseda Blvd #146
818-342-8700
Carpet Cleaning

A2Z Wireless - 25% off all accessories, free Bluetooth on activation or upgrade on 2 yr contract (not applicable on prepaid)
19377 Victory Blvd.
818-881-2200
Mobile Phone Products & Services

Aqua Vitae Water
20% off bottles, water not included
18300 Vanowen St. #6
818-705-6373
Water & Water Accessories

Standing Bear Trading Post
10% off any purchase, not valid on sale merchandise, finished goods, or consignment goods
7624 Tampa Ave
818-342-9120
Arts & Crafts Products & Supplies

Athenian Grill - Dinner for 4 for \$25. Choose from daily specials
7042 Reseda Blvd.
818-345-8445
Restaurant

Sherman Way Fabric & Rug
10-20% off discount select items
18452 Sherman Way
818-344-1343
Home Furnishings

Milan Gallery
10% off bathroom vanities, 10-30% off area rugs
18439 Sherman Way
818-344-0704
Home Furnishings

Discount Pottery
20% off
7313 Reseda Blvd.
818-345-1832
Pottery

FabKutz Barber Shop
40% off
7325 Reseda Blvd
818-514-6610
Barber Shop

Persepolis Pizza & Subs
10% off
6900 Reseda Blvd
818-758-6916
Restaurant

Juliet Hair Design
10% off
6900 Reseda Blvd #F
818-344-2400
Beauty Salon

International Healthcare Products - 10% off
18625 Sherman Way #106
818-705-2200
Health & Medical Products

Trader's Loan & Jewelry
Up to 50% off select jewelry
18505 Sherman Way
818-345-8696
Pawn Shop

Learn more at www.shopresedacity.com or www.facebook.com/shopreseda



COMMUNITY ANNOUNCEMENTS

REVITALIZE RESEDA PLANS BUSINESS CHAMBER MIXER/HOLIDAY TOY DRIVE

Please join Revitalize Reseda, the Woodland Hills-Tarzana Chamber of Commerce and American Legion Post #308 on Tuesday, De-

ember 13 from 5:30 PM to 7:30 PM at 7338 Canby Ave., in Reseda. Bring a new unwrapped toy and get 50% off your first year's membership in the Chamber of Commerce. See what the Chamber has to offer your business. Proceeds from the toy drive will go to the families of military personnel stationed overseas. For more information please contact Revitalize

Reseda at 818-832-2280 or revitalizereseda@aol.com.

Light refreshments will be served.

SENIOR CORNER

HOLIDAY VARIETY SHOW

The ONEGeneration Senior Center proudly presents their Annual Holiday Variety Show on Friday, December 9th at 1:30 PM. Join in the fun as the ONEGeneration Seniors entertain you with dancing, singing, jokes and performances that will bring back fond memories.

Suggested donation for the show is \$1.00. If you would like to enjoy lunch before hand they begin serving at 11:45, so come early. Suggested donation for lunch is \$2.00. In addition raffle tickets are \$1.00 or six for \$5.00. Refreshments will be served after the show

WEST VALLEY SENIOR SYMPOSIUM

As more and more of us reach the "Senior Citi-

zen" age, especially the "Boomers" we ignore the symptoms that tell us that we are getting older and do not realize the abundant resources that are available to us and possibly our parents.

The West Valley Senior Symposium is a day of learning about those resources for seniors, caretakers and soon to be seniors. During the program, there will be information about how to deal with the challenges that accompany the aging process, such as mental and physical fitness, financial and social wellness, and how to deal with those that prey on the elderly. Mixed in will be fun & games, FREE food, raffle prizes and more.

Watch for the announcement for registration and make your plans to attend. The date of this event is Saturday, May 12, 2012.

If your business specializes in services for sen-

iors, and you wish to participate in this program please contact

Garth Carlson at gcarlson@resedacouncil.org

SENIOR MOVIES

Friday afternoon is Senior Movie Day each week. However, in December because of the holidays and other events, only 2 Senior Movies will be shown at the ONEGeneration Senior Center, 18255 Victory Blvd., this month.

12/16 "Larry Crowne" with Tom Hanks & Julia Roberts, (2011) (99 min)

12/30 "Crazy, Stupid Love" with Steve Carell & Ryan Gosling, (2011) (120 min)

EMERGENCY DISASTER & COMMUNITY SAFETY

HOLIDAY POTLUCK

The Reseda Neighborhood Watch will hold its annual Potluck Holiday Party on December 8, 2011 in the Anne Kinzle Community Room of the West Valley Police Station, 19020 Vanowen St. It is held in place of the monthly Neighborhood Watch Meeting that is held on the 2nd Thursday of the month. Bring your favorite food and a neighbor. Meet the Reseda Senior Lead Officers Royal Barber and Isela Parra and your Reseda neighbors.

PREPARING OUR L.A.P.D. OFFICERS FOR A DISASTER

In an effort to purchase emergency backpacks for every L.A.P.D. Officer and car assigned to the West Valley Community Police Station, Revitalize Reseda recently spearheaded a fund-

raising campaign in the Reseda community. With the generous support of community members and neighborhood watch groups, Revitalize Reseda was able to purchase 45 backpacks for our officers. It's no secret that we will "be on our own" for the first 72 hours after a disaster waiting for emergency person-

nel to arrive.

For anyone wanting to participate with a tax deductible donation please contact Revitalize Reseda at 818-832-2280 or revitalizereseda@aol.com. L.A.P.D. is still in need of purchasing additional backpacks!

RNC BOARD MEMBERS:

Cary Iaccino	Chair	Armineh Chelebian	Board Member
DJ Frank	Vice-Chair	Michael Cohen	Board Member
Maury Pineda	Secretary	Noelle Guzman	Board Member
Lee Smith	Treasurer	Timothy Mulholland	Board Member
Phil Merlin	Parliamentarian	Adna (Nani) Shaked	Board Member
Juan Guzman	Sergeant Arms	Kevin Taylor	Board Member
Vahan Chaparyan	Board Member	Hank Truxillo	Board Member
Brandon Balderas	Board Member	To contact Board Members, visit the RNC website at: www.resedacouncil.org or email us at: RNC@resedacouncil.org .	



CONTACTS, MEETING LOCATIONS, EVENT CALENDAR

Reseda NC email	RNC@RESEDACOUNCIL.ORG
Reseda NC Mail Address	7324 Reseda Blvd. #118 Reseda, CA. 91335
Reseda NC Voicemail	818-832-7540
* Office & Meeting Location	18341 Sherman Way #102
** American Legion Hall Meeting Location	7338 Canby Ave
Economic Development Committee	nguzman@resedacouncil.org
Emergency Disaster and Community Safety Committee	tmluholland@resedacouncil.org
Finance Committee	lsmith@resedacouncil.org
Graffiti Committee	RNC@resedacouncil.org
Liaison Committee	RNC@resedacouncil.org
Outreach/Public Relations Committee	ashaked@resedacouncil.org
Planning and Zoning Committee	djfrank@resedacouncil.org
Senior Advocacy Committee	pmerlin@resedacouncil.org
Transportation Committee	achelebian@resedacouncil.org
Youth Advocacy Committee	jguzman@resedacouncil.org

RECOGNIZING RESEDA BUSINESSES

The following businesses are celebrating anniversaries in our community during August:

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

- 1959 Kolbe Honda 7514 Reseda Blvd.**
- 1996 Ralph's Grocery 18300 Vanowen St.**
- 1999 Dragon Express 6900H Reseda Blvd.**
- 2004 ADPS 18337 Arminta St.**
- 2005 Awesome Thai 18505 Victory Blvd**
- 2009 Ready Lighting Showroom 7111 Lindley Ave.**
- 2010 G & I Fabrics & Custom Drapes 7447 Reseda Blvd.**

December 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
4	5 7:00 PM Reseda NC General Meeting	6	7 3:00 PM Senior Advocacy/WVSS *	8 7:00 PM Reseda NW Potluck	9 1:30 PM ONEGeneration Holiday Variety	10
11	12	13 10:30 AM Reseda Women's Club	14 7:00 PM CPAB 7:00 PM Emergency and Disaster 7:30 PM Graffiti	15 7:00 PM 1038 NW	16 1:30 PM Free Senior Movie	17
18	19 6:00 PM Finance, 7:00 PM General Meeting **	20 Hanakkah Begins	21	22	23 No Senior Movie	24
25 Christmas Day	26 First Day of Kwanzaa	27	28	29	30 1:30 PM Free Senior Movie	31

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

For events address and full details use the Reseda NC online calendar at www.Resedacouncil.org