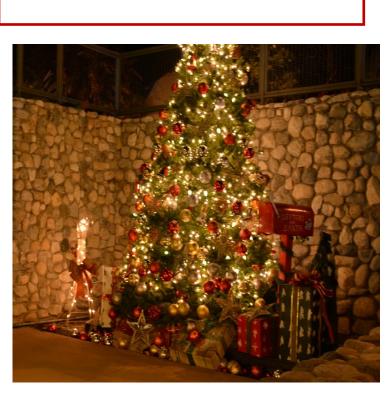


DECEMBER 2020 www.CRESCENTAVALLEYCHAMBER.ORG ESTABLISHED 1925

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INSIDE

American Legion/VFW Veteran's Day Groundbreaking
CV Chamber/Mary Pinola Educational Grants
(Recognizing Mary Pinola)
Drive-By with Santa
La Crescenta Library
Merry & Bright Holiday Fun
New Chamber Board of Directors
New Members
Recognition Banquet
Remembrance Motorcade 9/11
Toys for Tots
Welcome CHP Captain
Welcome to La Crescenta Sign







Watch for the map in the CV Weekly December 17th edition.



CRESCENTA VALLEY CHAMBER OF COMMERCE 2020

BOARD OF DIRECTORS EXECUTIVE BOARD

President - Michael Riley Riley & Associates Advertising 818 521 6406

Vice-President - Mike Baldwin American Legion Post 288 818 248 4957

Secretary - Robin Goldsworthy Publisher, CV Weekly Newspaper 818 248 2740

Treasurer - Craig Fisher

Craig's Electric 818 249 9989

Past President - Aram Ordubegian

Attorney- Arent Fox LLP 213 629 7410

Honorary Mayor - James D Speas Crescenta Cañada Pet Hospital 818 248 3963



Crescenta Valley Chamber of Commerce

Board Meetings

1st Wednesday of each month 7:30am CV Chamber Office

After Hours Business Mixer

2nd Wed. or Thurs. of the month 6:00-8:00pm Various locations / dates may change

Legislative Representation Meetings

Bi monthly -11:00am Virtual / Zoom

Website

www.crescentavalleychamber.org

Hosted by Caspian Services, Inc. Leonard Ghazarian 818 957 4488 leonard@caspianservices.net

Chamber Directory

Riley & Associates Advertising Mike Riley 818 521 6406 mriley@sprintmail.com

2020 DIRECTORS

Romina Aladadyan

Wells Fargo 818 330 1856

Ken Biermann

Retired Principal CVHS 818 248 4957

Reverend Beverly Craig

Center for Spiritual Living 818 249 1045

Leonard Ghazarian

Caspian Services, Inc. 818 957 4488

Keith Hobbs

CEO USC Verdugo Hills Hospital 818 790 7100

Vince Iuculano

COO YMCA of the Foothills 818 790 0123

Dr. Cynthia Livingston

Retired Principal Rosemont School 818 248 4957

Matt Morelli

Bonner's Party Rentals 818 951 9117

Steve Pierce

Business Owner 818 248 4957

Julia Rabago

818 248 4957

Molly Shelton

| JPL

818 248 4957

VOLUNTEERS Dick Clubb Julie Dowse







CRESCENTA VALLEY CHAMBER OF COMMERCE

3131 Foothill Boulevard, Suite D La Crescenta, CA 91214 Phone: (818) 248-4957 / Fax: (818) 248-9625 Website: www.CrescentaValleyChamber.org E-mail: info@CrescentaValleyChamber.org

"Our Business is Your Business"

HOURS

Please call for current hours

Monday-Friday 10:00am--2:00pm Executive Director, Steve Pierce info@crescentavalleychamber.org

Website

www.crescentavalleychamber.org

Chamber Newsletter

Jean Maluccio

SUBMIT YOUR INFORMATION TO newsletter@crescentavalleychamber.org

California Highway Patrol-Altadena Captain Derek Moulton

non- emergency 626 296 8100 Car Phone Emer-888 424 7211

Crescenta Valley Sheriff's Captain Todd Deeds

non emergency 818 248 3464 Station Updates www.crescentavalley.lasd.org

Glendale Police Dept Chief Carl Povilaitis

non emergency 818 548 4840 Emergency 911

Crescenta Valley Water District Gen. Mgr. Nemesciano Ochoa 818 248 3925

Frank Colcord 818 790 4036

Montrose Search & Rescue www.montrosesar.org

Public Works eNotify System www.dpw.lacounty.gov

Glendale Water & Power Alerts glendalewaterandpower @COGWaterPower

Glendale City News

www.myglendalecitynews.org

Crime Stoppers

www.lacrimestoppers.com

"2020" WELCOME NEW MEMBERS

Alissa's Ocean View Bar and Grill Alissa Hwang 3826 Ocean View Blvd. Montrose CA 91020 818 248-2722 DineOVBG@yahoo.com

ACE Hardware of La Crescenta Lawrence Stuart 3100 Foothill Blvd. La Crescenta CA 91214 818 658 5092 wlake151@westlakehardware.com

American SofTub Co Todd Thornbury 2520 Foothill Blvd. La Crescenta, CA 91214 818 957 8827

<u>Americansoftub.com</u> <u>spaboyonline@gmail.com</u>

Bebacue Sauce Company Bruce Beba 10508 Mcbroom Drive Sunland CA 91040 818 256 4733 brucebeba@bebacue.com

Brilliant Financial Strategies, LLC
Clode Moradi, CFP
315 Arden Ave. Suite 20
Glendale CA 91203
818 408 7117
clode@brilliantfp.com
www.Brilliantfinancialplanning.com

Tony DiGiovanni Entertainment 818 424 6828

Tonyondrums4u@hotmail.com

Foothill Retirement Home 6720 Saint Estaban Street Tujunga CA 91042 818 353 3350

jina.maleksarkissians@foothillretirement.us

I HOP Martha Guadarrama 6520 Foothill Blvd Tujunga CA 91042 818 353 0460 ihoptujunga@yahoo.com

Panos Productions Photography
Katherine Katsenis
9453 Crystal Drive
Tujunga CA 91042
310 569 1395
Katie@panosproductions.net
www.panosproductions.net

Pasadena Humane SPCA
Dia DuVernet
361 S Raymond Ave.
Pasadena CA 91105
626 792 7151
hello@pasadenahumane.org
www.pasadenahumane.org



Quilt 'n' Things Fiber Arts Lana Norton 3704 1/2 Foothill Blvd. La Crescenta CA 91214 818 957 2287 gntfiberarts@gmail.com

RestoKleen USA, Inc.
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3600 Foothill Blvd.
La Crescenta/Glendale CA 91214
818 649 1320
www.restokleen.com
inquiry@restokleen.com

T& M Construction Erick Morstad 3309 Encinal Ave. La Crescenta CA 91214 818 797 4469 tandmerick@gmail.com

Unitarian Universalist
Church of the Verdugo Hills
Marty Barrett
4451 Dunsmore Ave.
La Crescenta, CA 91214
818 248 3954
www.uuverdugo.org

SUPPORT CHAMBER MEMBERS

The Crescenta Valley Chamber has added four respected and active community members to our current Board. The new Directors are Donna Libra, Jean Maluccio, Mike Padula and Dwight Sityar.

Officially each will start January, 2021 but those who know them recognize they have never ceased being active in our community. Congratulations to Donna, Jean, Mike and Dwight.

Steve Pierce, Executive Director

WELCOME: CHP CAPTAIN DEREK MOULTON



Captain Derek Moulton graduated from the California Highway Patrol (CHP) Academy in 1997. He is the older of two siblings and was born in Springfield, Massachusetts. Captain Moulton lived in western Massachusetts prior to moving to California at the age of eleven and graduating from Monroe High School in Northridge, California. He became interested in a career in law enforcement at a young age and is the first member of his family to enter the profession.

After graduating from the CHP Academy in 1997 as an officer, Captain Moulton was assigned to the Central Los Angeles Area CHP office. He first worked as a general road enforcement officer, then received specialized training and served as a commercial enforcement officer in the Southern Division Commercial Enforcement Unit prior to promoting to Sergeant in 2006. As a Sergeant he was assigned to the West Valley Area CHP office, where he became a riding motorcycle supervisor in 2011. He promoted to Lieutenant in 2016 and was assigned to the East Los Angeles Area CHP office and ultimately transferred to the Ventura Area CHP office. On June 1, 2020, he was promoted to the rank of Captain and became commander of the Altadena Area CHP office.

Captain Moulton is committed to providing indispensable service to the communities served by the Altadena Area. He strives to build partnerships with community stakeholders while ensuring our Department maintains the trust and confidence of all those we serve.



It's back. An exact replica of our Chamber's iconic "Welcome to La Crescenta...the Balcony of Southern California " sign at the north/east corner of Briggs Ave. and Foothill Blvd. was installed and dedicated during November. The former sign was damaged by extreme winds earlier this year.



Thank you to all that helped make the 2020 Remembrance Motorcade possible. Thanks to all who watched as they came by.

La Crescenta Woman's Club Blessing the Holidays with a SANTA Drive Through December 12th





Music, photos, presents, and Santa's Mail box.









VETERANS DAY 2020



A small Ground Breaking Ceremony was held at Verdugo Hills Memorial Hall, Wednesday, November 11th to commemorate the completion of the Fund Raising and the beginning of the repairs to the parking area and ramp to the Hall.

Attending the Ceremony were members of the Legion and VFW Posts, representatives of the CV Chamber of Commerce, the Architects and the Contractor.















Verdugo Hills Memorial Hall was built in 1925 by the Veterans of American Legion Post 288 and it became a social center in the Crescenta Valley. It was located on Fairway and Rosemont until the flood of New Year's Day 1934 knocked it off its foundation. The building was relocated and rebuilt on its present site on La Crescenta Ave. and Manhattan. The 95-year old building is widely used today by veterans and youth groups in the Crescenta Valley. The Cub Scouts and Boy Scouts of America use the Hall and the parking lot for their annual Scouting For Food event.





MAN OF THE YEAR - KEITH HOBBS

Headline news . . . "Local Boy Makes Good". What an apt description for our Man of the Year, **Keith Hobbs**, CEO USC Verdugo Hills Hospital. Raised in La Crescenta and a Crescenta Valley High School graduate who also occupies a Chamber Board of Directors seat alongside his former CVHS Principal (Ken Biermann), Ken Hobbs has been instrumental with the dramatic change of culture at USC VHH. As stated by Armand Dorian, the hospital's Associate Chief Medical Officer, with Keith's arrival "almost every Department is on a massive trajectory of improvement". This includes

higher staff salaries, state of the art robot equipment, and a new Neonatal Intensive Care Unit as examples of the improvements at the hospital.

It didn't take long for Keith to have an impact. The hospital's current reputation for high quality care, personal attention, and a dramatic improvement in its Emergency Room wait time, is due to his leadership and the respect he's earned from those who work with him.

Today USC Verdugo Hills Hospital offers a variety of free online programs from Stroke Prevention to Senior Care. The hospital supports and/or participates in most community activities and it's not unusual to find Keith's hands "dipping" into his own pockets to help sponsor and support them.

Our Man of the Year, Keith Hobbs!





A Glendale Unified School District Board Member since 2015, **Jennifer Freemon**, is also an educator and parent who believes students learn best when teachers, parents, and community members work with the same sense of priorities. Jennifer's skills at communication enables students to succeed even when faced with challenges like those faced during the 2020 school year.

Jennifer taught History at Toll Middle School then took over the Hoover High School Aquatics program. Jennifer and husband Allen started their family and for the next few years her life centered on full time mother-

hood.

In 2013 Jennifer returned to work as Coordinator of Children and Family Ministries at Glendale First United Methodist Church enjoying the challenge of connecting families at the Church. In 2015 she was inspired to run for a position on the GUSD School Board and succeeded in getting elected to a Board seat. As a Board Member she has effectively managed facility upgrades, textbook improvements in Spanish, Math, and English, and is committed to making sure children have everything they need to succeed in public schools.

ORGANIZATION OF THE YEAR—GUSD

2020 . . . what a year it's been! What started as a normal, quiet school year quickly changed due to the COVID-19 pandemic and the necessary State wide restrictions imposed on our schools, students, and families.

All school activities, including sports, academic, clubs and organizations, music, and off campus instruction came to a sudden halt. Schools, instructors/teachers, and administrators were left scrambling to develop a new way for students to learn . . . quickly.

Superintendent Vivian Ekchian, District Staff, and the GUSD Board quickly developed and implemented a "stay at home" online teaching and learning program for both students and teachers. Laptop computers were distributed for students and families with needs and the new norm for instructors/teachers was teaching students from an empty virtual classroom.

The Glendale Unified School District and its personnel are to be commended for the outstanding service provided to District families and students despite the difficult situation.

WOMAN OF THE YEAR - MARIANNE JENNINGS



We are honored to recognize her for her many accomplishments as a family woman and a person who has contributed greatly to many community organizations.

Marianne Jennings serves as President of the La Crescenta Woman's Club and The La Canada Flintridge Orthopedic Guild. She is Vice President of the San Gabriel Valley Alumnae Affiliate Group and Parliamentarian of the San Gabriel Valley District Woman's Clubs, whose outreach is extensive and whose motto is "Unity in Diversity".

Marianne served as a Girl Scout leader for 28 years and although she retired in January 2020, she maintains her membership. As a member of P.E.O. (Promoting Educational Opportunities for Women), she is able to advance her goal of opening more doors for women. Make no mistake, Marianne shines in other areas as well! A lover of music, she is a member of The Verdugo Hills Women's Chorus and most importantly she has been a homemaker for 57 years, a mother of four adult children, Grandmother to 10 and Great Grandmother of four!

"Giving from the Heart" is Marianne's personal motto, it is evident that she indeed lives up to that motto. Thank you, Marianne!

VOLUNTEER OF THE YEAR - MICHAEL BALDWIN

Mike Baldwin is a Vietnam combat veteran having served with the United States Army during the Vietnam conflict. He is a life member of the Veterans of Foreign Wars Post 1614 and the American Legion Post 288 serving as Adjutant for both groups. He also serves as Manager/Secretary for each American Legion Hall activity including youth programs and those for Veterans and their families.

Mike was instrumental in the fundraising and reconstruction of the Two Strike Park War Memorial Wall and the remodeling of the American Legion Hall. He is currently involved with the ADA construction improvements to the Legion parking lot with expected completion in early January, 2021.

He is a member of the Glendale Veterans Board and currently serves as Vice President of the Crescenta Valley Chamber of Commerce. Mike also serves as Chair of the Tri-Chamber Legislative Committee.

Whenever there is a job to be performed or a need for a helping hand, Mike is the person we contact. He is always willing to volunteer his time at the Chamber office, assist with the organizing of Chamber Mixers, participate and help organize the Chamber's annual 9-11 Motorcade, and contribute hours of volunteer service as a member of the CV Fireworks Association Committee.

Mike Baldwin never says "no" when asked to help. He is truly deserving of our Chamber's Volunteer of the Year Award.

MESSAGE FROM THE PRESIDENT MICHAEL RILEY

A virtual greeting to all,

What an incredible and challenging year 2020 has been. Covid-19 has had a major impact on our lives, our businesses and to some extent our happiness. But there is still reason to celebrate.

Each year the Chamber selects individuals, businesses, and organizations to honor as those who help to make our community a wonderful place to live, work and raise our families.

A special congratulatory salute to all of this year's awardees for a job well done. You should be proud!

MESSAGE FROM THE HONORARY MAYOR JAMES (JD) SPEAS

Today we can celebrate that fact with the recognition of some individuals and groups that make our Crescenta Valley that much more special. I congratulate all of our recipients this year and add a big Thank You for all you've done for our community. Let us all be inspired by these individuals and groups to contribute however we can to the betterment of our businesses, beautification projects and overall quality of life in the years ahead. Be safe and healthy, grateful and caring in the years ahead.

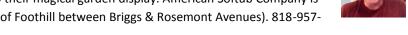
BEAUTIFICATION AWARD - AMERICAN SOFTUB COMPANY



American Softub Company, located on Foothill Boulevard in La Crescenta, is locally owned by Todd and Stephanie Thornbury. Since 2003 the grounds surrounding the front and back of the business have been meticulously planted and maintained by Todd to the same degree as his former home which was featured on the Prom Plus tour.

While sitting in their front yard swing, watching the butterflies and listening to the sound of water meandering over native rocks, one has the sensation they are in a land far away yet it is located just 35 feet off busy Foothill Boulevard. Flowers and plants, meticulously placed and groomed by the Thornburys, abound throughout the yard while unique decorations and natural wood features are plentiful and add to this remarkable landscape display.

Todd and Stephanie would welcome your visit to their magical garden display. American Softub Company is located at 2520-B Foothill Boulevard (south side of Foothill between Briggs & Rosemont Avenues). 818-957-8827



BUSINESS OF THE YEAR - ACE HARDWARE OF LA CRESCENTA

Ace Hardware began as a small chain of stores in 1924, and has grown to include more than 4,700 stores in all 50 states and more than 70 countries worldwide. Most Ace Hardware stores are independently owned.



Ace Hardware of La Crescenta opened up on February 14th, 2020. The Grand Opening celebration

included free ice cream, face painting and balloon twisting for kids and several drawings.

Fortunately for us, Ace Hardware is an essential store and has been able to remain opening for the community. We thank them and their employees for their support then and now.

We were also fortunate to have Manager Lawrence Stuart, formerly with OSH, back with us.

No one expected this year to bring what it did, a challenging time to open, and to remain so, but we thank



Their moto - Our sole purpose is simple – we exist to help others and we are committed to supporting our community in this time of need.



The 2020 Recognition Awards were held Virtually on Thursday, December 3rd, something new for us. While not perfect, there were so many that needed to be thanked this year.

CALIFORNIA HIGHWAY PATROL -OFFICER JEREMY KELLER





Officer Jeremy Keller has been a member of the California Highway Patrol for over six years. He is very proud of having successfully completed the very challenging CHP Motorcycle Academy and becoming a certified CHP motorcycle officer in 2018. On most weekdays you are likely to find

him patrolling interstate 210 (Foothill Freeway) and serving the communities adja-

cent to the freeway, which includes the Crescenta Valley.

He enjoys personal contact with community members. Whether it is comforting people involved in traffic collisions or getting assistance to someone having car trouble, he is always happy to be of service.

Officer Keller is a member of the community.



CRESCENTA VALLEY SHERIFF'S - MONTROSE SEARCH & RESCUE





The **Montrose Search and Rescue Team** is made up of dedicated volunteers that respond to calls 24 hours a day, 7 days a week, 365 days a year. Whether the call be for a lost or injured hiker, skier, or rock climber, the Montrose Search and Rescue Team is always ready to respond. Some of the team's operations include: extrication and evacuation of victims from a car which has gone over-the-side of a mountain road; recovery and evacuation of fallen rock climbers; search for lost hikers or skiers; evacuation of

injured hikers, climbers and hunters; location of downed aircraft; rescues from mines, tunnels or underground utility vaults; urban disasters including collapsed buildings and rescues from damaged structures; swift water rescues during times of flooding; and body recoveries.

Of special note is the Team's valiant response on September 6, 2020, during the "Bobcat Fire." This particular day happened to be one of the hottest on record in Los Angeles County, where temperatures reached over 120 degrees in some parts of the County. The Montrose Search and Rescue Team responded to a total of seven missions on that day, as well as two vehicle roll-overs. Due to rapid growth of the fire, the team also assisted with evacuations of areas along Angeles Crest Highway that



GLENDALE POLICE DEPARTMENT - OFFICER ANTHONY CHACON





Officer Anthony Chacon is a Motor Officer with the Glendale Police Department and has been assigned to his unit for over 15 years.

Along with his normal duties, he puts in extra time working with and helping kids.

He volunteers as a guest speaker at assemblies and is quite often a guest speaker on various topics such as Halloween safety, keeping safe during possible intruder attack, and go-

ing to college.

He also enjoys being part of "Shop with a Cop" which is a special program that selects a few of the most needy students at school and assigns them to an officer at Christmas. Officer Chacon has been a police officer since 2003.



The Board of Advisors of the MARY PINOLA/CRESCENTA VALLEY CHAMBER EDUCATION FUND

awarded a total of \$28,500 on November 19th

to outstanding community education programs and projects during the 2020 grant cycle.

ASSISTANCE LEAGUE OF GLENDALE - \$1,000

Grant will support the "Authors & Illustrators" program at Dunsmore Elementary School. Four authors will each ZOOM with 4 classes, so the children can interact with the author/illustrator and ask them questions. Normally authors and illustrators spend the day at the designated school, meeting with students and talking about the books they have written. Because of COVID, this program will have to be presented via ZOOM. The Assistance League also provides a set of each author/illustrator's autographed books for the school library and some funds for the school to use to purchase additional books for the library. Thus, the books become a permanent part of the collection used by future students and faculty.

CRESCENTA VALLEY HIGH SCHOOL INSTRUMENTAL MUSIC PROGRAM - \$4,000

Grant will provide funds to create weekly mentoring sessions for the students of Strings, Symphony, Wind Ensemble and Jazz classes. Utilizing mentors from the surrounding community, student musicians will have the opportunity to work in small groups. Additionally, the grant will support purchase of Four ZOOM accounts and twenty recording microphones with tripod stands. The ZOOM platform will provide unlimited time for students to login and work together as well as record their sessions for future review. The microphones will enable students to record pieces of music for assignments and performances.

DUNSMORE ELEMENTARY SCHOOL FOUNDATION - \$4,000

Grant will support music instruction in early elementary grades by helping underwrite a portion of the music instructor's salary, the costs of video editing and production, and rental of some orchestra instruments for upper grade students. Many students are experiencing financial hardships due to COVID-19. Studies show that music education contributes to academic success in math, reading, cognitive ability, critical thinking and verbal skills.

FOUNDATION FOR LIVING BEAUTY - \$2,500

Grant will underwrite expenses of providing approximately 25 virtual seminars and workshops designed to educate, uplift and empower women with cancer. Programs have specific topics to aid women in the healing process. Topics include nutrition, immune-boosting remedies, detoxing a home, financial wellness, i.e., developing skills and knowledge which can be applied in daily living. The workshops are presented free of charge.

GLENDALE COMMUNITY COLLEGE ADAPTED PHYSICAL EDUCATION PROGRAM - \$3,000

Grant will support the development of an innovative series of mindfulness meditation educational media to be embedded into all Adapted Physical Education classes at Glendale College and available on a continuous basis to all students enrolled in Adapted Physical Education at the college. Mindful mediation has been shown to improve mental, physical and social health, and overall well-being. During the COVID-19 virus shutdown, all students have suffered, but students with disabilities have suffered disproportionately due to stay-at-home measures that have reduced access to support. This program will provide an additional resource which can be used during as well as outside of class time.

LA CANADA UNIFIED SCHOOL DISTRICT - \$5,000

Grant will support purchase of ukuleles so that every fifth grade student will have his/her own stringed instrument. With the lessons they have received since Kindergarten about rhythm, musical notes and reading music, they will be at the ideal developmental stage to learn the ukulele. This grant will support the district's vision for the music program including striving to help students learn to love music, read music and explore different ways of creating and making music.

2020 GRANTS CONTINUED

SAINT JAMES - HOLY REDEEMER SCHOOL - \$4,000

Grant will support part of the funding needed to create and implement a Healthy-Living Teaching Position and Program. Prior to Covid-19, children throughout the U.S. were already facing childhood obesity and diabetes from unhealthy lifestyles. The pandemic has caused children to face major life-stressing events, increased screen time, and less physical activity. A part-time teacher will focus on providing virtual classes designed to help students apply current scientific findings regarding healthy living in their lives. It will offer lessons and activities that focus on mindfulness, nutrition, physical activity and building stronger community connections. Now, more than ever, our children need programs that are designed to help them navigate a world that seems more dangerous and offers fewer opportunities for intentional healthy living.

USC VERDUGO HILLS HOSPITAL - \$5,000

Grant will be used to assist printing and framing of original artwork for the Healing Arts for Patients Project. Studies have shown that simply viewing artwork that reflects positive images of nature or familiar scenery supports the Healing Arts Program goals of: 1) decreased stress and anxiety; 2) distraction from pain and hospitalization; 3) promotion of a sense of comfort and connection. The program provides patients with a take-home, framed print of choice from the Healing Arts Archive that is displayed at bedside throughout their hospital stay. Patients will also have access to the Healing Arts Stories iPad to enjoy the story of their artwork. Additionally, patients will have an educational flyer outlining adaptive ways to utilize the arts for wellness after discharge.



SMART-A-THON



The yearly Smart-A-Thon (where most of the grant money is raised from) was cancelled this year. Funding was still made possible, giving us the opportunity even during COVID to recognize and support the programs of the Crescenta Valley. Along with the funds a very large TUBA made its way to Crescenta Valley High School Instrumental Music.

As always, special thanks go to Mary Pinola who spearheaded the creation of the Educational Fund in 1990.

Funding managed by the Community Foundation of the Verdugos.

2019

Bonner's Party Rentals

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Wishing you a Happy and Healthy New Year!

