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Encino Neighborhood Council
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ENCINO ENTERPRISE

Volume 5, Issue 99 | A Compendious Source of Information | July 4, 2024

NEWS IN BRIEF

Sepulveda Basin to Be Venue for Select 2028 Olympic Sports

In the updated venue plan for the 2028 Olympics to be held in Los Angles, LA28 reaffirmed its commitment to the San Fernando Valley, which was not included in either the 1932 or 1984 Games. The Sepulveda Basin Recreation Area in the Valley will host the high-energy Olympic competitions for BMX Freestyle and BMX Racing along with Skateboarding Park and Street. The precision sport of Archery will also be in Sepulveda Basin Recreation Area for both the Olympic and Paralympic Games.

Fireworks to Light Up West Valley on July 4

Valley Cultural Foundation will produce the 22nd Annual Councilmember Bob Blumenfield's July 4th Extravaganza presented by L.A. County Supervisor Lindsay Horvath. Each year, tens of thousands of community members across the city of Los Angeles attend this event to celebrate our country's independence. Event parking opens at 3 pm. There will be 14 food trucks, 30 different vendors, and plenty of fun things for the whole family to do. Prepare yourself for an electrifying live concert featuring the incredible music of Angela O'Neill and The Outrageous8 at 7 pm! The evening kicks off at 6:15 pm with the dynamic sounds of The Paul Litteral Band. Fireworks will go off at 9 pm and will last for 20 minutes. For more information, including parking and street closures, visit valleycultural.org.

The Power of Community: Street Cleanup Nets 200 Bags of Trash in Two Hours

The 5th All Street Litter Cleanup, this time on Reseda Blvd., attracted more than 120 volunteers that in a two-hour event, collected 200+ bags of litter from Rinaldi in the north to Ventura Blvd in the south.

There were three stations for equipment (if needed), bags, section assignment and souvenir t-shirt pick up - one at Northridge Park, one at Hope Bank and one at Reseda Park.

The event was organized by Volunteers Cleaning Communities, a grassroots nonprofit headed by Jill Mather. VCC is focused on helping make the world around us a better, cleaner, environmentally friendly, litter-free place.

With the help of community volunteers, they organize cleaning events to clean local streets of litter and through the Adopt A Highway Program they clean a 3 1/2 mile section of the 118 Freeway from the on and off ramp of Tampa to the on and off ramp of Balboa on both the north and south sides.

They clean illegal dumping sites, abandoned homeless encampments, an adopted section of the LA River (between Owensmouth and Winnetka), Sepulveda Basin (Haskell Creek) and various train tracks.

Mather thanked the sponsors who help make the event possible - Councilman John Lee, Chatsworth Kiwanis, Georgia and Steve Altmayer, Senior Resources, Inc., Colleen King Insurance Agency, M Media, CHEER, Cavaretta's and North Valley Regional Chamber of Commerce. To learn more about Volunteers Cleaning Communities and upcoming events visit volunteerscleaningcommunities.com.

More than 120 volunteers from various community organizations cleaned Reseda Blvd. from north to south.

Volunteers of all ages showed up to help, including these from CHEER, a Valley parent and student nonprofit that provides free and affordable educational resources and community service oportunities.

Volunteers Cleaning Communities founder Jill Mather.

Volunteer t-shirts stated the goal of the morning - "Zero Litter!"

Photos: Mark Hovater

CALENDAR

There are better ways to get acquainted.

As a local business, you're always looking to meet new contacts and find ways to grow your business. The Sherman Oaks/Encino Chamber of Commerce offers easy, fun and useful ways to make new connections and find new resources. Got a problem? Need some help?

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Concert and movie lineup subject to change.

Community Calendar

* The Los Angeles Zoo is heading to the Encino Tarzana Library on Thursday, July 11, at 12:30 pm. The L.A. Zoo's Library Outreach Program will teach attendees all about pollinators. The program features storytime sessions about pollinators, pollinator-themed crafts and biofact exploration.

* Join the Tarzana Community and Cultural Center for a unique evening of storytelling and music presented by songwriter/musician/poet Kevin Caldwell on Friday, July 12, at 7 pm. *The Locket on a Silver Chain* is a poetic musical novella – a folk opera of sorts – that tells the story of how a locket on a silver chain connects the three separate lives of a lost boy, a reclusive old man, and a homeless man. It will also feature performances by Jennifer Arismendy, J.S. Mahlon, James Meder and Morph. Tickets are just $8 and can be purchased through mytarzana.org or at the door.

* The Encino Neighborhood Council will be holding their Outreach Committee meeting on Wednesday, July 10, at 7 pm. Find out what the committee has planned for local events, community meetups and more. For more info, see encinonc.org.

* The United Chambers of Commerce will hold their Government Affairs Committee meeting on Monday, July 15, at 12 pm via Zoom. It is made up of members from local Chambers who want to have a stronger voice in state and local issues. Plus, you'll hear updates from elected officials' representatives on business related issues. Register at shermanoaksencino.chambermaster.com/eventregistration/register/10356.

* ONEgeneration, in partnership, with the American Red Cross, will hold a blood drive on Tuesday, July 9, from 10 am to 4 pm. The drive will take place at 17400 Victory Blvd. To register, visit redcrossblood.org and use sponsor code "onegeneration."

* The Sherman Oaks Encino Chamber of Commerce will hold their "Lunch Break Live" on Thursday, July 11, from 11:30 am to 1:30 pm at the Sherman Oaks Galleria Community Room. The cost is $30 for members and $45 for non-members if you register before July 10. Meet your new LAPD Van Nuys Captain Chris Zine who will share information about what is going on in the area and hear from Nathan Hochman, Candidate for District Attorney, who will answer your questions in time for the November election. To RSVP, visit shermanoaksencinochamber.org.

* Bark Dogs will be at the Encino Tarzana Libray on Tuesday, July 9, at 4 pm. Reading out loud helps kids become better readers and children of any age are invited to come and read with the Bark Dogs.

* Save the date for the next Encino Neighborhood Council's general board meeting on Wednesday, July 24, from 7 to 9 pm. Meet the new ENC President and hear about upcoming community events. See more info at encinonc.org.

* The Sherman Oaks Encino Chamber of Commerce will be hosting "Coffee & Croissants" on Wednesday, July 17, from 9:30 to 11:30 am. Stop by for a few minutes or stay for the full time of conversing, coffee and connections. The cost is free for members and $5 for non-members ($10 at door) before July 16. RSVP at shermanoaksencinochamber.org.

* Join the West Valley Regional Library for their mystery book club on Wednesday, July 10, from 10:30 am to noon. The book being discussed will be *One Shot Harry* by Gary Phillips. This event is in-person and via Zoom so those wishing for the link are asked to email wvally@lapl.org with "Mystery Book Club" in the subject line.

COMMUNITY

People in the News

Senator Henry Stern recently held an awards ceremony to recognize multiple recepients of the "Woman of the Year" award. Each celebrant was recognized for their extraordinary service and selfless generiosity in giving back to the community they live and work in. Of the 18 awardees, four have close connections to the Encino community.

Diana Weynand (above left) is the chair and founder of the Climate Reality Project's San Fernando Valley Chapter. Among her accolades, she recently led an 80-organization coalition for nature-based solutions in the Sepulveda Basin. Weynand's focus is on environmental stewardship.

Pastor April Belt (below left) is the Director of New Friends Homeless Shelter that provides their services at St Nicholas Episcopal Church in Encino. New Friends provides meals three days a week for unhoused community members, and will soon offer shelter, hygiene, rehabilitation and vocational training.

Kathleen Sterling (above right) is publisher of *Valley News Group*, consisting of five community papers throughout the Valley. Sterling actively supports non-profits, donating ad space and editorial content to promote local events and community happenings.

Jenna Hauss (below right) is the CEO of

ONEgeneration and has spent the past 15 years working with older adults, dedicated to enhancing community-based services and promoting healthy aging through intergenerational connections.

English Channel

By Rodger Sterling

English Channel offers the best of the late editor Rodger Sterling's columns that ran continuously in the local papers since 1968.

* What do you call friends that you love to go out and eat with? Taste buds!

* Isn't this the hilarious truth...HBO login password must contain at least seven characters, one number, one capital, an emoji, your college roommate's favorite number and a hieroglyph. Your ATM password...any four numbers is fine.

* Gloria Feerst asks, "What's the difference between an over-zealous Jewish mother and a pit bull? After a while the pit bull lets go."

* How can a slim chance and a fat chance be the same, while a wise man and a wise guy are opposite? You have to marvel at the unique lunacy of a language in which your house can burn up as it burns down and you fill in a form by filling it "out."

* Here's another thought: If teachers taught, why don't preachers praught? Or how is it that people play at a recital, but recite a play? Why do we have noses that run and feet that smell?

* Avis Holt tells this one. Seems a blond was hired for the Tickle Me Elmo production line. Shortly after she was hired she was fired. Reason: She was sewing two little marbles onto each doll and slowing down the production line. When the boss heard her explanation he told her, "No, I said two test tickles!"

* Why don't you hear any Fourth of July knock-knock jokes? Because freedom rings!

* Someone who shall go unnamed says they don't recognize the Fourth of July as an offical holiday because Reese's Peanut Butter Cups doesn't even have a special shape for it! Ha!

LOCAL NEWS

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Valley Vantage, Warner Center News, Las Virgenes Enterprise and Encino Enterprise are published weekly by Kathleen Sterling. Offices are located at 22025 Ventura Blvd. #303, Woodland Hills CA 91364. Phone 818.313.9545 / Fax 818.302.1417. Email valleynewsgroup@gmail.com. Website: www.valleynewsgroup.com. Opinions expressed in articles are those belonging to the article's author and do not necessarily reflect the view of the Publisher or its advertisers. Submissions are welcome and must include name, address and phone. All submissions become the property of the Publisher. Valley Vantage is a legally adjudicated newspaper of general circulation serving the County of Los Angeles by Superior Court Degree No. SFC 858.

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San Fernando Valley Audubon Speaks on Fires at Sepulveda Basin

by Kathyrn Barton

On June 24, a brush fire started at an illegal encampment in the Sepulveda Basin, resulting in an explosion injuring 11 of our LAFD firefighters, one critically. Initial news reports indicated the presence of multiple explosive devices, including an apparent hand grenade, all within yards of the Hjelte Sports Center playing fields.

Fires associated with the encampments are a nearly daily occurrence,

The San Fernando Valley Audubon Society (SFVAS) sponsors environmental education programming involving thousands of LAUSD children in the Basin each year, as well as birdwatching and habitat restoration throughout the undeveloped areas of the Sepulveda Basin, Hansen Dam, and foothills. Illegal encampments are all-too common in these areas, and our volunteers and programming participants have experienced occasional frightening and aggressive behavior from encampment occupants.

Additionally, fires associated with the encampments are a nearly daily occurrence, and included the 2020 fire which destroyed virtually the entire wildlife area and caused one death. Because these areas are not monitored by authorities, it is quite easy for dangerous materials, such as propane tanks and even explosives, to be stored in the encampments, as was the case in Monday's incident.

We at SFVAS are outraged and have been for some time over this nightmarish situation which endangers everyone in the community. Allowing a handful of people to live and accumulate property, some of it obviously dangerous, in public parks and other fire-prone spaces is unconscionable. We have received feedback from many members of the public who are also outraged and fear for their safety when using the parks. As users of these areas and concerned citizens, there is an urgent need to revise protocols for addressing these encampments in these sensitive areas. A zero-tolerance policy is overdue, with provision for rapid relocation of individuals. As we enter what is sure to be a severe fire season where resources will be stretched thin, we call on our elected officials to address this with the urgency the situation deserves.

Kathyrn Barton is President of the San Fernando Valley Audubon Society.

Op-Ed from the ENC President: A Vision for Our Community

By Josh Sautter

As I step into the role of President of the Encino Neighborhood Council, I am filled with pride and gratitude. This is my first term as president and my second year on the council.

My family and I are deeply rooted in Encino, having bought a house in Encino Village two years ago. We have a vibrant two-year-old son, Nathan, and a four-month-old English Mastiff puppy, Gus. We cherish our life here in Encino and are committed to making it even better for all residents. This is why I joined the neighborhood council—to improve our community, enhance our parks, and ensure a brighter future for all.

I want to extend my heartfelt thanks to Alex, Victoria, Pat, and Henry for their incredible dedication to Encino. Your contributions have set a high standard, and I am honored to follow in your footsteps.

Over the past year, my passion for our community has grown stronger. We have achieved significant milestones, including the creation of our newsletter, *The Oak Tree Flyer*. As chair of the Outreach Committee, I have enjoyed attending events such as the One Generation Senior Symposium and the Spring Egg Hunt. These activities have reinforced my commitment to making the Encino Neighborhood Council a central hub of information and support.

One of my main goals as president is to make our council more responsive to the needs of our residents. Too often, issues like broken streetlights or potholes leave people unsure of where to turn. We can do more to ensure every individual and family in Encino feels heard and supported. I have spoken with all the board members, and we are all dedicated to being community connectors, making life easier for everyone in our neighborhoods.

Our progress has been impressive, but I believe we can achieve even more. We've successfully launched a newsletter reaching hundreds, if not thousands, and are organizing events like the upcoming movie night on August 10th. I envision more events that bring joy and engagement to our community.

Safety is another priority. We must address the brush clearing in the Sepulveda Basin and throughout Encino. Collaboration with our council districts and the Mayor's office is crucial to identify problem areas and take action. The issue of homeless encampments in the Sepulveda Basin, highlighted by recent incidents, requires urgent attention. We need to hold our leaders accountable to ensure action is taken.

Exciting times lie ahead for Encino, especially with the upcoming Olympics and the Sepulveda Basin Vision Plan. We must advocate for our community and keep everyone informed about these opportunities.

One of my main goals as president is to make our council more responsive to the needs of our residents.

Lastly, I want to see the Encino Neighborhood Council grow and become more inclusive. More in-person meetings will foster connections and engagement. People like LeeVante Haywood, our new ENC secretary, highlight the importance of these gatherings. LeeVante's pride in being part of the ENC inspires me to create more opportunities for involvement.

I am committed to bringing hard work, leadership, optimism, enthusiasm, and vision to our community. Together, we can make Encino an even better place to live. Please do not hesitate to reach out to me.

As the new President of the Encino Neighborhood Council, my primary mission is to listen to you. During my campaign for the council last year, my wife came up with the slogan, "Josh Listens." If your wife says you listen, it must be true! But on a serious note, I am genuinely here to listen and inform. Your voices matter to me, and I encourage you to reach out.

Thank you for your trust and support. Let's make Encino the best it can be.

Josh Sautter is President of the Encino Neighborhood Council. To see upcoming Encino Neighborhood Council events, initiatives and past issues of The Oak Tree Flyer, visit encinonc.org.

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Branding vs. Marketing: Understanding Their Distinct Roles

By Miri Rossitto

Ah, branding and marketing. It's funny how often these terms are used interchangeably when discussing business and advertising. But make no mistake, they represent distinct concepts and play different roles in the growth and success of a company. If your goal is to build a strong market presence and foster long-term customer loyalty, then understanding the difference between the two is crucial.

When you think branding, think identity. It is about defining who you are as a business and how you want to be perceived by your target audience. Developing elements such as a name, logo, tagline, design, and overall image to distinguish your company from competitors is the name of the game.

Some key aspects of branding include:

Identity and Values: It answers the question, "Who are we?" and defines the core values and mission of the company.

Consistency: Strong brands maintain a consistent image and message across all platforms and interactions. Visual elements like color schemes, fonts, and logos are the focus. The tone and voice used in communication also fall into this bucket.

Emotional Connection: What perceptions and feelings does your brand evoke? Effective and successful branding creates an emotional connection with customers, fostering loyalty.

Long-term strategy: Branding plays the long game. It's about building recognition and reputation over time, rather than immediate sales.

Look at Apple, Nike, and Coca-Cola. These iconic brands are globally recognized and evoke certain perceptions around the world. Apple is known for its sleek design, innovation, and premium quality. Nike is associated with athletic excellence, motivation, and high-performance gear while Coca-Cola evokes happiness, togetherness, and classic refreshment. That's all because of their branding strategies.

On the other hand, marketing is the verb to branding's noun. It is all about the activities and strategies used to promote a service or product and drive sales. It includes tactics like advertising, public relations, social media, content marketing, SEO, and more. Where branding establishes your business, marketing communicates the value of your product or service to the target audience, convincing them to make that purchase.

Key aspects of marketing include:

Tactics and Campaigns: Marketing involves specific actions and campaigns designed to reach potential customers and persuade them to buy. It often includes online ads, email newsletters, social media posts, and promotional events.

Branding sets the foundation for marketing efforts.

Customer Engagement: Marketing strategies focus on engaging with customers, understanding their needs, and providing solutions. It's about the direct interaction between the brand and the customer.

Analytics and ROI: Marketing is often driven by data and metrics. Marketers analyze performance indicators like click-through rates, conversion rates, and return on investment (ROI) to measure the effectiveness of their campaigns.

Short-term Goals: While marketing can contribute to long-term success, it often involves short-term goals aimed at boosting sales, launching new products, or increasing brand awareness in a specific timeframe.

While branding and marketing are different, they are interrelated and work best when aligned. Branding sets the foundation for marketing efforts. A well-defined brand provides a clear and consistent message that marketing campaigns can amplify. Conversely, effective marketing can strengthen a brand's presence and reinforce its identity.

Branding and marketing work together through consistency, reinforcement, and feedback loops. Marketing campaigns that align with the brand's identity ensure a consistent message, helping to build trust and recognition. Brand values and stories can be reinforced with marketing activities that make the brand more memorable and relatable. Marketing provides valuable feedback on how the brand is perceived, allowing for adjustments and improvements in branding strategies.

To wrap it up, branding and marketing are distinct but complementary processes. Branding is about creating a unique identity and emotional connection with your audience, while marketing promotes that identity and drives sales through various tactics and campaigns. By investing in both strong branding and effective marketing, companies can create a powerful presence in the market and achieve long-term growth.

Miri Rossito is CEO of Cowe Communications. Follow them on all social @CoweOfficial.

"SCAD" Becoming More Prevalent in Young Women

While heart attacks are not typically associated with young individuals, "SCAD" is becoming more prevalent in the medical field and accounts for 1 to 4 percent of acute heart problems in young women.

"SCAD" stands for spontaneous coronary artery dissection and happens when one of the arteries pumping blood to the heart tears and blocks the artery. Oftentimes, "SCAD" is usually misdiagnosed and underreported. While medical experts are still trying to determine the cause of this artery problem, studies have shown that 40 percent of heart attacks in women under 50 years of age can be attributed to "SCAD."

"SCAD" stands for spontaneous coronary artery dissection and happens when one of the arteries pumping blood to the heart tears and blocks the artery.

Since heart attacks in young women are relatively rare, many cases of "SCAD" are never officially diagnosed or properly managed. The first case of what doctors now assume was "SCAD" was recorded in 1930 and thanks to patients strongly advocating for themselves in this day and age, doctors are becoming more familiar with the symptoms to look out for.

Due to its prevalence in women, experts agree that hormonal factors play a strong role, as well as genetic and environmental. But perhaps the biggest factor is having an underlying weakness of the arteries, such as fibromuscular dysplasia, in which cells in arteries become less flexible than they should be.

Stents can be used to help treat the issue, but while they have a 96 percent success rate after a normal heart attack, the success rate is only 66 percent for "SCAD" patients since the stent can possibly worsen the aortic tear.

Since the "s" in "SCAD" does stand for spontaneous, there's no way to treat the attack before it happens, but to undertake preventative measures in the hopes that it won't happen. Similar to all issues of the heart, one should manage stress, have a balanced diet, exercise regularly and most importantly, advocate for yourself if you feel something regarding your health is not as it should be.

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"Quiet Vacationing" Mixes Business with Pleasure

American culture is seemingly notorious for not taking full advantage of paid time off or vacation days. To get around this issue, the younger generations have adopted the trend of "quiet vacationing."

Similar to "quiet quitting," or the idea of low-key rebelling against the "rise and grind" mentality, "quiet vacationing" blurs the line between working and taking time off. In studies, around 37% of Millenial workers have admitted to participating in the culture of "quiet vacationing."

This term reflects the idea of employees taking a vacation or signing off early from work without telling their bosses since they are still able to complete their work. It's taking your own PTO, without using up your official PTO.

It's no surprise that a rise in "quiet vacationing" has been correlated to a rise in remote working and hybrid office settings. As long as you can still successfully do the work that is expected of you, the belief is why not be in a vacation setting?

"Quiet vacationing" has become the most popular in younger employees since they are more likely to have major life events (i.e friend's weddings, bachelor parties, etc.) thanks to the age range they fall in. They have also entered the workforce when the typical 9 to 5 setting is no longer the norm and expectations to always be on call are stressed.

While the term has become popular on social media, especially with the Gen Z group, health advocates are pointing to the more serious issue behind it.

Mental health professionals point out that while "quiet vacationing" is popular, it points to a deeper issue of employees feeling they can't be honest about their much-needed breaks without fearing repercussion from their bosses. While studies have shown that taking complete time off from work makes for a more productive employee, many are unwilling to completely unplug because they fear either losing their job or missing out on opportunities at work because they put themselves first.

On the opposite side of this, however, is the fear employers have of their employees working in undisclosed settings. One of the biggest factors is the threat of security and working on potentially classified items while in a very public setting. The other issue is the hypothetical of an employee requesting workers' compensation after sustaining an injury on a non-approved PTO vacation. Some even fear the idea of a work emergency coming up and being restricted by different time zones or foreign locations, where the matter can't be dealt with in a timely fashion.

While "quiet vacationing" seemingly combines the best of both worlds, while stretching your PTO, it can cause more stress than actual relaxation for an employee. Rather, don't feel like you must be a "work martyr" and don't let that PTO sit unused!

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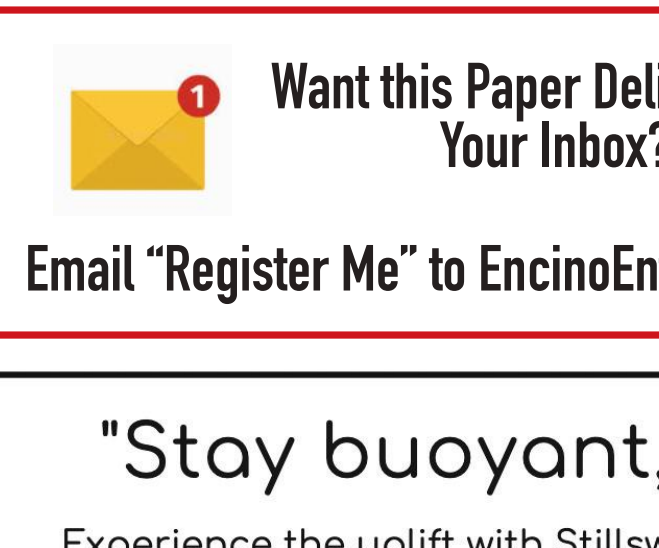

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New CA Law Requires Bars to Offer Drug-Testing Strips

A new law, Assembly Bill 1013, recently took effect that requires all California bars and clubs to offer drug-testing devices. This law is aimed to protect patrons from drinks that have been potentially spiked with date rape drugs.

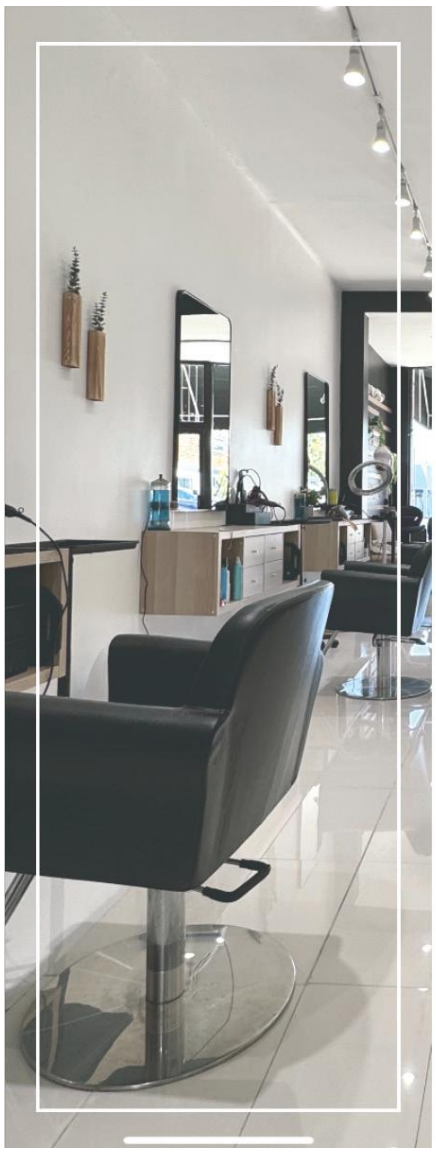
Any establishment with a Type 48 license (which allows it to sell alcoholic beverages) must offer testing devices at a price "not to exceed a reasonable amount based on the wholesale cost," the Department of Alcoholic Beverage Control said. It is also up to the specific establishment if they will charge customers at all if they request one of these drug-testing devices.

The law also requires these specific venues to hang signs that state: "Don't get roofied! Drink spiking drug test kits available here. Ask a staff member for details."

While the establishments are required to have the testing devices, they can come in either test strips, straws or stickers that can accurately detect the presence of flunitrazepam (or Rohypnol), ketamine and gamma hydroxybutyric acid (known colloquially as GHB).

All of these substances are considered date rape drugs. Each of these drugs cause the consumer to feel detached from their body, in a state of sedative-hypnosis, drowsiness, confusion and memory impairment.

Alcoholic establishments that do not adhere to this new law can face actions that could affect their licenses and ability to continue selling alcohol. While no one wants to have to use these strips, having them on hand could prevent dangerous situations. Assembly Bill 1013 officially took effect on July 1 of this year.



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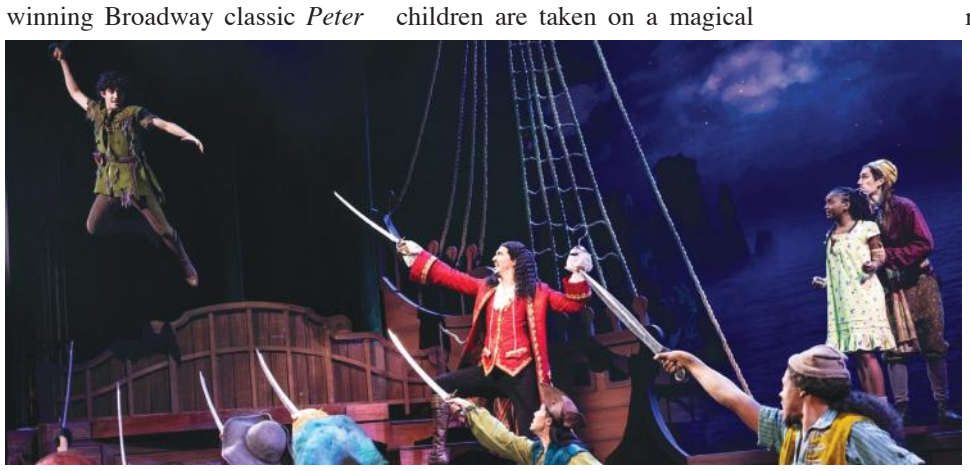
ENTERTAINMENT

Peter Pan Flys into Pantages July 9

Broadway in Hollywood and NETworks Presentations have announced that the all-new production of the Tony Award-winning Broadway classic *Peter Pan* will make its Los Angeles Premiere at the Hollywood Pantages Theatre for a limited three-week engagement, from July 9 to 28.



Based on Sir James M. Barrie's classic tale and originally directed, choreographed and adapted by Broadway legend Jerome Robbins, the adventure begins when Peter Pan and his mischievous fairy sidekick, Tinker Bell, visit the nursery of the Darling children late one night. With a sprinkle of pixie dust and a few happy thoughts, the children are taken on a magical journey they will never forget. This extraordinary musical full of excitement and adventure features iconic and timeless songs including "I'm Flying," "I Gotta Crow," "I Won't Grow Up" and "Neverland".

Peter Pan embraces the child in us all so go on a journey from the second star to the right and straight on 'til morning - your entire family will be Hooked!

Sixteen-year-old Nolan Almeida will play the iconic role of Peter Pan. An Orange County, California native, Nolan was most recently seen as 'Crutchie' in *Newsies* at 5-Star Theatricals and was featured in *Christmas on Repeat* on Hulu. Joining him will be Cody Garcia as Captain Hook who most recently starred as Willy Wonka in the national tour of *Charlie and the Chocolate Factory* and as Buddy in *Elf*; Emerson College graduate Hawa Kamara as Wendy and acclaimed recording artist Raye Zaragoza as Tiger Lily.

Tickets are now available for purchase at BroadwayInHollywood.com or Ticketmaster.com and also in person at the Hollywood Pantages Theatre box office.

Hershey Felder Presents Rachmaninoff and the Tsar

Felder and Silvestri

HFP LIVE presents the world premiere of pianist/actor/playwright/producer Hershey Felder and Jonathan Silvestri in *Rachmaninoff And The Tsar*, a new musical play, for a strictly limited engagement, at The Eli and Edythe Broad Stage in Santa Monica, from August 7 to 25.

While Felder has performed in concert on the Eli and Edythe Broad Stage in Santa Monica, this production will mark his first full theatrical play in one of Los Angeles' most acoustically magnificent and intimate theatres.

Having safely left Russia during the 1917 revolution, legendary pianist-composer Sergei Rachmaninoff made his home in the United States. In 1942, at the age of 68, he received American citizenship and bought a home in Beverly Hills, but his soul never left Russia. Six months thereafter, a terminal illness brought forth the memory of an encounter with Russia's last Tsar, Nicholas II, and the Tsar's daughter, the Grand Duchess Anastasia. This memory would haunt him until the end.

Featuring Rachmaninoff's most beautiful music including the Second Piano Concerto, the Paganini Variations, Preludes, and Symphonic Selections, *Rachmaninoff And The Tsar*, will have Felder in the role of Sergei Rachmaninoff, and for the first time, Felder will play opposite another artist, British-Italian Jonathan Silvestri (HBO hit series *Borgia*) in the role of Tsar Nicholas II.

This exploration of Sergei Rachmaninoff's itinerant but extraordinary life illuminates the master's sense of home and family and how those elements influenced his art. Featuring his world famous C# minor Prelude to his second piano concerto, his symphonies and his Paganini Variations, Rachmaninoff did leave Russia, but Russia stayed with him until the very end, influencing every aspect of his life. This world premiere promises to be another mystical, musical journey in the Hershey Felder style that audiences have come to know and love.

Since the 1998 premiere of his internationally lauded play with music *George Gershwin Alone*, Hershey Felder has appeared on over one thousand performances on Los Angeles area stages that include The Wallis in Beverly Hills, Geffen Playhouse in Westwood, Pasadena Playhouse and The Tiffany Theatre on Sunset, where his music-composer series was born.

World premieres in Los Angeles include George Gershwin Alone, Beethoven, Maestro Bernstein, Hershey Felder as Irving Berlin, as well as of Our Great Tchaikovsky, A Paris Love Story - Debussy, and more. Film world premieres at the Saban Theatre in Beverly Hills include several of his award-winning films: *Musical Tales in the Venetian Jewish Ghetto, The Assembly, Noble Genius Chopin & Liszt*, and more.

Jonathan Silvestri (Tsar Nicholas II) is known for his roles in the international television HBO hit series *Borgia* as Cardinal Fonsalida; his recent film *Dakota* as a US Marine with Tim Rozon, the television series *The Young Pope, Dangerous Lies, Devils, Fangs*, and more. He is a regular on Italian TV, in particular RAI's *Impazienti* in a starring role with Max Tortora and Enrico Bertolino. Silvestri recently appeared as Eugene Delacroix in Hershey Felder's feature film *Noble Genius-Chopin & Liszt* and the feature film *Hey Joe*, with James Franco.

Tickets and information are available now at RachAndTheTsar.com or by calling the box office, open daily from 12 to 5 pm at (213) 544-0477. Box office telephone hours on show days are 12 to 8 pm.

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REAL ESTATE

Sepulveda Basin Vision Plan Finalized

The final Sepulveda Basin Vision Plan is now complete and available for community members to review the details of the projected construction of the space.

The Sepulveda Basin Vision Plan, led by the Bureau of Engineering, was created to transform the 2,000-acre Sepulveda Basin into a climate-resilient park that balances recreational, natural, and cultural spaces. Developed through the input of thousands of community members, this is the first comprehensive plan by the City of LA for the basin. Initially built as part of the LA River flood management system, the basin now also serves as crucial open space and habitat. BOE, in partnership with the Santa Monica Mountains Conservancy (SMMC), the Mountains Recreation and Conservation Authority (MRCA) and many other elected officials, tribal leaders, community groups and stakeholders, began developing the Vision Plan with a focus on natural systems, habitat, recreation, cultural programming, climate resiliency, and flood risk reduction. The plan emphasizes multi-benefit projects to help ensure a sustainable and inclusive future for the basin. See the full plan at https://apps.engineering.lacity.gov/sites/g/files/wph726/f/JUN2024-SBVP-VisionPlan_Compressed.pdf

New Bus Shelter Program Kicks Off in Tarzana

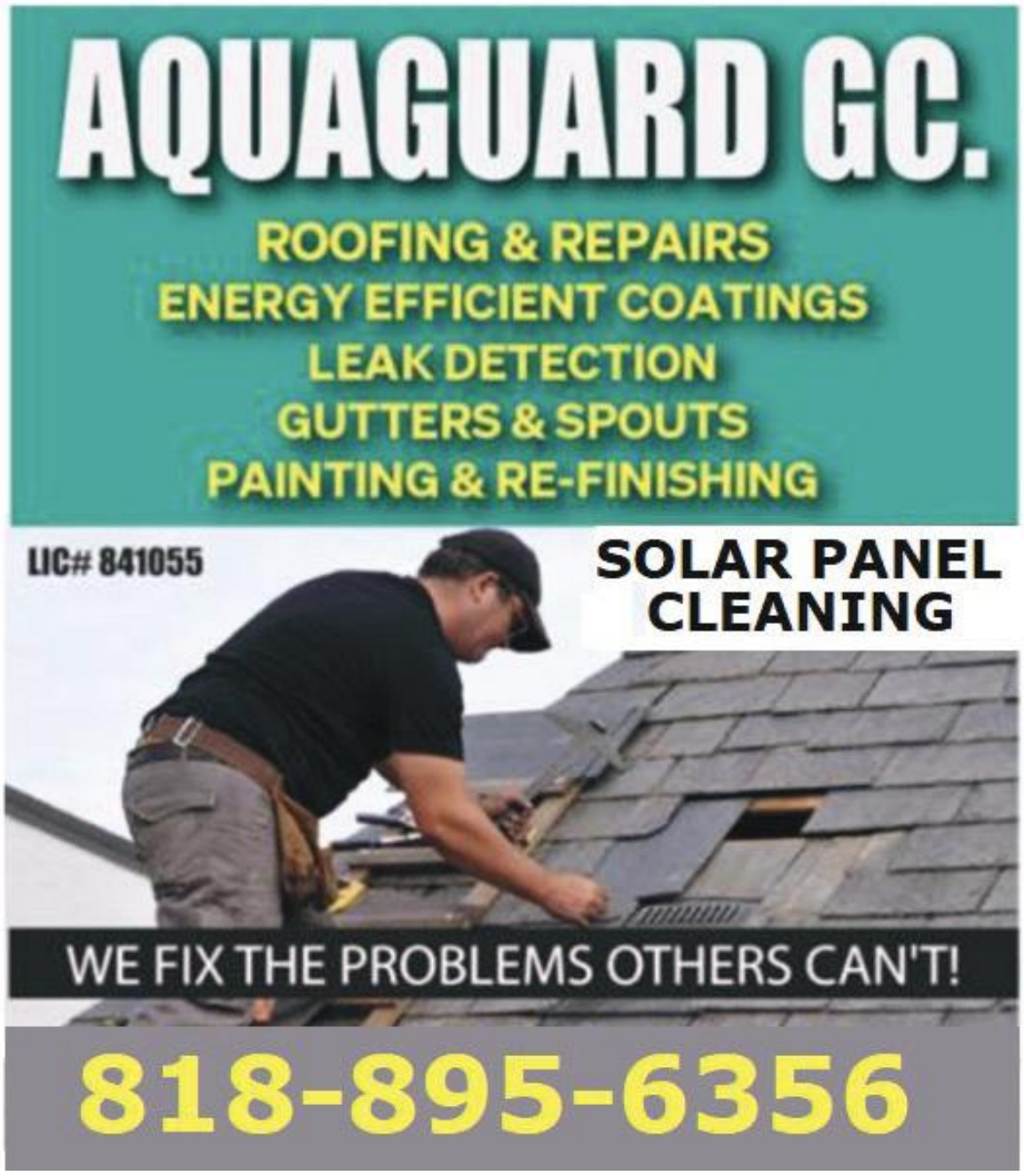
City of Los Angeles officials, along with Los Angeles County Metropolitan Transportation Authority (Metro), community, and program partners, recently convened at a newly installed bus shelter in Tarzana to announce the City's new bus shelter program, also known as STAP (Sidewalk and Transit Amenities Program).

The program will install or upgrade 3,000 bus shelters and 450 shade structures throughout the City with the goal of ensuring that 75% of all bus patrons in each Council District will board from a stop that has a bus shelter. Each new shelter will have various amenities and be equipped with e-paper screens displaying real-time transit information.

See a National Park with Your Library Card

In partnership with the First Partner's Office and the California State Library, State Parks is providing free vehicle day-use entry to over 200 participating state park units operated by State Parks to Los Angeles Public Library card holders.

The pass entitles the user to a free vehicle day-use entry for one passenger vehicle with capacity of nine people or less or one highway-licensed motorcycle at over 200 participating state park units. See more info at lapl.org/parks-pass.



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June 30
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EMERGING ARTIST: **Eye of the Sun**

Thursday, July 4
Councilmember Bob Blumenfield's
July 4th Extravaganza
Featuring
Angela O'Neill and The Outrageous8
EMERGING ARTIST: **The Paul Litteral Band**

July 14
Foreigner Unauthorized
Tribute to Foreigner
EMERGING ARTIST: **Abby Berman**

July 21
Twisted Gypsy
Tribute to Fleetwood Mac
EMERGING ARTIST: **Paper Citizen**

July 28
Red Corvette
Tribute to Prince
EMERGING ARTIST: **Timothy J. Wilson**

August 4
Wanted
Tribute to Bon Jovi
EMERGING ARTIST: **Saticöy**

August 11
ABBA-LA
Tribute to ABBA
EMERGING ARTIST: **Tomorrow's Tigers**

August 18
Blank Space
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EMERGING ARTIST: **Abigail Fierce**

August 25
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Tribute to Aerosmith
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Lineup subject to change.