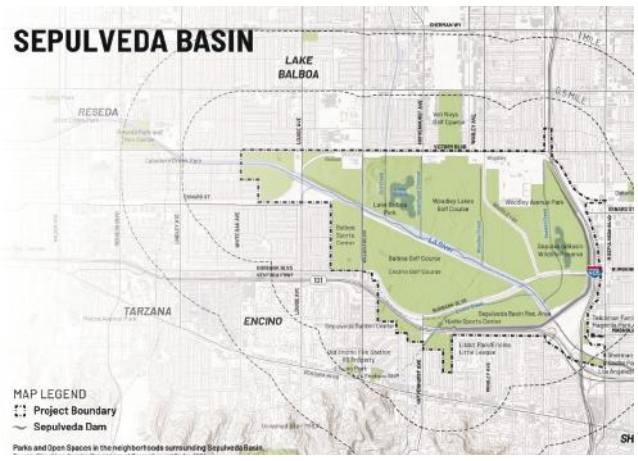
Peter Pan Flies Into Los Angeles July 9

See Page 7

Homeless Fires in Sepulveda Basin Challenged



See Page 11

Senator Stern Recognizes Local "Women of the Year"

See Page 3

North Valley News

Volume 2, Number 32

July 4, 2024

Serving Porter Ranch, Northridge, Granada Hills & Chatsworth

News in Brief

Valley to Host Olympic Events

In the updated venue plan for the 2028 Olympics to be held in Los Angeles, 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.

Roscoe Bus-Only Lanes Under Construction

LADOT has begun constructing bus-only lanes on Roscoe Blvd in the North Valley. The new lanes are part of Metro's North San Fernando Valley Transit Corridor and will increase connectivity by adding 22 miles of peak-hour bus lanes that extend from Topanga Canyon Blvd. in the west to Coldwater Canyon in the east, with a brief gap near the I-405 ramps. The lanes will operate during the morning and afternoon peak hours with up to 82 bus bulbs at key locations to improve speed and reliability.

Wandering Bear Tranquilized in Chatsworth

A tagged California black bear that visited a Chatsworth industrial park was tranquilized Tuesday after eluding capture. The bear had been caught weeks ago in the foothills of the San Gabriel Mountains but evidently loves to travel, and after wandering through Northridge neighborhoods ended up first under an umbrella and then in a tree in the industrial park. Local employees and residents gathered to check out the sleeping bear. Wildlife officials blocked off the scene and placed pads from a nearby climbing gym under the tree before using tranquilizer darts. The goal afterwards was to relocate her deep enough in the mountains that she won't seek food and water in a populated area again.

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, environmental 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 helped 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, and 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

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Community Calendar

CHATSWORTH: Big Oak Theatre will feature "The Lennon & McCartney Show" featuring hit songs by The Beatles on July 14 at 5:30 pm. Jeff and Howard, recently returned from London, amaze audiences with the 100% live fun, witty show with Beatles hits. Tickets are $32. Reserve by calling (818) 998-0185 or emailing avenueact1@att.net. Big Oak Theatre is located at 22200 Chatsworth Street.

GRANADA HILLS: The Sunshine Canyon Landfill Community Advisory Committee will hold a meeting on Thursday, July 11, from 3 to 5 pm. The meeting will be held at the Center for Spiritual Living, 17622 Chatsworth Street. For information and agenda visit scl-cac.org.

GRANADA HILLS: LAPD Senior Lead Officer John Parker will hold a neighborhood watch meeting on Tuesday, July 9, at 6:30 pm. The meeting will be held at St. Euphrasia Church, 11779 Shoshone Avenue.

PORTER RANCH: The Porter Ranch Library will host "Hazards from Space: How Our Planet Can Defend itself from Asteroids and Comets" on Saturday, July 6, at 11:30 am. It will be led by Dr. Nahum Melamed, a project leader in the Embedded Control Systems Department in the Guidance and Control Subdivision at The Aerospace Corporation. He conducts planetary defense technical and policy studies, co-chairs planetary defense conferences, serves on exercise organizing committees, and supports science, technology, engineering, and math (STEM) events. The library is located at 11371 Tampa Avenue.

WINNETKA: Our Redeemer Lutheran Church at 8520 Winnetka Ave. is holding their annual free Vacation Bible School for grades three to six from 9 am to noon, July 22 to 26. The theme is Breaker Rock Beach and there will be music, games and snacks, lessons, crafts and special guest speakers every day. On Friday there is an ice cream social at noon and the silent auction winners will be announced. The silent auction is held all week to raise money for Alliance Missionary Pastor Flores in Valley of Peace, Belize, where he cares for families with disabled children. For more information and to register visit our-redeemer.org or call (818) 341-3460.

CHATSWORTH: The Chatsworth Branch Library will host a chess event on Tuesday, July 9, at 3 pm, where L.A. Chess Ladder members can meet with chess players in the community. Come to play challenge matches, casual chess, teach, and learn. In addition, L.A. Chess Ladder will teach an introduction to playing chess followed by an introduction to chess strategy. Chess sets and timers will be provided but you may bring your own if you wish. Players of all ages and playing levels are welcome. The library is located at 21052 Devonshire Street.

People in the News

State Senator Henry Stern honored local Valley women as "Women of the Year" on June 28. He celebrated and honored women of extraordinary service and commitment to Senate District 27 with a brunch and awards ceremony. Former State Senator Fran Pavley was the guest speaker at the event.

Renay Grade Rodriguez, above left with Senator Stern, a Chatsworth attorney, was recognized for her work as President of the Stonewall Democratic Club and her involvement in various political and social causes, working to improve the lives of those in her community through her legal expertise and activism. She draws from her personal experiences of overcoming homelessness and addiction to fuel her commitment to social justice.

Wendi Gladstone, above left with Senator Stern, President of the Santa Susana Mountains Park Association, has been a key figure on the Chatsworth volunteer scene since 2012. She was recognized for her active participation in various environmental and community organizations. She cofounded Sky Valley Volunteers, dedicated to propagating and maintaining oak saplings in the Valley hills.

Photos: Alex Sherman

Paula Cracium, above left with Senator Stern, Director of Engagement at Shepherd Church, has been integral at the church in Porter Ranch for over three decades, coordinating campus expansion and large events, including a 50,000-attendee Fourth of July spectacular. She launched shepherdgo.com to mobilize church members in community service focusing on homeless and foster care youth.

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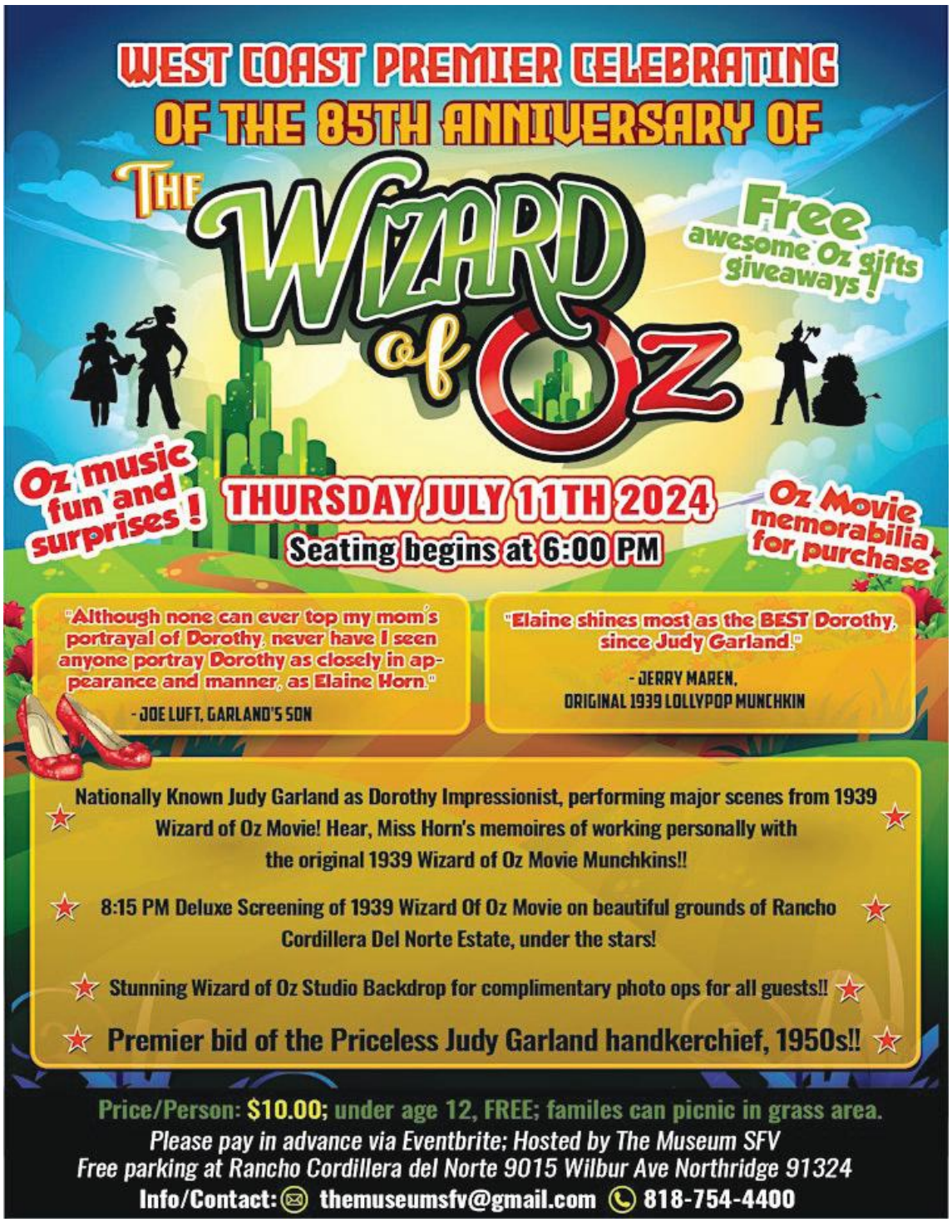

VIEWPOINT

English Channel

From the late Rodger Sterling...
English Channel offers the best of 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; you fill in a form by filling it "out" and an alarm goes off by going "on."

• 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!"

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Rantz & Ravez from Dennis P. Zine

Are the continuing political assassination attacks on the Metropolitan Water District General Manager Adel Hagekhalil warranted and justified?

I have been reading the continuing attack articles about the current Metropolitan Water District General Manager in local publications. The articles have painted a very negative and hostile picture of the man who has been directing all water operations in our region of Southern California since 2021.

The region includes 26 water agencies from Los Angeles to San Diego, impacting 19 million people who are connected to the massive and complex water distribution system serving all of Southern California.

I have known and worked with Mr. Hagekhalil for many years from our association with the City of Los Angeles. I was an elected member of the Los Angeles City Council and Hagekhalil was the General Manager of a variety of city departments with over five years of service to the people of Los Angeles - namely the Departments of Public Works, Sanitation, Engineering and Streets.

I recently met with him for lunch and questioned him about the continuing vicious attacks directed at him, his character and leadership, to find out how a man I have known for his distinguished and dedicated service to the people of Los Angeles for many years could fall from a long history of praise, success, and accomplishments to one that continues to be attacked by a small group of people who continue to bash and attack him in the local media.

I first met Hagekhalil when I was a member of the Los Angeles City Council where I served for 12 years. My election to public office followed my 33-year career as a member of the Los Angeles Police Department. - an organization I continue to serve with today as a member of the LAPD Reserve Officer Corps.

As the General Manager of the Metropolitan Water District, Hagekhalil informed me that he has made some significant reforms at the direction of the Board, including some management changes that may have ruffled some feathers with those reforms and changes. That has brought about some employees who questioned his direction and his management actions.

The Board of Directors charged him to make those reforms and changes which he has done in a very transparent and respectful way. He created an independent office for EEO complaints, created an office for Diversity Equity and Inclusion, reformed procedures and policies to address bullying, harassment and retaliation, conducted training for all employees in these policies, addressed the living conditions at the desert locations, empowered employees and their unions and created an open and transparent relationship built on open communication, respect and fairness. That while transforming the water management efforts by adapting to climate change and maximizing grants and building bridges with new partners including environmental group, native Indian tribes, labor organizations, local and state wide water agencies.

The articles have painted a very negative and hostile picture of the man who has been directing all water operations in our region of Southern California since 2021.

While water continues to be delivered to all agencies in a safe, and efficient manner, they say that politics sometimes takes a life of its own. What we need to focus on is not so much the management style of Hagekhalil but the impact of his direction and management of the department, but is the Department doing the job we expect it to do under the leadership of Mr. Hagekhalil? If it is, let Mr. Hagekhalil continue to do his job and let the critics find another person to pick on and drag through the mud.

Dennis P. Zine is the author of RantZ and RaeveZ. He is retired from law enforcement and remains a Reserve Officer. Zine served on the L.A. City Council for 12 years.

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BUSINESS

Branding vs. Marketing: Understanding Their Distinct Roles in Business Success

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 and trust.

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.

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.

While branding and marketing are different, they are interrelated and work best when aligned.

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 Rossitto is CEO of Cowe Communications. Follow them on all social @CoweOfficial or visit their website at cowe.com.

Developer to Build Apartments at Northridge Fashion Center

Brookfield Properties, owner of the Northridge Fashion Center, has filed plans and is seeking approval to building a five-story, wood-frame building on the northwest corner of the mall. The site is currently a stand-alone building and parking lot.

The building would house 350 studio, one- and two-bedroom apartments, a roof deck, fitness center and an attached parking garage for 466 cars. There would be parking for an additional 38 cars in an adjoining surface lot, and two courtyards overlooking Shirley Avenue, with a larger green space at the center of the building.

VALLEY ENTERTAINMENT

Wizard of Oz Celebration at Museum of the San Fernando Valley

To celebrate the 85th anniversary of the movie *The Wizard of Oz,* the Museum of the San Fernando Valley is holding a gala event on Thursday, July 11.

There will be a deluxe screening of the 1938 movie and nationally known Judy Garland as Dorothy impressionist Elaine Horn will perform major scenes from the movie. Hear Horn's memories of working personally with the original 1938 movie munchkins!

Joe Luft, Garland's son, has said of Horn, "Although none can ever top my mom's portrayal of Dorothy, never have I seen anyone portray Dorothy as closely in appearance and manner as Elaine Horn." Jerry Maren, an original 1939 Lollypop Munchkin, said, "Elaine shines as the best Dorothy since Judy Garland."

There will be a *Wizard of Oz* studio backdrop for complimentary photo ops for all guests, plus Oz movie memorabilia for purchase, Oz music and surprises and some free Oz gifts giveaways.

There will be an auction for a priceless Judy Garland hankerchief from the 1950's.

The event will be held at the Rancho Cordillera Del Norte Estate under the stars. Seating begins at 6 pm and the movie begins at 8:15 pm. Price is $10 per person, under 12 are free. Families can picnic before in the grassy area on the museum grounds. There is free parking at the Rancho, located at 9015 Wilbur Avenue in Northridge. For more information email themuseumsfv@gmail.com or call (818) 754-4400.

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Hershey Felder Presents Rachmaninoff And The Tsar

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, 2024.

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

Hersey Felder and Jonathan Silveestri star in Rachmaninoff and the Tsar.

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.

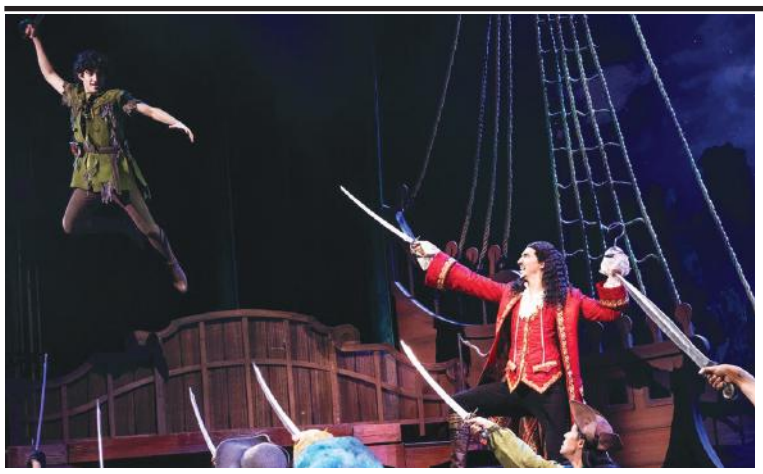
This exploration of Sergei Rachmaninoff's itinerant but extraordinary life illuminates the master's sense of home and family and how those elements influenced his art. Featuring his world famous C# minor Prelude to his second piano concerto, his symphonies and his Paganini Variations, Rachmaninoff did 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 *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.

The play features Rachmaninoff's most beautiful music including the Second Piano Concerto, the Paganini Variations, Preludes, and Symphonic Selections.

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 12-5 pm at (213) 544-0477. Box office telephone hours on show days are 12-8 pm.



Peter Pan Flies in Hollywood 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, Almeida 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 orTicketmaster.com and also in person at the Hollywood Pantages Theatre box office, 6233 Hollywood Blvd.

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VALLEY ENTERTAINMENT

Inside Out 2 Introduces New Emotions, Same Clever Delivery

By Katie Sterling

It's been said before, but bears repeating, that children's movies in this day and age seem to be more suited for adults as much as their target audience. This certainly doesn't ring truer than in Pixar's latest release, and much anticipated sequel, *Inside Out 2*.

The personified emotions audiences were introduced to in the first film make their return, but must grapple with the fact that their human Riley is rapidly growing up. And as anyone knows, growing up is quite a roller coaster of emotions, those we're familiar with and those that only come with getting older.

In *Inside Out 2*, Riley and her feelings are in for perhaps the biggest roller coaster ride of them all…puberty.

When audiences last left Riley, her emotions had learned to live fairly copacetically after navigating a family move that left her emotionally distraught. Joy (Amy Poehler), Sadness (Phyllis Smith), Anger (Lewis Black), Disgust (Liza Lapira) and Fear (Tony Hale) may ruffle each other's feathers, but have honed an environment where they've learned to balance each other. Riley is now on the cusp of entering high school, heading to hockey camp with her two best friends that have recently told her they will be attending a different school than her come fall. With a slew of new hormones, and this devastating announcement, an unexpected team of emotions crop up.

After all, what's a teenager without Anxiety (Maya Hawke), Envy (Ayo Edebiri), Ennui (Adèle Exarchopoulos), and Embarrassment (Paul Walter Hauser)?!

This new fearsome foursome quickly takes over Riley's control center, pushing her old emotions aside. Are they relevant anymore? Is Riley's sense of self fundamentally changed now? After all, Anxiety knows high school will be a never-ending battle so why not start mentally preparing now? It's a struggle between the old and new, with each group putting different emphasis on what parts of Riley's sense of self are most critical. It quickly becomes clear however, that the new emotions may have a stronger hold on Riley than the old emotions would like. It's only through a journey through the inner world of Riley's mind that the original emotions can hope to find her old sense of self.

What makes *Inside Out 2* so captivating, and successful, is the incredibly smart approach to personifying an individual's internal feelings that manages to both entertain kids and humor adults. Exceptionally colorful CGI brings Riley's mind to life in a way that allows kids to enjoy the quirky characters who are embarking on adventure. It's the writing that really solidifies this movie as an entertaining piece for adults as well, who will certainly grasp so much more of the nuanced pieces that fly over kids' heads. It may look like a kids' movie on paper, but it is so clear how intentional every building block of her mind has been crafted and adults watching will no doubt appreciate that.

And while the new arrivals are certainly entertaining, no one steals the show quite like Anxiety. Let me tell you that every adult in the theatre laughed, and cried, at Anxiety's antics. Perhaps no emotion is better personified in this movie than the whirling dervish who thinks they know best, trying to act out of self-preservation, but is ultimately a detriment to themselves. Oof, it hits hard.

Inside Out 2 pulls a lot from the original film, while introducing clever new elements to keep the inner workings of Riley's mind fresh for audiences to delight in. Riley's Stream of Consciousness is a flow of water that traverses through her mind, the Sar-chasm is a deep fissure that distorts someone's voice talking across it and the Vault is a protected recess of Riley's mind where her darkest secrets are held. It's these clever tidbits that bring the inner workings of one's mind to life in a manner that I truly think no one can do better.

The emotions certainly steal the show, but they are nothing without the workings of the mind that surround them. I can't emphasis enough how smart *Inside Out 2* is in its delivery and frankly, it's no surprise that the majority of theatregoers in my showing were adults. We've been there, we've felt that. We can laugh at the emotions, sympathize with them and well, teenager or not, we're all still trying to navigate through the slew of them.

"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 one to four 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."

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.

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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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Moving Through Grief and Loss: Foundation for Senior Services Helps Seniors and Their Loved Ones Heal

The emotional suffering we feel when someone or something we love is taken away, is intense and overwhelming. The Foundation's Grief/Loss Support Groups can help you through the journey, and often times will lead you on a new path of transformation and self-discovery.

Says FSS-Certified facilitator, Buzz Brown of Spiritual Care Ministries, "It is an inspiring experience to see your group grow mentally and spiritually without goals or due dates. The key to success is when each participant feels accepted and understood by others with no judgments, while learning together that their feelings are normal and ok and they're not alone with their grief."

Hear from one of their grateful group participants: "I decided to attend one of the Foundation's Grief/Loss Support Groups. When I joined the group, I was grieving the loss of my husband for five months. My grief was overwhelming. It has now been one year ago when I lost him. I have been coming to the group for seven months. I don't need to come anymore as I am now in control and ready for life."

"Grief is not a life sentence," says FSS-Certified facilitator, Carol Pilkington, Spiritual Counselor. "Our support groups are a safe space to learn, grow and evolve. Grief can help us understand more about ourselves and what we're capable of, leading to completion of one chapter and the beginning of a new one. It's not about forgetting one's life before; it is about new possibilities and integrating all of our life experiences in order to learn and grow, and maybe even pass this wisdom onto others."

FSS co-founder and CEO, Joyce Robertson invites you to visit foundationforseniorservices.org event calendar to register for any of the Foundation's in-person and virtual discussion/support groups: Grief /Loss, Age Well Roundtable, Caregiver, and their latest addition, Women of Wisdom.

Says Robertson, the mission of the Foundation's 501(c)(3) public charity is to provide older adults and their loved ones with education, options and resources so they can choose quality care and support that will help preserve their independence. Educational programs and services are delivered through our Senior Specialists Group (SSG) Chapters and Age Well Academy – a team of 300+ FSS-certified specialists "Helping Seniors Age Well." Enroll in their Call Companion Program to combat loneliness and isolation or call the Help Line at 855-836-0807.

Summer Could See a Minor Uptick in COVID

According to the data from the Centers for Disease Control and Prevention (CDC), the States may see an increase in COVID-19 infections this summer.

California COVID test positivity was 12.8% higher than regions on the East Coast. While this data shows an increase, it is not something the CDC says should necessarily alarm anyone.

On average, the States have seen an increase of COVID every summer, especially after the Fourth of July. Because cases have been at an extreme low, this increase is more like a subtle drift upwards, not necessarily a surge that should cause concern. This is also due to the public's increased knowledge of how to now manage the virus and having immunity against it.

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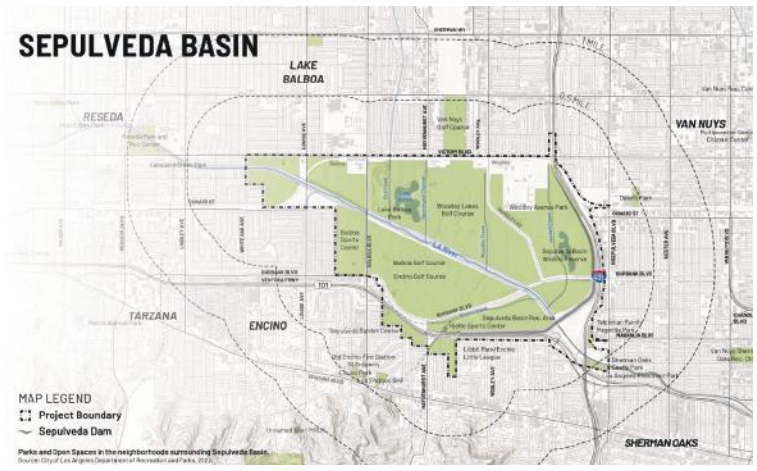

San Fernando Valley Audubon Speaks to Fires at Sepulveda Basin

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.

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.

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

(The Sepulveda Basin portion of the L.A. River Recreation Zone is one of two segments where the River has a natural earth bottom, fostering a riparian habitat. and extends for two miles and features some of the best kayaking, fishing, and bird watching in L.A.)

Neighborhood Council Meetings

Porter Ranch Neighborhood Council will hold an in-person meeting at Castle Lane Charter Elementary School, 19010 Castlebay Lane in Northridge, on July 10 from 6 to 9 pm. For agenda and more information visit prnc.org.

Northridge West Neighborhood Council will hold their general board meeting via Zoom on Monday, July 8, from 6:15 to 8:30 pm.

For more information, agenda and Zoom link visit northridgewest.org.

Granada Hills South Neighborhood Council will hold an in-person regular board meeting on Thursday, July 1, at 6:30 pm. The meeting will be held at Granada Hills Charter High, 10535 Zelzah Ave. For more information visit ghsnc.org.

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