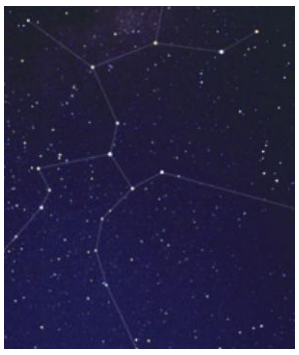
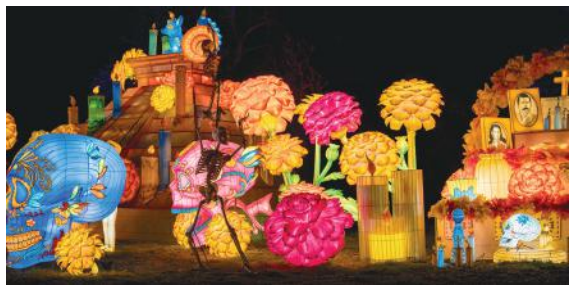


Nighttrek: What to See in the September Sky

See Page 11



Nights of the Jack Makes Its Spooktacular Return

See 9

Struggling to Launch Your Small Business?

See Page 5

ENCINO ENTERPRISE

Volume 5, Issue 103 | A Compendious Source of Information | September 5, 2024

NEWS IN BRIEF

Second Annual Encino Touch a Truck Arrives September 7

ONEgeneration will host their second annual Touch a Truck event on Saturday, September 7, from 8 am to 12 pm at 17400 Victory Blvd. See, touch and hear different types of vehicles! Climb in a dump truck, run the sirens on a police car and lift the hose of a fire truck. This interactive event has all kinds of vehicles with a function for essential work that kids can explore. Tickets are $15 for adults and $10 for children ages two to 10 (two and under are free). You are welcome to pay cash at the door or purchase advance tickets through onegeneration.org. All proceeds support ONEgeneration's programs and services. There will also be a sensitivity quiet hour from 8 to 9 am.

Mobile Driver's Licenses Coming Soon to Apple and Android Wallets

In a further expansion of a mobile pilot program, California residents will soon be able to store their IDs on Apple and Google wallet. While the current program has been limited to the DMV Wallet app, this new expansion will allow the identification card to be uploaded to iPhones, Apple Watches and Androids. This program is limited to 1.5 million participants, with approximately one-third of those spots already claimed. Since most establishments, and law enforcement, don't accept mobile IDs yet, you must still carry your physical ID on your person. LAX's TSA, as well as other airports, do accept the mobile version. To learn more about this program, visit dmv.ca.gov/portal/ca-dmv-wallet.

West Nile Virus Found in Encino

Due to higher-than-usual temperatures and milder winters, mosquito season has gotten longer and two cases of West Nile virus have been detected in Encino. West Nile virus is the most common mosquito-borne disease and can have severe health consequences if not detected early. To prevent mosquitos in your area, immediately get rid of any standing water and spray repellent around the border of your property. To prevent bites, wear insect repellent and wear loose fitting and lighter colored clothing. To request an LA County Vector Control inspection for mosquito control, visit glamosquito.org/submit-service-request.

2024 Fernando Award Nominees Announced

Colmenares-Stafford

DeYoung

DuBrin

Heidt

Hernandez

Janigan

Lee

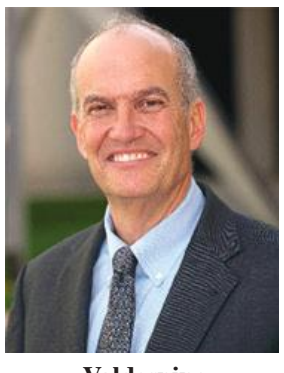
Rabaso

Rosenholz

Scher

Tuckman

Udkoff



Valdespino

Zine

The Fernando Award Foundation board of directors has announced 14 Valley leaders as official nominees for this year's award program honoring volunteer leadership in the San Fernando Valley. One of the nominees will be named the recipient of the 2024 Fernando Award exemplifying outstanding service to the Valley community.

"Since its inception in 1958, the Fernando Award is considered the highest recognition for community volunteerism given to an individual in the greater San Fernando Valley," said Fernando Award Foundation Interim Chair Vahid Khorsand. "Each year, we look forward to recognizing nominees for their community involvement. The list is narrowed to five finalists and culminates with the selection of one

(continued to page 6)

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?

We're here to get you what you need to succeed. Call us today at 818-906-1951 or email us at hello@shermanoaksencinochamber.org.

Learn what we can do for you.

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4933 Balboa Boulevard, Encino, CA 91316 818-906-1951 www.shermanoaksencinochamber.org

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Community Calendar

* The Encino Neighborhood Council will be holding a Public Safety Committee meeting on Monday, September 9, at 7 pm. For info and the agenda, visit encinonc.org.

* Join the Sherman Oaks Encino Chamber of Commerce for "Coffee & Crossiants with the CEO" on Wednesday, September 18, from 9:30 am to 10:30 am. The event is free for members and $5 for guests that RSVP before September 17 at shermanoaksencinochamber.org. This event is held at the chamber's office at 4933 Balboa Blvd.

* Do you have a teenager looking for volunteer hours? The Encino Tarzana Library will be holding a Teen Council on Wednesday, September 11, at 5 pm. Those aged 11 to 18 are welcome to join the library on the first Tuesday of each month to hear about volunteer opportunities, collaborate on library displays and assist with programs and activities. You can also sign up for the test and orientation to shelve and organize the library. Email ecalla@lapl.org to sign up or learn more.

* The West Valley Warner Center Chamber of Commerce will hold their September networking breakfast on Wednesday, September 4, at 7 am. The meeting will be held at Braemar Country Club, 4001 Reseda Blvd., in Tarzana. Cost is $32 for prepaid members and one-time trial guests. Walk-ins are welcome at $47. Register at woodlandhillscc.net.

* The San Fernando Valley Audubon Society holds a free Sepulveda Basin bird walk on the first Sunday of each month, Sunday, September 1, from 8 to 11 am. There is ample free parking in the "amphitheater" area of Woodley Park, where the walk begins. For more details, visit sfvaudubon.org/events/sepulveda-basin-bird-walk-1222-3-5-2-6-3-4-3-2.

* Whodunit?! Join the West Valley Regional Library for their Mystery Book Club on Wednesday, September 11, from 10:30 am to 12 pm. This online and in-person hybrid event will be discussing *Murder on the Orient Express* by Agatha Christie. Email wvally@lapl.org with "Mystery Book Club" in the subject line for information on the title to be discussed and the Zoom link.

* Tarzana Community and Cultural Center will host a Mustangs of the West concert on Saturday, September 14, at 7 pm. This all-women quintet first made waves at the famed Palomino Club in the late 1980s and with their new Americana country sound, their albums have received excellent reviews. Tickets are $20 and can be purchased at mytarzana.org.

* The Mayor's Office of Business and Economic Development invites you to attend the 2024 San Fernando Valley Small Business Summit on Thursday, September 12, from 8 to 12:30 pm. This free, in-person event will take place at The Soraya Performing Arts Center at CSUN. This event is designed to connect business owners and entrepreneurs looking to grow and improve! Register by emailing denise.kniter@lacity.org.

* Westfield Fashion Square, in association with the American Red Cross, will be holding a blood drive on Thursday, September 5, from 10 am to 4 pm. To schedule your life-saving appointment, visit redcrossblood.org.

* Mark your calendar for the United Chamber of Commerce's 18th Annual Mayoral Luncheon on Wednesday, October 30, at the Skirball Center (2701 N Sepulveda Blvd). A single ticket costs $125 for non-chamber members and $100 for members. For more details, and to RSVP, visit form.jotform.com/242265308677160.

People in the News

Distinguished longtime publicity professional **Holly Watson**, at left, the founder of Los Angeles-based Holly Watson Public Relations, will be the in-person keynote speaker at the California Writers Club-San Fernando Valley branch for her presentation, "Book Publicity: The Basics and Beyond." The event will be held Saturday, September 7, at 1 pm on Zoom or in person.

Watson, who has created campaigns for numerous best-selling, award-winning authors, will explain in detail how to get publicity for your book by thinking like a publicist and applying the basic tools of traditional and modern publicity. She will discuss how it all works by covering such topics as expectations of working with publishers, media coverage and bookstores as well as when to hire a professional publicist, working on your own, using social media, timelines, blurbs, pre-book reviews and talks, and much more.

Visit cwc-sfv.org for instructions on how to register for Zoom 24 hours in advance, or attend in person at the Saban Center, Motion Picture and Television Fund, 23388 Mulholland Drive, Woodland Hills. Members are free and new members are welcome. Guests: First in-person meeting is free, otherwise the Zoom and in-person cost is $10.

To learn more about the presenter, visit www.hollywatsonpr.com.

Los Angeles Jewish Health has appointed long-time supporter **Judy Friedman-Rudzki,** above, as Chair of its Board of Directors. Friedman-Rudzki, a prominent Los Angeles-based Director and Senior Treasurer officer at Bank of America, will serve a two-year term. In her new leadership role she - only the second woman to occupy the position - will collaborate with senior leaders of the organization as well as colleagues and the broader community to advance the mission of LAJH, one of the nation's foremost leaders in the provision of care and living options for seniors. She has served in a broad array of leadership capacities at LAJH dating back to 2009, including serving on the Strategic Planning Committee, Budget and Financial Committee, and boards for Grancell Village and Eisenberg Villages of LAJH.

Students in the News

Emma Parker of Sherman Oaks was awarded a degree during commencement from Miami University in Oxford, Ohio.

Asher Barnes of Encino was named to the Dean's List at Lehigh University in Bethlehem, Pennsylvania.

Aidan Ayong Garcia of Studio City, a sophomore majoring in financial information and analysis, was named to the Dean's List for the Spring 2024 semester at Clarkson University in Potsdam, New York.

* Let it be known that the inventor of the treadmill died at age 54, while the inventor of Hennessy lived to be 98. Do with that information what you will...

* For our fellow word lovers, did you know that these are the terms used for collective nouns?

- a group of bunnies is called a fluffle.
- a shiver of sharks
- a charm of finches
-a flamboyance of flamingos

* A post seen on Instagram to make you chuckle: "The fact that LA thinks it is capable of an infrastructure to host the Olympics when we can't even build a functioning Trader Joe's parking lot is exactly the hubris you would expect from LA." Locals get it!

* One local mom suggested the idea that if "Back to School" night had a cash bar, there would be no need for fundraisers the rest of the year!

* And a dad joke... "How can you ensure you get straight A's this year?" "How?" replied the son. "Use a ruler!"

*Sign seen on the side of a plumber's truck: "We repair what your husband fixed!"

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"Cops & Cowboys" Event Honors Sonya Blake and Deputy Chief Hamilton

The 2024 "Cops & Cowboys" Gold Star Awards will be held Saturday, September 14, at the Leonis Adobe Museum. The Mid-Valley Community Police Council returns to this historic museum for their annual gathering, a perfect opportunity to meet and greet old and new friends and support the LAPD and the MidValley Community.

This year they will be presenting the 2024 Gold Star Awards to Sonya Blake, President & CEO of Valley Economic Alliance, which helps address issues impacting the San Fernando Valley through its strong alliance with business, education, government, and community partners. Blake's dedication to revitalizing Valley businesses and the local economy, lifting all parts of the Valley towards prosperity and a better quality of life, follows her career serving in roles with the City of Los Angeles, State of California, USC Roski School of Fine Arts, NAWBO, and the LA County Museum of Art.

Also honored will be Deputy Chief Alan Hamilton, Chief of Detectives for the LAPD, who will be saluted for his three decades of dedication to the Los Angeles Police Department and especially his commitment to the San Fernando Valley for over eight years - serving as Captain in the West Valley and Topanga Patrol Divisions through his several years as Commanding Officer of the Valley Bureau. He is also known for his longtime commitment to mentorship of youth and cadets, along with sworn and civilian members of the department.

The fun-filled Cops & Cowboys evening, hosted once again by KTLA's Wendy Burch, will take you back in time where you can relax under the stars, mix and mingle with LAPD officers and other guests, check out the live and silent auctions, enjoy a tantalizing BBQ by Katz Craft BBQ and great libations, dance to country/rock and roll music by the Mary White Band, and maybe play a few rounds of blackjack or poker with the Dealer Dolls before you head home!

For more information, visit universe.com/CopsandCowboys2024.

Struggling to Launch Your Small Business? 5 Pitfalls to Avoid

by Miri Rossitto

Starting a small business is an exciting endeavor, but it's not without its challenges. Many entrepreneurs dive in enthusiastically, only to be overwhelmed by unexpected obstacles. By being aware of common pitfalls, you can take proactive steps to avoid them and set your business up for long-term success. Whether you're striking out as a solopreneur or an entrepreneur, here are five pitfalls to watch out for:

1. Lack of a Solid Business Plan

One of the most common mistakes new business owners make is not having a comprehensive business plan. A well-thought-out plan serves as a roadmap, guiding your business through its early stages and helping you make informed decisions. Without a plan, you risk:

-Unclear Goals: Without specific, measurable goals, it's hard to gauge your progress and make necessary adjustments.

-Financial Instability: A lack of financial forecasting can lead to cash flow problems and difficulty securing funding.

-Inefficient Operations: Your business might struggle to meet customer demand or manage resources effectively without a strong, strategic operational plan.

The solution: take the time to create a detailed business plan that includes your goals, target market, financial projections, and operational strategies.

2. Underestimating Costs

Starting a business often costs more than you anticipate. Many entrepreneurs underestimate the amount of capital required, leading to financial strain and even business failure. Common areas where costs are underestimated include initial set-up, marketing, and operational costs.

To mitigate this risk, create a detailed budget, accounting for both startup costs and ongoing expenses. Include a buffer for unexpected costs, and ensure you have access to sufficient capital before launching.

3. Ignoring Market Research

Failing to conduct thorough market research is a critical error. Understanding your target market, competitors, and industry trends helps you make informed business decisions. Without it, you could develop products or services that don't align with your customers' wants, and assume there's a larger market for your offerings than there actually is.

Invest time in market research before launching. Understand who your customers are, what they need, and how your business can meet those needs better than your competitors.

4. Overextending Yourself

Entrepreneurs often wear many hats, especially in the early stages of a business. While it's important to be involved in all aspects of your business, trying to do everything yourself can lead to burnout and inefficiency. Common signs of overextending include poor time management, decreased productivity, and the struggle to scale your business effectively.

To avoid this, prioritize tasks and consider delegating or outsourcing where possible. Building a strong team or leveraging freelancers can free up your time to focus on the big picture.

5. Neglecting Legal and Regulatory Requirements

Meeting legal and regulatory requirements is an important part of starting a business. Failing to comply with legal requirements can result in fines, legal disputes, and even the shutdown of your business.

Research the legal requirements specific to your industry and location. Consult with a lawyer, accountant, or industry expert to ensure your business is fully compliant.

The path to entrepreneurship is both rewarding and exhilarating. However, it's important to recognize potential pitfalls that can derail your success. By having a solid business plan, accurately estimating costs, conducting thorough market research, avoiding overextension, and ensuring legal compliance, you can navigate the challenges of business ownership and build a strong foundation for your enterprise. Remember: fortune favors the prepared. It's the key to avoiding these common pitfalls and achieving long-term success.

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

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2024 Fernando Award Nominees Cont'd

(continued from page 1)

distinguished individual at the annual gala."

Since its first awards gala, 64 Valley community and business leaders have been named Fernando recipients.

"Each year, community organizations and businesses nominate outstanding individuals to be considered for this lifetime achievement award," explained Khorsand. "Nominees are evaluated based on their volunteer engagement, length and number of years of volunteer service, volunteer leadership roles, fundraising success and volunteer mentorship. The confidential ballot process is managed by an outside CPA firm."

The five finalists will be announced Friday, September 27 at a reception hosted by Galpin Motors. The 66th annual Fernando Foundation gala reception and dinner will be held at Skirball Cultural Center on Friday, November 8.

Information on tickets and sponsorships can be found at fernandoawards.org/2024-event. The deadline for program advertising and sponsorships is Thursday, October 24.

The 14 nominees are:

Armida Colmenares-Stafford – Nominated by Dale Surowitz and the United Chambers of Commerce

Dennis DeYoung – Nominated by Rickey Gelb and California State University, Northridge

Susan Du Brin – Nominated by One Generation and Lee & Arlene Alpert

Horace H. Heidt – Nominated by Sherry Keowen and Kathleen Sterling

Albert Hernandez – Nominated by Alex Parajon and Barry Bussow

Tisha Janigan – Nominated by Timber Rose and Wren Sarrow

Sang Lee – Nominated by Casa Esperanza and the Western Los Angeles County Council, Boy Scouts

Jorge E. Rabaso – Nominated by Alejandro-Guerrero and Soledad Maurizio

Sandy Rosenholz – Nominated by Rotary Club of Woodland Hills and Diana Williams

Tammy Scher – Nominated by the Sherman Oaks/Encino Chamber of Commerce and Kiwanis Club of the Entertainment Industry Group

David Tuckman – Nominated by Alison Tuckman and Jeremy Sonenschein

Sharon Udkoff – Nominated by Los Angeles Jewish Health and Los Angeles Valley College

Gustavo Valdespino – Nominated by the Leukemia & Lymphoma Society and Mid Valley YMCA

Dennis P. Zine – Nominated by New Directions for Youth and Arthur Pfefferman

"The process to narrow down this group of deserving nominees to five will be a difficult challenge," said Marian Jocz, executive director of the United Chambers of Commerce and one of seven members of the finalist selection committee.

Since its inception in 1958, the Fernando Award is considered the highest recognition for community volunteerism given to an individual in the greater San Fernando Valley.

Previous Fernando honoree Diana Sanchez chaired the 2024 nominating committee and the selection committee includes previous recipients David Honda, Mark Levinson, 2023 Fernando honoree Mel Wilson as well as Fred Gaines and Sarah Horvet.

The gala dinner committee, chaired by former Fernando Foundation board chair Pegi Matsuda, is comprised of Diana Duenas, Jason Schaff, Seta Javor, Tim Vints and Waltona Manion.

In addition to honoring the five finalists and announcing the award recipient at the annual gala, the organization will also honor three Impact Award honorees, selected for their service to the community.

Besides recognizing a noteworthy community volunteer each year, The Fernando Award organization also presents scholarships to students who have been role models for volunteerism in their schools, inspiring a new generation of philanthropy.

The 2024 Fernando board members include Interim Chair Vahid Khorsand, David Honda, Marian Jocz, Don Larson, Mark Levinson, Pegi Matsuda, Bruce Miller, Diana Sanchez and Mel Wilson.

For more information about the Fernando Award Foundation, visit www.fernandoawards.org.

An Alternative to the Pap Smear Could Be Widely Available Starting Next Year

For a variety of physical and emotional reasons, the traditional cervical cancer screening evokes fear in millions of women. Whether it be the pain of the procedure itself or distress the procedure evokes from women who have experienced sexual abuse, the uncomfortableness of the procedure causes many women to avoid this potentially life-saving checkup.

Thirty percent of eligible women in the United States currently do not get regular cervical cancer screenings.

After decades of utilizing the same procedure, health care companies are now preparing to introduce a new method for cervical cancer screening that avoids the use of a speculum.

Instead, practitioners are putting it into the hands of the patients who will self-swab inside of the doctor's office. The swab, similar to the ones used for self-testing COVID kits, will then be tested for any strains of human papillomavirus or HPV. This procedure is now possible since

labs are now equipped to test samples taken from the vaginal walls, as opposed to the cervix.

Decades of research show that this method is just as effective as traditional Pap smears, and is already used by multiple other countries such as Australia, Denmark and Sweden.

While the method is still under review with the FDA, it could gain approval by early next year.

These self-swab tests will be covered by private and public insurance and free to clinics for uninsured women. Medical experts hope that the ease of the procedure will convince many women who fear the traditional procedure to get themselves screened. Thirty percent of eligible women in the United States currently do not get regular cervical cancer screenings.

Since its introduction into the medical field, the Pap smear has reduced cervical cancer mortality by more than 70% in the 20th century.

This news follows the recent announcement of advances in alleviating IUD pain, as well as designing more comfortable speculums for gynecological exams. In the United States, approximately 11,500 women are diagnosed with cervical cancer per year.

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Sudden Rise in "Slapped Cheek" Disease

The CDC recently issued a health warning about a spike in cases of human parvovirus B19, also known as "slapped cheek" disease. While this disease can affect all ages, the spike was specifically seen in children between the ages of five and nine and pregnant women.

Human parvovirus B19 is a common respiratory disease that usually infects children and presents itself with a significant rash on each cheek aka "slapped cheek rash." Around 50% of people catch this disease by age 20, which then protects them from future infection in adulthood. If you are not immune, you typically can catch the disease from an infected person coughing or sneezing in your proximity.

In addition to the cheek rash, symptoms can include fever, cough, sore throat and headache. While it is not specifically clear why there is a sudden spike, health officials point to COVID-19 and the fact that many children still haven't had exposure to certain viruses or germs due to previous mask wearing. Parvovirus B19 also tends to have "cyclical outbreaks," in which cases ebb and flow and this could simply be a natural "peak" in the disease.

Health professionals will offer over-the-counter medications to ease pain, but the most important thing one can do is be cognizant of symptoms and practice good hygiene.

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HEALTH

Can This Tik Tok Trend Reduce Facial Swelling?

Thanks to the internet, people are inundated with health and wellness tips. But which hacks are worth it and which are a hoax? The latest trend to come out of Tik Tok involves wrapping rubber bands around your ears to reduce facial swelling.

While this trend originated in South Korea, it wasn't until New York dermatologist Dr. David Kim posted it in a video that has now gone viral, that millions of people have now been trying this hack at home.

Manipulations around the ears are part of a lymphatic drainage massage which aims to detoxify and contour the body. However, simply wrapping rubber bands around one's ears won't create a desired, or long term, effect. It is believed that so many think that the hack is working because it temporarily pulls the skin back, creating a lifting effect.

Once the rubber bands are removed, however, the skin will slowly go back to its previous state. Doctors are warning against this trend as it could restrict the blood flow, causing skin irritation and discomfort since the skin around the ears is so delicate.

Manipulations around the ears are part of a lymphatic drainage massage which aims to detoxify and contour the body.

Facial swelling can be caused by a variety of reasons and therefore, there isn't a universal "hack" to reduce it. Rather, puffiness around the face can be caused by poor circulation, inflammation, dehydration, allergic reaction, or internal health issues such as thyroid problems or gland disorders. The first step in adequately reducing facial swelling is to find the exact root of the problem.

Some simple initial steps to take to reduce swelling can include getting enough hydration, enough sleep, avoiding alcohol and even sleeping with your head slightly elevated. Cold compresses, such as ice rollers, can prove effective in reducing inflammation and encouraging natural lymphatic drainage.

As always, consult with your doctor before testing out viral hacks or making changes to your health routine.

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ENTERTAINMENT

Nights of the Jack Makes Its Spooktacular Return

Nights of the Jack returns to King Gillette Ranch in Calabasas on Friday, September 27 and will run until Saturday, November 2.

Featuring thousands of hand-carved and illuminated Jack O' lanterns, attendees will weave their way through an array of cleverly-crafted pumpkin patches and an illuminated light show.

This production takes place on a three-quarter mile stretch of pathways, so participants can stroll at their leisure while sipping a themed cocktail from the Spookeasy bar.

With new carving styles and returning favorites, you'll weave your way through the land of dinosaurs, classic movie monsters, alien life and much more!

New to Nights of the Jack in 2024 is their partner Govee, an innovator in the smart lighting industries. Govee smart lighting products will light up Nights of the Jack with their spooky and sparkling Halloween House light show, leading into the always popular graveyard installation. And, Govee's lighted swing will make the perfect photo opportunity moment at the mid-point Spookeasy bar.

There will also be new lantern installations that celebrate both Día de Muertos and a magic forest. Stop at one of these unique lantern photo moments or a pumpkinized photo op where you'll be able to sit inside of the art piece and capture that special Halloween photo moment!

Plus, new this year, in the pre-show zone and at the trail mid-point, take part in their new digital carnival games! Toss a ball in the mouth of a Jack O' Lantern and watch it get gobbled up! Or throw an axe at a stack of pumpkins, try to chop them down and win prizes!

The venue opens at 6 pm and closes at 10:30 pm, with designated time slots. Advance ticket purchase is required and guests may have to deal with an extended wait time to enter the patch given the heavy volume of attendees this season. Tickets start at $29.99 (plus fees) and parking is $9.99, which must be purchased alongside event tickets.

Arrive early and indulge in the games offered, food trucks available, shopping offerings, seasonal spooky cocktails and pumpkin mania!

King Gilette Ranch is located at 26800 West Mulholland Hwy. For tickets, and more info, visit nightsofthejack.com.

Movies on the Roof has a Full Fall Lineup

Summer may have come to a close, but Movies on the Roof has a full lineup until the end of October!

This alfresco movie-screening experience includes comfortable seating on plush bean bag chairs or deep-seated Adirondack chairs, state-of-the-art projection and sound, and valley views. All seating is available on a first-come, first-serve basis.

Doors open at 7:30 pm on the roof, while the movie will begin around sunset. Ticket prices are $20 for adults, $10 for children aged 12 and under and $15 for seniors over 65. The movie schedule is as follows:

•September 6: *Inside Out*

•September 7: *Despicable Me*

•September 13: *The Greatest Showman*

•September 14: *Barbie*

•September 20: *Selena*

•September 21: *Encanto*

•September 27: *Instant Family*

•September 28: *Nacho Libre*

•October 4: *El Dorado*

•October 5: *Spanglish*

•October 11: *La Bamba*

•October 12: *Stand and Deliver*

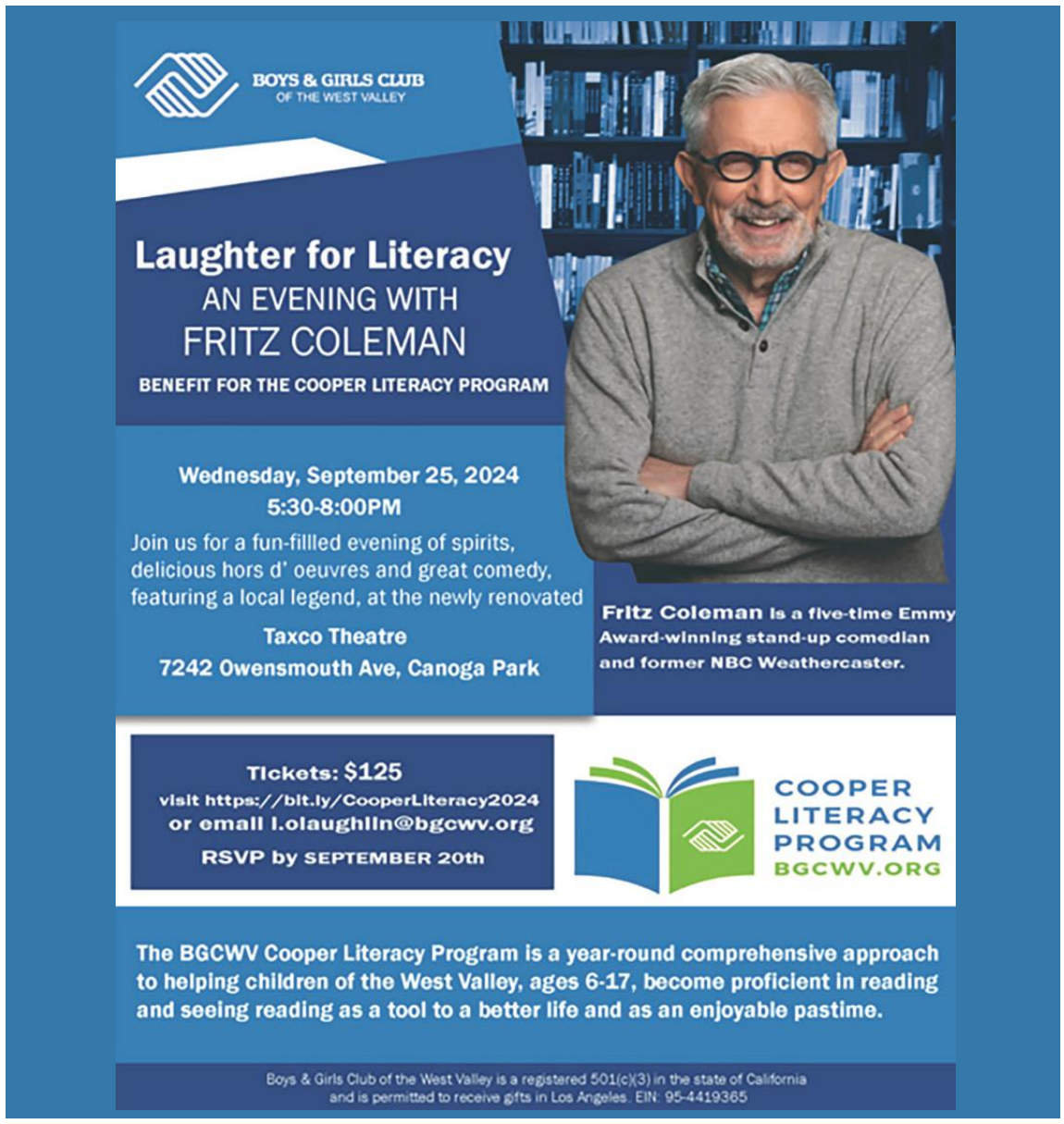
•October 18: *Frida*

•October 19: *Dora and The Lost City of Gold*

•October 25: *The Adams Family*

•October 26: *Hocus Pocus*

Tickets at westfield.com/united-states/fashionsquare/movies-on-the-roof.



ENTERTAINMENT

Take a Step into the Afterlife with Beetlejuice

Step beyond the screen and into the Afterlife where everyone's favorite bio-exorcist, Beetlejuice, is dying to see you!

In a ghoulish collaboration from now until the end of September, Warner Bros. Discovery Global Themed Entertainment and Fever are bringing the strange and unusual world of Tim Burton's *Beetlejuice Beetlejuice* to life.

Fans will soon have the chance to step into "BEETLEJUICE BEETLEJUICE: The Afterlife Experience," opening at Los Angeles's Ovation Hollywood. The one-of-a-kind 11,000-square-foot experience will open in anticipation of *Beetlejuice Beetlejuice,* the hugely anticipated sequel to the original film, which will open exclusively in theaters on September 6.

After an unexpected family tragedy, three generations of the Deetz family return home to Winter River. Still haunted by Beetlejuice, Lydia's life is turned upside down when her rebellious teenage daughter, Astrid, discovers the mysterious model of the town in the attic and the portal to the Afterlife is

accidentally opened. With trouble brewing in both realms, it's only a matter of time until someone says Beetlejuice's name three times and the mischievous demon returns to unleash his very own brand of mayhem.

"BEETLEJUICE BEETLEJUICE: The Afterlife Experience" will take guests on a journey into the iconic world of the recently deceased featuring recreated sets, live entertainment and various photo-ops. Inside the experience, guests will knock three times to reveal a portal and cross the threshold into the Afterlife, where the one and only Beetlejuice awaits alongside a cast of eclectic ghosts.

Grab an exclusive passport and take a seat in the Waiting Room next to a pair of ghosts; take your place on the cover of the Handbook for the Recently Deceased; come face to face with a legendary sandworm; and so much more. Themed food and beverage offerings will also be available for purchase at the Afterlife Diner.

"BEETLEJUICE BEETLEJUICE: The Afterlife Experience" will also feature a selection of limited-edition merchandise and collectibles inspired by the film's distinctive imagery at the Afterlife Souvenir Shop, open to both ticketed and non-ticketed guests.

Tickets for the experience start at $25 and can be found at BeetlejuiceExperience.com.

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The "Dolly Parton of chimps" and Tonka.

Move Over Tiger King, Chimp Crazy Has Arrived

By Katie Sterling

You will cringe at this show. You will let out the occasional laugh. You will, dare I say, be emotionally traumatized by this show. And yet, you'll keep watching because there is just absolutely no way you won't want to know how the story unfolds. Move over *Tiger King*, *Chimp Crazy* is now the cat's meow.

Director Eric Goode, who blessed us (cursed us?) with the wild antics of Joe Exotic, is back with another outlandish docuseries about individuals who house wild animals. This four-part series focuses not on cats, but on chimpanzees and the bonds between these highly intelligent primates and the humans that raise them. After all, what could go wrong with housing an exotic animal that shares 98.6% of their DNA with humans?! Turns out… everything.

While *Chimp Crazy* sets the stage for the story by unfolding the history of "infamous" chimpanzee breeder and seller Connie Casey, the true subjects of the narrative are Tonia Haddix and Tonka. Haddix, the self-proclaimed "Dolly Parton of chimps" started off as a volunteer at Connie Casey's Missouri Primate Foundation before eventually becoming the caretaker and owner of the compound. During her years there, Haddix became particularly close to Tonka, a retired chimp actor who reached the age of maturity and was thus no longer able to be controlled like young chimps are. Tonka, as well as the other chimps at the compound, spend their days in cages eating Happy Meals and generally, not living the life that these wild animals should.

On the other side of this story is PETA general counsel Jared Goodman and actor Alan Cumming, who worked with Tonka in Hollywood decades prior. Despite Missouri having absolutely no animal protection laws to speak of, their goal is to rescue these distressed chimps from a deteriorating compound and stop the exotic animal broking Haddix is involved with. What unfolds is a cat-and-mouse game between Goodman and Haddix that is so incredibly bananas (pun intended), you wonder how this is real life.

If you have pithecophobia (guilty as charged or maybe just acutely aware that you don't mess with a wild primate who is as big AND almost as smart as you), this docuseries is almost as horrific as any horror film. Raising chimps is nothing new, as the documentary details, but seemingly no one has learned their lesson despite the numerous tragedies that housing these primates have caused. Episode two has a 911 call that will chill you to the bone…

Much like *Tiger King*, *Chimp Crazy* is a not a documentary on the animals themselves, but rather the humans that test the boundaries between owner and "pet." They see these animals through rose-colored glasses, with the "personhood" nature of chimps further blurring that distinction. Haddix even calls the chimps her "kids," professing without irony that she loves them even more than her own human children.

If you deem to immerse yourself in the docuseries that will have everyone talking, all I can say is you're welcome and I'm sorry.

Chimp Crazy may only be four episodes, but the rollercoaster of a storyline will keep you captivated and continually guessing what will happen next. It is at times the strangest, and most horrifying narrative I've ever encountered. *Chimp Crazy* is a must-see docuseries not only for the intriguing subject matter, but for the fascinating light it shines on exotic animal trading that is still prevalent today. If you deem to immerse yourself in the docuseries that will have everyone talking, all I can say is you're welcome and I'm sorry.

Chimp Crazy is currently streaming on Max.

Nighttrek: What to See in the September Sky

By Neill Simmons

The highlight of September is the planet Saturn which is visible in the east right after dark. The ringed planet stays up all night and sets with the rising sun. Saturn is now located within the constellation Aquarius, the Water Bearer. Saturn has 146 known moons at this time with the largest being Titan, which is bigger than the planet Mercury. One of Saturn's moons is called "Enceladus," which is almost completely covered by water under a thick ice shell. NASA plans to send more probes to Titan and Enceladus in search of life forms.

On Wednesday, September 18, the full "Super Moon" will rise in the east and will be partially covered by a small lunar eclipse. A lunar eclipse is when the Earth lines up between the Sun and the Moon casting a shadow on the Moon causing it to darken. A Super Moon is much nearer to Earth so that it appears larger than normal.

The planet Venus is bright this month but very low in the west. On September 5, the crescent Moon appears next to Venus which is a beautiful sight. Venus is one of the four terrestrial planets in our solar system, meaning that it is a rocky body like Earth. It is similar to Earth in size and mass. However, its surface temperature is 867 degrees Fahrenheit!

DAWN PATROL: In the early morning, the planet Jupiter is very bright. If you look very closely, Mars is a small reddish dot near Jupiter. By the end of the month, Mercury will be easily visible completing this trifecta of planets.

Look straight up and find the three stars creating the Summer Triangle. It's comprised of three of the brightest stars in the sky - Vega, Altair and Deneb - which are so much brighter than the stars around them that they make the triangle easy to spot. If you get away from the city lights, the Milky Way will be visible within the Summer Triangle. The Summer Triangle is not a constellation but an asterism, which is a pattern or a group of stars in the sky.

Sagittarius is a favorite September constellation. Its main stars look exactly like a teapot. Under dark skies, a dense area of the Milky Way can be seen rising in an arc just above the spout, like a puff of steam rising from a boiling kettle. Right beside Sagittarius is the constellation Scorpius. With a little imagination, you can see its stars tracing the shape of a scorpion. The brilliant red star, Antares, lies at the scorpion's heart. The constellation has the shape of the letter J, with the curved bottom of the J representing the Scorpion's curved tail.

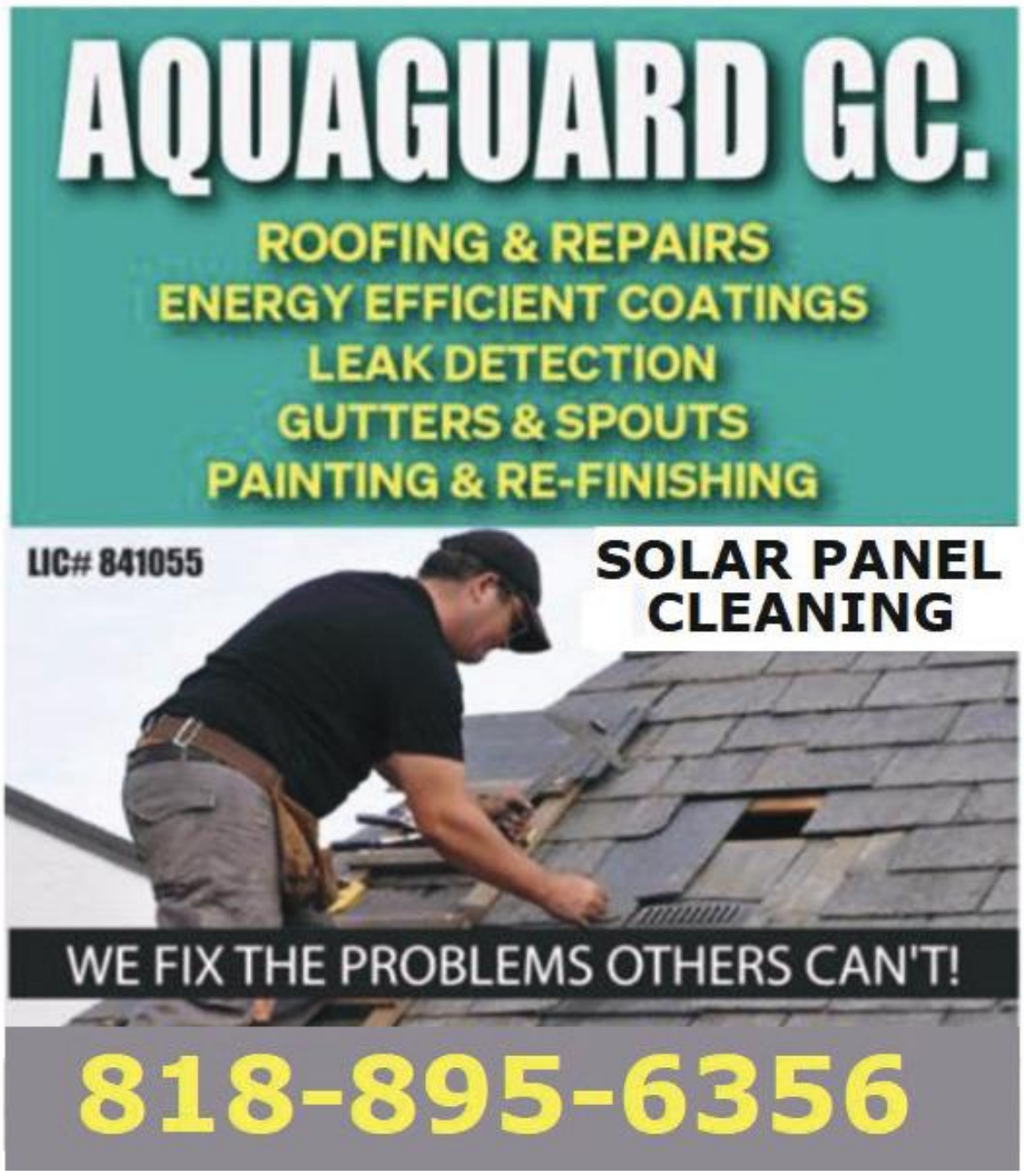
The Summer Triangle is not a constellation but an asterism, which is a pattern or a group of stars in the sky.

Also in September, the famous Big Dipper or Ursa Major, is located in the north hanging by its handle. It is easy to see since the seven stars that make up this asterism are very bright. The North Star, Polaris, is located on the tip of the Little Dipper, Ursa Minor, and can be found by extending an imaginary line through the front two stars of the bowl of the Big Dipper. Polaris is the only star that doesn't move and it is always in the north. This makes it useful in celestial navigation.

On September 11, the International Space Station (ISS) makes a very bright night sky crossing. It will come out of the west at 8:05 pm and move across the sky for seven minutes! Remember there are no blinking lights on the ISS. In November, the ISS will have been in orbit for 26 years!

On Saturday, September 14, the Griffith Park Observatory will be hosting a Star Party with many telescopes on the front lawn. This free event starts at dusk and ends at 10pm.

When not star-gazing, Simmons is a Wealth Advisor with LPL Financial. If you have any astronomy or financial questions, he may be reached at 818-936-2626 or neill.simmons@lpl.com.



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