Create Lasting Memories at Greenhorn Ranch

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ENCINO ENTERPRISE

Volume 5, Issue 105 | A Compendious Source of Information | October 4, 2024

NEWS IN BRIEF

SFV-Based White Supremacist Gang Members Arrested

Earlier this week, forty-two members of a San Fernando Valley-based white supremacist gang were arrested in connection with an operation including drug trafficking, weapons violations and COVID-19 loan fraud. A total of 68 defendants are named in the indictment, with 29 individuals arrested this past Wednesday and 13 already in custody. This Valley-based neo-Nazi gang has been affiliated with the Aryan Brotherhood and the Mexican Mafia. During the investigation of this "Peckerwood gang" and arrest at a Sherman Oaks motel, law enforcement seized large quantities of illegal firearms, bomb-making materials, 97 pounds of fentanyl, dozens of pounds of methamphetamine and heroin."

"The Peckerwoods are involved in a wide variety of criminal activity, from drug trafficking to fraud offenses to firearms offenses, violence and identity theft," U.S. Attorney Martin Estrada said. "But what truly distinguishes them is their hate and animosity to ethnic and religious minorities." Members of the gang typically have tattoos of "SFV," meaning both San Fernando Valley and "Searching For Victims."

Police Seek Thieves in Boulevard Pharmacy Heists

Police are seeking information on break-ins at four Ventura Blvd. pharmacies last Friday morning. They believe that each of the burglaries was committed by the same crew of thieves, dressed in black hoodies driving a black Dodge Durango. The suspects hit four different pharmacies along a six-mile stretch of Ventura, starting at Southern California Medical Center in Woodland Hills around 3:30 am, where they got cash and two safes but no meds. They then broke into a Tarzana pharmacy at 4:30 am where the owner saw them on video and called police. By 5:30 am they broke into Encino Care Pharmacy, where the owner was also watching the security feed and called police. LAPD was able to pursue the vehicle but lost track of it minutes later. That gave the thieves time to hit a fourth and final pharmacy , Encino Center Pharmacy, but they left without taking anything as alarms went off and police approached the store. The suspects are still at large; anyone with information should call LAPD.

Five Finalists Announced for Fernando Award

Comenares-Stafford

Du Brin

Heidt

Udkoff

Zine

The Fernando Award Foundation board of directors has announced the five individuals, selected from a field of 14 Valley leaders, who are now finalists for this year's award program honoring volunteer leadership in the San Fernando Valley. One of the nominees will be named recipient of the 2024 Fernando Award at the 66th annual Fernando Foundation gala reception and dinner to be held at the Skirball Cultural Center on Friday, November 8.

The five finalists are Armida Colmenares-Stafford, vice president and senior relationship manager with Pacific Premier Bank; Susan Du Brin, community advocate and former executive with West Valley Medical Center; Horace Heidt, president of the Horace Heidt Agency; Sharon Udkoff, a certified public accountant; and Dennis Zine, former Los Angeles city council member and retired member of the Los Angeles Police Department. The confidential ballot process will be managed by an independent CPA firm.

"The list is now narrowed to five finalists and culminates with the selection of one distinguished individual at the annual gala on November 8th," said Fernando Award Foundation Interim Chair Vahid Khorsand. "Each of the finalists' volunteer engagement, years of service, leadership roles, fundraising activity and volunteer mentorship will be considered in making the final selection."

In addition to honoring the five finalists and announcing the award recipient at the annual gala, the organization will also honor three Impact Honorees, selected for their service to the community - *Los Angeles Business Journal* publisher Josh Schimmels, Amazon public policy director Cameron Onumah and Mayra Valadez, an executive with Actum, a public affairs consulting firm.

"The Fernando Award is a lifetime achievement award and regarded as the highest recognition for community volunteerism in the San Fernando Valley," said 2021 Fernando recipient Diana Sanchez.

"Each of the finalists' volunteer engagement, years of service, leadership roles, fundraising activity and volunteer mentorship will be considered in making the final selection."

Pacific Premier Bank vice president Armida Colmenares-Stafford was nominated by the United Chambers of Commerce and Los Angeles Jewish Health CEO Dale Surowitz. Colmenares-Stafford was the first Latina chair of the United Chambers of Commerce and currently serves as vice president of the Valley Economic Alliance. She has served in various roles including board chair for the Chatsworth Chamber of Commerce and is a current board member of the Annenberg School of Nursing.

Sue DuBrin was nominated by ONEgeneration and Lee and Arlene Alpert. Du Brin is board chair for the Child Development Institute which assists low-income families and children with developmental disabilities. She created the San Fernando Valley Senior Services Directory - a free resource for older adults and caregivers and co-founded the Encino Disaster Preparedness Committee, which conducts annual disaster drills. She has been a long-time Sherman Oaks/Encino Chamber board member and volunteer and serves as chair of the Health and Wellness Committee.

Entertainment industry icon and real estate investor Horace Heidt was nominated by Sherry Keowen and Kathleen Sterling. Since the early 1980's, Heidt has worked with organizations such as Pierce College Foundation, New Directions for Youth, the Valley Industry and Commerce Association, the Mid-San Fernando Valley Sunrise Rotary Club and a variety of local chambers including the

(continued to page 3)

CALENDAR

Community Calendar

* The Encino Neighborhood Council will be holding their Public Safety Committee meeting on Monday, October 14, at 7 pm. For more info, visit encinonc.org.

* Friends of the LA River (FoLAR) invites everyone to join the largest urban river cleanup in the U.S., including Sepulveda Basin, on Satuday, October 5. The event celebrates the region's 51-mile winding connective center with cleanup locations on the upper, middle and lower river. Your participation is crucial in helping to keep the river beautiful and its native ecology thriving! Free, but registration is required at folar.org/cleanup-2024.

* Join the Sherman Oaks Encino Chamber of Commerce on Thursday, October 10, from 11:30 to 1:30 pm for "Lunch Break Live." Network over lunch at Green Apple China Bistro (12265 Ventura Blvd). Cost is $30 for members and $45 for non-members before October 18. To RSVP, visit shermanoaksencinochamber.org.

* The Encino Tarzana Library will hold a screening of *Projecting L.A. 2024* on Saturday, October 5, from 2 to 3 pm. This 60-minute video will show compelling street photography and powerful photojournalism by 32 L.A.-based photographers. After the projection, several photographers in the show will sit amongst the audience for a casual round-table discussion. The J Paul Getty Trust donated the equipment needed for these projections and is giving a free Getty ($25) parking pass to everyone who attends.

* A Faery Hunt and Faery Halloween party will be held at the Tarzana Community and Cultural Center on Sunday, October 13, at 10:30 am. A Faery Hunt shows are interactive, immersive, outdoor performances designed for young audiences to inspire creativity and fun. Tickets are $35 and can be purchased at afaeryhunt.com/product/kids-activities-near-me.

* Experience art, music, history, storytelling, and culture through the Mexican folk dance "Baile Foklorico," which will be held at the Encino Tarzana Library on Saturday, October 12, from 2 to 3 pm.

* The San Fernando Valley Audubon Society will hold their monthly Sepulveda Basin bird walk on Sunday, October 6, from 8 to 11 am. For parking directions, and more info, visit sfvaudubon.org/events.

* A community rally in support of Israel is planned in Calabasas for October 7, the one-year anniversary of the Hamas attack. The evening of solidarity will have a mix of speakers, including several rabbis, a former Israeli Defense Forces soldier, a local priest, owner of The Commons Shopping Center Rick Caruso and a Las Virgenes Unified School District board member. Calabasas City Council members David Shapiro and Alicia Weintraub are organizing the event, similar to what they produced last October. However, this is not a city event but rather a community-based effort. The rally will be held outside Calabasas City Hall at 5:30 pm amid heavy security.

* Southern California Garden Club, the oldest and largest garden club in the San Fernando Valley, invites you to join them as they continue their 98th season with a Garden Club Meeting featuring a program, "My 60 Years in Roses," at 11 am on Tuesday, October 15. For the full schedule of the day, visit SouthernCaliforniaGardenClub.com.

* It's the start of spooky season so why not celebrate the 70th anniversary of *The Creature From The Black Lagoon*? Join the West Valley Regional Library on Saturday, October 5 as they celebrate with a screening of the film followed by a talk by Mallory O'Meara about Milicent Patrick, the woman who designed the Creature, and O'Meara's book, *The Lady From the Black Lagoon*. O'Meara is an author, screenwriter, and produce. Film screening is at 12 pm, talk by O'Meara at 1:30 pm.

People in the News

In a move to build upon efforts to combat retail theft across the state, **Assemblymember Pilar Schiavo,** above left, has appointed Encino resident **Greg Martayan,** at right, as her Senior Advisor for issues surrounding public safety and curbing retail theft.

This appointment reflects the Assemblymember's commitment to addressing public safety and supporting small businesses affected by organized theft. Assemblymember Schiavo, representing Santa Clarita and the North San Fernando Valley (California's 40th Assembly District), has displayed exemplary leadership through her work to pass the California Retail Theft Reduction Act (AB 2943), which she co-authored with Assemblymember Rick Zbur, and was part of a package of 10 bills signed into law by the Governor last month to address retail theft. Martayan is the Vice President of External Affairs for The Valley Economic Alliance, an institution that serves the 400 square miles of the San Fernando Valley, with a population of over 160,000 businesses and 2,000,000 residents. Martayan was formerly the Director of Public Safety for the City of Los Angeles's Fifth Council District, where he effectively and successfully reduced violent crime and retail theft during his tenure.

"Greg is highly skilled in advising on public safety matters, offering insights backed by years of experience. His strategic approach helps identify needs while implementing collaborative efforts and solutions that enhance community well-being. Greg's deep understanding of public safety, retail theft, and prevention measures makes him a valuable resource for navigating complex challenges," said Chief Chris Margaris, Southern Division, California Highway Patrol.

Cameron Onumah
Amazon

Josh Schimmels
Los Angeles Business Journal

Mayra Valadez
Actum

Fernando Awards Continued

(continued from page 1)

Sherman Oaks/Encino Chamber of Commerce and the Universal City/North Hollywood Chamber of Commerce.

Certified Public Accountant Sharon Udkoff was nominated by Los Angeles Jewish Health and Los Angeles Valley College. A long-time volunteer with Los Angeles Jewish Health, several Studio City organizations, Save Los Angeles River Open Space, Los Angeles Hillel Council and the Los Angeles Valley College Foundation, Udkoff has a passion for helping people. Through her efforts, millions have been raised for education and community service.

Retired LAPD and LA City Council member Dennis Zine was nominated by New Directions for Youth and Arthur Pfefferman. He is active on local boards such as New Directions, the Cooper Literacy Program for the West Valley Boys and Girls Club, Los Angeles Jewish Health, San Fernando Valley Community Mental Health Center, the West Valley YMCA, and UCLA West Valley Medical Center. Zine works to improve conditions for at-risk children and vulnerable seniors.

Sanchez chaired the 2024 nominating committee and the selection committee included UCC executive director Marian Jocz, previous recipients David Honda and Mark Levinson, 2023 Fernando honoree Mel Wilson as well as longtime community leaders Fred Gaines and Sarah Horvet.

"The caliber and accomplishments of each nominee are a reflection of how fortunate the Valley is to have such dedicated individuals volunteering and leading by example," said finalist selection committee member Mark Levinson.

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

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.

* It takes seven seconds for food to pass from mouth to stomach. A human hair can hold 3kg. The length of a penis is three times the length of the thumb. The femur is as hard as concrete. A woman's heart beats faster than a man's. Women blink two times as much as men. We use 300 muscles just to keep our balance when we stand. A woman has read this entire text. A man is still looking at his thumb.

* My sister-in-law says that she's not old enough for "early bird specials" yet. She prefers to call it "Happy Hour."

* As we get closer to the election we have some political jokes to throw at ya:

- A politician has to be able to see both sides of an issue, so he can get around it.

- Why do we use the word "politics" to describe the process of government? "Poli" in Latin means "many," and "tics" means "blood sucking creatures."

- A little girl asked her father, "Do all fairy tales begin with 'Once upon a time?'" The father replied, "No, some begin with - 'If I am elected.'"

LOCAL NEWS

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Diana Williams
Dennis Zine

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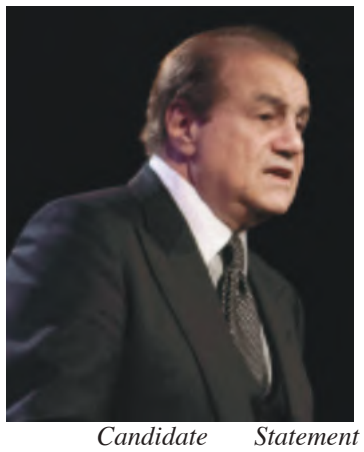
Campaign Coverage: Candidate Statement Larry Thompson for Congress



Candidate Statement submitted by Larry Thompson.

To the voters of CA-32, which includes the communities of Bel-Air, Bell Canyon, Beverly Glen, Brentwood, Canoga Park, Chatsworth, Encino, Malibu, North Hills, Northridge, Pacific Palisades, Reseda, Sherman Oaks, Studio City, Tarzana, Topanga, West Hills, Winnetka, and Woodland Hills, do not vote for Brad Sherman.

"Sleeping-at-the-wheel Sherman" has been in office for 14 terms (28 years). What has he ever done for you? Do you even know who he is? Have you ever heard his name? What legislation has he originated in congress? Have you voted for him because of his political accomplishments? Does he truly represent your present-day concerns and values?

Are you happy with food prices in the San Fernando Valley? Do you feel safe with the recent rise of burglaries in Encino and even Bel-Air? Are you concerned in Tarzana about the cost of gas for your car to get you to work?

Can you afford your housing? Are you worried about your medical costs? Does inflation scare you? Do you think open borders have improved your life? Would you like lower taxes? Would you like no taxes on tips, overtime income, or Social Security? Do you think Sherman has been tough enough on crime in the Valley? Do you think our education system in Canoga Park could be improved? Should you have stronger parental rights regarding your child's schooling and life choices? Should our cities better repair the many potholes in our streets including Ventura Boulevard, Coldwater Canyon, Laurel Canyon, Benedict Canyon, Beverly Glen, and Topanga Canyon Boulevard? Should safety be increased on Malibu's Pacific Coast Highway? Where has all the money gone that was supposed to be used to solve the homeless problems? Are you tired of Sherman's ever-vacillating stance on Israel?

Are you exhausted with the Democrats and Republicans arguing with each other? Have you been shocked to learn recently that Sherman has been misleading and lying to people for over 30 years that Sherman Oaks, California was named after him and his family? Should we have "term limits" on politicians?

There are more disturbing questions than comforting answers. Are you finally open to change?

Learn about me, Larry Thompson, and vote for a better future for your children.

Learn more at LarryThompsonForCongress.com. Thank you.

Larry (aka "The Sanity Man") Thompson.

What Will I Do For All Of You...
When I Am Elected Your New Congressman in California's 32nd District?

Larry Thompson

In General: I will replace your 14-term (28-year) "sleeping-at-the-wheel" congressman, Brad Sherman, with a new, energized vision of your future, which I will carefully design from **LISTENING** to your collective voices at **LIVE, IN-PERSON MEETINGS** that I will schedule and hold with you within one week of my winning the election. This "first, people-designed platform" curated by me and feathered into my "32-Point Political Policy," which I have campaigned on**,** will become my immediate marching orders as your new Congressman on the first day of my term. I will represent my People first, not my Political Party. "Our" political platform will be built upon our **"32-Point Political Vision"**:

1. Reducing the cost of living, especially food, gas, housing, and medical
2. Increasing your income
3. Decreasing inflation
4. Lowering taxes
5. No tax on tips or overtime pay
6. No tax on Social Security
7. More Common Sense
8. Closing the borders immediately
9. Being very tough on crime
10. Supporting our men and women in blue
11. Being very strong on parental rights
12. Having all public high schools offer and require classes in Personal Finance
13. Not believing in a federal law banning a woman's right to choose
14. Addressing the increasing dangers of living in our district CA-32
15. Repairing the many potholes in our streets including Ventura Boulevard, Coldwater Canyon, Laurel Canyon, Benedict Canyon, Beverly Glen, and Topanga Canyon Boulevard
16. Supporting increased safety on Malibu's Pacific Coast Highway
17. Addressing the homeless problem primarily as a mental health issue
18. Supporting the 2nd Amendment but believing in background checks and public safety; however, "Use a Gun in the Course of a Crime, Go to Prison."
19. Stop printing money and lower the National Debt by a "minimum" of 10% each year until it's paid off
20. Strong believer in "Term Limits" for politicians
21. Allowing all alternate forms of energy and American oil to compete in a free market
22. Pro-Bitcoin and Cryptocurrency policies
23. Less fear and hatred of our fellow citizens, while welcoming home the No Party Preference voters
24. A strong military
25. Pro-Ukraine
26. Pro-Israel
27. Recognizing and dealing with Russia, Iran, China, and North Korea as enemies
28. Avoiding a World War
29. Supporting our Armenian citizens and praying for spiritual enlightenment and World Peace
30. Believing in the peaceful transfer of power for every Presidential election
31. Fight immediately for a futuristic, high-speed monorail service running alongside the 405 freeway with a beautiful view, connecting people traveling between the San Fernando Valley and the Westside of Los Angeles
32. Change and market the image of simply "The Valley" to **"California's Valley of Dreams"**

Q. Great, Larry, but how are you specifically going to do all this?
A. Fair enough. Visit me at: http://www.LarryThompsonForCongress.com

"Don't believe me, just watch."

BUSINESS

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Our Specialists are traveling throughout Los Angeles county and the San Fernando Valley collecting Jewelry, Watches, Handbags, Fine Art, Silver, Coins and more for auction consignment, outright purchase or private sale.

INFORMATION & APPOINTMENTS

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Your Website Is Not Your Brand, It Is A Tool For Your Brand

by Miri Rossitto

Websites have become the primary point of interaction between brands and their audiences. For many, a website is the first place they learn about a company, its products, and its values. This growing importance means businesses must ensure that their websites are accessible to all users, including those with disabilities, through ADA (Americans with Disabilities Act) compliance. However, while your website should be ADA-compliant, it's important to recognize that ADA compliance does not define your brand.

What is ADA Compliance in Web Design?

ADA compliance in web design refers to making websites accessible to individuals with disabilities, particularly those with visual, auditory, or motor impairments. This involves practices like:

Screen reader compatibility: Ensuring text content can be easily read aloud by assistive technologies.

Keyboard navigation: Making sure a website can be navigated without a mouse, using only the keyboard.

Alternative text for images: Adding descriptions to images for visually impaired users who rely on screen readers.

Color contrast and font size: Adjusting visual elements to ensure readability for those with visual impairments.

The ADA was originally designed to eliminate physical barriers, such as wheelchair access to buildings, but today it extends to digital spaces, ensuring equal access to online information and services.

Why ADA Compliance Matters for Websites

An accessible website ensures inclusivity. Websites that don't meet ADA standards can alienate a significant portion of the population, resulting in both reputational harm and legal consequences. With lawsuits against non-compliant websites becoming more common, ADA compliance is an ethical and practical business decision.

Your Brand is Bigger Than Your Website

Your brand is more than just your website. It encompasses the emotional connection you create with your audience, the story you tell, and the value you provide. A brand is built on intangible qualities like credibility, customer experience, and emotional resonance. A website is merely a platform that communicates your brand, but it is not your brand itself.

Why shouldn't a brand be built solely around ADA compliance?

ADA compliance is a functional requirement, not an emotional identity: While ADA compliance is important for functionality and accessibility, it doesn't shape the core of your brand identity. It addresses how users interact with your website but doesn't define the relationship between your audience and your brand. Building a brand around legal or compliance factors can limit its creative appeal.

Your brand should focus on value and experience: A successful brand is built on providing value, whether that's through innovation, superior customer service, or a unique service or product. ADA compliance should be a behind-the-scenes aspect of your web design, ensuring all users can access this value. However, it doesn't define your brand's voice, mission, or experience.

Compliance is a baseline, not a differentiator: ADA compliance ensures you meet legal and ethical obligations, but it doesn't set you apart from competitors. Your brand should go beyond compliance to stand out. The essence of your brand lies in what makes your company unique—your purpose, values, and the impact you have on your audience.

ADA Compliance is Non-Negotiable for Web Design

Every business should strive for ADA compliance in its web design, ensuring that all individuals, regardless of ability, can engage with their content. Failure to do so can alienate audiences and result in legal ramifications. There's no downside to making sure your website is accessible; it benefits both your business and your users.

That said, ADA compliance is just one part of a successful online presence. It should not dictate how you craft your brand's identity. When creating a brand, focus on what sets you apart—your values, your message, and the connection you foster with your audience.

ADA compliance is

(continued to page 10)

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© 2024 UCLA Health Medicare Advantage Plan

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HEALTH

Free Senior Real Estate Seminar October 5

Ask the experts about senior issues on Saturday, October 5, from 10 to 11 am at Ivy Park at Studio City.

Scott M. Friedman with Coldwell Banker Realty in Sherman Oaks will lead a team discussion on senior real estate issues.

Friedman is a Seniors Real Estate Specialist, Short Sale and Foreclosure Resource and Certified Negotiations Specialist who will discuss selling your home and right-sizing.

Thomas P. Christopher, Esq., of the Christopher Law Group, will address the importance of having an updated will and trust for seniors.

Michael Resiner, CPA and senior taxation specialist with Resiner Accountancy, will cover taxation issues.

Lauren Davidson with Wellrive will discuss packing, discarding and estate sales.

Scott Friedman and Margie Markus, a number one team at Coldwell Banker Residential Brokerage Sherman Oaks, enthusiastically bring over 25 years of experience assisting clients in the San Fernando Valley and Westside of Los Angeles.

Guided by the unwavering principles of concierge customer service, Friedman and Markus are dedicated to delivering outstanding results by focusing on the objectives of their clients.

Buyers and sellers value their strong negotiation skills, market knowledge and detailed focus throughout every transaction. As top producers, they continuously earn the International President's Circle Team award for excellence and have Certified Negotiation Specialists and Short Sale Foreclosure Resource designations.

Their success is attributed to always putting their clients' interests first and loving what they do. Specializing in residential estate, senior real estate and income producing properties, their philosophy is simple…honesty, hard work and creative solutions designed for every problem.

The Ivy at Studio City is located at 4610 Coldwater Canyon Ave. To RSVP, call (818) 350-5335. Friedman and Markus can be reached at (818) 317-2011 or scottmfriedman@yahoo.com.

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Join us for an educational seminar on Senior Real Estate such as selling your home, right sizing along, taxation with the importance of trust and wills. Featuring:

Scott Friedman, Senior Real Estate Specialist with *Coldwell Banker Realty*.
Thomas Christopher, ESQ: Wills and Trusts with *Christopher Law Group*
Michael Reisner, CPA: Senior Taxation Specialist with *Resiner Accountancy*
Lauren Davidson, Packing, Discarding and Estate Sales with *Wellrive*

Saturday, October 5th · 10am - 11am

Kindly RSVP by **October 2nd** to **(818) 505-8484** as space is limited

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IVY PARK at Studio City

HEALTH

Ensuring a Healthy Back-to-School Transition: Tips for Parents

As parents navigate the new school year, Dignity Health is committed to helping them prepare their children for a healthy and successful return to school. With the ongoing challenges brought by the pandemic, it's essential to focus on health-related issues, including vaccinations, mental health and physical activity.

Vaccinations

Vaccines protect against various diseases and are essential for maintaining a healthy school environment. Parents should check their child's immunization records and consult with their healthcare provider to ensure all necessary vaccines are administered before the start of the school year. This includes routine vaccinations as well as COVID-19 vaccinations and boosters, if eligible.

Mental Health

The transition back to school can cause anxiety and stress for many children. Establishing a consistent daily routine can provide a sense of stability. Parents should also foster an open and supportive environment where children feel comfortable expressing their feelings.

If signs of stress, anxiety or depression are observed, seeking professional help from school counselors or mental health professionals is advisable.

Physical Activity

Regular physical activity is crucial for children's overall health and well-being. Encouraging participation in sports and other physical activities can help improve mood, reduce stress and promote better sleep. Children should have opportunities for physical activity both during and after school hours. Walking or biking to school, if feasible, can also be a great way to incorporate exercise into their daily routine.

Nutrition

A balanced diet is fundamental to a child's ability to learn and stay energized throughout the day. Parents should focus on providing nutritious meals and snacks, emphasizing fruits, vegetables, whole grains and lean proteins.

A healthy breakfast each morning is particularly important to help children maintain concentration and energy levels at school.

Sleep

Adequate sleep is essential for cognitive function and overall health. Establishing a regular sleep schedule can help children adjust to the early start times of school. Parents should aim for their children to get the recommended amount of sleep for their age group, which typically ranges from 9 to 11 hours per night for school-aged children.

By focusing on these health issues, parents can help ensure their children are physically and mentally prepared for the new school year.

Dignity Health is dedicated to supporting families and promoting the health and well-being of our community.

Your Website is Not Your Brand Cont'd

(continued from page 6)

essential for your website's functionality and accessibility, but your brand is built on much more than legal compliance. Your website is a tool to deliver your brand experience, not the brand itself. Businesses must prioritize accessibility and inclusivity, but they must also remember that a truly powerful brand transcends the functionality of its website. Your brand is defined by your story, your values, and the way you connect with your audience, not by technical specifications. So, while your website must meet ADA standards, your brand should be free to embody the heart and soul of your business.

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

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ENTERTAINMENT

Boo at the Zoo Returns for Two Weekends in October

Get ready for a spooktacular time at the Los Angeles Zoo as it hosts its annual Boo at the L.A. Zoo event on the last two weekends of October.

This family-friendly celebration promises a ghoulishly good time with a variety of activities that will delight guests of all ages. Returning for the third year in a row, Mars, Inc. will be supplying an array of snack-size candy favorites, ensuring that trick-or-treaters have plenty of sweet treats to enjoy. Boo at the L.A. Zoo is free with paid admission or Greater Los Angeles Zoo Association (GLAZA) membership and will be happening Saturdays, October 19 and 26 and Sundays October 20 and 27, from 10 am to 4 pm.

Guests will enjoy festive activities, including frightful decor that transforms the zoo into an eerie-yet-enchanting Halloween wonderland. Trick-or-treat stations can be found in the zoo offering delicious candies provided by Mars, Inc.

Some of the day's highlights include a visit to the extinct animal graveyard, where visitors can learn about species that have gone extinct and the importance of wildlife conservation; "Spookley the Square Pumpkin" photo op; M&M's costumed characters; spooky story time with award-winning authors; and more.

Associate sponsor California Credit Union (CCU) will be on hand with other types of Halloween goodies, like temporary tattoos, animal masks, and small totes, which can be used as treat bags. In keeping with their efforts to reduce waste, no other types of treat bags will be distributed. Candy and giveaways are available while supplies last.

To learn more, visit lazoo.org/boo.

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Visit doyle.com for more information.

ENTERTAINMENT

Greenhorn Ranch Welcomes You to Relax, Recharge and Create New Traditions by Channeling the Old

By Katie Sterling

Nestled in California's Lost Sierra is a piece of land that seamlessly blends the rustic elements of ranching culture with the contemporary comforts of modern day. At Greenhorn

Ranch, you arrive as strangers, leave as friends and for the lucky few, become part of a long-established history that has kept this property thriving since 1945. While originally a goat farm during the Gold Rush and then a Christmas tree farm, Greenhorn Ranch has now firmly established itself as a dude ranch, inviting the public to immerse themselves in a culture so synonymous with California's roots. Truly ideal for anyone looking to unplug from the hecticness of life, Greenhorn Ranch welcomes you to relax, recharge and create new traditions by channeling the old.

After a quick flight out of Los Angeles to Reno, and about an hour's drive, you arrive at what could only be described as an outdoor oasis in the town of Quincy. Greenhorn Ranch is situated on approximately 600 acres, surrounded by lush forest and dominating mountains. It's a dichotomy of riches in that the layout of the ranch lends itself to an intimate experience, but the vastness of the surrounding 500,000 acres of public land reminds you of the true beauty the state has to offer. After a quick tour of the grounds, these city girls were ready to pop on our boots and channel our inner California cowgirls.

Greenhorn Ranch does not lack for activities and first on the itinerary was to hop in the saddle and try our hand at horseback riding. As newbies, Head Wrangler Bella matched us with horses that not only aligned with our riding experience, but with our personality. Despite being an introductory ride, beginners are still gifted with the opportunity of heading outside of the corral and taking a leisurely ride through the forest, crossing riverbanks, going off-trail and of course, pausing to take in the breathtaking vistas. While Bella led us with grace and patience, horse riding opportunities run the gambit from lead arounds with little ranchers to advanced rides. After all, did you really go to a dude ranch if you didn't take the time to ride horses?!

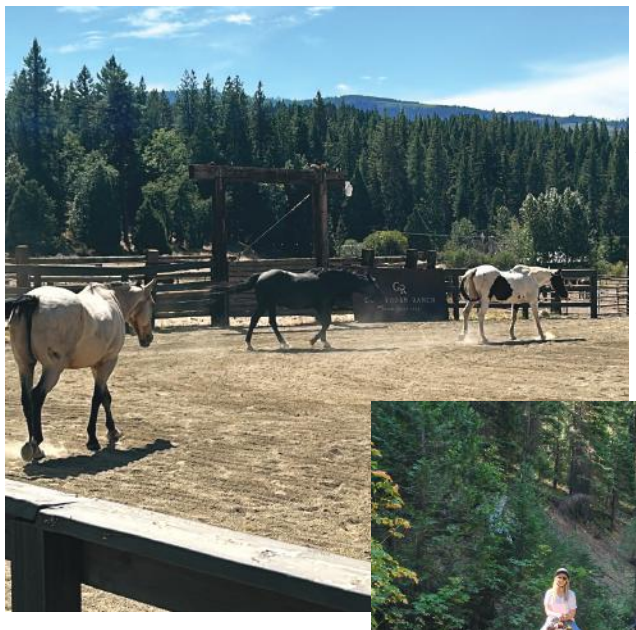
Before we transitioned from the saddle to the shooting range, it was imperative to refuel at the Chuckhouse, where all meals are held. Whether it be breakfast, lunch or dinner, the options are always hearty and always delicious thanks to the culinary talent of Executive Chef Brian, who relies on local produce to achieve the ideal farm-to-fork meals. Guests not only help themselves, but bus their own dishes, which serves to only add to the communal nature of the ranch. Wranglers and guests are oftentimes found sharing the same table talking about the day that was had or offering tips on how best to spend the next one.

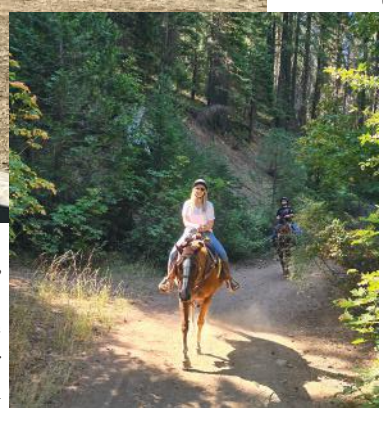
Fully satiated and ready to continue our adventures, Zeek pulled out the big guns (literally) to teach a group of us the art of skeet shooting. While I can't say my talents lay in horseback riding, I can say that I may have earned the nickname "Bullseye" on the range. After receiving a thorough safety lesson, guests are taught how to properly load the guns, hold them and aim for the clay targets. It's exhausting, exhilarating and surprisingly a great bonding experience as you cheer on your fellow group members as they successfully hit their marks.

With newly-made friends, it was time to head back to the main property for a celebratory drink at the Saloon, toasting to the day's victories. After all, what makes Greenhorn so idyllic is the leisurely nature in which guests can truly make their stay there their own. While activities are planned on a schedule, the rest of your time is filled however you see fit. Take your celebratory cocktail and toast your neighbors as you wait for line-dancing to start in the Saloon. Or, grab your drink and head outside to watch the sun set as you rest in an Adirondack chair overlooking the pond. Even better, head to the bonfire where a s'mores kit awaits you and if you're lucky, Wrangler Joe might be breaking out his guitar. Although night has fallen, Greenhorn offers up a wealth of activities to mirror those offered in the daytime, ensuring that guests can partake in as much, or as little, as they want. But let it be noted, thanks to the enthusiasm of the wranglers, you'll find yourself wanting to try your hand at a little bit of everything.

With a full belly, a happy heart and clothes slightly smelling of campfire, it was time to retreat to our cabin, aptly named The Pines, to rest after an incredibly full day. Greenhorn Ranch offers a variety of rooming options including The Pines, Creekside Cabins, Airstream accommodations and The Lodge. Each are uniquely decked out in Western decor, while still providing the comfort one needs after a long day outdoors. Depending on your specific party, layouts can include various configurations including bunk beds, dual rooms and my personal favorite, porch swings.

Mornings are taken at a leisurely pace, taking coffee as you stroll the hiking paths or trying your hand at fly fishing, as we did. It's not often your bartender from the night prior is lamenting the therapeutic nature of fishing as he teaches you how to cast a line, but at Greenhorn it just makes sense and I thank Troy for sharing his wisdom with us. After all, Greenhorn Ranch is the place you retreat to in order to escape the hustle of our technology-driven world, reconnect with nature and as my friend so aptly declared, "fall in love with humanity again."





At Greenhorn Ranch, you'll find people from all walks of life and that's precisely what makes the dude ranch experience so special. Where else can you find a group of lawyers on a company retreat, a family vacationing together and a friend's trip where the birthday girl grew up coming to Greenhorn in the 80's and wanted to revisit it for her milestone 40th? In many ways, a stay here is the equivalent of an adult summer camp, where you try your hand at activities you might not normally and make those rare connections where you may never see these particular people again, but you have the special memories of your limited time together. (This shoutout is for you Mike on the bike)! Greenhorn Ranch is, without a doubt, ideal for families, friends, coworkers, strangers and any amalgamation of those looking for an unforgettable experience.

Clockwise from top: the Greenhorn saloon, figuring out the lay of the land, The Pine's main bedroom, horseback riding on the forest trail, the nearby corral and the ranch's own pond.

Greenhorn Ranch can craft an itinerary or personal package for you depending on the season of your stay, the number in your party and the experiences you're looking to have. While no two trips are alike, you can guarantee that you'll be welcomed by warm, Western hospitality from those who see the ranch as not only their workplace, but their home. While Greenhorn Ranch has far evolved from its mining past, it goes without saying that any stay there is the equivalent of striking gold.

While the season is closing in October, Greenhorn Ranch is accepting 2025 reservations. For more info, and to reserve your stay, visit greenhornranch.com.

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SUN NOV 3 7PM
Emanuel Ax, piano

SAT NOV 9 3PM 8PM
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Reuniendo a Los Mejores Talentos del Mariachi

WED NOV 13 8PM MEMBERS
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Avi Avital, mandolin
Estelí Gomez, soprano
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REAL ESTATE

Nighttrek: What to See in the October Sky

By Neill Simmons

The highlight of October will be a much anticipated event - the Comet Tsuchinsha-ATLAS. Look low in the west on October 10, 11 and 12. Watch as the comet rises higher in the night sky. Exactly how bright it will get is a mystery, but astronomers feel it will be bright enough to be visible to the naked eye. As always, it will be easier to spot with binoculars or a telescope.

The Griffith Park Observatory will be having a free Star Party on the front lawn with many telescopes focused on the comet.

On Friday, October 5, the thin crescent Moon will appear next to the dazzling planet Venus. This outstanding event will last only a few hours so make it a point to look low in the west shortly after 7:30 pm. Right above Venus will be the red super giant star, Antares. Antares is the brightest star in the constellation of Scorpius.

Every night in October look east to see the ringed planet Saturn, which will be rising in the sky. It is in a dark area of the universe and appears to be by itself. Mark your calendars for Monday the 14th when the Moon will appear to be near Saturn.

October 17 will bring another Super Moon in the east. This will be the fourth and final Super Moon of the year. It will also be the closest to Earth at 222,095 miles away. This Moon is known as the Hunter's Moon which comes once a year. The name comes from the Algonquin Native American tribe and reminds us that traditionally in many cultures this is the time to hunt and store up meat for the long winter.

DAWN PATROL: In the morning twilight, the red planet Mars along with the planet Jupiter are easy to spot high in the east. Jupiter is so big that over 1,300 Earths could fit inside of it!

The constellation of Cassiopeia, the Queen, is visible this month in the northeast sky. Cassiopeia was one of the 48 constellations detailed by the Greek astronomer Ptolemy in the second century CE. The constellation is most notable because of its "W" shape, which is said to represent the Queen sitting on her throne.

Watch as the comet rises higher in the night sky... astronomers feel it will be bright enough to be visible to the naked eye.

A supermassive black hole nine billion light-years away appears to have a companion black hole orbiting around it. As the orbit shrinks, the pair gets closer to merging. A black hole is a place in space where gravity pulls so much that even light can not get out. The gravity is so strong because matter has been squeezed into a tiny space. This can happen when a star is dying. Because no light can get out, people can't see black holes. They are invisible.

When not stargazing, Neill Simmons is a Wealth Advisor with LPL Financial in Woodland Hills. 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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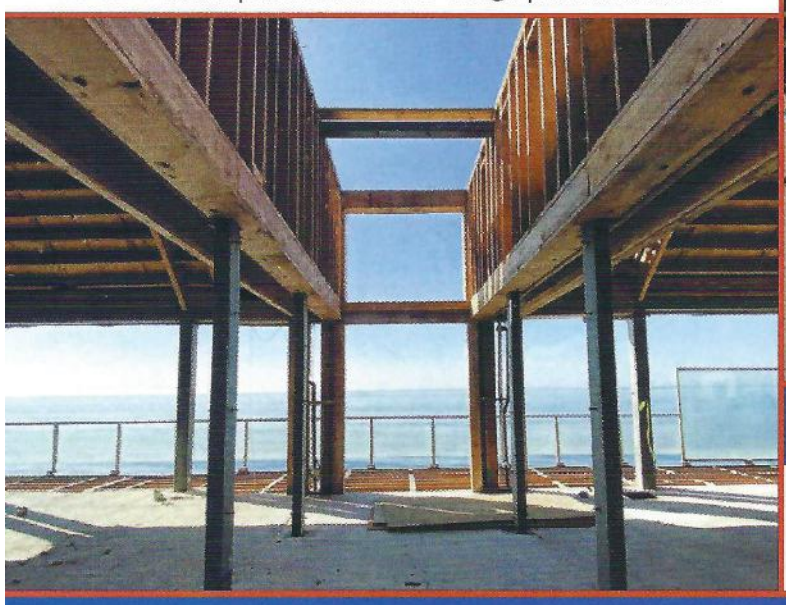

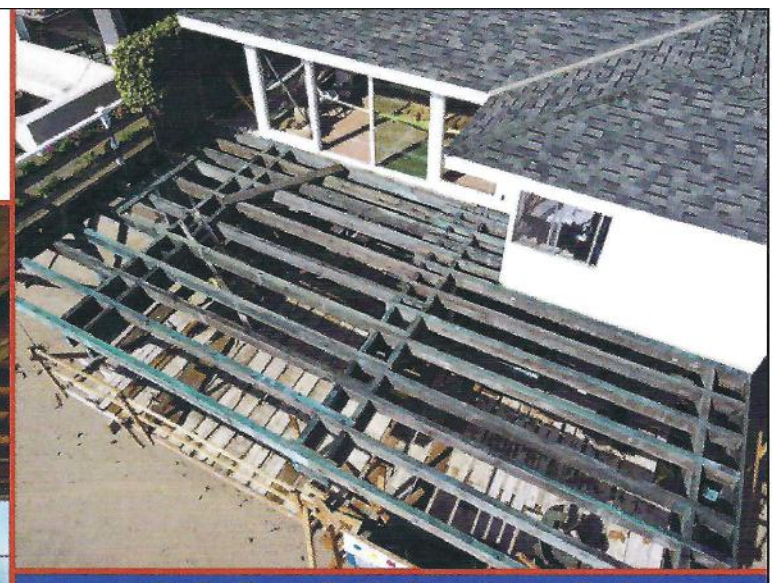

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