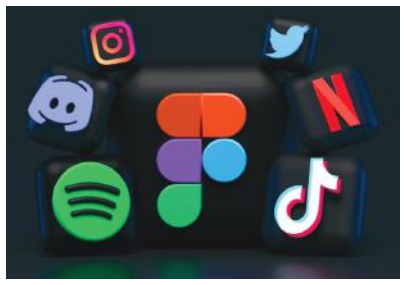
Nighttrek: What to See in the January Sky

See Page 11



Growing Your Brand: Friendly Tips to Make It Happen in 2025 – See Page 5

CHP Wants You to Drive Safe on the Road

See Page 8

ENCINO ENTERPRISE

Volume 5, Issue 111 | A Compendious Source of Information | January 2, 2024

NEWS IN BRIEF

"Daylighting" Law is Now in Effect to Protect Pedestrians

Assembly Bill 413, also known as the "daylighting" law recently went into effect on January 1, 2025. The law was crafted in an effort to further protect pedestrians by banning parking within 20 feet of marked or unmarked crosswalks. This will apply to all intersections, regardless if there is a red curb or no parking sign present. Lawmakers hope that this will increase "daylight" visibility and lead to less motor-pedestrian accidents by improving the range of vision for drivers.

Van Nuys Owner of Galaxy of Comics Dies in SUV Accident

Warren Jaycox, owner of the popular Van Nuys comic book store Galaxy of Comics, died on December 28 after getting trapped under an SUV at the Westfield Topanga mall. Jaycox was riding an e-scooter when an SUV leaving the parking lot turned right and struck him. He slid under the vehicle which proceeded to run him over. The 17-year-old driver stayed at the scene and cooperated with investigators. Jaycox was wearing a helmet, but died at the scene. Investigators are looking for surveillance video as they continue to investigate who was at fault.

Who's Stealing Our Children? Rotary Fights Human Trafficking

Did you know that more than 3,000 children every year in California alone become victims of sex trafficking, destroying their lives and their families? The Rotary Club of Woodland Hills is working diligently with other Rotary clubs in the Valley to lessen this crime and save children. On January 11, their second annual human trafficking free information event will take place and address Internet security and how to protect children.

Speakers include representatives from the Department of Homeland Security, Department of Children and Family Services and LAPD. Attendees will also hear from a survivor advocate as she tells her amazing story. The event will be held from 2 to 4 pm at the Rose Goldwater Community Center, 21710 Vanowen St., Canoga Park. It is sponsored by the Rotary Clubs of Woodland Hills, Calabasas and Greater Van Nuys, and the West Valley Warner Center Chamber of Commerce. RSVP to info.safezone911@gmail.com. For more information call Robin Kellogg at (818) 631-6848.

Headlines that Made 2024

Mayor Bass Visits Encino Locals to Talk Recent Crime

Northridge Earthquake - 30 Years Later

Street Takeovers and Street Racing Taking Over

Valley Deadly Race: Kills One Wednesday on Topanga

Valley Cultural Announces Summer Concert Line-Up

Honoring Those Who Fight Against Hate

Local Election Results

Greater San Fernando Valley Chamber Showcases Women of Impact

The 32nd Annual Sherman Oaks Street Fair To Take Place This Sunday

Encino on High Alert as Home Burglaries Continue to Escalate

Inspirational Women of the Valley Named

Day of Service Creates "World's Largest Lasagna" to Feed Angelenos in Need

Valley Asian and Pacific Islander Festival Dances Into Warner Center Saturday

"Snoopy Bridge" Debuts New Restored Panels

LA2028 and the San Fernando Valley

Music and Movies! NoHo Summer Nights Begins

Local Councilmembers and LAPD Hold Safety Zoom to Address Recent Encino Crime

2024 Fernando Award Nominees Announced

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

Sue Du Brin Wins 2024 Fernando Award

Give the Gift of Reading that Lasts a Lifetime

CALENDAR

There are better ways to get acquainted.

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

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Community Calendar

* Join the Encino Neighborhood Council for their Public Safety Committee meeting on Monday, January 13, at 7 pm. For info and agenda, visit encinonc.org.

* The Encino-Tarzana Branch Library will host babies and toddlers for storytimes and read alouds on Wednesdays at 10 am. Email smoghtassed@lapl.org for more information. The library is located at 18321 Ventura Blvd.

* United Chambers is hosting their annual LAPD Captains Lunch on January 15. Meet new Chief Jim McDonnell and all Valley area captains and commanders. This is your chance to interact with your local LAPD officers one on one. Master of Ceremonies is Woodland Hills Honorary Mayor, LAPD Reserve Officer and *Valley News Group* columnist Dennis P. Zine. The event will be held at Carla's Cafe at CBS Studios, 4024 Radford Avenue, Studio City. No walk ins will be accepted. The cost for members is $75 and $85 for non-members. For more information, and tickets, visit unitedchambers.org.

* The Encino-Tarzana Library Book Club will kick off its monthly meetings on the first Monday of each month at 1:30 pm. Co-chairs Aliki and Jamie are excited to share ideas and have chosen *Things You Save in a Fire* for their February discussion. Limited copies of the books will be available for checkout at the library starting January 2. Feel free to bring titles of books you'd like to share with the group, and they'll compile a list for future meetings.

* Start the new year off with a stroll in nature! The San Fernando Valley Audubon Society will be holding a Sepulveda Basin Bird Walk on Sunday, January 5, from 8 to 11 am. There is ample free parking in the "amphitheater" area of Woodley Park, where the walk begins. Most of the tour is flat and on hard packed decomposed granite or dirt pathways and is wheelchair accessible with a small detour required near the river. For more info, visit sfvaudubon.org/event/sepulveda-basin-bird-walk/2025-01-05.

* The Sherman Oaks Encino Chamber of Commerce will be hosting "Conversation Over Coffee & Croissants" with CEO Vickie Bourdas Martinez on Wednesday, January 15, from 9:30 to 10:30 am. Members are free to attend with an RSVP by 1/14 and $5 for guests. The event takes place at the chamber office at 4933 Balboa Blvd. RSVP at shermanoakencinochamber.org.

* Come to the Encino Tarzana Library on Saturday, January 11, at 4 pm to learn about the development of ceramics technology from the Mesoamerican period to today. Participants will create a clay invention to take home. This workshop will focus on ceramics in now-Latin America and all materials will be provided. This event is part of the No Prior Art program series, which celebrates invention and innovation. To learn more, please visit lapl.org/nopriorart.

* The Encino Neighborhood Council will be holding their Outreach Committee meeting on Monday, January 6, at 7 pm. For info, visit encinonc.org.

* Looking to give back in the new year? Contribute to your community? Save the date for the next Homeless Count on Tuesday, January 21, from 7 to 10 pm. Participate to help collect the data to develop strategies to end homelessness and determine where funding and resources will do the most good. Local Encino neighbors will meet at the Sherman Oaks/Encino Chamber Office (4933 Balboa Blvd.) at 8pm. There will also be a local count for Sherman Oaks that meets at the Church of the Chimes (14115 Magnolia Blvd). For further details, and to register, visit count.lahsa.org/pages/volunteer-registration.

People in the News

Long-time community leaders **Izzy and Marilyn Freeman** (at left) were recently honored by Los Angeles Jewish Health at its annual Reflections Gala. The award recognized the Freemans' decades of philanthropic work on behalf of the seniors at LAJH and the larger Los Angeles community.

CEO and President of LAJH Dale Surowitz expressed his admiration and gratitude for the Freemans' many contributions, saying, "Marilyn and Izzy are tireless, dedicated volunteer leaders and philanthropists. Among their involvement, Izzy is a past president of The Guardians (support group) and a past chair of the LAJH Board of Governors. Marilyn has been very active with LAJH and The Guardians, serving as co-chair for the 75th Gala, and serving for many years as the co-chair for the Marilyn and Monty Hall Statesman's Society giving circle. Marilyn spearheaded a tremendously successful special event entitled "1938" raising thousands of dollars to benefit the programs of LAJH. She has also offered expertise and advice in event planning. The Freemans lead by example as they demonstrate to their children and grandchildren the importance of giving back."

The evening raised over $500,000 for LAJH's award-winning programs and services.

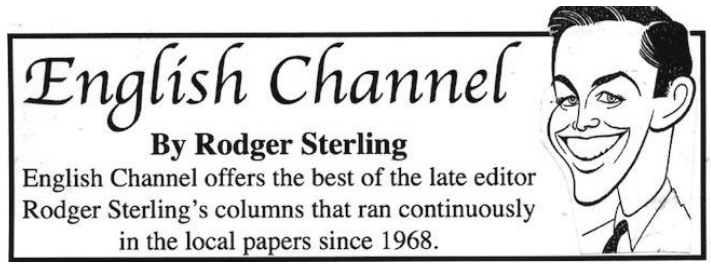
Louisville High School has selected **Dr. Jennifer Aguilar**, at right, as the school's new President.

Aguilar was chosen upon the transition of Sr. Donna Hansen, after 13 years as a teacher and administrator, from the role of President to President Emerita. She will serve in a part-time capacity. Hansen said, "This is the right time for this transition because of our school's steady growth in enrollment, financial health, and student satisfaction over the past few years. I love working at Louisville and will continue to assist the administration and Board of Directors in keeping the Sisters of St. Louis charism of unity (Sint Unum) alive, contributing to the spiritual vitality of our community, and maintaining relationships with our many loyal friends."

Aguilar has been at Louisville for over 20 years serving as teacher, Assistant Principal and, most recently, as current Principal. Under her leadership Louisville has provided a very compelling student experience that has grown even stronger in the past few years.

Podcaster, political influencer and philanthropist **Liz Hirsh Naftali,** above, visited LA Jewish Health's Fountainview at Eisenberg Village to discuss her role in securing the release of her great-niece from Hamas captivity following the attack of October 7, 2023 and her continued commitment to freeing the remaining hostages. Naftali, a lifelong Angeleno with deep roots in Israel, recounted arriving in Israel to celebrate the holiday of Simchat Torah on October 6. She was awakened the next morning to discover that her niece and nephew had been murdered by terrorists there and that their three-year-old daughter, Abigail, had been kidnapped.

A long history of activism equipped Naftali for what came next: returning to the US and sharing Abigail's story as widely as possible with media and leaders on Capitol Hill."I met with Democrats and Republicans; I believe hostages should be apolitical, and we received incredibly beautiful support from people on both sides of the aisle," she said. "I was driven to keep talking to people and refused to take 'no' for an answer because when you're in a situation like this, and someone you love is being held against their will, you cannot rest or even take a breath until you see their face again." Her efforts ultimately contributed to a deal: After 51 days in captivity, Abigail was freed along with 104 hostages during a truce between Israel and Hamas.



• What's the difference between roast beef and pea soup? Anyone can roast beef.

• Joe Bercsi checked in with this advice on how to get holy water. "It's simple," he said. "Just boil the hell out of it!"

• Here's a shopping tip from a local gal. You can get shoes for 85 cents at the bowling alley.

• Sign on a hospital maternity door: Push, push, push!

• An ostrich never buries its head in the sand. It only looks that way when it lowers its head in fear, to feed itself or to cover its eggs for protection. There, now you know and I'll bet you feel all better.

• Sign on a septic tank truck: "We're #1 in the #2 business."

• Quick pop quiz. What state was the first to require license plates on autos? Answer: New York. The registration fee was $1.00.

• Sign in a gynecologist's office: "Dr. Jones at your cervix." Which reminds us of another sign we always giggle at when we see it. It's at the aptly named "Crying Room" at St. Mel Church in Woodland Hills. The room is soundproof so folks can keep control of unruly children yet still hear the services. A sign at the entrance pronounces the room "Heir Conditioned."

• With the new year many people are looking for a new job. Time to get out the resume, or what old friend and former recruiter Joanne Fine used to call the "best feats forward sheet."

• What exactly is a New Year's resolution? It's a "to-do" list for the first week of January.

• As we go into the new year, it is wise to remember the words of one of our sage friends, that "Money is a renewable resource. You cannot get back time, family or health, but you can somehow always figure a way to make money." Remember what's really important.

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

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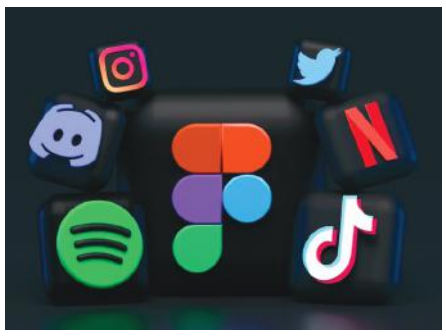
Growing Your Brand: Friendly Tips to Make It Happen in 2025

by Miri Rossitto

Have you ever wondered why some brands grow effortlessly while others struggle to gain traction? The secret often lies in their approach to marketing. Enter Byron Sharp, a marketing guru whose groundbreaking book, How Brands Grow, challenges traditional ideas and offers simple, research-backed principles for brand growth. In 2025, these insights are more relevant than ever, as businesses navigate a rapidly evolving digital landscape and fierce competition.

Sharp's findings, rooted in empirical research, show that broadening your audience and making your brand easy to find—both physically and mentally—are the keys to success. Whether you're a small startup or an established name looking to expand, understanding these principles can help you connect with more customers, grow your market share, and thrive in today's fast-paced world.



Let's break down these concepts into actionable tips and see how they can help your brand shine in 2025 and beyond.

Loyalty Isn't Everything (But It's Not Nothing)

Think of your favorite Spotify Wrapped songs. Surprisingly, the difference between your top 5 and top 100 is a few plays. That's because loyalty isn't as strong as it seems—and that's okay! Sharp says instead of focusing on creating ultra-loyal customers, your energy is better spent reaching new people. When you grow your audience, loyalty will follow naturally.

More Buyers = More Growth

Here's a little secret: most people who buy your product or service will only do so occasionally. That's true for Coca-Cola and Taylor Swift alike! For example, half of Coke buyers only grab a can or two a year. But because so many people fall into that "light user" category, they're a massive part of overall sales.

The takeaway? Focus on increasing your brand's reach and getting more people to try it, even if they're not super fans.

Don't Overthink Targeting

We've all been tempted by hyper-targeted ads or niche marketing strategies, but Sharp's research shows that broad reach is where the magic happens. Think big! Instead of narrowing your audience, aim to include as many people as possible. After all, Spotify users listen to an average of 55 genres a year—people's tastes are more varied than you might think. So, cast a wide net, throw open the doors, and invite everyone in.

Be Easy to Find (Physically and Mentally!)

Making your brand available—both physically and mentally—is essential for growth. Here's what that means:

Physical availability:

Is your product on shelves, in stores, and online where people shop?

Are you easy to find on key platforms like Spotify, Amazon, or Google?

Can your customers get what they want, when they want it?

Mental availability:

Are your brand's name, logo, and colors memorable?

Do people think of you at the right moment—like when they're craving a snack or planning a party?

A great example of mental availability is holiday music. When you think of Christmas, Mariah Carey probably comes to mind! What associations can you build for your brand?

Consistency is Key

Growing your brand means showing up consistently, whether it's through social media, ads, or your product itself. The good news? You don't always need to create new content. Revisit and share your greatest hits—new people discover your brand daily, and a little repetition never hurts.

The Big Picture

Byron Sharp's principles remind us that brand growth isn't about obsessing over superfans or perfect targeting. It's about reaching more people, being easy to find, and staying top of mind.

These lessons will be more useful than ever in 2025. With countless tools and platforms at your fingertips, the opportunity to grow your brand has never been greater. Whether you're starting small or looking to expand, focusing on broad reach, accessibility, and consistent messaging can propel your brand to new heights. Remember, growth comes from embracing the bigger picture—and now's the perfect time to start!

Miri Rossitto is CEO of Cowe Communications. Follow them on all social @CoweOfficial for more business advice, growth techniques and more.

HEALTH

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Is Dry January a Safe Resolution to Make?

As a New Year begins, one of the resolutions that seems to reign popular with many is the adoption of "dry January" or the period of eliminating all alcohol intake for 30 days. For some it serves as a kicking off point to vow to drink less in the new year not only for the betterment of their health, but also for their wallet.

Some simply use the dry period as a way to detox from the heavily fueled holiday season and give their liver a break before introducing alcohol back into their diet the following month. Yet all seem to claim that limiting alcohol intake is beneficial for their overall health. So is dry January actually a beneficial tool to be utilized? Experts say that it can be if done the appropriate way.

First, consumers are advised to look at their baseline drinking habits and then clearly state why they want to take part in "dry January." For someone who drinks an occasional glass of wine, this deprivation period will most likely not do much for him or her.

However, for someone with a more moderate drinking pattern, abstaining from alcohol abruptly could cause mild, but obvious, withdrawals like headaches. Yet, once that upsides, your body will be running clearer and cleaner.

Taking a one month break won't recalibrate your drinking patterns or health, so it's important to evaluate why you want to partake in dry January and the steps you plan to take once the month ends.

Perhaps the biggest benefit is seeing how your body functions (mentally, emotionally, physically, socially, etc.) without the dependence on alcohol. Are you sleeping better? Getting through your workouts easier? Is your skin feeling more hydrated?

During this flu season, it could also be beneficial to your immune system. Intoxication can suppress your immune system making you more susceptible to pathogens. Alcohol doesn't kill all germs! Drinking less, consuming more water and having more energy could up your chances of not catching the flu.

Once the month is up, evaluate how it went. Do you feel better? Have you lost weight? Saved money? Thinking a bit clearer? Do you just miss the social aspect of drinking? While the pattern of indulge-abstain-indulge is never highly recommended by any health professional, dry January can be a crucial evaluating period if done correctly to see what your relationship with alcohol is. It's also important to note that your tolerance will also be lower if you do decide to start drinking again so it's important to return to it slowly.

While dry January is extremely popular, it doesn't need to be the first month of a new year to evaluate your drinking habits. Pick any month that suits your schedule and see how much of a difference it could possibly make to your well-being.

According to psychologists, it takes approximately 21 days of conscious and consistent efforts to create a new habit but breaking an existing habit can take considerably longer. Patience is key and while it may take baby steps to ultimately reach your goal, the bigger picture could be worth it.

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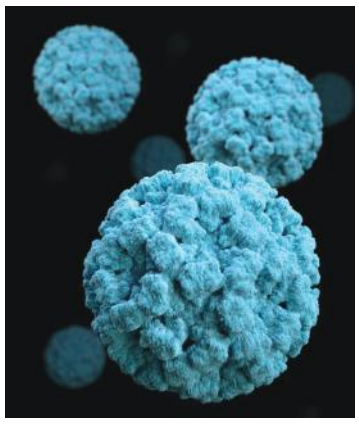
Norovirus is Spiking Among Californians

The Centers for Disease Control has reported an alarming increase of norovirus cases in the month of December. The most recent numbers from the CDC reflect there were 91 outbreaks reported during the week of December 5, up from 69 outbreaks the last week of November. This extremely contagious virus, which causes vomiting and diarrhea, has only continued to escalate in recent weeks.



While the virus is similar to the stomach flu, it is not caused by the influenza virus, but rather tiny particles of feces or vomit that are transmitted from an infected individual. It is highly contagious because an infected individual can shed billions of norovirus particles that are impossible to see with the naked eye. It only takes a few of those particles to infect others.

Norovirus, also dubbed the winter vomiting disease, causes an inflammation of the stomach and intestines (acute gastroenteritis) that then causes diarrhea, vomiting and intense stomach pains. While the virus is active for only a few days, the CDC stresses that an individual can be contagious for multiple days after they've seemingly recovered.

To limit one's exposure, the CDC recommends being vigilant about washing your hands. Hand sanitizer does not work well against the virus! When cooking, properly wash everything as needed and cook raw foods to at least 145°F, which is the temperature at which norovirus can die.

There is no specific treatment for norovirus other than to stay properly hydrated to replenish lost fluids. Those that have more severe cases may need medical attention for adequate treatment such as IV drips.

HEALTH

CHP Wants You to Drive Safe on the Road

By Max Izenberg

Are you at the age where you may have considered parking your car permanently? Or maybe you have a concern about a family member who may have the same thoughts. There is really no perfect time to decide to give up driving for good, however, it is a very important concern to think about.

Many factors must be taken into consideration before making this important decision - the health of the person, their eyesight, as well as their hearing, medications, social life, and so many other issues - a very difficult problem that needs to be addressed.

To help shed light on this complex issue, the California Highway Patrol has developed a program, "Age Well Drive Smart" about keeping everyone safe on the road. It can help the state's most experienced drivers in refreshing their driving skills so they can drive longer and safer. They present it to churches, temples, womens' clubs, mens' clubs…any group comprised of people in the age range affected by this situation.

You can offer this interesting, thought-provoking 45-minute program to members of a group you belong to. For more info, or to schedule this educational presentation, please contact California Highway Patrol, Stuart Olesker, AWDS Coordinator at (818) 687-2479.

Prepare for Flu Season: Expert Insights from Dignity Health Physicians

As we find ourselves in flu season, Dignity Health is dedicated to keeping communities informed and healthy. Their team of physicians is urging everyone to take proactive steps to protect themselves and their loved ones against influenza.

Flu season typically peaks between December and February, and vaccination is the best defense. Dr Diana Lev with Northridge Family Practice at Dignity Health Northridge Hospital emphasizes the importance of early vaccination. "Getting your flu shot is crucial this year," shares Dr. Lev. "The flu is a serious illness, especially for the elderly and those who are immunocompromised, like cancer or transplant patients. It can lead to severe complications and even death, with up to 50,000 fatalities annually."

In addition to vaccination, experts recommend the following:

-Practice good hand hygiene by washing hands frequently.

-Avoid close contact with sick individuals.

-Stay home if you're feeling unwell to prevent spreading illness.

-Cover your mouth and nose with a tissue or your elbow when coughing or sneezing.

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74	224**
75	234**
76**	247**
77	255**
78**	264**
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It's Time to Shop!

The California **"birthday rule"** guarantees you the right to change your Medicare supplement plan to any other carriers' same or lesser plan **within 60 days of your birthday**. You can change without answering health history questions.

L.A. County rate changes through 1/1/25. (Compilation of rates from 10 carriers) Rates subject to change. "F" Plans are only available to those eligible for Medicare prior to 1/1/2020. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all of your options. 5-10% couples discount available on some plans.
**These rates are available if you reside with someone over the age of 18.*
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Local Writers Club Welcomes Best-Selling Author

Dara Marks

The San Fernando Valley Branch of the California Writers Club (serving Los Angeles and Ventura counties) is pleased to welcome best-selling author and leading Hollywood story consultant, Dara Marks Ph.D., as the keynote speaker on Saturday, January 11 at 1 pm, with a Zoom presentation entitled: "If It Doesn't Get Read, It Doesn't Get Sold."

Even the best stories can be overlooked, buried in the mountains of manuscripts that publishing and film industry readers tirelessly sift through. So, how do you ensure your work rises to the top heap?

To grab and hold a reader's attention beyond the second page requires more than a good story; it demands mastery of key techniques that transform your manuscript into a "can't-put-it-down" read. With over 30 years of experience, Marks will share actionable strategies to enhance readability and create unforgettable stories that get noticed—and remembered.

Marks is the author of the bestseller, *Inside Story: The Power of the Transformational Arc,* which has inspired screenwriters, novelists, and playwrights around the world to engage more deeply and effectively in the creative writing process. As an educator, Marks is committed to the ideal that a culture speaks through its stories and that every writer's voice matters.

Her unique method of story analysis has earned her top ratings by Creative Screenwriting Magazine as the best consultant in the business—with her advice sought-after by major Hollywood studios as well as countless independent film and television writers, producers, and directors. Marks holds a doctorate degree in Mythological Studies and lives in Ojai, California with her husband.

Currently, Marks is working on her new book, *Engaging the Feminine Heroic*, and has just released a comprehensive online writing course: "The Inside Story Writer's Training Program" for which CWC members will receive a discount.

To learn more about Marks, visit: www.daramarks.com, and make sure to have your questions ready for the Q&A after the talk.

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In-person Attendees: Mingle with other writers in the Saban Center at Motion Picture Television Fund, 23388 Mulholland Drive, Woodland Hills, CA 91364, and enjoy the presentation on a large, wide screen. In-person attendees do not need to register in advance. Members free. Guests pay $10 at the door. First visit free. Please arrive a few minutes early.

Zoom Attendees: All members of the CWC-SFV will receive a Zoom invitation to this presentation. Members of other CWC branches should contact Zoom host, Anat Wenick, by noon on January 10 at SFV.CWC@gmail.com for an invitation to register. Zoom guests may purchase admission at www.cwc-sfv.org by noon on Friday, January 10. After purchasing admission, guests will receive a Zoom invitation. Late requests unfortunately cannot be accommodated.

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REAL ESTATE

Nighttrek: What to See in the January Sky

By Neill Simmons

The highlight of January is the red planet, Mars, returning to our early night sky. Look low in the east to spot the planet. This will be visible with your naked-eye.

On Monday the 13th, at 6 pm, the full Moon will cover Mars for approximately one hour and will reappear at 7 pm. This is an interesting and rare astronomical event called an occultation. However, it may be difficult to spot Mars because of the moon's bright glare.

Mars will be at its peak brightness on Wednesday, the 15th. During the month, Mars will move position from the constellation of Cancer into the constellation of Gemini. Viewed through binoculars, the white polar caps of Mars may be visible.

on Friday the 10th, when the Moon and Jupiter appear very close together. Jupiter is the largest planet in our solar system, more than twice as massive as all the other planets combined. It's so big that over 1,300 Earths would fit inside it!

Jupiter is the fastest spinning planet in our solar system, with a day lasting just under 10 hours. It is a gas giant made up of mostly hydrogen and helium, the same elements as our sun.

The first full moon, the Wolf Moon, occurs on January 13. It is thought that January's full Moon came to be known as the Wolf Moon because wolves were more likely to be heard howling at this time. It was traditionally believed that wolves howled due to hunger during winter, but we know today that isn't accurate. Howling and other wolf vocalizations are heard in the wintertime to locate pack members, reinforce social bonds, define territory and coordinate hunting.

At this time of the year, the Winter Hexagon is visible. The Winter Hexagon is not a constellation but an asterism which links the six brightest stars in each of the six major constellations. The six stars are among the brightest in the northern hemisphere sky and why this formation is able to be identified despite its coverage of a large section of the sky.

It links the stars of Rigel (Orion), Sirius (Canis Major), Procyon (Canis Minor), Pollux (Gemini), Capella (Auriga), Aldebaran (Taurus). It is considered one of the easiest formations to identify as it includes four of the eightest brightest stars visible in the night sky.

Mark your calendars for Saturday, January 4. Griffith Park Observatory will be having their monthly Star Party on the front lawn from 2 pm until 9:45 pm. There will be telescopes available with guides to explore the sky. This event is FREE!

The Quadrantids Meteor Shower is considered among the top annual meteor showers and it peaks between January 3 and January 4. During peak activity and under favorable conditions, this shower can produce about 100 shooting stars per hour. During the peak, the Moon will only be 11% illuminated which will make it easier to see the meteors.

Venus is still the brightest object in the night sky. Look westward. Early in the month, Venus and the Moon will appear to by very close together. This will be a dazzling sight. On Sunday, the 19th, Venus will be joined by Saturn in the west. Venus is the second brightest natural object in the night sky, after the Moon. It's often called the Morning Star or Evening Star because it's so visible in the morning and evening. It is the hottest planet in our solar systems with a surface temperature of about 900 degrees F.

The planet Jupiter has been outstanding in brightness and is overhead in January. Look

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

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