



LEISURE WORLD HISTORICAL SOCIETY NEWSLETTER

March 2005
Volume 6 Number 2

Preserving Today for Tomorrow

2005 DIRECTORY

The Leisure World Historical Society Directory is just off the press. It has a new look -- change in size, cover and layout -- the only major change since the first "roster" was published. This is one of many proposed changes, now that we are fully utilizing the equipment available. For more details, see the President's Report, page 2.

NEW DIRECTORS ELECTED

Four new Directors were elected at the annual meeting on February 13. All are very active in the community and will be a real asset on our board. More about them on page 3.

ARCHIVIST LEAVES LEISURE WORLD

Archivist Marjorie Williams is moving to Texas to be with family. She relates the many changes she has seen in her 10 years with the Archives. See page 7.

UCI MEDICAL LECTURE SERIES

This very popular series will be resumed on April 5. Details were not available as this went to press. Watch the Leisure World News and Channel 6 for further information.

PRESERVING TODAY FOR TOMORROW

(This statement appears on our membership flyer.)

All contributions to the Leisure World Historical Society are tax deductible. Gifts may be made in honor of, in appreciation of, in celebration of, or in memory of a Leisure World resident or friend of the community.

Gifts may also be made in support of the Leisure Worker of the Month program. The Society can accept stock or other property. Provisions may be made in wills or in trust agreements. A gift to the Society is truly a "Thank You" to Leisure World -- an affirmation of belief in the community, its past and its future.



John Fuller
President

Ward Payne
1st Vice Pres.

Charles McLaughlin
2nd Vice Pres.

Frank Prophet Jr
Secretary

Mel Dollar
Treasurer

Syd Aronson
Martha Hellmann
Ira Joss

Charles Little
Robert Miller
Charles Nahas
Robert Ring
Harry Schwartz
Evelyn Shopp
Linda Wilson

John Toellner
Consultant

PRESIDENTIAL MUSINGS

JOHN FULLER

Our last newsletter itemized the many projects the Historical Society is undertaking and the progress we have made, so I won't repeat them. I would like to thank the Golden Rain Board for accepting ownership and maintenance of the globe.

Last year I said we would be improving our office operations. As we have grown in membership and added projects, our infrastructure has suffered as we lacked time to improve it. This past year we have taken many steps to correct this. First, we put in two PC computers and transferred our financial records to upgraded programs. They had been on the MAC computers, which we now use for our archives. Our treasurer, Mel Dollar, capably handled this and the transfer is now complete and we have the first draft of a new budget.

Second, we are most blessed to have a new volunteer, John Toellner, who has years of experience with non-profit organizations – their structure, methods, programs and operations. He is very experienced with computer programs and has written programs. He volunteered to be our consultant and we gratefully accepted. We have already completely redone our membership program with printing routines for our directory, dinner and trip attendance, seating and meal details. With Mel Dollar's expert assistance, the program is up and running. Now we are updating our procedures and filing systems. We expect that this will reduce our clerical time requirements and will allow us to look at other projects.

Our membership has steadily increases over the last twenty-eight years. A major attraction was the opening of our new building in 1998, which was completely paid for. We continue to improve our support of the entire Leisure World Community.

Our whole existence depends on our volunteers and we are actively looking for additional volunteers for office work, archival entries and Leisure World Tour docents. Contact our office, next to the library, for more information.

DIRECTORS ELECTED

Directors were elected at the annual meeting on February 13. The board is constituted so that five members complete their terms each year.

Reelected for three year terms:

Mel Dollar
Ward Payne

Elected for three year terms:

Charles Little
Charles Nahas
Bob Ring

Elected to fill an unexpired term ending in 2007:

Linda Wilson

Our new directors are all very active in the life of our community and certainly give credence to that old clique -- "if you want a job done, ask a busy person to do it."

A thumbnail sketch on our new directors:

Charles Little is president of the Leisure World Foundation and a board member of Community Concerts and the New York Club. He enjoys playing tennis and golf, and was president of the Tennis Club for four years. His daughter, an art teacher in North Carolina, was the recent recipient of a Fullbright grant to work with school systems in Japan. Son is manager of Social Services for Westchester county, New York.

Charles Nahas audits the books for four Leisure World clubs. He is a regular volunteer at Channel 6 and is Tuesday afternoon supervisor at the PC lab. He also tutors in computers. He and his wife, Robin, volunteer at the Senior Center, serving lunches every day of the week.

Bob Ring is an avid gardener. Despite the help of rabbit "munchers", he raises tomatoes, raspberries, and squash. For relaxation, he is on the Laguna Woods City Council, the Laguna Canyon Foundation board, and teaches a digital photo class for the PC Club. The Rings plan a trip east in April, spending time in Atlanta, Washington DC and Pennsylvania.

Linda Wilson, a 20 year member of the LA Swing Dance Club, is a relatively new member of the Theater Build. She enjoys reading, swimming and playing with her grandchildren. In her spare time, she is active with the Disaster Preparedness Task Force, the Laguna Canyon Foundation, the Saddleback Kiwanis Board, and is a Director of the United Mutual Board.

\$\$\$ GREAT NEWS! \$\$\$

The Historical Society is on the list (#114) in **Fremont Investment and Loan** Deposit Incentive Donation Program. Each year, we get a check from them based on the number of depositors who said "credit this account to the Historical Society 114."

Interest rates were down during the past year, but our check for 2004 is the largest ever, \$1189.44. This represents money from 39 accounts, up from 33 in 2003.

This plan is very simple. It is of no cost to the depositor and no cost to the Society. **Fremont** gives a percentage of the interest earned on accounts credited to us at the end of the year. If you are planning to put money back in CD's now that interest is going up, do check out the program at **Fremont**.

Telephone Number 206-0150

There must be a reason for not putting the Historical Society number in an easy to locate section in the newly distributed issue of the Laguna Woods Community Directory. Assume it is there somewhere, but don't waste too much time looking--- There is an open space on page 13, just below "Library." Just write "Historical Society 206-0150" in that space. Or go over to page 43 where there is a listing of Historical Society, Laguna Woods with a one line description which must have been dreamed up by a really "hep" PR guy. There is room to write the number there. Better yet, put it on the front cover-- or memorize it!

Or keep your brand new Directory
by the phone.

UP DATE VETERAN'S HISTORY PROJECT

Since reactivating the program in September 2004, 63 video interviews have been completed. Of these, only four were women. Most of our interviewees served in World War II; however, we have had a few from the Korean War and one from the war in Vietnam. There are twelve interviews scheduled for March, supposedly the end of interviews. However, additional registrations have been received, and the program will continue through April.

Veterans not yet registered are urged to form the forms. They are available in the Society Office and in the library.

VOLUNTEERS

23 regular volunteers, working in the office and in the Archives, contributed a total of 3361 hours in 2004. This does not include hours volunteered for the Veterans Program nor Docent hours. There are many new activities where volunteers can be utilized. (See the President's Report on page 2) If you can give time, on a regular or as-needed basis, let us know. **You are needed!**

EDITOR'S NOTE

Evelyn Shopp

I am pleased to announce the addition of an Associate Editor for the Newsletter, as of March 1. This will be the first time there has been regular assistance for the editor and I am indeed happy to welcome **Mari Jan Vestal**. She will be producing ***Bits and Pieces of Leisure World History*** from back issues of the Leisure World News which are in our archives.

Here are some of the high-lights of her career:

..... A former newspaper editor, feature writer, photographer, and columnist which included "Off the Tee", a golfing column.

.... A native of Grosse Pointe, MI, her writing career took her to New York and Chicago, where she was a board member of the Illinois Women's Press Association..

.... Past president of the Laguna Beach branch of the National League of American Pen Women and currently serves as publicity chairman, writing the club's newsletter and acting as liaison chairman between the local branch and the national organization. She received the prestigious NLAPW Woman of Achievement award in 2000.

In Leisure World, she has been active in the women's 18 hole Golf Club, serving on various committees and, as publicity chairman, writing Putter Patter-18 for two years. She is also interested in writing biographies and has done some for organizations in Leisure World.

If Mari Jan calls you with a question -- or a request-- please help her. She is calling on "official" business.

Now I just happen to have an opening for an art director, graphic designer, lay-out artist and production consultant--yes, that is all one person -- One volunteer---Call if you want the job.

This is the 34th issue of this Newsletter since it became a regular publication of the Society. It was approved by the Board so that there would be regular communication with the members. It has not always been to print on the promised date, but it has never missed the assigned month!

Board members and volunteers have been very helpful, submitting material on their areas of responsibility. But sometimes, despite long hours and much typing, cutting and pasting, the final production is less than "quality." Your comments, suggestions, ideas, would be most sincerely appreciated. Drop me a note, or call. My address and phone are in your new Directory. Or if you prefer, get in touch with the President.

THE WAY IT WAS

...FRAN LINDBERG

Early in 1967 and before Leisure World was three years old, a small but very vocal group organized as the **Fact Finders**. Their stated goal was to "advance the best interests of all the residents of Laguna Hills Leisure World." All residents were eligible to join and the dues were a mere \$5. Their major concerns in the first weeks after organization appeared to be the financial condition of the community and the stewardship of GRF.

On May 17, 1967, the group called an open meeting for residents to hear a report on the financial condition of GRF. More than 1000 persons attended, many of them standing in the hall outside the meeting room. The **Fact Finders** contention was that a sound financial condition was necessary for the community to grow and prosper. They apparently did not feel this would happen with the incumbent leadership.

Some of the considerations they fought for were:

- 1) Directors of GRF should be elected by the stockholders.
- 2) Matters involving expenditures of large sums of money should be submitted to the residents in Open Forum for their approval before being adopted by the Directors.
- 3) Detailed reports of the committees should be made available without cost to interested residents.

The **Fact Finders** were soon replaced by the organization now known as the **Community Civic Association**.

Remember this old one?

One day as I sat musing
Alone and melancholy and without a friend,
There came a voice from out of the gloom,
Saying "Cheer up! Things might be worse."
So I cheered up,
And sure enough--things got worse.

..... AVAILABLE
FOR FREE!

Does your club need a speaker? We can provide one on topics related to Leisure World or to South County. Call the office, 206-0150, and leave enough information so that a suitable speaker can be arranged. Please give us as much time as possible so that we can provide the best person for your particular group.

Are your club records in our Archives? If not, you might want to consider placing them in a climate controlled environment. Please "purge" your files before bringing them in.

Need information on any aspect of Leisure World? The information is probably in the archives.

AFFILIATES

Take a few minutes to review the list of Affiliates in the 2005 Directory. These are the businesses and professional people who give us their support. Some are long time supporters while others are new this year. Let them know we appreciate their support. And if you do business with someone not listed, you might suggest they join us next year!

2ND AND 3RD GENERATION residents not included in our records are urged to "register." Call the office for a form, or better yet, stop by, pick up one -- and get acquainted with our facility. If you know persons in this group, do tell them about this project.

Our good friend and hard working Archivist, **Marjorie Williams**, states in her page 7 article "Nothing ceases because I leave." That could well be true, but we know for a fact that some things lose momentum when key people leave. And there is no doubt that Marge was key to the success of the Archives. We shall miss her.

Look out, Texas, Marge is coming home.
Prepare to get organized!

HISTORICALLY ADVANTAGED

Six of our members have been added to the "Historically Advantaged" roster, according to Joan Long who compiles all the records for this group. These are members who are 90 or will be 90 within the next 12 months. If you are in this group and not "registered" do call the office at 206-0150 and leave a message for Joan. She will send you a short form to be completed, and you are in!

New "members" are:

Leonard Brady
Philip Ellison
Gerard Demighaus
James Peirano
Helen Richter
Stewart Richmond

BITS AND PIECES OF LEISURE WORLD HISTORY

By Mari Jan Vested

Forty Years Ago-1965

The announcement of a new retirement community in Laguna Hills was greeted with enthusiasm by residents of nearby areas.

...After the first offering Jan. 20, 1964, 3,000 manors had been sold by April 1, 1965. Purchases continued at a rapid rate as news of planned social and recreational opportunities surfaced.

...The Leisure World News with a masthead claiming "The Only Newspaper to Exclusively Reach Every Leisure World Home" is published March 17.

...Construction of a golf course, tennis courts and lawn bowling begin.

...The Catholic Diocese announces plans for the first church here. 900 seat capacity and a rectory.

...New fire truck arrives. A crew of firemen will serve the community.

...Gambling in games of chance in community facilities is banned.

Twenty Years Ago-1980

Much has happened since Jan. 20, 1964 when Ross Cortese's dream of an ideal retirement community in Laguna Hills became a reality. Very important was the official name changing in 1979 when residents woke up to the official Leisure World. No More Laguna Hills-Leisure World. The zip code remained the same for awhile but eventually the post office, years later, recognized the name change with a new zip,

...The Leisure World Foundation Speakers Bureau began sending out the word describing "Leisure World Way of Life."

...Community protection arrived with a shiny gold and white fire truck. Eight firemen will help with rescue operations.

...Easter sunrise services are planned as well as other church services.

...Ross Cortese contributes 18 acres of land at corner of Moulton Pkwy. and Santa Maria to GRF.

Ten Years Ago-1995

The Community is in an uproar over threat of a round the clock commercial airport to be built on El Toro Marine Air Base. Residents contribute to opposition and GRF will help.

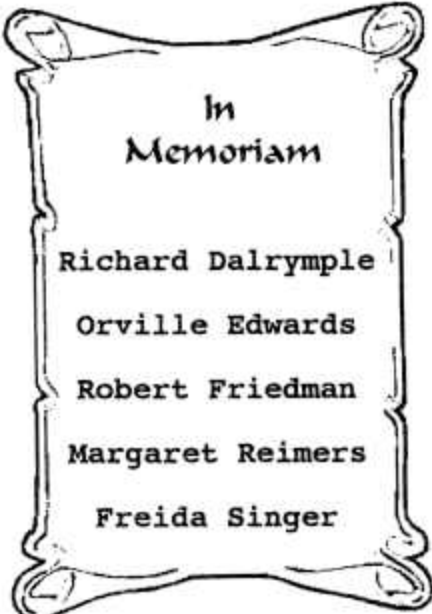
...Rossmoor gets a Cable TV upgrade deal.

...Golf Course master plan has estimated cost of \$1.6 million.

... "Adopt a Tree" program passes 2,000 with residents remembering loved ones with name plaques and living trees.

...Volunteers form Horse Patrol for residents in need of rescue.

...Mail, phone and Scam reaching epidemic proportions.



In Memoriam

Richard Dalrymple
Orville Edwards
Robert Friedman
Margaret Reimers
Freida Singer

"SHE CAME AND SHE WENT"**Marjorie Williams, Archivist**

This is my tenth year anniversary with the Archives of the Leisure World Historical Society. It is also my last year as I am leaving Leisure World to move back to Texas to be closer to my family.

I think back on all the things we did during those ten years. Alberta Montyvdas, who was already working when I came, initiated and is still working along with Mary Williamson on Foster Sampson's plan of computerizing the records. Prior to that time the Society had kept an album for each year, full of newspaper clippings of Leisure World activities. These albums have all been scanned into the computer. Alberta and Mary keep the records up to date, as well as supplying all the necessary indexing and retrieval of messages.

When I came, the Archives had a storage room instead of a vault as we do now. It had formerly been a darkroom for the Leisure World Camera Club. It had no windows, and truly was a dark room. In this area, all of our collections, including Leisure World newspapers and many other miscellaneous articles were stored. The room was hopelessly overcrowded. Lack of work space made it impossible to keep records correctly.

A long term effort to secure our own building began to really happen in 1997. In 1998, we had the pleasures of a ground breaking, a dedication and a brand new building. This was indeed fortunate, for one day in 1998, we were told that our storage room had to be cleared in two days to make room for PCM construction plans. Frenzied packing by Fran Lindberg and me, with moving help by PCM got all the boxes into the new building. More frenzy followed, as somehow things were put on shelves in time for the Open House. Perhaps this was our finest hour!

New record keeping was instituted with lots of forms to be filled out and then filed. And each acquisition began to receive its quota of paperwork. During these years, we recruited Gloria Levine to join our team of pen pushers. Fran, Alberta and I also carried exhibits of pictures and small artifacts to several local exhibitions and seminars. There were Channel 6 appearances and publicity articles. And the collection continued to grow, particularly the section containing the scrapbooks and albums of clubs.

Much indexing work has been done in the entire Archives. Almost everything is now on the computer, and accessible through the I.D. (identification number). A complete file is maintained on the El Toro Airport question, which may soon come into heavy use again. The items which can be used for display purposes now number in the hundreds and there are large files on VHF video tapes and small cassette tapes. The photography file is copious and easily indexed by subject, people, and clubs.

A new acquisition has come to us through the work of Sheila Lichtenstein. These are the files of Veterans of Leisure World. There are books of biographies of them, and a special set of books contains the memorabilia they have brought to us. We have the DVD tapes of those interviewed alphabetized and put away. This is a continuing work as the collection continues to grow. Len Meinwald does the computer input associated with this collection. The obituary file, now a fourth database on the computer, is now complete from 1990-1998 and is being added to each week by Frank Fonville.

All of these things are pushing forward, and there really is nowhere to go but ahead. We could do it all faster and perhaps do more with additional volunteers. Nothing ceases because I leave -- my years in the Archives have been immensely interesting, informative and happy. I highly recommend this activity to anyone who has spare time to volunteer.

My ten years -- these were all my pleasure.

We need you!
We are here for you!



NEWSLETTER
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