



LEISURE WORLD NEWS

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Andrew Scholer/The News

Jim Etter, Leisure Worlorder of the Month for April, has been involved in the bringing of fiber optic cable to the community. Etter is a past president of the Golden Rain Foundation and a current director on United Mutual.

A challenging career

Problem-solving is his business

By Cheryl Walker

The News

With a price tag just over \$17 million, Leisure World's new fiber optic television system may be the biggest thing that ever happened in the community.

But to Jim Etter, the Historical Society Leisure Worlorder of the Month for April, it's just one more challenge.

Bounding around the Administration Building, the ever present styrofoam cup of coffee in hand, the tall lanky Etter, says challenges, such as making sure the new system

mandated by the county becomes a reality, are what motivate him.

And he thrives on finding ways to make challenge succeed, as he did in a varied career as an electrical engineer working with major research and development firms across the country such as Hughes, Sylvania and others.

In fact, "no way" is a phrase that doesn't fit in his vocabulary.

The former Golden Rain Foundation president says that as a relative unknown in the

community, his first attempt to win a seat on the United Mutual Board ended in failure.

Ceremony facts

Who: Jim Etter
What: Leisure Worlorder for April
When: 10 a.m., Wednesday, April 2
Where: Clubhouse 6
Sponsor: Leisure World Historical Society.

So when asked instead, to run for a GRF seat, Etter agreed, working his way up to president.

When his GRF term ended, Etter again ran for a United Mutual seat, and won.

He said that winning the seat is even more important to him now since it offers him the

opportunity to fulfill a personal goal: to see the new TV system through to completion.

And his colleagues know he is the man to do it.

Golden Rain President Matt Magidson explains that, "Jim Etter is a man of strongly com-

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mitted convictions - he won't mince words and tells it as it is; yet this is a man who is not only intelligent but is very practical and down-to-earth."

Adds Third President Bob Ring, "History sits in judgement of all leaders, and I believe that it will be said that Jim Etter fulfilled his responsibilities to Leisure World with dedication, integrity, judgement and courage."

He says further that Etter was one of the driving forces behind the design of the new cable system and his technological expertise will help ensure residents have a state-of-the-art system with desirable options like the capability of broadcasting from every clubhouse, providing communication link-ups between computers in Leisure World (as well as to the world beyond the community's gates), interactive TV and medical/emergency enhancements.

United Mutual President Bob Miller adds further that Etter's "fantastic background, experience and intense interest in achieving certain goals is a tremendous asset for the community . . . and he's a nice guy, intense, with definite ideas that he presents quite well."

Background Engineering was not Etter's first career choice. Like other young men smart in math and the sciences he also had a marked talent for music, in his case playing clarinet and saxophone, the instruments favored by his father, a professional musician.

Although Etter played with school bands and groups, his father persuaded him to go to college when World War II was on the horizon using the argument that he probably wouldn't be drafted.

Etter's Dad was wrong. And the young native of the Buckeye State was drafted and served in the Navy until 1946.

But it was during the war years that Etter discovered he had a talent for technology. When he was discharged he knew what to use his G.I. Bill for and went back to school, the University of Illinois, where he earned a bachelor, master and doctorate in electrical engineering.

Taking the advice of a friend, he pursued a career that was tailor-made for his troubleshooter's heart: working, for the most part, on cutting-edge technologies. "I like to problem solve. I don't like things that go on and on," explains Etter.

The 10-year resident of Leisure World says he still does occasional consulting

work because "I just like to be doing things, it would drive me nuts if I wasn't doing anything."

Etter has funneled his energy into active participation in Golden Rain and mutual committees as well as membership in community organizations like the Computer, California and Men's Golf clubs. He's also a mean billiards player.

Why doesn't he just take the time to relax after his high powered career? He calls it motivation.

Says Etter, "I want to promote and further the development of Leisure World as a most desirable community for active retired people-as well as satisfying a need to keep occupied working out solutions to problems."