

Active couple share Leisure Worlder honors for September

They met at UCLA where she was studying to be a teacher and he was involved in the student newspaper. She is a native California. He was from Minnesota and when he saw the Pacific for the first time while traveling with a friend, he vowed that California would be his home.

This couple, Eugene and Helen Conser, will be honored in September as Leisure Worlders of the Month. The public is invited to the ceremony at 10 a.m. Wednesday, Sept. 6 in Clubhouse 6. The ceremony is sponsored jointly by Home Federal Savings and the Leisure World Historical Society.

Following their graduation from UCLA, Helen went into teaching and Gene became a financial news editor, securities analyst and partner in Pacific Financial publications.

The collapse of the financial markets started Gene on a career as a management "trouble shooter." The financial institutions, having become overloaded with foreclosed real estate, organized the Southern California Real Estate Research Council with Gene as managing director to come up with a plan to curtail foreclosures and stabilize the market.

That plan resulted in the creation of the Apartment Association with Gene in charge. His career changed suddenly from financial to real estate.

At the death of a long time executive of the California Real Estate Association the directors turned to Gene. During the next eight years he was involved in a state-wide education program that became the basis of many legislative changes in real estate.

The year 1955 was a turning point in the family's life, with a request that Gene take charge of the national Association of Real Estate Boards, a

Leisure People

position that would require a move from California.

A family conference with their son Richard and daughter Paula, resulted in a decision that the family should move, but for no longer than 15 years. They settled in Winnetka, a suburb of Chicago, where Helen's activities soon earned her the title of "Madam President," as she became the leader of numerous groups in the area. One of her favorite activities was as chairman of the "rummage sale," of the Winnetka Congregational Church and each year she returns to participate as co-chairman of the jewelry department of that sale. It's recorded in the Guinness Book of Records as the world's largest, now raising more than \$180,000 in a one-day event.

The International Real Estate Federation soon required Gene's attention with travels to five continents.

Retirement in 1970 fulfilled his 15-year commitment and opened a new field of activity. With the cooperation of the State Department to open doors, the couple set out for Europe, covering 32 countries in four years to relate real estate practices in a book titled "Real Estate-European Style," and dedicated "Wait here, Helen."

In 1979, the exhausted Conser's moved into Leisure World, and after a short rest, again became involved. Helen served as a hospital volunteer, president of Florence Crittenton Services, president of Panhellenic, chairman of book review for Ebell and more.

Gene was president of Moulton Kiwanis Club and served as lieutenant governor of the Kiwanis



Helen and Eugene Conser
district. He was president of Opera 100 and as a director of the Historical Society served as managing editor of the 25th anniversary book "Fulfilling Retirement Dreams," while serving a third year as a director of the Golden Rain Board. Currently, he is looking forward to retiring yet again, but there is doubt that will be possible.