



LEISURE WORLD NEWS

Thursday
Aug. 29, 2002

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Honoree is not afraid to make mistakes

Failed bus schedule showed Kravitz' mettle

By Cheryl Walker
The News

The new bus system had been scrupulously planned for seven years. It was advertised, anticipated and designed with all the best intentions in mind.

But, when it premiered last spring, it was obvious from the start that it was not working.

Although a newcomer as chairman of the bus utilization committee, Golden Rain Director Maurice Kravitz, the Historical Society's Leisure Worl-der of the Month for September, worked overtime to try to find a way to make it viable.

But after Kravitz pressed, prodded and probed, he came to the realization that the system could not work since it was based on an impossible premise. And, everyone involved agreed with him.

That is, the paid consultant designed the system on a 30-minute bus route which proved, practically, unachiev-able considering Leisure World's typical bus patrons, most of whom ride the bus because physical infirmities make them unable to drive a car.

Kravitz told staff, enough is enough, and within days tossed out the new and welcomed back the old bus system to the delight of passengers, and Kravitz has gotten the hugs and kisses of thanks to prove it.



Golden Rain Foundation Treasurer Maurice Kravitz has been named the Historical Society's Leisure Worl-der of the Month for September.

Photo by Rod Veal/The News

In the course of the re-search, Kravitz also says he learned that, unlike any other service provided residents in Leisure World, the bus was a necessity, absolutely needed for people to food shop, go to medical appointments and take care of their basic needs.

Grete Rothschild, a member of the bus utilization commit-

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Ceremony facts

Who: Maurice Kravitz

What: Leisure Worl-der of the Month for September

Where: Clubhouse 6

When: 10 a.m., Wednesday, Sept. 4

Sponsor: Leisure World His-torical Society and Renais-sance at the Regency

HONOREE

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tee and a bus rider, says Kravitz has a total grasp of the bus system and is definitely bus rider friendly, actively "pro-bus—he's trying to do his darndest to help get a good bus system and to improve it."

But Kravitz's outstanding chairmanship of the bus utilization committee is only one of the reasons the Historical Society named the Golden Rain Foundation director its September honoree,

Golden Rain Director and former Third Mutual President Seymour Wellikson recalls that he was a member of Third's nominating committee when he first met Kravitz and, like the other members of the group, was impressed with his credentials, experience and enthusiasm.

"Maury is a no-nonsense-tell-it-like-it-is guy. Both as a Third director and GRF director he faces tough issues without fear or favor; does his home work; and solves problems after due diligence and studied research and reflection.

"He also has no personal agenda and does what he thinks is best for the communities he serves."

And Kravitz serves the community in many ways beyond his governance work and as GRF treasurer. He is an active member of the Community Civic Association, Audubon Society, Nifty 50/60s, B'nai B'rith, Theater Guild, Community Concert, Temple Judea, Laguna Canyon Foundation, Historical Society, Brandeis, Jewish War Veterans, Garden Villa Association, Leisure World's Earthquake Task Force, National Council of Jewish Women, and the New York, New Jersey and Film Clubs. He also swims, enjoys computing and plays golf, poker and mah jongg.

In fact, he's often so busy,

that wife of 52 years, Estelle, says she needs to make an appointment with him to go the movies.

Background: The New York native, got his bachelor of science in accounting from New York University's School of Commerce (which he attended on scholarship) and also moved on to NYU's graduate school of retailing.

After service in the U.S. Navy during World War II, he went into executive training for senior management positions and in the ensuing decades worked across the nation for major retail and specialty manufacturing apparel organizations.

While moving up and ever on-ward in success is his career, he also taught merchandising in adult education programs at Otis Parsons and UCLA and did private consulting work for problem businesses earning himself a reputation as a trouble shooter.

A life-long learner, Kravitz says he's never bored and always looking for new challenges. He's also not afraid to make decisions even when no one else is willing to stick their neck out. "When you're trained to make decisions, in business, you make them for millions of dollars: you need to get the facts then make the decision."

"I'm not afraid to make a mistake, you learn by them."

With everything else he's involved with, one might wonder why in the world he would look for more responsibility, by running for the City Council of Laguna Woods this November.

The former incorporation proponent explains that he feels like he has a good grasp of city and community's problems. "You want to have people (leading the city) who'll see our needs and react to them—I really feel like a lot of our problems can be solved easily: the city and Leisure World are really tight."