



LEISURE WORLD NEWS

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Little finds no task too big

Dependability, hard work are key to success

By Cheryl Walker
The News

To survive at the top of the advertising business three qualities are essential: persistence, creativity and consumer awareness.

The Historical Society's February choice for Leisure Worlder of the Month, Charles Little, possesses all three and has put them to good use in a plethora of Leisure World organizations, ranging from sports to philanthropy.

George Ratner, Community Association president and charter member of the Leisure World Foundation, defines Little as "one of those people who get the job done," is always dependable and handles in a completely professional manner the newsletters, reports, news releases and notices as communications manager for the Association and Foundation.

Rich Haskell, United Mutual director and former Tennis Club president, characterizes Little as "hard working" and a strong and effective leader of the sport group.

While Tom Jorde, president of the Leisure World Foundation, adds that Little is also a great team player. "His good judgement, his tact, his enthusiasm and his attention to detail make him invaluable. I have come to realize that when Charles says, 'I'll take care of it' you can be absolutely sure he will - in a prompt and efficient manner."



Rod Veal/The News

Charlie Little will be honored on Wednesday, Feb. 2 as Leisure Worlder of the Month for February.

Background: The New York native and United States Army veteran has a purple heart, bronze star and two presidential citations for service with the 78th division in Europe during World War II.

After the war he completed his education, gaining a bachelor of arts degree from Syracuse University before joining Uniroyal, Inc.

He stayed for 32 years in

the firm's domestic and international consumer products division, achieving the post of director of marketing/services.

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Ceremony facts

Who: Charles Little
What: Leisure Worlder of the Month for February
Where: Clubhouse 6
When: 10 a.m. Wednesday, Feb. 2
Sponsor: Leisure World Historical Society

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He took early retirement from Uniroyal and segued to Juhl Advertising where he was general manager until he retired, this time for good, in 1990.

He moved into Leisure World the following year and decided, although he wanted to take some hard-earned rest, travel and pursue favorite activities, like tennis, he also wanted to make a contribution to the community.

Although his schedule won't permit the kind of time commitment needed for service on one of the community's boards, he found other ways to make a difference through his involvement with clubs and organizations: Golf and Tennis clubs, the Elks, the American Legion, Community Concerts and the

Community Association.

He also participated in Leisure World's first major planning program, Project 21, and became one of the founders of the Leisure World Foundation, which assists residents with emergency needs.

His activities with the latter, Little says, have been the most important and personally satisfying of any since it helps residents in crisis times with money for food, shelter, medical needs, utility payments, transportation and more.

He notes the Foundation also contributes handsomely to the Meals-on-Wheels program which provides nutrition to the home-bound.

The former pilot and gifted pianist says he's willing to utilize his considerable communication and fundraising skills for this worthy cause because he

likes people and he wants to give back to Leisure World.

One of his future goals, he adds, is to encourage residents to see the wisdom of contributing to the foundation, where, one can be sure the donation will make a real difference in the lives of less fortunate neighbors.

Even though Little recognizes there are residents who are struggling to get by financially, he feels that ways can be found internally to keep them in their homes and still keep Leisure World the premiere retirement community in the world.

"I don't want Leisure World to become low income housing," explains Little. "We've got to keep upgrading and keep our values up for ourselves and for our children who might want to come here later on."