

# Minkel makes mark as 1986's first Leisure Worlder

Although the term "upwardly mobile" is most commonly used these days to describe the young Americans known as "Yuppies," Leisure World has a trend-setter who's been upwardly mobile since long before the golden boys and girls of the '80s arrived on the fast track to success.

To honor the accomplishments of the community's own "Yuppie," Lewis Minkel will be recognized as Leisure Worlder of the Month for January.

A special commemorative ceremony is scheduled at 10 a.m. Wednesday, Jan. 8, at Clubhouse 6. It is sponsored by Home Federal Savings and the Leisure World Historical Society. The public is invited.

Lewis and his wife, Marcella, moved to Leisure World in 1973. He became active in community affairs at once, winning election to the board of Mutual 61 (on which he served until it merged with Third Laguna Hills Mutual).

He served on various committees as a resident adviser until his election as a Third director in 1980. Minkel served the mutual as secretary, vice president and president. During this time he also was a member of several Golden Rain Foundation committees.

His non-governance pursuits of those years included the Men's Golf Club (committee chairman, director and president), Rod and Gun Club, Saddle Club, Travel Club 1 and

Opera 100.

He also has taken an interest in affairs at Saddleback Hospital, where he is a member of the Associates board of directors and past vice president of the group.

In 1985 Minkel expanded his service activities to a larger sphere outside the walls of Leisure World when he was appointed to fill an unexpired term on the El Toro Water District board. In the November general election he was returned for a full term, and in December was elected vice president of the board.

As a youngster, Leisure World's live wire lived in Fort Dodge, Iowa, where his father was superintendent of schools. He was the eldest of five children, and from age 14 on he worked after school and on weekends to save money for college.

He attended Fort Dodge Junior College for a year and then transferred to the University of Iowa, where his part-time jobs included work in the school library, as a life guard at the swimming pool and as a table waiter in the girls' dormitory.

Minkel won all-university and intra-fraternity welterweight boxing and wrestling championships and a campus-wide physical proficiency contest. To finance his senior year he worked in Green Bay, Wis. as a YMCA instructor in his favorite sports.

After a short stint as a flying

cadet in the Army Air Corps, Minkel joined the Southern California Telephone Company as a file clerk in the Los Angeles office. He rose through the ranks to become district commercial manager.

He and Marcella, whom he describes as his childhood sweetheart, were married at the Hollywood Methodist Church in 1930.

Minkel's career took a turn when he joined Studebaker Corp. as Los Angeles district manager. After promotions to regional manager and West Coast sales manager, he was transferred to South Bend, Ind. as Studebaker marketing manager.

After joining Mack Truck Company in 1955 as a vice president, he returned to Studebaker as vice president of foreign and domestic sales; he ultimately became president of Studebaker Automotive Sales Corp.

He has been a director of the National Highway Safety Foundation and of the American Truck Association Foundation.

In such leisure time as he has had since moving to Leisure World, Minkel enjoys golf, gardening, cards and playing the piano while friends sing along. He and Marcella divide their travel time between their son, who lives in Wilmette, Ill., and has two boys, and their daughter in Chatham, N.J., who has two girls and a boy.

Nominees for Leisure World of the

Month are welcomed from all Leisure World residents. Primary criteria is a record of outstanding service to the Leisure World community. Send information to the Leisure World Historical Society, Box 2220, Laguna Hills, 92654, marked "confidential to the president." Information can also be dropped off at the Society's office in the Administration Building.



Lew Minkel