

# SERTOMA SALUTATIONS



SerToMA of Leona Valley #10649  
P.O. Box 723  
Leona Valley, CA. 93531  
[www.leonavalleysertoma.org](http://www.leonavalleysertoma.org)

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## Firefighters Sertoma Los Angeles Club donates 113,087 toys

Their "toys program" is a much anticipated annual event. They exceeded themselves this year. A total of 94 volunteers (Sertoma and non-Sertoma members) put in 11,000 hours and drove over 10,000 miles from November through December to distribute toys over the holidays. They made Sertoma tremendously proud.

## Yodeler Fundraiser

The fundraiser for the Yodeler brought in \$1200.00. There will be another sale in Leona Valley later this month. Dahlia has lost more advertisers and will not be able to continue mailing the Yodeler. She will be placing the paper at the local stores.

## The Lakes Little League

Greg Macino from the Lakes Little League was our guest speaker at the last meeting.

He informed us that they have a new board consisting of 6 members.

The VP is the owner the cycle shop in Leona Valley

The equipment the kids use is quite old. The field is in need of resodding and the flag pole needs replaced. They are trying to collect funds for another field to accommodate all the teams. Two games can play at one time since the community standards do not allow for field lights limiting their game play.

The league is open to residents from 25<sup>th</sup> street West to 3 points to Ave D.

They currently have 5 minor teams:  
7-10 year olds  
Two super minors 9-11 year olds.  
Two softball teams 9-11 year olds  
Three T-ball teams

The kids will be doing a candy bar fundraiser this year for the first time. The league rules allow the kids to participate in one fundraiser per year. Greg thanked us for our past support.

This year Sertoma will donate \$250.00 to The Lakes Little league.

## WHAT WILL HAPPEN TO HERITAGE PARK AFTER THE DEDICATION CEREMONY?

## UPCOMING

### Events

**Date 1/3/09**

**Time: 8-9 AM**

**Location: Jackies/Crazy**

**Otto's**

**Leona Valley**

**Event name: Club Breakfast Meeting**

**BOARD MEETING**

**IMMEDIATELY FOLLOWING**

**Date:1/17/09**

**Time:8-9am**

**Location: Jackies/Crazy**

**Otto's**

**Leona Valley**

**Event name: Club Breakfast Meeting**

### LOCAL EVENTS

**Date: April 25, 2009**

**Time: 2-7pm**

**Location: Leona Valley**

**Community Center**

**Event name: Cowchip**

John Seymour has begun inquiries into the restoration of the schoolhouse. Asking questions such as when will it open to the public? The barn remains locked with only a few items stored in it. The public is eagerly awaiting tours of the museum.

### Thomas Smith Productions seeks to donate to Sertoma

First of all, Tom apologized for being late. His CAT turned off his alarm clock!

Anyways, Thomas Smith Productions seeks to expand its data base of "extras". When a vehicle is needed for a shoot he can have a precise registry to pool from. Currently vehicles are requested when the vehicles arrive some of them may not be what is needed for that shoot.

There is a \$20.00 registry fee. Tom would donate the fee to our Sertoma Group. If you would be interested in more information, please contact Tom at 661-287-9619 or 818-359-3647.

### COWCHIP

Our annual Cowchip event is a much anticipated event by many who come from miles around to participate and enjoy the event.

However, with Sertoma membership down we currently have 23 members. A year and a half ago we had 33 members. Members typically bring their spouses, family who also volunteer their time at our events.

Solicitation for Cowchip sponsors has not even begun. This process usually begins months in advance.

There was a concern that companies being solicited for donations to the

Gala (in October) may be reluctant to donate to the Cowchip also. We were asked to keep in mind that the demographics for the Gala (adults over 21 mostly) versus the Cowchip (families) should be kept in mind when contacting companies for donations.

Juanita reminds us that an event of this magnitude that brings in \$10,000.00 requires all of the Sertomans to be involved. Much of the \$10,000 comes from sponsorships.

At our meetings we typically have only 13/23 members in attendance.

There was discussion of not having the Cowchip this year or possibly having a scaled down version to coincide with 4<sup>th</sup> of July celebration at Leona Valley Community Center. There was concern voiced that this would overlap with Green Valley's 4<sup>th</sup> of July celebration.

A recommendation was made to hire some of the Racketeers to run the kitchen which is a big responsibility and takes lots of man power.

Sertoma events are important to this community.

If the Fire Fighters club can do it so can we. Please contact Juanita at 661-270-0588

### FOOTBALL BOOKS UPDATE

Profits from football books is expected to be approximately \$3,000.00. This money will be allocated for scholarships for this year.

### FEBRUARY BIRTHDAYS

Nancy Mallicoat  
Dan Rodriguez

Date Feb. 21-26  
Time:  
Location: (Bahamas  
Cruise)  
Event name: Regional  
Convention

Date: April 16-18, 2009  
Time:  
Location: Winston-  
Salem, NC.  
Event name: *Regional  
Convention Atlantic  
Coast*

Date: April 23-25, 2009  
Time:  
Location: Wichita Falls,  
TX.  
Event name: *Regional  
Convention Heart of  
America*

Date: April 23-25, 2009  
Time:  
Location: Belterra Casino  
& Resort.  
Event name: *Regional  
Convention, Great Lakes*

Date: April 23-25, 2009  
Time:  
Location: Niagara Falls,  
NY.  
Event name: *Regional  
Convention,  
Allegheny/Canada*

Date: July 22-23  
Time:  
Location:  
Event name: *Annual  
Sertoma Convention*

## ANNIVERSARIES

Don Hobart 14

### Juanita is a Great Grandmother!

Grandma Charlene is in Washington  
visiting her new granddaughter  
Audrey Valerie. Both mom and  
baby are doing well.

### Our Website

If you have been experiencing  
difficulty accessing the “members  
only” portion of the Leona Valley  
Sertoma website  
[www.leonavalleysertoma.org](http://www.leonavalleysertoma.org)  
Please contact Tom Smith .  
(brokenpaddle@ca.rr.com)  
For the password and user name.

### 50/50 Winners

Barbara Grosskruetz  
Juanita Kirkpatrick

### Attendance

Laurie Millard won twice! She had  
never won the attendance since  
joining Sertoma.

## BOARD MEETING

Bev Brownfield would like to ask if  
you have anything to be discussed at  
the board meeting please let her  
know ahead of time so she can put it  
on the agenda.  
Contact-Bev Brownfield 270-9534

## COMMITTEE UPDATES

## COMMITTEE CHAIRPERSON

**Fundraising- Charlene Moore**  
Contact -273-1313  
[Moore@ucd.edu](mailto:Moore@ucd.edu)

The Leona Valley Gymkhana  
Queens presented our group with a  
picture of the Queens and Gykhana  
program thanking us for our support.

**Heritage Park- Karl Percy**  
contact info-270-1629  
[weathertop@rpmwin.com](mailto:weathertop@rpmwin.com)

Dedication ceremony to be held  
his month.

**Historian: Karl Percy** contact info-  
270-1629  
[weathertop@rpmwin.com](mailto:weathertop@rpmwin.com)

Will be taking over this committee

**Hospitality**  
*Bev Brownfield.*  
Contact info-270-9534  
[featherandfur@roadrunner.com](mailto:featherandfur@roadrunner.com)

Thank you cards were received for  
the holiday donations.

**Legal: Bob Mallicoat.**  
No report.  
Contact info-270-0680  
[bmallicoat@aol.com](mailto:bmallicoat@aol.com)  
No report

**Membership- Steve Fredericks**  
Contact Info- [sefreder@lasd.org](mailto:sefreder@lasd.org)  
No report.

**Media-Steve Fredericks** Contact  
Info- [sefreder@lasd.org](mailto:sefreder@lasd.org)

**Members:**  
Steve Fredericks  
Mary & Rich Thomas  
Bob & Nancy Mallicoat  
Cathy Toso  
Don Hobart  
Juanita Kirkpatrick

**Date: April 30-2, 2009**  
**Time:**  
**Location: Sioux Falls, SD**  
**Event name: Regional Convention, Great Plains**

**Date: April 30-2, 2009**  
**Time:**  
**Location: Colorado Springs, CO**  
**Event name: Regional Convention, Mountain West**

Steve submitted Eric Dietz for nomination to AV Future leaders. His parents were very grateful for all of the support he has received from Sertoma.

Steve also contacted a Serteen leader in Colorado for ideas on starting our Serteen Club. The member was very willing to offer any help and support Steve should need. His recommendation was to go for a High School club instead of a community based club.

**Newsletter- Laurie Millard**  
**Contact info: 724-1961**  
[harmnyz@msn.com](mailto:harmnyz@msn.com)

Please contact her with any information you would like in the newsletter.

Also please share your favorite quote with Laurie to use for the closing of the newsletter.

**Programs: Nancy Mallicoat**  
**Contact info-270-0680**

Looking for speakers. Please let Nancy know if you know of someone to avoid double booking.

**Scholarship: Linda Lorenz Contact info-270-0163**  
[lindaemail101@gmail.com](mailto:lindaemail101@gmail.com)

The application was reviewed to include specifics on what the sponsorship club is looking for and the deadline. The application will be uploaded to our website.

**Service to Mankind-Karl Pearcy**  
**contact info-270-1629**  
[weathertop@rpmwin.com](mailto:weathertop@rpmwin.com)

**Members:**  
Beverly Brownfield  
Juanita Kirkpatrick  
Bob & Nancy Mallicoat

**Social: Jan Clark contact info 270-0300** [grannyjan@roadrunner.com](mailto:grannyjan@roadrunner.com)  
**Sponsorship: Mary Thomas, Rich Thomas Co-Chairman Contact info-270-0099** [RRYCH@cs.com](mailto:RRYCH@cs.com)

**Members:**  
Bev Brownfield  
Barbara Grosskreuz  
Juanita Kirkpatrick  
Bob Malicoat  
Cathy Toso

Meetings will be held on January 20 and 27<sup>th</sup> at 6:30 pm.

### **Sertoma NewsService Subscription**

The Sertoma NewsService is a subscription e-mail newsletter to help keep members up to date on Sertoma. To receive any future Sertoma NewsService emails you must subscribe by updating your e-mail preferences under your profile. This can be done through the online community link on the home page or by clicking here. [Update>](#)

### **OFFICERS**

**July 1, 2008- June 30, 2009**

**Chairperson of the Board:**  
Bev Brownfield

**President:**  
Juanita Kirkpatrick

**Vice-Presidents:**  
Charlene Moore  
Mike Waters

**Recording Secretary:**  
Cathy Toso

**Corresponding Secretary:**  
Debrah Cohen

**Treasurer:**  
Barbara Grosskreuz

**Sergeant-at-Arms:**

**Ray Mullins**  
**Board Members, 1st Year**  
Linda Blackburn  
Jeanette Clark

**Board Members, 2nd Year**  
Karl Pearcy  
Debrah Cohen  
Mary Thomas

## Sertoma International Headquarters

**Executive Director** - Steven Murphy;  
ext 210

[smurphy@sertomahq.org](mailto:smurphy@sertomahq.org)

Board and Committee Issues, Magazine  
Editor, Personnel Issues

**Deputy Executive Director & Director  
of Member Services** - Curtis Gray; ext  
217

[cgray@sertomahq.org](mailto:cgray@sertomahq.org)

Conventions & Meetings, ILT, Board  
Travel, Club Building, Awards, Certified  
Trainers

**Director of Development & Mission  
Activities** - Holly Walls; ext 211

[hwalls@sertomahq.org](mailto:hwalls@sertomahq.org)

Annual Fund & Membership, Endowment,  
Planned Giving, Donor Information,  
Foundation Awards, RC & FDR Network,  
Adopt-An-Agency, Serteen & Collegiate  
Programs, S.H.A.R.P.S. & Hearing Aid  
Recycling, SAFEEARS!, Web Site Content

**Director of Finance & Administration** -

Amy Ellington; ext 214

[aellington@sertomahq.org](mailto:aellington@sertomahq.org)

Life Memberships, Scholarships,  
Community Service Matching Grants, Not  
in Good Standing, Insurance, Club  
Disbandments, Tax-exempt Status, Web  
Site Content

**Merchandise Manager** - Kim Watson ;  
ext 213

[kwatson@sertomahq.org](mailto:kwatson@sertomahq.org)

Merchandise & Supply Orders, Shipping &  
Receiving Department, Purchasing,  
Magazine Subscriptions and Obituaries

**Membership Services Manager** -

Connie Sloan; ext 212

[csloan@sertomahq.org](mailto:csloan@sertomahq.org)

District Governor, Club & Membership  
Support, PAC, Club Building, Awards, Web  
Site Content

**Administrative Coordinator** - Pamela  
Coleman; ext 200

[pcoleman@sertomahq.org](mailto:pcoleman@sertomahq.org)

Add/Member/Changes/Deletes, New  
Member Kits, Phone and Administrative  
Support

**Coordinator of Development  
& Mission Activities** - Meghan Mueller;

ext 204

[mmueller@sertomahq.org](mailto:mmueller@sertomahq.org)

Sponsorship Programs: SAFEEARS!,  
Affiliates, Serteen, Collegiate, National  
Heritage, S.H.A.R.P.S. & Hearing Aid  
Recycling and Partnerships and  
Foundation Information

**Information Systems Manager** - Bob

Gehring; ext 203

[rgehring@sertomahq.org](mailto:rgehring@sertomahq.org)

Web Site Design & Maintenance, Graphics  
& Logos, Technical Information

Sertoma Foundation

1912 East Meyer Boulevard

Kansas City, MO 64132-1177

(816) 333-8300 Phone

(816) 333-4320 Fax

Website: [www.sertoma.org](http://www.sertoma.org)

## WILD WEST District Directory

**Downey Sertoma Club (10/14/64) — 2nd  
and 4th Tuesdays at 5:45 pm,  
Baker's Square Restaurant, 7954 Imperial  
Hwy., Downey, CA**

**Las Vegas Paradise Sertoma Club  
(01/11/72) — Tuesdays at Noon,  
Denny's Restaurant, 1081 Maryland  
Parkway, Las Vegas, NV. (TBA,  
President).**

**Leona Valley Sertoma Club (12/22/97) —  
1st and 3rd Saturdays at 8:00 am,  
Jackie's Country Kitchen, 40352 90th St.,  
Leona Valley, CA (Juanita Kirkpatrick,  
President).**

**Los Angeles Fire Department Sertoma  
Club (03/14/80) — Every other  
Wednesday at 8:00 am, LA Police  
Academy Restaurant, 1880 N. Academy  
Dr., Los Angeles, CA**

**Los Angeles Sertoma  
[spcommand@aol.com](mailto:spcommand@aol.com) 818-716-8384  
George Carter, president**

**North County Sertoma Club (05/18/98) —  
1st and 3rd Wednesdays at  
6:30 pm, The Sizzler Restaurant, 1401 N.  
Harbor Blvd., Fullerton, CA**

**Orange Empire Sertoma Club (07/08/50) —  
2nd (Board) and 4th (Dinner)  
Thursdays at 12:15 pm 212 S. Elks Lane  
Santa Ana, 92701-5011**

**Torrance Sertoma Club (01/29/66) —  
Tuesdays at 7:00 am, Billy Restaurant  
Bakery, 5160 W. 190th St., Torrance, CA  
(Pat Lane, President).**

**Westwood Village Sertoma Club  
(01/07/55) — Thursdays at 12:15 pm,  
Rancho Park Golf Course, 10400 Pico  
Blvd., Los Angeles, CA**

**Whittier Sertoma Club (09/11/54) — each  
Friday at 12:15 pm, Friendly  
Hills Country Club, 8500 S. Villa Verde Dr.,  
Whittier, CA**

### SERTOMA HISTORY:

The first official luncheon meeting of  
the founding club was  
held in Kansas City, MO, on April 11,  
1912. Since then  
mankind has been served by a special  
family of volunteers  
now known as Sertomans. Throughout  
the years, these  
people have banded together to foster  
friendships and to  
provide community assistance.  
Membership in the fledgling Kansas  
City Co-Operative  
Club rose to more than 200 within two  
years.. Although the  
name Sertoma was not adopted until  
1950, the ideal of  
“service to mankind” was always  
present.

In 1959, the Sertoma Foundation was  
created by Sertoma  
International through the International  
Sponsorships Department.  
The Foundation funds scholarships and  
grants,  
provides public education materials,  
and has an advisory  
council of speech and hearing  
professionals and represents  
Sertoma.  
Combating communicative disorders is  
Sertoma's top priority.

Making Life Worthwhile through  
SERvice TO Mankind

**CLOSING QUOTE**  
*He who is not courageous  
enough to take risks will  
accomplish nothing in  
life.*  
*Muhammad Ali*