



NEWS & VIEWS

WANA • Wrigley Area Neighborhood Alliance, Inc.

VOLUME 4(12)

CHRISTMAS TREE LANE EDITION

DECEMBER 2010

COMMITTED TO MAKING WRIGLEY A CLEANER, GREENER, SAFER, STRONGER COMMUNITY &
DEDICATED TO PRESERVING DAISY AVENUE CHRISTMAS TREE LANE TRADITIONS

Message from the President

Greetings! I hope all of you had a wonderful Thanksgiving.

I have to go back to our October meeting. I forgot to thank Congresswoman Laura Richardson for her presentation. She updated us on all she has done for the 37th District constituents — especially Long Beach. Everyone enjoyed hearing her. Maybe, she can come again next year.

We had an outstanding November meeting. **Fire Chief Alan Patalano** gave a very informative presentation about his department. Then, retired fire truck engineer **Glenn Goodrich** from the Long Beach Fire Department Museum showed a DVD on the early years of the Fire Department — 1911 to 1927. It was amazing to watch how the men operated their equipment back then using horse-drawn pumpers — so different from our modern, sleek vehicles. And, much to our surprise, **Orozco's Auto Service** donated \$160 to our general fund!

The high light of the meeting was when **Dave San Jose** walked into the room. He is well known for his **Bikes 90800** program in North Long Beach. Dave had a massive heart attack in August and almost died. **Pat**, his wife drove him to the meeting. He wanted to ride his bike with the kids in the Daisy Parade. He can't make it this year but hopefully next year.

On Nov 20 we held our **Pancake Breakfast and Silent Auction**. A lot of people come out on rainy Saturday. Many dignitaries from the State, Congress, Board of Supervisors and City Council showed their support by supporting our efforts to raise money. I want to thank them for taking time out of their busy schedule to join us. **Firefighters Union 372** sent **Jeff** to do the cooking, but I didn't catch his last name. He made the best pancakes and sausages.



Over 60 people attended — some forgot to sign in. It was a big success. We managed to raise over \$1,000 for Christmas Tree Lane.

I want to thank all the WANA volunteers and **Jill Hill** for cooking bacon, **Joan Greenwood** for the fruit cocktail. I brought red grapes. WANA supplied the beverages. Set

up was done by **Jim Trout, Frank & Rose Kozlowski, Timothy & Nancy Risch Will & Connie Chick, Champaigne Young, Annie Allen, Edith Pearl, Jill Hill & Victoria Reynafarje**. If I left anyone out, I apologize.

Our **Christmas Tree Lane Community Work Day** is December 4 starting at 10 a.m. WANA members, please come out and give us a hand anytime between 10 and 2 p.m. I have tasks for the ladies, but not for your young children unless you can supervise them while they work.

I will start setting up the displays on November 30. I have already ordered the forklifts. I have volunteers coming from **Pacific Baptist Church**.

Once again I have to thank **Signal Hill Petroleum and Atlas Marine** for storing the displays.

Christmas Tree Lane Parade is **December 11, at 5 p.m.** More than 77 groups will march — including 5 bands! This year's honoree will be **Marvin Marker**, founder of the **Long Beach Junior Concert Band**.

He was our announcer for many years until his passing just before last Christmas. See Page 3 for a schedule of activities and events on the Lane.



Warmest holiday wishes, Maria



Holiday Potluck Public and Kids Welcome

Monday, December 20, 6:30 to 8:30 p.m.

Veterans Park Social Hall

Located at 101 East 28th Street

Bring a dish to share! WANA will provide beverages & finger foods. As always, there'll be Buono's pizza & pasta dishes and an assortment of specialties from other Wrigley restaurants!

Long Beach Community Food Drive

November 1, 2010 through January 30, 2011

Please bring items for **people or pets** to the **Tree Lighting Ceremony on Dec. 10** or to **WANA's Holiday Potluck on December 20**. Suggested donations are applesauce, baby formula, beans, canned milk, canned tuna, cake & frosting mixes, cereal, coffee/tea, condiments, cranberry sauce, deodorant, detergent, diapers, disposable razors, canned gravy, instant cocoa, instant potatoes, jam or jelly, Jell-O pudding, juice, pasta, peanut butter, pie filling, rice, soap/shampoo, soup/stew, stuffing, toothpaste, vegetables & yams. **For pets**, bring treats, canned food, dry food and KMR, which is powdered or canned milk for newborn kittens that need to be bottle-fed. **For more information, go to www.longbeach.gov/mayor**. A big thank you to those WANA members who brought food and toy donations to the Nov. 15



I "LOVE" helping buyers purchase or sellers prepare their properties to sell in the charming neighborhood of Wrigley. Please do not hesitate to call with any real estate questions.

Connie Chick
(562) 787-5518, crchick@aol.com



**401 West
Willow Street
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www.BuonosPizzas.com

2010 Daisy Avenue Christmas Tree Lane

Tree Lighting Ceremony
Friday, Dec. 10, 6:30 pm
at Hill & Daisy

Special Guest Mayor Foster

Entertainment provided by the award-winning **High Tides Quartet**, **Sterns Musical Theater** and **Erma & Friends Gospel Singers**.

- Bring a Donation for the **Long Beach Community Food Drive** for People 'n Pets
- Join us in singing **carols & holiday songs**
- Share some **hot chocolate & cookies**
- Bring a camera for **photo opportunities with Santa**, who will be there to meet & greet kids of all ages

Home Decorating Contest on Daisy Between Willow & PCH
— Judging starts at 7 p.m. sharp!



Parade Night

Saturday, Dec. 11, 5 pm

Parade begins on Daisy Avenue at Burnett, heads south toward Hill, proceeds down the east side of Daisy to PCH, makes a U-turn, heads back up toward Hill, turns west on Hill, and then north on Maine back to Burnett.

Best view for kids is from the median on Daisy between Hill & PCH. Dress warm and bring something to sit on!

This year, there will be five bands and more than 75 marching groups.

Questions? Call the 7th District Council Office at 570-7777 or send email to:
district7@longbeach.gov

WANA invites **you & your dog** decked out in your holiday finest to march with us and escort Santa down the Lane. Please contact Joan at (562) 355-8679 or send email to:

wrigleyalliance@msn.com
 to register with our group.

Entertainment Nights
Stage at 20th & Daisy
(Schedule Subject to Change)

Sunday, Dec. 12, 7-8 pm

International Children's Choir & Alma Rosa (Mariachi Singer) & a Folklorico Dance Group

Friday, Dec. 17, 7-8:30 pm

LBPD's Blue Steel Band

Saturday, Dec. 18, 7-9 pm

Khmer & Thai Classical Dance Group followed by Jackie Robinson Academy's Puaolena Polynesian Dance Group and the Sirena Serpentinatas Dance Group

Sunday, Dec. 19, 6-9 pm

Don Reed's Rock 'n Roll Blues Holiday Entertainment Program followed by Downey B 'n BS² Square Dancers and a encore by Don Reed's group

Santa will be on the Lane from 7 to 8 pm on Entertainment Nights.



Servando Orozco, Owner
orozco@orozcosautoservice.com

Orozco's Auto Service

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LONG BEACH - SIGNAL HILL Geophysical Survey

Thank you for taking the time to read this update on the Long Beach-Signal Hill Geophysical Survey. The project conducted data gathering operations almost continually through the Spring and Summer of 2010 throughout Long Beach and Signal Hill. Project operations with the survey trucks have been successfully conducted to date from east Long Beach (including the Cal State Long Beach campus) to west Long Beach past the Los Angeles River.

In the next few months, additional survey activity will be conducted in Long Beach and Signal Hill. As before, Signal Hill Petroleum, Inc. is sponsoring the survey and the main contractor conducting the work will be NodalSeismic, LLC. This survey will generate data to allow scientists to image and study the local subsurface geology.

Some Wrigley area residents may remember a similar project that was done several years ago. Even though this project only operated for a few days, it understandably caused concerns with some homeowners. Over the past several years Signal Hill Petroleum has analyzed the community concerns and lessons learned from the past and has developed a process and survey program that reflects our commitment to being a good neighbor.

The changes implemented have been so effective that many people do not even know this project has been underway over this past year. Listed below are a few of the changes:

- Created an **outreach team** willing and ready to meet with everyone to answer questions, listen to concerns and schedule survey truck demonstrations.
- Created an **informational brochure** to explain the survey and answer most frequently asked questions. This brochure will be mailed to every resident and business within 600 ft. to the project. A copy has been inserted into this newsletter.
- Created a **website www.lbgeophysical.com** to answer questions and give real-time schedules, updates of survey areas and truck locations.
- Created a **hotline (562-326-5186)** to answer questions or schedule appointments for any of our team members to come out and meet individuals or groups.
- **Modified survey truck vibration levels** to not exceed reasonable comfort levels.
- **Hosted open houses** and demonstrations for city officials, neighborhood associations and the general public to allow individuals and businesses to personally experience the survey truck presence and level of vibration.
- Developed an **industry leading technical team** that understands the uniqueness of each neighborhood and digitally monitors vibration levels at all times to be sure project goals are met.

Please refer to the website for schedule updates or feel free to contact us if you have questions or would like to schedule an individual meeting to discuss the Project.

Submitted by:

NodalSeismic LLC

Tel: 562-326-5186

2633 Cherry Ave.



Spirit of Christmas on Daisy Avenue

2007 — 2010

In 2007, WANA volunteers refurbished and reconstructed 31 major displays and 17 snow people. In 2008, WANA focused on revamping 75 character figurines including the ever-popular gingerbread people and raising money through grants and sponsorships to **"Go Green" by purchasing energy-saving LED lights** for the trees and compact fluorescent bulbs to light up the displays.

The electrical service upgrade was started by the City of Long Beach in 2007, but another 100 amps were still needed to light up all of the 24 *Cedrus deodara* trees on the Lane with the strings of lights purchased back in 1988. Even with cutting back to only 87 floodlights with 45-watt standard bulbs, there was only enough amperage in 2007 to have lights on four trees that year. WANA vowed to make a change in 2008 that would lessen the City's electricity bill and brighten up the Lane.

Maria Norvell, WANA President and WANA's Executive Director of Christmas Tree Lane, proclaimed "Looks like the existing 100-amp service is more than enough to support lights on the first 15 trees funded by sponsors in 2008, and, with the new flood lamp bulbs, electricity usage will be reduced by more than 50% and still produce twice the brightness. This year WANA will light up four more trees thanks to **VANCO Properties** and **Waste Management**. No doubt, the Lane is brighter and greener than in the past thanks to WANA volunteers, donations of in-kind services by local business people and the generosity of long-time sponsors like **County Supervisor Don Knabe** and our newest sponsor **The Port of Long Beach**. (More about our sponsors next month)

To give you an idea of what the Lane is all about, it will take more than 30 volunteers from WANA and the community, **Atlas Marine**, **Desert Express** and **Pacific Baptist Church** to set up the Lane. They will get started in the early morning hours of November 30 and continued their labors through December 10th. With enthusiasm and holiday spirit, volunteers will:

- Load and transport all the displays and character figurines from garages and warehouses
- Position everything on the Lane with forklifts
- Clean up the displays by dusting and washing
- Oversee installation of LED tree lights on four more trees
- Place up to 125 energy-efficient flood lights to highlight the displays
- Pound in approximately 350 fence stakes
- Position and secure 75 wooden character figurines
- Unroll and install about 1/2 mile of wire fencing to protect each of 31 major display bays
- Tie more than 150 red bows to the fencing
- Produce and pass out thousands of flyers to area residents

Over a dozen volunteers acting as judges will brave the night chill on Friday, **December 10 -- WANA's Home Decorating Contest Night** on Daisy between Willow and PCH. These judges will award two sets of 1st, 2nd and 3rd place prize money totaling \$350 -- \$175 for homes on Daisy Avenue south of Hill to PCH and \$175 for homes north of Hill to Willow Street.

All of the volunteer efforts ensure that the splendor of Christmas Tree Lane -- **Wrigley's very own Winter Wonderland** is ready for visitors come Parade night on **December 11**.



November in Review

Nov. 15 Public Meeting



Glen Goodrich, President of the Long Beach Firefighter's Museum, gave a riveting presentation complete with a DVD of its collection beginning with buckets and transitioning to equipment for carrying tools, hoses, and ladders that were pulled by volunteer firemen running through the streets of Long Beach. The collection at the museum also includes two examples of turn-of-the-century fire vehicles that are very closely similar to the first two horse-drawn apparatuses purchased by the Long Beach Fire Department in 1906. On display is a **1907 Amoskeag Steam Engine** that is used to demonstrate the mechanics of steam engine operations without actually building a fire in the boiler. The museum has managed to acquire 10 vehicles used by the Long Beach Fire Department ranging from a 1901 hand pulled hose cart to a 1965 Mack fire truck; and 5 other apparatuses that match ones the Long Beach Fire Department once used. To learn more about this Long Beach treasure, go to www.lbfdmuseum.org. A book and DVD is available for sale. The museum located at 1445 Peterson Ave., LB 90813 and is **open on Wednesdays from 7:30 to 11:45 am and on the 2nd Saturday of the month from 10 am to 3 pm.**

At this meeting, Cindy Orozoco from **Orozco's Auto Service** surprised WANA with a check for over \$160. If you mention WANA when you have your car serviced, Orozco's will donate 10% of the invoice to our general fund. This fund is used to pay for our activities on the Green, National Night Out and Holiday Pot-lucks. So next time you need service, check with Orozco's. Prices are competitive and service is top-notch.

Nov. 13 Quarterly Clean Up at Cressa Park

Once again WANA, Litter Free Long Beach & Environmental Services teamed up to spruce up the area around Cressa Park. Large items illegally dumped in alleys were collected by the City crew and volunteers removed debris and dead vegetation from the Park, which is planted with low-maintenance natives.

Nov. 20 Pancake Breakfast & Silent Auction

While the final count is not in, it looks like WANA raised at least \$1,100 toward paying off our Christmas Tree Lane loans for legal costs. The funds will be used to repay Board members & re-build our reserves generated by sponsor donations 2007 & 2008. A list of donors will be published in the January issue of News & Views.



SIGNAL HILL PETROLEUM

This special issue of WANA News & Views was made possible through the generosity of two very special companies — Signal Hill Petroleum

and Harris Color Copying and Printing, a Wrigley-base business. Please let them know how much you appreciate them by thanking them for helping us get the word out about the 2010 Daisy Avenue Christmas Tree Lane Parade and Cultural Celebration! Whenever you need bulk color copying or printing, call Willie at (562) 537-0335. We also want to thank our advertisers for all their support throughout the year. Remember, shop local! Shop Wrigley!

Dear Friends,

The Daisy Avenue Christmas Tree Lane Parade is on Saturday, December 11th at 5:00 PM and I want to personally invite you and each of your families to join me for a fun evening celebrating the holiday season. This year's parade is bigger and better as we have 80 participants, a dramatic increase from last year.

Not only will we have marching bands from several of our Long Beach High Schools, but we'll have the Junior Concert Band, horse groups, classic cars, fire engines, and several elected officials, including the Mayor.

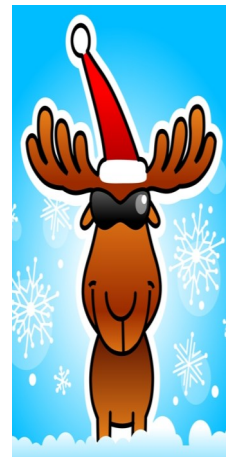
The parade isn't the only event this year. WANA will be hosting the Tree Lighting and Decoration Contest on Friday, December 10th as well as Entertainment Nights on the days following the parade. The Parade Committee will also host a Snow Day and Movie Night on December 26th. For more details on each event, you can call my office at (562) 570-7777 or visit my website at www.longbeach.gov/district7.

I want to thank WANA and the Daisy Avenue Christmas Tree Lane Parade Committee for all the hard work making this year's parade great. Without everyone's participation, events like these would not be possible. There are still opportunities to volunteer the day of the parade, so please contact my office if you are interested in helping out.

I look forward to seeing you on Daisy on the 11th!

Sincerely,

James Johnson, 7th District Councilmember



2010 — 2011 Membership Application

Please list the names of all residents over the age of 18 at the membership address.
Members receive newsletters by mail every month. I/we agree to abide by WANA Bylaws.

NAME (NAMES): _____

MAILING/STREET ADDRESS: _____

CITY _____ STATE _____ ZIP _____ PHONE _____

E-MAIL _____

DUES PER ADDRESS (\$15/YR): \$ 15.00 For December 1, 2010—September 30, 2011

OPTIONAL CONTRIBUTIONS: \$ _____ For Special Events, Postage & Government Filing Fees
 (Please make checks payable to WANA.)

TAX DEDUCTIBLE CONTRIBUTIONS: \$ _____ For DAISY AVENUE CHRISTMAS TREE LANE
 (ID # 74-3222323) (Please make check payable to FRIENDS OF WANA.)

\$ _____ For CRESSA HABITAT RESTORATION PROGRAM
 (Please make check payable to FRIENDS OF WANA)

\$ _____ TOTAL PAYMENT ☐ Cash ☐ Check # _____

TYPE OF MEMBERSHIP:

☐ Wrigley Resident/Household ☐ Wrigley Business/Wrigley Group ☐ Non-Wrigley Resident/Business

Please check box if you are interested in VOLUNTEERING for WANA activities. ☐

**PLEASE MAIL YOUR MEMBERSHIP APPLICATION/RENEWAL TO:
 WANA, P.O. BOX 6370, LONG BEACH CA 90806.**

Wishing You A Season of Hope, Joy, Love and Peace



Hanukkah



Christmas



KWANZAA



2010-2011 Executive Board

Maria Norvell, President
562-427-5021
wrigleyalliance@msn.com

Joan Greenwood, Vice President
562-599-0812
greenwoodjoan@msn.com

Jill Hill, Secretary
562-599-1822
jhill2075@verizon.net

Nancy Risch, Treasurer
562-426-5266
nrisch51@yahoo.com

Directors

Gloria Bolanos

Frank Kozlowski

Don Raines

Timothy Risch

Jim Trout

WANA meetings are open to the public and held at **Veterans Park**, 101 East 28th Street from 7-9 p.m. on the third Monday of every month except January, February, August & September. Because the third Mondays in January and February are holidays, the meeting is held on the fourth Monday. In August, there is no meeting. Instead, WANA sponsors a *National Night Out to Fight Crime* Potluck in a nearby neighborhood park. In September, WANA hosts a "Dine-Out" at a Wrigley restaurant. Our Annual Meeting and Board Elections are held in October.



**Don't Forget our Holiday Potluck on
Monday, Dec. 20 at Veterans Park, 6:30 p.m.**

See Page 2!

