



NEWS & VIEWS

WANA • Wrigley Area Neighborhood Alliance, Inc.

VOLUME 5(11)

CHRISTMAS TREE LANE EDITION

DECEMBER 2011

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



*58th Christmas
Tree Lane Parade
Saturday, Dec. 10
Step-Off at 5 p.m.*

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 warmly 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 (562) 570-7777 or send e-mail to: district7@longbeach.gov or go to:

<http://www.longbeach.gov/district7/daisyparade.asp> for updates

*WANA Thanks Our 2011 Platinum
Parade Sponsor*



Port of
LONG BEACH
The Green Port

*Tree Lighting
Ceremony*

*Friday, Dec. 9
6:30—8 p.m.*



Entertainment provided by **Stearns Musical Theatre Company** and **Santa's Song Birds** (Gospel Singers).

- Bring a Donation for the **Long Beach Community Food Drive for People 'n Pets**. (See Page 2.)
- 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

Questions? Call Joan at (562) 355-8679 or send e-mail to: wringleyalliance@msn.com

*WANA Thanks Our Event Sponsors:
Long Beach Airport &
Waste Management*



WM
WASTE MANAGEMENT



Holiday Potluck Public and Kids Welcome

Monday, December 19, 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, cake & finger foods. As always, there'll be Buono's pizza, casseroles and an assortment of specialties courtesy of our members and friends!



Feel Like Marching on Dec 10?

WANA invites **you & your dog** decked out in your holiday finest to march with us and escort Santa down the Lane on Dec. 10th. Please contact Joan at (562) 355-8679 or send email to:

wrigleyalliance@msn.com
to register with our group.

Long Beach Community Food Drive

November 1, 2011 through January 30, 2012

Please bring items for **people or pets** to the **Tree Lighting Ceremony on Dec. 9** or to **WANA's Holiday Potluck on December 19**. 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.**



Santa and WANA Salute Our Daisy Avenue Christmas Tree Lane 2011 Platinum Sponsor



About VANCO Properties

Ed Van and Associates was initially formed in 1969. Ed and his staff have been serving the industry for more than four decades. As the firm expanded to meet the needs of more of 5,000 property owners and real estate customers, it became increasingly obvious that all of its duties and services should be tied-in under a single identity. On July 15, 1989, the firm was re-structured as **VANCO Properties**.

Services offered by **VANCO Properties** encompass the full range of property management activities from financial management, real estate brokerage sales, leasing and rental services to a full-service, in-house maintenance department.

Toll Free: 800-771-2900

Telephone: 562-437-4000

Fax: 562-602-1929

E-mail: info@vancoproperties.com

646 W. Pacific Coast Highway
Long Beach, California 90806

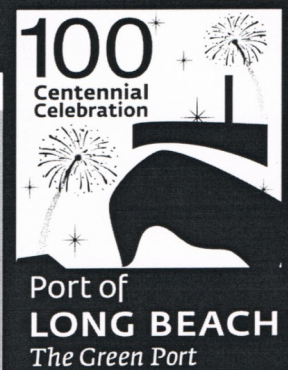
FULL SERVICE PROPERTY MANAGEMENT

FINANCIAL MANAGEMENT - MAINTENANCE DIVISION - REAL ESTATE FOR RENT OR LEASE



The Port of Long Beach is a proud sponsor of the 58th Annual Daisy Avenue Christmas Tree Lane Parade.

Happy Holidays!



www.polb.com/100years

Spirit of Christmas on Daisy Avenue

2007 — 2011

In 2007 and again in 2011, WANA volunteers spruced up 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 if we had to use the strings of lights purchased back in 1988. Even with cutting back to only 87 floodlights with 45-watt standard bulbs instead of 90-watt bulbs, there wasn't amperage in 2007 to have lights on more than four trees that year. WANA vowed to make a change in 2008 that would lessen the City's electrical bill and brighten up the Lane.

No doubt, the Lane is brighter and greener than in the past thanks to WANA volunteers, our member donations and in-kind services by local business people and the generosity of sponsors: **VANCO Properties, The Port of Long Beach, The Long Beach Area Convention and Visitors' Bureau, Los Angeles County Supervisor Don Knabe, Long Beach Municipal Airport, Waste Management, West Long Beach Association, Law Offices of Keesal, Young and Logan, LB Fire Fighters Local 372, LB Police Officers Association, LB Grand Prix Association, State Senator Alan Lowenthal, Assemblymember Bonnie Lowenthal, John Deats, LBS Financial Credit Union, Buono's Pizzeria and Dr. Jay Jazayeri.** (Sponsors as of press time — more 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 29 and continued their labors through December 9th. 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
- 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 and newsletters to area residents

Judges will brave the night chill on Friday, **December 9 -- 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 \$650 -- \$325 for homes on Daisy Avenue south of Hill to PCH and \$325 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 10.**



2011 Cultural Heritage Celebration

Entertainment Nights on the Stage at West 20th Street and Daisy Avenue
(Schedule/Line Up Subject to Change)

Go to <http://www.longbeach.gov/district7/daisyparade.asp> for updates.

Sunday, Dec. 11, 7-9 p.m.

International Children's Choir & Saint Lucy Ballet Folklorico

Friday, Dec. 16, 7-9 p.m.

Long Beach Police Officers' Blue Steel Band (Rock'n & Roll'n Family Fun)

Saturday, Dec. 17, 7-9 p.m.

Khmer & Thai Classical Dance Group, Jackie Robinson Academy's Pua Olena
Polynesian Dance Group & Sirena Serpentina Tribal Firebelly Dancers

Sunday, Dec. 18, 6-9 p.m.

Don Reed's Rock 'n Blues Holiday Entertainment Program

Bring something to sit on and bundle up!

**Santa will be on the Lane handing out candy canes from 7 to 8 pm on
Entertainment Nights.**



This Christmas Tree Lane Special Edition of *WANA News & Views* was made possible through the generosity of the **Port of Long Beach, VANCO Properties** and **Harris Color Copying and Printing**, a Wrigley-based business. WANA appreciates their help in getting the word out about the 58th Annual Daisy Avenue Christmas Tree Lane Parade and Cultural Celebration! Whenever you need bulk color copying or printing, **call Willie at (562) 537-0335.**

Remember, shop local! Shop Wrigley!

Dear Neighbors,

The **58th Annual Daisy Avenue Christmas Tree Lane and Parade** is gaining momentum thanks to the enthusiasm and support of the Wrigley community. The applications we've received for entry into the parade are pretty impressive. It's shaping up to be a great year. Besides the parade, WANA will host several Entertainment Nights and the Home Decoration Contest on Daisy between Willow and PCH. In addition, we will be having a **Snow Day on Monday, Dec. 26, from 11:30 to 4:30 pm and a Movie Night after dark** at Veterans Park as part of this year's Holiday Program. If you are interested in volunteering the night of the Parade, or have questions on any of the other events, please contact my office at (562) 570-7777 or check out the web page at <http://www.longbeach.gov/district7/daisyparade.asp>.



Sincerely,

James Johnson, 7th District Councilmember

2011 — 2012 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, 2011—September 30, 2012**

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.
A membership card will be mailed to you.

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



Hanukkah

Christmas

KWANZAA



2011-2012 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. 19 at Veterans Park, 6:30 p.m.
See Page 2!**

