

# San Fernando Valley Business Journal

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## AROUND THE VALLEYS

By - 6/9/2008

San Fernando Valley Business Journal Staff

### SAN FERNANDO VALLEY

#### Encino

Building: Owen Roizman, an Encino resident and Vice President of The American Society of Cinematographers, joined ASC board members and Wolcott Architecture Interiors' design team to kick off the renovation and expansion of The ASC clubhouse in Hollywood this past week. The project will add 1,500 square feet to the clubhouse, which has served as The ASC's headquarters for 70 years.

Roizman's credits include "The French Connection," "The Exorcist," "Network," "Absence of Malice," and "Tootsie."

#### Universal City

Green: Studio City resident Ed Begley, Jr. receives the Environmental Leadership Recognition Award on June 25 from the Hollywood/Los Angeles Beautification Team.

Begley is a pioneer in teaching about sustainability and living an eco-friendly life. He currently stars on HGTV's "Living With Ed."

The Hollywood/Los Angeles Beautification Team is a not-for-profit serving communities by improving school campuses, neighborhoods and business districts.

For more information on the event contact (323) 962-2163 or visit [www.hbteam.org](http://www.hbteam.org).

Walt Disney Studios and NBC/Universal are among the sponsors of the event.

#### Sherman Oaks

Awards: San Fernando Valley residents who have received national education recognition this year were honored at the seventh annual Steve Allen "Excellence in Education" Awards on May 28 at the ArcLight Cinema. The awards, named for long-time Valley resident and entertainer Steve Allen, salute nationally recognized achievements in the education field and are presented by the Economic Alliance of the San Fernando Valley. Award recipients include Monroe High School teacher Lewis Chappellear, a National Teacher of the Year Finalist; Philip Rusche, dean of the Michael D. Eisner College of Education at California State University, Northridge; and Tyree Wieder, outgoing president of Los Angeles Valley College. Pictured: Tyree Wieder (center), Steve Allen Jr. (left), and Bill Allen, Economic Alliance vice chair and Los Angeles County Economic Development Corp. president and CEO.

### SANTA CLARITA VALLEY

#### Valencia

Service: During Henry Mayo Newhall Memorial Hospital's Service Excellence Awards on May 15, four individuals were honored for consistently surpassing expectations and being instrumental in creating an ideal environment for patients and colleagues.

Dr. Delora Climaco in internal medicine; Ray Zepeda, a nurse in the intensive care unit; Nery Guzman in environmental services; and Kay Moioffer, a volunteer; each received a \$200 cash prize, a recognition certificate, a crystal paper weight and a gold lapel pin. Hospital head Roger Seaver presented the

awards.

Disaster Prep: Henry Mayo Newhall Memorial Hospital will host a Disaster Preparedness Program titled "EMS Operations and Planning for Weapons of Mass Destruction" from June 16 to June 18 facilitated by the National Emergency Response and Rescue Training Center of Texas Engineering Extension Service, Texas A&M University System.

The course is designed to increase the preparedness and response capability of the local community. Initially designed to address exposure to chemical, biological, radiological, nuclear, and explosive (CBRNE) weapons, course material stresses an all-hazards approach to disaster response.

The course will also familiarize participants with the roles of disaster responders and identify the skills necessary to successfully integrate operations for a multi-simulated disaster event. The course is recommended for health care and emergency preparedness personnel.

Antelope Valley

### **Palmdale**

Marketing: The City of Palmdale's Economic Development Department received an Award of Merit from the California Association for Local Economic Development (CALED) for its Winter 2007 edition of Growth Factors at CALED's 2008 Annual Conference in Anaheim on May 1.

Danny R. Roberts, assistant executive director of the city's Community Redevelopment Agency, accepted the award, the fourth the department has received from CALED in the Economic Development Promotions category for its marketing brochures, publications and television campaigns.

"Growth Factors is a publication that has been produced by the city's Economic Development Department for over nine years to provide news about the Palmdale's growth and development opportunities," Roberts stated. "The Winter 2007 edition was created to attract new industry and jobs to Palmdale."

### **Palmdale/Lancaster**

Pennies: Students at West Wind Elementary School in Lancaster have completed the first phase of the "Pennies for Soldiers" fundraiser for the Mobile Vietnam Veterans Memorial Wall for the Antelope Valley.

Area schools have been competing with one another to see which will raise the most money. At a press conference scheduled for June 10, 9:30 a.m., in Palmdale's Poncitlán Square, the grand total of the "Pennies for Soldiers" project will be announced.

Pictured in the front row (l to r) are: West Wind Elementary School students Matthew Green, Jordan Green and Isabelle Decker. Pictured in the back row (l to r) are: Palmdale Playhouse marketing manager and wall committee member David Smith, Vietnam veteran Bill Barnes, Mojave Desert Bank Branch Manager Sue Wertz, Mojave Desert Bank Assistant Vice President Gayle Cox and West Wind Elementary School Principal Linda Edmond.

CONEJO VALLEY

### **Thousand Oaks**

Honor: Professor Michael McCambridge received the President's Excellence in Teaching Award at California Lutheran University's Honors Day Banquet May 16.

McCambridge, of Sherman Oaks, has taught at CLU since 1999 and is currently director of the Liberal Studies Program for aspiring elementary school teachers.

McCambridge, who has a strong arts and theater background, is an expert in the use of drama as a teaching tool. At CLU, he has developed arts outreach programs in local school districts, started a

university drama ministry and serves as the education director for the Kingsmen Shakespeare Company. He has researched and written about the role of teachers in raising good citizens.

**Launch:** Retail franchise Kookie Krazy opened for business May 31 in Unit G of Janss Marketplace in Thousand Oaks. Co-founders Mark Boos Benhard and Jim Kelley designed the company to be an establishment where patrons can create their own cookies. "We wanted to create an experience that combines the magic of Willy Wonka and Walt Disney in a family-oriented setting," Benhard said.

Kookie Krazy offers six kinds of cookie dough: plain, chocolate, peanut butter, oatmeal, espresso and sugar. There are also more than 40 add-in toppings. Customers may mix in ingredients and make a cookie into any shape they want. Afterwards, cookies are returned for a 12-minute baking/cooling cycle and picked up for post-baking decoration.

### **Westlake Village**

**Scholar:** Sidney Primas, a senior at Westlake High School, has been selected as the 2008 Walt Disney Company Foundation Scholarship recipient. This is the 29th year that Disney has provided the scholarship to a Junior Achievement student. The scholarship awards full tuition for four years of undergraduate studies at any accredited college or university in either business administration or fine arts. Primas plans to attend Duke University majoring in business administration and bioengineering.

"The skills that Sid learned during his three years of Junior Achievement programs—leadership, entrepreneurial thinking, and problem-solving—have been demonstrated through his outstanding school record and resume of community service activities," said Gary Hickman, president of Junior Achievement of Southern California.

### **SIMI VALLEY**

#### **Simi Valley**

**Patch:** Simi Valley Girl Scouts from Troops 118 and 545 earned their Car Sense Interest Project Patch with the help of Simi Valley Ford Service Advisor Anthony Princiotta who facilitated a skill builder activity and educated the girl scouts on car maintenance, air bag safety rules and anti-lock braking systems.

**Exercise:** Outdoor fitness program 805BootCamp celebrates its second anniversary in June having graduated 400 students wanting to get back on track with their health.

Owners Sarita and Randy Shoemaker built the home-based business one student at a time and oversee creating the exercise programs and all the advertising, marketing finances and website.

"We are filled to capacity and getting better results with our campers than ever before," Randy Shoemaker said.

The couple recently added a Walkers Program to its exercise regime for those students wanting to get in shape but not ready for the full bootcamp program.

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