

SORO

Newsletter NEWS

ISSUE IV **Spring 2002**
Circulation: 10,000 quarterly

the Newsletter of the
SOUTH ROBERTSON
Neighborhoods Council

BEVERLYWOOD
CADILLAC COUNCIL
CASTLE HEIGHTS
CRESTVIEW
REYNIER VILLAGE
REGENT SQUARE
SORO MERCHANTS (Pico,
La Cienega & S. Robertson
Blvds.)



"New lights for SoRo" see page (3)

A MESSAGE FROM THE PRESIDENT

SoRo is a grass roots organization that draws its membership from six residential neighborhood associations and members at large, the business community, property owners and merchants, a diverse religious community and social service organizations.

The city charter mandates that neighborhood councils exist to give community a voice. We at SoRo have had this in mind since we formed five years

It's A SoRo World After All

By Mary Guirguis

South Robertson Neighborhoods Council (SoRo) will hold the 5th annual SoRo festival on Sunday, June 9, 2002 from 11:00 AM – 5:00 PM. This is the first year that it will be held in north SoRo.

The focus of this year's festival is to exhibit the beautiful diverse cultures which make up our SoRo community. There will be plenty of activities for children and adults. You will actually be able to take a trip around the world in one day. Travel the festival and experience the food, music, dance, heritage and vendors of our SoRo World on June 9!

If you would like to reserve a vendor booth or help plan the festival, contact festival chair at micro-mary4@aol.com.

ago. We were one of the models that the charter commission looked at when they were laying down the guidelines for neighborhood councils. The Department of

Empowerment (DONE) was created to assist in the creation of these councils and to offer education, training and support to neighborhood councils once they are established. To date there are ninety-six proposed neighborhood councils in Los Angeles. Three have been certified. The next step for SoRo is certification. We have submitted our application which will be reviewed by DONE who will make a recommendation to the commission within 60 days of receipt of the application. The commission will hold a public hearing and take action on the certification application within 30 days. It is our hope that we will be a certified neighborhoods council by the next newsletter!



Carole Segal

CALL FOR ARTISTS

A Shenere Velt Gallery will sponsor a juried Exhibition on the theme of "Globalization" in November and December. The deadline for Submissions is September 13. For a prospectus, Please stop by the Workmen's Circle at 1525 S. Robertson Blvd. L.A. 90035 or send a self Addressed stamped envelope.

I REMEMBER ROBERTSON

To Take a trip down memory lane with one of SoRo's "sweetest" ladies, see page 4

www.SoRo.org

has received over 18,000 visits since it launched in Y2K.

It strives to inform our community, city, and the world-at-large of SoRo's accomplishments, future plans and on-going committee work. It also features some FREE interactive tools for your use:

- * Are you a SoRo merchant, artist or have a home-based office? Post your business on our site for FREE. Click on the BUSINESS DIRECTORY link on the Home page.
- * Need a walking partner or have a bicycle to sell? Use the BULLETIN BOARD to get the word out.
- * The interactive CALENDAR lets you submit your neighborhood meeting dates. It's easy and it keeps the community informed about your activities.
- * Want to get SoRo News by e-mail? Sign up on our ANNOUNCEMENT LIST today.

Want to get involved? We need writers, digital photographers and techies. THIS IS YOUR WEB SITE. Please log-in often and participate Whenever you can. Our Web committee needs content writers, reporters, HTML-coders, and Web marketing strategists. We'd love to get your feedback. E-mail us at info@soro.org

- - Deni Mosser, SoRo Webmaster



to reach us

PHONE/FAX:

310-839-7639

WEBSITE:

www.soro.org

SoRo Board Meetings

2nd Wednesday of every month
Hamilton High Library 6:30 PM

Neighborhood Events

April 26

Castle Heights Elementary School
Spring Cruise & Silent Auction
7-11 pm

For info: 287-4737

April 20

Canfield Elementary School
Earth Day 5 K walk/run
For info: 552-2525

May 5

Photography Exhibition on Russia
by Leah Abrahams
Opening Reception 4-6 pm
A Shenere Velt Gallery
1525 S. Robertson Blvd.
(Thru June 28)

May 9,10,11,17,18

22,23,24,25

"Promises, Promises"
Spring Musical
Hamilton H.S. Academy of Music
2955 R. Robertson Blvd.
Pattiz Auditorium
For info: 559-9468

May 29,30

Spring Musical
Canfield Elementary School
9233 Airdrome St.
For Info: 552-2525

June 1

Jazz Ensembles A, B, & C
& Vocal Jazz
Hamilton H.S. Academy of Music
2955 S. Robertson Blvd.
Pattiz Auditorium
For info: 559-9468

June 9

"It's a SoRo World" festival
11 am – 5 pm
S. Robertson Blvd. between
Cashio & Horner Streets
For info: 839-7639

SORO NEWS

SHENANDOAH STREET SCHOOL By Carol Eisner

Shenandoah Street School Exceeds Academic Goals for Second Year in a Row

What's up at Shenandoah Street School (k-grade 5) 2450 South Shenandoah Avenue in Reynier Square district? Academic achievement, according to Principal Farryl Weitzman. "Academic goals have been met and with about 850 students we still have

work to do, but have applied for a grant to improve instruction and literacy. We have gotten a lot of support from Local District D and exceeded our API (Academic Performance Index) goals for the second year in a row."

Once considered one of the best schools in the area, Shenandoah is finally getting help it needs. One program is The Family Literacy Program, where parents learn parenting techniques. The school is upgrading the playground by applying for the popular Anne and Kirk Douglas grant that donates funds to improve school exteriors. Leo Baeck Temple selected Shenandoah for a beautification project Tu B'Shvat, an agricultural-based holiday when trees

are traditionally planted. Shenandoah's Prototype Art Program is from a grant where children get 12 weeks of drama, dance and art. The school was a recipient of a large book donation through "Bookpals," and donor Beverly Hills BMW.

The library needs volunteers to help read aloud, shelve and record books on tape. Computer experts are needed for the lab and volunteers to help beautify the grounds are needed, too.

To view the school's annual report card to the community go to LAUSD.k12.ca.us and click on Shenandoah Street School to find specific information like scores, demographics and class size. Or call (310) 838-3142.

REDISTRICTING

by Jonathan Friedman

While the L. A. City Council redistricting is not yet completed, the new lines for the state legislature and Congressional seats are set. While all of SORO remains in the 47th Assembly District, district lines have expanded north to include UCLA, the Veteran's Administration and includes land bordering the Santa Monica City line.

Because of redistricting, many SORO residents noted new names and district numbers on their March primary ballots. Another change, Assemblyman Herb

Wesson assumed a new title: Mr. Speaker. Wesson became Speaker in February.

The changes in our State Senate districts were more dramatic: SORO was split between our current district, the 26th, represented by Senator Kevin Murray, and the 28th represented by Senator Debra Bowen.

Congressional Districts have been drastically altered. Here again, SORO was split and will now be represented by Congressman Henry Waxman of the 30th District and Diane Watson of the 33rd District.

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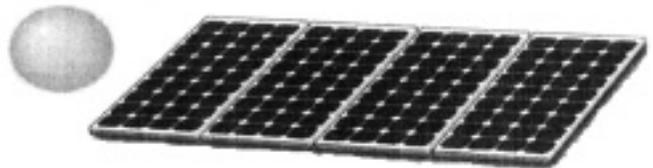
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MERCHANT OF SORO

Opened to great fanfare three years ago, The U and Kids, 2 Salon located at 1772 South Robertson Blvd., by world renowned hair stylist Umberto provides the community with the latest beauty trends of a full service Beverly Hills salon at affordable prices. Umberto loved the area and had the vision to see what South Robertson offers. The concept of U is simple, "cut the frills". This means day ahead and walk-in appointments only, (although newly opened Umberto L.A., upstairs, offers advance appointments at slightly higher prices). This cuts the cost of a full time receptionist and staff. It means the customer gets Umberto trained hair stylists, top quality products, a full scope of services including manicurists, skin care,



make-up and a soon to be opened Café all at affordable pricing. Open 7 days a week this 16,000 square foot former warehouse has been transformed to an attractive, clean, sophisticated salon environment for the clientele it services.

By Suzanne Laff, Beitler Commercial Realty Services

New Pedestrian Lighting Approved

It is with much enthusiasm that I share with you the latest news from the LANI RCO. (Los Angeles Neighborhood Initiative-Recognize Community Organization).

Pedestrian lighting is coming to South Robertson Boulevard! The state monies that are providing a portion of the funds to purchase the lights should be available sometime in the fall. If all goes according to plan we should have lights by the end of the year.

Although the com-

binated state and federal funds are providing the monies to purchase and install the lights, the operational costs needed to be absorbed through a tax on the commercial property owners along the boulevard. The owners voted overwhelmingly in favor of the lighting assessment and so it is with much gratitude that we express our thanks to them for their support.

As part of the continuing efforts to improve the South Robertson corridor, stamped asphalt crosswalks and a flashing light pedestrian crosswalk at Olin will be installed before the advent of summer.

All of these efforts help improve the pedestrian quality of our boulevard. Come out and enjoy the changes while you stroll along South Robertson and shop at your neighborhood stores!

Claire Bowin

COMMUNITY TO PAY FOR AND SUPPORT THIS LOCAL NEWSPAPER!

**SoRo Family
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**Laurence R. DeMers, CPA
1836 1/2 S Robertson Blvd
Los Angeles, CA 90035
Call Today!**

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Business: the occupation an employee, proprietor, investor or property owner chooses to create income and wealth. Given the complexity and options provided in the tax code, in buying & selling real estate (residential or commercial) and in financial or estate planning, everyone can benefit from expert guidance. Utilizing our education, experience and professional licensing we guaranteed you will receive the highest level of service to maximize your wealth, minimize taxes and properly buy or sell your next property. Conveniently located, flexible appointment times and a commitment to you, our customers, neighbors and friends, ensures you are making the right choice ~ let us become Your Trusted Business Advisor.

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SORO NEWS

SoRo Board Election

Each seat on the SoRo Board of Directors has a two-year term. Eleven seats were open for the 2002-2004 term and one seat was vacant for the one year remaining on its 2001-2003 term. The SoRo bylaws require that we try to form a board that represents the variety in the community and include members from both the east and west side of Robertson Blvd as well as a representation of neighborhoods, merchants, property owners, religious and community organizations. Elections were held on March 21, 2002 at the SoRo Community Meeting held at Hamilton High School.

The following board members were reelected:

- Carole Segal (resident-Reynier Village)
- Terry Ring Schonwald (resident-Crestview)
- Laurence R. DeMers (merchant/commercial property owner)
- Terry Delvoe (resident-Beverlywood).

We welcome the following first time board members:

- Christel Wilson (merchant)
- Lorinne Vozoff (educational organization)
- Stephanie Marquez (merchant)
- Margaret Martin (merchant/commercial property owner)
- Nirinjan Khalsa (religious organization)
- Eric A. Gordon (social service organization)
- Kenneth Autry (religious organization)

Eleven board members are continuing through 2003 as follows:

- Mary Earl (resident-Crestview)
- Jon Friedman (resident-Beverlywood adjacent)
- Allan Graf (resident-Reynier

Pico Revitalization Project

The Pico Revitalization Project welcomes input and help from residents and business owners who are concerned about quality of life and aesthetic issues along Pico Blvd. from LaBrea to Beverwil. We (representatives from ten neighborhood associations, the PICO and SORO Neighborhood Councils and

businesses) have steering committees to address urban design and landscape, environmental, business outreach and development, government relations, and maintenance needs for this wanting commercial corridor. Learn more about us at www.picoproject.org, or contact David Dahlke at 323-571-1516.

I Remember Robertson



I remember growing up on Robertson Boulevard in the late 50's and early 60's as if it was yesterday. It's such a happy memory. It was so much fun riding my bike along with my brothers and the other neighborhood kids to the stores, especially Maylords, the toy store. There was Jesse, the gas station man at Olin and Robertson. National Foods and Jack's Market were our grocery stores. We always stopped at Otto's Liquor for an ice cream bar. For 25 cents we

used to get a slice of pizza at the corner of Hargis. If we wanted a burger and fries, there was the deli. The drug-store was where we could get a candy bar. We swam all day for one dollar at the swim school. And of course, no trip was complete without stopping at Fred's Bakery to see mom and dad for a hug, kiss and a cookie!

Cis Klein
Fred's Bakery,
2831 S. Robertson Blvd.

Village)
Suzanne Laff (resident-Beverlywood)

Mel Leventhal (resident-Beverlywood)
Julia Maher (resident-Castle Heights)

Roger McCracken (resident-Castle Heights)
Estelle Tuvman (resident-Castle Heights)

Malcolm Brown
(merchant/commercial property owner)

Hal Fischer (merchant/commercial property owner)
Paul Levy (merchant/commercial property owner)

Thanks to everyone who participated in the election and attended the Community Meeting.

Hamilton Academy of Music

May 9,10, 11 17, 18,22,23,24,25

"Promises, Promises" Spring Musical
Hamilton H.S. Academy of Music
2955 R. Robertson Blvd.
Pattiz Auditorium
For info: 559-9468

May 22

NJP Concert Hall
7:00 p.m. Reader's Theatre

May 29

Room A-7

7:00 p.m. Musical Theatre Showcase

May 29

Room A-2

7:00 p.m. Piano Recital

May 30

NJP Concert Hall
(Time to be Announced)
Children's Theatre Invitational

May 30

NJP Concert Hall
7:00 p.m. Senior Drama Showcase

May 31

NJP Concert Hall
7:30 p.m. Chamber Singers, Electronic Music, Piano & Symphony Orchestra Concert

June 1

NJP Concert Hall
7:30 p.m. Jazz Ensembles "A", "B", and "C" & Vocal Jazz Concert

June 5,6

NJP Concert Hall
7:30 p.m. Spring Dance Recital

June 8

NJP Concert Hall
7:30 p.m. Brass Ensemble, Concert Choir, Wind Symphony & Woodwind Ensemble Concert

June 12

Room A-2
7:00 p.m. Piano Recital

June 16

NJP Concert Hall
7:30 p.m. GALA 2002
An American Music Celebration

VOLUNTEERS NEEDED to distribute the SoRo newsletter. Call 310/839-7639 to

Action Committees

WE NEED YOUR HELP! Be an important part of your community & revitalze

SORO Merchant Assoc:

Work to stimulate and improve local business climate
Chair: Malcolm Brown
mbrown4988@aol.com

SORO Festival Commitee:

Plan and Host Annual Festival held on Robertson Blvd.
Chair: Mary Guirguis
Micromary4@aol.com

Newsletter Committee:

Plan, write, illustrate, distribute quarterly communique
Chair: Terry Delvoe
delves@loop.com

Safety Commitee:

Work with city departments and residents to improve safety in SORO area
Chair: Allan Graf
aggreat@aol.com

Website Committee:

Update, maintain, contribute to SORO's cyber link
Chair: Paul Levy
levyphoto@aol.com

Tree Committee:

Help care for and plant trees in SORO area
Chair: Julia Maher
juliamaher@aol.com

Land Use & Traffic:

Work with city departments on zoning and traffic flow issues
Chair: Carole Segal
kc6dxq@hotmail.com

LANI (L.A. Neighborhood Initiative):

Plans & oversees streetscape improvements
Chair: Claire Bowin

SoRo. Contact a group leader or call today

Call (310) 839-7639 For more information