

The Rotarygram



Rotary Club of Van Nuys

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Club 1470 — District 5260

October 20, 2004

Meeting Highlights

Today's speaker, Jim Wiseman, gave us an overview of the Los Angeles County Department of Weights and Measures. Dedicated folks who are responsible to see that we all get a full measure when we buy gasoline and groceries, etc.

Jim's bureau, Environmental Protection, spends a great deal of time tracking down and controlling agricultural pests such as the Mediterranean Fruit Fly (Medfly), Mexican Fruit Fly, Oriental Fruit Fly, Red Fire Ants and others.



1 Mediterranean Fruit Fly

The Medfly is California's most unwanted insect pest. In its maggot stage, it can eat over 250 kinds of fruits and vegetables — not only destroying our produce, but also impeding our exports. Other countries are determined that they prevent such pests from invading their crops.

Each year, Jim's bureau places thousands of traps in fruit trees throughout the county to determine whether insect pests are present. He explained the various strategies and techniques used to control or exterminate those pests. Jim showed us several examples of the traps and told how they work.



Jim Wiseman, Deputy Commissioner for Agricultural Pest Control in Los Angeles County. Introduction by Joe DiFatta.

For the Medfly, one of the techniques is to introduce tens of thousands of impotent male flies in the area where they are detected — thus depriving the females of the ability to multiply.

In addition to environmental pest control, the bureau also provides public education and training for emergency responders involved with Africanized Honey Bees or "killer bees."

Another interesting and educational program. Thanks, Joe!



Joe DiFatta demonstrates his prowess with a Yo-Yo...part of the fun stuff going to our military overseas.

Visitors

Visiting Rotarians: None today.

Guests: Roger Meyers, a guest of the club, is a banker. He was introduced by Ed Anderson. Lynn Befistras, associate and guest of our speaker.

Entertainment Books—2005...see Paul Davis.

Student Recognition Program



Our student honorees this week are from Grant H.S. From left, Joe Chu, Youth Service Director; Ulises Aguilar, honoree; President Carlos Rivera; Ebelin Medina, honoree; Sandra Hall, counselor; and Victoria Castillo. Victoria will be taking over the recognition program replacing Joe Chu who is leaving for a new, challenging job based in Chicago, Illinois. We'll miss you, Joe!

Announcements

- See HOT DATES on page 4 for upcoming club and community events.
- PDG Joe DiFatta announced progress on the project to send 'care packages' to some of our military in Iraq. Materials with the Rotary logo and VN name are on order. Joe is still looking for those members who have not yet supported this project to step up with a contribution.
- Don Reinken offered details on the Valley of the Stars 2nd Annual Film Society Celebration on October 30. To be held at the Autry National Center, the event features Hitchcock's *The Birds*, with special guests: Patricia Hitchcock, daughter of Alfred Hitchcock, and Drew Casper, Cinema-Television professor at USC. Dinner will be followed by a lecture and interview, the showing of *The Birds*, and dessert. Each attendee gets a DVD of the film. Talk to Don if you need more info.
- Our December 2nd meeting will be a USC-UCLA Party...stay tuned for more fun times.
- Paul Davis announced the Mid-Valley Chamber Breakfast next Wednesday, 7:15 a.m. at the Airtel Plaza...sponsored by (who else?) Paul Davis.

The Spotlight's On...

ED VIRAMONTES



Healthy children, families and communities are uppermost in Ed Viramontes' mind these days. As executive director of a school-based mental health agency called El Centro de Amistad, he focuses the agency's efforts on providing mental health services for elementary school children. With offices in Canoga Park and San Fernando, El Centro de Amistad also provides parenting classes for adults to help them cope with their children.

"My job is incredible," he says, "because the agency allows us to work with children who do not have the services most children have." Plus, the nonprofit is able to expand the ability of elementary schools to provide services for children onsite – all at no cost to the schools. As long as schools have a space, he adds, and a relationship within the school is developed, El Centro de Amistad can take mental health services to children at school. "Providing our services free of cost in schools benefits the schools, the families and the communities," he says.

A native of Santa Monica, Ed has been a champion of healthy children and families for most of his adult life. A football scholarship drew him to the University of Puget Sound in Tacoma, Washington, where he earned a Bachelor of Arts Degree in Education with an emphasis on exercise physiology. He put his education to work immediately by joining the YMCA of Metropolitan Los Angeles and worked with youth and their families at six different branches from 1969 to 1998.

A highlight during his YMCA years was the year he spent in Santiago, Chile as a National YMCA Young Professional. He worked in cardiac therapy, provided services to underserved youth and conducted workshops throughout Chile as a national health and fitness trainer for the country. He liked the diversity, he says, and the ability to work with another country in another language. "I liked sharing my education and skills with a

third-world country," he adds.

When his term as a YMCA Young Professional was over, Ed returned to California to work at the Westside YMCA. After leaving for a brief stint in the FBI, he returned to work at the Ketchum YMCA in Los Angeles. "I realized my true passion was working with youth, families and communities," he says.

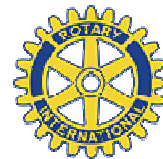
In September 1998, Ed became executive director of another nonprofit, New Directions for Youth. There, he focused his energies and talents on working with at-risk youth. He also put

"...everyone involved [in Rotary] is so busy in their own businesses, but they take the time to give back to the community."

to good use the fund-raising strategies he had learned through his years with the YMCA organization and helped New Directions for Youth secure 22 grants during his tenure with the agency. "Fund-raising can be so difficult," he says. "It's about relationships and networking." He's been successful, he adds, because he focuses on the community and mission of the organization.

When he's not working with El Centro de Amistad, he pursues other passions, including golf and playing jazz on his electric guitars (he has two). And he just bought a set of drums, too. "I was in a high school band and used to play at fraternity and sorority parties at Manhattan Beach," he remembers.

Ed's also passionate about Rotary. The organization's focus on youth services, families and community blends easily with Ed's direction and goals in life. A past Lion's Club president and past member of Kiwanis, he joined the Van Nuys Rotary Club in 1989. He likes Rotary, he says, because "everyone involved is so busy in their own businesses, but they take the time to give back to the community."



“Service Above Self”

Rotary Club of Van Nuys

Upcoming Programs

- October 27 Election Issues — Assembly member for the 40th District Lloyd Levine will give us his perspective of the elections, the propositions and the SF Valley. Wow! **18 propositions** on the ballot!
- Nov. 3 TBA
- Nov. 10 Harvey Englander — His topic: “Now that the Election dust has settled...like, what now?”

BIRTHDAYS

- October 28 Larry Feige
- October 30 George Beauchamp
- Nov. 2 Diane Eaton
- Nov. 5 Carlos Rivera
- Nov. 5 Mary McDannel
- Nov. 26 Irv Ryder

HOT DATES

- October 22 Dinner/Theater: “Late Night Catechism 2 — The Sequel” El Portal Theater, North Hollywood. Dinner at Eclectic Rest.—S.E. Corner of Lankershim & Magnolia, 6 p.m.
- October 26 Ross’ Wedding Anniversary
- Nov. 2 Corona’s Wedding Anniversary
- Nov. 13 District Leadership Meeting — 8 a.m. at Sam’s Cafe

We’re on the web! vannuysrotary.org

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