



MARCH 2012

MESSAGE FROM  
SCOTT OCHOA



Glendale City Manager

During the past few years, municipalities such as Glendale have undergone severe "belt tightening" in response to the national and statewide economic crises. Consequently, cities have come to depend more and more on businesses, church and school groups, non-profits and individual volunteers who donate time, money and effort to ensure that we are still able to offer special events, programs and services to the community. For example in 2011, Glendale donors--both large and small--came together to preserve the City's 98th consecutive entry to the Tournament of Roses. Community organizations are already joining hands to help fund and construct the 2013 entry. Another great example is the work being done at the Monterey Eco-Garden. Volunteers and businesses (the Home Depot in particular) have partnered to reuse this property for the benefit of the entire community.

In this issue of *City Connection* I've counted five separate articles highlighting volunteers that make a significant contri-

Volunteers Make Us a "Community"

During the past year, almost 2300 volunteers consisting of residents and families, students, businesses, service groups, churches and others, donated over 16,000 hours of time to the programs and projects that benefit our City. During its annual recognition dinner, the Committee for a Clean and Beautiful Glendale and Neighborhood Services thanked them for their efforts and presented some outstanding volunteers with special awards.



Volunteer of the Year: the Luna Family - Participants in the Adopt-a-Block Program

- Corporate Sponsor of the Year - Glendale Assoc. of Realtors
- Hometown Hero - Joe Korening
- Civic Pride Award - Glendale Beautiful
- Organization of the Year - Glendale Management Assoc.
- Community Volunteerism Award - Elizabeth Bitow, Wilson Middle School
- Lifetime Beautification Award - Eleanor Wacker
- Community Partner of the Year - The Home Depot
- Plus many others who participate in the Adopt-a-Block Program, community beautification efforts and more.

Glendale Clean & Beautiful, Inc., is a citizen board established to improve Glendale neighborhoods in partnership with Neighborhood Services. It operates several volunteer programs designed to foster civic pride and environmental stewardship, improving the quality of life in our City. For more information, contact Sandra Rodriguez at [sanrodriguez@ci.glendale.ca.us](mailto:sanrodriguez@ci.glendale.ca.us), (818) 548-2877 or visit <http://www.CleanUpGlendale.org>.

Plant a Tree and Help Beautify our City

bution to Glendale's quality of life. During the State of the City Address on March 15, Mayor Friedman will thank those that do so much for our community.

Although it's not possible to recognize every individual contribution, Glendale would not be the unique City that it is, without this exceptional community involvement.

**César Chavez Celebration**



The City of Glendale invites all residents to this annual event, commemorating the birthday of the civil rights leader and labor activist.

**Saturday, March 31**  
**1:00 to 4:00 pm**  
**Pacific Community Center**  
**501 S. Pacific Avenue**

**FEAUTURING**

- \* Special Appearance by Palmira Perez (News Anchor KWHY TV)
- \* Alex La Torre
- \* Ballet Folklórico Mexico Azteca
- \* Marachi Fiesta de Jalisco
- \* Edison Elementary School
- \* Flamenco Dancers
- \* Guest Speaker
- \* Free food from 1:00 - 2:30 pm

<http://www.ci.glendale.ca.us>

**Library Author Events**

*Information: (818) 548-2030*

***Kill the Messenger: The Media's Role in the Fate of the World***

Join author Maria Amoudian, journalist and former State Legislative staffer, as she discusses her new book.

**Thursday, March 8 - 7:00pm Central Library**



The community is invited to join Glendale's annual observance of Arbor Day on **Tuesday, March 6, 10:30 am** at the Casa Adobe de San Rafael. This year's celebration is dedicated to the memory of Larry Zarian, former Mayor and longtime member of Glendale Beautiful, sponsor of the event.

Arbor Day provides a great opportunity to purchase a tree to help replace those lost in City parks from the winter windstorm. Trees make lasting memorials in honor of a special person, and donors will be recognized during the program. For more details about the tree planting program or costs, contact Gladys Wymore at (818) 246-3634.

**Health and Fitness Expo for Glendale Kids**

Glendale Healthy Kids, a non-profit organization whose goal is to ensure that all children have access to health care and health education, is hosting its annual Health and Fitness Expo for Kids on **Saturday, March 24** from 10:00 am to 2:00 pm at the Edison Pacific Community

Center, 501 S. Pacific Avenue in Glendale. The Expo will offer:

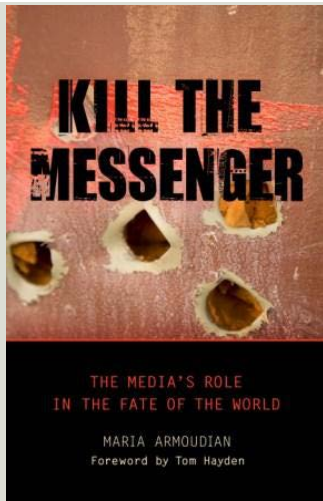


- Free dental screening
- A vision service plan
- Sports physicals
- Nutrition information
- Child ID fingerprinting...and much more.

For more information, contact Camille Levee at **(818) 548-7931**.

**Glendale Welcomes New Businesses**

**CoWork100**, a new concept in business and office collaboration will be opening soon at **100 N. Brand Boulevard**. Coworking, a growing global phenomenon, is the social gathering of a group of people that work independently yet share values and are interested in the synergy that can happen from working with talented people in the same space. **CoWork100** will give members access to a contemporary collaborative workspace that includes high speed internet, premium Barista coffee and a conference room, for only \$230 a month. <http://www.brandexecutive.com/index.html>



**Recent Publications on the Armenian Genocide**

By Dr. Hayk Demoyan  
Includes survivor memoirs, eyewitness accounts and more.  
Sunday, March 11 - 2:00 pm  
Central Library

**Man's Inhumanity to Man**

Short Film Competition  
The annual Man's Inhumanity to Man event is sponsoring a short film competition to educate the community about the various inhumane events that have taken place in history.



The competition is open to youth living, going to school, or working in Glendale. Entries can be no longer than 15 minutes; the deadline for submission is April 2. For a list of the categories to be considered, and guidelines, visit the City's website and click on "Short Film Competition."

**CALENDAR**

**March 4**  
Shattering the Myth\$ of Window Replacement: 12:00 pm - 3:00 pm  
Doctors House Gazebo in Brand Park  
(818) 242-7447

**March 6**  
Arbor Day - Casa Adobe de San Rafael Program - 10:30 am  
(818) 246-3634

Jos. A. Bank, one of the nation's leading menswear retailers, will also be moving to 100 N. Brand Boulevard. The new store will be a welcome addition to one of the City's most highly visible retail intersections. Up to 15 employees are expected to work at the new store. <http://www.josbank.com/>



**Toward a Greener Glendale**

We all share this planet; let's make it a better place!



The *Greener Glendale Plan for Community Activities* is undergoing public review. This document, the second and final component of the Greener Glendale Plan, addresses how the City can help the community conserve resources and the environment, and improve our quality of life. The first component addressed municipal operations and was adopted in November.

The *Plan* was presented to the Planning Commission in February, and will go before the Glendale *Water and Power* Commission in March. Following their recommendations, it will be presented to the City Council later in the spring. For more information or to participate, visit <http://www.GreenerGlendale.org>.

**Free Water-Wise Landscaping Classes in March**

Glendale *Water & Power* will offer free classes on "water-smart" gardening in March. Get tips on planting and maintaining a drought-resistant garden; learn about California-friendly plants, and much

March 11  
Glendale's Downtown Dash - 8:00 am  
Alex Theatre, 216. N. Brand  
[Downtown Dash Website](#)

March 11  
Doctors House Tour and Meet/Greet  
City Manager Scott Ochoa -- 2:00 pm  
1601 W. Mountain Street

March 15  
Mayor's State of the City Address  
11:30 am, Hilton Hotel  
(818) 240-7870

March 21  
GYA Art Exhibit Fundraiser  
Alex Theatre - 5:30 to 8:00 pm  
Tickets: <http://www.alextheatre.org>

March 22  
Mayor's Prayer Breakfast  
6:30 am, Civic Auditorium  
(626) 429-0857

March 24  
Glendale Healthy Kids Expo  
10:00 am - 2:00 pm  
Edison Pacific Community Center  
501 S. Pacific Avenue

March 31  
Brand Library Art & Book Sale  
10:00 am - 5:00 pm  
1601 W. Mountain Street  
(818) 548-2051

March 31  
Cesar Chavez Day - 1:00 to 4:00 pm  
Pacific Edison Comm. Center  
501 S. Pacific Ave.  
(818) 548-4844

more. Space is limited. Call (818) 548-4828 to learn dates and register.

## Brush Clearance is not the Answer

But it is a critical part of keeping homes from igniting during a wildland fire.



*Station Fire, August 29, 2009 by Wally Skalij, LA TIMES*

Research over the last several decades has determined that homes do not ignite as frequently as previously thought from adjacent burning vegetation (radiant and/or convective heat). Instead, the more common source of ignition is falling embers that have landed directly on the house. If homes are designed and maintained in a fire safe manner, they are much less likely to ignite. If a house does not ignite, it will not burn.

As a result of the research, the California Building and Fire Codes were changed to ensure that new structures built in areas prone to wildland fire (High Fire Hazard Area in Glendale) are constructed in a manner to resist ember intrusion. Building materials that comprise the roof, eaves, siding, doors, windows, decks--all must comply with code-compliant design and testing criteria for use. However, construction quality aside, regular homeowner maintenance and improvement projects are essential to ensure the fire safety of the residence.

Even though brush clearance and fire safe landscaping may not be the solution, along with fire safe construction and ongoing maintenance, the combination makes for a community much more resilient to the threat of wildland fire.

Visit <http://firewise.org>; <http://firesafecouncil.org> or <http://glendalefire.org> for more fire safety tips.

**STAY CONNECTED: Sign up for Glendale's City Connection:**  
[www.ci.glendale.ca.us/cityconnection](http://www.ci.glendale.ca.us/cityconnection)