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that Shaped  
Klaus Heidegger

Burma's  
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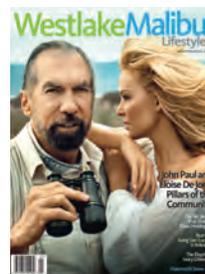
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Talia Emery, M.D.



# Editor's letter



Our cover story couple, John Paul and Eloise DeJoria, epitomize the American Dream. The once-homeless John Paul pulled himself up, amped up the effort, and became one of this country's most powerful entrepreneurs. More impressively, the DeJorias are avid philanthropists who inspire others to take care of our larger human family. Enjoy our interview with them at their Malibu home (Pg 46).

With winter ski season in full swing, we cover the story of World Cup Champion skier, Klaus Heidegger, whose business successes are a result of very much the same characteristics that took him to the top of the skiing world (Pg 12). There's plenty of snow around us this winter season and we hope you are able to take full advantage of it by heading to your favorite mountains. Consider Mammoth Mountain (Pg 88), one of our favorite destinations.

Nancy Turrill and JoAnn Postel of Foxfield Riding School have taught generations of girls and boys in our area how to ride horses, but their imprint is so much deeper than just the art of riding. This dedicated sister team have shown their charges that taking care of a horse can lead to some of life's most special moments (Pg 16).

Christine Seisun, our International Editor who currently resides in London, was one of the first writers to comprehensively cover the release of Burma's famous political prisoner, Aung San Suu Kyi. This Nobel Peace Prize laureate received an emotional greeting from her supporters as she tasted freedom for the first time (Pg 32). Also on the international stage, Dr. Ayoade Alakija reports to us on the anniversary of the Haitian Earthquake disaster. With cholera now rife in the country, there are many unanswered questions about the whereabouts of the billions of dollars that were initially pledged - and which have not yet reached Haiti. What is desperately needed is sustained effort to get the beleaguered country back on its feet (Pg 30).

Our Home Showcases feature Janette Mallory's design talents (Pg 66) as she turns homes into places of beauty, and the Levin Group's and Scott Gillen's intuitive abilities at finding beachside oases that have tremendous upside potentials (Pg 72).

Scott Blatt provides us with a panoramic photographic masterpiece as he visits endangered African elephants in the Amboseli National Park bordering Kenya and Tanzania (Pg 62). He also takes us to the Czech Republic (Pg 92).

With the welcoming in of 2011, we hope that our Financial and Health articles (Pages 78 and 84) will motivate you to make some good choices.



Mc Coy's Station, Mammoth Mountain

Happy New Year to all our readers,

Diana Lyle



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# THE SKI SLOPES THAT SHAPED KLAUS HEIDEGGER

STORY BY DIANA LYLE PHOTOGRAPHY BY LAURENT DAREAU

**P**assion and hard work have always been the driving winds behind Klaus Heidegger's successes in life. He started out conquering the ski slopes of Europe as a child and won the World Cup in 1977. Snow-capped mountains with steep inclines are the kinds of challenges that Klaus embraces with vigor and enthusiasm. Since his retirement from professional skiing in 1985, he and wife Jami Morse successfully built the cosmetic company Kiehl into a multi-million empire. They sold it to L'Oréal in 2000 and the next chapter of the Heideggers' life began. Klaus and Jami are devoted parents to Nicoletta (19) and twins Max and Hannah (13). They are currently building their dream Malibu home with the kind of energy and positivity that is the hallmark of their accomplishments. With ski season in full winter throttle, Klaus Heidegger talks about the sport that he loves and the lessons that the ski slopes of life have taught him.



WATSON

5

**YOU GREW UP IN AUSTRIA. WHAT WAS THAT LIKE?**

Skiing is the number one winter sport in Austria, and for every young person, it's an opportunity to shine and to do something for your country. My mom raised my siblings and me as best as she could (our Dad died when I was 10 years old). But I always had this driving vision inside of me, and skiing gave me that opportunity to get out and see the world, and most of all, I wanted to see America.

**NOT ALL KIDS IN AUSTRIA REACH THE TOP OF THE SPORT. YOU MUST HAVE HAD PLENTY OF NATURAL SKILL.**

I started skiing seriously at the age of 8, and by age 14, I was competing in the Junior European and Austrian Championships - and winning. By 18, I won my first World Cup at a famous place called Kitzbühel, so yes, I did become one of the best skiers in Austria within 2 to 3 years. Like any accomplishment in life, it took a lot of hard work and discipline. But it was more than that. I had this incredible enthusiasm and passion for the sport. Much to my mother's dismay, especially in the winter, I would arrive home from school, put my school bag down and disappear for hours with my skis. I'd come home in the dark, and my mother would always be upset; yet it was this passion that compelled me to do something that I loved. I always used to be the last person on the slopes - even when it was getting dark and the lifts had stopped. I wanted to ski for as long as possible.



Klaus Heidegger (center) at the World Cup

**DESCRIBE THE SENSATION OF SKIING AND WHAT IT DOES FOR YOU**

It's the best thing. I love nature and so for me, nothing brings me closer to nature than skiing. It gives me a real sense of peace. I get a similar feeling here on our property in Malibu. My wife and I look out over the ocean and this is why we bought this place. There are few spots like this left in the world. Beyond skiing, flying gives me that same feeling of peace. It's a bird's eye view of the world and an immense feeling of freedom. ...and while we all have responsibilities and obligations, it's so good to be able to enjoy something like skiing and flying where you can take that weight off your shoulders, even for a short time.

**YOU MOVED TO THE US FROM AUSTRIA. WHAT MADE YOU DECIDE ON THAT MOVE?**

What I love about America is that people here embrace success. In Europe, being egalitarian is more acceptable, but here, when you accomplish a lot, people are happy for you. I think that capitalism is something very healthy, and I hope that we will always embrace that here.

Democracy and the American way is a beautiful thing. Does it have its faults? Sure it does, but the positives far outweigh the negatives. I feel very privileged to live in this country, and I hope that we always embrace opportunity and freedom here. Let's face it; the rest of the world copies America.

**THE COMPETITIVENESS OF SKIING: WHO DO YOU REALLY LOOK UP TO IN THE SPORT?**

Ingemar Stenmark of Sweden was always the guy I measured myself up against. He's still the best skier of all time. Nobody has ever equaled his record of the number of races won. I beat him a few times, but it was such a hard fight to do so. I focused on him and there's no doubt that he brought out the best in me. We're

(ABOVE) Top US Olympic Skier from the 2010 Vancouver Olympics Bode Miller with Klaus Heidegger (LEFT) Klaus and Bobby Kennedy 7th from left



**I love nature and so for me, nothing brings me closer to nature than skiing. It gives me a real sense of peace. I get a similar feeling here on our property in Malibu. My wife and I look out over the ocean and this is why we bought this place. There are few spots like this left in the world.**



Klaus and Glenn Close

a very successful Olympic run, and I was happy for him because he hadn't done as well previously but he definitely came through in the Olympics. I was disappointed of course with the Austrian team's performance. The favorites didn't come through, so it was a little bit of a strange Olympics. There's no doubt that the foggy conditions made skiing difficult, because you lose a second if you cannot see where you are going. You ski more tightly because you're worried about a bump ahead that you may not be able to see, so you don't ski loosely. But the playing fields were equal because everyone experienced the same conditions.

**THE LUGE ATHLETE, NODAR KUMARITASHVILI'S DEATH WAS SHOCKING BEFORE THE START OF THE 2010 OLYMPICS. WHAT ARE YOUR THOUGHTS?**

Look, hindsight is always rich. It's like the Monday morning quarterback who says, 'we should have done things differently.' That luge course was known to be a very fast course. I think that everyone agrees that greater safety precautions will be taken in the 2014 Moscow Olympics, which I plan to attend.

**YOU WERE ONE OF THE WORLD'S TOP SKIERS FROM 1977 TO 1985. HOW WOULD YOU SUMMARIZE THE EXPERIENCE AND WHAT IT DID FOR YOU?**

I loved every moment of it. It shapes you as a man, because you have your ups and your downs. One day you ski beautifully and then the next day you ski terribly. It's very humbling. Life is like that. I hope that even when I'm 70, I'll continue to learn and grow from my experiences - which can be thrilling as well as frustrating.

**THE FRUSTRATIONS?**

Everything seemed to go perfectly when it came to the World Cup, but everything went wrong when it came to the Olympics. First, I sprained my right ankle in a hole while skiing in France. That put me out of action for a few months. I won the Austrian Championships shortly thereafter, but it was too late for the Olympics. Then in 1976, I qualified for the Olympics, but my coaches had to decide whether to put onto the team an older guy who was 29, and I was very young then - just 17. They reasoned that I had many years ahead of me and that they should give the

still friends, and whenever I'm in Sweden, we meet and talk about the good old days. I respect him very much.

**THE US TEAM'S LINDSEY VONN WAS VERY POPULAR AT THE 2010 VANCOUVER WINTER OLYMPICS. WHAT MAKES HER SO GOOD?**

Lindsey is a great athlete and she works very hard at her sport. She excels in Super G and Giant Slalom. She's also very marketable because she looks good and she represents the sport well. Bode Miller had

older contestant one of his last opportunities. Every Olympics eluded me by a hair's breadth and that's life. I said to my eldest daughter, Nicoletta, that it's one thing that always sticks with me. But you cope with those disappointments and you make the best of your other options. Thankfully, my business life has always gone very successfully.

**DID YOU LAUNCH YOUR BUSINESS STRAIGHT AFTER YOU RETIRED IN 1985?**

Actually, I built my first business, which was a hotel and restaurant in Austria, in 1983. But it was a 24-hour job that didn't produce much profit, and I was quick to measure the lack of return on effort. When I finished racing, I decided to go the U.S. to try living there and I invested my time and energy working with Jami and my father-in-law in Kiehl's. I found that I really liked being in America and was impressed with Kiehl's marketability, so I sold my hotel, and Jami and I decided to purchase Kiehl's from Aaron when he was ready to retire. We worked very hard and received great satisfaction building the enterprise together, but it was extremely time-consuming running a growing business and with three young children, Jami wanted to devote more time to them. Therefore, after having received many offers over the years, we finally decided to sell the company to L'Oréal in 2000. In 2003, I invested in the shoe company, MBT, and that has been very exciting. Right now we're in 40 countries, and I just got back from Russia.



Klaus and Richard Dean Anderson

**HOW CAN YOU TELL IF A CHILD IS GOING TO TURN OUT TO BE A WORLD-CLASS SKIER?**

There are three things that I look for: 1) His or her natural athleticism on the hill; the freeness of the movements and their quick, sharp responses. 2) Enthusiasm is very important. I look for the sparkle in the child's eyes; whether they're having fun and who they respect in the profession. 3) Their level of commitment. You have to work hard; there's no getting away from that.

**YOUR FAVORITE SKI LOCATIONS?**

Arlberg and St. Anton in Austria. Another favorite spot is Heli-skiing in Canada at Blue River. There are no lifts and no people. You get dropped off at the top of the mountain where it's just you and your closest friends. It's all white and it feels like heaven. As you're descending from the clouds, you stop and you scream with the exhilaration of the experience. There are few things in life that give you such immense pleasure. Skiing has been very good to me, and it's given me some of my happiest moments in life. ❄️



# Portraits of Success



## Foxfield Riding School

A Magical Place where Children and Horses Thrive  
By Bob Eubanks



2-time Foxfield Derby Winner  
Jessie White & Another Cat

It has been my experience that every community has a hidden treasure and ours is no exception. Hidden away in the oak trees at the bottom of the Sherwood Dam is one of the most remarkable gifts a community could ever have. Foxfield Riding School is a fantasy playground for children and adults. I have known JoAnn Postel and Nancy Turrill since I was eleven years old and as fate would have it, we now live in the same community and share the same love for horses. Foxfield Riding School is a one-of-a-kind equestrian center that is as much about children as it is about horses. JoAnn and Nancy focus on developing children's characters while teaching them equestrian skills. It truly is a diamond among rhinestones when it comes to offering a child the opportunity to fulfill their equestrian dreams.

**Foxfield is such an important part of this community. The passion that both of you have for children is absolutely unique.**

**JoAnn:** This is such a family business and frankly, we do worry about what would happen if Nancy or I were not around. That's why we intend to keep going for as long as possible. In fact, I often joke that I'll end up dying with my boots on! Without us, there probably wouldn't be Scholarships or the 'Little Sister Program'.

**The Little Sister Program. What is that?**

**JoAnn:** When there's a little girl that shows promise, we assign her to a 'big sister'. That big sister then takes on the responsibility



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*Foxfield's Nancy Turrill & JoAnn Postel*

ity of mentoring her little sister throughout the summer and it involves a lot of work and they have to pass a rigorous test. The big sister teaches the little sister how to take care of the horse completely. In fact, we encourage the little girls to sign up for the program because they learn so much and it's so empowering for them. We have our graduate students come in to give a talk once a week and the young girls absorb so much.

**Foxfield is therefore so much more than just a Riding School. It's a pivotal place for child development.**

**Nancy:** We truly love ALL the kids and we care for them so much. It doesn't matter if they're rich or poor, they're all special to us and they all get treated the same way. Oftentimes parents will leave their kids with us all day long knowing that they're safe and happy. Our schooled horses also make us different and special.

**JoAnn:** The work that Nancy and I do here at Foxfield is so rewarding. We receive so much back in return. Recently, we had one of our students go off to college in Arizona. She hadn't even been there for a semester when she asked to come home to attend Cal. Lutheran because she couldn't stand to be away from Foxfield. That's when we realize how important this place has become to our children.

**You've had plenty of celebrity children here at Foxfield, haven't you?**

**Jo-Ann:** Yes. Hannah Selleck came through us and Clint Eastwood's kids would come for summer camp.

**You work so hard. I remember Foxfield taking part in the Rose Parade.**

**JoAnn:** Yes, and we'd have to be up at 4:00 in the morning.

There's such a lot of logistical preparation that goes into a parade like that...but we'd do it again in a heart beat because it gives the kids such a wonderful memory. As for the Drill group, some of those kids would never see the rest of the country if it weren't for the Drill opportunities. They build up so many wonderful memories on these trips.

**Can a kid whose parents are on a really tight budget – come here and ride schooled horses?**

**Nancy:** Absolutely.

**How do you find your schooled horses?**

**Nancy:** A lot of them are donated because the Foxfield Equestrian

Team (the Drill team) is a non-profit organization. We're especially interested in the kids who cannot necessarily afford lessons because they often make the best Drill Team members. JoAnn and I have come to love these kids so much; I think that because I don't have children of my own, the Foxfield children just fill that place in my heart.

**The land that you have here at the bottom of the Sherwood Dam is very special.**

**Nancy:** It is and we've made a point of respecting it. Bill (JoAnn's husband) purposefully built the ring where he did so that we wouldn't interfere with the oak trees. There's been a lot of planning here including working around the water and building diversion channels to make the water usable.

**Have any of your riders ever gone on to the Olympics?**

**Nancy:** Oh yes. **Hilda Gurney** is one of our protégés and she won a gold medal in the Olympics. She would gather up the kids every Saturday morning and get all the horses ready. She'd ride all the 'green' horses. We knew she was special because of the Irish Bank. She'd do it by hand which was pretty incredible. Another famous rider is **Meredith Michaels**. She came here at age 6 and stayed with us for about 8 years until a trainer spotted her. JoAnn and I have this saying: "We make 'em and they take 'em!" Trainers will invariably spot talented riders here and take them. But we have the privilege of making them into riders from the beginning. I'll never forget, Meredith was terrified in the beginning. We helped her to conquer that fear so that she went on to win the World Cup. We're so proud of her.

**You've been here for so long. Have you noticed any changes in the kids, the horses or the parents as time has gone on?**

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**JoAnn:** Oh yes...the horses get more expensive. I think it's sad to see a kid jump off a \$million horse and hand it to a groom. They miss out on that crucial aspect of caring for the horse. There's no doubt that the high school kids are under a lot of pressure to get into a good college and so we see them less frequently once they get to a certain age. They just can't do it all. They've got 5 hours of school work to do once they get home and coming here has to take a back seat when you're vying for a place in a competitive college system. Nancy and I often feel for the kids because they are under so much pressure – more than was the case with our generation.

**Nancy:** There's nothing more lovely than looking out at the kids riding their horses, talking and laughing. I call it 'dream time'. It's so much a part of childhood and I wish they had more 'dream time'.

**You've been to Madison Square Garden with the Drill Team and you were invited to the Olympics.**

**Nancy:** We went twice to Madison Square Gardens and the Olympics was a big deal. People wandered in and out to look at our horses and it was really fun – a wonderful memory.

**Is there one moment that you look back on as one of the best memories in time? Is it an Olympic experience or perhaps a little girl saying 'thank you'?**

**Nancy:** Ah...our hearts just melt so often with the gratitude that both JoAnn and I receive. We just had our big 80th birthday and we received letters and cards from children - who are now adults – telling us how much Foxfield has meant to them and the impact it's made in their lives. We were deeply touched.

**When's the last time you two got into a big-time argument?**

**Nancy:** When we first moved in here, which was a long time ago. I threw some plates on the floor!

**JoAnn:** Nancy has a great memory so I defer to her – knowing that she'll remember everything!



**There's nothing more lovely than looking out at the kids riding their horses, talking and laughing. I call it 'dream time'. It's so much a part of childhood and I wish they had more 'dream time'.**

**Nancy:** JoAnn and I have this incredible understanding of each other. Just a glance at each other and we both know what the other is thinking. We've been so close all our lives and we're very fortunate.

**JoAnn:** Yeah...poor Bill...I'll say one word to him and expect him to know the whole sentence because I'm so used to Nancy finishing off my sentences! Bill loves to tell everyone that he's married to both Nancy and I (even though he's only married to me).

**Have you ever come across a kid that you didn't like?**

**Nancy:** JoAnn and I have such an understanding of why kids are the way they are and we try to help them. We're real strict about manners. There's one little kid that comes to us now, and I think she's the cutest thing that ever existed. Whenever she arrives, I smile instantly.

**Have you learned everything that you know about horses largely through experience?**

**Nancy:** We hardly had two nickels to rub together growing up. I got my first saddle from a garage sale when I was 26! But we observed everything acutely well. Nothing was wasted on JoAnn and I.

**The two of you had a donkey and a horse and you'd ride from La Cañada to Flint Ridge. Is this correct?**

**Nancy:** That's right; actually we have one picture of our donkey all packed up and yes, we rode from La Cañada, where our house was, to Calabasas for fun! Can you imagine people looking at us like we were nuts?

**JoAnn:** Nancy and I would clean toilets just so that we could afford a bale of hay. It taught us so much and we were happy.

**What a life...**

**JoAnn and Nancy:** You're right and we are so grateful for it.

**I rode with Nancy and JoAnn when I was 11 years old, and my daughter, Theresa, was also one of their students. Speaking as a parent, Foxfield is a blessing to our community.** 🍀



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# Scenearound

## U.S. Launch Event for Lotus New Era

Photography by John Shearer and Donato Sardella

The U.S. debut of Lotus' five new models was recently held with VIP attendees previewing the sensational models. During the event, Lotus CEO, Dany Bahar, presented a surprise gift to the Baldwin Foundation in the form of a Lotus Evora. Lotus is proud to be working with the Baldwin brothers to support the Carol M. Baldwin Breast Cancer Research Fund, part of the Baldwin Foundation. 🌟



Demi Moore on Lotus Evora



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# Scenearound

## The Heart Foundation's 2010 Golf Tournament

Photography by Thomas Neerken and Curtis Dahl

Despite the challenging economic climate, Galpin Motors and Westlake Village-based The Heart Foundation once again sold out their annual golf tournament at Sherwood Country Club on October 25th. Title Sponsor Galpin Motors, owned by Bert & Jane Boeckmann, contributed several hole-in-one cars as well as the 2011 Jaguar XJL Supercharged for the top prize in the Grand Prize Contest. American Airlines, Patrón, Wood Ranch BBQ & Grill, POM Wonderful and Four Seasons Hotel Westlake Village were just a few of their key sponsors. The evening included an amazing auction with contributions from many local businesses including long time supporter Polacheck's Jewelers who donated an exquisite men's Breitling watch. Proceeds from the event fund the innovative heart disease research of world-renowned cardiologist Dr. P.K. Shah at the Cedars-Sinai Heart Institute. [www.theheartfoundation.org](http://www.theheartfoundation.org)



Cedars-Sinai Medical Center President & CEO Tom Priselac, Model, Dr. P.K. Shah, John Scardino, The Heart Foundation Chairman Mark Litman



Catherine Erlinger



Barry Rudin, Albert Nassi



Dr. Daniel Slaton, Carolyn Cain, Dr. Stacy Rothman, Stan Slaton



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# Scenearound

## Chevron World Challenge at Sherwood

### The Big Tiger Woods Come-Back – ALMOST!

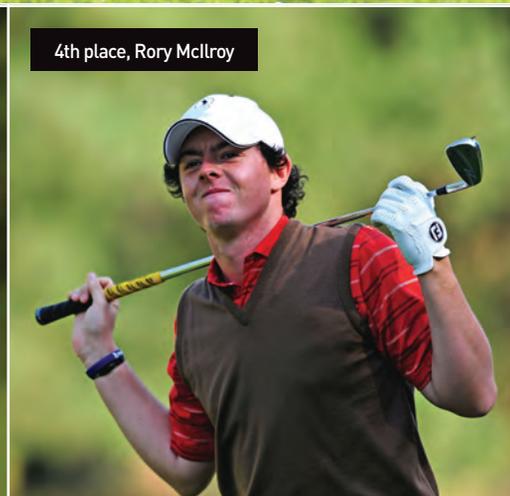
Spectators at Sherwood couldn't have asked for more exciting golf at the recent 2010 Chevron World Challenge. It marked the first time that **Tiger Woods**, without a win since the 2009 Australian Open, lost a tournament even though he went into the final day leading by 4 strokes. U.S. Open Champion Graeme Mc Dowell came fighting back to end the day victoriously in a sudden-death playoff. He said, "It's been an amazing year to play alongside the greatest golfer that's ever played. I'm ecstatic right now. It's been a phenomenal year." Woods said, "I fought hard today. It was close; we had a good battle out there." 🍀



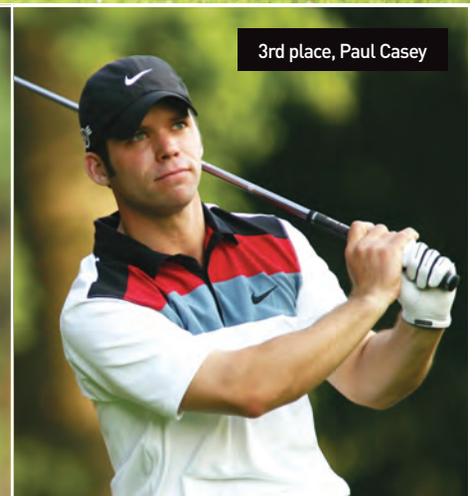
Tiger Woods



2010 Chevron World Challenge  
Winner Graeme McDowell



4th place, Rory McIlroy



3rd place, Paul Casey

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## Monarch Dunes

Breaking The Barriers of Golf

**J**ohn Scardino shook up California's Central Coast when he began development in 2004 of Monarch Dunes, the largest master-planned community ever approved in San Luis Obispo. With three golf courses approved for the development, along with 1,320 homes, 800,000-square feet of retail and office space, a 30,000-square foot resident's clubhouse, and a 12-acre butterfly habitat, Scardino wanted to make Monarch Dunes a destination resort that offered a unique experience to golfers.

Working with his team, which included veteran golf designer Damian Pascuzzo and PGA tour player, Steve Pate, Scardino has completed the first two courses at Monarch Dunes – the Old Course and the Challenge.

The 'Old Course' at Monarch Dunes is a 6,900-yard, 18-hole par 71 golf course, inspired by sand dunes and a links style layout winding through a 100-year-old Eucalyptus forest. Offering a fair but challenging layout, the Old Course was named as one of the top 10 new courses in the U.S, and has received national acclaim from Golf Digest, Golf Magazine, Fairways and Greens, among other golf course reviewers.

As its architect Damian Pascuzzo said, "We wanted to create a course that broke barriers in California, offering more of a scottish links feel. The thought was to create fair landing areas while making it challenging around the greens which are fashioned after St. Andrews in their size, look and roll". Steve Pate, who joined Pascuzzo in the design of the Old Course (they are now Pascuzzo and Pate), wanted to "create risk/reward shots throughout the course that would challenge low handicappers while not intimidating medium and high handicappers".

For its second course, Scardino wanted to offer a completely different experience than the 18-hole Old Course and the last course, which will be a championship 18-hole course. So he decided on a 12-hole par 3 course and called it the Challenge, which initially drew some criticism from the traditional golf community – until it was completed!

The 12-hole Challenge Course at Monarch Dunes opened to national acclaim in August, 2008, and is not like any other Par-3 course you have ever played. Located just a mile or so from the Pacific Ocean, this sea-side links was molded from the native sand dunes and would be at home next to Carnoustie, St. Andrews and the true links courses in the world. "I think a great golf experience takes you to another place while you are playing, and the goal with the Challenge, which Pascuzzo and Pate executed brilliantly, was to give players a feel of

Scottish links without having to fly for 24 hours."

Playing the Challenge tantalizes your imagination while testing your skills as you dart around sand dunes, hit over strategically-placed weathered bunkers and water hazards that are home to migratory birds and egrets, and navigate greens that are sized and shaped to change the way the hole plays every day merely by changing the pin placement.

Meandering over an expansive 65 acres with golf holes playing in different directions, golfers are mindful of the shifting winds off the Pacific Ocean as they play holes ranging from 65 to 235 yards. But the Challenge offers tees catering to all levels of player, from beginners and seniors to the low handicapper from the Challenge tees.

So why 12 holes? Scardino notes that some of the first courses in golf started with 12 holes. But more importantly, he wanted an affordable golf course that could be played by any level of golfer and satisfy their need to play golf in a relatively short amount of time. "A lot of people don't have time for a 4 or 5 hour round, but want to play golf. At the Challenge you are done in 1 ½ hours or less and you feel like you've had a great golf experience."

Everybody appreciates the Challenge in different ways - the locals use it to work on their game or settle bets left over from the 'Old Course'; the teaching staff take students out to work on specific shots; and charity groups and companies stage fundraisers or events using it along with the Old Course to provide golfers a full day or two of golf.

As the US golf market struggles to react to its shortcomings – time and money, the Challenge Course hits the mark. It can be played in 1 ½ hours and costs about \$20. Scardino may not have intended to be one of the leaders in the industry by changing the way the game is perceived or played, but he has pulled it off. We wonder what he will do with the third course. [www.monarchdunes.com](http://www.monarchdunes.com)



# PortraitsofHumanity



Dr. Ajoade tending to cholera patients in make-shift tent

## The 1st Anniversary of the Haitian Earthquake Disaster

Ayoade Olatunbosun-Alakija, M.D. Co-authored by Danni Alakija

**A** 7.0 earthquake, a devastating hurricane, and a crippling cholera outbreak that within a matter of weeks has infected tens of thousands and claimed the lives of thousands of people; it all looks like a movie script that even Hollywood would have rejected as too pretentious and overly dramatic, and yet this has been reality for the people of Haiti - an island nation just 90 minutes flying time from Miami International Airport.



*Dr. Ayoade arrives in Haiti with husband Rikki Alakija*



Dr. Ajoade inspecting cholera patients who are hooked up to life-saving IV's

A year ago on January 12th at 4:53 pm local time, one of the biggest natural disasters of our time occurred as Haiti was shaken by a 7.0 magnitude earthquake. The media reported approximately 250,000 deaths. These were mere statistics, however, and the reality is that these were people who mattered. Each one was somebody's son, daughter, wife, husband, mother, father...

In the ensuing months we have had the opportunity to travel to Haiti several times to lend a helping hand, and have heard firsthand accounts from those left behind as they describe the terror of those few moments during the earthquake and the horror of the days, weeks and months that have followed. Many are left behind not only to grieve the loss of loved ones but also the loss of life as they knew it. With their homes completely destroyed, they now live under makeshift tarpaulin dwellings in tent cities with no running water, electricity or sewage facilities; limited cooking facilities, and complete and total loss of human dignity.

In the immediate aftermath of the earthquake, like many, we went because we felt compelled to help our fellow man. Several organizations and individuals did the same, and the response was instantaneous and massive. There were commitments given and pledges made of millions of dollars to rebuild the lives and infrastructure destroyed. However, in the ensuing months, the trail of volunteers into Haiti thinned out; much of the media lost interest and "volun-tourism" became the order of the day. Now that there are people dying of

pestilence, there is a real personal risk involved – and hence – the volunteer numbers are radically down.

Most of the aid that was initially pledged has yet to reach the intended targets. "Where has the aid money gone?" is the question I am most often asked these days. Good question. The fact is that less than 10% of the money pledged has even reached Haiti. Much of that lies in containers lined up by the thousands in vacant lots across the capital city Port au Prince. Every third vehicle in Haiti these days seems to be an SUV with the logo of a large international organization on the side, clogging up traffic and increasingly raising the ire of the locals who must be wondering why the main beneficiary of aid funds seems to be the automotive industry! The international community, which includes you and I, must surely be held accountable for our failure to protect the most vulnerable of society.

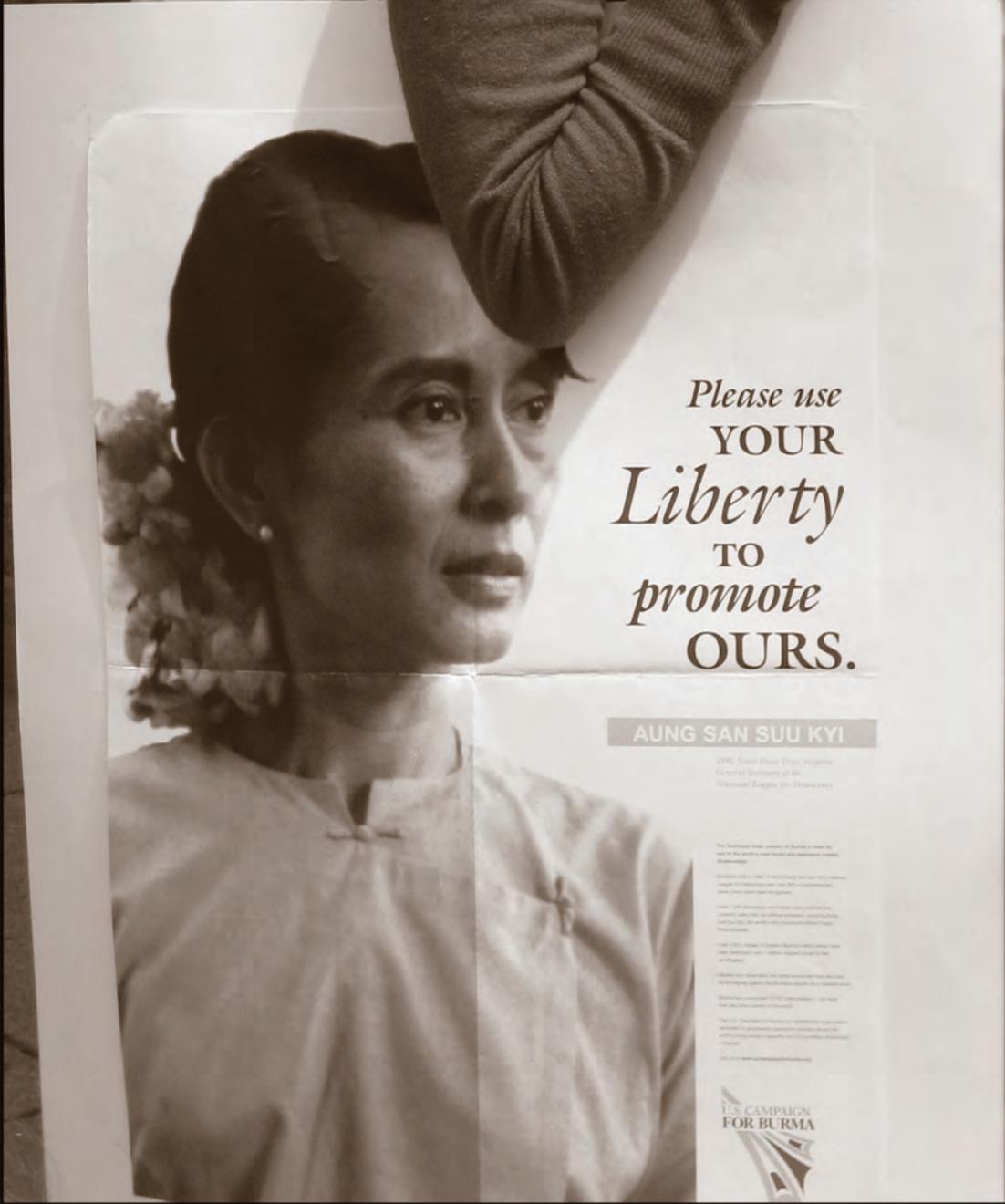
I have personally watched in the past 5 weeks (since cholera first broke out on October 23rd), men, women and children carried in on doors used for stretchers, staring helplessly as life literally pours out of their bodies from a disease that is treatable for less than a dollar.

As I write this rushing to meet a deadline, I am also preparing to return to Haiti for the third time in 5 weeks. So my daughter, Danni, types and corrects grammar while I am simultaneously packing boxes of medical supplies to take with me, stuffing in bags of Ringers Lactate, the precious IV fluids needed to save lives. It feels like I am playing Russian roulette with human lives as I make the executive decision as to whether to stuff an extra one-liter bag in the box – a liter that could make the difference between life and death. Why do we go? We are compelled - by love for our fellow human beings.

The lessons learned from the 2004 Tsunami in SE Asia were that without a coordinated and collaborative response from all of us globally, it is impossible to make a sustainable difference to impact the lives of those affected by these tragedies. Much of the funds pledged in Asia never reached the intended targets and many of those communities remain as they were that fateful day.

It is my prayer that NEXT year on the second anniversary of the Haitian earthquake, we will be able to celebrate with those whose lives have been rebuilt in every sense, and whose nation is now free of cholera. As we remember the events of last year, let us each in our own way seek to influence the world for the better. [www.tdaafrica.org](http://www.tdaafrica.org)

**The lessons learned from the 2004 Tsunami in SE Asia were that without a coordinated and collaborative response from all of us globally, it is impossible to make a sustainable difference to impact the lives of those affected by these tragedies. Much of the funds pledged in Asia never reached the intended targets and many of those communities remain as they were that fateful day.**



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# Portraits of Justice



## Burma's Future and its "Roadmap to Democracy"

By Christine Seisun

Until a few weeks ago, 65-year-old Aung San Suu Kyi was arguably the world's most famous political prisoner. On Saturday November 13th the Burmese military regime released the Nobel Peace Prize laureate, whose popular name is Daw Suu, to an emotional crowd of tens of thousands of supporters in front of her home in Yangon, Burma. Her quest for an open democracy in Burma has come at a high personal cost: her British husband died in 1999 while she was under house arrest, and in the final stages of his cancer, the Burmese government refused his permit application to visit his wife. She has never met her grandchildren. While the junta has professed to be on the tail end of its so-called "Roadmap to Democracy", the facts on the ground speak another truth.

Depending on your politics, the country is either **Myanmar** or **Burma**. In June of 1989, directly following yet another military coup, the government of this large Southeast Asian nation the size of Texas officially changed the name of the country from the Union of Burma to the Union of Myanmar. This has led to a skirmish over political titles of global proportions. To those who recognized the legitimacy of the military-led government, or **junta**, the country was referred to as Myanmar. To others, it has remained Burma. The United States does not officially recognize the authority of the junta and therefore still refers to the nation as Burma. Even within American media, the title can vary from newspaper to newspaper. To the 53 million people inside the region's largest country, semantics takes a back seat to survival in one of the world's most repressed countries.

Burma began the 20th century as the region's richest country. It has since been transformed into one of the poorest. The International Labor Organization estimates that there are over 800,000 victims of forced labor in the country and the junta has been accused of recruiting more child soldiers than any other nation worldwide. Additionally, the Burmese media environment remains one of the most restrictive across the globe with precious few special permits granted to foreign media and with the government tolerating virtually no media independence. Therefore, up-to-date, outside information critical of

the Burmese junta is extremely difficult to come by and oftentimes requires reporters to smuggle out any footage or information gained to neighboring countries. Additionally, any form of media within Burma, from news articles, to books to pop songs must be screened through the strict State Censorship Board.

The 2008 Academy Award-nominated documentary **Burma VJ: Reporting From a Closed Country** provides a visceral, if harrowing, view of the life-threatening risks taken by an intrepid band of video journalists from the Norwegian-based Democratic Voice of Burma (DVB). Armed only with hidden, pocket-sized video cameras, the documentary follows the events leading up to and following the watershed 2007 anti-government protests. Led by thousands of the nation's revered Buddhist monks, over 100,000 protestors took to the streets in what was nicknamed by some as the "Saffron Revolution" due to the color of the monks robes. The moniker is somewhat misleading as a revolution did not take place and the majority of monks in Burma wear maroon robes. But once again, semantics took a backseat to more pressing issues.

"The earlier brutal crackdown of 1988 - when at least three thousand protesters were killed and thousands more imprisoned and tortured - burned a place in the collective memory [of the Burmese people]," says Jeff Kingston, director of Asian Studies at Temple University in Japan. Unfortunately, the 2007 protests did not end very differently with the total death toll thought to be far less than the 1988 events, yet still an undetermined number. The DVB headquarters were ransacked and some of their journalists imprisoned.

Unlike Darfur and George Clooney, Tibet and Richard Gere, South Africa and Oprah, Burma has no one celebrity championing its quest for human rights and democracy. For one brief month in 2008, following the devastation of Cyclone Nargis, a stream of celebrities created short, public service announcements (PSAs) to highlight the current situation in Burma. In one, Woody Harrelson plays an angry actor who refuses to leave his trailer until "Burma is free". Fellow actor Jennifer Aniston, sweetly scoffs in an attempt to hurry him along: "Is that it? That's so do-able," instructing an assistant to "just make that happen. Go free Burma." While the PSAs have collectively



Aung San Suu Kyi steps out of a car as she arrives a free woman at NLD headquarters, greeted by thousands of cheering supporters, in Yangon on November 14.

Aung San Suu Kyi smiles as she arrives at the National League for Democracy (NLD) headquarters to a rapturous crowd.



garnered millions of views, it is doubtful that the campaign's brief surge into mainstream pop culture has managed any lasting impact.

Burma is home to **135 different ethnic groups** and for the better part of the last century the country has been wracked by civil strife, making it the world's oldest ongoing war. The social pact between the different ethnic groups is weak at best, and very strong splintering forces have fueled uprisings by a number of these groups. Consequently, ethnic identity remains highly politicized and a strong sense of national identity is sorely lacking amongst non-Burmans.

The country has been governed by a succession of military governments since 1962, with the current leader Than Shwe maintaining his iron grip since 1992. Following the landslide win of Aung San Suu Kyi's political party, the **National League for Democracy (NLD)**, in 1990 the junta refused to recognize the results and has since kept Ms. Suu Kyi under house arrest for 15 of the last 21 years on one charge or another. It is no coincidence that the recent November elections were scheduled to take place one week after her house arrest expired. As the charismatic and wildly popular daughter of Burma's independence hero Aung San, assassinated when she was 2 years old, Ms. Suu Kyi has remained the calmly defiant, yet politically battered symbol for the democratic movement in Burma.

In a recent interview with BBC News, Ms. Suu Kyi quietly joked that there are very few

other reasons that the Burmese government can find to keep her under further house arrest. Her most recent house arrest was extended by 18 months after a deranged American man was caught swimming across a lake to sneak into her house to allegedly warn the politician of impending danger. The junta deemed the act a breach of Ms. Suu Kyi's house arrest and further extended her detention another 1.5 years. The 2010 general elections saw Suu Kyi's political party forcibly disbanded once they announced their boycott of the elections. The elections were, however, one of the final steps in the junta's **"Roadmap to Democracy"** plan originally announced in August of 2003 to help restore democracy in the country.

To say that the recent elections were marred with voter irregularities would be a colossal understatement. Multiple constituencies reported a voter turnout of anywhere between 102% to 104%. The junta canceled the election in some minority heavy border constituencies citing that they could not guarantee the possibility of "free and fair outcomes" in such unstable areas. Ironically, the ruling USDP party won in two of the cancelled election constituencies. Whilst two "democratic" elections in as many decades is a small step towards the democratization of this ethnically fractured country, the Burmese people have not had a chance to actively participate in a democratic government since 1962. And in a country with a median age of 27, it is obvious that the political culture of an

active democracy is quickly diminishing.

But Ms. Suu Kyi has been careful not to verbally challenge the junta or call for its overthrow in the cautious few weeks following her public release. She has even gone so far as to clarify that when she calls for a **peaceful revolution**, it most certainly does not mean an entire toppling of the current political system as the literal definition of the word "revolution" implies. Instead, she appeals for an active "engagement" and "empowerment" of the Burmese people in the difficult political process of nation-building. Locked up for 15 of the last 21 years, she has essentially been cut off from many of the revolutionary technological changes of the last few decades such as the growing trend of internet usage, mobile phones and social networking. Suu Kyi states that she is quite familiar with computers and is looking forward to applying for an internet license in the country. However, less than 1% of Burmese have regular access to the internet and approval of internet licenses usually hinge upon the applicant professing freedom from any political affiliation - something Ms. Suu Kyi refuses to do.

Amid so much national and international attention on the coolly articulate Oxford alumni, the question remains, what will Aung San Suu Kyi do next? It is clear that much of her energy is to be devoted to repairing her badly fractured political party, the NLD, but how she goes about doing so might land her under house arrest once again. And like any

politician, Ms. Suu Kyi is not without her critics. A faction of displeased NLD members recently publicly broke off from the National League for Democracy, creating a splinter organization and a challenge to her leadership. CNN's Justin Wintle advises Ms. Suu Kyi to take a step back from the daily parry of national politics and focus on lifting the oppressive **economic sanctions** on the beleaguered country.

With main exports of natural gas, rice, energy and precious gems and an average literacy rate of 90% "Burma has no economic problems apart from political ones that hold it back," said Sean Turnell, a specialist on Myanmar's economy at Macquarie University in Sydney. Turnell continued, "The regime lacks that developmental mindset. That explains a lot their decisions, which don't make any economic sense."

Despite tight economic sanctions imposed by many western countries, including the United States, the Burmese junta has managed to successfully bypass the restrictions and maintain their iron grip on power. In fact, the economic sanctions often seem to be hurting those which they purport to help the most. In this case, the sanctions prohibit the buying of goods produced in Burma, which, according to a recent NGO worker, has "mostly affected the garment industry and many people [have] lost factory jobs in the industrial zones around [the capitol] Yangon." The worker, who asked to remain anonymous due to possible junta recrimination continued, "What the sanctions have really done is made **China** a much bigger player in Myanmar and marginalized the influence of the West. Now they can get investment from somewhere that isn't asking them to make political or human rights concessions."

On the premise that politics follows economics, it seems that Suu Kyi has taken Wintle's advice and is now calling for the softening of sanctions against her home country. Originally one of the leading spokespersons for economic sanctions against Burma, their failure in actively damaging the junta's power has arguably deemed them irrelevant says Ms. Suu Kyi.

These recent elections were meant to begin the transition from military officials to civilian leaders. Yet, there has been a suspicious stepping down of many high ranking military officials just in time to join the "new" civilian government. "In many ways, it's **the civilianization of military rule**," said Danny Richards, a senior economist from the Economist Intelligence Unit (EIU). Aung San Suu Kyi now has a herculean task ahead of her: to balance the expectations of the nation's pro-democracy movement with the reality that the little freedom they have could be taken away at any moment. It is a task envied by precious few in the world. 💧



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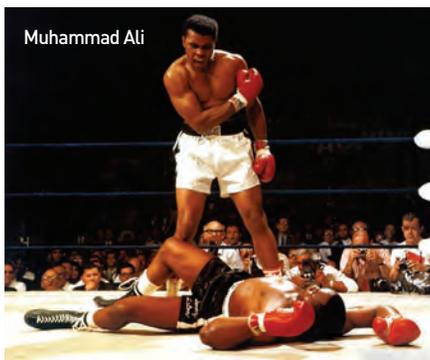
## Short Stories About Big People

By Bob Eubanks

**H**ere we go with a new year. I was thinking, outside of my personal family who I love beyond words, who in my life has made an impression on me and has given me answers to questions that I might not have found, had it not been for them entering my world. Some of them I've known for years, some only a few minutes. Some, I've agreed with and some I have not, but in the end, each one has made a positive contribution to my life. So, get ready; here are some more short stories about big people.

from radio, to television, to artist management, and production. I realized right then that I didn't have to sit in this orange grove for the rest of my career. Dick Clark showed me and I'm sure hundreds of other radio personalities that the sky is the limit in this wonderful business. Even though he doesn't know it, he was a great influence in my life.

I walked into a room at the Century Plaza Hotel and there sat Muhammad Ali. He was probably the best-known sports personality in the world at the time, and was getting ready to meet Joe Frasier in the fight that was known as the 'Thrilla from Manilla'. He and his entourage had an entire floor at the Century Plaza and he was surrounded by hundreds of people who seemed to control his every movement. He was also surrounded by a group of hangers-on that were taking advantage of his celebrity. This man was the



most charismatic communicator the world has ever known. I felt sorry for him and because of that meeting, I realized that there are people that are WITH you and there are people that are FOR you; and I only want to be around people that are FOR me.

I went to a golf tournament in San Antonio, Texas in the '90s and I got to spend a half hour in a dressing room with Former President George Bush Senior. There I was, this little

game show host sitting with a man that at one time was the most powerful man on earth. I was in total awe, and I'll never forget, he started asking me questions about my life and my career. It was amazing because he had so many great stories to tell, yet he wanted to know about me. Regardless of your political point of view, I can tell you, that half hour had an enormous effect on me. I learned that if you take yourself out of the equation, it's amazing what people will say to you.

A couple of years ago, my wife, little boy and I flew to Aspen, Colorado. We got off the airplane and in the terminal was Kevin Costner. I used to take golf lessons from his father-in-law so I walked up and introduced myself. We had a short conversation and I went to the rental car line. A few minutes later, he walked up to me in the rental car line and he said, "Bob, thank you very much for stopping by to say hi, I really appreciate it." Now I ask you, when is the last time that anybody thanked you for saying hi, much less a class guy like Kevin Costner. Sometimes doing the unexpected can have a great effect on people.

I have saved the best for the last. I have a friend who lives in the Westlake area. He is the father of four children and he has taught me more than anyone else in the world on how to handle adversity. He is a great husband, an incredible father, and yet the road that he has to travel is one that I wouldn't wish on anybody. He never complains, he's always cheerful, and he constantly attends his children's activities as if there were nothing wrong. Every time that I get down and start feeling sorry for myself, I think of my friend Bob Iritano. As far as I'm concerned, he is the classiest man I have ever met and my prayers are with him constantly.

So there you have it. As we begin 2011, I thought I would share some moments that have happened in my life, that have had a great effect upon who I am today. See you next time with more short stories about big people. 🍵

[www.bobeubanks.com](http://www.bobeubanks.com)  
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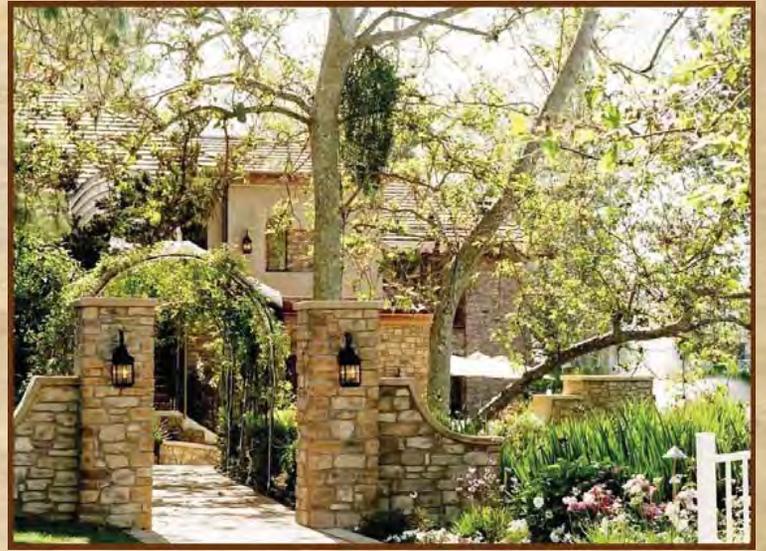


Carol Burnett

put out her hand and said, "Hi, my name is Carol Burnett." It was as if I wouldn't know her name, but she was so polite and humble that it had a great effect on me. I've learned that most times, the bigger the star, the bigger the heart.

I became a disc jockey in 1958. It was a dream come true for this twenty-year-old since I had aspirations for radio since I was in junior high. I started at a 250-watt radio station in Oxnard, California. Sitting out in the middle of an orange grove, working midnight to eight in the morning on the air, I realized that radio was not going to be my ultimate goal. One day I turned on American Bandstand with Dick Clark, and there before me was a man who had gone

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# PortraitsofHumanity



Lauren Parsekian, left, and Molly Stroud, far right, on the road with the Kind Campaign.

## The Kind Campaign

Pepperdine Graduates Find Kind in Empowering Anti-Bullying Campaign and Documentary **By Maxwell J. Avruch** Photography courtesy of the Kind Campaign

**A**fter struggling through teenage bullying and victimization herself, Lauren Parsekian, a graduate from Pepperdine University, founded the Kind Campaign and filmed a documentary entitled *Finding Kind*, in an attempt to create awareness and stop female bullying.

Along with friend Molly Stroud, also a Pepperdine University graduate, Parsekian began the Kind Campaign, “a movement, based on the powerful belief of kindness, that seeks to bring awareness and healing to the negative and lasting effects of abuse within the ‘Girl World.’”

By reaching out to girls from all age groups and all levels of schools across the country, the two founders presented their

message of hope and kindness among females through motivation and speaking out. Parsekian filmed the documentary *Finding Kind*, which captured young girls and women sharing their stories about how bullying has affected them in some way. The documentary was aimed at portraying the harmful effects of such behavior and ways in which girls can prevent bullying, through the simple and universal act of kindness. Parsekian hopes to bring their documentary to film festivals and schools.

Lauren Parsekian says, “I decided to do the documentary because it stems from my own personal experience. I was bullied in middle school. I went through the whole experience in seventh grade and it has been in my heart since 13 to create a

platform to speak out, especially through a film or documentary.”

News stories across the country continue to report on the seemingly endless and damaging effects of bullying. The Rutgers University bullying tragedy in September 2010 caused nationwide attention when a student committed suicide after being humiliated online by his roommate. And when Irish-American teenager Phoebe Prince also committed suicide last January in response to continual cyberbullying, the world continues to see how bullying establishes deadly consequences, regardless of place or time.

Female bullying is a multi-layered problem that touches on aspects of real world events, trends and ideas. Through technology and the media, this 21st century generation is almost over-saturated with information on how young people should look, think or act. The image of beauty and acceptance is often distorted in these mediums. For instance, films like *Bring it On* or *Mean Girls* portray

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Lauren Parsekian and Molly Stroud

an unhealthy, competitive and superficial environment of girls seeking popularity and acceptance in high schools or college. Girls who grow up with films like this learn to replicate it onto campuses or environments of their own.

According to the National Center for Education Statistics, nearly a third of all students aged 12 - 18 reported having been bullied at school in 2007, some almost daily.

"I think now people are starting to talk about it more. It's become a hot topic. With what is going on in the news with all the suicides, it has been sensationalized. It seems like it's happening more, but this generation as a whole deals with a whole set of other issues. With technology being so readily available, there is a whole new set of ways to bully - which makes it seem much worse but the reality is that bullying has always existed," says Parsekian.

Keywords like "clothing, phones, and independence" are falsely adapted into a superficial and competitive lifestyle - with the illusory promise that if you follow the trends, you'll reach the top of a social pyramid and attain the acceptance so desired. Girls manifest their competition and aggression to be "on top" through indirect and direct forms of bullying.

Gossip, false accusations, backstabbing, and isolation are all forms of bullying. Through continual abuse, a bullied person suffers from a gradual loss of identity, depression, fear, social anxiety, and eventually, thoughts of suicide.

"Girls need to be conscious of the way they treat people. Some don't have to be best friends with others but it is all about respecting one another. At the end of the day, it is our individual choice to remind ourselves that if we don't have something nice to say, then it's better not to say anything. This principle applies to all relationships," says Parsekian.

BBC Health News also conducted a scientific research study, probing at the biological factors behind bullying. Although many scientists argue that males naturally are more aggressive and express their bullying tendencies through physical aggression, females have a higher rate of indirect bullying which includes demeaning gossip, slander, and social isolation.

Psychologically, children learn best through observational learning. The most famous example highlighting how aggression can so easily be duplicated into children's minds, regardless of age, is seen in the famous Bobo doll experiment, conducted in the 1960s by Albert Bandura. By making male and female children watch adults hit a "bobo" doll with aggression, Bandura also found that the children repeated the same acts of violence. Thus, children exposed to aggression are more likely to act in physically aggressive ways than children not exposed to violence. This famous psychological study proves that violence is behavioral and not just biological.

Intervention through the **Stop Bullying**

**Now** program uses practical, research-based means to reduce bullying. Like the Kind Campaign, **Stop Bullying Now** is another anti-bullying campaign that aims at lessening the opportunities for bullying to arise on school and college campuses, in particular. **Stop Bullying Now** provides both children and adults the resources to learn how to identify and stop bullying in general, including information on their website ([stopbullyingnow.hrsa.gov](http://stopbullyingnow.hrsa.gov)). Yet, the final message of kindness remains an element that is inherent in both programs.

Adults play a vital role in reducing bullying. By learning how to identify signs of intolerant peer actions like physical, verbal and non-spoken actions, adults can act as the voices of justice and reason - and allow children to learn from their positive actions.

Schools also can regulate how students interact with one another. By promoting acceptance and kindness, children, adolescents and young adults can learn how to be positive and demonstrate kindness instead of inflicting judgment or hatred through bullying.

"It's hard for schools to tackle bullying. Our school program works and we have seen it work. We have seen relationships change. Our program has also spread awareness and started dialogue. But there is no definite solution. Issues will always go on. By raising awareness and creating a school program, it becomes a safe place for girls to go to," says Parsekian.

Before another national tragedy is posted to the front page of American newspapers, people can learn how bullying arises in a world of injustice, prejudice and ignorance. Founders Lauren Parsekian and Molly Stroud highlight the importance of compassion and caring in their **Kind Campaign**, which is one example of the power of anti-bullying campaign movements.

"**Kind Campaign** has allowed girls to connect and heal. I hope the work we have done allows girls to find a community of people who care. It also helps them to recognize that they are not alone in these issues," says Parsekian.

The ideals pointed out in the **Kind Campaign** and other anti-bullying movements serve society in a positive way by allowing people to see how much more valuable it is to empower and support people - rather than bully or bring them down. 💧

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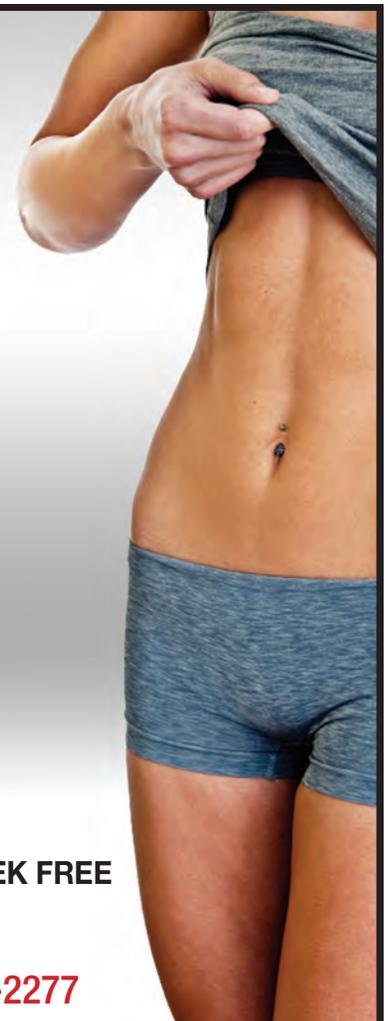
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# What's new in town

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## Drenched Fitness

**B**randon and Julie Kennington, an innovative, business-savvy couple, are putting their personally-motivating stamp on a new place in town (next door to Yozen Frogurt on Townsgate Rd). called **DRENCHED FITNESS**. Julie, a former teacher in Step, Spinning and Strength-training classes, comes equipped with a Bachelor's degree in Exercise Physiology. Furthermore, she has worked with the highly-credible Jillian Michaels (of The Biggest Loser). Having recently become a new mom, Julie explains why she and husband Brandon opened Drenched Fitness: "After I had my two children, I wanted to get back into shape, but I needed a motivating environment that demanded hard work and accountability from me." Brandon and Julie did extensive research and combined that with their experience base. Here's what they concluded: 1) People like ROUTINE. 2) Many people can't afford a Personal Trainer. 3) The Group concept really does work. Drenched Fitness was launched to meet all those needs. At reasonable fees, clients are encouraged to sign up for a class that's entirely original to our area. It's a 60-minute total body cardio and strength workout utilizing the latest fitness equipment. A well-qualified Personal Trainer takes a group of 22 people per class - making it affordable while retaining the discipline of a trainer who motivates you to do better. If we can all view daily exercise as one of life's best routines, we'd all improve the quality of our lives.

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# What's new in town

## Agoura Hills Dance and Performing Arts Center

**T**V's *Dancing with the Stars* and *So You Think You Can Dance* have really highlighted how healthy it is to dance - both physically and mentally. Dancing is great exercise as well as being fun, challenging and stimulating. Betsy Melber, a well-known dance professional who grew up in Malibu, has fully invested her energies in the community. For the past 9 years she has choreographed **Malibu High School's** musical productions under the direction of Malibu High School's Theatre Arts Department Director, Jodi Plaia. Last spring they put on 'Crazy for You,' a tap dance musical; In previous years they've done '42nd Street,' 'Thoroughly Modern Millie' and 'Aida' - to name a few.

**Pamela Anderson and Damian Whitewood (Australian Champion)** successfully competed in 2010 in *Dancing with the Stars* and rehearsed at the Agoura Hills Dance and Performing Arts Center with much of the live TV footage filmed right there. Pamela and Damian are now dancing all over the world and they still rehearse there when they are back home. **Damian teaches**

**Ballroom classes at the studio** - which gives you an idea of the world-class professional standards. **Melinda Sullivan** from *So You Think You Can Dance* made it into the finals in 2010. She studied Tap Dance with Betsy for 7 years and is now on staff.

As well as having dance classes for children and teenagers (**Mommy and Me classes** start at toddlerhood), Betsy runs an extensive **Adult Dance Program**.

Starting on January 10, 2011, there's a **new 6-week Beginners Adult Tap class** on Monday nights (6:30pm), as well as all levels of adult tap throughout the week. There's also **Yoga** classes. Betsy says, "the adult Jazz classes are popular, as are the Hip Hop and Ballroom. Dancing gives us such a sense of enthusiasm and well-being. It's a real spirit lifter that challenges and stimulates us in so many positive ways." 🌿



Mark Kitaoka

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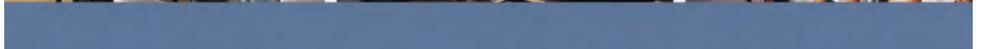
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# JOHN PAUL AND ELOISE DEJORIA

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**J**ohn Paul and Eloise DeJoria welcome us into their Malibu home with the kind of warmth and vitality that is an immediate reflection of who they are. John Paul DeJoria's gargantuan success in business is the result of an energized man who dared to dream hugely - with a vision and a goal that was so strong that even when he was homeless and the odds were stacked up against him - he amped up the effort. He is the definition of the American Dream - the son of immigrant parents who had humble beginnings. Today, John Paul is one of this country's most powerful entrepreneurs. He owns several companies including world-renowned **John Paul Mitchell Systems**, **Patrón Tequila**, **John Paul Pet** and several energy companies. Most impressively, John Paul and Eloise DeJoria are sharing their good fortune with fellow Americans and people worldwide - empowering those whose circumstances have short-circuited their potentials. The prestigious **Horatio Alger Association of Distinguished Americans** - an organization that honors selected individuals who have overcome humble beginnings and adversity to achieve success - recently recognized John Paul for his exemplary journey. Supreme Court Justice Clarence Thomas inducted John Paul as a lifetime member in a ceremony that took place in the U.S. Supreme Court.

STORY BY DIANA LYLE

AFRICAN LOCATION PHOTOGRAPHY BY NORMAN JEAN ROY





From being a patron-level sponsor of **Children's Hospital Los Angeles** to serving as a Patron of **MINESEEKER** (an organization devoted to eliminating lethal landmines worldwide) to helping to feed over 17,000 orphaned children daily through **Food for Africa**, John Paul's list of philanthropic endeavors is more lengthy than the space on this page. Right by his side is wife Eloise who is passionately involved with her **Austin Children's Shelter** - a safe haven for children in crisis. In addition to that she's fully invested in the **Arbor Recovery Center** in Texas which has one of the best recovery programs in the country for alcoholics and drug addicts. Eloise firmly shares her husband's belief that **'Success unshared is Failure.'** With enough courage and determination to fight for what they believe, the DeJorias have boldly stepped where most people would hesitate to go. Recently, John Paul and his daughter stood between some baby Harp Seals and their clubbers. In so doing, they prevented the clubbers from killing the seals. In addition to being a special Emissary to the **United Nations Environmental Program**, John Paul has also served as Advisor to U.S. government agencies on issues of management, motivation, and global thinking. Welcome to the DeJoria energy.

**John Paul - your childhood was a tough one. Tell us about that.**

**JOHN PAUL:** Who I became all started when I was 6 years old in Echo Park, California. It was a European community and at that time it was just my mother, my brother and I. Our entire house was smaller than this living room, but we didn't know it. We always had food on the table and a shirt to wear. At Christmas we had one or two presents and we thought that was

**(LEFT) John Anthony, John Paul and Eloise DeJoria on Food4Africa (BELOW) John Paul in Africa visiting one of the orphanages where Paul Mitchell donated meals, clothing & supplies daily in conjunction with Food4Africa**





great. We'd take the trolley car through to downtown LA to see all the department store window Christmas decorations and we'd spend the whole evening staring at them. On that particular night while we were doing that, our Mom gave us a dime and told us to go to the man with the bucket and to put the dime in there. A dime back in the '50s was a lot of money so we asked, "Mom, why are we giving away a whole dime?" She replied, "Because that man is with the Salvation Army and they need it more than we do. Remember that...there's always someone who needs it more than you." I will never forget that. Even in my biker days when I didn't have any money, I'd go to Griffith Park and serve the homeless.

**You and your partner, Paul Mitchell, started John Paul Mitchell Systems with a firm vision and lots of passion. How did your life story of success and altruism take off from there?**

**JOHN PAUL** We started John Paul Mitchell Systems with \$700 and so when we crossed the financial threshold, it was very easy for us to say - we have enough for us and our families - let's try and make this world a better place. Helping others makes all of us feel really good. It also makes our hairdressing customers feel a part of making this a better place - both in the United States and the rest of the world.

**Patrón is now officially recognized as the number 1 ultra premium tequila in the world. How did you achieve that distinction?**

**JOHN PAUL** Because of the quality of the product. Every step in producing this fine spirit - from harvesting the Weaber blue agave to the centuries old distillation process, to the individual labeling, packaging, signing and inspection of each bottle - is done with the careful precision and care that can be accomplished only by hand in small batches.

**We started John Paul Mitchell Systems with \$700 and so when we crossed the financial threshold, it was very easy for us to say - we have enough for us and our families - let's try and make this world a better place. Helping others makes all of us feel really good. It also makes our hairdressing customers feel a part of making this a better place - both in the United States and the rest of the world.**

**Eloise, How did you and John Paul meet?**

**ELOISE** I was a single Mom and I met a woman who had written a children's book. She said to me, 'You have to meet John Paul DeJoria.' Later, friends, Ron and Lisa Semler said that they hoped I didn't mind if they gave my number to John Paul. Their words were, 'We think you're going to fall in love with him and marry him!' Both John Paul and I were from very different backgrounds and it took those differences to really make this work. I truly think it was destiny. We're both survivors; both of us have had our struggles but I think that's the reason we're together. We're both easy-going and genuinely happy people. I love John Paul's flexibility and how he can so effortlessly change direction without a hitch.

**Tell us about the wedding**

**ELOISE** We got married in '93 here at our Malibu home. I have so many great memories of the wedding, not least of which was Roger Daltry and Cher singing to us unexpectedly. They were my favorite singers growing up so it was a dream when they decided to sing to us. The whole day was perfect and like heaven. We had Wolfgang Puck serving us lobsters on ice and the dessert chocolates had our faces on. I didn't want to leave the wedding stage because it was so much fun.

**What is it about John Paul that makes him so special?**

**ELOISE** John Paul is such a wonderful example to other men. He is so romantic - more so than any story I have ever read. The first time he proposed to me was in Aspen, Colorado. We were in a log cabin on Christmas day and John Paul got down on his knees and hung a heart on the necklace I was wearing. He said that he wanted me to think about it

for 44 days' time - which was Valentine's Day. He officially asked me to marry him the day before Valentine's Day and he filled my apartment with 1,300 red roses and one yellow rose for Texas. The phones weren't working for 2 hours and for the first time we had total seclusion and peace. It was so romantic. For our wedding, I made John Paul a water-color book called a 'Fairytale'. In it, I captured all the special moments in our courtship where he had romanced me, including sweeping me off my feet on a motor cycle!

**Both of you are involved in so many charitable and environmental initiatives. Which ones really hit your passion button?**

**JOHN PAUL** Definitely the **Appalachians; Food for Africa; and Sea Shepherd** where we try to stop people from killing whales on the open sea. Eloise and I were with **Pierce Brosnan** and his wife **Keely** - who informed us that the Obama administration was influencing the whaling commission's meeting in Morocco to lift the ban on killing the whales under the pretence that if only so many thousand were killed, it was inconsequential - which is not true at all. It just so happened that the very next weekend, I had commercials for Paul Mitchell ready to go for the Larry King Live Show - and instead, I decided to replace it with Pierce Brosnan saying, "**Mr. Obama: Keep your promise. You said that you were going to protect the whales. We're holding you to that promise.**" It just so happened that Mick Jagger was on the Larry King Show that weekend, so everyone was watching and the whole world saw it. That helped change Washington and the timing was incredible. I give Pierce and Keely the entire credit for that. Their voices made this huge impact. I personally think that businessmen should run for office. I'm tired of hearing politicians being suave and not fulfilling their promises.

We also work with actress **Fran Drescher** and **Cancer Schmancer** - going into the poorer areas of Los Angeles to give everybody **free cancer checkups**. Giving back is part of my life and it's part of my family's life.

We have produce going to **8,000 orphans that we feed every day in South Africa** whose parents have died of AIDS. In **Thailand** we have homes for girls aged 12 and 13 whom we've saved from prostitution. In LA we started the **Blazer House** in downtown LA. It's a neutral ground for the Crips and Bloods (notorious gangs). Instead of killing each other, all the kids are in grade school, junior high and high school - where they go to be mentored. We also teach the homeless in downtown LA how to get jobs and we stay with them until they succeed. I go down there once a year to speak to them and I let them know that I was homeless twice in my life - and despite that - I got my life going. It's tough but I'm proof to them that they can do it too.

One of our biggest focuses right now is **Appalachia**. We're helping the people in the Appalachian Mountains get their integrity and their food supply back. These are coal miners whose jobs have been replaced by machines. We're providing them with nutritious food because when you have no money, you live on white bread and other hollow carbohydrates - which do nothing for the body except leave it craving for more. When you get people growing vegetables on their own land, their craving for food goes down. One of our staff, Tommy Callahan, grew up in the Appalachians. So we partnered with Berea College in Kentucky and we provided them with the seeds, the irrigation - everything they needed to grow their own gardens. All we asked for in return is that they teach three more people how to do what we taught them. We'd still provide the monetary backing for all the equipment. We're also very active with Bobby Kennedy's **Water Keepers** where we clean up all the water ways.

**But how do you fit so much into your incredibly busy schedule?**

**JOHN PAUL** A perfect example is a recent trip to Africa where we met with Nelson Mandela's people who are involved in our **Food for Africa** program. So I'm with my family, on photographic safari, enjoying my life, and we get to combine all those pleasurable things with meeting the orphans to include them in our photo shoot. While there I combined **Paul Mitchell Hair Care Products** business with a **Patrón** meeting - and then a visit to a farm we have near Durban. That's how I fit everything in. I make sure that we can cover 5 bases in one visit.

**ELOISE** That's the great thing about John Paul. He grabs the moment and takes action. It's so exciting to see him in motion.

**What were your first impressions of Sir Richard Branson and Nelson Mandela ?**

**ELOISE** Nelson Mandela was like heaven. We were at his 90th birthday in London and he didn't have to say much. As he held my hand I could feel his incredibly good energy.

**JOHN PAUL** I was at Richard Branson's home in London about 10 year ago and the first thing he said when I walked in the door was, "Wait till you see this, John Paul", and his wife walks in holding Paul Mitchell products. Richard is a good guy, a great businessman and entrepreneur. Nelson Mandela is pure love. He's a magnificent human being who will go down in history as a man of Mahatma Gandhi's stature - if not higher - because he got into a position of power and forgave those who incarcerated him.

**Your high school teacher told you you'd never amount to anything. Have you ever gone back to visit him to let him know that you did amount to something?**

**JOHN PAUL** I went to a surprise 50th birthday party with my classmate, Michelle Gillian, who's now **Michelle Phillips** of the **Mammas and the Pappas**. Michelle brought along our teacher, Mr. Wach, who told both of us back in high school that we'd never be successful in life. I reminded him that Michelle was one of the hottest rock stars in the world. He couldn't really remember having said it but we sure reminded him in a gentle way.

**John Paul, You've discussed the development of a demilitarized ecological zone in the context of the reunification of the Koreas with senior level North Korean government officials. How did you manage to penetrate that camp?**

**JOHN PAUL** I was there when Kim Il Jung died and Kim Jung Il took over. I was a guest of the state. It all came about through weird circumstances. At the time (this is 1994), CNN was doing a documentary on me. I was in Beijing (then Peking) and there was a group of North Koreans sitting in a group - drinking. One of them said that they were looking for an American to help them become industrialized and my Paul Mitchell Distributor said, "I know just the person: J.P. loves helping out! He's a rags to riches story." I then had a letter drafted to Kim Jung Il in which I offered to be of assistance and I called the State Department first to make quite sure that whatever I did didn't jeopardize the trade sanctions that the U.S. had with North Korea. My wife Eloise and I happened to be in Vienna, Austria, and someone was watching a special on me that CNN was broadcasting. Well...Kim Jung Il saw it too and the next thing - the Kim Jung Il administration tracked us down in Vienna! My wife suggested that my daughter Alexis and I needed some downtime together and so we visited North Korea as guests of the state. What we witnessed was one of the most controlled societies in the world. We visited their Music School and

**I went to a surprise 50th birthday party with my classmate, Michelle Gillian, who's now Michelle Phillips of the Mammas and the Pappas. Michelle brought along our teacher, Mr. Wach, who told both of us back in high school that we'd never be successful in life. I reminded him that Michelle was one of the hottest rock stars in the world. He couldn't really remember having said it but we sure reminded him in a gentle way.**



John Paul and Nelson Mandela



there were these perfect children in perfect outfits in a perfect building. We asked them to play us a song. We started with Elton John. They'd never heard of him. Then we moved onto the Beatles. They'd never heard of them either and their response was, "That must be one of your new groups!" North Koreans are fully controlled by what

(FROM LEFT) Brad Pitt, John Paul, Richard Branson and Nelson Mandela Initiative called MINESEEKERS John Paul and his daughter stood between some baby Harp Seals and their clubbers. In so doing, they prevented the clubbers from killing the seals. The Dalai Lama and John Paul

their government wants them to know.

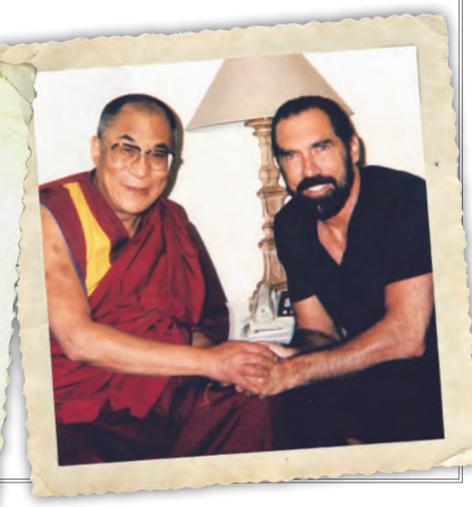
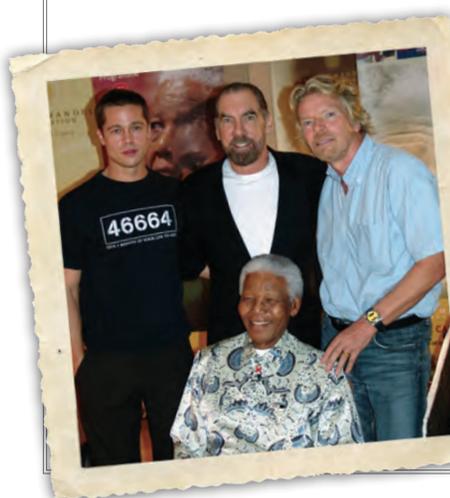
**As a successful businessman, what would your advice be to government officials during this economic recession?**

**JOHN PAUL** You can't spend more money than you make or you'll go bankrupt. That's rule number 1. Balance the budget! Furthermore, the lying has got to stop. If I were a businessman and I stepped into politics, I would ask the American people to impeach

me immediately if I lied to them like, perhaps, some last Presidents have. I would not allow myself to be bought off and I certainly wouldn't give money to special interest groups just so that I could get re-elected.

**Family is really important to you both, isn't it?**

**ELOISE** Definitely. Our family is our priority. We have six children and 10 grand children.



**What has LIFE taught you?**

**JOHN PAUL** The golden rule always applies: "Do unto others as you would have them do unto you." Life is incredibly good and I believe that when you experience hardships, you get taken to a place where you're meant to be. I am very optimistic about the future. I think that we're in a good place right now and that things are going to get better. I believe that the frequency is rising on the planet. By the way...the press keeps telling us that we're experiencing the worst economic recession since the Great Depression. That is such a lie. In 1980, inflation was running at 12.5%. Today it's 1%. In 1980, interest rates were running at 18%. Today they're at 1, 2 and 4%; Unemployment in 1980 was 10.5%. Back then, you had to wait in line to get gas. We're not experiencing anything like the hardships of 1980.

**Eloise returns to the room after attending to one of their grandchildren:**

**ELOISE** Weren't we talking about romance?

**JOHN PAUL** Yes...Always listen to your wife. She knows all about feelings. No seriously...Eloise is a gem. She's a wonderful, beautiful, exciting lady. She's been such an incredible support to me and I cannot say enough wonderful things about her.

**ELOISE** What I so respect about John Paul is that he is so unconditional. He lets people be who they are - whether they are creative or linear...he respects them for who they are. He's also never pressurized me into doing anything. I've never been some trophy wife who feels obligated to do everything with her husband. I join in with all John Paul's philanthropic work because I genuinely love being able to help others. I want to stand by his side. We're involved in **L.A. Children's Hospital, Food for Africa, and Nelson Mandela's AIDS Awareness Project**. Also close to my heart is the **Austin Children's Shelter for Abused and Neglected Children**. Emergency Services bring the children to us and the most heart-breaking aspect is when you see children who are taken away from their parents for good. As a woman and as a mother, it just breaks my heart because these innocent children are caught up in this cycle of abuse and we're determined to break that addictive, abusive cycle. My 32-year-old son and I have a **Recovery Program for Alcohol and Drug Addicts**. It's a safe 58-acre ranch in Georgetown Texas called **Arbor Recovery Center** and the programs we have are highly effective at a fraction of the cost of other rehabilitation centers. To be a part of that and witness the miracle

of the recovery of these people is so good for one's soul. I was so moved by the film **'Precious'**. I came away so motivated from it...With our youngest son now 6 foot 1 and 13 years old, I have more time to really concentrate on some great projects. That creative urge inside of me is really bubbling through because it feeds my soul. I don't have to do it. I do it because it's a passion. We're also very proactive in supporting **Amnesty International** and women's rights.

**JOHN PAUL** On that topic, I financed Randy Scerbo's **'Behind the Veil'** documentary - which was shot in Afghanistan and shown on CNN - highlighting the way women are mistreated in that country.

**What is the message you most want to get across to people?**

**ELOISE** That reaching out and helping others really feeds your soul and makes you a more fulfilled person.

**JOHN PAUL** That America works! We the people can take it back and make it work. Yes....we can! 🇺🇸

[www.paulmitchell.com](http://www.paulmitchell.com); [patronspirits.com](http://patronspirits.com); [www.johnpaulpet.com](http://www.johnpaulpet.com); [www.thearbor.com](http://www.thearbor.com)

The DeJorias at their Malibu Home Summer Party





# Things we love



1

1. Cosabella satin/lace Baby Doll with thong. \$152. **J Girl:** 2900 Townsgate Rd. Ste 107. Westlake Village. 805.449.9999

2. Quality custom window treatments designed especially for your home. Visit remodeled showroom. **American Vision Interiors.** 2125 Madera Road Suite A, Simi Valley **888.478.7154**

3. **Sony VPL-VW90ES 3D 1080p Home Cinema Projector.** \$9999. Wilshire Home Entertainment. 1412 N. Moorpark Road, Thousand Oaks. 805.497.7536. [www.WilshireHE.com](http://www.WilshireHE.com).

4. Olive Olivia winter vest. \$99. **Sogno.** 2900 Townsgate Rd. Ste 105. Westlake Village. 805.494.0999

5. Superbowl Party at home. Have **Brent's** cater in quality, delicious food. 805.557.1992. [brentsdeli.com](http://brentsdeli.com)

6. Luxury Satin Robe. \$59. **Suzzette. Beanscene.** 610 Lindero Cyn. Rd. Oak Park. 818.991.0910

2



3



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6





7

7. Affordable designer window treatments. Professional Consultants handle everything from ordering to installation. **American Vision Interiors.** 2125 Madera Road Suite A, Simi Valley **888.478.7154**



8

8. Dayna Decker Candle. \$54. Juliette has a Gun. \$110. Mistral Vanille de Balli. \$8. Barefoot Dreams Robe. \$120. China Rain perfume oil roll-on. \$12. **Escentials.** 26527 Agoura Rd. # 106, Calabasas. 818.880.5411. [www.escentialsca.com](http://www.escentialsca.com)



9

9. Jezebel Bra & Thong. \$37 & \$14. **J Girl:** 2900 Townsgate Rd. Ste 107. Westlake Village. 805.449.9999

10. John Robshaw designer pillows. **Janette Mallory Interior Design.** 24764 Via Del Liano, Calabasas. 818.225.8610. [www.janettemallory.com](http://www.janettemallory.com)

10



11. Body Language Sportswear. Sunday Cami: \$60. Wohona Pant. \$100. Shape Pant. \$100. **Drenched Fitness.** 2900 Townsgate Rd. Ste 109. Westlake Village. 805.701.9988

12. Leather snake embossed lace-up bootie. \$88. Assorted bracelets. \$20 - \$50. **Ilene's Boutique.** 1145 Lindero Cyn. Rd. Westlake Village. 805.373.6633

11



12





*Exquisite Simplicity*  
Sofia Cashmere



# Fashionsense



## Spring In An Elegant State Of Mind

By Magda Pescariu

Incredible as it may seem, we outlasted 2010 and moved on to the tempting promises built in this new year. So that's how it feels to survive a war – depleted and insecure about what exactly your next move should be; with wounds that scar too slowly and too painfully. 2010 has been a difficult year of historical proportions. Its battles left indelible marks in our lives and we all agree that nothing will ever be the same. Still, we lived to tell the tale! Suffused with mixed feelings, we now take in every day unbiased and undeterred by the old game of smoke and mirrors.

Maybe that is why the beauty of a new spring is not lost on us. Like any beginning, spring lifts the veil of humdrum only to reveal further options for us and fresh opportunities from which to benefit. I'd say that the spring of 2011 also gives us the chance to rethink some of our convictions and behaviors; to rewrite our present day's narration in a way that upholds our self-esteem and brings peace to our troubled souls. We can *will* to live from now on with dignified grace, in

harmony and simplicity. We can *decide* on a totally different state of mind. We can *elect* to be elegant inside and out.

I see your frustration rising like the tide: "What the hell is the matter with this woman?" you ask. "I've just managed to make it through a year of nightmarish happenings, my job is stumbling like a drunk on the edge of a cliff, my stock acts like a discombobulated yo-yo and she talks about charm and fashion, about spending money on clothes to make me look, of all, elegant?" Humbly and considerately, I answer: "None of the above; I'm with you all the way." Well, maybe not on the stock bit (as I don't own any and the only yo-yo experience I've ever had was related to my countless diets over the years), but with the rest – I know and I'm with you.

What I try to say is, in a world full of smoke and mirrors we can open a window, correcting mid-course our take on life. Maybe we don't have power over the facts, but we definitely have power

Luxurious Accessories  
Laura Biagiotti



Elusive Curves  
Rocco Barocco



Glamour  
Laura Biagiotti



over our attitude on those facts. And, ladies, remember that **elegance is a state of mind**. It doesn't have anything to do with money, with social status, with extravagance or even with beauty! **Elegance**, as famously stylish Coco Chanel said, **is refusal**. The refusal to be vulgar or rude - or to behave with arrogance or entitlement. The refusal to be a pretentious bore who flashes opulence with precise and practiced condescendence. Elegance is the innate quality of being simple and memorably effective, of living life with poised acceptance when sheer joy or innocent enthusiasm is not attainable. If we choose to spring in an elegant state of mind in 2011, we pick out a vital and unmitigated makeover. We exit forever the room full of mirrors; we leave behind the smoke, the tricks, the consummate narcissism; and we step into the light of a thousand windows.

**The alphabet of elegance is perennial and absolute**. Knowing it intimately and speaking its language fluently allows you to shine in any crowd with moxie and class. And even if they say that elegance is instinctive, one can always hope to decipher

its magical code and live embraced by its undeniable mystique ever after.

What does it mean these days **to be elegant**? Christian Dior says that it **"must be the right combination of distinction, naturalness, care and simplicity", supported by good education and an excellence of the heart**. Elegance is to be feminine but unfussy, modern but never cold, sensuous but not tawdry, simple but not clinical. It calls for take-your-breath-away quality and supreme attention to details. It is a state of mind and an attitude of the heart, hence a deliberate decision gone native. Want me to spell it for you?

**Exquisite simplicity** comes first.

It's not easy to pursue the complicated interests of our contemporary life and still manage to stay, well, unpretentious. In-between long days at work, families' crazy schedules and mandatory duties that drain all our energy, caught up between our multiple social roles (which require from us equally multiple facets and looks) we forget how important it is to stay true to ourselves, to keep it simple. You can do that by choosing **good quality fabrics, clean cuts, classic tailoring and timeless colors** (those which compliment your skin tone and celebrate your curves affectionately).

Where you can let your imagination go wild is with the details. **Luxurious accessories** dress up a simple attire without breaking your bank, adding personality and definition to

any particular look you want to acquire. They bring in the "unexpected" (a much desirable treat in modern fashion) and lend versatility to any given outfit. **Elbow-length gloves** in a contrasting (or harmonizing) color, **layered jewelry** to make a visually rich statement, a **beautifully ornate belt** cinching your hour-glass silhouette, a leather **handbag of the highest quality possible** hooked over your forearm, an **ethereal silk scarf** paired with whimsical earrings – and the list could go on forever.

Do not worry about your womanly figure; there is inborn sophistication in a ladylike shape. **Elusive curves** are more than welcome, a breath of fresh air on runways everywhere in the world these days. They are best presented in sharp designs, shapely fabrics and impeccably molded textures. **Stylishly dense knits, mannishly cut trench-coats or statement camel coats** make for possibly the most **distinctive urban elegance** we've seen in a long while.

In the twirl of our busy lives it has become increasingly difficult to switch from work to evening events with ease and confidence. We got stuck with the little black dress and other monotonous



Attitude  
Dior



Noblesse Oblige  
Valentino



Chic & Charming  
Prada



*Excellence of the Heart*  
Gucci Cavendish

get-ups that allow us a trouble-free transition from the morning meeting to the night's opera premiere. That's not good! **Glamour** is intrinsic to elegance and a worthy investment of imagination and budget. It doesn't have to be outlandish or expensive, but it has to be refined and deliciously suggestive. A jacket of **translucent organza**, a lace bolero, a **sheer silk** blouse with deep cowl neck, a **fur** collar or a **feather** boa, **embroidered lapels** on a **tuxedo-style** coat dress, **intricate pleating** or **velvet ruffles** - each and all give a touch of magic to clothing otherwise regarded as day-time stuff, casual, even ordinary.

Class, like everything else in life, is a matter of **Attitude**. An old Persian saying tells us exactly how this works: "I had the blues because I had no shoes, until upon the street I met a man who had no feet". Is there anything else we need to add

to such a comprehensive description? I didn't think so! With quiet authority, elegance **understands what is substantial and worthy** in life, and knows how to overcome the fleeting social stereotypes of beauty, aging or fame. **The stylish attitude is one of confidence and assertiveness, of applied wisdom and experience, of integrity and legacy.**

Moreover, it keeps in mind that **Noblesse oblige**, and prestige comes with serious responsibility as well. Setting an inspiring model to follow, the elegant woman never forgets the **defining details**. She might wear a simple dress, neatly cut and in a basic color, but her **shoes and handbag are of exquisite quality and the jewelry is uniquely hers** - something to pass on to her daughter, **something she'll ever be remembered by.**

In **mentoring the next generation of elegant women**, we must open a heartfelt

dialogue. Our younger counterparts need of course to enjoy their rebellious early years, playfully testing the trends and influences of a capricious society, making their own mistakes and faux-pas. Let them run with wild hairdos tamed by beaded hair-bands, wearing awfully layered clothing with a grungy-military look; let them clunk their boots around, relaxed in top-to-toe crazy knits, or pair cotton floral dresses with teddy-bear-fur skimpy jackets. All these are just growing pains, the odd-looking chrysalis nurturing the butterfly. Soon enough these young girls will emerge trusting their better instincts, will grow mature and learn. They'll age gracefully, elegant in spirit and at heart, making a difference in this world and taking their mothers' *noblesse oblige* a notch further.

Well-bred, stylish, well-born, groovy, dapper, urbane, a la mode, in vogue - so many ways to characterize a person as being elegant. **Chic and Charming** are part of the portrayal too. Chic is less about *what* you wear and much more about *how* you do it - with **flair and sensual allure**, valuing your own worth while knowing your place in the bigger picture as well. Impossible to fake like a rainbow, charm is a powerful cocktail of familiar ingredients mixed in mysterious and acutely individual recipes. We recognize the traits - **wit, sincerity, humor, empathy, knowledge, distinction, ease and magnetism** - but it's in how someone lives and breathes these qualities that makes all the difference in the world. It revives in us the instinctive spell and effortless restraint we feel in the presence of people of genuine faith.

Having said that, I get to the most important attribute of elegance, which is the **Excellence of the heart**. Nothing lasts without this **exuberant force**, as nothing could ever be built without **imagination, creativity, kindness, confidence and determination**. In fashion, in any field of work, in art and in life - nothing flourishes without **elegance of the spirit**, without **trust and love**, without **facing up to the truth** with courage and acceptance.

Once we understand this, we take back the reigns of our life - lesson learned, point taken. Next time we say "I trust you with my future", we won't be looking at someone across a desk full of papers covered in deceitful fine prints. We'll be looking in the mirror. 🌟



# Ecoconscious

## The Massive Rise in the Ivory Tusk Trade

Photography by Scott Blatt

**S**ince 2008, the poaching of elephants has escalated dramatically across much of Africa. The reason? The massively-increased demand for ivory from China and Japan. Ivory prices have soared from \$200 a kilogram in 2004 to more than \$6,000 per kilogram today. In countries such as Zimbabwe, Tanzania and the Congo, where poverty and corruption have reigned for decades, there is little concern about the rapidly-declining elephant populations, and it is relatively easy to start a flourishing ivory business because there are so few checks and balances in disrupted countries.



**Save the Elephants** Founder, Dr. Ian Douglas-Hamilton, was one of the first people to alert the world to the poaching crisis in the 1980s. He was instrumental in helping to bring about the 1989 world ivory trade ban. Recently, he was awarded the prestigious Indianapolis Prize for his outstanding work in elephant conservation spanning five decades.

But the 1989 world ivory trade ban has since been interfered with. In 2008, five African countries petitioned for permission to sell their stock-piled ivories. As a result, a legal channel for illegal ivory was created. What is meant by this is that once you allow a legal channel of ivory to start flowing, illegal ivory dealers take advantage of the situation and start illegal poaching all over again. It's so much easier to do this when ivory hits the international markets again.

The entry of China into this highly-manipulated market will certainly have dire consequences for the African elephants' future on the great plains of Africa. This is because the demand for ivory in China is very strong.

The situation is particularly dire in the central, eastern and western parts. **Tanzania's** wildlife sanctuaries, particularly the world-famous **Selous Game Reserve**, have been turned into vast killing fields where thousands of elephants are being

**TANZANIA'S WILDLIFE SANCTUARIES, PARTICULARLY THE WORLD-FAMOUS SELOUS GAME RESERVE, HAVE BEEN TURNED INTO VAST KILLING FIELDS WHERE THOUSANDS OF ELEPHANTS ARE BEING SLAUGHTERED FOR THEIR IVORY EVERY YEAR.**



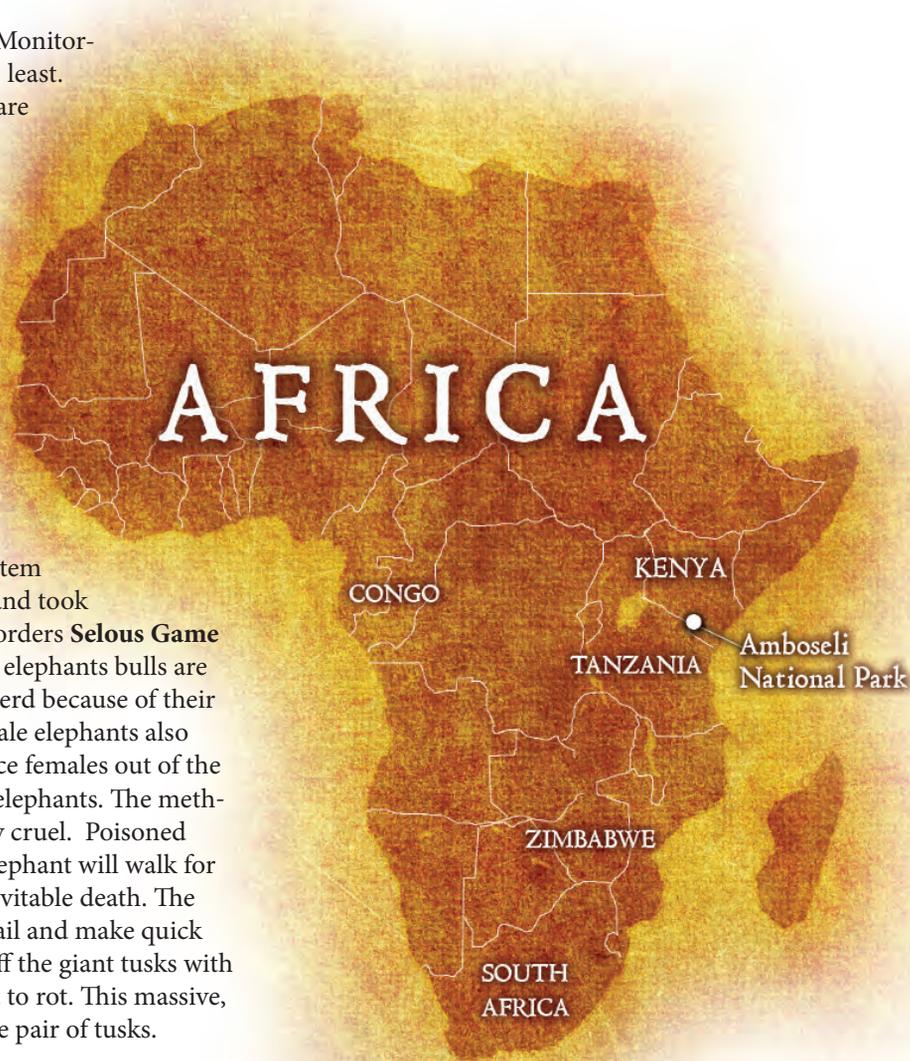
slaughtered for their ivory every year. Monitoring the situation is tricky - to say the least. Game wardens and game scouts, who are supposed to protect the herds, sometimes turn a blind eye to illegal hunting activities because they are lured by lucrative cash incentives. Elephant slaughtering is now a thriving international business and the organizers of the syndicates know exactly who to bribe and who to pay off in order to achieve their ends. They know that if they pay a lowly-paid game warden twice his salary to turn his back on the killing, then they can do as they please.

Scott Blatt recently visited the ecosystem of **Amboseli National Park** in **Kenya** and took these magnificent pictures. The area borders **Selous Game Reserve** in neighboring **Tanzania**. The elephants bulls are the most sought-after of the elephant herd because of their massive ivory tusks. However, the female elephants also have tusks, so what poachers do is entice females out of the bush by attacking the vulnerable baby elephants. The methods used to kill them are excruciatingly cruel. Poisoned spike traps are set, and the wounded elephant will walk for miles in pain before succumbing to inevitable death. The poachers follow the dying elephant's trail and make quick work of the animal's death by sawing off the giant tusks with a power saw. The rest of the body is left to rot. This massive, beautiful animal is killed simply for one pair of tusks.

### ELEPHANT BEHAVIOR

Elephants are highly-intelligent animals that form deep family bonds. They live in tight matriarchal family groups of related females. The herd is led by the oldest - and usually the largest female in the herd - called a matriarch. When a calf is born, it is raised and protected by the entire matriarchal herd. If the baby complains, the entire family will rumble and go over to touch and caress it. Males leave the family unit between the ages of 12 and 15, and they may lead solitary lives or live temporarily with other males. Elephants have greeting ceremonies when a friend that has been away for some time returns to the group.

Elephants have memories that span many years. During the dry seasons, they have acute memories of where to find watering holes, and they will guide each other for days to water that they remember from the past. Elephants also display signs of grief, joy, anger and play. When a baby calf is stillborn, the mother and her fellow elephants will grieve. Likewise, when a family member dies, the herd goes through a grieving process. Oftentimes when a weak elephant slows down or lies down, its friends in the herd will prod it gently in an effort to will it to survive. Baby elephants who lose their mothers to poachers are particularly emotionally vulnerable. For this reason, orphanages are set up for these baby elephants who've suffered trauma. It takes diligence and patience to help them to heal.



### THE IMPORTANCE OF ELEPHANTS IN THE ECOSYSTEM

Elephants play a vital role in the ecosystem that they inhabit. They modify their habitat by converting savannah and woodlands to grasslands. They provide water for other species by digging water holes in dry riverbeds. Furthermore, the depressions created by their footprints and their bodies trap rainfall. They act as seed dispersers by their fecal matter which is often carried below ground by dung beetles and termites, causing the soil to become more aerated and further distributing the nutrients. Their paths act as firebreaks and rain water conduits. An elephant's journey through the high grass provides food for birds by disturbing small reptiles, amphibians or insects.

### THE AFRICAN ELEPHANTS' FUTURE

At the current rate of deaths, mature bulls in particular are in serious threat of becoming extinct. Elephants have very poor eyesight in the dark, and under the cover of night, it is relatively easy to circle a herd of elephant and machine-gun down 50 of them in a few minutes. The ivory cash-in from that one act makes this a very lucrative proposition for those who only care about the money - and not the consequences of eradicating these majestic animals from the plains of Africa....only for a pair of ivory tusks. 🌿

For more information go to [www.savetheelephants.org](http://www.savetheelephants.org)

**AT THE CURRENT RATE OF DEATHS, MATURE BULLS IN PARTICULAR ARE IN SERIOUS THREAT OF BECOMING EXTINCT. ELEPHANTS HAVE VERY POOR EYESIGHT IN THE DARK, AND UNDER THE COVER OF NIGHT, IT IS RELATIVELY EASY TO CIRCLE A HERD OF ELEPHANT AND MACHINE-GUN DOWN 50 OF THEM IN A FEW MINUTES.**





## Janette Mallory Interior Design, Inc.

Photography by Jim Mc Hugh

**J**anette Mallory's flair in design was apparent to family and friends way back. She'd layer her clothes with innate style and people constantly complimented her on her creativity and her eye for color. With a strong foundation in design theory (she graduated from UCLA Design School), Janette launched her business over 15 years ago and has offered her appreciative clients an artful blending of traditional and eclectic design with a fresh and contemporary look. Her design services include landscape design and complete custom remodeling.

**THE SUNSET RESTAURANT, MALIBU** - The casual, nautical theme of the newly-renovated Sunset Restaurant





Janette is so passionate about her craft that she makes frequent trips to Europe where she soaks her imagination in its centuries-old artistic depth. Back home she travels to antique shows and has a knack for finding the best estate sales. She says, "I love vintage European artwork and my specialty is finding vintage pieces that become the main anchor to a room. Every room in a home should tell a story. I order all the major pieces together so that there's never any odd piece that looks like an after-thought. I never bulldoze my ideas on clients,

**ABOVE: LIVING ROOM** - The ocean's blue is the primary color in the room, and Janette accents it with red, white and a complementary mixture of eclectic pieces. **RIGHT: ENTRY** - Grass wall paper creates a modern, light finish to this ocean-side beach home. **RIGHT PAGE** - The Dining Room is kept natural with a reclaimed oak dining table









**LEFT** - The Kids' Bunkroom is cozy and keeping with the red, white and blue theme. The room is uncluttered, light and airy. **ABOVE: THE GUEST BEDROOM** - John Robshaw's pillows create a distinctive look in this relaxed and calming room.

but I do help them to go beyond the safe beige and taupe themes. Adding some vibrant color to a room really lifts it. While doing that I can still stay true to a style that truly reflects my clients' tastes." Janette has a gorgeous collection of vintage rugs and one-of-a-kind pieces.

### THE SUNSET RESTAURANT, MALIBU

The Sunset Restaurant is ingrained in Malibu's history like the very sand it sits upon. This prime piece of Malibu real estate recently underwent a complete facelift, courtesy of Janette, which also coincided with the arrival of their fabulous new chef, Chris Bocchino. Janette created a fresh nautical theme by using white and blue as her palette, and then she added some flair with black and white zebra accents - giving it a modern, eclectic look. The downstairs area is light and casual, and the upstairs dining area is slightly more formal as diners enjoy a special evening out while gazing out at the ocean.

### PADARO LANE, CARPINTERIA

Janette's clients owned a run-down beach cottage (their second home) on one of the most expensive beaches in California - Padaro Lane in Carpinteria. Initially, they had decided to knock it down and rebuild a huge 5,000 sq. ft. home like the rest of the houses in the area, but after they saw Janette's plans, they changed direction and opted to remodel it so as to retain the quaint beach cottage feel. Janette explains, "the house was very dark; it was built out of redwood with no insulation. The electrical wiring was all exposed and the windows no longer opened! We kept the foundation and tore down every wall. We put new windows in throughout; a new electrical system, new plumbing and insulation, and then we drywalled. Previously there was no entry way, so I created a completely new facade including the front entry." 🌊

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Janette Mallory



## Cross Creek Lane Project # 4, Malibu

Photography by Simon Berlyn

The Hamptons meet modern minimalism. This 4-bedroom home is a perfect example of Scott Gillen's classic high-end finishes and attention to detail. Wide open spaces are highlighted with natural light throughout. Each room flows into the next with ease and purpose, always leaving you with a feeling of contentment.

**(PROPERTY CONTINUED ON NEXT PAGE)**



# THE LEVIN GROUP

REAL ESTATE

[WWW.LEVINGROUPESTATES.COM](http://WWW.LEVINGROUPESTATES.COM)

Eytan Levin and Scott Gillen have that natural instinct of being able to view a valuable property - no matter what its condition - and visualize its upside potential right away, even in a difficult market. Both of them agree that if you **choose the right property, you will make money in any market!** Their records over the years prove this.



Entry to Den



# THE LEVIN GROUP

REAL ESTATE

WWW.LEVINGROUPESTATES.COM

## Cross Creek Lane Project # 4

### SCOTT GILLEN TRANSFORMS MALIBU PROPERTIES INTO SEAMLESSLY-FLOWING BEACHSIDE HOMES

Scott Gillen is a speculative builder of custom homes specifically focused in Malibu. He creates the seamless transition from room to room of the quintessential Malibu lifestyle. His homes are created to reflect that light, airy beach feel. The Cross Creek property featured in this Home Showcase belongs to Paul and Linda Hogan (Paul Hogan is the famous 'Crocodile Dundee'). Upon finding the property, Scott drew the plans, went through the Malibu process, and then went about building it and staging it. It was then that Linda Hogan contacted Eytan Levin and came in and saw the house. She loved it so much that she bought it on the spot. She said, "the proportions and scale of the house are perfect for us. It is so difficult to find the proper proportions - and this is it!" Scott says knowledgeably, "Proportions and scale are key to how a house flows and feels inviting." Eytan Levin enjoys selling Scott Gillen's houses because he never compromises on quality.

The mutual respect that Eytan Levin and Scott Gillen have for each other's areas of expertise make them a formidable property team.





Living Room leading to Pool

Indoor/Outdoor Shower





# THE LEVIN GROUP

REAL ESTATE

[WWW.LEVINGROUPESTATES.COM](http://WWW.LEVINGROUPESTATES.COM)

## 24222 Malibu Road, Malibu

This beachy, modern-designed home sits on one of Malibu's coveted beaches. 2 large bedrooms, 2 baths and an open seamless floor plan. Floor to ceiling sliders open up to the deck and ocean air - keeping with the true essence of Malibu.

**FOR SALE OR FOR LEASE**

For more information about these properties or any other property-related question, contact **Eytan Levin at 310.456.8026 • [eytan@levingroupestates.com](mailto:eytan@levingroupestates.com) • [www.levingroupestates.com](http://www.levingroupestates.com)**

Entry to Living Area





# Moneysmart



## Back To Basics

Doug De Groot, CFP®

**N**early two years removed from the financial meltdown, why does it still feel like the country is in no better shape? This is the first time in several decades that we Americans have experienced such a long and deep period of sustained slowdown in our economy. As is the case with any generational shock, we are witnessing a shift in the attitudes of Americans to a more conservative and frugal way of life. Unlike the preceding decades, where individuals had access to seemingly unlimited amounts of debt and money, accompanied by a rising stock market, the era of unrestrained consumption is behind us. People are now asking themselves, what really matters? Where should we be committing our finite and limited resources? We are in the midst of re-examining our set of values as a country and as individuals, and redefining the basic core values of how we approach our financial lives.

While everyday Americans and people from around the world work to get their financial life in order, we face a world plagued by financial uncertainty, rising unemployment, higher taxes, a weaker dollar, inflation, deleveraging and possible deflation. Time will only tell, yet Americans are yearning to grasp the opportunity of a life time. Yes the American Entrepreneur is alive and emerging. We may have just witnessed the largest repudiation of the idea that a large government is the way. In time, both parties will learn that this was not a mandate for either parties' philosophies, but a rejection of large government and yearning to take control of one's future. It is that American dream that led the settlers west and put Man on the Moon; the dream that frees the spirit and resides in every one of us who yearns to reach for the next great thing. It is the American Entrepreneur - the dreamer raging in all of us to be set free. Opportunity is knocking and for many, it might just be "the best of times."

## LIFE LEFT TO THEORY

To understand our opportunities, we must first understand the forces that are shaping our world. As I write this article it is anyone's guess as to how big Quantitative Easing II will eventually become or if we will graduate to Quantitative Easing III. Fortunately for us, we know the Federal Reserve has three mandates: **1) Maintain Stable Prices (low inflation); 2) Moderate Interest Rates, and 3) Work to Maximize Employment.** It is the last mandate that is causing all the problems for the Fed. The official unemployment rate is currently 9.6% in the US, and this is the narrowest reading of unemployment which does not count folks who have not looked in 4 weeks, or people working in temporary jobs. If you count these people, then the unemployment rate soars to 17.1% (see the BLS website for confirmation, <http://www.bls.gov>). If you include those who have been unemployed for more than a year and quit looking, the number goes even higher, according to John Williams of Shadowstats, at just over 22%. For the Fed to be successful, it is important that we and the fed understand the order in which people create jobs.

1. For employment to rise, jobs need to be created
2. For job creation to occur, companies need clients
3. To have clients, people must spend (70% of our economy is driven by you and I buying, selling, saving and investing)
4. For spending to occur, people must be motivated to spend

The Fed realizes this and starts at the end – motivating people to spend. First the Fed tried by lowering interest rates. We discovered a new acronym called **ZIRP (Zero Interest Rate Policy)**. That did not work. Then the Fed went to work on the long-term rates on larger items like homes by purchasing mortgage-backed bonds. While long-term rates are at historical lows, housing is still in deep trouble and will most likely remain that way for some time. Both strategies have not worked to achieve their stated goals. So now the FED is at the point of desperation. It is using the

very unconventional means of attacking two things at one time using the very latest in acronyms – **QE (quantitative Easing)**. The Federal Reserve is “printing” new dollars to buy US Treasury bonds.

Since dollars are backed by nothing more than a promise or the Federal Reserve's ability to print more dollars, the very thought of this flies in the face of value. In essence, money is backed by the confidence people have in the growth and financial stability of the issuing country. Yet, this activity by the Fed is designed to get people spending and borrowing sooner rather than later as it tries to motivate people to spend prior to inflation kicking in. While this activity will certainly cause the dollar to lose value and is inflationary, its goal is to have us buy now for the fear that prices will be higher. At the same time the Fed is trying to keep rates low by buying Treasury bonds so that it can motivate people and businesses to borrow more money to spend because their rates will be so low they can't refuse the opportunity to owe the bank.

## REALITY OF THE MOMENT

While the Fed's actions might work and only time will tell, the real issue is can we see the forest through the trees? As of September 2010, the Federal Reserve puts **Capacity Utilization** at only 75%. This means that a fourth of our capacity is sitting idle (meaning that even with all the motivation by the Fed, companies are in great shape to increase production by 25% without having to increase capacity or hire lots of new workers).

Our current reality is that consumers (you and I) are working through their own personal austerity program. Consumers are tapped out. The largest generation, the **Baby Boomers**, have essentially exhausted their demand for goods and services. It was the Baby Boomers who created and rode the wave of easy credit and it is the Baby Boomers deflating the very same credit bubble that led to the run-up in housing, the stock market, and easy borrowing. In September the Fed reported that consumer credit dropped by \$1 trillion over the last two years. This means consumers do not need or want the credit that they had. This is not great for businesses and makes it tough for the government to motivate

people to spend if they desire to owe less and spend less. No amount of Fed intervention is going to get people to do what they do not want to do. Since the Fed has tried to motivate you to spend more and borrow more, have you changed your habits based on their actions? If not, then you probably know why the Fed's policy will not achieve the desired effect it is hoping for.

## NO MAGIC, JUST GOOD POLICIES

Unintended consequences often are felt by the masses. The recovery is going to take a while. The Government, Republicans and Democrats, will not be able to repair the damage inflicted upon our economy. Only time will heal the damage. Believe it or not, if left to its own devices, the economy would recover faster than it will with all this government tinkering. Home equity has fallen almost 50 percent from its high in 2006. That is a reduction in value of \$6.5 trillion. Even with the rally, stocks are still down 25 percent from their 2007 high. That is a loss of \$4.8 trillion. Immeasurable trillions have been lost because of the vast unemployment. Lost income, lost wealth and lost consumer spending are the characteristics of this unemployment dilemma. An economy hurt as bad as ours was, will not bounce back in a year or two without good fundamentals.

While the Fed works through its options, it is pushed deeper into the corner. As Americans, the actions the Fed and our government have taken will continue to erode our purchasing power and prices of commodities will go higher because we compete globally for the very same goods and services and the very oil, copper, gold, cotton, silver, food and even investments like debt and equities. Government intervention is fueling bubbles all around us in many different asset classes. Yet the very thing motivating the Fed to fix is not happening. More and better paying jobs will not be a result of government spending and printing of money. The Fed is trying to motivate demand and is fighting a battle with a much larger economic footprint than itself – the American and global consumer. In a recent article (by Allan Sloan and Tory Newmyer with Doris Burke October 15, 2010 for Fortune Magazine) the following truth about



the economy is stated: “There is nothing that the U.S. government or the Federal Reserve or tax cutters can do to make our economic pain vanish overnight. There are no all-powerful, all-knowing superheroes or supervillains who can rescue or tank the economy all by themselves.” Their analysis is correct. It is the law of the masses. 70% of our economy relies on consumers. You and I are the answer to our problems. Yet consider the following headlines from November 4, 2010. I challenge you to Google them to verify the dates and headlines. I was amazed that November 4, 2010 would be a day that focuses on inflation from a multitude of sources.

1. “Food Sellers Grit Teeth, Raise Prices”
2. “Apparel Makers to Raise Prices”
3. “Oil Rallies, Hitting 6-Month Highs”
4. “Sugar Near 30-Year Highs”

The Federal Reserve has taken incredible action in an attempt to motivate the consumer and steer the US economy. Most of these actions have missed the mark, leaving us to deal with unintended consequences. Bubbles are all around us as commodity prices are flying, energy prices are higher, and stocks have moved up dramatically in a very short time period. Where would we be if the Federal Reserve did not intervene? As investors and as optimists, we need to ask ourselves, what will happen when the gravy train leaves town? We need to look beyond the forest to really

be able to identify the dynamics in which we now live. Currently, investors have several choices. The first two are the most obvious, yet both filled with risk.

**1) The first choice is to not fight the Fed.**

Continue to participate in the manufactured bubbles of commodities, stocks, or other assets. This will leave many at risk when the Fed’s stimulus loses its effectiveness or is removed. It leaves the investor with tremendous risk and potentially substantial loss of wealth.

**2) The second course may be looked at as the more conservative course.**

For many who have already stepped to the sideline and who are waiting for the opportunity to get back in - may watch the market move higher. They may feel the comfort of not worrying about losses, but may get frustrated and tempted to re-enter the market, chasing the returns that they may have missed. This is exactly what the Fed wants. The Fed wants investors with liquid assets to feel uncomfortable. However, there is a benefit to the conservative path. If you, like many Americans, have not changed your spending habits due to the Fed’s activity over the last two years - the deleveraging of debt and the deflationary pressure on housing, businesses, labor and other parts of the economy are at work. For those who understand their capacity for risk and can minimize it, they will be able to maximize their future purchasing power.

**I WILL SURVIVE**

Americans will be faced with certain challenges in the near future. These include higher taxes, lower benefits, inflation, increasing volatility, and numerous changes to monetary and fiscal policy. Americans that do not develop and employ strategies to deal with these challenges will find the future more difficult than those who do plan and then take action.

For most Americans, taking action starts with having a great understanding of your capacity for risk. If you understand your capacity for risk, you can then optimize your wealth. As a nation, our future is bright. We are bound by a common thread of laying it on the line in the hopes of gaining control of our own unique destiny. Today it is more important than ever to focus on what you can control, to continue to learn, understand the forces at play in our new economy, and to understand that the capacity for risk is very different than the willingness to take risk. Develop a road map that can act as the guard rails to your financial plan, protecting you from making emotional decisions. Collaborate with professionals and your centers of influence. Most importantly, it is one thing to recognize opportunity and another to understand how taking action will ultimately allow you to optimize your wealth to ensure a future of self reliance in a world tragically dependent on the hope of a magic bullet. 🌱



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# Moneysmart



## That Lucky Mr. Big!

By Robert Katch

**T**his is the second article in a series that discusses how your financial adviser is regulated, motivated and compensated. In the first article, I reviewed the two main licenses that allow an adviser to work with your investment portfolio. There are substantial differences between how Registered Representatives (RR) and Registered Investment Advisers (RIA) are regulated and it is imperative that you know which license your adviser holds. How an adviser is licensed dictates what they are allowed to do, and more importantly, sets in motion what they are motivated to do for you.

Remember that since the RR works as your agent, they do not have the authority to modify your portfolio without first

securing your approval. This “check-and-balance” is desirable because the RR is held to a lower “suitability” standard, which allows them to recommend investments that are not in your best interest. In contrast, since the RIA works as your fiduciary, they have the authority to modify your portfolio. No “check-and-balance” is necessary since the RIA is held to a higher “fiduciary” standard, which requires them to make investments that are in your best interest.

### WHY DOES ALL THIS MATTER?

In my opinion, it comes down to whether the adviser can adequately service your account during both good times and bad. After all, most clients mistakenly believe they are actually paying their adviser to

“manage” their portfolio. In reality, the difference in licenses makes servicing multiple accounts increasingly more difficult for RR’s as their client base grows.

Let’s assume Mr. RR and Ms. RIA are new advisers and each has only 10 clients. One morning they both spot an opportunity in which they wish to invest a small portion of each of their clients’ accounts. Mr. RR must call each client, one at a time, to discuss the opportunity and secure approval to invest. If he is lucky to connect with each client on the first try, and has short conversations, the process can take an hour to complete. More realistically, it can take a day or more to connect with 10 very busy people. However, Ms. RIA can efficiently make the investments in a few minutes, then report to the



10 clients on the action she has taken.

Now, let's assume our advisers grow their business to 300 clients. Mr. RR must still call each client, one at a time. Will he? Likely not as it is just too much work, and the opportunity will have long passed by the time he is able to service everyone. A project as massive as this could take weeks, or even months, to complete. So, what will he do with his time? Mr. RR will optimize his earnings and limited time by first calling his largest client, Mr. Big, and then work down his list focusing only on clients that are easy to reach, typically say yes quickly, and have large portfolios. If you are not that lucky Mr. Big and high on the AAA (accessible, agreeable, assets) list, you'll never know what you missed.

In sharp contrast, Ms. RIA can efficiently manage the accounts and make the investments within an hour, generally placing one "block" trade order for all her clients so that they all receive the same price. Remember, Ms. RIA is a fiduciary and cannot favor one client over another, whereas Mr. RR is allowed to select Mr. Big, letting him have the first chance to

buy or sell before the price changes and Mr. RR moves on to call the next client.

While it is one thing to miss an opportunity, it is quite another to be trapped in a threat. When general stock or bond market conditions deteriorate rapidly – as they did in the tech bust of 2000, the horror of 9/11 in 2001, the financial scandals of Enron & WorldCom in 2002, and the near financial Armageddon of 2008 – your question should be, "Can my adviser handle all their accounts in a timely manner?" For most advisers, and especially Mr. RR, the simple answer is no. Not only does he not have the time, he likely doesn't have the means either. Most clients would be horrified to know that their adviser does not have the systems or software to manage all their clients' accounts in a timely manner. Why should an adviser purchase sophisticated portfolio management software and analytic systems they aren't allowed to use?

#### CONCLUSION

I know that all advisers look and sound about the same. However, back in 1940

Congress and the SEC did not intend it to be that way. Clever lobbying and advertising by the large brokerage firms have blurred the differences. It's not that Mr. RR doesn't want to take care of all his clients, he just can't get around to all of them before the next opportunity, or threat, shows up and he must start all over again (at the top of the list, of course). The real issue is that his license and firm rules trump his best intentions and motivate certain behaviors. As his business grows it becomes very difficult for him to take care of all his clients in the fashion they deserve. Think back over the past few years and you'll know where you stand. 🌱

This material provided for general and educational purposes only, and is not legal, tax or investment advice. For each strategy or option mentioned, there are detailed tax rules that must be followed.



Robert J. Katch is the founder of Manchester Financial, an Investment Counsel/Wealth Management firm located in Westlake Village. For more information call 805 495 4405



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# Yourhealth



## Wellness Walking

By Ian Armstrong, MD

### TAKING PERSONAL RESPONSIBILITY FOR OUR HEALTH IN 2011

As we start a new year, many of us are thinking of our health, weight, vitality, and longevity. Plans are being made to join expensive gyms and embark on complex exercise regimes that will probably fall by the wayside. We look to consult with gurus, psychologists, life coaches and nutritionists to help us begin a healthier new year. We even have our eyes set on some new piece of exercise equipment that we hope will make us look like the guy or girl on late night TV who is using it. The more expensive and complex the equipment or plan, the more we are attracted to it.

We are a nation of “quick fixers.” We abdicate our personal responsibility for our health as we search for a pill, a shot, a potion or a new gimmick that we hope will be that “quick fix”. Even though I am a physician, a scientist and a skeptic, I still find myself buying into some of the health marketing we are all bombarded with. However, accepting responsibility for our own well-being is the first critical step to a healthier life. Quite simply, a daily walking regime is an important first step to a healthier you.

Another aspect of health that we are faced with at this time is our nation’s health care issues. A new Congress is

moving in on Washington and we read of a failing Medicare system, an overburdened healthcare system stretched to its financial and physical limits; the uninsured and the over-paid. I hear the questions asked about how our government will solve all of these problems; about how the insurance giants and workers’ compensation programs will help fix all of these issues. In other words, the responsibility of solving our healthcare problems usually centers around **“what can THEY do to solve our health care issues”**. Here again we tend to abdicate our responsibility for our health system to others. The fundamental problem is cost and not enough money to fix everyone’s health problems. There is a misperception that it is the government’s job to keep us healthy.

The harsh reality is that there just isn’t

**Around 80% of our national healthcare budget goes into treating obesity, coronary artery disease, diabetes, congestive heart failure, asthma, depression, spine problems, back pain, and strokes. Diabetes type 2 or adult onset diabetes is one of the fastest growing diseases in America and is a result of a blend of genetics, bad diet and obesity.**

enough money in any national budget to keep a nation healthy. Therefore, taking personal responsibility for our own health is the first and most important step in changing and solving many of the health care issues we face as a nation. Taking greater responsibility for your own health will have a massively positive effect on a national crisis. We only need to look at some of the environmental issues we face as a global community to understand the answers. The Green Movement has been a grass roots effort led by the efforts of all of us who recycle and make smart choices in our daily lives - from the cars we drive to the products we buy.

**THE EFFECTS OF OBESITY ON OUR NATIONAL HEALTH BUDGET**

Around 80% of our national healthcare budget goes into treating **obesity, coronary artery disease, diabetes, congestive heart failure, asthma, depression, spine problems, back pain, and strokes. Diabetes type 2** or adult onset diabetes is one of the fastest growing diseases in America and is a result of a blend of genetics, bad diet and obesity. Some call it a lifestyle disease. If one were to cut the number of Medicare patients from getting this disease in half, we would save the Medicare system (alone) billions of dollars. Here's how you make that cut: By walking for one hour a day. In fact, virtually all the medical problems I've listed above can be greatly reduced by a simple, daily walking program. Even if we were to cut only one to two percent of people with those health issues, we would save approximately a 100 billion healthcare dollars annually. Studies in the workforce have shown that unhealthy habits account for 60% to 70% of the health care costs. **Programs that encourage the elimination of smoking as well as weight reduction with light exercise - have saved companies mil-**

**lions in health care costs. Walking is always a key component of this type of program and cost-saving goal.**

Spine care alone in this country has an estimated \$90 billion to \$100 billion price tag. As a spine specialist seeing thousands of patients over the last 20 years, I would estimate that more than 50% of the visits to my office could be eliminated by a simple, daily one-hour walking regime. Dr. Scott Blatt, a prominent Westlake chiropractor says "Walking and hiking plays an important role in many of our rehab programs".

Accepting personal responsibility for our own health is the key to health, wellness and vitality. We have the power to take care of our health (and positively affect health care nationally) through a simple daily walking regime - Wellness Walking. Why walking? It's one of the best comprehensive exercise activities. It works all of the major muscle groups, affects the heart and circulation, the lungs, the core muscles that support the spine, the bones and it helps to prevent osteoporosis. It burns calories, thereby reducing excess weight and the chances of developing Diabetes type II. It has also been shown to affect our mood and mental health because of the neuro-transmitters in the brain which release serotonin, dopamine and endorphins. Walking outdoors in the sunlight is also beneficial because it helps us to produce Vitamin D. Walking has also been shown to decrease blood pressure and to reduce the incidence of strokes.

Our bodies were created to walk. It is low impact - thus preserving the back, the hips and knees. One of the most common reasons for someone to fall off the exercise wagon is injury. There is little chance of injury while walking. Most importantly, there is seldom any excuse NOT to walk. You can do it slowly or fast - just so long as you walk!

**WALKING FACTS**

- It takes a loss of approximately 3,500 calories to lose 1 pound. Walking moderately for 45 minutes for the average-sized individual burns around 200 calories.
- One can add hand movements and try Speed Walking to burn calories at a higher rate. Most of us with relatively sedentary lifestyles walk approx 2500 steps a day. In order to lose weight it is recommended that we walk 8,000 to 10,000 steps a day. An inexpensive pedometer can help keep track of this.
- For those of us who like gadgets, a pulse meter is also helpful to keep our heart rate in our target zone to optimize our walking experience (as well as keep track of the actual number of calories burned).

As we set out to follow our New Year health resolutions we should realize that the simplest solution is sometimes the best. Solving our national healthcare issues starts with each of us. Our health, lives and longevity can be changed with a simple, uncomplicated, daily walking regime. For more information and help go to : [medicalwellnesswalking.com](http://medicalwellnesswalking.com)



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# Yourhealth



## A Fine Time to Panic

All is not well in the search for an effective new drug to treat and prevent Alzheimer's disease. The time is ripe for advocacy and awareness-building. **Gilbert M. Rishton, PhD**

### A PERFECT STORM OF INACTION

During the past two years, the four most advanced Alzheimer's disease drug candidates have failed in late stage human clinical trials due to lack of efficacy. These

clinical failures represent a postponement of hope for Alzheimer's disease patients and their families. These failures also represent a staggering loss of investment by drug companies and thus have spurred

scrutiny by some as to whether or not such exorbitantly expensive Alzheimer's disease drug trials are even worth the business risk. Yet, Alzheimer's disease drug development programs appear again and again in the business projections of the major pharmaceutical companies. Why? Because in this aging society such a dramatically unmet medical need represents an immense financial opportunity. There is wide agreement that a first-in-class drug to treat and prevent Alzheimer's disease would produce \$4-10 billion in annual revenues for the innovator company. Pharmaceutical companies cannot omit such a golden possibility from their future balance sheets. But, for reasons ranging from patent expiries to government monetary policy, large drug companies have been merging and culling their research and development programs. As their internal R&D shrinks the large companies might be expected to seek promising drug candidates at smaller companies and at academic institutes. Unfortunately, our slowed economy has dealt a financial blow to the already anemic Alzheimer's disease research funding budgets at the granting agencies and, at the same time, it has sent an increasingly risk-averse venture capital community into hiding. Academics and entrepreneurs are struggling to find financial support. At a moment in human history when we might be marching forward to cure the most dramatically unmet medical need of our time, it seems we have become mired in a perfect storm of inaction. When one considers that what is at stake here is the cognitive health of our elders, and that our increasing longevity ensures 40 million Alzheimer's disease patients by the year 2050, it seems that 2011 is a fine time to panic.

### ADVOCACY AND AWARENESS. IT IS NOT "JUST PART OF GETTING OLD"

We used to call it senility. Loved ones surviving past the age of 70 sometimes became demented and then bedridden and would require constant home care and maybe even institutionalization. Patients were almost always hidden from public

view, spoken about in hushed tones, and rarely photographed. But it's all just part of getting old... isn't it? No, it is not. Alzheimer's disease is an age-related, progressive, and ultimately fatal neurodegenerative disease which gradually attacks cognitive function and overall physical health. To say that Alzheimer's disease is "just a disease of old people" is like saying that arthritis and diabetes and cancer are all too just part of getting old. Such statements are evidence of an outrageous stigma that has been attached to Alzheimer's disease and these statements are reminiscent of the similarly outrageous stigmatization of HIV-AIDS as "just a gay disease". It is not an exaggeration to say that such stigma and such silence create a virtual vacuum around the subject of Alzheimer's disease that condones inaction by governments, by the pharmaceutical industry, and by the investor community at the worst possible time. It was outspoken advocacy that overturned the hateful stigmatization of HIV-AIDS in the 1980s and it will require outspoken advocacy to reverse the stigmatization of Alzheimer's disease in the 21st Century. Patients, patient advocates, families, politicians, celebrities, journalists, scientists, venture capitalists, and philanthropists are all required to raise our collective voice to increase awareness and to demand collaborative global-scale projects to develop an effective Alzheimer's disease drug.

#### HYPE AND HOPE AND NOPE

Headlines have trumpeted new 'therapies' like gene therapy and stem cell therapy insistently describing them as "potentially new treatments for Alzheimer's disease". However, there is no such thing as gene therapy and there is no such thing as stem cell therapy. Even in the case of successful development of these, such a therapy would involve brain surgery and tissue implantation, untenable treatments for

a geriatric patient population. Furthermore, the recently developed injectable Alzheimer's disease 'vaccines' and antibodies are notorious for their inability to penetrate the brain, a crucial prerequisite for efficacy. For a chronic brain disease such as Alzheimer's a once daily pill is the best medicine. We can see present day examples of successful brain drugs that are administered orally including the antidepressants, the anti-anxiety medications, and the insomnia medications. **So, the holy grail of drug development then is to produce a pill that would delay or prevent the insidious neurodegeneration that underlies Alzheimer's disease.**

#### HOW DOES SOMEBODY GET ALZHEIMER'S DISEASE?

It is difficult to say why some people get the disease and why some people do not. It is difficult to pinpoint a cause of the disease. We can say with some certainty, however, what does not cause the disease. Alzheimer's disease is not genetically inherited. It is a sporadic disease and its incidence seems to be only strongly related to age. So, for better or for worse, we all have about the same chance of getting the disease. There have been many claims that certain genetic markers can predict that a person will be afflicted. But, after much study of the complex constellation of genetic markers we find mainly unpredictability. Alzheimer's disease is apparently not caused by an environmental factor or a toxin, though now a strong association with head and brain trauma is coming into focus. Lifestyle choices including nutrition get much attention. The key role of dietary antioxidants, particularly the xanthophyll carotenoids found in red salmon, kale, and spinach and their effects on age-related disease were detailed previously in the July 2009 issue. Importantly, the positive effects of lifestyle choices and nutrition are realized over decades and, unfortunately,

cannot reverse the brain damage associated with Alzheimer's disease once it has progressed. As we make good lifestyle and nutrition choices throughout life we should not obsess on finding the instant fountain of youth but a sustained fountain of good health.

#### FUNDING AND FOCUS. WE WANT A NEW DRUG

New brain imaging technologies such as MRI have generated much excitement in the expectation that high resolution pictures of the brain might diagnose Alzheimer's disease and chart the progression of the disease over time. While this is true, the presence of effective diagnostic techniques in the absence of an effective medication creates a painful irony for the Alzheimer's disease patient and their family. These imaging technologies will do the most good in support of new drug development by measuring the effectiveness of new drug candidates in future human clinical trials. Again, above and beyond anything else at this point, we require new drug candidates. Given this, the pharmaceutical industry and the government agencies become our most important partners moving forward. Alzheimer's disease patients, their families, and all we advocates are well-advised to communicate this to our government, to the funding agencies, to investors, and to the pharmaceutical companies. It is time to inspire a global collaboration for good; a political, industrial, academic, and capitalistic collaboration to treat and prevent a disease that threatens our very evolution as a species. 🌱



Gilbert M. Rishton, PhD is a medicinal chemist and Director of the Channel Islands Alzheimer's Institute at California State University, Channel Islands. For more information go to: [www.csuci.edu/alzheimer/](http://www.csuci.edu/alzheimer/)

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# Mammoth Winter Fun

**Photography: Peter Morning/MMSA**

In just over 5 hours of pleasant driving conditions, you can escape to one of the best climates in the world where there's plenty of powdery snow covering 3,500 acres under one of the bluest skies on this earth. Mammoth Mountain, the tallest ski resort in California (peak elevation of 11,053 feet), is one of the rarest climate microcosms. It's shrouded in dry, white snow - yet you can ski and snowboard in relatively warm conditions with bright sunshine that will tan you as you play (don't forget the sun block!). With over 3,100 vertical feet, the mountain is a veritable play destination for plenty of thrills. Of all the winter resorts we've visited, we think that Mammoth boasts some of the best skiing/snowboarding conditions with the virtual assurance of over 300 days of sunny, clear conditions and fluffy snowfalls.

Mammoth is also one of the least expensive winter fun resorts - making it a popular choice for students or families on a budget. November through June is the typical time period for winter sports. With this season's early rains and high-altitude snowstorms, Mammoth has a really thick base of snow and it will only get better as the winter season progresses. So, grab your skis and snowboards, head up to Mammoth, and bring on the smiles and the fun.





### PIPES AND PARKS

With seven parks and three half pipes, there's riding for all ability levels. There are a lot of new improvements planned for this winter, including two AcroBags – two air bags for learning new tricks with minimal risk.

### THE SCENIC GONDOLA

Hop on the Panorama gondola and in 14 minutes you'll be on the highest lift service peak in California. From the 11,053-foot summit, you can see for 400 miles in every direction on a clear day. Visit The Sierra Café for an incredible view.

### SKI & SNOWBOARD SCHOOL

Take a private or group class with knowledgeable instructors who will improve your skiing and riding.

### CROSS COUNTRY SKIING

The serene, tree-lined trails of Mammoth's scenic Lakes Basin has 19 miles of freshly-groomed skating, classic and snowshoe trails for all abilities. In



the tranquility of the backcountry, the only sounds you'll hear are the winter birds.

#### SNOW MOBILES & SNOWCAT TOURS

**Mammoth Snowmobile Adventures** will provide you with experienced guides and top-of-the-line equipment so that you can access Mammoth's epic backcountry, including thousands of acres of trails, pristine snow, endless meadows, historic landmarks and lush pine forests. You can take a ride in a luxury snowcat for the most unique dining experiences in the Eastern Sierra. With three different tours to choose from—options range from outdoor picnic tables to a contemporary and cozy private restaurant featuring a panoramic view of the mountains.

**Mammoth is also one of the least expensive winter fun resorts - making it a popular choice for students or families on a budget. November through June is the typical time period for winter sports. season progresses.**

#### ACCOMMODATION

There are several places in which to stay including very reasonably-priced lodging. There's the **Mammoth Mountain Inn, The Village Lodge, Juniper Springs Resort**, and **Tamarack Lodge & Resort** - just to name a few.

#### DEALS

**Book a slope-side lift and lodging package starting at \$99 per person/per night during value season or \$144 per person/per night during regular season.**

- Offer valid for arrivals Nov. 11 - Apr. 30, 2011.
- Two-night minimum.
- Lift and Lodging includes one ticket per person per night staying 2 to 30 nights.

#### FLIGHTS

There are year-round flights to Mammoth with free airport to hotel transportation when staying slopeside at one of Mammoth's resort properties. 

For all resort reservations and purchases call 800.MAMMOTH/800.626.6684.

Physical Address:

1 Minaret Road, Mammoth Lakes, CA 93546

[www.mammothmountain.com](http://www.mammothmountain.com)





# THE CZE

Český Krumlov on the Vltava  
River where there are restaurants,  
kayaks and people enjoying life.



# CZ REPUBLIC

STEEPED IN ROMANTIC BEAUTY, HISTORY AND CHARM • STORY & PHOTOGRAPHY BY SCOTT BLATT

Since 1945, the part of Europe in which the modern-day Czech Republic is found, endured a tumultuous time as it fell under Soviet communist rule and then subsequently got carved up into regions. With the official fall of the 'Iron Curtain' in 1989, many foreigners, especially young people, moved to Prague, the capital city. In 1993, Czechoslovakia split into two countries and Prague became the capital city of the New Czech Republic. That's the history behind this fascinating region.





pension  
u zámku

HISTORICKÉ  
SKLO & REPLIKY  
Zámecké nádvoří II  
PRODEJ - SÁLK - VÝROBA

The romantic town of Český Krumlov on the Vltava River



Český Krumlov

From a tourist's perspective, the Czech Republic is probably one of the most beautiful and romantic places you'll ever find. Unlike other parts of Europe where cities are vast metropolises with plenty of hustle and bustle, The Czech Republic has retained something of a by-gone era. You feel like you're in another time zone when you arrive because that 'village feel' is still very present. The centuries-old buildings have been beautifully maintained; the food is excellent and I found the people warm and welcoming. An extra incentive to visit is the fact that the Czech Republic does not fall under the Euro currency so Americans can still visit this part of Europe where the \$US can still go far.

In this Travelscapes, we're highlighting two cities in the Czech Republic: **Český Krumlov** and the capital, **Prague**. Both are exceptionally beautiful, but I admit to being completely entranced by **Český Krumlov**.

#### ČESKÝ KRUMLOV

With little over 14,000 inhabitants, the town is located in Southern Bohemia in the Czech Republic. Like Prague, it is situated on the Vltava River and is full of Baroque buildings, housing cafés and bars. It features a spectacular castle (the second largest in the Czech Republic) and an old-town square. It's a particularly romantic place – so much so that while I was taking a picture, I waited to see if a couple would move out the way so that I could shoot the picture. Instead, they spontaneously gave each other a kiss and embraced. There's very much that 'love in the air' feel about this region. The town's appearance is little changed since the 18th century and the buildings have been well maintained and restored. This area is very popular among tourists who outnumber the local population in the summer.

From Prague and other nearby cities or towns of Bohemia, getting



Downtown Prague



**UNLIKE OTHER PARTS OF EUROPE WHERE CITIES ARE VAST METROPOLISES WITH PLENTY OF HUSTLE AND BUSTLE, THE CZECH REPUBLIC HAS RETAINED SOMETHING OF A BY-GONE ERA. YOU FEEL LIKE YOU'RE IN ANOTHER TIME ZONE WHEN YOU ARRIVE BECAUSE THAT 'VILLAGE FEEL' IS STILL VERY PRESENT.**



to Český Krumlov by public bus is easy, fast and cheaper than by train. Furthermore, both bus stations that arrive in town are a 10-minute walk from the main town square.

#### PRAGUE

Prague is the Czech Republic's capital city. It is one of the larger cities of Central Europe and has served as the capital of the historic region of Bohemia for centuries. It's an enchanting city of bridges, cathedrals, gold-tipped towers and church domes. It's been mirrored in the surface of the swan-filled Vltava River for more than ten centuries. Almost undamaged by World War II, Prague's compact medieval center remains a wonderful mixture of cobbled

lanes, walled courtyards, cathedrals and countless church spires all in the shadow of its majestic 9th-century castle that looks eastward as the sun sets behind Prague. Prague is also a modern and vibrant city full of energy, music, cultural art, fine dining and special events catering to the independent traveler's thirst for adventure.

#### PRAGUE'S HISTORY

Historians may find it interesting to know that Prague was founded

in the later 9th century, and soon became the seat of Bohemian kings, some of whom ruled as emperors of the Holy Roman Empire. The city thrived under the rule of Charles IV, who ordered the building of the 'New Town' in the 14th century. Many of the city's most important attractions date back to that age. The city also went under Habsburg rule and became the capital of a province of the Austro-Hungarian Empire. In 1918, after World War I, the city became the capital of Czechoslovakia.

Prague at night: Charles Bridge



#### WHY VISIT THE CZECH REPUBLIC?

My trip to the Czech Republic was well worth it on many fronts: I found it quite different to other parts of Europe where modernization has – frankly- taken away some of the European charm that I very much enjoy. I found this region enchanting in so many ways – from the quaintness of the village sidewalks to the way in which people savor all the little idiosyncrasies that make up old-world Europe. What’s interesting is how the younger generation really seem to enjoy what the Czech Republic has to offer – not least of which are its incredibly beautiful women! 🇨🇪

**HISTORIANS MAY FIND IT INTERESTING TO KNOW THAT PRAGUE WAS FOUNDED IN THE LATER 9TH CENTURY, AND SOON BECAME THE SEAT OF BOHEMIAN KINGS, SOME OF WHOM RULED AS EMPERORS OF THE HOLY ROMAN EMPIRE.**



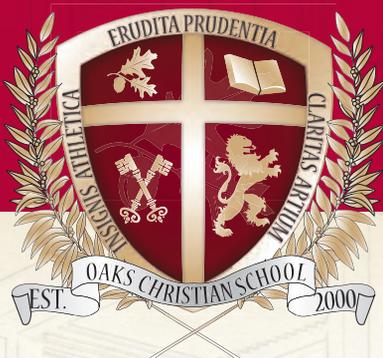
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