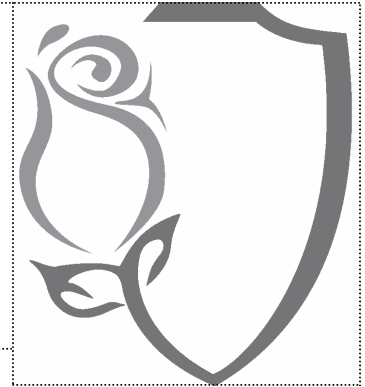


COMMUNIQUE

December 2010

Volume XXVIII Issue X



Operation Santa

Letter Readings @ The Curtin House:

- Dec 7th 7:00 PM - 9:00 PM
- Dec 9th 7:00 PM - 9:00 PM
- Dec 14th 7:00 PM - 9:00 PM
- Dec 16th 7:00 PM - 9:00 PM
- Dec 21st 7:00 PM - 9:00 PM
- Dec 23rd 7:00 PM - 9:00 PM

Toy Transfer on Dec 23rd 8:00 AM

Toy Sorting on Dec 24th 8:00 AM - 1:00 PM

Toy Distribution on Dec 24th 4:00 PM - 9:00 PM

Clean Up on Dec 26th 8:00 AM

By Matt McClain

Since 1935, the Pasadena Jaycees have been delivering Christmas gifts to the underprivileged children of Pasadena and surrounding communities on Christmas Eve. Last year over 120 people unselfishly gave their time on Christmas Eve to dress up as Santa, Mrs. Claus and Santa's helpers. They delivered between 5,000 to 6,000 toys to children who had written letters to Santa Claus and greeted them by name. Over 1,500 letters were read and processed last year before Christmas Eve. The local United States Post Office has, for over 60 years, delivered these letters to the Pasadena Jaycees. In addition, the Op Santa committee encourages local schoolteachers and parents to ask their children to write to Santa Claus through a program we have developed with the Pasadena Unified School District. We have delivered toys to generations of families making this our most widely recognized community service project for the past 75 years.

Program Sales

By Jed Leano

Come one, come all, and help with the sale of over 20,000 official game programs at the Rose Bowl game, January 1, 2011.

The committee has been working very hard and having countless meetings with Tournament, vendors, and other groups who will all come together to help the Rose Bowl game a huge success. If you love sports, and love tradition, this project is the perfect way to participate. Also, it pays for free membership for one year! Contact John Marty at (760) 445-5652 if you want to help out.





The Purpose... Editor's Note

of the Pasadena Jaycees is to be a positive force in the Pasadena area, determining community needs, providing solutions by planning, and running community service projects. While serving the Pasadena community, our members cultivate great friendships and receive hands-on experience, which translates into personal growth and the development of valuable leadership skills. This is the Jaycee concept.

communicate@pasadenajaycees.org
View the Commuqué online at:
www.pasadenajaycees.org

Welcome to the December 2010 issue of the Commuqué. Any suggestions are always welcome and I will do my best to continually improve our monthly Commuqué.

Membership Fees

New Member:

\$75 individual

\$130 married couple

Renewal:

\$65 individual

Membership Has Rewards...

Expand your social circle
Get involved in community events
Take advantage of networking opportunities
Build your project management and professional skills
Represent the chapter at state and national events

The Pasadena Jaycees 2010 Board of Directors

Henrik Helgesen	81st President	818-662-5020
Jed Leano	Chairman of the Board	818-269-7102
Joel Esparza	Secretary	626-339-6967
David Vivas	Treasurer	626-533-1251
Branden Boucher	Vice President, Community Service	661-547-3773
Michelle Lai	Vice President, Membership	626-616-3143
Deanna Olsen	Vice President, Membership	626-696-7119
Nelson Peralta	Community Service Director	818-430-5334
Alex Gingrich	Individual Development Director	818-919-0159



Tree Lighting at One Colorado

By Branden Boucher



Once again, the Pasadena Jaycees were honored to participate in the One Colorado Tree Lighting ceremony. Each year One Colorado starts off the Christmas season with the lighting of a gigantic Christmas tree in the middle of the court yard at One Colorado. The spectacle included live music, a children's choir, the Rose Queen and her court, hot coco and cookies, a classic Christmas movie on the big projector screen and, of course, pictures with Santa.

This year, under the direction of One Colorado's Ana Maria Munoz, the Jaycees were able to help supply support for the distribution of the coco and cookies, stroller valet, handing out the VERY important "magic dust", which the guests throw in to the air to light the tree, and most of all, organizing the pictures with Santa. A big thank-you goes out to all of our volunteers who helped us this year! We could not have done it without you. And thank you to all of the Jaycees who helped to organize this event especially the Operation Santa Chairperson Matt McClain, Deanna Olsen and Michelle Lai. Last but not least, we must thank all of the wonderful people who donated so many toys and money. These donations will be going to children around the Pasadena area. As the main focus of our Operation Santa, they will be distributed on Christmas Eve by dozens of volunteer dressed as Santas and Ms. Clauses.





On Friday November 12th the 72nd Annual Rose Queen's Breakfast was

Queen's Breakfast

held in honor of this year's Rose Queen, Evanne Friedmann and her Royal Court. The day started out with the Pasadena City College Trumpeters announcing the court with their Mothers who were escorted by the Pasadena Fire Department #33. The Pasadena Honor/Color Guard presented the flag and colors and the day started off with an introduction of each of the Royal Court Members, and the Queen. As always this day is for the court to honor their mothers and give tribute and thanks for their continuous love and support throughout the years. Laughter and tears roared throughout the crowd as each member of the Royal Court told their own personal story about how their mothers have been there for them. With over 175 guests attending the event which included family members, Pasadena City Officials and the Tournament of Roses, this exciting event was enjoyable to all.

By Lindsay Rees

**We would also
like to thank
Queen's Breakfast
our sponsors...**



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Marion Wilks
Charmaine Shryock Bailey
Dorothy Searl
Linda Ledden Doshier

Operation Gobbler

By Scott Pool

On November 21, 2010 the Pasadena Jaycees, along with Friends in Deed House and dozens of community volunteers, distributed Thanksgiving meals to over 255 local families in need. This annual event, cleverly called Operation Gobbler, has been organized by the Pasadena Jaycees since 1987, when Jaycee members Nancy Elchones, Phil Raycraft and honorary life member Jay Rinehart founded the project. According to Jay, Nancy was of Jewish heritage and "felt that it would be nice if some of her brethren who may not be comfortable with Operation Santa could participate in a project that they could whole-heartedly embrace." Since then, our humble chapter has collected, sorted and distributed food to thousands of needy families in the San Gabriel Valley.

Starting this past August, committee members began planning this year's Operation Gobbler with high expectations. One of the biggest changes I wanted to implement this year as chairperson was an updated look and brand to the project. Commissioning the help of a Montrose-based film signage company, Sign Set, and an Art Center graduate and Hollywood animator named Grace Lee (a 2009 Operation Santa volunteer), I was able to produce new vinyl banners and updated flyers for our food drives. I would like to personally thank both Sign Set and Grace for donating their precious time and expensive equipment to our cause. We wouldn't have been nearly as successful this year without their help.

On Saturday, October 30th at 9am (painfully early considering this was the day after the annual Jaycee Halloween party), volunteers began asking patrons at two local supermarkets to donate food. Three weekends later, we counted 4900 individual food donations along with \$2800 in cash donations! (To give some comparison, the average number of individual food donations for the previous two years was around 3000 items. The increase this year allowed us to be a little more generous with the amount of food we gave to each family.)

This year's Operation Gobbler did not come without a few challenges, however. After an initial estimate of 200 families, Friends in Deed told us that they had 257 families sign up. Without wanting to disappoint our neighbors, we were able to accommodate this increase without an increase to our budget. We were able to accomplish this because of an excess of food donations and a heavily discounted price on turkeys and pies given to us by the Ralphs on Lake Avenue and the Pasadena Baking Company, respectively. We also had a second grade class at Longfellow Elementary School hold a mini food drive of their own, raising enough food (including turkeys) for three large families.



As chairperson, I had the distinct pleasure of working with a fine committee. I'd like to extend my sincere thanks and gratitude to Michelle Lai, Branden Boucher, Deanna Olsen, Anjali Agrawal and, of course, Jay Rinehart for making Operation Gobbler 2010 both fun and successful. I'd also like to thank 2010 President Henrik Helgesen for his support, Chairman of the Board Jed Leano for waking up ridiculously early on a Sunday to help pick up turkeys and pie, and last year's chairperson, Dawn Pace, for her wise and much-needed advice. Lastly, I can't forget to thank the additional 60+ volunteers, who came to us from every corner, for donating their time and energy throughout the project. Operation Gobbler has always been about a community of volunteers coming together to help those who need it and this year certainly held true to those founding principles that Nancy, Phil and Jay created twenty-three years ago.





Pasadena Junior Chamber of Commerce
474 West Walnut Street
Pasadena, CA 91103

Upcoming Events

Thursday, Dec 9th - Saturday, Jan 1st 2011

Letter Reading 7pm-9pm

We will have letter reading every Tuesday and Thursday to the 23rd of December. This is the part of Operation Santa where we get to read the letters from the children and see just what it means to them to have Santa visit.

Wednesday, December 15th 6pm-8pm

Noor is a trendy new bar in the Paseo where the Jazz Institute use to be. This mixer will be a great way to enjoy free appetizers from world-class chefs, learn about upcoming community service projects (including Operation Santa), and talk with new and experienced members.

Friday, December 17th 7pm

Following with tradition, we will have our classy Holiday party thrown by the Pasadena Jaycees. As one of our more formal events, we look forward to showing a more elegant side of the Jaycees. The cost is \$15 at the door or an unwrapped toy valued at \$10 or more.

Friday, December 24th 8am-10pm

Operation Santa, our longest running event, is close at hand. We will need plenty of help sorting the toys in the morning and then delivering the toys in the evening. Come help make this a very special Christmas for more than 3000 children.

Saturday, January 1st 2011

The Rose Bowl is just as big an event for the Pasadena Jaycees as it is for College Football fans. We get to be there for the game, selling the programs and meeting the people. Not only is this a huge event, but it will also pay for your membership! That's right, help with this event and we waive the \$75 membership fee!

COMMUNIQUE

The Monthly Newsletter of the Pasadena Jaycees

Editor: Branden Boucher

communique@pasadenajaycees.org

Policies

Enjoy reading this publication, and please contribute any news, photographs, or other notices that would be of interest to our members! You'll notice regular features, and timely news articles in every issue. Every effort is made to ensure quality and accuracy of the content. Submissions may be edited or omitted without notice, at the discretion of the Editor.

Have you moved?

Update your information at www.pasadenajaycees.org or
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