

The Pleasant Valley Villager

LEISURE VILLAGE,[®] CAMARILLO, CALIFORNIA

Vol. 2 No. 2

April/May, 1974

FORE!



What is manicured, clipped, pruned, watered and green all over? The Leisure Village Par-3 Golf Course; that's what; and Sunday afternoon, March 31st, was its Grand Opening.

After a week of rainy weather, the skies cleared, the sun shone brightly, and the balmy breezes returned to Pleasant Valley just in time to provide us with sensational weather for the festivities. P. G. A. Professional Jerry Barber (left) was on hand to give us duffers a clinic on the shot-making technique that made him National P.G.A. Champion and Ryder Cup Team Captain in 1961. Jerry proved that his skills had not diminished one iota as he put shot after shot right on the pin.

The brief formal portion of Opening Day preceeded Jerry's clinic with a ribbon-cutting and "first ball" ceremonies. Representing Leisure Technology of California, the builders of Leisure Village, was Jerry Lawrence, President, and Bob Dull, General Sales Manager. Bob acted as M.C. for the day, doing his usual fine job. Miss Camarillo, Vanessa Fuller, was also there as were Mayor Stan Daily, Mary Gayle, and Rod Moore of the City Council to lend their support. After Jerry Lawrence cut the ribbon (skillfully), hit the first ball (less skillfully), and Vanessa hit the second ball the Grand Opening Tournament began.

Participants in the Tournament were Leisure Village residents and their guests, with awards going to the first three finishers in each of three groups, Men, Women and Special Guests. These awards were presented by Bob Dull after the players had finished their rounds and had congregated at the "19th-Hole" in the community Recreation Center. The men's trophy winners were, Jack East, first; Penney Pearson, second; and Lew Bryant, third. Jack's wife, Christie East, kept pace with her spouse by taking first place honors for the girls, with Frances Pearson and Peg Jensen tying for second. The Special Guest Awards went to Al Olsen, first, with his wife, Bea, tying Camarillo City Councilman Rod Moore for second. The "Duffers" Trophy went to Mabel Fosse, who had the most trouble getting that little white ball into the cup.

It was truly another great day at Leisure Village. Jon Anderson, Golf Course Superintendent, and his boys have gotten the course into A-1 condition and the Villagers are now out on it almost every day shooting for birdies and soaking up the Pleasant Valley sunshine.

Please Ask for
C. PARK YORK

FROM THE BEGINNING: REFLECTING BACK



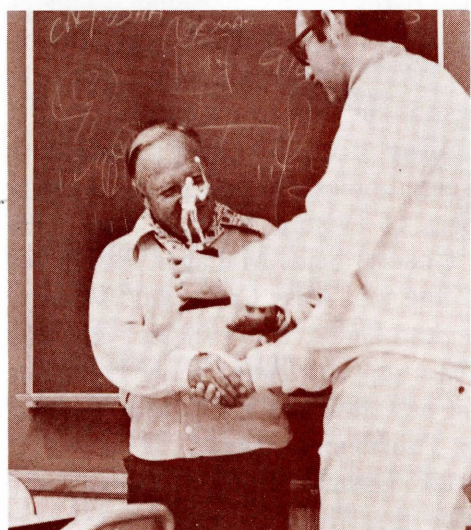
LEISURE FAIR Manager, Al Roth, is shown here helping Martin and Vivian Andresen select draperies and carpeting for their new home in Leisure Village.

IT'S LEISURE FAIR FOR FASHIONABLE FURNISHINGS

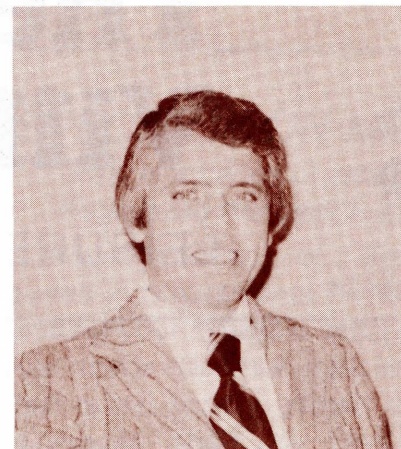
Leisure Fair was formed to enable the new or the established homeowner within Leisure Village to have a complete one-stop location to take care of their basic home furnishing needs. In making these various needs available under one roof, it eliminates the running here and there that many people have had to put up with. In essence, Leisure Fair has developed a selection for the homebuyer that will cover the basic choices that come with the home, as well as many fine upgraded items. These include such things as: Appliances, drapes, vinyl flooring, carpeting, mirrored wardrobe doors, garage door openers, patio extensions, roofs or fencing, and wallpaper.

Our manager, Al Roth and his associate, Ed Dybwad, have their office open seven days a week to assist you in your selections, whether they be for just the standard items or for the many fine upgraded products. Mr. Roth, with 19 years experience in the home furnishing and design field, has put together a selection of merchandise that anyone would be proud to have in their home.

Whether it be for buying, browsing, brain picking or brew (coffee, that is!) they are always there for your service and convenience.



THE CHAMP - Jim Samson, Camarillo Chamber of Commerce President, presents the winner's trophy to Jack East at the awards presentation after the Grand Opening Tournament. Jack needed a three over par, 30, to beat out the competition and take the day's honors.



By: *Jim McBride, Assistant Sales Manager*

A year ago this month, I came to Pleasant Valley for the first time. Excited as I was about starting a new job, I must admit I had to reassure myself there was nothing significant about starting with a company on April Fool's Day!

As Bob Dull and I sat in the unfinished garage of the El Dorado Model putting directional signs together, I listened as he described how this "project" would become a community. Thus began something akin to a faith experience, for we were asking those people who would fight their way down to the models to believe that what we were describing would actually come to pass.

There were no roads; there were open ditches all over the place which had to be negotiated; the recreation center consisted of wooden corner stakes with little red tags showing the outline of the building; there were no golf course, tennis courts, picnic area, or shuffleboard courts; there wasn't even a hole in the ground where the pool would be. We'd stand in that garage, point off towards the mountains and paint word pictures about what was going to rise up out of the ground within the next few months. Bob told me what would happen and how the people would come---and come they did.

What an experience it has been to watch these things happen and to be a part of it. It's a pleasure to see those who came so early in the construction return, many of them to purchase, but all to comment that everything we told them *would* happen, *had* happened. And it's far from being completed. Each day the people at Leisure Technology are working to improve what we've brought this far, and to innovate ideas to make it better.

Is this Utopia? I don't know that there is such a place. Is this the finished product? Certainly not. But for those who chose to make this their home, there is the assurance that a feeling of pride underlies every decision that is made by the people at Leisure Technology, and this pride will only serve to improve what has been accomplished to this point.

We've come a long way in these short months and the prospect of what the future holds is dynamic. Being a part of its growth is still exciting and will continue to be for me. I look forward to being a part of this community and sharing in its successes with you.

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THE POETS CORNER

SPRING COMES TO THE MOJAVE DESERT

By Iola T. Podewils

Sage thrashers weave their twiggy nests in the thorny brush.
Happy harbingers!

Golden California poppies shimmer in the bright sunlight.
Chryso-carpeting!

Clusters of slender purple lupine sway rhythmically with the wind.
Blossomy ballet!

Flame-red ocotillos light up sandy hillslopes.
Candelabras!

Purple haze of sand verbenas covers dull beige roadsides.
Royal raiment!

Sage thrashers perch in Joshua trees; warble ecstatically:
"ENJOY! ENJOY! ENJOY!"

(Mrs. Podewils is a Leisure Village at Pleasant Valley resident)

Springtime Fashions Debut at Leisure Village



BY DOTTI EASTMAN, RECREATION DIRECTOR

Dale Carnegie, that sage counsel who knew how to win friends and influence people, once said: "One of the most tragic things I know about human nature is that all of us tend to put off living. We are all dreaming of some magical rose garden over the horizon...instead of enjoying the roses that are blossoming outside our windows today."

I wish I could take Mr. Carnegie by the hand and guide him on a tour of Leisure Village. He would quickly see that the "magical rose garden over the horizon" is a beautiful reality now for more than 100 residents...with many more to come.

Not only are real roses showing up here and there, but lettuce, squash, tomatoes and, you name it, are growing like crazy in the Village gardens and you can almost see the vitamins jump out of the ground!

Since our last issue of the Villager, the long-awaited golf course had its inauguration. And, as you know if you were here, Pro, Jerry Barber made the whole game look as easy as hop scotch as he 8-ironed a bucket of balls to the first green with only two or three out of putting range. The course is in excellent condition and provides a challenge to those of you who like to prove your mastery over that little white ball.

Your Recreation Department is spinning like a top with activity ideas and we are pleased over the way you are taking part! Can you believe it? There were twelve people in our pool...at the same time...the other day! Of course, with our big, beautiful pool there's room for at least 473 more without anyone feeling crowded.

As you will see elsewhere in this issue, there is something going on for your pleasure, entertainment, or edification all the time. Ceramics, swimming, gin-rummy, sewing, bingo, lapidry, bridge, meet your neighbor get-togethers, mens' activity night, woodworking, shuffleboard, movies, and pot luck suppers (which should be called "supers" because they really are!), are designed to answer your desire for creativity, social contact, skill acquisition...and eating! spliced into the spare time (if you have any) your Recreation Department has scheduled fun trips to look at desert flowers, to Santa Anita to see your money grow...or go...and on and on.

Well, like the rule for public speakers... "Nothing can be said after 40 minutes that amounts to anything," we close with this reminder: your Recreation Department is here to benefit you, to help you to do whatever you want to do. Our door is always open. We are here to serve you.



LEISURE FASHIONS — Jean Capitano (top) steps gaily in her multicolored print dress, while Nick DeSimone displays "streaking" L. V. style. Streaking to the tennis courts, that is.

Spring was in the air at Leisure Village on March 26th when the Annual Spring Fashion Show and Luncheon was held in the Village Recreation Center. Ruth Ellis, proprietor of The Ladi Bug, presented many fashions from her Spring and Summer collection. The fellas weren't left out either, as Bob Kildee of Bob Kildee's Shop For Men displayed what's new for the active man. The styles shown were selected for comfort and easy care and covered every occasion from tennis ensembles to casual wear to long evening dresses for the ladies.

The models for the show were Nell Boyd, Martha Bushell, Jean Capitano, Piff DeSimone, Catherine Hopkins and Irene Solomon for the ladies wear. The men were ably represented by Nick DeSimone, Larry Obrey, Joe Romero and Les Solomon.

Prior to the fashion show, a luncheon was served consisting of Chef Salad, breadsticks, ice cream, coffee and fruit punch or vodka punch. Fine piano music was provided by Cay Eckmier.

We're happy to report that the "chemise" and "Nehru-collar" are still OUT.

The "Villager" Is Your Newspaper

We want this newspaper to be for you and about you. Therefore, we invite you to contribute and to participate in it, because only that way will it truly be *YOUR* newspaper. Have you recently been somewhere "off the beaten trail"?... Let us know. Have you written poems or articles that no one will publish?... we will. We'll even welcome photos or funny stories (Rated "G" only, please). Material can be dropped off at the office in the Recreation Center. We'd love to hear from you!



THE POTTER'S WHEEL -

Pottery making is one of the oldest crafts known to mankind, and Peg Jensen (above) is actively carrying on the tradition in the Recreation Center's Ceramics Room. "Throwing" a pot really isn't as easy as Peg makes it look, but with our weekly classes and a little practice, anyone can enjoy this worthwhile hobby.



....WHEN A YOUNG MAN'S HEART....April 1st was a special day for the Leisure Village family. That's the day that our own Sam Sorce and his new bride, Gladys, (above) were wed in La Jolla. Their's was the first marriage for Leisure Village and on behalf of all of us at the "Village" may we extend a warm CONGRATULATIONS to the newly-weds.

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CALENDAR OF EVENTS

APRIL/MAY

WEEKLY CLASSES AND ACTIVITIES

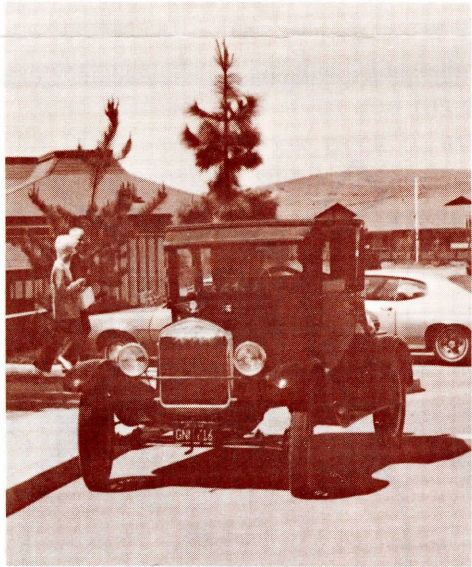
Monday	9:00 a.m.	Ceramics
	10:00 a.m.	Swim and Stay Trim
	1:00 p.m.	Gin Rummy
Tuesday	9:00 a.m.	Sewing
	2:00 p.m.	Bingo
Wednesday	9:00 a.m.	Lapidary
	10:00 a.m.	Swim and Stay Trim
	7:00 p.m.	Bingo
Thursday	2:00 p.m.	Bridge
Friday	10:00 a.m.	Swim and Stay Trim
	2:00 p.m.	Meet Your Neighbor
	7:30 p.m.	*Movie -or- *Men's Activity Night
Saturday	9:00 a.m.	Woodworking
Sunday	2:00 p.m.	Shuffleboard

* Every other Friday Night

Our next movie will be April 26th; it will be Billy Rose's *JUMBO* starring Doris Day and Stephen Boyd. On May 10th our movie will be the suspense-filled *FOREIGN CORRESPONDENT*, directed by Alfred Hitchcock and starring Joel McCrea. On May 24th we'll be showing *THE FIVE PENNIES* starring Danny Kaye as Red Nichols. June 7th will be the Orson Wells' classic *CITIZEN KANE*, still one of Hollywood's all-time great movies.

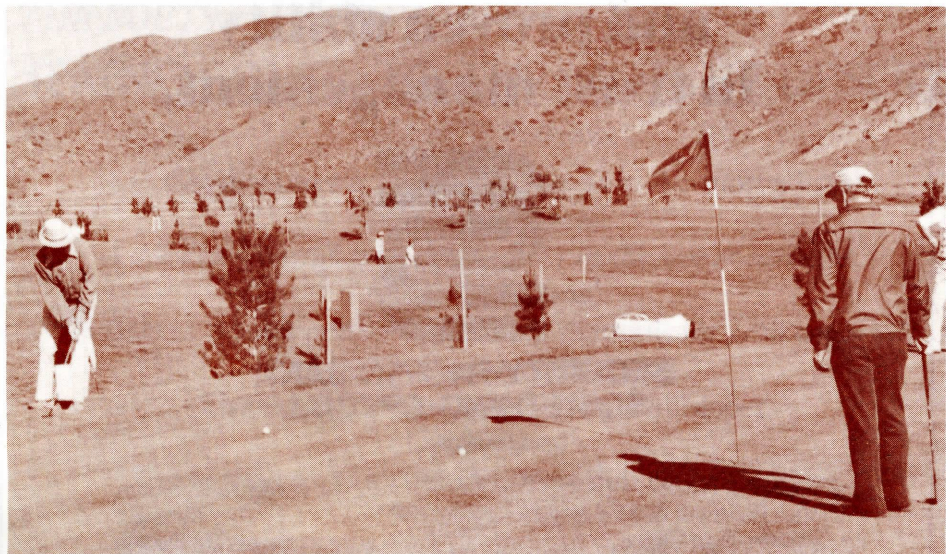
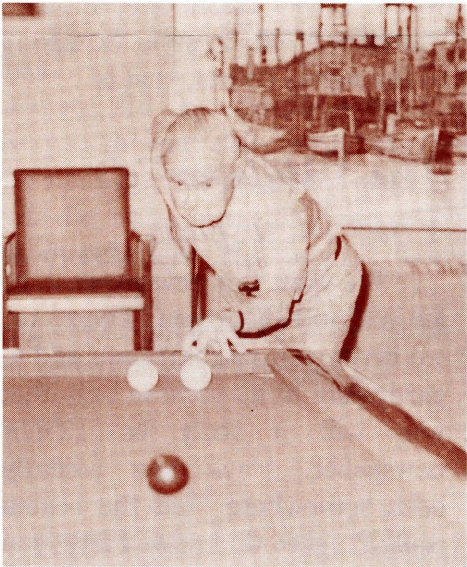
SPECIAL EVENTS

May 12	11:00 a.m.	Mother's Day Brunch
May 18	8:00 p.m.	Come as You Are Dance
May 29	2:30 p.m.	Carol Larsen, Home Economist
June 15	8:00 p.m.	Las Vegas Night (Casino and Buffet)



AROUND THE VILLAGE - Frank and Bodil Faulkner take a Sunday drive in their 1926 Model "T" Deluxe Coupe (left). The Faulkners got the car in 1961 and it took Frank five years to restore it himself to its present "mint" condition.

John Bowman (right) displays the concentration needed to make this three-cushion billiards shot in the Recreation Center Billiards Room. Even though the Rec. Center has several pocket-pool tables, John plays the no-pocket variety exclusively, stating that it's "more challenging than the other kind of table."



"YOU DRIVE FOR SHOW BUT YOU PUTT FOR DOUGH", that's what these fellas found out Opening Day.

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SPECIFICS ON MONEY MANAGEMENT

First in a series of articles by *Judson Wilcox*
Registered Principal N.A.S.D.

A proper concept of "Money Management" need not be shrouded in professional verbage or mysterious phrases. It is simply putting your available dollars where they will contribute properly to your needs and your objectives.

Four prime factors prevail when discussing successful money management. They are: time, taxes, inflation and risk. The importance of each is determined by your individual situation and yet one cannot be properly evaluated without consideration for the other three. Whether you are employed or retired it is virtually impossible to achieve or retain the financial security we all seek without a basic understanding of these four factors and the impact they have on our finances daily.

The next issue will discuss "Favorable Tax Treatment" or how legal tax deductions can be used rather than loopholes to increase your spendable income from investments and/or savings plans.

Personal questions relative to money management will be answered by calling our service line (805) 963-4377 collect.



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A LEISURE TECHNOLOGY
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STEVEN PINSKER
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INQUIRIES & COMMENTS ARE WELCOME
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