

Beverly Hills Council, Navy League of the United States

President's Year in Review - 2014



Best Wishes for a Happy New Year, fellow Members!

2014 was an exciting year for me, beginning with my swearing in on April 12. Ronald Dutton had served for eighteen years as our President. Ron and Sey Ulansey immediately began my indoctrination into our club's sole fundraiser, the Malibu Beach Party. Accompanied by Raphael Magana, we visited past and new donors regularly over the next three months. Our donors responded with amazing and supportive generosity, and Malibu and Los Angeles press websites graciously published my press releases in online events calendars as an open invite to the community.



In the meantime, I joined Ron, Raphael and Board members Gwen and Jim Hinton on May 2 at the UCLA NROTC graduation ceremony. Gwen and Jim generously donated the sword presented to next year's senior class leader on behalf of BHC. Gwen presented the sword; her photograph is posted on our award-winning website, tirelessly maintained by Michael Poles. You'll find it at www.bevhillsnavyleague.org. Take a look, and send your compliments to Michael. You can see our Board Members and review 2014 Board Meetings minutes.

On Memorial Day, The USCGC Halibut included four of our members in a day sail to Catalina Island. The trip included the promotion ceremony of its skipper, Lt. Ryan Fox, to full Lieutenant. BHC members Paula and Allan Bertik, their daughter and I enjoyed meeting the crew. It was a beautiful day at sea and on the island. The USCG Air Station, which we also sponsor, had family aboard, and sent a helicopter to escort the cutter for a portion of the trip. The Bertiks are members of the Del Rey Yacht club and now visit the nearby Halibut crew, passing on their Sea Power magazines.



We'd been wanting to do more joint activities with the Malibu Council. Eight BHC members and friends signed up to join the Malibu NL for a ride aboard the USS John Paul Jones. Mechanical issues postponed their Family Day sailing in May. The destroyer was reassigned to Hawaii later in the year.



In June, I heard of veteran Allan Hoffman's need for help with a large Veterans Benefit at the Saban Theater in Beverly Hills. I invited Allan to speak to our board, and several board members rose to the occasion. Raphael Magana assisted the organization, bringing in Amanda Williams, a superb events planning manager. Webmaster Michael Poles emailed event notices to American Legions and other groups.





Ron contacted local Sea Cadet Corps and arranged a color guard from the Betsy Ross group. The Cadets were a big hit at the event with the audience and the press.

Amanda was a miracle worker; the event was filled with performers, amusements and good times. Raphael and I attended the event to increase awareness of our Council in Beverly Hills and connect with Veteran organizations within our communities. In appreciation for the support BHC and Amanda had shown to the veterans benefit, we were invited to hold BHC events, fundraisers, and membership drives at several Veterans facilities.

Hollywood American Legion Post 43 officials informed me that they would be sending a group of their members to our July Beach Party. They sent 15 Legionnaires! The Saban Veterans event was capped by the Pointer Sisters in concert, which I enjoyed with friends.

In July, our beach party preparation swung into high gear. Donations were collected at Sey's home in Malibu. The Malibu press were very supportive of our fundraiser, writing articles and providing press at the event. Two terrific live bands donated their musical talent. Thanks to Ron's persistence, we were graced by



USCG Air Station and Malibu Lifeguard ocean rescue demonstrations. Ron and Sey took care of final arrangements of rented furnishings. Gwen Hinton and Rochelle Sloane priced auction items. I accompanied Ron and Raphael on a day of food shopping.



Gwen and Jim donated wine for the bar. Tables, beach toys for the kids, umbrellas, auction items display with bid clipboards, food donation pickup, foodstuff organization, and bands setting up filled the 24 hours prior to noon

Saturday. Members Stephen Price and Frank Bell pitched in Saturday morning.



Treasurer Marilyn Allaire sat at the front gate throughout the five hour party, accompanied by Jonathan Jeon. JoAnn manned the auction tables with Gwen and Rochelle. Linda Poles helped during the final rush of settling the auction results.



We were delighted that Dr. Freddy Rodriguez and six SS Lane Victory Sea Cadets were able to attend. Lt. Fox from the USCGC Halibut attended, as well as other Navy League Council members from Imperial Valley and Malibu. Ron enjoyed being able to socialize with



partygoers. After the ocean rescue demonstration, we surprised Ron with an award for his many years of dedicated service as our President.



Throughout the afternoon, Michael Poles captured excellent photos and video. He posted a selection on our website, www.bevhillsnavyleague.org. Please take a look.

The Beach Party successfully realized our annual budgeted commitment to our sponsored organizations. We were even able to contribute towards the SS Lane Victory Sea Cadet Corp's ever increasing costs of equipment storage off-ship.



Pursuing joint events with Malibu Council, my husband and I attended a Pacific Palisades American Legion event in November, and Malibu NL's annual Toys for Tots drive in December. The Marines were glad



to receive a gift themselves from BHC: a Coffee Bean and Tea Co. gift bag donated earlier this year.

In 2014, we increased our membership by about 5%. My goals in 2015 are to continue to increase our membership, add group activities, and broaden our fundraising approaches. We will be pursuing more ship rides, organizing outings and brunches or luncheons, and encouraging members to enjoy cultural events together in a new Members About Town program.

We've begun discussing new events already, and will be detailing new ideas at the January 17, 2015 board meeting. Sey has once again offered to host the Beach party fundraiser if his health permits. We'll be hearing from Raphael in January about new fundraising ideas. And we'll be looking at holding events at the Hollywood American Legion Post 43, and other Legion and Veterans facilities.

I ask for your input, and welcome you to join us as a guest at one of our board meetings. Please email or call me if you will be attending, as lunch is provided.

Thank you for being a part of this historic organization,

Sherre Lovick, President

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