The New Oakridge Estate Park Has Opened

On December 10, 2018, a long awaited ribbon cutting event was held at the new Oakridge Estate Park at 18650 Devonshire Street in Northridge. City officials participating in the event included: Councilmember Mitchell Englander, Sylvia Patanouras – President, Board of Recreation and Parks Commissioners, Gary Moore – Bureau of Engineering, Mike Shull - General Manager Department of Recreation and Parks, Councilmember Greig Smith (Select), Neil Drucker – Interim Division Head /Program Manager Prop K – L.A. for Kids, community members and members of Friends of Oakridge. The eight acre park is adjacent to the L.A. City Historic-Cultural Monument (#484). A new fence separates the residence from the park with its 128 new trees, 12 picnic tables, unique playground equipment, small amphitheatre with log benches, meandering, sloped .3 mile walking trail and a fenced detention basin for water collection. The park has a meadow like atmosphere, which is inviting and peaceful. Area children will especially enjoy the bright green, bouncy tractor and the mare and foal sculpture.

CSUN to Host Free Beekeeping Workshop

Even if a homeowner doesn’t want to host a hive, there are plenty of reasons to welcome honeybees to the garden

CSUN will host a free backyard beekeeping workshop with professional beekeeper Keith Roberts, on Saturday, Jan. 19, from 9 to 11 a.m.

The workshop will provide attendees with an expert view of the benefits and risks of keeping bees, along with general information on how to get started in backyard beekeeping.

“Even if a homeowner doesn’t want to host a hive, there are plenty of reasons to welcome honeybees to the garden,” said Brenda Kanne, manager of the CSUN Botanic Garden. “Bountiful fruit production often depends on the industrious pollination actions of honeybees.”

Attendees can expect to learn about keeping bees. Today, one third of our food is dependent on pollination, which can be transferred by the wind, birds or other animals but bees pollinate on a much larger scale. The role of beekeepers is to keep bees in order to collect their honey or hive products including beeswax, flower pollen, bee pollen and royal jelly. These byproducts can...

Our Community: Major Challenges for 2019

By Chris Sales

Chris Sales is a monthly contributor to Community Connection, generally writing about local “happenings”. This month he shares his thoughts about our community challenges in 2019.

With the upcoming June election for a new city councilperson you may want to consider these and other issues that candidates need to address.

As we enter the new year 2019, local politicians, community activists and stakeholders in the North-West Valley face many challenges to our daily lives. Those challenges center on three key areas: homelessness, housing and transportation. A fourth challenge is the challenge that all these three combine to create: the deterioration of our basic quality of life.

Continued on page 4

Granada Hills Charter Student Wins Congressional App Development Contest

A junior at Granada Hills Charter (GHC) High School is among the winners of the 2018 Congressional App Challenge that drew a record 5,200 competitors. Tristan Ha developed the “Voter’s Choice: The Midterms” app, which he designed to encourage people to vote and help them make informed decisions as they cast their ballots. Rep. Brad Sherman chose Tristan’s project as the winner from his district. The Congressional App Challenge is in its fourth year with members of Congress from both parties participating from all parts of the country.

“We are all incredibly proud of Tristan,” said Jake Chipps, a computer science teacher at GHC. “He is a focused student who uses his knowledge of computer science to...

Continued on page 3

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Continued on page 8
Preventing for a Large-Scale Disaster

Resiliency is more than having extra batteries for your flashlight and water to drink during a disaster.

Deputy Chief Trevor Richmond with the Los Angeles Fire Department (LAFD) will discuss how to be mentally resilient and able to make good decisions in a crisis situation at the “Are you Prepared? Shift Happens!” Conference on Friday, January 11th from 7:30am-1:30pm at Cal State University Northridge’s Student Union Center. He will also share personal anecdotes from the 1994 Northridge earthquake and the importance of mindfulness in the emergency decision making process.

Chief Richmond is a 30-year veteran with the LAFD, a published author and has taught numerous classes on leadership and the importance of leading community resiliency. He holds a Master’s of Art degree in Homeland Security from the Naval Postgraduate School where he studied “mindfulness” and its application in the wildland fire environment.


On The “Lighter” Side

In the Eyes of the Beholder

By Barry Pascal, Pharm.D.
Humorist, Satirist, and All-Around Nice Guy

Writing this On the Lighter Side column has not been easy for me. It takes me about a month to complete an article – 29-1/2 days to think up an idea, and a half-day to write the article. The long thinking-of-a-topic period is not a quiet one. I am constantly commenting about not having anything to write about or how difficult it is to get the column done. Shirley asks me everyday if I have finished my next article because it is due in 20 days, 16 days, 10 days, and so on.

Lately I have had an additional complication. Everyone I know is trying to help me with ideas and topics to write about. Unfortunately, they do not realize that the ideas that they think about are theirs and not mine, and I do not have the insight, passion or interest in them that they do. If I wrote about any of their subjects the piece, I’m afraid, would come out flat and unfunny – in short, ordinary instead of terrific.

This is why groups or committees write comedies or sitcoms. Someone comes up with a seed idea, which triggers another idea, and that one suggests a gag, which leads to a skit...well, you get the idea. Comedy writers feed off of each other and generate a new “everyone-is-involved” routine or gag. The theme or gag evolves out of the entire group’s idea. My family and friends are usually not content with just giving me an idea. They map out and write the first few paragraphs. These vignettes become unworkable for me because they outline a direction I cannot follow, understand or feel. They are their articles, not mine.

Everyone means well and is trying to lend a hand, but it is really not something I can work with. Every so often I get lucky, and something someone says or does becomes an article. My trip to Laramie, Wyoming, with my buddy David, was one such episode (Why Wyoming). David thought his frozen toothpaste was funny... well in fact it was David’s reaction to Laramie that was really funny and resulted in the theme of the article. Not to mention the fact that we were the only two males in Wyoming not wearing cowboy boots.

My friend Judy is a garden and plant specialist and suggested that a Fichus ticklenookie growing next to a Citrina ticklenookie was a real hoot – maybe for the Fichus, but not for me. My brother thought I should write a short story about our mother’s funeral. Now that ought to be a really funny essay! And Shirley is constantly suggesting something to write about. “How about an article on how you cleaned up the garage?” Or “Maybe you should write about how you should be paying bills instead of watching television?”

David also calls me every other day with new ideas – from cars that explode spontaneously, to politicians that don’t explode but should have. Crafting something light-hearted, clever or just plain funny doesn’t come easily when the picture is painted with someone else’s brush.

Our current political environment creates another problem for me. I would desperately like to throw my hat into the political comedy ring, but I can’t. I am afraid I will write something that will be grossly misunderstood by a few or even worse...understood by all. Writing about politicians can be very, very funny and very, very dangerous. I am also sorry that I can’t use many of the great political gags that have been so funny in recent years. No, instead of watching television...I will leave the political stuff to our nighttime comedians.

So the next time you see me, please throw me something you think I can use. I just hope you won’t be upset when I can’t figure out how to use it or craft a humorous or clever masterpiece. Funny is in the eyes of the beholder, and the funniest stuff comes when you are looking through your own eyes and not at them.

Barry Pascal, our former North Valley Honorary Mayor and former Honorary Sheriff, owned Northridge Pharmacy for 32 years and is now retired. He has written seven comedy books and wrote a humorous column for the California Pharmacists Association Journal as well as writing for the North Valley Community Connection. Barry is currently enrolled in a “Do you think you are funny” program at the UCLA Neuropsychiatric Institute. He is well on his way to being cured but now thinks he is Elvis Presley.

© Barry Pascal January 2019
Oakridge Estate Tree Replacement

Campaign Goal Reached

Friends of Oakridge is proud to announce that the $200,000 goal in our year-long appeal to Help Bring the Oaks Back to Oakridge has been reached. Thanks to the contributions made by our individual supporters, the Metropolitan Water District of Southern California, the Northridge West, Chatsworth and Porter Ranch Neighborhood Councils and the friends and family of Barbara Stanwyck, Friends can officially announce the end to our first in a series of campaigns to rehabilitate the Oakridge Residence and grounds.

The first phase of the project was completed in June 2018 with the planting of a replacement mature California Live Oak tree in the center of the motor court. The tree was dedicated to Steve Harris, former President of Friends of Oakridge, who passed away just weeks before seeing this portion of the project returned to its former beauty. Bordering the front of the residence attractive shrubbery and an irrigation system were added.

The second phase will focus on the rear yard of the residence. Plans call for additional oak trees, shrubbery, decomposed granite pathways and an irrigation system. Friends is working with the Los Angeles Department of Recreation and Parks to obtain the required approvals.

There is still much to be done at Oakridge! The roof leaks, the exterior wood is rotting, and Parks to obtain the required approvals. The Bureau of Street Services scheduled a design work was done by BOE under the management of Recreation and Parks will manage and construction process are posted to the Friends of Oakridge website. The LA City Department of Recreation and Parks will manage and maintain the park.

The park hours will be sunrise to sunset, seven days a week. So, please put on your walking shoes, pack a picnic lunch and visit the new park with your family and friends!

Oakridge Estate Park Opens

(Continued from page 1)

Several years were spent gathering community input before the $1.3 Million Prop K funds were approved and allocated. The park design was done by BOE under the direction of Gary Lee Moore, LA City Engineer. Construction of the park began in November 2017. Drone aerials of the construction process are posted to the Friends of Oakridge website. The LA City Department of Recreation and Parks will manage and maintain the park.

The park hours will be sunrise to sunset, seven days a week. So, please put on your walking shoes, pack a picnic lunch and visit the new park with your family and friends!

Northridge West Neighborhood Council Updates

By Greg Kromhout
Vice President of Administration

In reflection of the January 17, 1994 Northridge earthquake, Mark Toohey from The California Earthquake Authority will be guest speaker at our January 8 NWNC meeting. He will review California’s earthquake history, the economic and social impact of a Northridge-sized event, what communities and homeowners can do to prepare for natural disasters, and CEA’s programs and initiatives.

Volunteers are needed for the next Homeless Connect Day, which will be held January 17, 2019, from 9 a.m. to 1 p.m. at the Freedom Church at 9200 Owensmouth Ave., Chatsworth. Every third Thursday of each month, the various districts sponsor these events, which provide services such as showers, haircuts, VA and Social Security assistance, clothing, and pet services for the homeless. Please email Colin Crews at colin.crews@lacity.org to volunteer.

The NWNC Election will occur on May 4, 2019 from 10 a.m. to 2 p.m., location to be announced. Please come out to vote! The candidate filing period is from January 19 to February 19. The NWNC Election Chair is Glen Wilson; please email him at gwilson@northridgewest.org with any questions.

Friends of Oakridge will be adding new and exciting types of historic information into their annual Family Festival, which features a Hawaiian village, a senior dinner and dance, sports tournaments, carnival rides, vendors, a children’s stage and fireworks. The festival will take place from May 31 to June 2, 2019 at Northridge Park.

Marcy Orkin, from Friends of Northridge

Continued on page 4

Classic Movies, Guest Speakers and Tours at the Oakridge Estate in 2019

Friends of Oakridge will be adding new and exciting types of historic information into their programs held at the historic estate during the next year. The tour program will continue on Saturdays but please keep an eye on the website for additional weekend events.

Please visit the website at www.theoakridgeestate.org for the latest programs. We look forward to your visit!

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Plantar Fasciitis: A Common and Disabling Injury

By Dr. Arthur Fass, DP

The foot is a miraculous machine that provides us with support, balance, and propulsion. The plantar fascia is a long flat ligament stretching across the arch on the bottom of the foot that extends from the heel to the toes. It helps to maintain the function of the arch of the foot, which has a spring-like action that allows the foot to perform its important functions. The injury takes place from overuse and the ligament gets stretched and pulled until it becomes inflamed and scarred down. The pain usually occurs in the bottom of the heel but can occur along the arch. There is usually a great deal of pain when first arising from a seated position or in the morning when first stepping down on the ground. The factors that contribute to the problem include long hours of standing and walking, athletic activities and excessive body weight. The condition can get better and worse and can become severely disabling. It is considered the most frequently diagnosed problem that people seek medical attention for. A podiatrist will evaluate the patient and rule out other causes of heel pain. X-rays will sometimes reveal heel spurs. New bone will grow from pulling of the plantar fascia against the heel. Treatment will include anti-inflammatory medication, cortisone injections, icing, stretching, and strengthening exercises. The patient will likely require specialized arch supports and possible custom orthoses. In a small percentage of cases, surgery will be necessary. Make sure you rest your foot if it is injured and allow an injury to heal. The biggest mistake is to ignore the problem and continue the repetitive exercise that may be stressing the injury. Make sure you have good, supportive shoes to wear, and call your podiatrist if the problem is lasting over 2 weeks.

Dr. Fass can be reached at 818-701-5088.

Advertorial

Northridge West Neighborhood Council

(Continued from page 3)

Library, thanked NWNC during the December meeting for our sponsorship, which helped them to purchase several “Best Teacher” videos. The library has amassed a vast collection for public use.

Join Your Neighborhood Council

Northridge West NC has open At-Large seats. Are you concerned about crime, development, homelessness, cleanliness and beautification? Would you like to make a difference and have your voice heard?

Please join our board, or you may wish to join one of our committees that deal with these issues. For more information, please contact Pamela at PBolin@northridgewest.org.

NWNC general meetings are on the second Tuesday of each month.

Northridge East Neighborhood Council

“Making Northridge a Better Place to Live, Work, Play and Learn”

Next Board Meeting:
Wednesday, January 16 at 7:00 pm
Northridge Woman’s Club, 18401 Lassen Street

Agenda topics will include:

✓ Northridge Branch Library presentation
✓ NENC 5/4/19 Board Election: candidate filing 1/19/19 through 2/19/19

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“Make a difference. Get involved.”

The Northridge East Neighborhood Council (NENC) meets on the third Wednesday of every month at 7:00 p.m. at the Northridge Woman’s Club, 18401 Lassen Street, Northridge.

The NENC includes all of the Northridge community east of Reseda Boulevard and north of Nordhoff Street. For more information on the NENC and to subscribe to receive our meeting notices, visit www.NENC-LA.org, email info@NENC-LA.org, or telephone 818-527-2913.

Like us on Facebook and follow us on Twitter @NorthridgeEast
Explore Viking history, friendly locals and real pubs in Dublin, or discover Belfast; the hometown of Titanic; stone age monuments and Norman castles across Ireland’s Ancient East.

Just a stone’s throw from its bustling, cosmopolitan towns and cities, there’s a rich and ancient heritage waiting to be explored. Given the island’s compact size, visitors can immerse themselves fully in all it has to offer; in fact, the entire country can be covered by coach in a matter of days. The country’s diverse range of offerings lends itself to a whole host of customisable itineraries, taking in any combination of capital city Dublin, the rugged Wild Atlantic Way on the west coast, and the unspoilt and mesmerizing Ancient East.

And what’s more, it’s never been easier to get there! What are you waiting for…Fill Your Heart with Ireland. Whatever you’re looking for in a holiday, Ireland has something for you!

From breath-taking landscapes and rural idylls to buzzing urban hubs and amazing festivals, Ireland is waiting. Whether you want to explore Viking history, discover friendly locals and real pubs in Dublin, or dive into Belfast; the hometown of Titanic, there’s something for everybody.

Did you know that Game of Thrones, Vikings and Star Wars: Return of the Jedi are all filmed in Ireland? Or that it has monuments older than the pyramids?! There’s something surprising around every turn…

Experience Stone age monuments and Norman castles through 5,000 years of history across Ireland’s Ancient East - every cairn has a story, every castle turret has a tale, every hill may hide heroic sagas. Ask the people you meet and you will hear them tell of the legends, triumph and sometimes tragedy that swirl around its round towers, opulent mansions and prehistoric monuments. Take in the stunning scenery along the rugged coastline of the Wild Atlantic Way; the world’s longest defined coastal touring route! It is a sensational journey of soaring cliffs and buzzing towns and cities, of hidden beaches and epic bays. So, whether you drive it from end-to-end, or dip into it as the mood strikes, it’s going to be a once-in-a-lifetime experience. Ireland has a rich and ancient heritage and stunning landscape just waiting to be explored. And what’s more, it’s never been easier to get there!

It’s not just the place you will want to visit, but the people. It’s the wit, warmth and wisdom of the people that makes a visit to Ireland so special. “Welcome” isn’t just something you hear when you arrive. It’s a feeling that stays with you long after you leave. Like the memories of the people you’ve met, the stories you’ve shared, the feeling of belonging that you never expected to find. Ireland is an experience. Given the island’s compact size, you can immerse yourself fully in all Ireland has to offer, with the country’s diverse range of offerings lending itself to the ultimate customizable vacation. Relax, reenergize, escape or explore. There’s no better time than now! Fill Your Heart with Ireland.

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Do you want your voice to be heard?

If you live, work, attend school or church, or belong to an organization or association in the southern part of Northridge (south of Nordhoff), we want to hear from you.

The Northridge South Neighborhood Council is one of the more than ninety Neighborhood Councils in Los Angeles. Neighborhood Councils facilitate communication between the community and the city by providing an inclusive and open forum for public discussion of matters of a city wide nature including city governance and the delivery of city services as well as take part in projects to improve their council area.

Help us represent you, get involved, and make your community a better place.

Take part in our meetings at:
Northridge Middle School – Library
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Agenda setting meeting 1-14 at 6 p.m. and regular meeting 1-24 at 6:30 p.m.

For more information visit: http://www.northridgesouth.org

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No-Cost 10 Minute Solutions to Reducing Pain!

By Carla Kazimir PT

We all love quick solutions and immediate results! Especially when it comes to healthcare and feeling better! Even better if the solutions are free and convenient. Well today I will offer you several excellent resources that I suggest to my clients to promote wellbeing and can potentially improve the way you feel.

First - a free App that I was turned on to called the “Back Doctor”. It was developed by local orthopedic surgeons Dr. Robert Watkins III and IV. This father and son team of spine orthopedic surgeons have developed a great program to develop core strength. The app has five levels of difficulty and it comes complete with videos and explanations for each level. You can be an injured athlete or in chronic pain and find proper exercises for your level. The exercises can be done throughout the day and require simple or no equipment. I can be done throughout the day and can potentially improve the way you feel.

Second - go to YOUTUBE and type in “Binaural Beats”. Binaural beats use sound frequencies to entrain the brain. Binaural beats in my experience really help relax people. So many people come into my clinic with chronic pain and they cannot relax. Many people suffer from panic attacks, lack of sleep and depression. Listening to Binaural Beats for 10 minutes can be very soothing. There are many free youtube videos that train your alpha and theta waves of your brain to get a better sense of wellbeing. Improving your sleep and improving your ability to relax will in many cases reduce your pain.

Third - Google “UCLA” and “MARC”. You will be turned on to the UCLA Mindfulness Awareness Research Center. On this website are free podcasts of guided meditations. Research shows that 10 minutes a day of mindfulness meditation can produce changes in your brain that will improve your wellbeing. Again mindfulness meditation promotes following your breath to calm down, live in the present moment and this in turn can improve many aspects of your health and wellbeing.

At North Valley Physical Therapy we know that the mind and body are closely connected with regards to your total wellbeing. We are now integrating tools to promote brain health. We treat your pain while using light and sound to train the brain waves. We can teach you things you can do for yourself at home. Retraining your brain as well as your body allows change to occur which will be longer lasting. We are able to create a more complete physical therapy treatment program.

So many people suffer from pain, stress and anxiety. We are in the middle of an opioid crisis. We all need to learn more about drug free wellness and promote it to our friends and family. At North Valley Physical Therapy we are committed to being part of the solution to promote a better sense of wellbeing. This article is my toast to your health and happiness in 2019!

Cheryl

North Valley Physical Therapy is located at 11858 1/2 Balboa Bl. Granada Hills. 818-217-4868. This clinic is owned and operated by Carla Kazimir PT. We are network providers for Medicare and VA Choice and Blue Shield. We are part of the Care Credit Program.

Carla Kazimir PT is on the Board of Directors of the Northridge Chamber: North Valley Physical Therapy has been providing cutting edge physical therapy since 2009.

Age is Inevitable. Decay is Optional

By James Lanza, CPFI

Age is inevitable. Decay is optional. Says Dr. Henry S. Lodge, M.D. in his precise and informative book “Younger Next Year”. A book, I might say, that everyone over 40 years old should read. It gives a wonderful account of what goes on with us and our bodies both physical and emotionally as we age. Yes, we do age. I understand some of us want to know how not to age. Well, if you find the answer please tell me and no one else! We could make a BOAT LOAD of money.

But, yes, (sig) we do age. It happens. Decay, on the other hand is optional. We can keep the muscle, the balance, the posture, the lung capacity, the ability to stand, walk, run, jump, make cookies, make love and whatever else you can think of. All we have to do is stay active. And I don’t mean taking a walk around the block a few times a week. I mean exercise. Cardio. Resistance training. That’s right. Get yourself to the gym. We’re here at Lanza Fitness waiting for you. We make it fun! Lift a few weights. Run on the treadmill. Ride the bike. Learn how to eat right. What to eat. When to eat. All of the components of a healthy lifestyle.

Did you know that you fell down just as much when you were a kid as you do now? It’s true. Studies were done and researchers found that we fall down just as much when we’re young as we do as older adults. But when we were younger we have faster reflexes. We’re stronger. We catch ourselves. As we age the proprioceptors (nerves that identify the environment and send messages to the brain) in our body get slower. So when the body trips the nerves send slower signals to the muscles and “boom” we go down. But did you know that resistance training tightens those signals, makes them fire faster? No more “boom”.

Exercise with resistance also makes daily functional activity easier. Getting in and out of the car, climbing stairs, getting off the couch or out of a chair, grocery shopping, carrying the groceries, putting the groceries away. I could go on and on. But I think you get the picture.

And don’t forget the mind. Yes, it will decay as well. But getting in shape makes you look better. And looking better makes you feel better. And feeling better makes life better. And on and on.

So you are standing in the mirror of front, looking at the lines, wrinkles and the gray remember: there is nothing we can do about that. But as your gaze travels down the rest of the body and you see things that are saggy, loose, soft and misshapen; well there’s something to be done about that. Call me. Write me. Send a smoke signal. I can help. Thanks for listening and have a healthy day!

James Lanza is certified by the National Academy of Sports Medicine and the International Sports Sciences Association. He has been in the fitness industry for over twenty years. James owns Lanza Fitness Personal Training, a premiere private training company conveniently located in Chatsworth. His clients range from celebrities to athletes to housewives. James can be reached at his facility by calling 818-822-6127 or www.LanzaFitness.com.
You Need to get Your Estate Plan in Order This New Year

By Thomas Christopher, Esq.

We all make New Year’s resolutions to get healthy or to improve our quality of life in some way. One of the most important things you can do this New Year is to put a plan in place to protect your family legacy. Only you can make sure that what you have worked hard over your life to earn will be transferred to who you want informally and without the need for your family to involve the Court system or attorneys after you pass away.

In California, if you if you own real property or have an estate that exceeds $150,000 in value and you don’t have a Living Trust, your family, your loved ones, will be at the mercy of your Probate System. A probate proceeding requires the filing of numerous legal documents, will result in costs averaging 15% of the Gross Estate Value. In most cases, avoiding the Probate System will save tens of thousands of dollars, requires the filing of numerous legal documents, and executors are based on Gross Estate Value. Only you can do this New Year is to put a plan in order to avoid a 1-2 year delay in distributing your estate (if no contests) and takes approximately 30 years old or if you have had changes in your family, personal or professional life, you need to have your Plan reviewed.

The process, from start to finish, should take about 30 days. The cost will probably be less or equivalent to what you pay for car insurance or homeowners insurance in year. This is minimal when you compare it to the value of transferring your entire estate informally.

It is equally important for you to review outdated or old Estate Plans and Power of Attorney Documents! If your Trust is over 5 years old or if you have had changes in your family, personal or professional life, you need to have your Plan reviewed.

Make your New Year’s resolution really mean something this year! Schedule a complementary appointment to review your estate planning options or to have your existing Trust reviewed by an attorney. I founded Christopher Law Group, Inc. to provide an easy, comfortable and convenient way to create an estate plan. My office is conveniently located in Porter Ranch. I will visit you in your home at your convenience if you wish. I will do the same for you if you have a Trust or Will already but want your documents reviewed amended or updated.

Creating an Estate Plan using a Living Trust and Power of Attorney documents is a process that will allow you to protect your family legacy, with as little cost, formality and time as possible. Yes, you still have to make an appointment with an attorney and talk about what you want when you pass away.

Success in Blogging Takes Time and Effort
To be successful with your blog you must:
1. Understand your client base. What information is going get their attention?
2. Create valuable, informative and entertaining content.
3. Use your key words—words that your potential clients would type into the search box to find you or companies like you.
4. Create blogs at least 300 words in length. The search engines (Google, Bing, Yahoo, etc.) prefer long-form content (over 2000 words), but this does not have to be a steady diet. So periodically write a blog with over 2000 words. However, don’t write 2000 words of fluff. Make sure the added content is valuable and informational.
5. Stay consistent in posting your blogs. Larger companies may post a new blog daily, but they have staff who do it for them. Start by creating a blog once a month, and if that’s all you can do that’s fine. In time see if you’re able to post twice a month or weekly. Do what works for you and your clients.
6. Monitor the blog’s analytics to determine who is reading it, what their interests are, the comments they have posted, and if and how they have shared the information.
7. Use distribution channels that will best reach your targeted market. For example, if you know your audience is composed of individuals who are most likely to use Instagram, Facebook or LinkedIn, then these would be prime places to post a link directed to your blog or article. Or if the audience is (albeit) more seasoned, you may include a press release or possibly write an article for print that directs people back to the blog or to the site on which the material resides.
8. Re-evaluate what has worked and what hasn’t and adjust your content accordingly.
9. Encourage people to share the posts or articles with members of their online groups. This is a free and easy way to expand readership.
10. Ask to guest blog on other’s blogs. Contact the owner of a blog who may have audience members interested in your product or service and ask if they would allow you to post a guest blog, another inexpensive way of sharing the information.

Your blog is an extension of your business. By sharing your knowledge, you are establishing yourself as the expert, the go-to person for your product or service.

If you have any questions about blogs, please feel free to give me a call at (818) 993-5468 or email me at robin@yourwritingsource.com. Robin Kellogg is a content and marketing writer based in Chatsworth, CA. She works with business professionals to help them hone in on their audience and present messaging that elevates their business to new levels. She can be reached at 818-993-5468 or at robin@yourwritingsource.com.
Tristan Ha
(Continued from page 1)
impact his community. We are also ecstatic
that Brad Sherman’s office chose one of our
students’ projects - this experience supports
his sister who said she wasn’t going to vote. The app informs users about the midterm
and for-sale properties, means that many of
elections and provides them information on
the midterm election and for-sale properties, means that many of
why they should vote. The central element
of the work that we have done as a school
of the app is a seven-question quiz on major
issues that helps people determine, based on
their positions, which candidate they are
closely aligned.

Chris Sales
(Continued from page 1)
safe overnight parking and safe storage facili-
ties for the homeless are rejected with the
standard “not in my backyard” responses.
Add to this the lack of affordable housing,
reflected in the serious shortage of both rental
and for-sale properties, means that many of
our fellow Angelenos are on the street, with-
out permanent residence, or forced to share
substandard housing with other family and
friends.

Exacerbating this condition, the lack of
effective public transportation, which limits
the ability to reach available housing or
employment, results in overburdened roads
and freeways. The chasm between an older
generation, wedded to their autos and driving
mostly alone, and a younger generation shop-
ing online, less interested in driving or own-
ing a car, means that mass transit options
which appeal to a new generation are resisted
by an older one. This sharp divide between

gender, however sometimes less than affordable,
to those who seek to live and work within rea-
sonable distances of each other. These develop-
ments also work more effectively with vari-
ed transition between
these two world views may bring traffic den-
sity to the brink in the short term.

So, what are our options? Can we move
forward on housing and transportation choic-
es that may have more resonance in the future,
but which are resisted today? Will there be a
 tipping point at which time the conflict will
resolve itself, albeit in an abrupt and disrup-
tive manner? Will we be willing to “split the
difference”, and create solutions that have
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