



# City of La Quinta

**CITY / SA / HA / FA MEETING DATE:** March 18, 2014

**AGENDA CATEGORY:**

**ITEM TITLE:** APPROVAL OF PILLARS OF THE COMMUNITY NOMINATIONS

**BUSINESS SESSION:** 1

**CONSENT CALENDAR:**

**STUDY SESSION:**

**PUBLIC HEARING:**

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## **RECOMMENDED ACTION:**

Approve the Pillars of the Community nominations as submitted.

## **EXECUTIVE SUMMARY:**

- Under the direction of the City Council at the last City Council Meeting, additional information has been included with each Pillar of the Community nomination form containing background information for each nominee.
- The nomination process will undergo a re-design with direction from the City Council and will be brought back for approval prior to the next nomination period. Currently the program is offered annually, however with Council approval it could be offered on a biennial basis.
- This year's nominations are attached (Attachments 1 through 5) for Council consideration and approval as "Pillars of the Community" for the 2014 program.

## **FISCAL IMPACT:**

The total cost, which includes adding the names to the pillar wall and creating the glass pillar plaques, will be approximately \$300. There is sufficient funding in the Community Services Special Events budget.

## **BACKGROUND/ANALYSIS:**

On March 4, 2014, the City Council directed staff to seek additional information for the 2014 "Pillar of the Community" nominees. This additional information includes biographical and background information for each nominee and his or her contributions to the City of La Quinta. In addition, the Council advised staff to re-design the nomination form to include specific questions about the nominee's

contributions to the City of La Quinta, and include additional space for biographical information. Staff will review the form and the nominating process and will provide recommendations prior to the 2015 "Pillar of the Community" nomination period.

For the 2014 "Pillar of the Community" program, five nominations have been submitted for consideration. The chart below contains updated information from the attached biographical submissions. These nominations include:

Name	Residency Since	Contributions
Robert Radi	2007	Member of the Cove Neighborhood Association; designer of the 9/11 Memorial Art Piece; adopted two City parks for winter overseeding
Ed Alderson	2000	Former Planning Commission Chairperson; served on CV Rescue Mission Board of Directors
Joan Rebich	1992	Served on the Community Services Commission; Steward of the Fred Wolff Nature Preserve
Richard Anderson	2003	La Quinta Rotarian; served on the Trilogy Board of Directors and Trilogy Community Services Organization
Angel Rojas	2003	Community Services Martial Arts Instructor; youth event volunteer; youth softball coach

Pursuant to City Council direction, the annual County of Riverside's Senior Inspiration Award program recipient would automatically be included in the "Pillars of the Community." Local service groups nominate one person from each city in the Valley, and then present them to the Community Services Commission, who recommends an applicant to the City Council. Ms. Phyllis Stuchul is La Quinta's 2013 Senior Inspiration Award recipient and she will be recognized this year.

Once the City Council approves the nominees to be recognized, invitations will be sent for the Pillars of the Community event scheduled for April 10, 2014 at 11:00 a.m.

**ALTERNATIVES:**

Approve nominations per program guidelines for any or all nominations received.

Report prepared by: Tustin Larson, Recreation Supervisor

Report approved for submission by: Edie Hylton, Community Services Director

- Attachments:        Nominations and Biographical Information for:
1. Robert Radi
  2. Ed Alderson
  3. Joan Rebich
  4. Richard Anderson
  5. Angel Rojas

**Robert Radi:** After moving with his wife to La Quinta in 2007, Robert immediately volunteered his expertise to upgrade the Cove Neighborhood website to be interactive. He subsequently became an active member of the Association. He stays informed about City matters by attending many council and commission meetings. Robert was quite active in the crusade to rid the City of Sahara mustard, which has resulted in dramatically decreased incidence of the invasive weed. When Andrew Davis approached City Council with the proposition of bringing an I-beam from the World Trade Center ruins, Robert immediately volunteered to pay the shipping costs to the City. Following through on the project, Robert designed the sculpture, paid for all 3-dimensional mold engineering, identified and worked with the (volunteer) concrete contractor, and worked with the City to complete the project. Robert and his wife Charlotte adopted the Velasco Park at the top of the Cove and the Calle Colima Park, funding the irrigation and reseeding of these neighborhood parks.. Robert also enjoys collaborating with the La Quinta Art Foundation, the La Quinta Museum, and the La Quinta Historical Society. He and Charlotte now have a son, Max, who attends Benjamin Franklin School.



**Ed Alderson:** Ed moved to La Quinta with his wife, Betty, in 1988. His first venture into public service in 2004, was as a Planning Commissioner (four years) after which he became the chairman of the commission, serving five more years. Ed was an active member of the Trilogy emergency and earthquake preparedness organization. He has been a member of the Chamber of Commerce and on the board of the Coachella Valley Rescue Mission for over five years. Although he moved to Sun City six months ago, Ed states his heart is still in the City of La Quinta.



**Joan Rebich:** Joan moved to La Quinta in 1993. Even before retiring as a social worker, Joan served approximately eight years on the Human Services and Community Services Commissions. As a part of the Human Services Commission, she was a member of the Youth Accountability Board that worked with La Quinta youth first-time offenders. She is a member of the Historical Society, volunteers at the Senior Center and is a member of the Cove Neighborhood Association where was "point man" to research details of the Vista Santa Rosa annexation proposal before the recession. As a member of the Stewards of the Fred Wolff Nature Preserve, she has been active in cleanup activities and Sahara mustard eradication.





Nomination in support of Richard "Dick" Anderson for the 2014 Pillar of the Community

- Not only has Dick been an active Rotarian for the La Quinta club, but he and his wife, Helen, have travelled for many years to Guatemala to personally deliver sorely needed books and other educational materials as part of the Rotary Club's literacy outreach project.
- As one of the first resident board members at Trilogy La Quinta, Dick helped lead the transition from a developer-managed community to a homeowner-managed community. In so doing, he worked closely with the City, County and State to insure that Trilogy remains an asset to the valley and a good neighbor to the surrounding environs.
- As a board member of the Trilogy La Quinta Community Services Organization (a 501-C4), Dick helped distribute grant funds to worthwhile non-profit groups working with youth, seniors and disadvantaged residents in the La Quinta area.
- Dick is an enthusiastic cheerleader for La Quinta and for his Trilogy community. He continues his service as a Trilogy board member while the community enters its 10<sup>th</sup> year. His experience and vision is proving invaluable to the community's strategic planning efforts to remain vibrant and continue to thrive.



A partnership between North American & Guatemala Rotary clubs and the non-profit organization Cooperative for Education.

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We raised **\$339,19** submitted our Glob Grant to The Rotary Foundation! [Click here to learn](#)



Check the status of all Global Grants benefiting the GLP on our new **Global Grants page.**



Check out the **list Rotary Clubs & Districts** that pled for 2013-2014!

The Guatemala Literacy Project (GLP) is a partnership between North America Guatemalan Rotary clubs and the non-profit organization Cooperative for Edu (CoEd). This initiative provides badly-needed textbooks, computer labs, and lit programs to underprivileged children in Guatemala.

#### **Guatemala Literacy Project coordinated by:**

Rotary Club of Ephrata, WA (D. 5060)  
14259 Wenatchee Ave. NW  
Ephrata, WA 98823  
[literacyproject@fuse.net](mailto:literacyproject@fuse.net)

#### **National GLP Co-ordinators:**

- **Glenn Chamberlain**  
Ephrata, WA Rotary Club (D.
- **Dick Anderson**  
La Quinta, CA Rotary Club (D 5330)

# Rotary Club of La Quinta



Home Stories News Calendar Speakers

Login

Home >> Stories >> Story Detail

## Dr. Feld, TMJ and the Smile Center

**Dick Anderson**

Jan 17, 2014



On a glorious January 17th, the La Quinta Rotary met at the Cliff House Restaurant. We were joined by many visiting Rotarians, hailing from El Monte, Tiburon, South Dakota, Washington, North Carolina and Canada. Dick Jandt led in the pledge and Dick Anderson offered the invocation.

President Sandy commented on the wonderful Gatsby Gala hosted by the Olde Town Artisan Studio. A great time was had by all. She polled the club about having a February social at the Coachella Valley Brewing Company. There were no "nay" votes. Our next Club Board meeting will be held on February 19th. Cory reported that he is pretty well set with volunteers for the Tour D 'Palm Springs. He will have more raffle tickets and sign up forms at our next meeting. These represent an opportunity for the club to raise additional money.

Lothar reported that the holiday bell ringing brought in \$2,700.00. He also spoke about the efforts of the Salvation Army in providing legal assistance for veterans in need.

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**Congratulations President Sandy and to all of the La Quinta Rotary Ding-A-Lings! Job well done!!!**

Dick updated the club on the water project and spoke about the dedication at two of the parks last week. In support of the water

project. Was announced that the Interact Club will donate their money for replacement cartridges for the water filters. Helen noted that she, Dick and Sandy L. will be leaving soon for Guatemala to deliver textbooks to schools in need.



### **President Sandy and Dick along with others attending the water dedication ceremony**

The Strut Your Mutt planning is under way with it's first planning meeting on January 21<sup>st</sup>. Dick Jandt is preparing a sign up sheet for the La Quinta Arts Festival. The club will again deliver lunches to those artists who cannot leave their booths unattended. And finally, with a very small pot at stake, Sandy L. was a \$5 winner.

Alan then took the podium to provide some much needed recognition. But the first order of business was to raffle a pair of tickets to the Humana Open donated by Robert. Baird was the successful bidder and gave the tickets to Walter to supplement the tickets he had available for the guests at his party. There were a number of no make-ups to acknowledge. Among them was Marc Rosen who offered an additional gift for his hole in one. President Sandy then purchased the rights to a very provocative photo taken during the aforementioned gala. However there was no mention of a negative, so for those who missed it, here is what she bought.



### Welcome to the world Reagan!

There were also a number of Happy Dollars and a number of football wagers for the benefit of the club.



### Dr. Feld

Jennifer began the introduction of our speaker, Dr. Leonard Feld, by giving a testimonial for the service he provided to both she and her mother. Dr. Leonard J. Feld is a renowned leader and pioneer in the field of dentistry. He holds degrees from the California State University of Hayward, and the University of Southern California. He earned a Masters from the American Board of Implantology and the MISCH Institute. Dr. Feld is a Diplomat of the American Board of Craniofacial Pain, American Board of Implantology and the International College of Oral Implantologist. He is a member of the ADA, CDA, American Academy of General Dentistry, and the American Academy of Sleep Medicine, as well as many other organizations. Dr. Feld spoke on the how the health of your jaw can affect your quality of life. A childhood condition in his daughter Sarah, led him to unique findings in addressing the issues of TMJ. His research has led to the development of oral devices that can help patients reduce or completely eliminate pain associated with TMJ. These devices have also proved successful in treating patients with sleep apnea and migraine headaches. His service is provided through the Indian Wells Smile Center. Following his talk, Dr. Bruce gave his own testimonial to the relief he received from wearing one of the oral devices. To learn more about Dr. Feld and the Indian Wells Smile Center you can go to their website at [www.tmjpalmdesert.com](http://www.tmjpalmdesert.com).

The meeting was closed with the recitation of the Four Way Test.



This week's newsletter was written by Dick Anderson.



We would like to nominate Sensei Angel Rojas to be considered for the City of La Quinta's Pillar of the Community award for his contributions to the City of La Quinta.



Angel Rojas is a leader, a mentor, a teacher and a friend to countless families throughout the Coachella Valley. We are all proud to call him Sensei. He has taken the discipline and training he acquired from his exemplary Military Service as a US Marine to train countless young men and women from ages 3 to 18+ in the traditional art of Taekwondo.

For the past 13 years, Angel has worked tirelessly to provide affordable and convenient Taekwondo classes to families of La Quinta and throughout the Coachella Valley. His martial arts academy, Rojas TKD has always been a community-based organization, currently teaching at La Quinta Senior's Center and soon to be teaching at the La Quinta High School beginning in March, with 5 other locations throughout the valley. To Angel you are not just a student you are member of the Rojas TKD family. He takes the time to get to know each and every student and their parents. He teaches, he trains, he encourages, he motivates and he pushes his students beyond what they ever thought possible for themselves, just by instilling the belief that they can do it, if they only try. And, if at first they don't succeed, train harder and try again!



The level of dedication he shows to his students has a ripple effect on the entire community. The children, the parents and the teachers all benefit from his method of instruction. His teaching goes beyond physical conditioning and addresses the child as a whole. He teaches the child self-discipline, respect of parents and teachers, focus on school and good grades, teamwork, anti-bullying and being a leader in their homes, their classrooms and in their school yards. By teaching the children the fundamentals of life (to set goals, work

hard, be respectful, to try your best and most of all, never give up) he gives them a sense of confidence, that they can do anything they set their minds to.

To date, four of his students have achieved their Black Belts in Taekwondo with many more eager hopefuls yet to come.



He publicly acknowledges students for academic achievements, motivating them to strive harder not only to attain academic honors but also to receive Student of the Month and Good Citizen Awards for outstanding character. He strives every day to make a difference in the lives of the children of La Quinta, laying the foundation for future generations of upstanding citizens.

Year after year, he challenges his students to do board breaking and brick breaking demonstrations to the delight of event goers. Rojas TKD has attended a multitude of community events including the Humana Challenge Health and Wellness Day and the La Quinta Family Fun Day at Fritz Burns Park.





He empowers women by offering Women's Street Self Defense classes, teaching women of all ages (girl scouts, high school students, stay at home moms, professionals) how to fend off attackers and get out of life threatening situations.



3 years ago, Angel founded the Desert Youth Olympics and partnered with the City of La Quinta to make it an annual community event, where children ages 3-8 could compete in track and field events to promote health & wellness, fair play and sportsmanship.



He volunteers at Benjamin Franklin Elementary school, helping out in his daughter's class, chaperoning field trips and is a member of WATCH D.O.G.S.(Dads of Great Students) A father involvement initiative that encourages fathers to be positive role models to the students inspiring children to participate more in school, reducing bullying and improving school security.



He volunteers as a coach of his daughter's softball teams, the Ladybugs (2012) and the Dogerettes (2014) through the La Quinta Youth Sports Association. (LQYSA)



Lastly, we'd like to share an example of how much Angel really cares about the community of La Quinta. One morning, while training in the La Quinta Community Park, he saw a 15 yr old teenager who was in possession of a crack pipe and drug paraphernalia sitting at a picnic table with three other kids. He swiftly walked over and smashed the pipe on the ground and threw the drugs in the trash bin and told the kids to find their way to school. The boy was considerably upset about losing his stash of drugs but Angel held his ground, calling the local authorities who quickly came and gave him a one way ride to school. That day, Angel's actions spoke louder than words. That day, he took a stand as an ordinary citizen of the City of La Quinta to stand up for our community and not tolerate that kind of activity where our children come to play. He is a shining example that one person can make a real difference by taking responsibility to care for our community and make it a better place for generations to come. For this reason, we would like to nominate Sensei Angel Rojas for a Pillar of the Community Award as we feel he is an outstanding citizen who champions for the good of the City of La Quinta and is very deserving of public recognition.



Nominating Party:

Tom & Cynthia Bilodeau

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