

90272

magazine



2019
Guide

TO
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OF **July**

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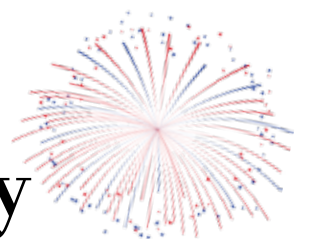
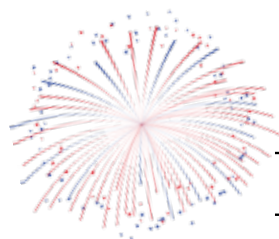
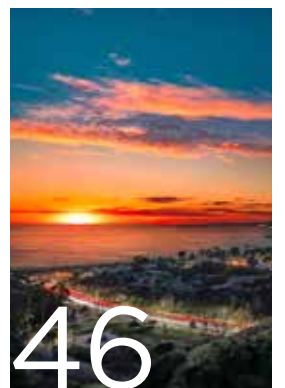
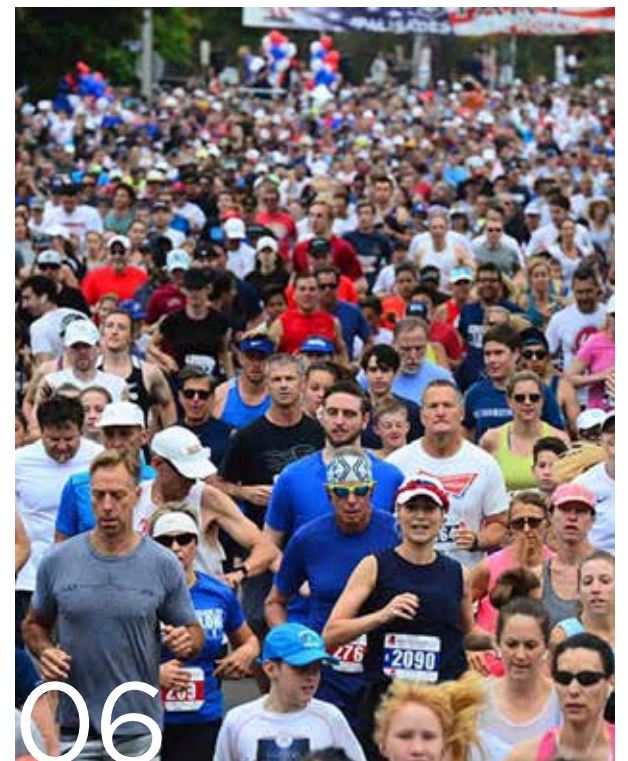
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Fourth of July

Well it's finally here: Fourth of July in Pacific Palisades. Welcome to everyone, whether this is your 60th year celebrating in the Palisades or your first: You are in for a treat.

Last year was my first time spending Independence Day in the Palisades—and it was just as magical as everyone told me it would be. The weather was perfect as we settled down in our spot along Sunset to watch the parade while eating treats from The Yogurt Shoppe.

It was so fun to watch the streets fill with people, both local and from out of town, gathering for a fun-filled day across the community. (It's also a great day for dog-spotting, one of my personal favorite activities!)

This edition of *90272 Magazine* is meant to serve as a guide for all things Fourth of July, starting with the Palisades Will Rogers 5 & 10K Run and ending with the Fireworks Spectacular at Palisades Charter High School.

And, don't forget to share your photos with us for a chance to win the *Palisadian-Post's* fifth annual photo contest. Entries should be sent to mypost@palipost.com by Monday, July 9, at 10 a.m. or tagged with #palipost.



Sarah Shmerling
Editor-in-Chief

Cover photo: Summer, an 8-week-old golden retriever, prepares for the Fourth of July Parade. This photo was captured by Bill and Lisa Sewell of HighLow Travel.

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PALISADES WILL ROGERS

5 & 10K RUN STILL GOING STRONG

BY STEVE GALLUZZO

PHOTOS BY RICH SCHMITT & STEVE GALUZZO

One of Pacific Palisades' proudest holiday traditions continues on the morning of July 4 at the Palisades Recreation Center, where friends, neighbors, family members, classmates and business associates of all ages will gather for the 42nd annual Palisades Will Rogers 5 & 10K Run.

ORIGIN

Considered to be one of the toughest road courses in California, the 10K race was founded by Brian Shea, Chris Carlson and Bill Klein, members of a local early-morning jogging group called the Ridge Runners. Shea and Carlson came up with the idea of the race while picnicking on the grass on San Vicente after running the Brentwood 10K on Memorial Day in 1977. They mapped out a course, cut through red tape to get the needed city and state permits and in 1978 the Palisades Will Rogers 10K was born.

Drew Mearns, a 25-year-old law student from Virginia who was in town to visit his sister, won the inaugural race and since then Shea has watched his brainchild grow



Runners pack the intersection of Alma Real and Toyopa at the start of the 2018 Palisades Will Rogers 5 & 10K Run. More than 2,500 people participated in last year's race.

in prestige and popularity. The event's director since its inception, Shea is tickled that local runners come back year after year to challenge the grueling switchbacks of Will Rogers State Historic Park in the 10K. In 1986, the 5K course became part of the race and a half-mile Kids' Fun Run was added 10 years later.

COURSE

Runners eager to test themselves on a certified 5K course now have that opportunity after the race committee lengthened the route two years ago to eliminate congestion that can occur at the Sunset Boulevard and Drummond Street intersection. The change increased the distance by 427 feet, making it a full 3.1 miles.

The start and finish lines and splits for miles one, two and three are in the same locations as they have always been. However, the separation of 5K and 10K runners now occurs on northbound Toyopa (5K runners keep left, 10K runners keep

right), just prior to making the right turn onto Drummond.

Once at Sunset, 5K runners turn left onto Sunset, hugging the left (eastbound) curb, while 10K runners turn right on Sunset and continue down the hill to Will Rogers State Historic Park and back.

At Carey Street, 5K runners turn left and proceed to Toyopa, where they again turn left and run to a U-turn point on Toyopa Drive (before reaching Drummond), then return on the opposite side of Toyopa to the finish line. Red traffic cones will be placed where required to keep the 5K and 10K races separated.

RACE RECORDS

In 1983, Russell Edmonds of New Zealand set the still-standing men's 10K race record of 29:46 and no one has broken the 30-minute barrier since. That same year, Katie Dunsmuir, who had just graduated from Palisades High, set the women's record of 35:09. A cross country and track

star for the Dolphins, she had won the previous year and would go on to win four straight times (1992-95) for a total of six, including four of the top 10 fastest times ever among females. Dunsmuir, who ran for the Santa Monica Track Club, had set the Mt. SAC Invitational 5K record and was second in the junior women's 5K race at the 1982 national cross country championships in New Jersey.

Peter Gilmore, who grew up on Via De La Paz, set the men's 5K record of 14:10 in 2003 and the closest anyone has come to breaking it was Gilmore himself, who clocked 14:12 the very next year. In fact, in the 32 years the 5K has been run, only five people have won in under 15 minutes and only Gilmore (who did it seven times) has done so more than once.

Annetta Luevano set the women's 5K record of 16:29 in 1995. The second-fastest time was run two years earlier by Santa Monica High track coach Tania Fischer, who has won the Pacific Palisades Turkey Trot 5K four years in a row.



Race founder and former Ridge Runner Brian Shea has served as director ever since the race started in 1978.

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RACE KING

Less than two months after winning the *Palisadian-Post* Cup Award as the outstanding senior athlete at Pali High, Gilmore won the 5K for the first time in 1995, foreshadowing his rise as one of the nation's elite marathoners. Gilmore went on to enjoy a successful track career at UC Berkeley. He won the 5K seven more times and still owns the five fastest times and six of the top 10 fastest in Will Rogers race history.

Gilmore had ambitions of making the Olympics in the marathon and became one of the United States' best at that distance. In 2006 he not only won his last Will Rogers 5K, but was also the top American finisher at the New York Marathon (clocking 2:13:13). The following year he was the top American in Boston and in 2008 he set the course record at the Surf City USA Half Marathon (clocking 1:05:53).

In 2013, Gilmore was back in the Palisades visiting his parents, Ed and Rita, and decided to give the 10K a try for the first time. He finished sixth overall and second in the 35-39 age group in 35:56.

Last year, he returned at the age of 40 for the 40th anniversary and took first place in his age group and eighth overall in the 5K.



Paul Junger (left) and Larry Meyer after running the 5K for the first time last summer. They ran the 10K the previous 40 years.



Co-honorary mayors Billy and Janice Crystal urge their fellow runners on at the start of last year's Palisades Will Rogers 5 & 10K Run.



Race queen Kara Barnard, five-time winner of the 5K and six-time winner of the 10K, finished second in the 10K at the 40th anniversary race. She ran cross country and track at Palisades High and UCLA.

RACE QUEEN

While Gilmore remains the 5K master, no one has more overall victories (11) than fellow Palisadian Kara Barnard. A 1996 Pali High graduate, she helped the Dolphins claim the City Section girls cross country championship in 1994 and went on to run cross country and track at UCLA.

Barnard has won the 5K five times (with three of the 10 best women's times) and the 10K six times, including a 35:24 effort in 2004 that remains the third fastest in race history.

She and Gilmore swept the 5K races four times (1997-99, 2003) and Barnard won three straight 10Ks from 2010-12 to match Dunsmuir's total of six.

FAMILIAR FACES

Perhaps no two individuals know the 10K better than Lawrence Meyer and Paul Junger. They ran it every year since it started until 2017—a span of 40 years—but last summer the 77-year-old Junger of West LA and the 71-year-old Meyer of Glendale proved it's never too late to turn over a new leaf. Both switched to the 5K and, not surprisingly, both finished.

"I was getting lonely the last couple of miles on the 10K course, so I decided I've graduated," joked Junger, whose brother lives on El Medio.

Meyer, too, was proud to start a new streak. "I don't know if I can last until I'm 111 but it's been a good run," he said. "There has to be a first time for everything."

Runners representing the "Fluffy Bunnies," a Santa Monica-based track club sponsored by Nike, have fared well at Will Rogers over the years with numerous wins and top three finishes in the 10K.

Tyson Sacco and Kevin Purcell have each snapped the tape twice, David Olds has won the 5K and 10K and teammate Andrew Atkeson has won the 5K. In 2007, Nate Bowen of Redwood City became the first man to win the 10K four times.



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Pilates and fitness instructor Therese Fricke won the 5K three times (2005, 2009, 2011) while Aine Lynam (1989-90) and Jenna Dee (2006-07) each won it back-to-back.

Lifelong Palisadian David Greifinger was 22 years old when he became the first local runner to win the 10K in 1979 and was 29 when he won the inaugural 5K race in 1986.

Four years ago, Palisadian John Holcomb, who has run the race about 20 times, finished first in his division in 19:32—a 6:18 pace—at 61 years of age. His best time was 16:48 when he was “only” 48.

REIGNING CHAMPS

Tonny Okello won in 32:51 last year to become the first runner in race history, either male or female, to win the 10K five times in a row. He won in 31:21 in 2014, won in 32:55 in 2015, three-peated in 31:32 in 2016 and clocked 33:28 to make it four straight wins last year. Before him, the last back-to-back winner was Kevin Koeper in 2005-06.

The women’s 10K winner was 28-year-old Kaitlyn Peale, whose time of 36:19 was the ninth-fastest overall and fastest by a female in 12 years. She merely wanted to beat her boyfriend, former Brentwood School



Kaitlyn Peale from Portland was the 2018 women’s 10K winner in 36:19, the fastest by a female in 12 years.



Loyola High senior-to-be Ethan Stauber was last year’s men’s 5K winner in 16:05 after he was eighth in 2017.



Former Pali High cross country and track runner Natalie Marsh won last year’s women’s 5K in 18:57.

runner Peter Birney, who finished in 39:07.

The 5K winner was Loyola High senior-to-be Ethan Stauber of Manhattan Beach, who broke the tape in 16:05 after placing eighth last year in 17:25.

Winning the women’s 5K in 18:57 was former Pali High cross country and track runner Natalie Marsh, who had

just finished her junior year at Claremont-Mudd-Scripps, where she runs the 1500 meters and 5K.

celebrities and professional athletes who have participated in or assisted with the race over the years includes actor Walter Matthau, singers Toni Tennille and John Raitt, former Los Angeles Kings goalie Rogie Vachon, former Los Angeles Dodgers second baseman Davey Lopes, Olympic gold medalists Mark Spitz (swimming) and

TRADITION

Race winners are invited to ride in the Fourth of July Parade and the list of



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Carl Lewis (track & field), Los Angeles Lakers General Manager Mitch Kupchak, Congressman Mel Levine, *KTLA* Prime Time News reporter Lu Parker, five-time boxing world champion Sugar Ray Leonard, kickboxing champion Baxter Humby, fitness guru and current Honorary Mayor Jake Steinfeld and Golden State Warriors head coach Steve Kerr, who served as parade grand marshal five years ago and in June guided the Dubs to the NBA finals for a fifth straight year.

Medals go to the first, second and third place finishers in 28 divisions (14 male and 14 female) in the 5 and 10K.

KIDS' FUN RUN

The morning fun doesn't end with the 5/10K. Children ages 10 and under are invited to run or walk in the Kids' Fun Run beginning at 9:30 a.m. on July 4.

The course is a flat half-mile loop on Huntington streets, starting and finishing at the Palisades Recreation Center.

All children whether pre-registered or registering on race day, need to check in at the Fun Run tent near the park entrance. Parents must sign the waiver on their child's registration form.

The Fun Run is a non-competitive race emphasizing participation, with

each registered child receiving a T-shirt at check-in and an American flag and participation ribbon afterwards.

REGISTRATION

Pre-registered runners can pick up their packets at the front lawn tent at the Palisades Recreation Center from 10 a.m. to 3 p.m. on Tuesday, July 2, and Wednesday, July 3. Register online at palisades10k.com.

Through 8 p.m. on June 27, runners can sign up for the price of \$60 for the 5/10K and \$25 for the Kids' Fun Run. After 8 p.m. June 27 until 5 p.m. July 3, the entry fee is \$70 for the 5/10K and \$30 for the Fun Run. Race day registration will be from 6:30-8 a.m. at the Rec Center.

SPONSORS

One of the many reasons the Palisades Will Rogers 5 & 10K Run is still going strong after four decades is the many sponsors that have supported it year after year.

The title sponsor for the 42nd edition is once again Saint John's Health Center in Santa Monica, which has served Westside communities since 1942.

Other sponsors include the Cynthia L. & William E. Simon, Jr. Foundation, The

Agency, Kennedy Wilson, Farmers Insurance, Amalfi Estates, Caruso, The Jordan Kaplan Family, 283 Sons of American Legion, the Will Rogers Ranch Foundation and Santa Monica Orthopaedic Group.



In last year's 41st anniversary race Tony Okello became the first runner to win the 10K five consecutive times, completing the 6.2-mile course through the Will Rogers State Park switchbacks in 32:51.



The Kids' Fun Run debuted in 1996 and has been part of the Will Rogers race ever since.



Katie Dunsmuir Younger won the 10K six times from 1982-95 and set the women's record of 35:09 in 1983. She returned to run the 40th annual race.

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






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SUMMER SCHOOL

Groza Learning Center Director Tatyana Yukhtman looks forward to the 2019-20 school year with college choices and AP exam tips.

While most students are enjoying the dog days of summer, Groza Learning Center is working year-round to make sure Palisadian students are prepared to excel when August rolls around and everyone heads back to campus.

The center's director, Tatyana Yukhtman, offers information for what to consider when choosing a college, as well as tips and tricks for taking AP exams.

What Should I Be Looking for in a College?

Choosing the right college is probably the first major decision any high school graduate will make once leaving high school. Let's put cost aside, for a second, and look at three factors every student should consider.

Geographical Location

While traveling far away and becoming your own person is a romantic idea, many students never think about the climate of their newfound college, or how far away it is from family and friends.

Are you ready to study for midterms in a real snowy winter? Does 100-plus-degree, sunny weather sound like heaven or a hydration nightmare? Think about the elements, whether they are the windy days in Chicago, the humidity of Orlando or the cold nights of Boston.

Your Major and Future Career Goals

You really want to get into the University of (Fill in the Blank)! It's got the climate you want to live in, the football and basketball teams are nationally ranked, and the school colors go with every pair of shoes you own.

There's just one catch: Your major is not their strong suit.

While the next four years might be party central, will you be able to get that dream job if that school is known more for their medical program than their business classes? Do some research to make sure your future school is what your future career industry respects.

Find Out How Class Sizes Are Structured

I know this isn't the factor most people think about ... until it's too late. Maybe a large lecture hall filled with 300 students is where you'll shine, but if you want real one on one time with a professor during office hours, smaller would be better.

Many wonderful small colleges lack the nationally ranked sports teams, but they offer office hours with the actual professor and not a grad student who took the class two semesters ago.

If building relationships with professors sounds like a perk, then investigate that as a top priority.

We know you'll be successful wherever you go to college but thinking about these three factors will only help you shine a little brighter.

Passing the AP English Multiple-Choice Sections by Looking for the Fish Answer

Passing an AP exam is difficult, no matter the subject. While math and history exams have a fair share of critical thinking evaluations, there are still concrete right and wrong answers.



PHOTOS COURTESY OF GROZA LEARNING CENTER



The first United States President is George Washington. 1 + 1 always equals 2. There are basic foundations assumed before stating the exams.

The AP English exams have, by contrary, more analytical evaluations. In both the AP Literature and AP Language tests, students are asked not to find the correct answer, as much as the better answer.

Here are some tips to help in the AP English exams:

The Multiple-Choice Section – Find the Fish Answer

Many times, the multiple-choice questions will ask students to choose between four thorny and difficult terms. The trick isn't to know every word in the English language, but to find the word that sticks out from the other ones. We call this the "fish answer."

Have some fun for a second. Here are the four answers to a question never asked:

- a) Dog
- b) Cat
- c) Mouse
- d) Fish

Without looking at the question, you should be able to notice that "D. Fish" is the only non-mammal. That makes D. Fish the correct answer. With only about an hour to finish this section, you'll have to make choices quickly. The "Fish Answer" gives students a method in selecting answers to questions they cannot figure out immediately.

Here's an example. Q: After the character got away with the crime he felt:

- a) Free
- b) Calm
- c) Remorse
- d) Indifferent

The answer is "C. Remorse." Since "A. Free" and "B. Calm" are similar, they get scratched off, and indifferent can be associated with being free and calm, forcing C to be the correct answer.

Though maybe words like "free" or "indifferent" come up in the hypothetical passage, the correct answer would be the "fish" that sticks out.

Now go look at a sample question you currently have and see if you can apply the "fish" answer.

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SOMETHING SWEET

What Fourth of July would be complete without some red, white and blue treats?

4th of July Pretzels

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Ingredients:

Yogurt-covered pretzels
2 cups of each blue and red candy melts
White pearl sprinkles
Decorating bags

Directions:

1. Lay your pretzels onto a piece of parchment paper or paper plate.
2. In two small microwave safe bowls, heat 2 cups of each red and blue candy melts on 50% power for 3-4 minutes, stirring every 30 seconds until melted.
3. Carefully pour each color candy melts into a decorating bag and cut a small tip off the bag.
4. Drizzle the melted blue candy melts over the top left corner of the pretzels and drizzle the melted red candy melts over the rest of the pretzels.

5. While the blue is still soft, add about 7 white pearl sprinkles on top for stars.
6. Carefully transfer to the freezer for about 15 minutes or until the candy melts have hardened.



PHOTO COURTESY OF CRAFT CREATE COOK

Summer Berry Cheesecake Trifles

myfoodandfamily.com

Ingredients:

8 oz. Philadelphia cream cheese, room temperature
7 oz. Jet-Puffed marshmallow crème
1 lb. prepared pound cake, cut into cubes
1 ½ lb. assorted berries (strawberries, raspberries, blueberries)

Directions:

1. Beat cream cheese and marshmallow creme with hand mixer until well blended, about 2 minutes.
2. Refrigerate for 1 hour until chilled.
3. Layer pound cake, cream cheese mixture and fruit into 8 dessert dishes when ready to serve.



PHOTO COURTESY OF MY FOOD AND FAMILY

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MARK YOUR CALENDAR

Things to do in Pacific Palisades

Friday, June 28
8 p.m.

Performances of Theatre Palisades' "Lend Me A Tenor" continue weekends through July 7. *Pierson Playhouse, theatrepalisades.com*

Saturday, June 29
9 a.m.

Join Palisades Beautiful and Pacific Palisades Garden Club volunteers for a community clean up day. *N/E/X/T Garden, palisadesbeautiful.org*

Tuesday, July 2
6 p.m.

Explore Palisades Park and the bridges over Pacific Coast Highway while enjoying the beautiful night air with Temescal Canyon Association. *Upper Temescal Gateway Park Parking Lot, temcanyon.com*

Tuesday, July 2
5 p.m.

The Draycott hosts family night every Tuesday, complete with a balloon artist. *The Draycott, thedraycott.com*



Family fun at The Draycott

PHOTO COURTESY OF THE DRAYCOTT

Thursday, July 4

The Pacific Palisades Woman's Club hosts an Ice Cream Social and Fireworks Show. *Pacific Palisades Woman's Club, theppwc.org*

Thursday, July 11
4 p.m.

Teens and tweens ages 9 to 18 are invited to compete to make the best original guacamole and salsa in small teams. *Palisades Branch Library, lapl.org/branches/palisades*

Saturday, July 20
2 p.m.

A performance by the California Feetwarmers—masters of ragtime, Dixieland blues and early swing. *Palisades Branch Library, lapl.org/branches/palisades*



"Lend Me A Tenor" PHOTO BY RICH SCHMITT

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Santa Monica



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Topanga Canyon



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Brentwood



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GUIDE TO PACIFIC PALISADES 4TH OF JULY

PHOTOS BY RICH SCHMITT



GUIDE TO 4TH OF JULY

SCHEDULE OF EVENTS

From early-morning racers to end-of-evening fireworks, here is an overview of the day's fun-filled schedule.

8:15 a.m.
**42nd Annual Palisades
Will Rogers 5 & 10K Run**

For the 42nd year in a row, thousands of runners will kick off the Fourth of July festivities with a 5 or 10K trek through the streets of the Palisades to Will Rogers State Historic Park, starting at Palisades Recreation Center. This year's race is presented by the Palisades Will Rogers 5 & 10K Run Foundation and sponsored by Saint John's Health Center. Pre-registration begins at 6:30 a.m.

9:30 a.m.
**24th Annual
Kids' Fun Run**

Kids 10 years and younger are invited to run or walk in the 24th annual Kids' Fun Run—a flat, half-mile loop that starts and finishes at the Palisades Recreation Center parking lot. Each participant in the non-competitive run will receive a T-shirt, American flag and participation ribbon at check-in. Festivities will also include a patriotic clown, who will be on hand to en-

tertain the kids at the start line and for balloon animals after the race. Free swag, face painting and a photo booth will be available for participants, thanks to American Legion Post 283.

2 p.m.
Fourth of July Parade

Bands, equestrians groups, marching units, community groups, local celebrities, neighbors, kids and politicians will march through the Palisades in the 71st annual Fourth of July Parade, with skydivers scheduled to land at 1:50 p.m. This year's theme is "May the 4th Be With You," suggested by longtime Palisadian Reeve Chudd.

4 p.m.
**Food/Concert
Gates Open**

After enjoying the full course of the parade, the celebration will continue at Palisades Charter High School with live performances, kids activities and food trucks. Taking the festival stage starting at 4:15

p.m. are Willa, Detoure, Jacob, Hutch and Freedom.

6 p.m.
Main Stage Concert

Taking the main stage this year is the Palisades Charter High School Concert Band, directed by Alex Dale, Skull Rock and Arielle Martinez Cohen. This year's headliners are PaliShades, featuring Adam Topol, Tom Freund, Ethan Phillips, Emile Millar, Chris Joyner, Lucy Schwartz and special guests. Those who attend the concert are encouraged to bring blankets or folding chairs to sit on the grass to watch the show as well as the fireworks.

9 p.m.
Fireworks

Ending the night with a bang and some color, it wouldn't be a Fourth of July without a fireworks show. The Pacific Palisades Fireworks Spectacular is presented by Pyro Spectaculars, starting at 9 p.m. and entirely synchronized to music.

ROAD CLOSURES

When planning your time around time, please keep in mind the following road closures, which are due to the various events throughout the day.

Race Closures

Beginning at 4 a.m. several streets will be closed for the 42nd annual Palisades Will Rogers 5 & 10K, including parts of Alma Real Drive, La Cruz Drive, Corona Del Mar, Toyopa Drive, Drummond Street, Sunset Boulevard, Will Rogers State Park Road, Chautauqua Boulevard, Carey Street, Ocampo Drive and Pampas Ricas. Major road closures include Sunset Boulevard from Drummond Street to Amalfi Drive, and then Drummond to La Cruz Drive/Monument Street. Roads are expected to reopen af-

ter the race is finished, at approximately 11:30 a.m.

Parade Closures

From 12 to 4 p.m., parade assembly and disbanding areas will be closed. This includes areas of Hartzell, Albright, Haverford, Via De La Paz, Antioch, Bowdoin, Carthage, DePauw, Earlham, Friends, Via De Las Olas, Swarthmore, La Cruz, Alma Real, Ocampo and Drummond. At 1:15 p.m. the parade route, which includes parts of Via De La Paz, Sunset, Drummond, Toyopa and Ocampo, will

close until the area is cleared at about 4 p.m.

Concert/Fireworks Closures

Starting at 5 p.m., Bowdoin Street, west from Temescal Canyon Road to Erskine Drive, will remain closed until 10:30 p.m. From 8 to 9:45 p.m., Erskine Drive between El Medio and Miami Way will be closed. Per request of the Los Angeles Fire Department, Temescal Canyon Road between Pacific Coast Highway and Bowdoin Street will be closed from 8:55 to 9:35 p.m. for fireworks.





OFFICIAL GUIDE TO THE FOURTH



9 p.m.

FIREWORKS

Palisades Charter High School

The spectacular fireworks show caps the biggest day in the Palisades.

6 p.m.

PALISADES ROCKS THE FOURTH CONCERT

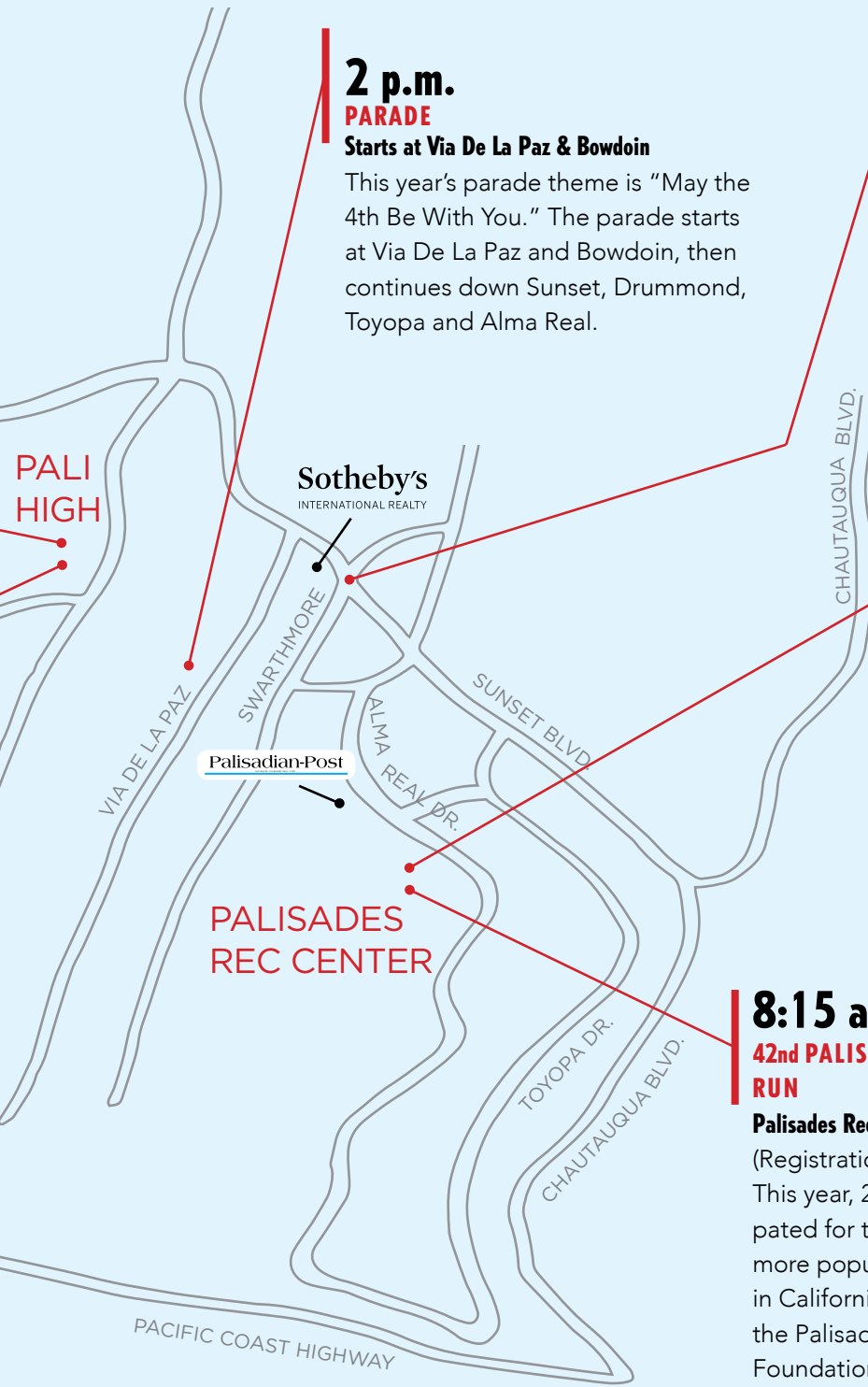
Palisades Charter High School

PaliShades, Arielle Martinez Cohen, Skull-Rock, Pali High band, Detoure, Jacob Winthrop Experience, Hutchinson, Willa Kaplan and Freedom Ledges will perform. Food trucks will be on site starting at 4 p.m.

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OF JULY IN PACIFIC PALISADES



2 p.m.

PARADE

Starts at Via De La Paz & Bowdoin

This year's parade theme is "May the 4th Be With You." The parade starts at Via De La Paz and Bowdoin, then continues down Sunset, Drummond, Toyopa and Alma Real.

1:50 p.m.

SKYDIVERS

Sunset

Carey Peck's skydiving team opens the parade. The skydivers jump from a Cessna flying at 3,500 feet, then free-fall for the first 1,500 feet before opening their chutes.

9:30 a.m.

24th ANNUAL KIDS' FUN RUN

Palisades Recreation Center

The Kids' Fun Run is a non-competitive, flat half-mile loop emphasizing participation, with each registered child receiving a T-shirt, an American flag and participation ribbon at the race. Kids 10 years old and under are invited to run or walk.

8:15 a.m.

42nd PALISADES WILL ROGERS 5 & 10K RUN

Palisades Recreation Center

(Registration 6:30 - 8 a.m.)

This year, 2,500-3,000 runners are anticipated for the 5/10K, which is one of the more popular and well-recognized 10Ks in California. The race is organized by the Palisades Will Rogers 5 & 10K Run Foundation.



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GUIDE TO 4TH OF JULY

FIREWORKS

If you can't make it to Palisades Charter High School to watch the Palisades Rocks the Fourth fireworks show, check out these alternate locations around town:

- El Medio Bluffs along Bowdoin and the corner of Northfield and El Medio
- Via de Las Olas Bluffs
- The Highlands
- Sunset Mesa
- Castellammare
- Top of Chautauqua

The Los Angeles Fire Department wants to remind Palisadians: “All fireworks, even the so-called ‘safe and sane’ variety, remain illegal in the city of Los Angeles. Those who use, possess or transport fireworks are at risk of criminal prosecution, or a painful and debilitating injury.”

Although it can be tempting to deploy a harm-

less-looking smokeball or light a sparkler, they often cause more damage because of careless handling—especially with the heightened danger of sparking a wildfire.

“Sparklers alone account for more than one-quarter of emergency room fireworks injuries,” according to LAFD.

My Safe LA offers six reasons to leave fireworks to the professionals:

- Fireworks kill 40 people per year on average.
- More than 3,000 people are hospitalized.
- 1,300 homes burn as a result of fireworks.
- 300 vehicles burn as a result of fireworks.
- Children are the most likely victims.
- You aren't a professional pyro-technician.

So sit back, relax, be safe and enjoy the Palisades Rocks the Fourth fireworks show, presented by Pyro Spectaculars.





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Sun., 9/8: Gather with us
in the Riviera for the annual
PPDC Garden Party—mingle
one-on-one with your elected
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Sun., 11/3: Celebrate
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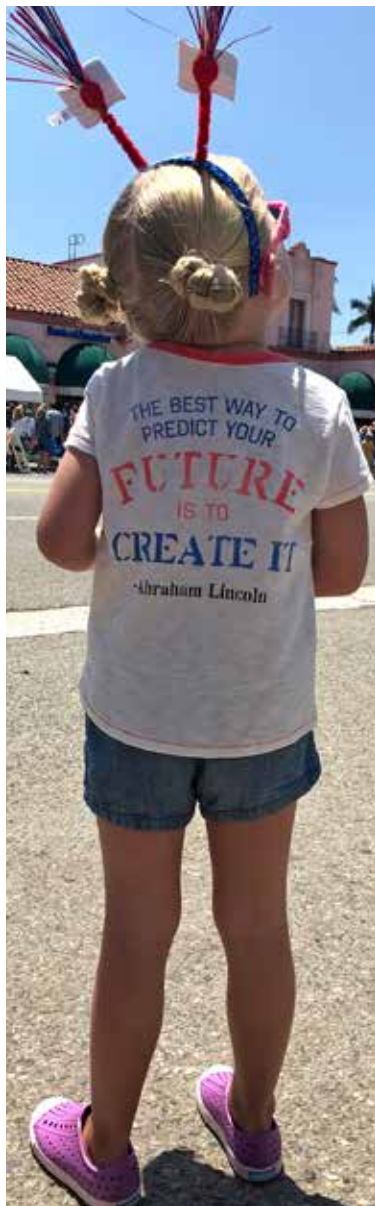
FIFTH ANNUAL PHOTO CONTEST

For a chance to be featured in print and online, enter the *Palisadian-Post's* fifth annual photo contest, giving our readers a chance to show off how they celebrate the Palisades' favorite event of the year.

Submit photos from the race, the parade, fireworks, costumes, patriotic pups—anything goes!

Send high-res images (300 dpi or "actual size" if sending from a smartphone) to mypost@palipost.com by Monday, July 8, at 10 a.m.





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GUIDE TO 4TH OF JULY

KIDS ON BIKES

Looking for a way to join the parade?

This Fourth of July, kids are encouraged to show off their decorated wheels by participating in The Yogurt Shoppe's Kids on Bikes best-decorated bike contest.

Entrants may swing by the Palisades Shoppe on July 3 between 3:30 and 5 p.m. where judging will take place for a chance to win first place (\$75 gift card), second place (\$50) or third place (\$25).

On July 4 between 1:15 and 1:30 p.m. on the sidewalk at Bowdoin near the Palisades Charter Elementary School marquee, Kids on Bikes participants meet with their parents or guardians to sign a participation form and accompany them along the parade route.

Water bottles are recommended and bike helmets are required.



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GUIDE TO 4TH OF JULY

PATRIOTIC PUPS

Marching for the 24th year in a row, the Patriotic Pups of Pacific Palisades are back to join the 2019 Fourth of July Parade.

Each participating pup will receive a bandana, water, collapsible water bowl and poop bag from sponsor Paws N Claws.

Pups and their walkers will meet at 1:30 p.m. at Palisades Charter Elementary School. Bringing water is encouraged for all two- and four-legged participants.

Interested pups can ask their human friends to send an email to patrioticpups@palisades4th.com with your name, telephone number, email address and pups name.

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2019 JULY 4TH HOME DECORATING CONTEST

Palisades' Sotheby's International Realty office real estate agents Joan Sather and Susan Montgomery are teaming up to sponsor the 2019 July 4th Home Decorating Contest.

This year's contest, celebrating 10 years, is open to all homes in Pacific Palisades. To enter, go to palisades4th.com/parade/home-contest, fill out a form and upload a photo of the decorated home. Alternatively, post a photo on the Pacific Palisades Fourth of July Celebration Facebook page or on Instagram with #Palisades4thHomeContest.

"At every house, the personality of the owner comes out in the decorating," Sather told the *Palisadian-Post* after the con-

test wrapped in 2018, "which I find really wonderful."

In 2018, more than 30 homes participated in the contest, with homes entering from all neighborhoods. Popular items from last year's contest include hydrangeas and flower boxes in upstairs windows.

Judging of submitted photos will take place on July 2, with final judging conducted by a panel of local celebrities on the afternoon of July 3. The top six finalists will receive recognition certificates and prizes from local business. The winner will have an opportunity to judge the 2020 contest and win a flag that flew over the U.S. Capitol.



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‘MAY THE 4TH BE WITH YOU’

Longtime local Reeve Chudd shares inspiration behind his winning parade theme.

BY JAMES GAGE



PHOTOS BY RICH SCHMITT

Longtime Palisadian Reeve Chudd has some new bragging rights as winner of the official Pacific Palisades 2019 July 4 Parade theme. His submission, “May the 4th Be With You,” is one of his many beloved puns.

“I never entered before, and we’ve been in the Palisades now for over 30 years,” Chudd told *90272 Magazine*.

Chudd and wife Marian are parents to daughter Sarah, who currently lives in Encino. Sarah’s son Jerry currently attends Palisades Charter High School, where Chudd serves on the Board of Trustees.

“I actually submitted another theme I thought might win: ‘Unity in Community,’” Chudd shared. “Little pun there, thought that was cute or clever enough to at least compete.”

Chudd explained that his winning theme was actually a joke he used to make 20 years ago about the date May 4th—hence “May the 4th Be With You.”

“It’s not like that pun hasn’t been used before, so it’s not original,” Chudd explained. “I threw the submission in there as a joke—I have no idea why the committee thought it was good. I just thought it was a goof!”

Chudd, Marian and their black poodle Cathelina have participated in the parade for years, with Cathelina walking in the “Patriotic Pups” portion of the parade.

“She’s the perfect dog, but I will say when I go for a walk with her in The Huntington to the little dog park on Corona Del Mar, she’s excited to get there but on the way back she’s dragging,” Chudd said. “She’s getting old. Sadly, I don’t think she’ll be able to walk with this year’s Patriotic Pups.”

“May the 4th Be With You” follows last year’s “Palisades Parade – 70 Years of Cheers!” which celebrated the 70th anniversary of the Fourth of July parade. The 2018 theme was entered by Brendan Serapiglia, who has lived in the Palisades for more than 10 years.

Each year the theme is selected by Palisades Americanism Parade Association in May, so that float-builders and performers can plan their presentations to fit the theme.

Chudd told *90272 Magazine* that what he loves most about the parade is the sense of community.

“Everybody comes out in the neighborhood and participates,” Chudd said. “People line their chairs up on the parade route and afterward go see the fireworks together. It’s storybook.”

The parade features musical units, equestrians, floats, marching units and vehicles. The route starts on Via De La Paz and heads up to Sunset Boulevard, then follows Sunset until Drummond Avenue, then takes Drummond to Toyopa Drive, and continues along Toyopa until ending at Alma Real Drive.

Chudd shared that he loves the Palisades and what it stands for.

“We’re incredibly lucky to be here and to have all these people who volunteer to make this parade the incredible event it is,” he added. “It’s why I look forward to going every year.”

As his reward for winning the parade theme selection, Chudd will get to ride on a Los Angeles Fire Department hook and ladder truck in the parade.

“I want to see if my grandson Jerry will ride with me—I’m trying to convince him,” Chudd said with a laugh.





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Whether it's Fourth of July, your wedding day or everything in between, planning a party in the modern world can be an overwhelming task. Coordinating the endless moving pieces behind an event is what inspires party throwers to hire dedicated planners.

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Operating the company as comfortably as he does a turntable, Michael Welday has crafted his company into an all inclusive, push-of-a-button experience.

"We basically do everything," Welday said in an interview with *90272 Magazine*. "We're a full turn key—a one-stop shop when it comes to event planning and management."

While hiring a DJ is usually one item on the very long checklist of party planning, Welday's company has absorbed the entire list and now provides DJs, photo booths, lighting, video and photo services, bartending, projectors, and cake mapping.

"Over the course of the last 20 years, I'd say that we've done over 3,000 events," he said, becoming a highly rated "go-to" for corporate events, private events and weddings.

Welday remembers jumping into the world of disk jockeying at age 16 when he attended an electronic dance music festival. When he realized he enjoyed it and could make money to play music at parties, his passion quickly turned into his profession.

Now, he is in the process of getting a pyrotechnics license and expects being able to provide fireworks at parties starting in 2020 as part of a new special FX package.

Djz has 20 members in total and expects to grow past the 30 and 40 mark in the next two years. DJs with the collective include DJ Turn Signal, DJ Cali Miles and himself, DJ Mike Wells.

"I think that one of the big things [about us] is that we're actually able to save the day if vendors fall through," Welday said. "People call us and we're able to come to the rescue and get to an event within two or three hours if need be."

Welday has distanced himself from competitors through five-star ratings online and a growing word of mouth reputation.

"Nobody does what we do," he said. "No one is really offering everything from the audio visual to special effects and fireworks."

Djz offers a "wide and diverse staff" that is able to respond at a moment's notice and

can book up to 13 events in one day, compared to big conglomerates with long wait times and who can be apathetic to emergencies, Welday said.

Realizing the future of event promotion is on social media, Djz also offers custom online strategies for promotion and social media branding, creating websites for events or brands who might need a bigger online presence.

"For us, our company vision is sharing joy and happiness," Welday said when asked why it's important to him to provide a great service. "Our slogan is 'you are special to us.'"

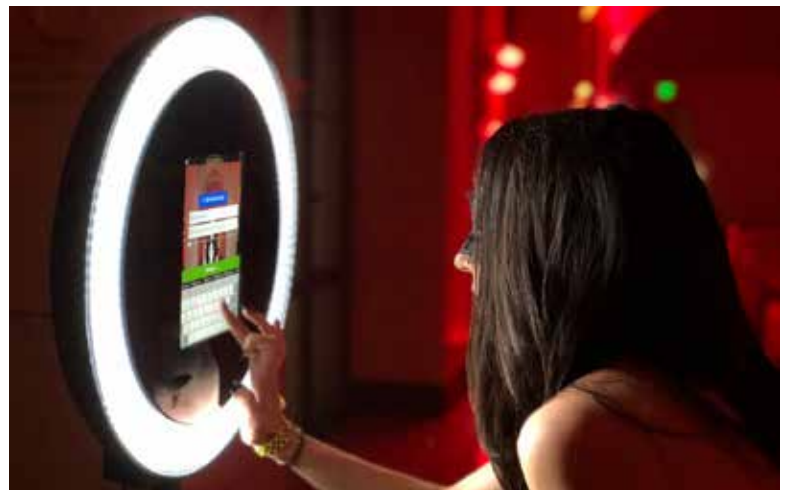
"We care to do the right thing, and we want to give the best experience possible. It really comes down to just making sure that people have the best time of their lives."

For more information, visit specialeventdjz.com.



Djz' tips for throwing a bash to remember:

1. For a backyard boogie, keep in mind that your guests are going to be where you are. If you're on the dance floor, the guests will be too!
2. Have FUN and make sure not to stress or your guests will too.
3. If there are older guests, try not to sit them close or right in front of the speaker(s).
4. Don't put the DJ in an obscure location or corner; the DJ needs to be easily visible and near the dance floor so they can see it to get a feel for the crowd.
5. If you have dance floor lighting, keep in mind that darker is better. Use dimmers for chandeliers, cafe lighting, etc. and make sure to turn them off before the Big Firework Show!!!
6. If you have a bar or photo booth at the event, please put it in the main area of your backyard where the DJ is. You want to keep people near the dance floor at all times.
7. When picking your songs for your event, take into account not only your taste, but the guests' as well.
8. When picking your music for a DJ, you don't have to overdo it. Pick 20 or so songs you like and a few you don't, and let the DJ fill in from there.
9. If you have to cut corners on your budget, don't skimp on your entertainment—it can make or break your event!



PHOTOS COURTESY OF DJZ



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STAYING SAFE AT THE BEACH

Los Angeles County Lifeguards recommend swimming near an open lifeguard station and never swimming alone.



PHOTOS BY RICH SCHMITT



The Los Angeles County Lifeguards, which protect the beach in Pacific Palisades, offer tips for staying safe all summer long.

“The Los Angeles County Lifeguards suggest using common sense when visiting the beach,” their website states. “Tragedy in the ocean can happen quickly therefore having knowledge of aquatic safety is crucial when coming to the beach.”

Here are some of the safety tips listed on their website:

- Always swim near an open lifeguard station and never swim alone.
- Check with the lifeguard for safe ocean and beach conditions.
- Never dive into shallow water. Remember: feet-first every time.
- Use swim fins and a leash whenever bodyboarding.
- Keep a safe distance from piers and rocks, and always obey warning signs.
- Never throw sand and always fill in holes before you leave the beach.
- Please do not litter ... leave the beach cleaner than you found it.
- Protect yourself from the sun ... use sunscreen and wear a hat.
- Respect other beach patrons and remember your beach manners.
- The bicycle path is like a road ... always look both ways before crossing.
- If you or someone in your group gets lost, always find the nearest lifeguard.

For updates, follow the Los Angeles County Lifeguards on Instagram and Twitter @lacolifeguards.

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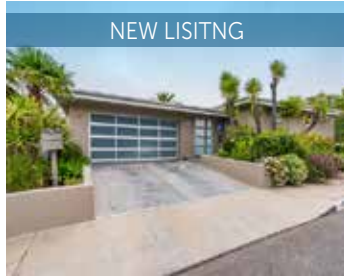
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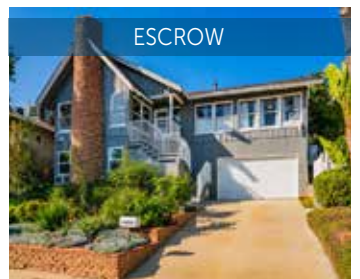
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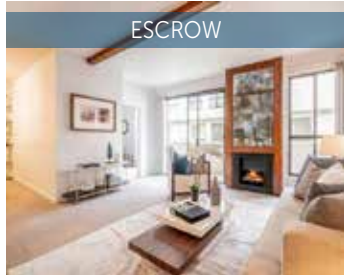
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the Palisades Way

Staff Photographer Rich Schmitt is always on hand to capture all the fun festivities throughout the day each year in Pacific Palisades. Here are some highlights from years past.



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OUT OF THE PAST

90272 Magazine dives into the Palisadian-Post archives, taking it back to 1981.



July 4, 1981 — The Harleigh Sandler “Hometown Beauties” float, took the Patriotic Award for best use of theme in floats.



July 4, 1981 — Police officers on motorcycles show off their acrobatics and balance skills while cruising down the parade route.



July 4, 1981 — Atilla the Hun rides the parade path.

Happy 4th of July to our Pacific Palisades neighbors from my family to yours

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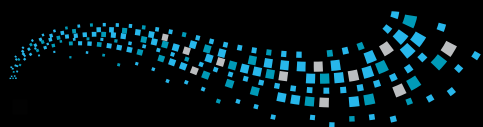


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PHOTO BY @LIKETHEMOUNTAINS



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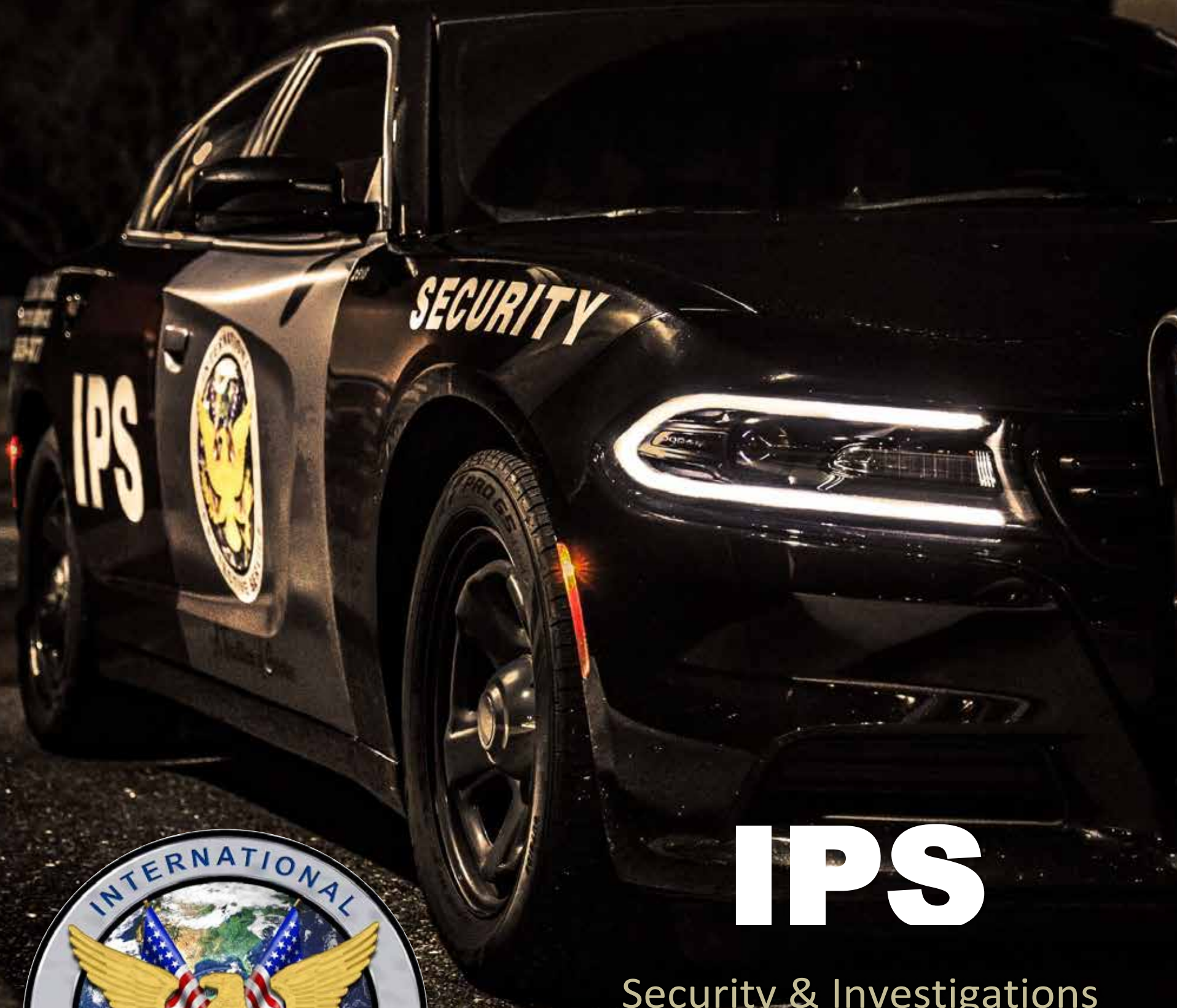


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