

NEXT UHCA MEETING MAY 3

ALICE BIRNEY ELEMENTARY
AUDITORIUM / 4345 CAMPUS AVENUE
6:45 pm CRIME WATCH, 7:00 pm MEETING

ALL ABOUT GARDENS - BILL TALL

Our featured speaker at the UHCA meeting on Thursday, May 3 will be Bill Tall, founder of City Farmers Nursery



SAVE THE DATE

Event: Movie in the Park,
Breaking Away
Date: Saturday, May 19
Time: 7:30 pm
Place: Trolley Barn Park
Cost: Admission Free

University Heights Community Association May 2018

NEWS



VIEWPOINT

SAVE THE ED CENTER

When the Eugene Brucker Education Center was constructed in 1953, we lived in a very different time, one characterized by post-war optimism, urban expansion and a prospering economy. In this atmosphere, our city of San Diego constructed a forward-looking "education center" for the growing city. Today, the San Diego School District, under financial pressure, plans to trade the site away, leaving University Heights to face the developers. We do not know what the soon-to-be owners will do with the site, but considering the increase in neighborhood property values, the housing crisis, and the dense condominium/mixed-use construction throughout the area, it seems fair to assume we will soon see plans for a thick slab of condos built to the sidewalks.

The Eugene Brucker Complex should not be torn down. While change is inevitable, we can do our best to influ-

ence what will come; whatever happens to the site will greatly alter the neighborhood forever. Whether the Ed Center, through adaptive reuse, goes the (commendable) way of Liberty Station, housing, community services or something else, the building should remain.

For fans of modernist architecture, the building has many merits, with its rows of aluminum framed awning windows, glass-enclosed stairs, and asymmetrical massing at its entrances. It is not the delicate modernism of Irving Gill, which would be so influential to older parts of the city. Nor is it the post World War II architecture of slick corporate surfaces and painstaking details. It is, rather, a tougher modernism of progressive social change, embodying a belief in public service through education. It is the architecture of Brown v. Board of Education, desegregation, and the 1968 Bilingual Education Act. As such it is part of the spirit of progressivism and inclusion that characterizes this part of San Diego.

Keeping the Eugene Brucker Education Center standing, ideally under historic preservation, would allow the site to retain its present character. The

open grass and mature trees around the property serve as an unofficial public park and are enjoyed every day by the community. Judging from published comments from other residents, these expansive open areas are understandably important to the community, one whose only other outdoor public space is the beautiful but distant Trolley Park.

The Ed Center is a valuable building to this community's history and should remain a tangible piece of our past. It is not an imitation of an earlier form of modernist architecture; this is real "Midcentury Modernism," with its ethics and progressivism intact. Unlike most of our historic architecture in University Heights such as the Mission Cliff Gardens, the Ostrich Farm, Trolley Barn, the Normal School or even the never-built USC School of Fine Arts, the Education Center still EXISTS. We should keep this last, largest and meaningful piece of our remaining history with us, rather than relegate it to another collection of historical photographs. *-Rachel Lares Jamieson & Marcos Sánchez. This is just one opinion and not necessarily the view of everyone in the UH community.*

LOOKING AHEAD: THURSDAY, JUNE 7, 2018

The topic for the next meeting is Ed Center Exchange Update: Richard Barrera, San Diego Unified School Board Trustee and representative for University Heights.



ALL ABOUT GARDENS



Bill Tall, owner of City Farmers Nursery, will be our guest speaker at the May 3rd meeting. Always entertaining, Bill will talk about his unique nursery and give down home advice about gardening and much more. If you haven't been, City Farmers is a treasure chest of stuff. You can find everything from bee keeping equipment to solar ovens, Bag Balm, seeds, pond supplies, hydroponics, canning supplies, animal feed, and, of course plants. It's a great place to take your



Above: City Farmers Nursery is one-of-a-kind. • Left: Founder Bill Tall and son Sam
Photos: David Holts

kids or just yourself. A family-owned, independently operated, garden center, Bill at age 16, started the nursery in 1972. Bill and his son, Sam, carry on this family owned business. It is a working farm where you can visit their animals, see bonsai, roses and California natives and eat at Nate's Garden Grill. City Farmer's naturally maintains every plant, bush, and tree as Mother Nature intended. The tradition of four

decades of free advice- whether you want to create healthy soil or need help identifying bugs- they have the time and staff with the knowledge to make sure your garden projects thrive. The nursery is located at 3110 Euclid Avenue. The hours are 9-5 every day but Monday.

Come to this informative evening and experience Bill Tall, gardener extraordinaire.

GARDEN OF THE MONTH

MUCH MORE THAN A GARDEN

When a homeowner is equally devoted to gardening, art and sustainability, the results can be amazing. In the case of Louisa Campagna's garden, it creates a delightful environment that keeps evolving naturally. This is a woman who uses solar panels, plugs in her small electric car and channels rainwater into multiple barrels for a garden hose.

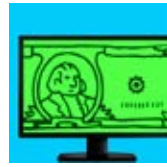
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Photo: Louisa Campagna

MEMBERSHIP

JOIN TODAY AND HELP MAKE A DIFFERENCE! OUR SUCCESS IS LARGELY DEPENDENT ON VOLUNTEER EFFORTS FROM AREA RESIDENTS LIKE YOU.



NEW / RENEWING MEMBERS

GOLDEN OSTRICH
Mary Ellen "Mike" Rybarczyk, Kristie Edgmond, ELE Collective (Park & Rec), Scott Kovacic, Joshua & Sarah Stager, W.F. & Ruth Matranga

HOUSEHOLD

Julie & Jeff Rubtchinsky, Marie De Santi, Benjamin & Mona Burke, Joan Emerick, Mary Ruane, Ron & Nancy Girvin, Bradley Whitehead & Lemuel Salao, Bailey Haines, Esther Yu, Ryan Braidwood, Theresa Jackson, Karen Keltner & Evelyn de la Rosa, Thomas Harrison, Margaret Cobleigh & Sandra Roberts, Jessica Cole, Karen Sullivan, Tamara Zyhylij, Linda Boisvert, Susan & David Holts

JOIN, RENEW OR DONATE ONLINE AT UHSD.ORG.



Clip & Return to: **UHCA PO BOX 33032 San Diego, CA 92163**

Many thanks to all our members for your dues and donations, which go directly to programs and events that make UH the wonderful community it is. We greatly appreciate your support.

Yearly Membership

- \$25 Household
- \$45 Membership & mailed UHCA News
- \$75 Business Membership
- \$100 Golden Ostrich

Name _____

Business Name _____

Address _____

City/State _____ Zip _____

Phone _____ Email _____

Referred by _____

- NEW
- RENEWAL

University Heights Community Association is a 501(c)(3) non-profit charitable organization. A portion of your membership is tax-deductible to the extent allowed by law. For more info, email membership@uhsd.org

Donor

\$ _____ Donation for Keeping up the Good Work (Donate as a member or non-member)

Volunteer Your Time on a UHCA Committee!

- Beautification & Planning** Keep UH beautiful.
- Blockwalker** Help deliver newsletters to UH residences and businesses.
- Marketing & Merchandising** Promote UHCA via marketing/advertising, visual arts, photography, and product merchandising.
- Membership** Help meet record goals for 2018 membership and meeting attendance.
- Neighborhood/Zone Watch** Join your neighbors to keep UH safe.
- UHCA News** Write articles, take photos or sell ads; these are just a few of the many ways to contribute your talent, creativity and energy to our paper.
- Program & Events** Plan and oversee the various events and general meetings.



UNIVERSITY HEIGHTS COMMUNITY ASSOCIATION

UHCA NEWS

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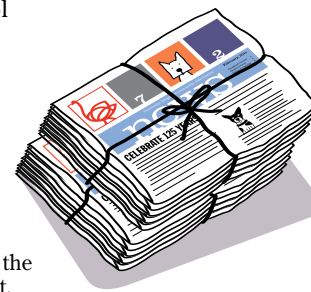
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Published 10 times per year by the University Heights Community Association. We welcome articles, letters, and announcements about issues and events relating to University Heights. The deadline for submission is the 5th of the month. Email submissions to uhcanews@yahoo.com. We retain the right to edit submissions for style and content.



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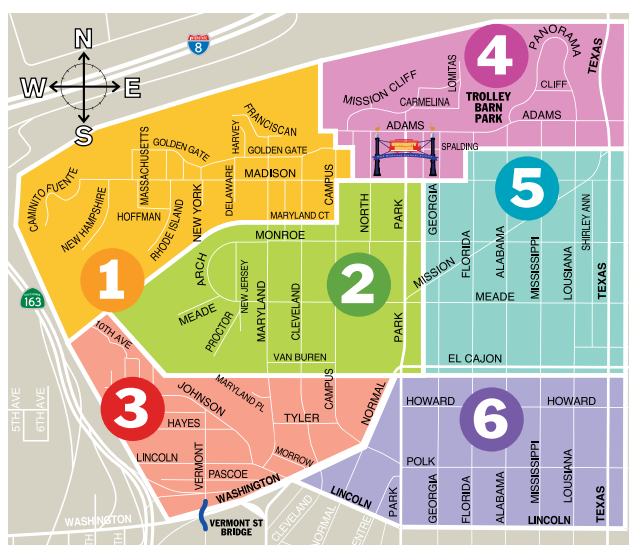
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UNIVERSITY HEIGHTS BOUNDARIES AND ZONE WATCH



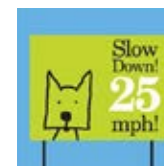
Zone Watch Coordinators manage email lists of participants wishing to receive University Heights crime watch information and updates. Download more on the UH Zone Watch program at uhsd.org or contact your zone's coordinator, or Nan McGraw.

- 1 Nan McGraw** nmcsan@aol.com
- 2 Pam Isaacs** pamisaacs1@gmail.com
- 3 Mary Lange** mlangeuhcazone3coordinator@gmail.com
- 4 Christopher Hutchinson** christopherhutchinson@hotmail.com
- 5 Tamara Zyhylij** tamara@tamarazhomes.com
- 6 Mark Koopman** mkzw6@yahoo.com



NEW CRIME WATCH SIGNS

Be on the lookout for the new signs that are now up. If you know of an old dilapidated sign that should be given priority, please email UHCA Secretary Kurt Hermansen at: kdh@habeaskurtus.com.



SLOW DOWN SIGNS

Speeding on neighborhood streets in UH is a chronic problem. Shaving time off trips by speeding has small benefits and high risks. Set your alarm clock 15 minutes ahead and slow down.

UH PHONE BOOK

Emergency • Police • Fire • Medical 911
Non-Emergency Suspicious Activity, Homeless Outreach Team, etc. 619-531-2000
 Online: non-emergency problems: www.sandiego.gov/get-it-done
SD City Services non-emergency: street lights, pot holes, etc. 619-527-7500
 Online: www.sandiego.gov/city-hall/departments
SD City Services emergency 619-527-7500
 Online: www.sandiego.gov/city-hall/departments
 Storm damage: fallen trees, flooding, clogged storm drains
Alert San Diego reverse 911 notification to mobile phones for emergencies
 Requiring evacuations www.readysandiego.org/alertsandiego/
2-1-1 San Diego
 Free Community Resources Cal Fresh, Medi-Care, Covered California, etc. 211 or 858-300-1211
Abandoned Vehicles 858-495-7856
Alice Birney Elementary Office 619-497-3500
Animals / Non-Emergency 619-767-2675
Brush and Weed Abatement 619-533-4444
Code Violations 619-236-5500
Crime Stoppers Tip Line 888-580-TIPS (8477)
Department of Environmental Health public health/rats/rodents 858-694-2888
Downed Power Lines / SDG&E 800-411-7343
Emergency Water / Sewer Repair / Sink Holes 619-515-3525
Narcotics suspicious drug house / anonymous 619-531-2468

Retired Senior Volunteer Patrol (RSVP) 619-692-4945
 Vacation home security check, welfare of home-bound, patrolling business districts, homeland security support
SDPD Community Relations Officers:
 David Surwilo (dsurwilo@pd.sandiego.gov) 619-692-4858
 Ricardo Pinon (rpinon@pd.sandiego.gov) 619-692-4821
SDPD Western Division 5215 Gaines Street 619-692-4800
Shopping Cart Pick-Up Service 800-252-4613
UHCDC University Heights Community Development Corp 4452 Park Blvd 619-297-3166
University Heights Public Library 4193 Park Blvd 619-692-4912
UH Zone Watch Coordinator Nan McGraw nmcsan@aol.com 619-260-0668
Graffiti: In Progress Emergency: 911
 Report Online: apps.sandiego.gov/streetdiv/) email photos: cericson@pd.sandiego.gov
 Graffiti Hotline: 619-257-7500
SD Vector Control mosquitoes / ticks / rats 858-694-2888
 Online: vector@sdcounty.ca.gov

If all else fails, email TRenner@sandiego.gov at Councilmember Chris Ward's office.



DISASTER CONTACTS

In case of a major disaster such as an earthquake or fire, have two out of state contacts on speed dial. When the power is off cordless phones won't work. Have a basic phone you can plug into a phone jack that you can use for calls.

PRESIDENT'S CORNER

CAROL NEIDENBERG

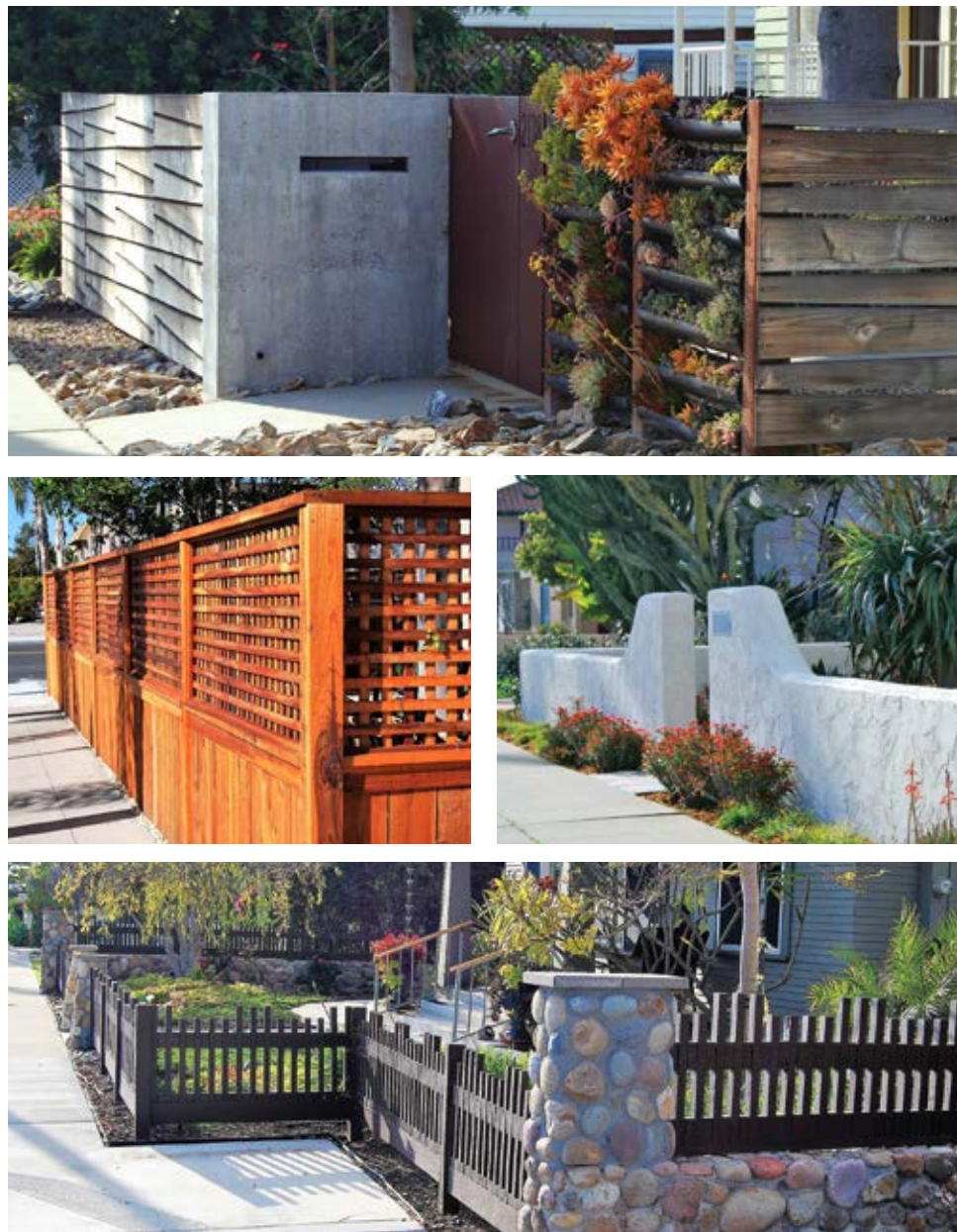
Fences, gates, walls. Do you think they make good neighbors? I understand the historical reasons for walls and fences. When the majority of people lived on farms, these types of barriers were used to keep cows from leaving your property and entering your neighbor's. Nowadays there aren't farm animals in the urban core.

For some reason, I've seen quite a few fences, gates, and walls being put up in our neighborhood recently. Attractive ones, white ones, stained ones, painted ones, short ones, and tall ones. So much new construction that I began wondering what started this trend.

First, I thought it had to do with increased crime. Having checked the SDPD crime stats, there doesn't seem to be a trend worth mentioning. I also checked if there was a problem with the homeless from entering and sleeping on our properties. Found out that this is usually not a problem

in most areas of UH. Perhaps then the walls & fences have more to do with dogs entering front yards and doing their business. Although UH is a walkable, dog-friendly community, I checked with my neighbors and didn't get a consensus for that theory. The last observation to note is the substantial increase of young children in UH and their subsequent need to have safe play areas. After all, we only have one Trolley Barn Park.

I hope this construction trend isn't a reflection of the political movement to build a border wall with our southernmost neighbor. Instead it's homeowners wanting to define their space, create extra privacy, and improve the value of their home. Plant a drought-tolerant front yard and take advantage of great weather. If so, I look forward to colorful flowers, fanciful yard decorations, and neighbors together enjoying one of the great communities in San Diego.



Photos: David Holts

SURVEY RE FUTURE USE OF THE ED CENTER PROPERTY

As explained in March's News, the San Diego Unified School District will be exchanging their property at Park Blvd. and Normal St. for a property elsewhere in San Diego. There is still time to take the following survey in order to further our goal of providing crucial community input on this important issue as the SDUSD goes through the process.

Please check as many potential uses of the property as you wish to indicate your preference. To submit your entry, please do one of the following: tear out the survey and return it to UHCA at the next community meeting, or email your response to Stuart McGraw UHCA Treasurer and Board member of Uptown Planners) at stumcgraw@gmail.com, or mail your response to UHCA, PO Box 33032, SD, 92163. Additional copies of the survey will be available at the next UHCA meeting.

- Q What use would you like to see on the Ed Center property?**
- (A) Residential (apartments, condos, etc.)
 - (B) Commercial/ retail
 - (C) Mixed use (residential and retail)
 - (D) Institutional (for example, library, community center, etc.)
 - (E) Park (playground, gardens, dog park, etc.)
 - (F) Other (fill in the blank _____)

Thank you for your participation and your interest in keeping our neighborhood the best in San Diego.

IN CASE YOU MISSED IT

The Crime Watch portion of our meeting began at 6:45 pm. Officers David Surwilo and Ricardo Pinon were on hand along with Deputy City Attorney Han Hershman to address homeless issues and the fire under the Vermont Street Bridge. SDPD has a new division: Quality of Life Unit which will deal mainly with homeless issues.

Announcements were made by:

Tyler Renner from Councilmember Chris Ward's office: the fire under the bridge and undergrounding utilities in UH (more about those p. 10).

Nick Serrano from Assemblymember Todd Gloria's office: California legislature is undergoing the budget process now. Assemblymember Gloria co-authored a bill to help homeless youth and a bill to limit concealed weapons.

Toni Duran from State Senator Toni Atkins, President pro tempore: congratulations to Toni Atkins for the remarkable achievement to be the first woman President pro tempore of the California Senate.

Zach Bunshaft from Congresswoman Susan Davis' office: the omnibus bill passed with 3 billion for the National

Institute for Health and an increase in HUD funding.

Announcements: 130 Anniversary Party on Park Boulevard Saturday, April 28 and the Tag Sale at the Trolley Barn Park on Sunday, April 29; Movie in the Park May 19; Uptown Planners and NPPC elections results (UH is now represented on both boards). Our representative on San Diego Unified, Richard Barrera, will attend the June 7 UHCA meeting to update the status of the Ed Center.

Our featured speaker, Kristin Harms, gave a detailed power point presentation of the history of University Heights from 1887 when UH was subdivided by the College Hill Land Association to the present day. Many of our important historical structures have been demolished over the years. However, thanks to many people and organizations, some important structures remain: the lily pond in the former Mission Cliff Gardens; the rock wall on Adams Avenue that housed the gardens; the Teachers Training Annex building; and the University Heights Water Storage and Pumping Station located on El Cajon Boulevard at Oregon Street. The web version of Kristin's presentation is available at edcentersite.com. -Nan McGraw

COMING SOON: OVERLAY OF 619 AND 858 AREA CODES

In December 2016, the agency that manages telephone area codes forecast that the 619 area code would run out of phone numbers for new devices by the first quarter of 2018. They decided the best solution would be to take the adjacent 858 area code, which has plenty of remaining unused phone numbers, and overlay it with the 619 area code. New 619 area code phone number requests could then be assigned an 858 area code phone number, and vice versa.

Beginning November 11, 2017, calls from the 619 and 858 area codes can

be dialed as 1 + area code + telephone number, or callers can continue using just the seven-digit telephone number within the same area code as in the past.

However, beginning May 19, 2018, callers from the 619 or 858 area codes must include the area code for all calls. If you do not include the area code when dialing, your calls will not be completed, and a recording will instruct you to hang up and dial again.

Beginning June 19, 2018, new phone numbers in the former 619 region may be assigned numbers using the 858 area code, and vice versa.

What you need to do

You must change your dialing procedure to include the area code. In addition, all services, automatic dialing equipment, or other equipment programmed to dial a 7-digit number will need to be reprogrammed to use the new dialing procedure. You should also update stationery, checks, advertising materials, Web sites, contact information, and personal or pet ID tags to ensure the area code is included.

What will remain the same

Your telephone number, including current area code, will not change. The price of a call, coverage area, or other rates and services will not change because of the overlay. What is a local call now will remain a local call, regardless of the number of digits dialed. You can still dial just three digits to reach 911, as well as 211, 311, 411, 511, 611, 711, and 811. More information is available at <http://www.cpuc.ca.gov/619areacode/>. Jump to Toolbar. -Sol Schumer

FOOD AND BEVERAGES

THE COFFEE STOP: BETTER BUZZ

I have been crossing different borders, real and imaginary, since I was a child. Sometimes with my mother to buy a few groceries and freshly ground coffee while my father was napping; or alone with my bike to ride the Imperial Valley roads and see the desert sunsets through my teenage eyes. As I grew up, there were more and different boundaries. Part imaginary, part real, is the border between University Heights and Hillcrest, as the bus passed over Lincoln Avenue and neither a sign nor an officer asked the driver to stop. Later, when I saw the rainbow flag on Normal Street, I knew that we were entering into our neighbor's lively area.

Crossing borders in search of things I cannot find moves me, so I got off at the stop No. 10852, crossed the street looking to hear the buzz of a crowded coffee bar, to smell coffee in the progress of roasting and to taste a sandwich. But none of these three things occurred. Weeks before, at night, I passed in front of Better Buzz and saw a line of at least 12 or more people and most of the seats were taken. When I went back I got there before lunch time and was the fourth in line, half the seats were available and a lot of happy talk filled the air.

Their twice a week roasting operation will start soon. That area has a counter so I sat there to be close to the "morn-

ing drug" and see the glassed-in production of cold brews. Finally, instead of a grilled sandwich, my choice of the day was a purist cappuccino with a double Rwanda Abakundakawa espresso. From my seat, I also saw the preparation bar. This central spot hosts several drinks on tap; the west wing boasts high-end equipment for the "purist"; and the east side has high quality machines let's say for the "liberal or pragmatic" customers. But the entire hive was busy at work making hand crafted beverages.

Now I know when to go to this place filled with words and bee cells. Whether I am in the mood for a packed or uncrowded cafe, a still or moving coffee roaster, a purist or liberal drink and a family or an adult meal, Better Buzz has it all. *-Felipe Gonzalez*



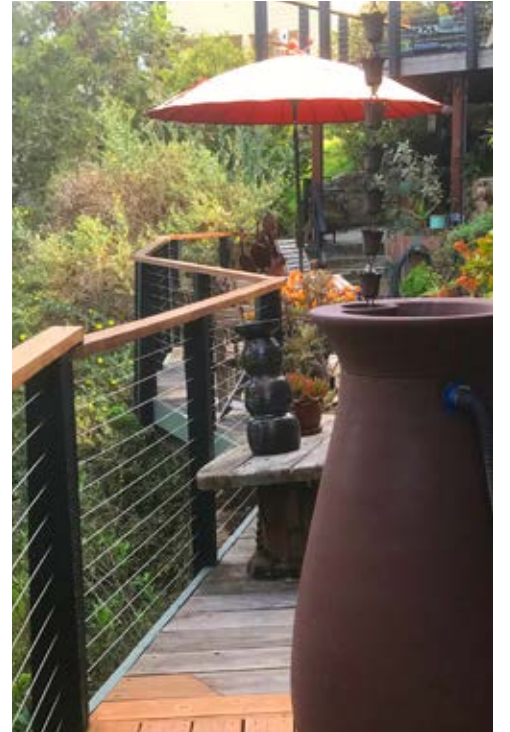
EATING OUT IN UH

American Market	4395 Cleveland Ave.	296-8333
Bahia Mexican & Seafood	1985 El Cajon Blvd.	542-0540
Bahn Thai	4646 Park Blvd.	299-6363
bfd (big front door)	4135 Park Blvd.	255-4100
Circa Restaurant	2121 Adams Ave.	296-9152
Cueva Bar	2123 Adams Ave.	269-6612
El Zarape	4642 Park Blvd.	692-1652
Flavors of East Africa	2322 El Cajon Blvd.	955-8778
Grains	2201 Adams Ave.	269-5999
Great Maple	1451 Washington St.	296-8268
Hope at Lafayette	2223 El Cajon Blvd.	780-0358
Hundred Proof	4130 Park Blvd.	501-6404
Lestat's on Park	4496 Park Blvd.	501-6638
Loving Hut	1905 El Cajon Blvd.	683-9490
Madison	4622 Park Blvd.	296-6566
Mama's Bakery & Lebanese Deli	4237 Alabama St.	688-0717
Meraki Café	1735 Adams Ave.	269-9618
Muzita Abyssinian Bistro	4651 Park Blvd.	546-7900
Mystic Mocha	2105 Mission Ave.	688-0858
Park Boulevard Deli	4504 Park Blvd.	295-1362
Park House Eatery	4574 Park Blvd.	295-7275
Pizzeria Bruno Napoletano	4207 Park Blvd.	260-1311
Pizzeria Luigi	2121 El Cajon Blvd.	294-9417
Plumeria Vegetarian Cuisine	4661 Park Blvd.	269-9989
Pomegranate Restaurant	2312 El Cajon Blvd.	297-4007
Pop Pie Co.	4404 Park Blvd.	501-4440
Red Fox Steak House	2223 El Cajon Blvd.	297-1313
Red House Pizza	4615 Park Blvd.	546-7430
Small Bar	4628 Park Blvd.	795-7998
Soltan Banoo	4645 Park Blvd.	298-2801
Sprouts Market & Deli	4175 Park Blvd.	291-8287
Summer's Market	4602 Park Blvd.	296-0504
Twiggs	4590 Park Blvd.	296-0616
Twisted Taps (brews & chews)	2302 El Cajon Blvd.	542-9927
Wing Stop	1901 El Cajon Blvd.	297-9464

Restaurants that have supported UHCA and its programs with advertising and/or gift cards are indicated in **bold**. Please support those businesses that support UHCA.

MAY 2018 Bike to Work Month, National Book Month, And National Barbecue Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	1 Uptown Planners Meeting Joyce Beers Center Uptown Complex 6:00 pm	2 UHCDC Meeting 4452 Park Blvd. Suite 104, 6:30 pm	3 UH Rec Council Meeting Alice Birney Library, 5:30 pm UHCA Meeting: Alice Birney Auditorium, 6:45 pm	4 	5 Cinco de Mayo The Point Clean Up 1:30 - 3:30 pm Golden Gate btwn RI & Del. UHCA News Deadline for June Issue
6 Hillcrest Farmers Market 9 am - 2 pm	7	8 Hillcrest Town Council Joyce Beers Center, Uptown Complex, 6 pm Friends of the Library, UH Chapter UH Branch Library, 6 pm	9	10  Curbside Recycling & Yard Waste Collection	11	12
13 Mother's Day Hillcrest Farmers Market 9 am - 2 pm 	14	15 North Park Planning Committee North Park Christian Fellowship, 2901 North Park Way, 6:30 pm	16 UH Library Task Force Meeting UH Library, 6:30 pm	17 San Diego Bike to Work Day 	18 Preview Book Sale (Friends members only) Friends of the Library, UH Library 3 - 6 pm	19 Armed Forces Day Book Sale (open to the public) Friends of the Library, UH Library, 8 am - 3 pm Movie in the Park 7:30 pm
20 Hillcrest Farmers Market 9 am - 2 pm Bag O' Books Sale (open to the public) Friends of the Library, UH Library, noon - 4 pm	21	22	23	24  Curbside Recycling & Yard Waste Collection	25	26
27 Hillcrest Farmers Market 9 am - 2 pm	28 Memorial Day 	29 June UHCA News out	30 UH Book Club & Salon UH Library, 6:30 pm	31	SAVE THE DATE: ROCK 'n ROLL CLEANUP OF UNIVERSITY HEIGHTS SUNDAY, JUNE 3, 9 am 	



Left: Art in the garden, Photo: Louisa Campagna. • Center: Mosaic wall, Right: One of the rain barrels on deck, Photos: Paul Farris.

Much More Than a Garden, cont'd from page 1

Louisa says, "I feel strongly about living as sustainably as possible and have tried to reflect that commitment in the garden, primarily in the choice of plants (cactus and succulents in the front, native plants in the back canyon area) and a water collection system."

University Heights has featured this succulent/native plant garden on a tour in the past but this passionate gardener continues to adjust, nurture, and add her distinctive vision to a landscape that wraps around and spills down her canyon property. It has become a rare delight for anyone lucky enough to wander its distinctive paths up and down and around or stand on one of the many decks to view the layers of scenery.

Landscaping of this kind can trick the eye and make the garden feel more spacious than it probably is in square footage.

Louisa moved to University Heights 14 years ago and had never had a succulent garden before. She "inherited" many of the mature succulents in the front garden, like the 15-foot Madagascar ocotillo and several euphorbias. Her water-wise plan grew from there, with initial help from Michael Buckner, Deeter Buckner Design, (originally The Plant Man). "Michael added many new succulents, rock focal elements and river rock swales resembling creek beds," says Louisa. "The back garden and terracing were the work of Greg Rubin's company, California's Own Native Landscape Design." They specialize in native plants. Incidentally, Greg Rubin was named the 2018 Horticulturist of the Year.

A serendipitous occurrence was the arrival of Kioko Mwitiki from Nairobi, Kenya, when Louisa saw an exhibit of his metal animal sculptures at the San Diego Zoo. During a couple of summers he stayed in Louisa's guest studio. As a

result, "Several of his welded recycled metal animal sculptures like the gorilla and several hippos hang out in my garden," she says. John McDavid, a University Heights resident and metal sculptor, made the elegant stylized tree railing in the back area.

Decks on three levels, plus the guesthouse canyon deck, afford plenty of locations for potted plants and places to entertain, sit and enjoy the view across the canyon. Coyote and skunk, opossum, and raccoons are just some of the wildlife. Gophers are a problem in keeping some things thriving.

Living is on the top floor while Louisa has a working pottery studio on the level below, with rain chains and water barrels for collecting. Besides her own ceramics, she has collected pieces by others like well-known ceramist Lana Wilson.

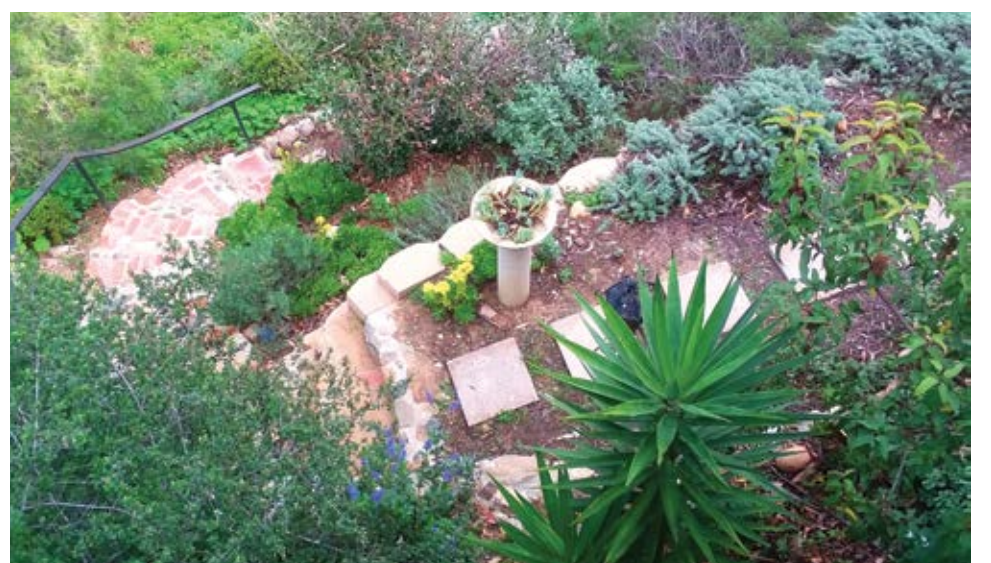
A mosaic wall incorporates all kinds

of broken pottery, old tools, and other "found" objects from her garage, and an old soapstone tub is tiled as a fountain.

Winding paths lead down the slope through a wilder garden of native plants like black, white and Cleveland sage, Artemisia, buckwheat, and Ceanothus (wild lilac). There also are Catalina ironwood, Manzanita, Eucalyptus and Brazilian pepper trees. Deep in the canyon, during a heavy rain, a streambed runs with water.

The critters that naturally slither and buzz around these slopes must find this is a paradise.

The drought tolerant garden reflects Louisa's fine example as a steward of the land. Not only can people enjoy the experience, but also all of nature's living things that travel through or find a home here. -Phyllis Kessel



Left: Front Garden, Photo: Paul Farris. • Right: Lower back garden of Native plants, Photo: Louisa Campagna.

UH BEAUTIFICATION TEAM REPORT

FIRE SCARE INSPIRES ACTION

Tuesday, March 27, 2018, was a beautiful spring day that began with everyone in University Heights (UH) going about their normal mid-week routines until suddenly around noon sirens, helicopters, and smoke intruded on the peace and tranquility of the community. The canyon under the Vermont Street Bridge was on fire.

We are thankful the fire was quickly brought under control due to the rapid response of the police, multiple fire engines, and a water dropping helicopter.

Were it not for the actions of these first responders, the fire could have rapidly spread throughout the canyon and into UH due to the large number of dead trees, dense vegetation, and heavy accumulation of trash and debris from homeless encampments.

Maintenance of the canyon under and east of the bridge is the responsibility of the city. Caltrans is responsible for the canyon starting 150 feet west of the bridge. The University Heights Community Association (UHCA) and

its Beautification Team, along with numerous residents, have been requesting both the city and Caltrans for years to get the canyon cleared of homeless encampments, dead trees, and brush. Only the camps have been cleared occasionally. The heavy accumulation of encampment debris and dead vegetation are unsightly and unsanitary and during heavy rains would clog storm drains and ultimately end up in the ocean. The greater concern, however, has been the extreme potential for a fire.

The UHCA Beautification Team will continue to work with the city and Caltrans to ensure that canyon maintenance is ongoing to keep it clean, attractive, and fire resistant. Check the canyon for progress and do not hesitate to contact Councilmember Ward's office at (619) 236-6633, christopherward@sandiego.gov, and President pro tempore Senator Toni Atkins' office at (619) 653-3133 and express your concerns. -Rod Girvin

FOOD AND BEVERAGES

DISCOVER THIS VERY COOL COCKTAIL SUPPLY CO.

My daily exercise hike, this one along El Cajon Boulevard, yielded an intriguing small business that is easy to miss by auto-locomotion. Collins & Coupe, in its location just east of Utah St., is worthy of mention and repeat visits. Yes, it's a retail supply where both home and professional bartenders can find supplies. But it's much more.

It's a friendly, one of a kind shop that is a source for both new product and vintage collectibles that range around the notion of interesting alcoholic beverages and entertaining with style. This time around we bought Orange Blossom Water for Middle Eastern recipes, the best authentic Maraschino Cherries and Dirty Sue olives for cocktails.

Owner Gary McIntire, with his co-owner wife, chef Logan Mitchell

McIntire, has turned what must have been an obsession with collecting vintage bar goods, and a taste for sophisticated entertaining, into a charming enclave of irresistible items for our home gustatory adventures.

You'll find a whole wall of new and vintage stemware, shot glasses, punch bowls, decanters, shakers, ashtrays, and a wall of shrubs, bitters, mixers, and syrups, plus lots more. As soon as the new freezer is in place, you will be able to buy clear, hand cut ice cubes. I never knew I needed them!

Bartending books for sale are starting to fill a shelf here. This is a great addition to the lore and practical knowledge of cocktail craft. Sign up with Gary and he'll alert you to his next bartending class in the store.



Classes are small and range from Bartending 101 to more specific drink lessons. Gather a group of friends to book a class. Sometime in the not too distant future, a bottle shop/bar/restaurant called Native Spirits will open in the neighboring Ethiopian grocery and restaurant space after they move to another location. No date yet available but stay alert.

Cellar Door is also a venture by the McIntires, a private supper club for which he is the bartender and she is the chef. Bring a quarter, play the jukebox of vintage discs while you shop and absolutely immerse yourself in this unique shopping experience. *-Phyllis Kessel. Collins & Coupe, 619-727-4971.*

Above: Find supplies and vintage glassware at Collins & Coupe, Photos: Paul Farris

ON THE BOULEVARDS

UNIVERSITY HEIGHTS GETS THIRD HISTORIC DISTRICT

HISTORICAL RESOURCES BOARD APPROVES VALLE VISTA TERRACE

Valle Vista Terrace has become the third historic district in University Heights (UH), joining Spalding Place, designated last fall, and Shirley Ann Place. For those not familiar with that name, Valle Vista Terrace is the original name for the development on Panorama Drive, north of Adams Ave., south of the Mission Valley canyon edge, west of Texas Street, and east of the Trolley Barn Park.

The City of San Diego's Historical Resources Board (HRB) designated Valle Vista Terrace under Criteria A and C for its historical and architectural values. The district encompasses 89 structures, with about 75 percent of them considered "contributing resources."

Under Criterion A, Valle Vista Terrace was designated because it played a part in UH's early development as a "street-car subdivision" from its founding in 1907 through 1942. Under Criterion C, the new historic district encompasses intact buildings that exemplify important architectural styles from 1907 to 1950. These include Arts & Crafts, Mission Revival, Spanish Colonial Revival, Tudor Revival, and others.

According to Save Our Heritage Organization (SOHO; sohosandiego.org), three Valle Vista Terrace residents challenged the historic district des-

ignation to the San Diego City Council, but their appeals were rejected as having no basis at the February 6, 2018, council meeting.

In July of last year, the HRB designated Spalding Place in UH as the community's second historic district. Although it may appear to be an alley, Spalding Place is a narrow city street that runs east-west, just south of Adams Ave., from Park Blvd. (between Plumeria and Muzita's restaurants) through to Georgia Street. Lining the quiet street are original and intact bungalows, mostly done in the Arts & Crafts style.

Shirley Ann Place, designated in 2000, is a narrow, one-block historic district running south from Madison Ave. to Monroe Ave., one block west of Texas. It comprises a charming set of 1920s Spanish Colonial Revival bungalows. An expansion of this district to include an additional 26 homes is being considered over the next few years. *-Philip J. Gill is the Special Projects Contributing Writer for UHCA News. If you are a business owner, shopkeeper, or restaurateur in UH with an upcoming special event, new menu items, holiday business hours, a remodel, or what have you, contact me at philip@art-design-and-style.com. I'll do my best to get you included in this column.. Submittal deadline is the 3rd of each month for the following month's publication.*

CYCLE IN THE HEIGHTS

"You can't buy happiness, but you can buy a bicycle and that's pretty close." *- Anonymous*

For the second consecutive year University Heights (UH) has been recognized as a bike friendly community and awarded the iCommute GO by BIKE Mini-Grant. As a result, UHCA is excited to host our very own red carpet movie premier. The event is free and the featured film will be Breaking Away at Trolley Barn Park.

To build upon the success of last year's Cycle in the Heights event, UHCA will donate three bikes to eligible students at Alice Birney Elementary selected by the faculty. The students will receive the bicycles and be honored at the Cycle in the Heights movie night May 19. Through an art contest, the school will encourage students to bike safely and promote biking as an everyday extension of fun and exercise.

Residents of University Heights will notice our commitment to bicycle

awareness month with bicycle themed street pole banners that will be displayed from May to June. Along the commercial district corridors banners will be used to promote bicycling to work, and around the neighborhood as an alternative mode of transportation.

Cyclists and moviegoers should plan to arrive at 7:00 pm at Trolley Barn Park, as the Cycle in the Heights movie premier promptly starts at 7:30 pm. Residents are encouraged to ride bikes to the movie, as bike stalls will be provided. UH attendees can find the perfect spot to watch Breaking Away and friends can spread out on blankets or grab their favorite chair, a free bag of popcorn while you watch this bicycle movie cult classic. As a bonus, cyclists will receive a valet ticket that will exclusively be entered into a raffle for prizes. Please accept this complimentary movie voucher, and join your fellow neighbors for an unforgettable evening under the stars at Cycle in the Heights. *-Tommy Cope, UHCA Bike Czar*

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THE UNIVERSITY HEIGHTS COMMUNITY ASSOCIATION PRESENTS
IN WIDE SCREEN INFLATARAMA UNDER THE STARS

BREAKING AWAY

CYCLE IN THE HEIGHTS MOVIE NITE • SAT MAY 19 • TROLLEY BARN PARK • 7:00-9:30 PM • 7:40 SHOWTIME
BIKE TO THE MOVIE & WALK THE RED CARPET • FREE VALET BIKE PARK, RAFFLE & POPCORN



Paul Ferris

LIBRARY NEWS

**THE FRIENDS OF THE UH LIBRARY
THE LIBRARY IS YOUR PASSPORT TO THE WORLD!**

Disney World, the Grand Canyon, Paris, Tokyo, the moons of Jupiter. What do all these places have in common? The library can take you there! Maybe not physically, but by reading a book about these places, you can get an idea of what it would be like to travel to, and maybe even live there.

In addition to actual travel guides for places I've visited, books I've read have taken me to New York, Argentina, Mars, and Moscow. This summer, the San Diego Public Library Summer Reading Program's theme is "Reading Takes You Everywhere," so I'm packing my bags and am ready to travel some more! The program runs from June 1st -

August 1st, and you can sign up and keep your reading log entirely online.

Babies, toddlers, children, teens, and adults are all invited to participate. There will even be prizes! Who can resist a trip to Tahiti AND prizes?

The books on my summer reading list will take me to Ancient Rome, Gallifrey, Vail, and Puerto Rico. Where will you travel this summer?

So, start reading now and get on the path to success! -*Isabel Schechter, Secretary, Friends of the University Heights Library.*

**THE UH BRANCH LIBRARY
BETWEEN THE COVERS**

Spring has sprung! What does that mean to all of you? Our Summer Reading Program is RIGHT AROUND THE CORNER! Yippee! Prizes for READING! The theme this year is "Reading Takes You Everywhere." Our Summer Reading Program runs from June 1 through August 1. We encourage all of you (all ages) to check the library's website and sign up starting June 1!

A list of programs coming this Summer: (All programs are on Wednesdays at 4:30 pm)

- Wild Wonders (Animals) June 6
- Dreamshaper - Georgette Baker (Entertainment) June 13
- Snapology (STEAM: Legos) June 20
- Sparkles the Clown June 27

We appreciate all of your comments and are working hard to make sure your library experience is enriched with good customer service! Thanks for reading! -*Erin M. Wilson, Library Clerk, University Heights Branch Library, (619) 692-4912, uhstaff@sandiego.gov*

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Library Hours:

Monday	9:30 am – 6 pm
Tuesday	11:30 am – 8 pm
Wednesday	11:30 am – 8 pm
Thursday	9:30 am – 6 pm
Friday	9:30 am – 6 pm
Saturday	9:30 am – 6 pm
Sunday	Closed

Schedule of library events for the month of May:

We will be celebrating Asian/Pacific American Heritage Month: Every Saturday, 10:30 am– 11:30 am Arts & Crafts

• Wednesday, May 9, 4:30 pm
DIY Sand Art Air Plant Terrarium

• Thursdays May 10 & 24, 11 am
Morning Storytime with Mr. Michael

• Friday May 11, 10:30 am
STEAM storytime with Ms. Laura

All libraries will be closed on May 28 for Memorial Day

BOOK CLUB AND SALON

ANGELS IN AMERICA: A GAY FANTASIA ON NATIONAL THEMES, BY TONY KUSHNER

A quarter-century after stunning the theatre world and receiving numerous awards, including the Pulitzer Prize for Drama, this almost eight hour two-part play by American playwright Tony Kushner is making its return to Broadway in a limited production. A politically explosive play when it had its World Premiere in Los Angeles – Part One "Millennium Approaches" in 1992 and Part Two "Perestroika" in 1993 – it tackled Reaganism, McCarthyism, immigration, religion, climate change, and AIDS. A definitive work about the age of AIDS, it is still very timely, featuring political figures only vaguely familiar to many younger theatregoers but to those who survived the 80s and 90s an impression that they are once again reliving those times.

University. Nothing in his early career predicted the overnight success of Part One followed by the play's Part Two, which received similar acclaim. The author has continued to write plays and has authored a number of essays and op-ed pieces as well as delivering addresses at universities and political demonstrations. He has also collaborated as a script writer with Steven Spielberg on the movies Munich and Lincoln.

Join the Book Club & Salon discussion on Wednesday, May 30 at 6:30 pm. The book will be available at the UH Library's front desk during April and May. New members are always welcome!

UH Book Club & Salon
Wednesday, May 30, 2018,
at 6:30 pm
San Diego Public Library,
University Heights Branch
4193 Park Boulevard
(at Howard Avenue)
619-692-4912

Kushner was born in Manhattan but spent his childhood in Louisiana. Growing up as a gay Jew in the Deep South made him more conscious of his distinctive identity. He moved to New York City to attend Columbia



Hats off to the organizers of two great University Heights Community Association (UHCA) events. One is under our beloved UH Trolley Sign and one in our Trolley Barn Park. The University Heights weekend of April 28 and 29 could not have happened without the organization of these two teams: the UH130 Team, organized by Philip J. Gill, Mary Anne Stevens, and Bernie Horan and the Tag Sale Team, organized by Julie Rubtchinsky and her helpers MaryBeth Chruden, Kristie Edgmond, Carol Neidenberg, and Stu McGraw.

for this event and want to invite the entire University Heights community, their friends and family, and neighbors, to come and enjoy the tastes and treats that our community has to offer."

Thank you to participating businesses and restaurants including Ban Thai, Cecilia's Fine Jewelry, Eden, El Zarape, Madison, Meraki's, Muzita's Abyssinian Bistro, Park & Rec, Parkhouse Eatery, Plumeria Vegetarian, Red House Pizza, Small Bar, Soltan Banoo, and Twigg's Bakery & Coffeehouse. A special thanks goes to Billy Watson & His International Silver String Submarine Band, providing music on the front patio at Park & Rec. graphic designer Paul Farris outdid himself as usual with a stunning graphic for the occasion.

Regarding the UH130, UHCA president Carol Neidenberg says, "Our historic San Diego community of University Heights was founded 130 years ago and we didn't want to let this significant milestone pass without a celebration. We've received tremendous support from our Park Boulevard merchants

We hope you participate and celebrate University Heights activities. More UHCA sponsored events are on the way such as the Movie in the Park May 19. Stay tuned.

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CONGRATULATIONS!

Congratulations to Randy Wilde and Steve Doster, who were elected to the North Park Planning Committee (NPPC) on March 20. As many of you know, University Heights is split between two planning groups, Uptown Planners (west of Park Boulevard) and the North Park Planning Committee (east of Park Boulevard). We welcome Randy and Steve and look forward to their participation in the planning of University Heights.

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FAMED JAZZ GUITARIST'S ARCHIVES FIND A HOME

Not everyone realizes that the world-renowned musician, Barney Kessel, was a resident of University Heights for 15 years, from 1989 until his death here in 2004. Recently a donation of his archives worth nearly \$2 million was given to the University of Missouri/Kansas City (UMKC). This included audio and film recordings on VHS, DVD and CD that now are housed and being digitized in the Marr Sound Archives at UMKC. The library at UMKC also is cataloging a huge trove of photographs and papers, which date back to the 1940s. Eventually all this material will be available online and in person for research and other purposes.

Barney was on the road performing all over the world, and occasionally in San Diego, when he had a stroke in 1992 at his home in University Heights. That ended his playing career of almost 60 years, but later he did travel to Northern California, New York and Europe for concerts to honor him, while confined to a wheelchair.

Barney, a Muskogee, Oklahoma native,

was a prodigy in the big band era and an early proponent of the electric guitar. Chico Marx, Artie Shaw, Charlie Barnet and Benny Goodman featured him in the 1940s and early 50s. His stint as the guitarist with the Oscar Peterson Trio in 1952-53, led to parallel careers as a recording artist in Hollywood and touring jazz guitarist with the likes of the Jazz at the Philharmonic. From the 1950s on he also performed with his own jazz trios throughout the Far East, the UK, Scandinavia and Europe.

Besides the dozens of his own recordings, he played and recorded with all the jazz greats like Lester Young, Charlie Parker, Ben Webster, Art Tatum, Sonny Rollins and Oscar Peterson. The long list of jazz vocalists he recorded with include Ella Fitzgerald, Anita O'Day, Julie London, Billie Holiday, and Sarah Vaughn.

Barney worked for decades in Hollywood, where he played on over 500 films when not touring. During the Carter administration he was a musical ambassador for the State Department

in Asia. He played in the White house for both Presidents Carter and Nixon.

Barney loved living in University Heights. With his suitcase full of bow ties, his Walter Woods amplifier, and his guitar always packed, it was just a quick trip to the airport, whether coming or going. A true citizen of the world, UH was what he called Home... -Phyllis Kessel



Right: Barney Kessel 1990; Photo: William Gullette

Bottom: Barney 1953, London State Theater, with Ella Fitzgerald, Oscar Peterson and Jazz at the Philharmonic; Photo: Phyllis Kessel Collection



SCHOOL NEWS

BIRNEY BUZZ



Birney's largest fundraiser of the year, Run for the Green, is our annual jogathon in March. Each year students and families work diligently to raise funds by reaching out to the community to garner sponsorship for their running efforts. We broke our all-time record this year and raised over \$42,000!

As a part of the event, we conduct a special opportunity drawing to reward the participants hard work. We'd like to extend a huge thank you to University Heights Community Association (UHCA) for the special donation of three bicycles to Birney. This has been a dream in the making and one of the bikes was used in this opportunity drawing. The pride on our winner's face speaks volumes to the impact this gift has made. The other two bikes have yet to be awarded but our gratitude is endless. Thanks to the

support of our community, through donations, both monetary and in-kind. Thank you, University Heights!

On May 4, we'll host the May the Fourth Be With You playground playdate. We will give away inflatable lightsabers to the first 100 kids. Everyone is encouraged to dress up in Star Wars costumes.

Teacher Appreciation week is May 6-11. We will be celebrating our teachers and staff and welcome the community to participate.

Join us for dinner, drinks, and conversation on May 18 for our 2nd Birney Night Out at U31. We will have a silent auction and opportunity drawings. A generous portion of the proceeds will go to Alice Birney Elementary School. -Ari Honarvar



ROO NEWS



Roosevelt's Annual International Baccalaureate (IB) Festival is May 15

Roosevelt will hold its annual IB Festival on May 15 from 5 to 7 pm. This event will showcase all that an IB education at Roosevelt has to offer as well as spotlight student achievements and performances. Admission is free.

Free Performances of Once Upon a Mattress

On May 24 and 25, the Roosevelt Theater Company will present "Once Upon a Mattress," a musical comedy adaptation of the fairy tale The Princess and the Pea. Performances are at 6pm in the Roosevelt Auditorium. Admission is free.

Roosevelt Students Win First and Second Place at Mathematics, Engineering, Science, and Achievement Competition.

Congratulations to our RooFriends sponsored MESA group - Mathematics, Engineering, Science, and Achievement - who participated the MESA Day Middle School Competition. Our student teams took 1st place in Prosthetic arm and Creativity Stick Together events and 2nd place in Bridge Structure and Wright Stuff Glider. They will soon be competing in a regional competition and we wish them the best of luck kids! -Laura Dadmun

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FROM YOUR SUPERVISOR

CELEBRATING A COMMUNITY'S LEADERS 13 DECADES OF A JOB WELL DONE

Government can help provide the tools, but a community's ultimate success lies in the hands of its neighbors. With 130 years of hindsight, it is abundantly clear University Heights has benefited from generations of good community-based leadership. When it comes to the last 30 years, I can attest to those leaders' skills.

Together, we have worked on many projects, including milestones such as replacing the Vermont Street Bridge, restoring Trolley Barn Park and building the University Heights gateway sign.

Going forward, we have sidewalk improvements, banners, and the concerts and movies in the park on the short-term to-do list.

As residents and visitors alike enjoy a vibrant mix of commercial, housing, recreation, retail and restaurants, today's stewards of University Heights can rightfully claim a job well done.

To follow in those big shoes and contend with inevitable change, tomorrow's leaders will need to bring their very best efforts.

The San Diego Association of Governments anticipates about a 25 percent increase in population for University Heights, from 12,967 people in 2016 to 15,826 by 2050. Many of these new neighbors will be living in new housing, as the number of homes is projected to increase from 6,924 to 9,157. The number of jobs will expand by a third to 3,631.

Lest anyone think the path to 2050 is not yet worth pondering, consider that I've been involved with University Heights almost as many years as there are between today and that milestone!

Albert Schweitzer said, "Example is not the main thing in influencing others, it is the only thing." I'm confident there's no shortage of those who have been learning from those examples, and that the future of

University Heights remains bright and in great hands.

-County Supervisor Ron Roberts represents University Heights as part of his Fourth Supervisorial District. You can follow him on Facebook at Supervisor Ron Roberts, on Twitter at @RonRobertsSD and at www.RonRoberts.com.



FROM YOUR CITY COUNCILMEMBER

CITY COLLABORATION WITH OUR COMMUNITY

Every day, my team and I are grateful for the opportunity to advocate for you at City Hall and better align city resources and initiatives with the priorities you have. Our best work comes out of that collaboration with, and feedback from, the community.

For instance, University Heights organized and individuals communicated in high numbers their desire to be included in the Utility Undergrounding 5-Year Master Plan. While we all have been paying a surcharge for undergrounding citywide, and for some, the planned work could extend out to the year 2065 or beyond, together we are making the case for shifts in the timeline. Because of that strong response, my office had the data to show City staff that the need and desire was great to have portions of University Heights brought up into the next five year schedule.

We are encouraging an addition of two super-block undergrounding projects in University Heights, allocated within the next year as part of the current Master Plan. Since current plans have scheduled undergrounding for the mid to late-2020s, this modification would represent significant progress and a win for the community.

The sections that may be selected would be medium-density and

targeted to have the widest impact to serve the greatest numbers of residential units in the University Heights community. Additional information regarding any possible projects is expected to be available in June when the Utility Undergrounding Master Plan Update comes to the City Council.

Meanwhile, residents are well aware of the large fire that occurred under the Vermont Street Bridge on Tuesday, March 27th. The Fire Department was unable to find any direct evidence pointing to an origin, but many suspect it was due to activity in the canyon and fueled by the dense, overgrown brush.

At my insistence, one week after the fire crews from the city, Urban Corps and Caltrans worked side-by-side to clean their respective areas of responsibility. This abatement addressed the encampments, trash and debris. Additionally, the Fire Department notified city staff and Caltrans of vegetation that requires further abatement. My office will regularly push for continued coordinated efforts with these agencies to ensure hazards are properly removed.

While this incident is surely frustrating, all parties involved know about the longstanding issues around encampments, debris, and vegetation in the canyon and I'm

continuing to work on a prompt, comprehensive response. I hope you'll join me in thanking the San Diego Fire-Rescue Department for their quick response in putting out this fire and ensuring minimal damage to the surrounding area.

As we enter into May and community activities pick up, I hope to see you out in the neighborhood. If you need any assistance with city services or have ideas you'd like to share, please contact my liaison to the community, Tyler Renner, at (619) 236-6633 or trenner@sandiego.gov. And Happy 130th Anniversary to University Heights!

Councilmember Chris Ward - San Diego City Council, District 3



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YOUR FINANCES

THINK, THEN THINK AGAIN BEFORE YOU INVEST

My former professor, Richard Thaler, recently won the Nobel Prize in Economics. Thaler studies Behavioral Finance, describing human nature's impact on financial decisions. Here are some of his findings:

Illusion of Control Bias: Many of us believe that with hard work, we can uncover a stock or investment that will make money and can't lose. In reality, markets go up and down unpredictably. Even Thaler can't explain the irrationality of the market. No amount of intelligence and diligence can change that.

Recency Bias: Lately, clients tell me they like equity investments. Some of these clients feared investing not long ago during the Great Recession. Thaler describes how recent events are more real in our memories so we give them more weight. We believe that the most recent market trend will continue rather than look at decades of history indicating that when the market is up, we might be better off selling a bit of our investments instead of buying more.

Confirmation Bias: We tend to find information and use explanations that confirm existing beliefs. Believing

an investment is good makes us seek evidence that makes it seem even better. Potential negatives are often dismissed without consideration.

A lot of things can impact our financial decisions, so think about your choices carefully. After you've done that, think again while considering how your decision may have been biased by your human nature.

-Scott Schechter, Agent, New York Life Insurance Company; Registered Representative, NYLIFE Securities LLC (member FINAR/SIPC); Financial Adviser, Eagle Strategies LLC, a Registered Investment Adviser; CA Insurance Lic. # 0E52859

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Beautiful Bungalow in University Heights



4362 Proctor Place \$589,000 - \$629,000.

2 Bedrooms, 1 Bathroom, 842 Sq Ft

Charming Craftsman on a desirable cul-de-sac! Sunny & bright inside with beautiful wood floors throughout. Built-in hutch in the dining area and faux fireplace. Newer tiled floors and walls in the bath with a clawfoot style tub. Large side yard and a beautiful newer drought tolerant landscaped front yard. Great walkable location. Steps to UH shops and restaurants, the HUB and Trolley Barn Park!

Call me for all your real estate needs!



maryanneshomes.com
619-871-0635



MARY ANNE STEVENS

Don't make a move without me!

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CalBRE #01034232

Helping University Heights businesses and residents achieve financial success



Scott Schechter, MBA, CFP®
Financial Advisor



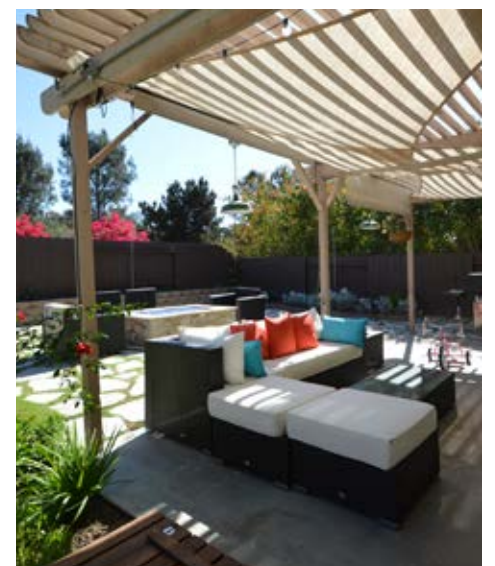
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