



*FRIENDLY
 RETIRED
 OPTIMISTIC
 GENTLE PEOPLE
 SEE BE ESSERS*

Winter 2011

CBS Alumni Winter 2011

THE 25th WAS GALA-ORIAS

On Sunday, November 7, 2010 the FROGS turned out to celebrate this special GALA and to honor their friends who created the CBS Alumni 25 years ago. It seemed that there was an extra



spring in our steps and an extra big smile on our faces as we took part in the "Attitude Adjustment" part of the event. We all cleaned up pretty good for this get together. The "who's here" list, promoted by FROGS, **Bob Fairbanks** and **Marshall Lichterman**, worked very well to help the attendees find out who else was in attendance. Many of the regulars from beyond the LA city limits were able to take part. We were also able to greet **Jody Calm Scanlon** from Rotunda West, FL. as well as **Lou Wiggan** who traveled from the Bronx, NY. Each year, Jody and Lou have consistently traveled the furthest.

Since we were also celebrating the 25th Gala luncheon held at the California Yacht Club, the food seemed a little more special than before. The CYC worked very hard to provide an affordable menu for us and it was appreciated by all. My favorite was the dessert of warm apple pie and a scoop of vanilla ice cream. Ah, Comfort Food! **Julie Strnad** again created great table decorations that were taken home by lucky table winners at the end of the event. Thanks also went to **Jereme Weems**, TVC Engineer, who, for most of the years I have been your president, has been responsible for providing and setting up all the Audio/Video equipment for the Gala. As usual, Jereme performed above and beyond.

To start the program to celebrate our 25th year, **Jim Hergenrath**, our archivist and historian, explained that he has prepared a short video presentation. Jim had attended our most recent Alumni Committee meeting (where we fold, stuff and stamp the newsletters) and with an A/V crew of two, conducted interviews with some members to get an historical point of view of how we became members of the CBS Alumni. The video opened with images of Columbia Square, KNXT at 1313 N. Vine Street and TVC to indicate that the CBS Alumni represents the retirees who worked at these venues.

First up was **Charles Cappleman**, the Godfather of our organization. Cappy stressed that the crews he worked with as a stage manager in 1954 became good friends. When they retired, Cappy thought it was important that they meet as a group during the year, in order to maintain their friendships and their histories with each other. (Cappy may have planted the early seed of an idea to organize the Alumni).

Peggy Davis talked about volunteering to help edit the Alumni newsletter and the next thing, **Stan Thorsen**, who was the Founding President, immediately appointed her President. The Whip, as we fondly refer to Peggy, later explained how she had asked me to become a member of the Alumni Committee. (continued on page 2)

Coming Events!

June Luncheon at TVC:
Date pending

Gala Luncheon:
Location and Date pending

The Gala was Gala-Orias Cont.

With a wicked smile she confessed that then she conned me into becoming the current President. Stanley did it to Peggy and she did it to me. I'm very happy for the opportunity.

As Hergenrather pointed out, **Bob Schulz** worked for CBS for 36 1/2 years and has been a member of the Alumni since its beginning 25 years ago, which means some of his friendships with former crew mates has lasted for 61 1/2 years!!! **Dan Gingold** credits Hergenrather for getting him involved with the Alumni when asked to talk about his work at KNXT. Dan was then inspired to write, at first a book, but now writes historical articles for the Alumni newsletter.

A Surprise interview was with **Michael Klausman**, (Sr. VP of West Coast Operations and Engineering and President, CBS Studio Center) who revealed that when he was a 2nd grader, he appeared on Art Linkletter's House Party... "Children Say The Darndest Things." Armed with an autograph book, Michael got autographs from the crew members. When Michael reached a leadership management position at Television City, Michael arranged to assemble many of those technicians and staff who signed his autograph book for a meeting. These staff and crew members had no idea why they were summoned. Many feared that they might be fired. All Michael wanted to do was to thank them for signing his autograph book way back when and to show them their signatures. He felt a very strong bond of friendship with them and continues to do so.

Jim Hergenrather then invited **Stan Thorsen**, **Ben Wolf** and **Chuck Franklin** to take part (center stage) in a "question and answer" panel for their first-hand commentary on how the alumni group was created.

From the audience, **Dick Nelson** talked about how **Les Vaught** (former Technical Director who retired to become Norman Lear's technical guru at Metromedia) kept reminding him that there should be an organization of retirees so that they could plan activities where they could all meet and maintain their friendships. Dick Nelson took this request to Stan Thorsen, who was still employed. With the help of other active and retired technicians, Stan was able to create the retiree organization. Ben Wolf then explained that it was **Guy Cornelini** who suggested that the organization's name should not be in conflict with the name given to the CBSNY group which was named: "Retired CBS Engineers Association" because the West Coast group would also include other retired employees who were not from engineering.

So the name of the West Coast group was called the CBS Alumni.

Pierce Grant, **Ron Wright** and **Barney Phaneuf** were early contributors in the formation of the Alumni.

Stan reminded us that the first activity for the Alumni was a picnic at the Marina in March of 1985. It was cold, raining, and did not bode well. However, the picnic was re-scheduled for the following month and it became a favorite event.

Chuck Franklin explained that he and his wife Pat, who are members of the California Yacht Club, organized an Alumni dinner to be held at the CYC towards the end of the year. This was an event where the retirees and their spouses could dress for the occasion. A few years later, this annual dinner became the Gala luncheon.

Pat Franklin was standing by in the audience to cover these points, but the info came out through the panel members. Sorry, Pat, we'll get you to share other history with us at another Alumni event. All in all, as revealed in the video of those interviewed and through the Q & A, what stood out so strongly was the lasting friendships of the retirees and the importance of being able have activities that would bring everyone back together. We are family. A very good reason for the success of the CBS Alumni. Happy 25th all!

ROMAN ZIOMBRA New member

Roman is a TVC digitizer/compressionist, which means that shows that are only in analog format, such as Digibetas, Beta SP, 3/4", 1-inch, 2-inch, are transferred into a digital format that is converted to a digital signal. We supply to the clients whatever format they request.

Once the shows are in a digital format, the files can be manipulated, converted from NTSC to PAL. After that, metadata is input (it is the information pertaining to the show) so that we can find every reference with key words. For example, you could take a Lucy show where she says "Honey, I'm home" and it will find every episode where that line is said. You can search for directors, producers, whatever you require.

Once the shows are in digital form, they can be viewed just like a videotape, but they are now on a server, so clients are notified by email that they are ready to be downloaded. They can go directly to clients around the world, no need to have a physical tape that has to be shipped and could be delayed for many weeks. We also send promos
2 around the world.

The Golden Age of Retirement

We FROGS were privileged to work during the Golden Age of Television, when many great things were happening. Network Television was all about “Public Service,” not about making money. Employees were treated with dignity and respect, not as “Human Resources” who are considered just



By Charles Cappleman

another cog in the wheels of industry. New inventions were coming rapidly; new production techniques evolved; FM Radio was adding more outlets; the industry was growing and new talents and new friends were being developed. The programming was worthy of being called “family entertainment.” We enjoyed what we were doing. When I was the Assistant Floor Manager to Howard Quinn on “The Red Skelton Show”, I came home one day, handed my paycheck (\$100 before deductions) to my wife, Jane, and told her “this is so much fun they are crazy to be paying me to do this.”

Now that we are retired and no longer have to arise at the crack of dawn and fight our way through ever-increasing traffic to get to work, there is time to slow down, thoughtfully look at our lives, and decide whether we are accomplishing all the goals and objectives we set for ourselves many decades ago. It is time to go places we wished to go, do things we never had the time to do, and enjoy our lives and our friends. Retirement is a time of rest, reading, listening to music, and relaxation.

Compared to many other parts of the world, we are so blessed to have a roof over our heads, food, and friends whom we may call upon.

Medical knowledge has increased so much in our lifetimes that we have the opportunity to live longer than our ancestors. When I was a child, Infantile Paralysis, Tuberculosis, and Influenza were often deadly diseases. Whooping cough was prevalent. Not so any more. When we did an “Odyssey” remote at Pipers Opera House in Virginia City Nevada in January 1957, I had time one afternoon to visit the small cemetery nearby. In looking at the headstones, I saw very few who had lived to be more than 30 years of age.

We now have time for travel to other countries in safety and comfort. When we see how many others live, we realize how fortunate we are. For centuries, the sea has inspired Artists, Poets, Explorers, and Travelers. Its’ beauty, power and mystery beckons us to sail the world. It inspires the mind where spirits soar in timeless places: the heart glows in a complete freedom that only a few privileged people will ever experience. Not surprisingly, a seafaring voyage is also among the oldest and most perfect metaphors of life itself.

In 1999, to celebrate our Golden Wedding Anniversary, Jane and I cruised to see the Taj Mahal in India where there are over 1.5 billion people. We were told that 25% of them do not have a roof over their heads. We saw them sleeping at night on the street on a divider only a few feet wide between lanes of fast-moving traffic. In order to have one child to care for, then in their old age, an Indian couple must have eight children. Most do not live beyond five years of age. That one surviving child will be the couple’s only form of Social Security.

On January 2 of this year I returned from a Panama Canal Cruise that started in Florida and ended in San Diego. In Colombia, Costa Rica, Panama, and Southern Mexico we saw a wide variety of living conditions ranging from high priced condominiums overlooking the sea to shocking poverty in many rural communities. Some shanty-looking houses had bars not only over their widows, but surrounding the porches as well. And chain link fences or iron bar fences at the edge of the lot. At Todos Santos, a small oasis village near the ocean and south of Cabo San Lucas, our tour guide told us that the average pay for a worker is \$6 per day. Not per-hour, but per day. And the ONLY industry is Tourism. There were newly-built luxury hotels all along patches of the coast, and condominiums started at \$149,000 each. I looked at the license plates on the larger cars and most of them were from the United States.

So much for the joys of touring and cruising. Back to the subject of our lifetime goals and objectives. (continued on page 4)

The Golden Age of Retirement (cont. from page 3)

Most of us retirees are concerned with helping others, and particularly in assisting our children and grandchildren in realizing proper goals and objectives for their lives, as well as their achieving happy and productive lives. Many of us have contributed to their "higher education," which costs much more than it did when we went to college. We also wish to pass on to them the wisdom we have acquired as we have become "senior citizens." We wish to help them avoid many of the mistakes we made and the prices we paid. One of the greatest pleasures we can achieve is in helping others.

Many of us volunteer to work in Charitable Organizations such as Goodwill Industries, Church Organizations, Libraries, Museums, Hospitals and Civic Groups. Helping others truly helps make us feel good as it properly should

We have realized the true wisdom of "The Golden Rule," "Do unto others as you would have them do unto you," And we have come to appreciate the "Fruit of the Holy Spirit" as found in Galatians 5: 22, 23. "But the fruit of the Spirit is love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self control." Some translations of the Bible interpret "goodness: as "generosity." These are all attributes we are entitled to experience daily and to share with others as we celebrate the "Golden Age of Retirement." May your New Year be filled with all of these.

THE FINAL CURTAIN:

Our heartfelt condolences to the families

Richard A Leader, retired Local Sales Manager of KNX Radio passed away October 11th after suffering a heart attack He joined KNX Radio as account executive in 1967 and retired in 2003 as Local Sales Manager. His passions were sushi and police work as reserve officer for the Orange County Sheriff's Department and the LAPD. His long time service for the LAPD included manning a patrol car on weekends, undercover drug enforcement on the streets of L.A., and as the adjutant to the head of security for the 1984 L.A. Olympics.

NEW MEMBERS:

Henry "Hank" Weiss – KNX Radio Sales 1960-1964 – Held various positions in Sales Department.

Roman Ziombra – TVC – Nine years in Media Exchange editing and transferring shows all over the world (see separate article on page 2)

Klausman Injured in Motorcycle Accident

Michael Klausman, Senior Vice President, West Coast Operations and Engineering / President, CBS Studio Center, was injured January 15 while motorcycling in Palm Springs. Mike is hospitalized with several broken bones but is recovering nicely and expects to return home soon for some quiet recuperation before heading back to work. Get Well cards and such should be addressed to: Michael Klausman c/o Sandra Reed- Funnell, CBS Television City, 7800 Beverly Blvd. L.A., Ca. 90036.

Legacy of Doubt by Pete Noyes

The 2010 re-publication of the outstanding 1973 book, "Legacy of Doubt," is welcomed but much-overdue event. Author Pete Noyes was right way back then, and he's still right 37 years later. Meantime, Pete has mentored many top investigative journalists while relentlessly pursuing crime and corruption in his own career as a television news reporter and producer.

PEGGY DAVIS SLATED FOR AWARD

Peggy Davis will be honored to receive the Diamond Circle Award March 18th at the Pacific Pioneer Broadcaster's luncheon. Her background in TV started in 1955 at WTOP (WUSA) in Washington, D.C. where she was head of Office Services and also worked on THE JIMMY DEAN SHOW. In September 1957, Peggy transferred to WDBO-TV in Orlando. Being the closest CBS station to the Cape, they handled all feeds to New York City. An exciting time! In 1965 she moved to KNXT in Los Angeles followed by a job in Scheduling at TVC from 1967-1976. Peggy retired from 20th Century Fox in 1996. Since then she has been with the CBS Alumni Committee serving as President for five years and is now Membership Chairperson.

COLUMN ONE#12 By Dan Gingold-



CHASING MACARTHUR

April 11, 1951. President Harry Truman had just fired General Douglas MacArthur as commander of U.S. forces in the Korean war. MacArthur was ordered to fly directly to Washington, DC. There would be a quick stopover in Chicago. The public uproar over MacArthur's firing was enormous. Since WWII, he was a popular American hero and his arrival back in the states was anticipated with much hoopla and media attention.

At 1313 Vine St., KTSL management hurriedly decided on a bold plan to get newsfilm of MacArthur's arrival in Chicago ahead of any other station. (In early '51, newsfilm was rare in local television and at KTSL we had no staff film crews.) Arrangements were made with celebrated flyer Paul Mantz to pilot his WWII P-51 Mustang from Burbank to O'Hare field in Chicago, pick up newsreel footage of the generals reception and race back to Burbank and a waiting helicopter. The chopper was to deliver the film directly to the rooftop at 1313 where the film magazines would be lowered in a mesh bag from the hovering craft into the hands of an eager PA, me. Then to be rushed down to the basement processor for developing (the film stock was B&W reversal, ie: negative.) After developing, the film would finally go to telecine, loaded on a 16mm projector focused through a polarity-reversing camera that changed the image from negative to positive.

While all this was in the works, Lee Wood, our news anchor, was on-camera in Studio 17, delivering updates on the Chicago hoopla, Mantz's status and the anticipated arrival of the film. It was truly a race against time and when Mantz landed back in Burbank it was dark. At 1313, our crew had set up a bank of 5-K lamps at the base of the dome-shaped roof to illuminate the landing site for the incoming helicopter. The technicians had also hauled up one of our large studio cameras in preparation to feed a live picture of the chopper as it approached, then hovered while lowering the film bag. I was to scramble up the dome in time to grab the bag when it came down.

As Wood continued vamping from the studio, on the roof we soon heard the whump-whump-whump of the approaching helicopter and saw its blinking running lights. Our excitement was at fever pitch, the camera was searching for the incoming bird and the 5-Ks were flooding the place with brightness, their barn doors shaping a perfect landing pattern. .

History was about to be delivered.

The "messenger" was quickly upon us, at first circling in a wide test run, then beginning its final approach with a deafening roar and a downdraft of hurricane velocity. BAM! BAM! BAM! To our horror the barndoors on the 5Ks were slammed shut and the lamps toppled over, leaving us to the blackness of the night. Everyone on the roof was hammered to the floor and the camera was rendered useless in the dark. From inside the helicopter, they quickly dropped the film bag and roared off into the night, anxious to get away as quickly as possible, I scampered up the dome, grabbed the bag and handed it off to a technician for its destination 4 floors below.

Meanwhile, in the studio, Wood faced another challenge, An errant horsefly had entered the studio and chose to land on his nose. At first he ignored it but apparently the hot studio lights made the fly drowsy. It didn't budge. Now, this was while Lee was struggling to keep viewers updated on a live news event. Without breaking stride, he non-challantly lifted a pencil and ticked at the critter. Unfazed, it merely strolled to the other side of his face and parked. Isolated on camera, Wood had nowhere to turn for help so he continued reporting as if nothing was unusual while tick-ticking away at the stubborn insect camped on his cheek. At last, in desperation, he admitted his dilemma to the audience, rolled up his script and took a mighty swat at his face. The startled fly took off, circled once and flew off into the void, leaving the triumphant reporter to tend to business. In time, the film came out of the processor and viewers were able to see MacArthur's tumultuous reception in Chicago while Lee Wood, the consummate journalist, coolly ad-libbed his description of the scenes on the silent film even though he had not seen it before.

Lee Wood was the first TV newsman I ever knew, one of the early radio/print journalists who braved the new medium and were not afraid of the camera. I came to admire his professionalism, his grace under stress and his consistent good humor.

Would it be too much to end this by paraphrasing MacArthur's classic farewell?

"Old newsmen never die. They just fade away."

THE HOUSEWIVES' PROTECTIVE LEAGUE

By Tom Berstein (KNX Radio Rep.)

"The Housewives' Protective League" was CBS Radio's answer to the "Good Housekeeping Seal of Approval." It was originated in San Francisco by Fletcher Wiley, an ex food broker turned radio personality, who sold the concept to CBS in



Tom Berstein

1947 for a million dollars. The half hour radio program aired on all CBS Radio Owned stations plus a few affiliates, from 1948 thru 1962, but not as part of the CBS Radio Network. HPL, as it became known, had it's own, separate, management headquartered in New York. Each market (city), New York, Chicago, St. Louis, San Francisco, Minneapolis/St. Paul and of course Los Angeles had it's own Director/personality and staff.

The daily scripts were written by a team of 10 writers in New York and sent weekly to each station's Director. They covered an extremely wide range of topics, from human-interest stories to tips on fashion, gardening, good health and child-care. HPL originally employed a large panel of testers in each city to evaluate prospective advertisers and those products that passed got the HPL seal of approval, were endorsed on the air, promoted in retail stores, primarily grocery and supermarkets, with special HPL shelf talkers, in-store stack displays and featured in the retailer's weekly newspaper ad specials. HPL was one of the first radio programs to employ intergraded commercials.

KNX Radio's Director/personality was Philip Norman who came on board in 1950 heading a staff that included a Merchandising Manager and two secretaries. The program aired Monday thru Friday from just after 3pm (following news at the top of the hour) to 3:30 pm. Phil also did a separate, late evening, program, "Starlight Salute," which featured music along with topical bits written by him. The Merchandising Manager was responsible for setting up all the in-store tie ins, help the sales department solicit new advertisers and compile detailed reports to the clients recapping all the merchandising support given their campaigns. We had frequent client lunches or dinners, and one in particular was like an initiation everyone was sup-

posed to go through. This client lived and worked in Highland Park and was a large, unattractive lady (aptly described as a "wart hog") who could drink us youngsters under the table. After dinner, and much booze, she acted tipsy, would ask to be taken home, and then invite you in. One trapped Merchandising Manager, excused himself, headed for the kitchen and fled out the back door. I somehow managed to avoid that ceremony - or forgot what happened.

When I assumed the Merchandising Manager position in 1960 the product testing panel had long been abandoned, but the program maintained a solid line up of blue chip, long-term sponsors that included Butternut Coffee, Farmer John Meats, S&H Sugar, Mother's Cookies and Tillamook Cheese. Numerous other national and local advertisers regularly bought spot campaigns. Once in a while, a "questionable" advertiser snuck in, like the "Negative Ionizer" which resembled a large rat trap with a fan in it.

Complementing the radio program were "Coffee Break With Phil" personal appearances, three Fridays a month, usually at a local supermarket. Every personality or program of this type has its "special" fans. Phil's was the "Grey Ghost," a middle aged lady who suddenly appeared in the crowd at many of the "Coffee Break" appearances, flashed him a smile then woof, she was gone. We attributed some strange fan letters he received to her too. But she was quite harmless.

In 1962 CBS shut down HPL, although it was still very profitable, anticipating the change to all news. KNX and Phil Norman continued the basic premise until 1968 when the all news format finally took over and Phil brought the program to KBIG where, after a year, another format change ended it. Ironically, KNX NEWSRADIO soon revived the idea with "The Food News Hour" originally with Chef Mike Roy, and after a series of hosts and hostesses, the program continues to this day with Melinda Lee every weekend on both KNX and KFWB.

The Merchandising Manager's job was one of the final stepping-stones into sales at KNX, and a number of outstanding Los Angeles Radio sales executives were HPL Merchandising Managers.

They don't train 'em today like we were trained!

Your Committee

George Sunga, (Pres.) & **Judy Sunga** (First Lady) 2430 Rinconia Dr., Los Angeles, CA 90068 (323/467-7220)

Jerry Colet (e-mails & e-mail changes) 2051 Cima Ct. Rancho La Costa, CA. 92009 (760/944-5650) jfcolet@sbcglobal.net

Peggy Davis, (Membership/Correspondent), 10931 Rose Ave. Unit 9, Los Angeles, CA 90034 (310/836-3152) peggysays@sbcglobal.net

Jim Hergenrather (Archives), 121 S. Swall Dr, #308, Los Angeles, CA 90048 (310/274-1483)

Stu Landau, (Photographer) 23452 Justice St., West Hills, CA 91304 (818/887-9144)

Tom Richmond, (Correspondent/Membership) 4603 Van Noord Ave., Sherman Oaks, CA.91423 (818/784 2822)

Ebba Johnson (Communications) 5517 Cantaloupe Ave., Sherman Oaks, CA. 91401 (818/782-8244)

Philip Ronney (Newsletter Editor) 18411 Kingsbury St., Northridge, CA 91326 (818/368-4601)

Stanley Thorsen (Consultant) 4379 Mentone Ave., Culver City, CA 90232 (310/839-5451)

Ben Wolf, (Dues) 1480 Canfield Ave. #204, Los Angeles, CA 90035 (310/ 201-8453)

Dan Gingold (Member at Large) 3540 Beverly Ridge Dr., Sherman Oaks, CA. 91423 (818/784 4368)

Charles Cappleman (Member a Large) 5420 Garden Grove, Tarzana CA. 91356 (818/342-1302)

Bob Schulz (emeritus member) 15448 Greenleaf St. Sherman Oaks, Calif. 91403. (818/783-2302)

Tom Bernstein (KNX radio rep) 19558 Nashville St.. Northridge, CA. 91326 (818/360 6817) tberstein@earthlink.net

THE CBS ALUMNI TRIBUTE FUND

Your CBS Alumni Committee has made available to the membership a special way to express wishes for recovery from an illness, honor special occasions or remember friends and loved ones who have passed away. It is called the CBS Alumni Tribute Fund.

You may contact Ebba Johnson (818.782.8244) for further information. She will provide a user-friendly form for you to fill out. Return the form along with a contribution made out to the CBS Alumni Tribute Fund to Ebba and she will take care of the rest. The recipient will be notified of your contribution to the Tribute Fund and your thoughtful remembrance will be acknowledged in the newsletter.

Your contribution will be placed in the CBS Alumni Tribute Fund to be used specifically for the support and acquisition of materials for our archives, reproduction of photographs, storage, graphics and text for a permanent display to perpetuate the legacy of our wonderful history.



MEMBERSHIP DUES RAISED TO \$13.00 ANNUALLY

Unlike the rest of the country, we have no deficit -- yet. But our economic indicators are pointing to such a possibility. So we called 212, the area code in Washington D.C., to inquire about a stimulus package. A friendly voice answered. We told them what we were looking for. They answered, "Do you have a Rep?" We replied, "A Rep?" She said, "Yes, a lobbyist down on E Street. Have you had a fund-raiser yet?"
We hung up.

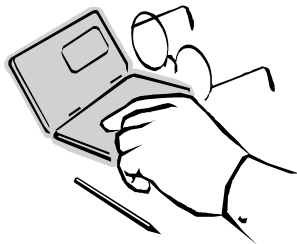
With escalating prices of stamps, stationary, printing, and other services, it lies upon the shoulders of our loyal members to save us from bankruptcy. We are taking the drastic step of raising dues from \$10.00 to \$13.00 annually.

All members who have already paid their dues for 2011 are "Grandfathered."

Your friendly dues collector, Ben Wolf, CBS Alumni Treasurer

P.S. Please note there is a space to mark on the following voucher if you wish to drop your membership. If this is the case, please be kind enough to let us know for our records.

Peggy Davis, Membership



Some of you may think you have "paid ahead" when you send more than the **\$13.00** annual fee. We thank you for any extra amount you wish to send; it will be put to good use. But please be aware **it won't be carried over for any future dues.** Please send your check made out to **CBS Alumni** in the enclosed envelope along with the statement provided below by **February 11th** and let us know if there have been **any changes** in your **address, email address** or **phone number** (like that pesky area code that keeps changing).

Send some news too – we love to hear from you!



Please **print** legibly:

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Mail your check to: **Ben Wolf** _____ **\$13.00**
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