CONTINUING ALTADENA’S OLDEST TRADITION FOR THE FUTURE

DID YOU KNOW?

THE CHRISTMAS TREE LANE ASSOCIATION IS AN ALL-VOLUNTEER ORGANIZATION DEDICATED TO PRESERVING THE NATIONAL HISTORIC LANDMARK #990 ON SANTA ROSA AVENUE IN ALTADENA, CALIFORNIA. WE ARE A 501 (C)(4) NON-PROFIT ORGANIZATION.

VOLUNTEERS WORK THROUGHOUT THE YEAR TO REBUILD THE LINES AND EQUIPMENT USED TO LIGHT THE LANE AND REBUILD THE STONE GUTTERS ON SANTA ROSA AVENUE.

TREES ARE REPLANTED, AND WE WORK TO PROTECT THE TREES FROM OVER-PRUNING, UNDER GROWTH, AND VANDALISM. WE ALSO REPLACE DEAD TREES AS NEEDED IN COOPERATION WITH THE COUNTY OF LOS ANGELES.

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93rd Annual Lighting Ceremony

The Christmas Tree Lane Lighting Ceremony and Winter Arts and Crafts Festival has been expanding bigger and brighter each year. In addition to the vendors represented last year, there will be new vendors presenting an even broader range of handmade holiday gift items and products. A different variety of ever popular food trucks will be present to satisfy your adventurous taste buds. Due to the need to stretch our resources, the Christmas Tree Lane Association will not be providing complimentary beverages this year.

We hope that you come out and enjoy the afternoon perusing the items for sale and end the day enjoying the lighting of the trees with your family and friends. Put us down on your calendar of special events to attend!

Saturday, December 14, 2013 at 2:00 p.m. for the Winter Arts and Crafts Festival and 6:00 p.m. for the Lighting Ceremony

REMINDER: Parking is limited on the streets surrounding the Altadena Library, 600 E. Mariposa St., so come early. Santa Rosa Avenue, at the library, will be closed to vehicles after 4 p.m. Mariposa to Woodbury Rd., will be open to pedestrians to walk under the umbrella of twinkling lights and closed to vehicle traffic after 7 p.m. and will open again at 9 p.m.

Don’t forget the John Muir Drum Corps will again lead the procession down the Lane to Woodbury Road. Plan on wearing light-colored clothing and carrying a flashlight if you return to the library area after the street is opened again to traffic.

COME AND ENJOY!!!!

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COME AND ENJOY!!!!
Hello to members and friends of the Lane! We are at the beginning of a new season of holiday fun and treasured memories.

At this time, I would like to highlight two people who have left us and were very instrumental in making Christmas Tree Lane Lighting Ceremony what it is today and how much we appreciate their contributions.

**JAN JOUANICOT** and her husband Max moved here from Arcadia. She was a realtor, and immediately became involved in the Christmas Tree Lane organization. Her excitement was contagious, thus she became our leader!!! Jan filled that position for many years. She passed away just before the 2012 Lighting Ceremony which was dedicated to her. Jan is survived by her husband, Max, her daughter Shannon, and her son Dean, her grandchildren Dylan, Sean and Mazie.

Jan loved Christmas Tree Lane. Throughout the 1990’s and until 2003, Jan and her husband Max, worked tirelessly to bring in volunteers, replant trees, expand the boutique, revitalize the Ceremony, and rebuild the infrastructure of Christmas Tree Lane. They guided the Lane through the difficult transition when Edison deregulated, withdrew its support. During that time the County of Los Angeles rebuilt the entire electrical system to be safe for the community. Jan was very creative and enjoyed making items to sell at our Boutique such as “Santa, Snowman and Reindeer Poop”, and hand-painted Lane bulbs for commemorative tree ornaments. Thanks to Jan and Max, the Lane continues today.

**ROSA JOHNSON**, a longtime active resident of our community who was graced with the name “Mrs. Altadena” or “Mama Rosa”, died Aug. 31, of this year the day after her 103rd birthday. Her daughter, Rosemarie Wallack of Irvine, said that Rosa died peacefully in her home where she had lived since 1957. A few of the many organizations that she was involved in were the Altadena Senior Center, Altadena Heritage, Lion’s Club, and of course, our own Christmas Tree Lane Association.

Originally the lights on Christmas Tree Lane were put up by men because of the physical work that was needed. In 1960, to encourage women to participate, a Women’s Auxiliary was formed headed by Mrs. Lenore Denny to help raise funds to assist in the lighting of the Lane. Rosa became an important member of this group that sponsored summer picnics, rummage sales and placed donation cans on the counters of local businesses.

For over 40 years, Rosa played a key role in Altadena’s Christmas Tree Lane opening ceremony. She loved wearing her famous hat that jingled with bells while playing her hand bells. She always led the audience in the holiday song, “Jingle Bells”. She would sometimes bring her grandchildren to sing along with her and share candy canes with the children in the audience.

Rosa loved music, but said she didn’t have a knack for learning musical instruments. She decided to learn to play bells after becoming intrigued with their history. “I had one bell that belonged to a woman who was sick. After she died, her daughter gave me the bell,” she says. Most of the 1000 bells that are displayed proudly in her home have been gifts. When I remarked on the size of this collection, she replies, “This isn’t many! I have friends who have two to three thousand bells!” (continued Page 3)
Five years ago my wife announced to me that she found her “last” house. I received no more details until she drove me to see it... on Christmas Tree Lane! The month after we moved in I was out helping string the lights in the trees down the street. Within weeks we met two of my wife’s colleagues from USC who are fellow residents.

Our son and daughter, now in the last year of high school and college, have enjoyed bringing their friends over for the Winter Arts and Crafts Festival and tree lighting ceremony each year.

During the hectic holiday season, we all embrace the slow relaxing drive from Woodbury Rd. up Christmas Tree Lane thinking “if only the lights were up all year round!”

Note: Craig’s son, Tyler, also is a member of our Board of Directors.

This year the price of the larger LED bulbs, used on the mature trees, have finally declined in price enough for serious consideration at $3.00 each. Until this time, we have been purchasing the cheaper, smaller LED bulbs to light the trees that are too small to support the weight of the larger bulbs. Most of the trees that were immature in the year 2000 when we inherited the electrical system from Edison have now grown large enough to support the larger bulbs. We will now concentrate our efforts on replacing all the big incandescent bulbs with the now, more reasonably priced large LED’s. We thank all of you who have been donating to our LED conversion fund. Your continued support will make the conversion faster.
Another new development we would like to report is the participation of nearly 100 high school and middle school Kiwanis and Rotary Club group members from the Pasadena, San Gabriel Valley and South Pasadena school districts. All students who volunteered earned community service hours as they helped in the putting up of the lights, line building, and we hope will help take down the lights in February.

The Christmas Tree Lane Board would like to thank each and every student who gave their time on both Saturday and Sunday mornings to help us out. We think they all enjoyed being with their friends and neighbors for a worthwhile project, making new friends, and being with us for a scrumptious lunch. Volunteers came from Temple City, San Marino, So. Pasadena, Marshall Fundamental High Schools, and other schools in the area. Thanks to all!

**OUR VETERAN JUNIOR ELECTRICIANS**

We have a surprising number of volunteers that are now technically “experienced” and have a working familiarity with all of the procedures to put up and take down the lights. As these youngsters morph into teens, there are new replacement volunteers anxiously waiting in the wings, chomping at the bit to get started! Derek, Jason and Reece are testing the lines of bulbs so that they could be hoisted into the trees. Tesa Fortich, who is almost two (in the photo below), is tightening screws on a new lineset plug that in someone’s haste, was overlooked. All of the children in the photos started out not much older than Tesa. They all have an innate natural dexterity, aptitude and appreciation for community service. We appreciate their help tremendously!
Christmas Tree Lane Association’s mission is to ensure the lasting beauty of this historic monument. To assist the community, we have produced a “Plant Selection Guide for Use Around Mature Deodar and Oak Trees”. As a member, you can have one of these Guides sent to you by indicating on the enclosed membership application how you would like to receive it, by mail or e-mail.

To help us in our mission, Christmas Tree Lane Association’s 2013 Membership Drive has begun, and again we thank our members and other supporters for another successful year. We cannot continue without the donations from our generous supporters.

Thanking you in advance, we look forward to another year celebrating the beautiful lights on Christmas Tree Lane.

SPECIAL THANK YOU FOR LORI AND SCOTT WEBSTER

We recently received the unfortunate news that Webster’s Fine Stationers is going to close at the end of this year as the building has been sold. The Webster family has supported Christmas Tree Lane since the 1940’s, making our note cards, post cards and other Lane memorabilia available to the public year-round. The sales proceeds received from Scott and Lori Webster will make a very substantial contribution towards our LED conversion efforts. Our hats go off to them and wish them the very best at their next endeavors. They were very supportive of many Altadena-based businesses and organizations. The community of Altadena and the Christmas Tree Lane will miss them.

Special Recognition for Business Supporters of the Lane

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<thead>
<tr>
<th>Foreman Graphics</th>
<th>Altadena Public Library</th>
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<tr>
<td>(626) 794-9620</td>
<td>L.A. County Dept. of Public Works</td>
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<td><a href="http://www.foremangraphics.com">www.foremangraphics.com</a></td>
<td>Las Flores Water Company</td>
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<tr>
<td>Linda Lane-White, “Singing” Realtor®</td>
<td>Emi Tsuji, Title Representative</td>
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<tr>
<td>(626) 786-1231</td>
<td>Fidelity National Title Co.</td>
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<td><a href="http://www.DenaRealEstate.com">www.DenaRealEstate.com</a></td>
<td>Altadena Community Chest</td>
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<tr>
<td>Ms. Dragon Print &amp; Copy</td>
<td>Scott and Lori Webster</td>
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<tr>
<td>626-798-0127</td>
<td>Webster’s Fine Stationers</td>
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<tr>
<td>Maria Karras Photography</td>
<td>626-797-1135</td>
</tr>
<tr>
<td>(626) 793-4510</td>
<td>Christmas Tree Lane Gift Items Are Available At</td>
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<tr>
<td><a href="http://www.MariaKarras.com">www.MariaKarras.com</a></td>
<td>Webster’s Fine Stationers</td>
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<tr>
<td>Andreas Hessing</td>
<td>2450 N. Lake Avenue “B”, Altadena, CA 91001</td>
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<tr>
<td>Scrubjay Studios.com</td>
<td>(626) 797-1135</td>
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<td>626-375-5907</td>
<td><a href="http://www.WebstersFineStationers.com">www.WebstersFineStationers.com</a></td>
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<tr>
<td>Native Plant Landscaping</td>
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FYI: The average incandescent bulb lasts up to 4 years. The LED bulb lasts forever and never needs replacing! See other ways you can contribute to the LED replacement bulb fund. Visit our booth at the Lighting Ceremony.
Calendar 2013/2014

December 14, 2013
Winter Arts & Crafts Festival and
93rd Annual Lighting Ceremony

Lights are on through January 1, New Years Day
And on again January 6. Lighting ends.

January 8, 2014
CTLA Monthly Meeting, 7 pm

February 1, 2014
Take down of lights begins and continues
every Saturday and Sunday from 9am-12pm

February 12, 2014
Annual General Election Meeting
Altadena Library, Community Room, 7 pm

March 2, 2014
Take down of lights continues every Saturday and
Sunday until completed from 9am-12pm

Bulb Testing and Lane Maintenance will be an-
nounced in future issues of the newsletter and
will be posted on our website.

Meetings are held on the 2nd Wednesday of every
month at the Altadena Library at 600 E Mariposa
in Altadena unless otherwise notified.

CTLA Board of Directors

President                  Maureen Ward
1st VP/ Lane Foreman      Tony Ward
2nd VP/ Membership        Tracey Fortich
3rd VP/Publicity          Vacant
Secretary                 Maggie Elliston-Belker
Treasurer                 Steve Elliot
Director, Merchandise     Lucinda Haagenson
Director, Merchandise     Mary Landau
Director, Newsletter      Linda Lane-White
Director, Web Page        Ron Baalke
Director                  Gisela Baker
Director                  Craig Griffin
Director                  Tyler Griffin
Director                  Kevin Sharp
Director                  Jae Townsend

Christmas Tree Lane Association
P.O.Box 11
Altadena, CA  91003
626-403-1123
www.christmastreelane.net
626-403-1123