



CHRISTMAS TREE LANE COMMITTEE BOARD AND DIRECTORS ARE PLANNING FOR 2019 LIGHTING CEREMONY

Christmas Tree Lane Association Newsletter Fall 2019



VOLUME 99, NOVEMBER 2019

Message from President Scott Wardlaw

Hello and thank you to all volunteers and supporters of historic Christmas Tree Lane! After many years of ongoing draught, our 136-year-old trees got relief with the welcome rain we received. We have continued to maintain the health of the trees by removing any growth in the areas immediately underneath the trees and by adding natural mulch. We are fortunate again this year to have lots of folks from all over the San Gabriel Valley (AND BEYOND!) participating as volunteers on the rewarding effort of installing some 10,000 lights on the trees. Christmas Tree Lane includes 188 trees along almost a mile of the Lane. It's a big undertaking and I'd like all volunteers and donors to know just how much we appreciate their various forms of contributions. Our Winter Arts Festival and Lighting Ceremony 2018 was very successful. The Sheriff's Dept. estimated over 7000 people attended! To get ready for 2020 centennial celebration, we've been trying a few new things. Mariposa avenue was closed to accommodate our stage, which was placed in the middle of Santa Rosa and Mariposa Avenues, so the area could be more accessible and visible to those attending the festival. We also had many more vendor booths, food trucks and porta-potties to serve our attendees.

In February 2020, we will begin removing the lights. We do this to both protect the trees and protect our many lines of lights. The removal of lights will continue each weekend morning from 9:00am to 12:00pm until all the lights are down. It typically takes about 8 weekends, so it's a great way for local high schoolers to get in their community service hours! We offer bottled water, hot chocolate, coffee and donuts for all participants, and we also serve lunch in a lovely setting. Every volunteer is welcome!

Please continue to support our all-volunteer organization this coming year, whether through volunteering, financial support, or both. WE DEPEND ON YOU!

Yours Truly,
Scott Wardlaw
Lane President



"When I moved to Altadena in the summer of 2017 with my husband, it didn't take time much for me to fall in love with the beauty of this wonderful little town. I have a career I am proud of, but I am often left seeking ways to use my skillset to help others. It is a happy coincidence that a friend and fellow Altadena resident introduced me to the Christmas Tree Lane Committee. I showed up in late 2017 at a meeting not knowing what or how I could contribute but was quickly embraced by the board members. The committee was so welcoming! Before I knew it, I had joined the Board of Directors and am currently in charge of communication to the community - responsible for helping spread the word about Christmas Tree Lane."

These are only a few of the hundreds of Yelp reviews written by people who have visited Christmas Tree Lane during the holidays.

"It's beautiful and romantic" – Tora

"Cute seasonal gem that should be everyone's annual holiday tradition." – Laura

"I knew before I even arrived that any pictures, I take wouldn't do it justice. You need to experience it yourself." - Brenda

"Come here every year for the magical lights. Love it!!!!!!!" - Lynn

This year we are going to celebrate the 99th anniversary of the Lighting Ceremony spectacle. What hasn't changed is the passion and engagement of CTLA committee members and volunteers who work tirelessly throughout the year. In recent years, the number of visitors has grown exponentially, and we are absolutely thrilled. Last year alone, we hosted approximately of 7,000 visitors.

The size of the event inevitably pushes us toward outsourcing some of the activities that used to be done by the committee members, such as setting up and staffing street closures to ensure the safety of pedestrians during the event. We are a small group and mainly rely on funds received from our generous donors, like you, who support this event.

The committee has been planning and organizing the event all year-around, from hands-on work such as cleaning the lane, put up the lights and determining the entertainment for the day of the Lighting Ceremony. The board members meet every 2nd Wednesday of the month to plan the details of the event. We welcome you to join our monthly meetings and be a part of the discussion!

Thanks again for your continued support and we look forward to yet another magnificent Lighting Ceremony and Winter Arts Festival on Saturday December 14, 2019. **The Winter Arts Festival begins at 3:00 pm and the Lighting Ceremony at 6:00 pm!**

The picture on the right: *Tony Ward* (Lane Foreman) and *Derek Nowak* (Student Liaison) are helping with the cleanup of the Lane. The picture was taken in July on the corner of Sacramento Street and Santa Rosa Avenue in Altadena.



CHRISTMAS TREE LANE LIGHTING CEREMONY 2018



It is the most wonderful time of the year...



CTLA Boutique was hoppin'



T-shirts, sweatshirts, coffee mugs, tree ornaments and many more items with CTLA logo available for purchase!



The visitors are enjoying a cup of HOT Cocoa



Volunteers are getting ready to help the visitors

Special Thank you to Jacque Foreman at Forman Graphics for capturing the moments!!

Message from the Membership Chairman Maureen Ward



The Membership Drive has begun, and we look forward to your support for continuing the tradition of lighting Christmas Tree Lane!

Christmas Tree Lane Association, Inc. is in the process of converting from a 501(c)(4) to a 501(c)(3) non-profit organization. We know that this conversion will help the Association meet the Lane's many needs. Also, to help us in our mission, if you are currently a member please complete and return the application slip in the envelope.

If you would like to join us in this community effort, visit our web page:
www.christmastreelane.net and join online at HYPERLINK

"<http://www.christmastreelane.net>" or via PayPal.

After converting the light bulbs from incandescent to LED (which now saves the Lane a substantial amount) we are planning on **next year's 100th Anniversary** of Lighting the Lane! There will be several events throughout the year to enjoy and celebrate the success of the Lane!

Thank you for your support of the lighting of Altadena's Christmas Tree Lane and we look forward to seeing you at the **Lighting Ceremony and Winter Arts Festival on Saturday, December 14, 2019.**

Yours Truly,
 Maureen Ward
 Membership Chairperson

Here are a few of the Participating Food Trucks at the Winter Arts Festival 2019
 The full list of food trucks will be posted on our Facebook page, closer to the event.

Tainamite
 Slammin Sliders
 Street Kitchen LA
 D's Superblend
 West Side Banh Mi

Please contact Lucinda Haagenson, our Lane Vendor manager, at lucindaonalee@yahoo.com, if you are interested in participating as a vendor in the Festival



<https://dev.christmastreelane.net>

Follow us at [@ctla_altadena](https://twitter.com/ctla_altadena)

This history is too good not to share!

Contributor: Mary Landau our Lane Historian



Mary Landau, our historian has been a resident of Altadena for over 42 years. Mary is particularly interested in the history of the Lane.

Deodar means "Tree of God"

In the beginning, Santa Rosa Avenue was to be the shaded driveway for John Woodbury's beautiful estate. He started on the driveway first, as trees need time to grow. Woodbury did his research and found that the beautiful Himalayan deodars would thrive here in Altadena. Deodar means "tree of God," and it is indeed one of the most beautiful trees that I know of.

Plans don't always go the way we wish. The Woodburys had to give up the idea of owning a bit of heaven in Altadena when the land boom went bust and they lost most of their investments. By then, the trees had been planted and tended to for several years. They were watered along with the citrus trees in the area, and so they thrived. It was decided that the lane would be lit for the first time on Christmas Eve of 1920. With the help of Pasadena Kiwanis and the leadership of Fred Nash, community members went door to door asking for donations. There were no lights on strings that were ready to use, so the lights had to be rented from a Pasadena company at the cost of \$2,300.

That first event took place on the lot at the corner of Santa Rosa and Calaveras. 1,000 chairs were set up near a bandstand for any singers who wanted to sing. Church choirs and vocalists from all over the area were invited to be part of this huge chorus that would provide the music for the first-ever lighting of the Lane.

The event was attended by at least 5,000 people, and it was so wondrous and lovely that it became a yearly tradition. That was nearly a century ago, a time when lights on an avenue of trees were unheard of. These days, children expect much more if they are to turn away from their phones and electronic games. That is why we will be encouraging the residents along the lane to decorate their homes for the people who come to see this annual event.

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

The lighting of Christmas Tree Lane has grown to be a very popular and well-attended event. We are very proud of the growth, but with it comes a need for more volunteers to make it a successful event.

The current Board of Directors is working hard, but we need help. Help is needed in all facets of the event: from answering the many questions that arise during the day, to manning areas to support road closures, auto traffic and pedestrian movement.

Please contact Mana Rahbari at CTLAvolunteer@gmail.com if you are interested in volunteering to make the 2019 Lighting Ceremony another GREAT event!!



Volunteer Orientation – December 2018



Volunteers are helping with putting the lights up
September 2019

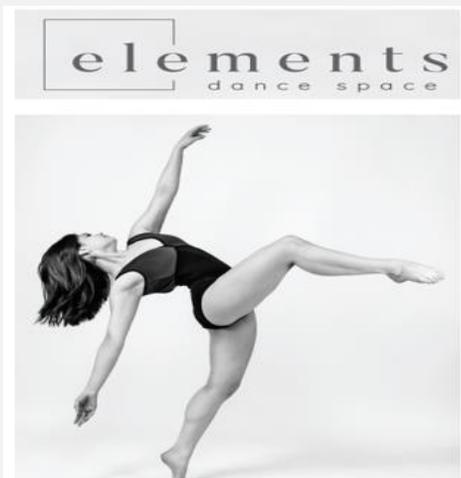


If you have volunteered any Saturday or Sunday on the lane this year, you may have enjoyed the coffee from our **“Official Coffee Sponsor to Christmas Tree Lane Volunteers for 2019”**.

As a long term local establishment, **Coffee Gallery**, now has been revived to showcase an eclectic, modern interior that houses all the coziness needed for an inviting visit. Whether it be breakfast or lunch, the new made-to-order food menu is comprised of noteworthy items that will satisfy any foodie.

Not only are all sandwiches made with Boar’s Head deli meats and sauces, but there’s a selection of Boar’s Head all-natural soups to choose from as well. Whenever possible, we love to offer house-made items, Belgian waffles, and our very own Caesar dressing. So if you’re in the neighborhood, stop in for coffee, a bite to eat, or some local hand-crafted smoothies from our Naturewell Juice bar menu. Either way, you won’t be disappointed!

Email us at CTLAvolunteer@gmail.com if you would like to be featured in our Spring Newsletter.



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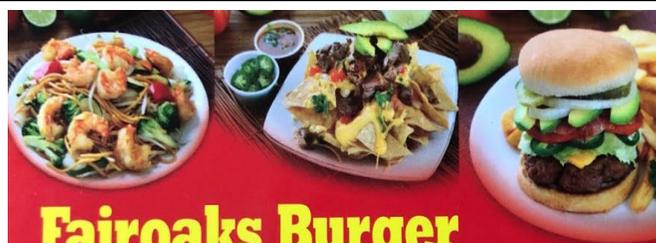
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Calendar 2019/2020

February

Annual General Membership Meeting & Board Election
Lights Down – Sat & Sun mornings, 9:00 am - 12noon

March

Board Meeting – 2nd Wednesday, 7:00 pm
Lights Down – Sat & Sun, 9:00 am– 12noon

April

Board Meeting – 2nd Wednesday, 7:00 pm
Lights Down—Sat & Sun, 9:00 am-12noon

May/June/July/August

Board Meetings – 2nd Wednesday, 7:00 pm
Planning the details of Lighting Ceremony

September/October/November:

Board Meetings – 2nd Wednesday, 7:00 pm
Line building/Putting lights up

December 14, 2019 **Lighting Ceremony & Winter Arts Festival**

Meetings held at the *Altadena Library Community room*
unless otherwise notified.

CTLA Board of Directors

President	Scott Wardlaw
1 st VP/Lane Foreman	Tony Ward
2 nd VP/Membership	Maureen Ward
3 rd VP/ Communication	Mana Rahbari
Secretary	Maria Nazario
Treasurer	Steve Rose
Director	Steve Elliot
Director	Glen Hori
Director	Ron Baalke
Director	LuCinda Haagenson
Director	Mary Landau
Director	Len Schaustal
Director	Jae Townsend
Director	Daniel Landau
Student Liaison	Josh Tomoyasu
Student Liaison	Derek Nowak



Christmas Tree Lane Association
P.O. Box 11, Altadena, California 91003

