

Spring 2020

OUR ROSSMOOR

The One and Only Official Publication of the RHA



ROSSMOOR Walk & Talk

(SEE PAGE 11)



FEATURES

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RHA President, Ralph Vartabedian, reminds us of "Good News Amid the Chaos of Early 2020"

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American Landscape Pool & Spas

The Rossmoor Archives

"Rossmoor's Fearless Forager," the story of Frieda Caplan, Rossmoor's own "Kiwi Queen"

UPCOMING BOARD MEETINGS

The third Tuesday of every month at 7pm

Rossmoor Park,
Community Center

All are welcome

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Our Rossmoor is the one and only official publication of the Rossmoor Homeowners Association (RHA) — a non-profit community association celebrating 61 years of exceptional living.

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This is the 2020 Spring Issue, Volume LXVI, Issue 2

ON THE GROUND in ROSSMOOR

GOOD NEWS AMID THE CHAOS OF EARLY 2020

By Ralph Vartabedian, RHA Board President

It is time again for home addresses to be painted on Rossmoor curbs, a free service that the Rossmoor Homeowners Association has provided for the entire community for decades.

No government agency would do it and those numbers would not be there but for the RHA. It is one of our biggest budgeted items, something we do every three years as the paint weathers off the curbs.

Thanks to the generosity of our members this year, who number nearly 1,200, we have ordered a stencil to include a signature “R” for Rossmoor in tan along with the numbers in black and white.

A large number of RHA’s members have made voluntary contributions above their \$30 dues in recent months. RHA board members talked about what we could do to return our appreciation to the community and giving the address numbers a custom Rossmoor look is one thing we chose.

The address numbers are a big help for our community, giving police and other emergency responders a quick way to locate homes. And obviously visitors to our community don’t have to guess about an address when one isn’t displayed on the house itself.

The number painting is done by our longtime contractor Tim Major, who paints addresses on curbs across Southern California. He has a custom-built electric cart that rides low to the street and goes house by house with number stencils and reflective paint. Tim does about 200 homes per day and will get through all of Rossmoor in about three weeks.

Sometimes people ask whether we paint these numbers only for our members. The answer is we do it for everybody, because it satisfies a need across the community. If an RHA member is trying to find a home,

that person will need the address whether or not the household is another RHA member.

It is one of many RHA activities that benefit the community as a whole, which we hope encourages homeowners to pay our modest annual dues.

In addition to the address painting, the RHA decided in March to provide a paper shredding service for the community twice each year.

It will be held at Rush Park, allowing residents to bring their private documents for destruction. It will be paid for by the RHA, again helped by the generous support of our members. Look for more information at our website: OurRossmoor.com.

I feel it is particularly meaningful that we can offer these two benefits at a time when we have made the unfortunate decision to cancel this year’s Rossmoor Festival because of the Covid-19 epidemic.

The RHA board voted on March 17 to not go forward with contracts and permits, given the overwhelming recommendations from local, state and national health authorities to cancel large gatherings.

Although it is possible the situation could improve by May, the RHA would face too great a financial risk if it would have to cancel the festival at the last minute. RHA is in good financial health, but we are always mindful of preserving the financial integrity of the organization. We will, however, be considering some other less formal community celebration later this year.

RHA is run by a 13-member board of volunteers. We get no meeting pay, no perks, no travel expenses and no donuts when we meet. For 60 years Rossmoor residents have been joining our organization and volunteering to help.

But every year it gets a little bit harder. The RHA has struggled like so many nonprofit organizations to attract volunteers, willing to spend a bit of their time to support community needs. People have less time or think they have less time to become involved in the community.

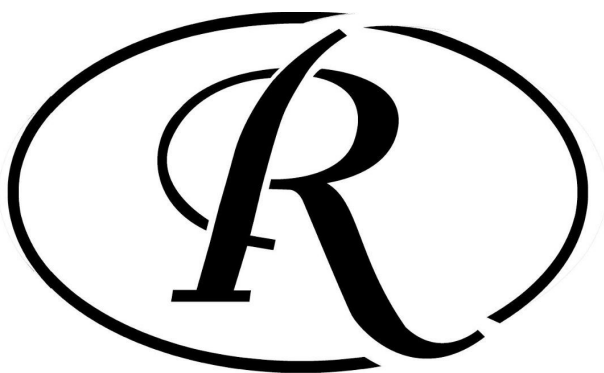
As many of you know, the RHA had to cancel the monthly paper drive last year. Wholesale wastepaper prices dropped and the volume of high value news print went down, but the real killer was the lack of volunteers to help with the physical work of collecting the paper from cars as they rolled through Rush Park's parking lot.

As an unincorporated community, Rossmoor has its government services provided by many different agencies and RHA fills many of the gaps in watching out for the community's welfare. We operate the Neighborhood Watch with the Orange County Sheriff, interface with a variety of government bodies to advocate on public policy issues and much else.

Currently, we have a need for a board member or a committee member who could bring expertise in helping us improve our online membership management system and many other functions that we have. If you would like to join or know more, you can write to me at ralph.vartabedian@gmail.com.

Thank you for your continued support.

Ralph Vartabedian



The signature "R" to accompany our addresses in this year's curb painting.



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The Rubien Family: Doug, Christine, Kim, Samantha, Amanda

ROSSMOOR-RESIDENT OWNED BUSINESSES

In the name of being neighborly and staying local, don't miss this feature that highlights a neighbor who owns a business — owned local, so we can support local.

AMERICAN LANDSCAPE

OWNERS, DOUG AND KIM RUBIEN

Spring is in the air. Our trees are starting to bud, bulbs are starting to peek up through the dirt, and the outdoors is beginning to call us outside.

For this issue of *Our Rossmoor*, it seemed like the perfect time to highlight a Rossmoor-owned business that specializes in creating outdoor spaces worthy of southern California living — **American Landscape Pool & Spas**.

In business for over 35 years, Doug Rubien, with his wife Kim, have been the one-stop design and build firm for

our landscaping, pool, spa, and masonry needs. And when I walked into their house last month during a rainy afternoon to sit with them for this feature, all I kept wishing was that the sun were out so we could sit in their backyard — one filled with a built-in fireplace, bar and bbq, pool and spa, and big screen TV. With their inviting backyard as the backdrop for our chat about his landscape business, I had no doubt that this is what he was meant to do.

But how did a Long Beach State engineering student end up in Rossmoor building outdoor living

spaces that enrich our lives? Here's the rest of the story.

Doug grew up in Long Beach and attended Millikan High School. As a Long Beach kid, he started college at Long Beach City. While there, he had a friend with a maintenance route who needed a little help a couple days a week, so Doug joined him part time. Soon after, the friend wanted out of the business and, in 1985, handed him the entire route.

Under Doug's management, this little maintenance route started to grow. It turned into bigger landscaping jobs,

softscape additions, and hardscape installations. By the time he was ready to graduate, his little route was earning good money, and he saw the potential in outdoor living. He immediately enrolled in Orange Coast Community College and earned a Landscape Design certificate. This, paired with his background in engineering and construction management, and he was off and running.

But he hasn't done it all on his own. This is where his wife Kim enters the story.

Three years into his new business, Doug had expanded to working in Seal Beach, Cypress, Huntington Beach, Rossmoor, and Los Alamitos. He happened to be in town, visiting a local haunt after a day toiling in the dirt, when Kim stopped into that same haunt after work on her way home. The rest, they say, is history.

How they ended up in Rossmoor to build their family business and raise their kids is no accident. Kim is the daughter of Judy Klabouch, owner of Green Street Interiors. Kim grew up in Rossmoor, attending Hopkinson, Oak, and Los Alamitos High School. When she and Doug met in 1988, she was already living in the Rossmoor Townhomes — where she was headed that day when fate intervened.

They married in 1990 at the Good Shepherd Presbyterian Church. Because Kim grew up in and never left Rossmoor, she knew she wanted to raise their kids here. The neighborhood was home. She loved the area and wanted her kids to have the opportunity to experience the childhood and education she did.

It didn't take much convincing to get

Doug to sell his home in Long Beach and move to Rossmoor. He loved the area and was already doing some work in the neighborhood. A marriage and a move to Rossmoor felt like a step up from his small place: bigger lots, close to the beach, amazing community, and built-in family.

But the one question we all have about Rossmoor residents? How and why *that* house?

Because luck always plays a role in all our stories of finding the right house in Rossmoor, their story feels reminiscent to us all.

Kim was friends with Brenda Gorman who was interested in buying a house on Kempton. Through some twist of fate and a nod to friendship, Brenda offered the opportunity to purchase the house to Doug and Kim first. It was a New Englander and had been a rental for years. They claimed to me that it was pretty beat up and totally ugly. Then they proceeded to give me the gory details: an electrical panel in the bedroom, a wall of gilded mirrors in the living room, shag carpets, and paneling everywhere.

Because Kim is a Klabouch, design runs in her blood, and she saw its potential. She knew Doug could handle the outside, and she

could handle the inside. They saw it as a diamond in the rough, not to mention the house was actually across the street from the one in which she grew up. They decided to go for it even though they did take the time to do some much-needed demo before moving in.

Eventually, Kim's ultimate goal came to fruition. They have raised three girls in that home, and all three of them attended Hopkinson, Oak, and Los Alamitos High School just like their mom — and provided a perfect foundation for their futures.

Their oldest, Amanda, is married, living in Washington, D.C., and working as an official in the State Department. Christine, their middle daughter, is recently engaged and working as a jewelry specialist at Tiffany's — showering gifts on her mom for all the requisite holidays. Their youngest is just getting ready to graduate from college and has secured her first "real" job as an acquisitions analyst at a private real estate firm in Beverly Hills. The only price for three successful kids besides the price of college tuition? Empty nest syndrome. Doug and Kim just





The plaque at Kempton Park highlighting Doug and American Landscape for their service.

recently filled their empty nest on Kempton with Ringo — an adorable twelve-week-old Bernadoodle puppy filled with enough love, energy, and piss-and-vinegar to spare.

To this day, Kim still has neighbors she grew up next to and is dear friends with the Gorman family — a local real estate team in the neighborhood.

When not running the business, managing rental properties, or chasing after Ringo, Doug and Kim keep busy. They love the outdoors and try to spend a little time every month in Lake Havasu where they enjoy boating, hiking, off roading, and mountain bike riding. They make their way to Cody, Wyoming every year for horseback riding and fly fishing. And if they're not holed up at the lake or on the mountains, you can find them riding across the US on a Harley.

Doug and Kim are quintessential Rossmoor. They live here. Work here. Have literally planted roots here. In fact, Doug is the original builder of our very own Rossmoor and Kempton mini parks in the 1990s. He turned these pieces of land, donated

from the water district to Rossmoor, into xeriscape treasures with his expert touch, installing all original pavers, masonry, sandboxes, sprinklers, and trees. Next time you're by one of these parks, stop to look for the plaque with his name.

Why has his business been such a local success?

It's because his attention to detail and professionalism are evident. Doug's business has grown from a simple

managing the entire project himself. He's put his name and reputation on the line — and his commitment to his customers and Rossmoor shows.

Want a pool facelift, or need an actual pool, and want to be swimming the July 4th? Call Doug.

Want a one-stop shop you can trust to design and build a high-end, custom outdoor environment? Call Doug.

Want someone to help you fill your outdoor living space with color and cushions and design ideas? Call Doug — but ask for Kim!

This summer, I think we're all looking for an excuse to stay home. With a new backyard, I think a proper staycation could be in all our futures. Call American Landscape to help you make it happen — and then call a neighbor to enjoy it with you.

And be sure to leave two extra chairs for Doug and Kim — and having a dog treat handy might be a good idea, too.



college maintenance route to thriving business through word of mouth and repeat customers — a true testament to honesty and integrity. I'm convinced this is all because he handles every step of the process,

They can be reached at 562-596-0688 or by email at Doug@AMLpools.com.

You can also visit his website for more information at www.AMLpools.com.

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MEMBERSHIP NEWS

NEW MEMBERSHIP CHAIR'S LETTER TO ROSSMOORIANS

Hello, fellow Rossmoorians,

My name is Emily Knell, and I was just recently nominated and approved to serve on the RHA Board as the Membership Chairperson. My father, Everett Knell, held this position since 2001. If you moved into the area in the past 14 years, maybe you remember me stopping by to say, "Welcome to Rossmoor on behalf of the RHA!" I then handed you a large envelope with information about all the wonderful things the RHA does for the community. We are a volunteer association; we do this for the love of the community and our members.



A little about me:

- I grew up in Rossmoor on Foster Rd. right across the street from Rossmoor Park.
- I played on the softball diamonds as the pitcher for the Bumblebees in third grade.
- Our family won a case of chili sauce for "Best Garage Door Decorations" during the parade down Foster Rd during Rossmoor's 25th anniversary.
- I sold Girl Scout cookies to my neighbors, and now I sell their homes as a local Realtor

In mid-March, we got a large batch of new "R" stickers. You can request up to four per household when you sign up to become an RHA member for just \$30 per year — that's only 8 cents per day! They look great on your cars to show off your Rossmoor Pride!

Don't forget to renew your RHA membership or join today. You can do this easily through our website at www.OurRossmoor.com/join.

Emily

ROSSMOOR COMMUNITY FESTIVAL NEWS



Dear Rossmoor Residents,

The RHA was faced with making a difficult decision at our last meeting.

In light of all the issues surrounding the Coronavirus and in line with all the national, state and local mandates to curtail potential exposure to the virus, we sadly announce we are officially canceling our Festival on May 3, 2020.

We wish to thank the vendors, sponsors, volunteers, entertainment lineup, RCSD, event planners, and members of our all volunteer RHA Board — all of whom have been working tirelessly to pull this together.

Have no fear, we will see you all at our next event!

Wishing good health to all.

RHA Festival Committee

FREE SHREDDING EVENT

By Francisco Alonso, RHA Board Member



Your Rossmoor Homeowners Association is excited to announce a new additional community service for our residents.

Your RHA has partnered with **The File Depot** and is sponsoring a Free Paper Shredding Event, that will take place this fall:

- Rush Park on Saturday, October 31, 2020 from 8am until 12 noon

Put it on your calendar.

The collection process is "secured," as all the paper will be collected at Rush Park, and taken directly to The File Depot headquarters in Garden Grove, where it will be shredded and recycled.

There will be a maximum limit of fifteen (15) boxes per customer, since this service is being offered to you, our residents, and local community and not intended to serve businesses or commercial institutions.

Bring your papers and documents that need to be shredded and take advantage of this free community service offered to you by your RHA.

See you there.

Francisco and the RHA Board



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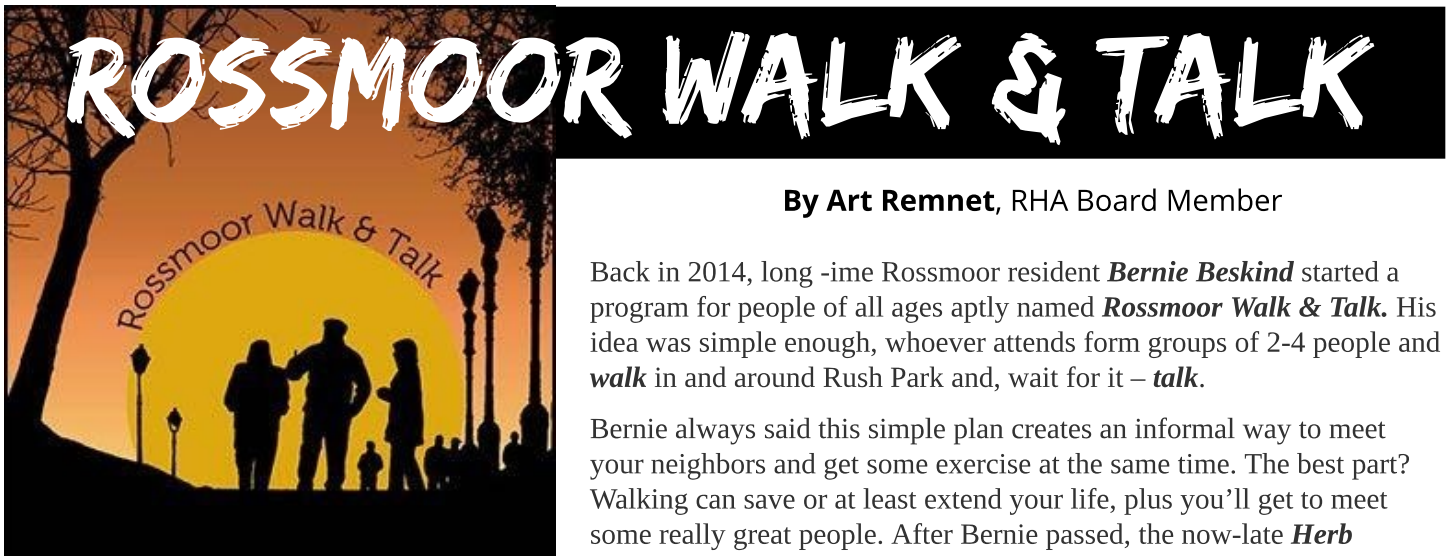
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By Art Remnet, RHA Board Member

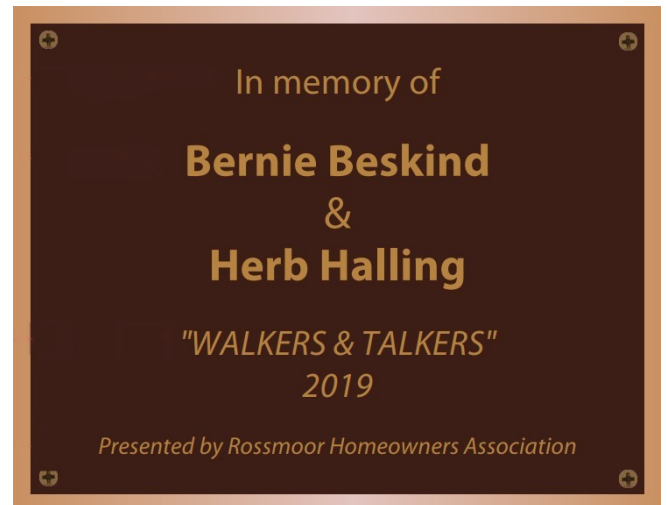
Back in 2014, long-time Rossmoor resident **Bernie Beskind** started a program for people of all ages aptly named **Rossmoor Walk & Talk**. His idea was simple enough, whoever attends form groups of 2-4 people and **walk** in and around Rush Park and, wait for it – **talk**.

Bernie always said this simple plan creates an informal way to meet your neighbors and get some exercise at the same time. The best part? Walking can save or at least extend your life, plus you'll get to meet some really great people. After Bernie passed, the now-late **Herb Halling** picked up the tradition and kept the Walk & Talk going.

To honor and recognize these two long standing Rossmoor residents who were the catalyst for the Rossmoor Walk & Talk, the RHA and the Walk & Talk participants have designed a plaque that the RCSD has graciously said they would mount near where Bernie and Herb got everything started and where we still meet today.

Since the tradition continues and a good number of residents who enjoy walking and talking (some of us use the "appointment" to force us to get out and walk 3-4 times a week) has become fun routine the **Walk & Talk** events just happen each Monday, Tuesday, Wednesday, Thursday and Saturday starting at 10:00.

Of course, you are more than welcome to come join in the fun and meet your neighbors.



Pictured on the cover Rossmoor Walk and Talk regulars (left to right): Art Remnet, Bill Shilling, Ilona Bush, Jean Anderson, Andrea King, Carolyn Dabbah, Gary Bertsail, Frank Facey; not pictured Rose Ann Waiters

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OUR ROSSMOOR FICTION WRITING CONTEST



For ten, almost-consecutive years, Rossmoor residents have captivated our imaginations with fictional stories about Rossmoor and Rossmoor characters who have fallen in love, returned from war, discovered new friendships, uncovered Ross Cortese's dead body or buried treasure, and recounted the backstory of our street names.

The years 2009 to 2019 have given rise to budding writers, and creativity has meandered our neighborhood boulevards.

This year the Rossmoor Homeowners Association is proud to continue our popular Fiction Writing Contest — the 10th in our almost-annual, yearly contest.

Time to dust off your typewriters, dig into your imagination, clear a space in your favorite writing corner, and put your stories to paper. The contest is open to any Rossmoor resident with a yarn to spin and a tale begging to be told. Don't think you have to be a professional writer to enter — simply let your imagination loose and see where it takes you.

Topic Requirements: Entries should have a Rossmoor theme of some type: either placed in Rossmoor or about characters who come from Rossmoor.

Will this year's winning story be about a crooked government official who approves a dangerous bridge serving Rossmoor residents in exchange for a bribe? Or about the challenge of a big match for a Rossmoor youth on one of our parks' soccer fields? Or perhaps about a soldier serving his country far from home and dreaming

back to his days in Rossmoor? Or maybe even a thriller with a nod to *The DaVinci Code*, outlining the meaning behind Rossmoor's quirks?

All writers will have their stories published on the RHA website.

The winner of the contest will receive a \$200 VISA gift card. The runner-up will win a \$100 gift certificate, and the author of the third-place story will get a \$50 gift certificate, both from local eateries. All awards courtesy of the Rossmoor Homeowners Association.

Even if you don't win, it's bound to be challenging and fun, and all entrants will be invited to an RHA-sponsored beverage and appetizer event sometime this summer.

Directions:

- Entries can be no longer than 1,000 words.
- Open to residents age 16 – 116.
- This year's deadline is **July 1**.
- Submit your stories through the website at **www.OurRossmoor.com/fictioncontest** or by regular mail to: RHA Fiction Writing Contest, % Rossmoor Homeowners Association, P.O. Box 5058, Rossmoor, CA 90721-5058.

If you have questions about the contest, send them to Ralph Vartabedian at Ralph.Vartabedian@gmail.com.



"THE HEAVY HEART"

ENJOY ANOTHER INSTALLMENT OF ROSSMOOR FICTION — THE 2019 3RD PLACE WINNER.

By Greg Atkins

He didn't mean to hurt the tree, as a matter of fact, he went out of his way to be gentle. In years past he would have just pulled out his pocket knife and carved the initials in it, but now that just seemed barbaric and more like vandalism than romantic. So on his daily walk around Rush Park he would stop at his favorite tree, a tree that had not the good sense to grow straight and tall. Its trunk and limbs meandering every which way like an explorer who was overtaken with wanderlust. That is why he loved that tree. It reminded him of his life. Other trees grew straight up, with branches that were evenly spaced and symmetrical...like a life well-planned and predictable. His tree was more improvisational, with twists and turns and branches going in all directions...exactly like his life. It was a unique tree. A tree with character. A tree that didn't take itself too seriously in a park where the other trees seemed a little too smug for his taste.

His heart felt lighter as he walked

around the park for the second time that day. He knew he was going to have to go back to the hospital where his wife lay, recovering. Three surgeries in 10 months. The weight of that hit him on a daily basis. Her strength during these operations reminded him of how women were so much stronger than men when it came to physical pain. Still, the trio of times where her body was cut open takes its toll and it was, hopefully, coming to an end.

He felt the marker in his pocket, taken from the Art Box that was a constant in his daughters' childhoods. It was a scented marker that no longer had a scent. Licorice? He knew they meant black, but if you really thought about it, it could have been red. Someone in charge of names at the marker company took the easy route.

He took off the cap and, after a quick, furtive look around, drew on the bark of his favorite tree. "G+D." And then drew a heart around the letters. He was proud of his handiwork, yet he still felt a little

pang of guilt. He patted the tree. No scars on his tree. He wished he could say the same for his wife.

Later, on the way home from the hospital, he pulled the car over along Silver Fox Road. His wife, still aching, but willing to indulge her husband, allowed him to help her out of the car to see her anniversary surprise. He led her around the tree and she stopped. Her eyes filled with tears and she turned to him, simply saying, "You!"

For the next week, while she recovered, they rarely left the house. A well-needed storm hit Rossmoor and that gave them every reason not to go outside anyway.

And when the rain stopped, the gangly tree, once somewhat upright, leaned forlornly on its side, uprooted where it stood. But he knew it wasn't the storm that toppled the tree. He had drawn their love on that tree. It was the heavy heart that took it down. He thought, now it's time to find a new favorite tree and draw another "G+D"... but this time with a much lighter heart.



ROSSMOOR'S FEARLESS FORAGER

By Diane Rush, RHA Historian

Frieda Caplan's station wagon pulls out into the dark streets, her headlights penetrating the caliginous night while Rossmoor sleeps. Arrayed in her favorite green dress, she ventures to Central and Seventh in L.A.'s gritty wholesale district. Grocery buyers all over southern California gather at this corner to purchase fresh produce. Ripening fruit in cardboard shipping crates, cacophony of traffic and haggling buyers, incandescent light flooding from upstairs office windows and open cargo gates form a backdrop for Frieda's fearless foraging. A flash of lilac eyeshadow, wafting scent of *Emeraude* and purposeful step of high heels announce the "Kiwi Queen's" arrival.

Who hasn't benefitted from the

tireless work of Frieda Caplan, most remembered for her

introduction of the kiwifruit into kitchens of the uninitiated Pacific Coast? Entrepreneur in a time when most women worked in the home or as office support staff, Frieda supplied Hollywood and all of SoCal with edible imports from South America, Pacific Islands, New Zealand, Asia and Africa. Exotics, including rambutan, starfruit, mangosteen and finger lime known for its tangy beaded pulp, improved the flavor and presentation of California's favorite dishes.

Rossmoor's marketing doyenne passed away at age 96 in her stately Williamsburg model on January 18, 2020. Her corporation, Frieda's Finest Produce Specialties Inc., has been operating since 1962. Second generation Caplans took over its management in 1990, doubling sales volume in five

years. Daughters Karen Caplan and Jackie Caplan Wiggins are Chief Executive Officer and Chief Operating Officer, respectively and granddaughter Alex Berkley is Director of Sales. Carrying on the tradition for Frieda's, the family business occupies an 81,000-sq. ft. produce warehouse in Los Alamitos, providing work for 75 employees.

Born Frieda Rapoport on August 10, 1923, she grew up in Highland Park, an early suburb of Los Angeles. While Rossmoor was still under construction in 1958, she moved to the community where she resided for the remainder of her "fruitful" life.

During WWII, Frieda attended UCLA, graduating in 1945 with a bachelor's degree in political science. Active in campus organizations, she savored her collegiate memories but did complain of one hardship. The exorbitant tuition was a



Frieda Caplan exemplifying Carpe Diem at her work desk.

“rip-off” at \$26.00 per semester!

She met Alfred Hale Caplan, president of the local International Longshoremen's and Warehousemen's Union noting his impressive oratory skill and salesmanship but confided, “At first, I thought he was the most repulsive person I’d ever met.” His persuasive ability and charm were considerable; the couple married in 1951. Throughout their marriage, he was known by associates as “Mr. Frieda.”

After the birth of her first child, Karen, in 1955, Frieda sought employment with flexible hours to care for her infant daughter. She contacted her aunt and uncle who were grocers in the

downtown district asking if they knew anyone who was hiring. Coincidentally, their bookkeeper had quit that same day and they invited Frieda to do their record keeping. “I knew nothing about produce,” Frieda admitted.

While her aunt and uncle were vacationing, Frieda was entrusted with running the office and filling orders. She invited each customer to buy button mushrooms, considered a delicacy at the time. One customer expressed interest, showing up at the office the following week with a request for 500 pounds. Guaranteeing procurement, she devised a plan after-the-fact. She called nearby growers but none could accommodate such a large order.

Desperate, she arrived at a nearby mushroom farm and began helping them pack shipments. She stayed for hours. Finally deciding they could not get rid of her any other way, the growers relented, providing her with the huge supply. Her station wagon brimming with the fungal commodity, business rapidly “mushroomed.”

Frieda Caplan’s energy was boundless; she rarely slept more than 4 hours a night. “Success came because I never saw obstacles,” she explained. “I was never aware, at that time, how unusual it was for a woman [to own a] business. I never had a problem with men on the market at all. Once they got over the fact that I was a woman and

they learned they could make money with the items I was selling, I had no problems.” Within five years, her reputation was firmly established. Praises of her burgeoning trade appeared in the Los Angeles Times and the landlord of the downtown market, Southern Pacific Railroad, convinced her to start her own business. Anyone inquiring for “specialties” was directed to the one-and-only distributor — Frieda.

In 1962, two spaces in the downtown produce market became available and she borrowed \$10,000 from her father for the purchase. That afternoon, she located a painter to create signage on the cargo gates in preparation for next week’s commerce.

Conventional colors were scarce. Purple, Pantone 254 to be exact, was readily available, prompting her to adopt it as her signature color.

Her office, crowded with graphs and maps, looked like a forensic investigator’s lab. Maps indicating product locations, charts showing trends and sales-boosting strategies covered the walls. Frieda’s 14-hour days flew by as she tracked each product ordered, received and shipped.

Selecting for taste, food-value and shelf life, Caplan loved sharing her new acquisitions. Aware that the word “gourmet” might put off frugal clients, she avoided its use in marketing. Bringing affordable imports to the table of every gustatory adventurer was her purpose.

The Safeway chain was the first major customer to request kiwifruit, known then as “Chinese Gooseberries.” Six months later, a broker saw her specialty sign and supplied her with these New Zealand fruits. 240 flats of the fuzzy fruit took four months to sell. Frieda decided to rename the product “kiwi” after New Zealand’s national bird. The name stuck and so did Frieda’s moniker, “Kiwi Queen.”

Before Frieda Caplan’s imports came to supermarkets and grocery stores, produce departments traditionally carried no more than 60 items. Now, between 200 and 400 produce items are typical. Dining trends in southern California, especially Hollywood, sustain an ever-increasing demand for unusual cuisine. Chefs Julia Child and Michael McCarty depended on Frieda’s novelties. “This was a revolution,” McCarty declared, holding up a kiwifruit.

Frieda even influenced the movie industry. Her discovery, the spiky Kiwano melon, was alien enough to feature in an episode of Star Trek.

Gaining endorsement from Frieda’s company could transform a grower’s fortunes. A.V. Thomas Produce patented the Stokes purple sweet potato in 2012. Frieda and the grower struck a profitable marketing arrangement. Sales skyrocketed and a selection of delicious recipes were packaged with the product. Most popular among these was the award-winning Stokes purple sweet potato pie with maple whipped cream.

KABC Channel 7 Green Grocer featured Ms. Caplan in weekly broadcasts from 1972 to 1982. Frieda’s Inc. received 75,000 customer letters during this time offering recipe suggestions and praising her variety of delicious fruits.

In 1987, Frieda was honored by Los Angeles Mayor Tom Bradley for her 25th year in business. Rossmoor’s celebrity was a guest on The Late Show with David Letterman and the subject of a 2015 documentary, *Fear no Fruit*, highlighting her flamboyant personality and inimitable career.

Scott Underwood



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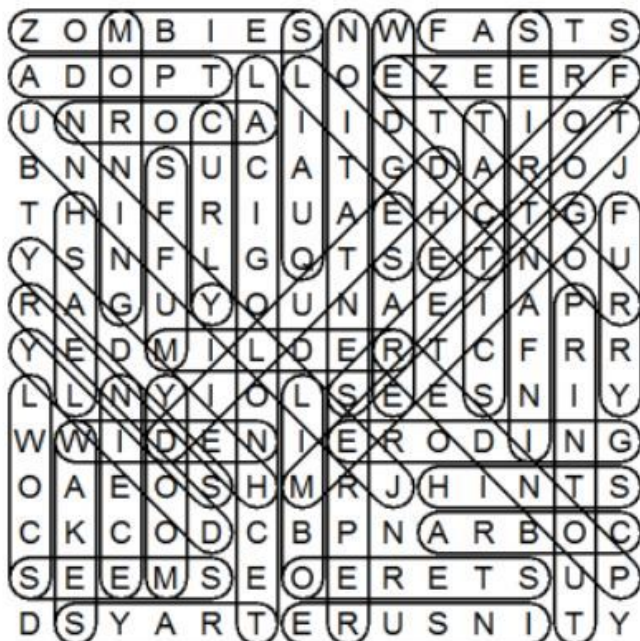
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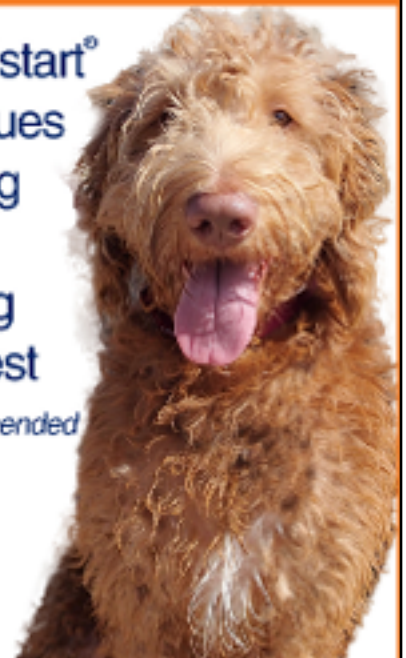


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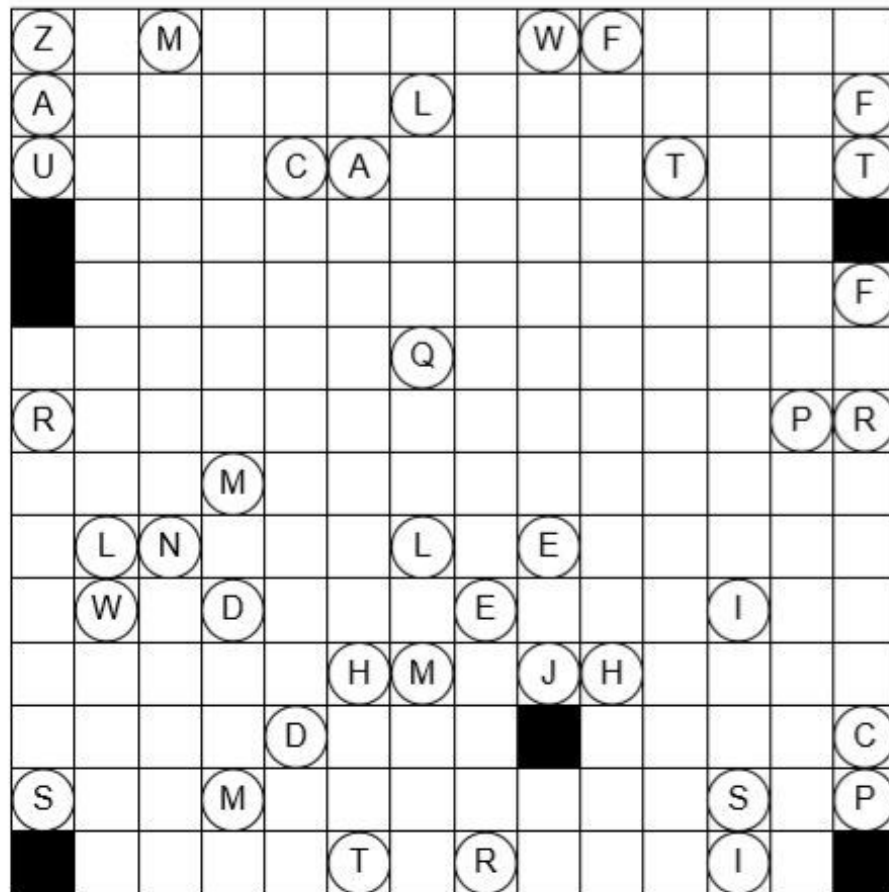
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PUZZLE PAGE

Reverse Word Search

Reverse word search puzzles are a little different than a typical, straightforward word search, and a bit more challenging! In these, you're given a largely empty grid layout, with a small number of circled-grid squares already filled in. Each of these circled letters is the first letter of one or more of the words on the given word list. Your task is to fill in the grid completely using only the given words. No word will repeat itself, though remember, any starting letter may be used by more than one word at the same time! Words can be positioned the same as in a regular word search - horizontally, vertically or diagonally, reading frontwards or backwards.

Good luck!



Acorn	Heyday	Muffs	Technological
Adopt	Hints	Niece	Totters
Cobra	Infantries	Ponder	Trays
Curly	Insure	Printout	Unify
Diluted	Jelly	Quails	Wakes
Doily	Leash	Rends	Wedges
Erase	Light	Representation	Zombies
Eroding	Limbo	Rotate	
Fasts	Meeting	Scowl	
Force	Milder	Seems	
Freeze	Moody	Stereo	
Furry	Morning	Tactics	

(Solution on page 17.)

ROSSMOOR-RESIDENT OWNED BUSINESSES



In the past year, we have highlighted Rossmoor-resident owned businesses as part of our effort to build a neighborhood that finds support from each other. As we continue this feature, we want to make sure you don't forget those who have come before.

PREVIOUSLY FEATURED

PREP Kitchen Essentials
Beyond Bella
Burnett Engraving
Green Street Interiors
Kumon Math and Reading Center
Rockenmacher Chiropractic
Gloss Salon & Studio / Locket Hair Extensions
Play it Again Sports / Game Day Gear Shop

ON THE HUNT

At the beginning of 2019, we introduced a couple new features in the *Our Rossmoor* quarterly publication.

Because we want to build something that has value, meaning, and a neighborhood feel, we added

"THE ROSSMOOR ARCHIVES" and "Rossmoor Cares."

To make these features work, we need your help. For "THE ROSSMOOR ARCHIVES," send us whatever you have from the past:

- Personal stories
- Scanned documents
- Pictures
- Historical facts

For "Rossmoor Cares," we want to recognize the philanthropy of our neighbors since countless numbers of Rossmoor residents from Ruth Elaine to Yellowtail donate hundreds of hours to community nonprofits, raising funds, awareness, and opportunity for those in need. Again, send us your stories and announcements.

We can't do it without you. It's up to us to capture the Rossmoor lifestyle for posterity.

Are you in? If so, please contact Cathy Larson at Cathy@OurRossmoor.com or (562) 243-7971.

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County of Orange ... 855-886-5400
US Post Office (Los Alamitos) ... 562-594-0286
CR&R (Trash) ... 800-826-9677
SCE (Electricity) ... 800-798-7723
SOCAL Gas ... 800-427-2200
Golden State Water ... 800-999-4033
Rossmoor/Los Alamitos Sewer ... 562-431-2223
OC 2nd District Supervisor ... 714-834-3220
RCSD ... 562-430-3707
CHP (Non-Emergency) ... 714-892-4426
Sheriff (Non-Emergency) ... 714-647-7000
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