

DESI

from front page

progress. The Fourth of July Coloring Contest (see ad in this week's *Herald*) kicked off last Thursday with 17 El Segundo businesses (all but one in downtown) sponsoring. The contest is open to local kids in three age categories (four and under, five to seven, and eight to 11) and provides them with the opportunity to color-in drawings representing various Independence Day themes. To participate, the children must cut out the finished picture and drop it off at the place of business on or before July 2. The business owners will then choose one winner from each age category. The winner names will be announced the following day and published in the *Herald* on July 9. Each age group winner will receive a prize to be determined by each business. Suggested prizes included items from the business in question, sand buckets filled with summer toys, gift certificates, etc.

Chamber Executive Director Marsha Hansen admitted that she borrowed the coloring contest idea from her hometown newspaper in Logansport, Indiana, where the program still takes place every Easter and Christmas season. "They've been doing it since I was a kid and it has been very popular," said Hansen. "My mom mailed me a paper this year and I approached DESI with the concept. It's really a great fit for El Segundo since this is such a family-friendly town, and especially with the Fourth of July being such a popular community celebration."

Hansen explained that the purpose of the contest is twofold: to expose more people to downtown businesses and to provide a fun and creative outlet for children. Participating businesses paid \$85 to help defray the costs of advertising the contest. "This isn't a money-maker for the Chamber—we view

this as community service outreach," said Hansen.

Additional outreach is in the works. The Chamber is currently putting together a master email list of downtown businesses to foster communication and get important news out more efficiently. Also, a recently debuted El Segundo-centric online satellite map (www.elsegundo.maps.com) allows viewers to click on a pinpoint of a downtown business and link directly to that business' website. "That was another idea that started in DESI," said Newman. And next month, the annual *Downtown El Segundo Guide*, co-sponsored by the Chamber and the City, will hit the streets. "We have a wonderful, quaint downtown with so much to offer, but because it's relatively hidden away, there are still many people who don't know about it," said Hansen. "We're working on changing that."

For more information on the Fourth of July Coloring Contest, call 310-322-1220 or stop into participating businesses. The list: Airport Pet Cottages (231 E. Franklin Street); Bi Pro Computers (225 Main Street); Curves El Segundo (433 Main); Davis & DeRosa (325 Main); Deluca Trattoria (225 Richmond Street); El Segundo Tailors (305 Main); eZee Electric Bikes LA (221 Main); Harry & David (3200 N. Sepulveda Boulevard, Manhattan Beach); Havana Sandwich Company (229 Main); Indian Summer (219 Main); Industrial Lock & Security (401 Main); Natural Simplicity (223 Main); Richmond Street Counseling Center (333 Richmond); Seligman Wealth Management (417 Main); Studio B (119 Main); The Jewelry Source (337 Main); The Original Rinaldi's (323 Main). Contact each business to ask about prizes.

School Board

from front page

David Lubs called Evans before the Board and gave a short biography of the retiree.

Evans began her working career in El Segundo as the administrative assistant to the El Segundo High School principal. She served under three principals, including Watkins. In July of 1998, she became the administrative assistant to the chief business officials in the business office at the district office. She became the facilities technician during the district-wide modernization work as part of bond measures C and E. She moved to the superintendent's office in 2001 and worked with the administrative assistant. When the assistant retired, Evans took over her job while continuing the work on the bond projects, which were close to finalization.

Lubs pointed out that Evans' biography is only the "nuts and bolts" and not the "real story."

"The real story is difficult to measure," Lubs said. It's about loyalty, dedication, commitment, and a work ethic that spreads throughout the district," he said. "One of the things that stands out in my mind is her genuine concern for all of the facilities."

Lubbs added that Evans' oversight of the modernization projects have kept them on time and on budget. "She consistently challenges contractors with an amazing combination of force and grace," he said. The same force and grace, he continued, are what she uses to challenge the principals and superintendents with whom she works.

While Evans will continue to help guide the current El Segundo High School bond projects with the fields and auditorium, she is excited about her retirement, during which she will spend more time on the golf course and with her husband, two children, and two grandchildren.

The audience and Board members gave Evans a standing ovation, and her family was brought forward for pictures. Evans' experience with the El Segundo schools goes beyond her working career; she attended District schools as a pupil before she got hired. "It's been a wonderful relationship being a student [in El Segundo] and then having the pleasure to come back and work here and spend my career here," Evans said, "It's the best thing that I've ever done."

Graduation

from front page



Friends and family, Andrew Stier, Ben Doucette, Sydney Roles, Logan Erickson, and Matt Roach.



The wave rolled through graduation as a finish.



Vicky Zambrano & Jessica Muro pose for the camera.



Suzanne Lipscomb with the senior Chamber/Chorale.



Natasha Edlefsen & Julianne Allison mark the occasion with a

