

A newsletter of activities, travel and tours, events, and valuable information for Peninsula Seniors

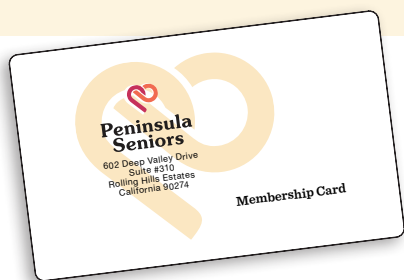


PENINSULA SENIORS

Connections

make life fun!

Make March a Magical Membership Month



What's Membership March?

When you refer a new member during Membership March, you will both receive one FREE month on your 1-year membership, and you will both be invited to an upcoming New Member Welcome Coffee!

During Membership March, we're asking you to bring a family member, friend, or neighbor to our beautiful Scriba Family Center to see where the magic happens.

Are your neighborhood friends hesitant to visit because they think they're too young for "senior" activities? Or do they feel they're "too senior" to join in the fun? Help us prove them wrong!

Membership March is about showing friends in our community that Peninsula Seniors provides fun activities for everyone.

There's ping pong, exercise classes, dine-out events, and trips. There's also the 90+ Club,

Meet & Greet, Music Appreciation, Spanish and Japanese conversation, bridge, and new suggestions for Canasta, Tai Chi, and more. (Check out current offerings on pages 8-11.)

Help us increase our membership this month.

Share the love we feel at Peninsula Seniors. When you encourage others to join and *make life fun*, you'll have new friends to share the magic with. Let's make Membership March a spectacular achievement!

Pictured: Marie and Dave Chura at a recent get-acquainted coffee for new Peninsula Seniors members.

PENINSULA SENIORS MISSION AND VISION

Our mission is to offer activities and services that enhance and enrich the lives of senior adults on the Palos Verdes Peninsula and in the surrounding community.

Our vision is to provide opportunities for Peninsula Seniors to be the most active, educated, and healthy in California.

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+ = deceased member

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STAY CONNECTED

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DISCLAIMER

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photo by Meredith Whitney

Membership March

Spring has sprung. Flowers bloom. Everything becomes renewed. Membership March is ON!

At Peninsula Seniors, our members are the very reason for our existence. Our calendar is jam-packed with an impressive array of innovative activities for every interest. If you missed our recent Tailgate party, you missed a great time. We are always looking for new ideas, so let us know what we can do to help make your life fun.

We are the premier seniors' organization in the South Bay and the only one with a Hot Deals member benefit program. We recently secured a Hot Deals offer from Terranea Resort: 25% off your tab when dining at Catalina Kitchen, plus free parking. Additionally, Terranea has offered us special rates on a hotel stay through March 30. (See page 5.)

Please take a moment to share Peninsula Seniors with a friend during Membership March! When you refer a new member, you will both receive one free month on your 1-year membership, and you will both be invited to our upcoming New Member Welcome Coffee.

Make life fun with a friend!

With gratitude,

Margie Beierschmitt
Executive Director

Membership News

for Peninsula Seniors

Peninsula Seniors Leave a Lasting Legacy

New and Returning Members

WE WELCOME THESE NEW MEMBERS who joined us in January.

Charles Abbott	Sheryl Hammond & Don Umnus	Hannchen Niizuma
Jim & Lyn-Rae Ashley	Lee Ann Ishibashi	George Paulikas
Jan Brandmeyer	Michelle Jackson	Linda Robbins
Margaret Chong & John Ch'ng	Elizabeth Jones	Nick & Tita Schermerhorn
Valerie Cole	Robert & Vicky Landis	Gena Selmont
Eva Colombi	Carole Larkins	Eileen Stern
Carol Eberhard	Karen Marcus & Art Friedman	Carole Stevenson
Gary & Treva Forister	Dolores Mead	Patricia Stewart
Mary Lee Gilliland		Herb & Fumiko Tasaka
Doris Granata		

THANK YOU to those who renewed their membership in January.

Kathy Aldrete	Leroy & Barbara Herold	Barb Quinlan
Arthur & Barbara Bartner	Colin & Lesley Hull	Meena Sawhney
Mary-Ann Berold	Howard & Mary Kay	Ginny Schmeichel
Lynn Boyd	Jim Kelly	Ken & Harriet Servis
Maria Buechler	Ewald & Alice Lacher	Bettylou Shaw
Donald Culler	Andy & Nancy Mactavish	Greg & Liz Sparkman
Heather Davis	Grace Malolepszy	Michael Spencer & Anna Kim
Barbara Ekblad	Randa Marin	Herbert Stark
Sherry Faust	Helen Mesghina	Anil Trivedi
Jesus & Mary Gamboa	Edward Miller	Gene Wagner & Judy King
Mary Graff	David & Susan Miller	Loretta Westlund
Harriet Hart	Stephenie Olson	Sid & Frances Wielin

Bequests Are For Everyone

BENEFITS OF BEQUESTS:

- Bequests require no donation during your lifetime.
- You can change your mind if your circumstances change.
- Bequests are welcome in any amount.
- You can leave money to your loved ones and Peninsula Seniors by specifying percentages to go to each.

SAMPLE LANGUAGE

I give/bequeath the sum of (\$ _____) to Peninsula Seniors, 501(c)(3) Tax-Exempt Non-Profit Corp., Tax ID: 95-3723540, residing at 602 Deep Valley Drive, Suite 310 Rolling Hills Estates CA 90274 for its general use and purposes.

FOR MORE INFORMATION CALL Margie Beierschmitt Executive Director, (310) 377-3003

Membership Honor Roll

GOLD (\$400/yr)

Alvin & Kathryn Edgerton

SILVER (\$250/yr)

Wanda Baldwin
Chris & Leah Grossi
Walt & Ruth Wey

Above & Beyond

Thanks to those who made gifts of \$100 or more to Peninsula Seniors' operations in January.
Clifford & Janice D'Autremont
Alvin & Kathryn Edgerton
Bobbie White

HOT DEALS

for Peninsula Seniors

Show your personalized Peninsula Seniors membership card to receive a Hot Deal. For current information about these merchants, including phone numbers and addresses, come in to the Scriba Family Center to pick up a detailed flyer, or visit our website: pvseniors.org.

Alltech of Lomita, Inc.

2018 W. Lomita Blvd #1, Lomita
(310) 539-2260 10% off notebook and computer repair in your home.

Big Island Eats & Shave Ice Free tea w/\$10 purchase or more.

CMS Design Portraiture

Free session fee (\$150 value);
10% off orders, plus 10% off orders placed at first preview viewing.

Contessa Home Care Discounts on Basic-, Deluxe-, and Premium-packages. 12 hours/day minimum. (323) 247-6065.
noraferguson@contessahc.com

Courtesy Cleaners

10% off dry cleaning orders over \$10.

Crème de la Crêpe

One dessert crepe with purchase.

Dragonfly Thai

10% off all purchases.

El Pollo Inka With any purchase, 15% off lunch or dinner, complimentary lunch or dinner on your birthday.

Elegance Automotive

Restoration Auto detailing: \$65 2-dr sports car; \$75 4-dr car; \$85 SUV/truck.

Floral 101 5% off floral arrangement; free delivery up to 6 miles from shop on purchases of \$70 or more.

Fred Astaire Dance Studios 10% off Beginners Pkg of 4 private and 2 group lessons, 2 parties.

Fuego Cravings **NEW!**

20% off any dine-in or carry-out order. Ground floor in the Promenade on the Peninsula. (310) 377-0672 or

fuegocravings.com/rolling-hills-estates

gingi.com 15% off Gingi jewelry, paintings, note-cards, beauty, and lifestyle products w/code PVSENIORS on gingi.com and at all Gingi art events.

Giorgio's

One tiramisu dessert/table at lunchtime.

Golden Cove Pharmacy 10% off medical supplies, over-the-counter, and pro-grade supplements. 15% off pro-grade supplements on last day of the month. *Restrictions may apply.

The Grand Emporium

20% off any purchase.

Hillside Auto Repair

10% off parts and labor on any service up to \$250. Free 30-point vehicle inspection and free car wash with any service.

Kelly's Korner

Free cookie or chips with sandwich purchase.

Kim's BBQ

10% off Monday through Thursday.

Joey Komada, Licensed

Acupuncturist & Herbalist 15% off first treatment; 10% off subsequent treatments.

Lunada Market & Deli

10% off Tuesdays.

Massage Smith LLC

20% off products and services.

Mayer's Bakery

15% off purchases over \$10.

New Kabab Curry of India

NEW! 25332 Crenshaw Blvd., Torrance. Free drink or 20% off lunch buffet. \$5 corkage waived on wine.

Oil Stop Drive-through oil change: \$15 off. Coupon code PS602. 4100 Sepulveda Blvd (at Ocean), Torrance.

Outdoor Dog Photography **NEW!**

10% discount on the Mini-Package, a \$265 value. (310) 818-1764

Peninsula Physical Therapy.

\$75/hr. (\$50 discount). \$100/mo. (\$25 discount) wellness program.

Power Rooter & Plumbing Inc.

15% off labor. prpcustomerservice@gmail.com.

Ruby's Diner PV 10% off entire bill!

Not valid with other discounts, coupons, specials, fundraisers.

SAGA Made in Italy

15% discount on SAGA Made in Italy clothing; 10% discount on everything else.

Salon Vivace 20% off hair cut, includes hair consultation, shampoo, cut, and style with select stylists.

Sepi Lackpour, Ph.D., L.Ac.

Acupuncture & Herbal Holistic Care 15% off first treatment; 10% off subsequent treatments.

South Bay Hearing

3734 Sepulveda Blvd., Torrance
(310) 803-9468 FREE clean and check of your hearing aids; \$250 off new pair of AGX 9,7, or five hearing devices. Comp hearing aid consultations available.

**HOT DEALS
HOT TIP:**

Keep your membership card
and Hot Deals list in your car.

Still Got It Fitness

25% off first month any membership; 10% off all succeeding months.

The DropOut Cyclery **NEW!**

1272 Sartori Ave., Torrance. 10% off first bicycle purchase. 15% off repairs: parts + labor.

The Game Chest **NEW!**

550 Deep Valley Drive #137, RHE
15% off purchases. Not valid w/other discounts, coupons, specials, or clearance items.

Terranea Resort **NEW!**

100 Terranea Way, RPV. 25% off your check when dining at Catalina Kitchen, plus FREE parking.

Truelement Massage **UPDATED!**

23706 Crenshaw Blvd., #101B, Torrance, 1truelement.com, (424) 235-8785.
Offer: 20% off every visit.

Truxton's

15% off 3–5 pm; 10% off other times.

Vee Wesson Design Visions (310)

213-4055 Remodeling? Free 1–2 hours initial home design consultation. 5% off computer-generated design for one room or subject.

Village Shoe Repair

10% off repairs.

What's Cookin' Cookware

& Gifts Del Amo Mall, #328-A, Torrance.
15% off purchases.

As of 2/20/24. Offers subject to change without notice. More Hot Deals coming soon!

March 2024



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Valid on select dates through March 30.

Offer based on availability at time of booking. Cannot be combined with any other offers or promotions. Not valid for groups.
New reservations only. Resort offerings, including Spa, dining, and activities subject to availability.
Other restrictions and blackout dates may apply.

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Day Coach Trips and Multi-Day Tours

make life fun!

WHEN YOU TRAVEL WITH PENINSULA SENIORS

- Sign up early for cruises and multi-day tours and trips. Group events are finalized 45 to 60 days before the trip.
- Tips are not included. \$3–\$5/day is the average tip for bus driver and tour director.
- Trip brochures and flyers are in the Peninsula Seniors office.
- Call (310) 377-3003 for trip details. Leave your name, phone, and the trip that interests you.

CANCELLATION POLICY

If you must cancel, Peninsula Seniors will try, but cannot guarantee, your space will be sold. If your space is filled, the trip cost will be refunded to you, less a \$5 processing fee. If the space cannot be filled no refund can be made, regardless of the reason for cancellation, including medical-related excuses and emergencies. Thank you for your understanding.

DAY TRIPS

Our opera date is changed from April to later in the season.

HOLLYWOOD BOWL FIREWORKS SPECTACULAR WITH HARRY CONNICK, JR.

Tues July 2

Members \$79 / Non-members \$94

No refunds for cancellations.

Roundtrip express bus from Wilson Park.

Grammy and Emmy-winner Harry Connick Jr. will delight you with '40s and '50s jazz, funk, and lots of blues. Bring a picnic or purchase at the Bowl.

MULTI-DAY TRIPS

SOUTHERN CHARM

Mon April 1–Sun April 7

\$2,899pp dbl / \$3,999 single

Roundtrip airfare from \$799 pp.

Full payment due when signing up.

Tour Charleston, Jekyll Island, and Savannah. Visit the local historical districts and plantations.

YOSEMITE ADVENTURE

Mon May 6–Fri May 10

\$899pp dbl / \$1,199 single

\$200 deposit.

Final payment due March 22.

Tour Yosemite Valley to view amazing granite cliffs and waterfalls. Two nights at Chukchansi Hotel and Casino. Amtrack train ride.

BEST OF FLORIDA

Tues May 14–Tues May 21

\$3,999pp double / \$4,599 single

\$200 deposit.

Final payment due March 15.

Visit the Sunshine State and tour Key West, Miami, and Orlando. Airboat in the Everglades, Brightline High-Speed Train, plus Disney World or Universal Park.

YELLOWSTONE, GRAND TETONS, MT. RUSHMORE

Mon July 15–Tues, July 23

\$3,999pp dbl / \$4,999 single

Includes roundtrip airfare.

\$200pp deposit.

Extensive touring includes Custer State Park, Crazy Horse Memorial, Little Bighorn National Monument, Buffalo Bill Center, plus a Float Trip on the Snake River.



Peninsula Seniors

Calendar For March 2024

MON	TUE	WED	THUR	FRI
ABBREVIATIONS: HP=Hesse Park PP=Promenade on the Peninsula SFC=Scriba Family Center \$=cost to attend				1 Ping-Pong 9–12, SFC American Mahjong 10–noon, SFC Bingo (\$) , 1–2:30, SFC Bridge , 1:30–3:30, SFC
4 Meet & Greet 10–Noon, SFC Mahjong , 10, SFC Canasta . 1:30–3:30, SFC Rummikub . 1:30–3:30, SFC Conversational Spanish 1:45, SFC 90 & More Club , 3–4, SFC Inter. Modern Line Dance 3:30–4:30, SFC	5 Ping-Pong , 9–11, SFC Fitness Fun With Beverly (\$) 11, SFC Writers' Group 1:30–3, SFC	6 PV Walkers , 9, PP Bohannon Lecture , SFC 10:15 coffee, 10:30 lecture Pen Vets (\$) , Noon, SFC NO MAHJONG TODAY at Hesse Park Music Appreciation 3–4, SFC	7 Ping-Pong , 9–11, SFC Fitness Fun With Beverly (\$) 11, SFC Craft & Chat , 1–3:30, SFC Inter. Modern Line Dance 3:30–4:30, SFC Virtual Tech Clinic 5–6, Zoom only	8 Ping-Pong 9–12, SFC American Mahjong 10–noon, SFC Movie : "My Big Fat Greek Wedding 2" 12:30, SFC Bridge , 1:30–3:30, SFC
11 Tai Chi & Chi Gong , 9–10, SFC FREE intro class Meet & Greet 10–Noon, SFC Mahjong , 10, SFC Canasta . 1:30–3:30, SFC Rummikub . 1:30–3:30, SFC Conversational Spanish 1:45, SFC Inter. Modern Line Dance 3:30–4:30, SFC	12 Ping-Pong , 9–11, SFC Fitness Fun With Beverly (\$) 11, SFC Conversational Japanese 1:30–3, SFC Writers' Group 1:30–3, SFC	13 PV Walkers , 9, PP Bohannon Lecture , SFC 10:15 coffee, 10:30 lecture Mahjong , 1, HP Music Appreciation 3–4, SFC	14 Ping-Pong , 9–11, SFC Thursday Book Club 11:30–1:15, SFC Fitness Fun With Beverly (\$) 11, SFC Craft & Chat , 1–3:30, SFC Inter. Modern Line Dance 3:30–4:30, SFC Virtual Tech Clinic 5–6, Zoom only	15 Ping-Pong 9–12, SFC American Mahjong 10–noon, SFC Let's Do Lunch (\$) 11:30, New York Deli, Torrance Bridge , 1:30–3:30, SFC
18 Tai Chi & Chi Gong , 9–10, SFC Meet & Greet 10–Noon, SFC Mahjong , 10, SFC Canasta . 1:30–3:30, SFC Rummikub . 1:30–3:30, SFC Conversational Spanish 1:45, SFC 90 & More Club , 3–4, SFC Inter. Modern Line Dance 3:30–4:30, SFC	19 Ping-Pong , 9–11, SFC Fitness Fun With Beverly (\$) 11, SFC Conversational Japanese 1:30–3, SFC Writers' Group 1:30–3, SFC	20 PV Walkers , 9, PP Bohannon Lecture , SFC 10:15 coffee, 10:30 lecture Mahjong , 1, HP Music Appreciation 3–4, SFC	21 Ping-Pong , 9–11, SFC Fitness Fun With Beverly (\$) 11, SFC Craft & Chat , 1–3:30, SFC Inter. Modern Line Dance 3:30–4:30, SFC Virtual Tech Clinic 5–6, Zoom only	22 Ping-Pong 9–12, SFC American Mahjong 10–noon, SFC Bridge , 1:30–3:30, SFC Trivia , 1–2:30, SFC
25 Tai Chi & Chi Gong , 9–10, SFC Meet & Greet 10–Noon, SFC Canasta . 1:30–3:30, SFC Rummikub . 1:30–3:30, SFC Conversational Spanish 1:45, SFC Inter. Modern Line Dance 3:30–4:30, SFC	26 Ping-Pong , 9–11, SFC Tuesday Book Club 10:30, SFC Fitness Fun With Beverly (\$) 11, SFC Conversational Japanese 1:30–3, SFC Writers' Group 1:30–3, SFC	27 PV Walkers , 9, PP Bohannon Lecture , SFC 10:15 coffee, 10:30 lecture Mahjong , 1, HP Music Appreciation 3–4, SFC	28 Ping-Pong , 9–11, SFC Fitness Fun With Beverly (\$) 11, SFC Craft & Chat , 1–3:30, SFC Inter. Modern Line Dance 3:30–4:30, SFC Virtual Tech Clinic 5–6, Zoom only	29 Ping-Pong 9–12, SFC American Mahjong 10–noon, SFC Bridge , 1:30–3:30, SFC

Activities

for Peninsula Seniors

(\$)
(\$) indicates there is an additional cost to participate in the program or event.

AVAILABLE TO THE COMMUNITY

BOHANNON LECTURE SERIES

Wednesdays at Scriba Family Center
10:15 coffee / 10:30–11:30 am lectures

Bring your friends to enjoy a cup of coffee and thought-provoking lectures on a variety of topics, all presented by local personalities.

March 6: “Finding Your Roots. Why Genealogy is for Everyone.” Local genealogist Paul Klose shares his passion for family history and gives tips on how to start researching your family roots.

March 13: “Brill Building Rock ‘n’ Roll,” Part 1
Ann and Lee Strong, our Music Appreciation instructors, present a special two-part lecture on the songwriters of the Brill Building in New York City, the 1960’s Rock and Roll version of Tin Pan Alley.

March 20: “Brill Building Rock ‘n’ Roll,” Part 2
Ann and Lee Strong, our Music Appreciation instructors, continue discussing the dominant Rock and Roll publishers and songwriters of the ‘60s at the Brill Building in New York City.

March 27: “Catalina: Hollywood’s Backlot, Playground, and Premier Locale”
Gail Fornasiere, deputy director of external affairs for the Catalina Museum, comes ashore to discuss the Hollywood history of this famous destination for movie legends and the rich and famous.

SPECIAL BOHANNON LECTURE/EVENT

April 3, 10:30–11:30, Palos Verdes Art Center
Peninsula Seniors collaborates with the Palos Verdes Art Center on a special Bohannon Lecture,

“Multi-Faceted,” by artist Anne Olsen Daub, who will discuss her sculptures and jewelry. Meet the artist, learn about her works, and visit the exhibit.

For more information about the Bohannon Lectures, contact Renée Reymond at Peninsula Seniors, (310) 377-3003.

MEET & GREET

Mondays, 10 am–noon, SFC

Have coffee, make new friends, chat, exchange ideas, and *make life fun!*

PV WALKERS Wednesdays, 9 am
Promenade on the Peninsula, south end, level one, across from the nail salon.

Stretch, walk the mall at your own pace, and finish with coffee at the Peninsula Seniors Scriba Family Center. Details at Peninsula Seniors: (310) 377-3003.

PEN VETS LUNCH (\$)

Wednesday, March 6, SFC

Doors open at 11:45; lunch w/program at noon

Presentation by space historian Lt. Col. D’Ann Chester, who has worked with and met many astronauts and cosmonauts and attended many Space Shuttle and Virgin Galactic launches and landings. Dee is training for a trip into space with Virgin Galactica.

Everyone, not just vets, is welcome. The \$20 admission includes a sandwich lunch. Pay on arrival. No walk-ins. Must RSVP to audrey.goode@gmail.com.

LET’S DO LUNCH (\$)

Friday, March 15, 11:30 am

**New York Deli, 2424 Sepulveda Blvd., #4335
Torrance 90501**

Order from the menu. Separate checks. Limited space, so RSVP today by calling (310) 377-3003.



Board members at the 2023 Silver & Gold Membership Upgrade reception.

FOR MEMBERS ONLY

TAI CHI and CHI GONG



Joey Komada, licensed acupuncturist and instructor in various forms of Tai Chi, will lead a class consisting of a series of gentle movements of stretching the arms and legs that offers a moderate workout to release stress and improve energy, balance, and immunity. All skill levels are welcome, and exercises may be performed in a chair in comfortable clothing.

Monday, March 11, 9–10 am, SFC
FREE introductory session to learn if this class is for you.

Mondays, March 18–April 8, 9–10 am, SFC
A four-week series. Cost: \$60. To sign up call (310) 377-3003.

MAHJONG

Mondays, 10 am, SFC
Wednesdays, 1 pm, Hesse Park
Note: No Mahjong on Wednesday, March 6.

RUMMIKUB

Mondays, 1:30–3:30 pm, SFC
A tile-based game for two to four players with simple rules and free-flowing fun for everyone. RSVP to (310) 377-3003.

CANASTA, ANYONE?



Mondays, 1:30–3:30, SFC
Come try your hand at this card game of chance and skill. If you're interested, call (310) 377-3003.

CONVERSATIONAL SPANISH CAFÉ Y CONVERSACIÓN

Mondays, 1:45 pm, SFC
Practice basic Spanish speaking skills in a friendly, social atmosphere. RSVP to (310) 377-3003.

PING-PONG

Tuesdays & Thursdays, 9–11 am, SFC
Fridays, 9–noon, SFC
Come play with us! All skill levels are welcome.

THE "90 & MORE" CLUB

Mondays, March 4 & 18, 3–4 pm SFC
Members 90 years old + are welcome. For more information and to RSVP, call (310) 377-3003.

CONVERSATIONAL JAPANESE

Tuesdays, (no class March 5)
1:30–3 pm, SFC
Learn basic conversation skills in a social setting with instructor Ryoji. RSVP to (310) 377-3003.

TUESDAY BOOK CLUB

Tuesday, March 26, 10:30 am, SFC
This book club is full. If you're interested in launching a new book club, let us know by calling (310) 377-3003.

—Activities continue on the following page

FOR MEMBERS ONLY, *continues*

FITNESS FUN WITH BEVERLY (\$)

Tuesdays & Thursdays, 11 am, SFC

Gently sculpt and strengthen your body. For all fitness levels. Taught by Beverly Beatty, certified Advanced Health and Fitness Instructor. \$90 for 3 months.

WRITERS' GROUP

Tuesdays, 1:30–3 pm, SFC

Budding and seasoned authors write poetry, document travels, or write chapters for their books.

MUSIC APPRECIATION

Wednesdays, 3–4 pm, SFC

Instructors Ann and Lee Strong will complete our study of classical music from The Modern Era including works by Stravinsky and Prokofiev. Then, we'll begin a series on the '50s origin of Rock and Roll, discussing and sampling the music from which the first rock and roll songs originated and listening to the music of Chuck Berry and Elvis.



In February, our crafters created Happy Hats as gifts for children with life-threatening conditions.

CRAFT AND CHAT

Thursdays, 1–3:30 pm, SFC

Work on your craft while socializing with friends. Call (310) 377-3003 to register.

Behind the Scenes *at the Scriba Family Center!*

Thank you to volunteer Margaret Benson, who took it upon herself to organize our storage room, consolidating and cataloging our several years of newsletters. What an incredible difference this has made for us!

VIRTUAL TECH CLINIC

Thursdays, 5–6 pm, Zoom only

Need help with your digital device? Then this is the clinic for you! Call (310) 377-3003 to register, or email seniors@pvseniors.org.

THURSDAY BOOK CLUB

Thursday, March 14, 11:30–1:15 pm, SFC

AMERICAN MAHJONG!

Fridays, 10–noon, SFC

Must have your own “Official Standard Hands and Rules.”

BINGO! (\$) Friday, March 1, 1–2:30 pm, SFC

\$2/card. Cash prizes! Must RSVP: (310) 377-3003.

BRIDGE Fridays, 1:30–3:30 pm, SFC

Must RSVP: (310) 377-3003.

MOVIE TIME

Friday, March 8, 12:30 pm, SFC

“My Big Fat Greek Wedding 2.” In this second feature film, the extended Portokalos clan makes plans to come together for an even bigger, over-the-top Greek wedding extravaganza.

2016 (1hr 33m) PG13

TRIVIA! Friday, March 22, 1–2:30 pm, SFC

Tease your brain with fun and interesting questions.

BYOT: If you have a great question, bring it!



Our Pre-Super Bowl Tailgate Party *Made Life Fun!*

photos by Tony LaBruno, courtesy of PV Magazine





Peninsula Seniors

602 Deep Valley Drive, Suite #310 Rolling Hills Estates CA 90274

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**DATED MATERIAL.
PLEASE DELIVER BEFORE MARCH 1**

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Deep Diving into Peninsula Seniors Demographics



Peninsula Seniors Board member Greg Sparkman is a man with a plan. Pictured left, he's charged with growing our membership,

and he knows how to make it happen, as your editor discovered during our recent conversation.

Greg, what's the key to increasing our membership?

It starts with understanding the nature of our current members and their motivations for participating in what Peninsula Seniors offers today.

How will you go about gaining this understanding of our membership? Initially, with data collection and analysis. What activities and events attract the most participants? What are their ages and genders? How far do they reside from our location? And why do some members leave? Maintaining existing members is just as important as gaining new ones.

Julia Parton, Andrew Werts, and I have created a Marketing Oversight group, and we're merging the Programs and Membership Committees to create the processes to gather this demographic information. This, in turn, will help us identify both potential members and the services our members most want and enjoy.

And what happens after this first step is complete? Next, we'll craft a strategy to build awareness of, and an affinity for, Peninsula Seniors within our geographic reach.

Your editor wondered about Greg's innate sense of how to grow our membership. Turns out he's president of Creative Partners Group, a full-service advertising agency. He's also a community volunteer for the Beer & Wine Festival and the Malaga Cove Concerts and a 21-year member and a past president of the Rotary Club of Palos Verdes Peninsula. Oh, and he also created our website!

Thanks in advance, Greg, for helping to make life more fun!