



## Help for Haiti Meeting the Urgent Needs of Earthquake Survivors: Millions of Meals, Other Essentials Distributed

Through the generosity of the American public, the American Red Cross is helping meet the most urgent needs of Haiti earthquake survivors by providing food, water, relief supplies, shelter, health care, family services and other assistance. The Red Cross relief operation has involved more emergency response teams than any other single country disaster in global Red Cross history.

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## Giving Cents to Make Change: So Cal Residents Dig Deep for Haiti Relief

Alexandra Miller, age 8, was having dinner with her family on Jan. 12 when she first saw the disturbing photos of injured and distraught Haitians following the catastrophic 7.0 earthquake. She knew she needed to do something to help.

The next day, Alexandra met with the principal of Westwood Charter Elementary School, and along with members of the student council, the third grader coordinated a fundraising campaign that yielded more than \$4,000 for Red Cross Haiti relief efforts.

Alexandra decided to raise money on behalf of the Red Cross because "we wanted to give to an organization that would make sure it got to the people right away."

Southland residents young and old were moved by the crisis in Haiti and opened their hearts and pocketbooks to assist the

American Red Cross with its humanitarian relief efforts.

Hundreds of schools, restaurants, sports teams, media outlets, businesses, religious institutions and other organizations coordinated events to raise money for the Red Cross. The organization is providing food, water, relief supplies, field hospitals, sanitation facilities and family linking services for the Haiti earthquake survivors.

In addition to donating at fundraisers, millions of individuals contributed online, by mail, through texting and at their workplace. You can still make a donation online at [www.redcross.org](http://www.redcross.org) or by calling 1-800-RED-CROSS. You can also donate \$10 to Haiti relief by texting "HAITI" to 90999.



## Winter Storms Pack Powerful Punch

By Nikki Davis, Communication & Marketing Volunteer

The first two months of 2010 brought heavy rain to many parts of Southern California, forcing home evacuations and road closures as wintry storms slammed into Los Angeles and surrounding counties.

As storms grew more severe, rocks and other debris stranded cars, while flooding and mudslides forced evacuations in several areas. Of paramount concern were residents in the La Cañada Flintridge area who experienced



Red Cross volunteer Sandy Hanagami (center) and Greater L.A. Red Cross Calif. Safe Corps-AmeriCorps member Cara Smith staff the L.A. County Firefighters Incident Command Center in Panorama City during the heavy storms in January.

evacuations in September 2009 due to the Station Fire – the largest fire in modern Los Angeles history.

With the burn areas most vulnerable to mudslides, American Red Cross volunteers opened shelters in January for local residents of La Cañada Flintridge, Sunland, Glendale, Acton and Sierra Madre. Nearly two dozen evacuees stayed at area shelters waiting for the storms to end and word that it was safe to return home. In all, the Red Cross staffed nine shelters from Santa Barbara to San Diego counties.

Additional shelters were opened by the Red Cross in February for residents required to evacuate the same foothill areas north of Los Angeles because of mudslides.

### PHOTOS (left to right):

Red Cross volunteer Rich France, who has family in Haiti, accepts a donation at the NBC4-sponsored Haiti relief fundraiser held Jan. 16 at the Rose Bowl.

Channel 4 news anchor Colleen Williams helps Luca Ordonez pour a bag of coins into a cooler of change at the Haiti relief fundraiser sponsored by NBC4.

Alexandra Miller, a third grader at Westwood Charter Elementary School, helped organize a fundraising campaign at her school for Red Cross Haiti relief efforts.

▶ SEE PAGE 3 FOR MORE HAITI FUNDRAISING PHOTOS

# Directory

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## Credits

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## Keck Foundation Contributes \$250,000 for Catastrophic Disaster Preparedness

The W.M. Keck Foundation donated \$250,000 to the American Red Cross of Greater Los Angeles in support of the organization's catastrophic disaster preparedness efforts to shelter 250,000 people and serve two million meals per day for up to five days following a major disaster.



The grant will assist the Red Cross in developing partnership agreements with other non-profit and governmental agencies and also identify and contact local vendors to increase feeding and sheltering capacity. These efforts will help ensure catastrophic disaster relief efforts are efficient and comprehensive.

"This generous gift will help the Red Cross in its efforts to help many thousands of people if a large magnitude earthquake or other major disaster strikes our area," said Paul Schulz, CEO of the American Red Cross of Greater Los Angeles.

The W.M. Keck Foundation was established in 1954 in Los Angeles by William Myron Keck, founder of The Superior Oil Company, with the goal of generating far-reaching benefits for humanity by supporting outstanding science, engineering and medical research, undergraduate education, and, in Southern California, community service projects that have a significant impact in addressing complex issues and problems.

## Message from the Chair

# Haiti Tragedy Reminds Us to Prepare

Dear Friends of the American Red Cross,



I want to thank all of you who have donated so generously to help the people of Haiti. Watching the tragedy unfold was a devastating, heartbreaking reminder of just how powerful a natural disaster can be. Even with the incredible outpouring of international aid, it is clear that the recovery and rebuilding of Haiti will require many years of ongoing assistance.

This leaves many of us in Southern California wondering: What would happen if a 7.0 magnitude earthquake – the same magnitude that hit Haiti – were to strike here? Would we be able to take care of our families, friends, neighbors and co-workers if we had to fend for ourselves for several days before outside assistance could arrive?

And what about a significantly bigger earthquake? Seismologists have already predicted that we are overdue. While we expect our buildings and structures to be more robust than what we've seen in Haiti, it's not unreasonable to expect

our roadways to be impassable, utilities to be unavailable, and basic needs like food and water to be in short supply. We may not be able to predict when or where a large quake will occur, but we can prepare for one.

**PREPARELA+** is an initiative designed to help you be "Red Cross Ready" by providing the information you need for effective disaster planning. Visit the **PREPARELA+** website, [www.PrepareLA.org](http://www.PrepareLA.org), to learn about actions you can take at home, at work, and at school, not only for earthquakes, but also for other disasters. You can also contact us to have a Red Cross representative provide disaster preparedness education to groups of 10 or more people. (For information, please contact Annalee Bourne at [BourneA@arcla.org](mailto:BourneA@arcla.org).)

Thank you again for your generous support of Haiti, and of the Red Cross. Let this be a forceful reminder to assess your own preparedness and make sure you are ready should a disaster occur.



Jeff Sakaguchi, Board Chair

## Bishop Paiute Tribe, L.A. Red Cross Practice for the Big One

If a magnitude 7.9 earthquake strikes the Owens Valley in Central California, the population is now better prepared thanks to a drill held in December in which the American Red Cross of Greater Los Angeles participated with the Bishop Paiute Tribe.

The simulated earthquake resulted in all roads in and out of the valley being closed or unsafe. Telecommunications were out, and a major fire in Round Valley was headed for Bishop. This was the situation to which the Bishop Paiute Tribe responded with help from four Greater Los Angeles Red Cross disaster personnel.

Both the tribe and its reservation are separate from the county and its emergency services.

The tribe's disaster shelter is in its new Head Start preschool building and is open to all residents in times of disaster. The American Red Cross supplied 50 cots and 100 blankets for the drill.

For the past decade, the Greater Los Angeles Red Cross has worked with Inyo and Mono County emergency response officials, as well as members of the Bishop Paiute Tribe to be able to provide immediate Red Cross services to disaster-affected families.



Photo: Eliko Bridgewater, RN, Toiyabe Indian Health Project, interviews a shelter client as part of a disaster drill in the Owens Valley. The Greater Los Angeles Red Cross assisted with the exercise.

## Help for Haiti

▶ CONTINUED FROM PAGE 1

The Red Cross has distributed millions of liters of clean water, pre-packaged meals, and other emergency items to hundreds of thousands of people. In addition, the Red Cross is reconnecting family members who haven't been able to communicate with each other since the quake. Creole-speaking volunteers on board the USNS Comfort are also helping communicate with injured Haitians being treated on the hospital ship.

"Every day since the earthquake, we have been focused on getting aid into the hands of those who need it most," said Gail McGovern, president and CEO, American Red Cross, who visited Haiti shortly after the disaster.

The American Red Cross is applying the experience it gained following the 2004 Indian Ocean tsunami and plans to offer a similar level of long-term support in Haiti in close collaboration with Red Cross partners and other international and local aid organizations.

For the latest update on Red Cross relief in Haiti, please visit [www.RedCross.org](http://www.RedCross.org).



## Meet Our Donors

### Handled With Care: WWII Vet Herb Allen Grateful to Red Cross

In 1944, Herb Allen was a young officer aboard the Navy destroyer, USS Isherwood, when his ship was hit by a Kamikaze suicide bomber. Many of his shipmates were injured or died in the fire caused by the attack.

Allen spent more than two years rehabilitating in Navy hospitals in Hawaii, which is where he first met Red Cross volunteers.

His body and hands were badly burned, so he could not write to his parents. They knew he was injured but assumed he was blind since they didn't receive any letters from him. Red



World War II veteran Herb Allen (in World War II and today) spent two years recuperating at Navy hospitals after his ship, the USS Isherwood (pictured), was hit. Red Cross volunteers wrote letters on his behalf to his parents.

Cross volunteers at the hospital stepped in to write to Allen's parents on his behalf, which brought him great peace of mind. He is eternally grateful to those volunteers who helped him communicate with his family when he was in the hospital.

"Red Cross nurses and volunteers were always there," recalls the World War II veteran and Red Cross donor.

After returning to Southern California, Allen launched a 40-year career as an insurance broker, retiring in 1987. Throughout the years, Allen has been an unwavering financial supporter of the Red Cross. He is grateful for what the Red Cross did for him during the war, what is being done for the Armed Forces now, and "for all the good work the Red Cross does."

For more information about supporting the Red Cross, please visit [www.RedCrossLA.org/donations](http://www.RedCrossLA.org/donations).

## Excellence Exemplified



Volunteers Kathy and Art Rutherford, pictured with national Red Cross CEO Gail McGovern, were named Volunteers of the Year at the Chapter Excellence Awards luncheon.

Congratulations to the outstanding volunteers and employees who received Chapter Excellence Awards for their extraordinary contributions to the Greater Los Angeles Red Cross.

### Volunteer Awards 2009

Volunteers of the Year: Art and Kathy Rutherford; Health and Safety Services: Sally Walsh; Red Cross Youth: Nikta Jaberzadeh; Disaster Services: Sally O'Sullivan; Leadership: Louisa Cardenas; The Jessie Thompson Award: Kirk Nelson

### Employee Awards 2009

Support: Enrique Rivera; Management: Jerry Washington; Professional/Technical: Helen Sullivan; Partnership: Liseth Alvarez; Mission: Kelly Mulock; The Jessie Thompson Award: Annalee Bourne



Eight Calif. Safe Corps-AmeriCorps members are working with the American Red Cross of Greater Los Angeles to help residents prepare for and respond to disasters: (l to r) Nevver Arabian, Desiree Zamora, Jillian Jackson, Cara Smith, Chris Jaspe, Julia Lembrikova, Jennifer Lazo and Kaitlyn Loranger.

## Calif. Safe Corps Members Prepare LA for Disasters

By Jennifer Lazo, Member, Calif. Safe Corps-AmeriCorps

Working with the Greater Los Angeles Red Cross since September 2009, eight Calif. Safe Corps-AmeriCorps members have trained more than 7,000 Southern California residents to prepare for and respond to disasters.

The Calif. Safe Corps program, which began in 2002, is a national AmeriCorps service program that focuses on the safety and preparedness of California residents.

Members commit to work with the Red Cross for 10 and a half months providing preparedness education presentations, teaching CPR/First Aid and conducting disaster training courses to Red Cross volunteers.

In addition, members work with Red Cross departments supporting a variety of assignments, including client casework, volunteer orientations, mentoring youth volunteers, and preparing partner organizations to work with the Red Cross following large disasters.

Members also respond to Disaster Action Team (DAT) calls by assisting individuals whose homes are damaged or destroyed due to fires and other disasters.

Chris Jaspe, a member who has responded to DAT calls, finds it rewarding to work with Red Cross clients who have lost their homes. "It makes you feel good to help these people during a hard time in their lives."

Recently, Safe Corps members responded to the opening of shelters during the fierce winter storms. They staffed shelters and also worked at the Incident Command Post in Panorama City.

When the program ends in mid-June, members are confident they will achieve their goal of educating more than 10,000 residents on how to be prepared in the event of an emergency situation.



## LEARN HOW TO save on your taxes

Visit our new Planned Giving website at [www.RedCrossLA.org/plannedgiving](http://www.RedCrossLA.org/plannedgiving)

## So. Cal Residents Dig Deep for Haiti Relief

Photos below: 1.) Red Cross representative Greg Cherry (in red) accepts a check from the Marinello School of Beauty. Proceeds of product sales from 14 campuses were donated to the Red Cross. 2.) Third graders Matthew Kim and Nayeon Park present money from classmates at Fairburn Ave. Elementary School in West L.A. to Jill Valenti, member of the Greater Los Angeles Red Cross Board of Directors. 3.) Dozens of Red Cross volunteers worked at Univision 34's "Together with Haiti" telethon on Jan. 13. 4.) CBS2/KCAL9 reporter Lisa Sigell interviews Paul Schulz, Greater Los Angeles Red Cross CEO, about how the Red Cross is assisting Haitians after the earthquake. 5.) Red Cross youth member Nayeli Lara from Polytechnic High School in Sun Valley raises money for Haiti relief operations at the Kingdom Day Parade at Leimert Park honoring Dr. Martin Luther King.



## L.A. Red Cross in the Spotlight



Mark Mendelson (left), owner of Nate 'n Al's restaurant in Beverly Hills, talk show host Larry King, and Paul Schulz, CEO, American Red Cross of Greater Los Angeles, launch the eatery's Help for Haiti fundraiser.

The Greater Los Angeles Red Cross hosted American Red Cross President and CEO Gail McGovern who spent two days in Southern California meeting with volunteers, employees, donors and other Red Cross supporters.



Actress and Red Cross Celebrity Cabinet member Jane Seymour (second from left) is welcomed to a Tiffany Circle luncheon by (l to r) Tiffany Circle Co-Chairs Christine Neal and Nini Sakaguchi and Board Chair Jeff Sakaguchi. The Tiffany Circle is a society of women leaders and philanthropists who support the American Red Cross of Greater Los Angeles.

**March is Red Cross Month**  
**GET INVOLVED.**

**We are pleased to announce the opening of the East San Fernando Valley District Office in Burbank.**

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## Massive Volunteer Training Held for Volunteers

By Michael Nguyen, Communication & Marketing Volunteer

On Feb. 5 and 6, when roads were closed and flooded due to rain and mudslides, nearly 200 Greater Los Angeles Red Cross volunteers participated in a massive training session at USC to learn how to serve their community in times of disaster.



Sonya Hernandez teaches a Client Casework class during DAT Days training.

Forty-one disaster training classes were offered during the two-day DAT (Disaster Action Team) Days, including courses on client casework, managing shelters and working as a liaison between the Red Cross and local government. The courses are designed to interface with each other and teach volunteers how to provide an effective, organized response to disasters.

Huy Houg, a school teacher in the South Bay shared, "The tragedy in Haiti motivated me to volunteer for the Red Cross. I think this is a great experience. A lot of people lately have been getting the feeling they just want to do something—abroad and locally. It's really important to be involved."

A full schedule of classes meant starting at 8 a.m. and ending at 10 p.m., no small feat for industrious instructors and trainees alike. Training Coordinator Jennifer Bailey said the purpose of the event was to give volunteers the opportunity to learn, share experiences and interact. For more information about future training opportunities, please visit [www.redcrossla.org/training/disaster-services-classes](http://www.redcrossla.org/training/disaster-services-classes).

## CPR Training Becomes Lifesaving Recipe for Local Chef

By Ana M. Gonzalez, Communication & Marketing Volunteer

Thomas Fittro, 64, is on a long road to recovery. His life could have ended in a Marina del Rey parking lot if it weren't for the lifesaving actions of a sport fishing company employee who came to Fittro's aid when he suffered a heart attack.

On a Sunday afternoon, the semi-retired Fittro and a friend enjoyed a day of fishing with the Marina Del Rey Sportfishing Company. He caught three fish and was excited to bring them home for his wife, Linda, to cook for dinner.

Ten minutes after the boat docked, Fittro collapsed in the parking lot. Dale Vintinner, a cook for the sport fishing company, was still on board when he saw the commotion and ran to see what happened.

Vintinner admits he was afraid when he discovered one of his customers lifeless on the ground with a face that appeared "rubbery and purple." He began using his American Red Cross CPR training. "When I started doing chest compressions, I saw life coming back into him," he said.

Vintinner had been certified in CPR and First Aid earlier in the year as part of the American Red Cross of Greater Los Angeles workplace training program. It was the first year his company provided training to its employees, and it was 51-year-old Vintinner's first time taking a CPR course.

Fittro, a father of two and grandfather of four, was taken to Marina Del Rey Hospital, where his condition was "touch and go," according to Linda Fittro. She has no doubt that her husband, with whom she has shared 38 years, was saved by Vintinner and other emergency responders. Her first words to Vintinner were "You're my guardian angel."

Vintinner plans to be recertified in CPR and recommends that other businesses train their employees. "It was a euphoric experience to save someone's life. I would not hesitate to do it again."

As for Fittro, he is still recuperating from the near-death experience but looks forward to the day when he can get back on the boat with Vintinner. "Hopefully, one day we can go fishing together again."



Thomas Fittro and his wife, Linda, are grateful to Dale Vintinner who performed CPR to save Fittro's life.



Dale Vintinner utilized CPR training offered by his employer, the Marina del Rey Sportfishing Company, to save a life.