



of Desert Ridge®

Toscana

Living

SEPTEMBER 2014

INSIDE:

Patriots Day Breakfast

**Oktoberfest Kickoff
With Gordon Biersch**

**Wild Horse Pass
Casino Bus Trip**



Grilled Addiction Food Truck

BACK TO SCHOOL SAVINGS

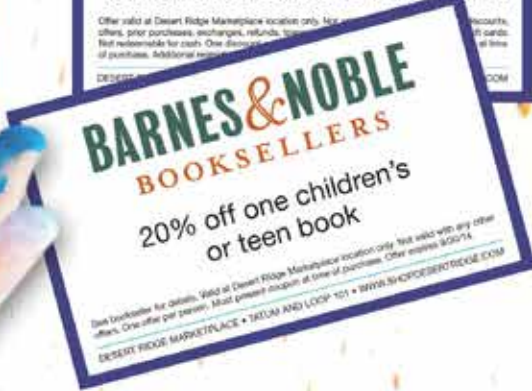
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A WORD FROM THE LIFESTYLE DIRECTOR

Christina Pollorena, Lifestyle Director

Hello Toscana! Can you believe summer has come and gone and on Tuesday, September 23rd we will welcome autumn? And don't forget to say goodbye to the monsoon season. Well, don't be sad because we have many positive changes to look forward to this September. The kiddos are back in school - working hard to bring home those A+ grades, we get to celebrate Labor Day this month and September is also associated with the harvest, which is a time of celebration and new beginnings.

Unfortunately, the flu season is also upon us once again and effects between 5-20 % of Americans annually. Your Lifestyle team here at Toscana recognizes this, and we want to help you get a jump start on your flu vaccines. This month we're bringing the flu clinic, sponsored by Pharmacy at Safeway, to you. Join us Saturday, September 20th at the Palazzo Grande starting at 11am; all participants will also receive a 10% grocery coupon! For more information, please see the details located under our signature events.

With your health in mind, please consider joining us for a presentation on, HOW TO NAVIGATE THE HEALTH SYSTEM, presented by Patient Advocates AZ, on Tuesday, September 16th at the Palazzo Grande at 6pm. Learn tips to help you improve communication with your doctor and allow you to become a partner in your healthcare. Again, for more information, please see the details located under our signature events.

And finally, the Toscana Management Office will be closed on Monday, September 1st in observance of the Labor Day holiday.

Have a fabulous September, Toscana!

TOSCANA LIVING SIGNATURE EVENTS

REMEMBER – You must RSVP for all signature events

TGIF HAPPY HOUR – FEATURING ABSTRACT ARTIST AMANDA PHIPPS Friday, September 5 at 5pm • Palazzo Grande – Fiesta Kitchen

Join us for happy hour and enjoy some complimentary light snacks and non-alcoholic beverages. This is a great time to get to know your fellow neighbors and catch up on what's going on. Also, enjoy an art showing by Abstract Artist Amanda Phipps. Her style has been described as modern, abstract and contemporary. To learn more about the artist, visit amandaphippsart.com. Be sure to RSVP by contacting Christina at 480-585-0808 or cpollorena@ccmcnet.com.

BINGO

Wednesday, September 10 from 6 – 8pm • Palazzo Grande – Fiesta Kitchen

It's back! For only \$5 you get three cards per game with a total of 6 games. Players will have a chance to win great prizes. Be sure to RSVP by contacting Christina at 480-585-0808 or cpollorena@ccmcnet.com.



Now this feels like home.®

Toscana of Desert Ridge
5450 E. Deer Valley Dr., Bldg. 2
Phoenix, Arizona 85054
www.toscanaliving.net
Phone: (480) 585-0808
Fax: (480) 585-2859
Night Manager: (480) 861-0875

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Michael Martin – Maintenance Tech
Ignacio Santana – Porter

On the Cover

Grilled Addiction Food Truck

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AFTER HOURS EMERGENCY CONTACT LIST

CenturyLink,
Solution Center
Paradise Valley Mall
Phoenix, AZ 85032

(602) 765-2334

APS:

(602) 371-7171

Southwest Gas:

(800) 528-4277

Moon Valley Plumbing Services, Inc.:

(602) 253-2600

Night Managers:

(480) 861-0875

CCMC after hours emergency number:

(602) 234-9288

Statesman's after hours:

(602) 672-3369



PATRIOTS DAY BREAKFAST Thursday, September 11 from 8 - 10am

Palazzo Grande - Fiesta Kitchen

Come and join us for a continental breakfast in honor of our heroes and to ensure we never forget the service and sacrifices of our first responders, the men and women who have served and continue to serve in the military, and their families. Please RSVP by contacting Christina at 480-585-0808 or cpollorenea@ccmcnet.com.

AIOLI GOURMET BURGER FOOD TRUCK Thursday, September 11 from 5:30 - 7:30pm In Front of Building 26

Aioli Gourmet Burgers and Catering was created by three life long friends with one thing in mind:

to serve quality food to the Valley. Some of the delicious items they sell are: Aioli Burger, White Truffle Swiss Burger, California Burger, Black and Blue Burger, Italiano Burger, Falafel Burger and Golden French Fries. Give yourself the night off and let someone else do the cooking! We hope to see you there!

BE PREPARED - HOW TO NAVIGATE THE HEALTH SYSTEM **PRESENTED BY: PATIENT ADVOCATES AZ**

Tuesday, September 16 at 6pm • Palazzo Grande - Fiesta Kitchen

Patient Advocates AZ is committed to empowering people in their healthcare choices through Advocacy, Education & Guidance when dealing with the healthcare system. They help you, the patient, navigate through the often complex and confusing healthcare maze of physicians, pharmacists, hospitals, insurance companies and Medicare. They welcome the opportunity to serve you. Patient Advocates AZ has built a solid reputation for providing quality services and increased safety for patients throughout Arizona. Join us for this presentation and learn some tips to help you improve communication with your doctor and allow yourself to become a partner in your healthcare. Be sure to RSVP by contacting Christina at 480-585-0808 or cpollorenea@ccmcnet.com.

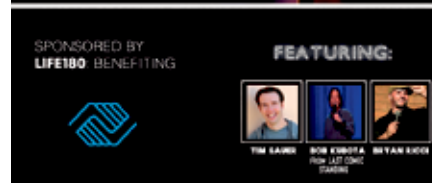
EDUCATION AND DINNER - 2014 LPL FINANCIAL MID-YEAR MARKET OUTLOOK - PRESENTED BY: AXA ADVISORS

Thursday, September 18 at 6pm • Palazzo Grande - Fiesta Kitchen

Wondering what is going on in the market? Wondering what we can expect for the remainder for 2014? Where is there opportunity and stability in today's markets? Come join us for a market outlook presentation courtesy of LPL Financial Research and enjoy dinner catered from Maggiano's. Be sure to RSVP by contacting Christina at 480-585-0808 or email at cpollorenea@ccmcnet.com.

FLU CLINIC SPONSORED BY PHARMACY AT SAFEWAY **Saturday, September 20 at 11am • Palazzo Grande - Fiesta Kitchen**

The flu season is upon us once again and every year 5-20% of Americans gets the flu. The best way to prevent the flu is to get a flu shot. Pharmacy at Safeway will provide an onsite immunization clinic for our Toscana residents. Those who would like to participate can pick up a consent and release form at the Palazzo Grande or we can email residents the form, just fill it out and bring it with you along with a copy of your insurance card (front & back) and receive a 10% grocery coupon for participating. Please contact Christina at 480-585-0808 or cpollorenea@ccmcnet.com to schedule your appointment.



TOSCANA LIVING SIGNATURE EVENTS *REMEMBER – You must RSVP for all signature events*

WILD HORSE PASS CASINO BUS TRIP

Monday, September 22

Toscana pick up at 9:30am and departs casino at 3:30pm

Wild Horse Pass Hotel & Casino in Chandler, Arizona offers the best casino promotions in Phoenix and all of Arizona! Indulge in Vegas style casino entertainment without the hustle and bustle of Vegas crowds. Each person attending this trip will receive \$10 in bonus play and seniors receive an additional five dollar lunch coupon with a chance to receive an additional \$10 with 20 playing points. Be sure to RSVP to Christina at 480-585-0808 or cpollorena@ccmcnet.com.



TGIF – HAPPY HOUR AROUND THE WORLD FEATURING: ITALIAN CUISINE

Friday, September 26 at 5pm • Palazzo Grande – Fiesta Kitchen

Our regular happy hour delights with an educational twist for your taste buds. Each month we will have a small sampling of foods from a specific region of the world and this month – Italian Cuisine. Get ready for a tasty treat! As always we will have an assortment of other delights for you to enjoy as well, including non-alcoholic beverages! Can't wait to see you there! Be sure to RSVP to Christina at 480-585-0808 or cpollorena@ccmcnet.com.

OKTOBERFEST KICKOFF WITH GORDON BIRSCH

September 25 from 5 – 7pm • 18545 N. Allied Way, Phoenix, AZ 85054

Come join us for Oktoberfest Kickoff with Gordon Biersch. We will have a beer tasting as well as yummy appetizers! You don't want to miss this, so RSVP to Christina at 480-585-0808 or cpollorena@ccmcnet.com.



TASTE OF TOSCANA: A SECOND LOOK – SHOPPING AND DINING EXPERIENCE

Monday, September 29 at 5pm • 10620 N. 32 Street, Phoenix, AZ 85028

A Second Look is one of the largest clothing and housewares consignment stores that have been in business for over 30 years. They specialize in top designer merchandise for men and women, including furs, gowns, watches, costume jewelry, shoes and handbags. They also carry everything from books and games to electronics to sports equipment and luggage. Their home furnishings selection is ever-changing and always worth a look. Arriving daily on consignment is a variety of collectible items, designer home accessories, all types of art pieces, china, silverware and antiques. A Second Cup is a little Bistro they have inside the store – Join us for a tasting of their menu along with some delicious pastries and receive a store discount, for that special treasure you find! A \$10 per person cash refundable deposit is required for this event. Be sure to RSVP by contacting Christina at 480-585-0808 or cpollorena@ccmcnet.com.

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MANAGER TIDBITS – CONDOMINIUM ASSOCIATION INSURANCE

Dick Rosenbagen, Community Manager

As many of you are aware, Toscana has had a fair amount of water loss issues over the last few years. As a result, our insurance premium and deductibles that took affect on August 25, 2014 and are in place until August 25, 2015, have increased dramatically. This is primarily due to the fact that the amount of claims that have been paid out is much higher than the amount the Association has paid in premiums.

The deductibles have increased from \$5,000.00 per occurrence to \$15,000.00 per occurrence. What does this mean to you as a homeowner?

As a unit owner, you are responsible for insuring the contents of your unit and your personal liability. It is recommended that you include

enough Building Additions and Alterations coverage to replace anything that has been upgraded (i.e. cabinets, flooring, etc.). We also recommend that your unit owner policy insure additional living expenses, loss assessment and any gaps in coverage. Your agent should know and understand that you will be responsible for the \$15,000.00 deductible if a loss results from an area within your responsibility.

Be sure and contact your personal insurance agent to make sure that you are adequately covered and your coverage coincides with the Association's insurance. Report all claims immediately to the Community Association Manager.

We cannot stress to owners enough the importance of following the rules

set forth with regards to maintaining your unit. All of your water supply lines should be changed out to steal braided hoses and inspected by a plumber on an annual basis thereafter. Also it is a good rule of thumb to not start a load of laundry or the dishwasher before leaving your unit for the day; please do these things while you are home in case an issue should arise. If you are in need of a qualified plumber or contractor for other maintenance items please refer to the VIP Program where many vendors offer special rates for Toscana Residents. If you have questions or need more information on the VIP Program, please contact Jennifer Hecker in the Association office at 480-585-0808.



Dreamweaver Concierge

Giving you Peace of Mind that you and your home are well taken care of

WHY CHOOSE DREAMWEAVER? *Dreamweaver Concierge* offers our clients Peace of Mind that their homes are well taken care of when they're not there. We'll take care of you, your family and guests, anytime all the time. Since 2006, we've been a family owned and operated, licensed, bonded and insured business. We don't just offer the widest range of services specially tailored to each client, we offer them with superior customer service.

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- Pet Sitting
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- Grocery Shopping
- Errand Running
- Emergency Contact for Alarms, etc.,
- Travel Arrangements
- Party Planning
- And Much, Much More

"Dreamweaver has been watching our home in Phoenix for over 4 years now. What a relief to know we have someone that cares as much about our home as we do."

"Lisa and her family have been amazing. It's so nice to have our car waiting for us at the airport when we arrive, have the house cleaned and groceries in the fridge so when we come home, all we have to do is relax."



Contact us today for your Free consultation:

623-337-1036

www.DreamweaverConcierge.com

Lisa@DreamweaverConcierge.com

Hours of operation 24/7



ASSISTANT MANAGER NOTES

Alex Wright, Assistant Manager

As you may have seen in a recent email blast we have re-launched ToscanaLiving.net! This new site brings much more functionality than was previously available. Once you create a user profile you will have access to everything you would expect. Some of the great new features include:

- The ability to see the events calendar and RSVP directly through the site! You can submit your name, number of guests and RSVP electronically with the click of a button. However, please note financial obligations will still need to be handled in person with Christina.
- Access to community documents, recent Board of Directors meeting minutes, and electronic versions of the Newsletter. Whether you want to keep up on the recent board decisions, read through the CC&R's or download a PDF of a recent newsletter they are all available and more!
- See community announcements about upcoming projects. With a dedicated announcements section you will always be up to date with community projects and the goings on around Toscana. If you have a question? Go ahead and fill out an electronic form and send it off to your staff member of choice for a quick response.
- Have a parking stall to rent out? How about a coffee table to sell? In our new classifieds section you can list items for up to two weeks!

The above features are just a taste of what ToscanaLiving.net has to offer. We encourage everyone to take full advantage of the new features and give us feedback on any other documents or information that might be helpful.

On a similar note... If you aren't receiving email blasts I would strongly encourage you to contact Christina or myself to register your email. Why do we want your email address and how do we utilize our email provider to contact you?

- Weekly Email Blasts - These include announcements from your Community Association Management, promotion for the signature events scheduled in the coming weeks and local events in the Desert Ridge Area.
- Project Information - These include any specific information about current or upcoming projects with which we need your assistance. A recent example would be the notices concerning the asphalt resurfacing and restricted parking. These will be infrequent but will always contain important information.
- Emergency Information - These will include any building specific information. Many of you received an email blast related to the gas being shut off in Building 1 - whether you live in Building 1 or not. Our new provider allows us to assign contacts by building and email notices to only the affected buildings in case of a similar issue or problem (water heater fails, front door being repaired or retrofitted, etc.). These will also be intermittent but contain valuable information.

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CLUBS AND CLASSES

RESIDENT COFFEE SOCIAL:

Join your fellow neighbors on Wednesdays at 9am in Palazzo Grande Fiesta Kitchen. Enjoy casual conversation with a cup of coffee and a great company!

BUNCO GROUP: Once a month, Palazzo Grande, Contact Jane Kidder for info at 480-471-8904!

MAHJONG CLUB: Mondays at 6:30pm, Palazzo Grande Fiesta Kitchen

GROUP FITNESS: Contact Erin Smith at 480-329-8785

KNIT & CROCHET CLUB: Wednesdays at 2pm, Palazzo Grande or Palazzo Grande Pool. Meet with friends who share the same interest, while sharing ideas and helping each other. If this sounds like something you'd enjoy being a part of then please contact Marge Mandell at 480-585-0494.

STUD POKER CLUB: Wednesdays at 6:30pm, Palazzo Grande. Bring \$5 and your poker face. For more info call Van at 480-515-9520.

BRIDGE CLUB:

Wednesdays at 1:30pm, Palazzo Grande. For information call George at 480-575-0900.

HAND & FOOT CLUB: Thursdays at 6:30pm, Palazzo Grande Fiesta Kitchen. Contact: Marge Mandell at 480-585-0494

FANTASY BASEBALL LEAGUE: Contact Gil Berkowitz at 602-881-6272 or 480-998-2135

VIP CLUB CARD: The TOSCANA VIP Club Card entitles all residents of Toscana to excellent discounts and promotions from local merchants and vendors. Please stop by the Concierge office if you have not received your VIP Club Card. View all of the latest discounts and promotions at www.ToscanaLiving.net.

MASSAGE THERAPIST: AZ Body Balance, Noelle Nielsen, call 602-291-3820. NEW CLIENT SPECIAL: 90 MINUTES FOR \$90

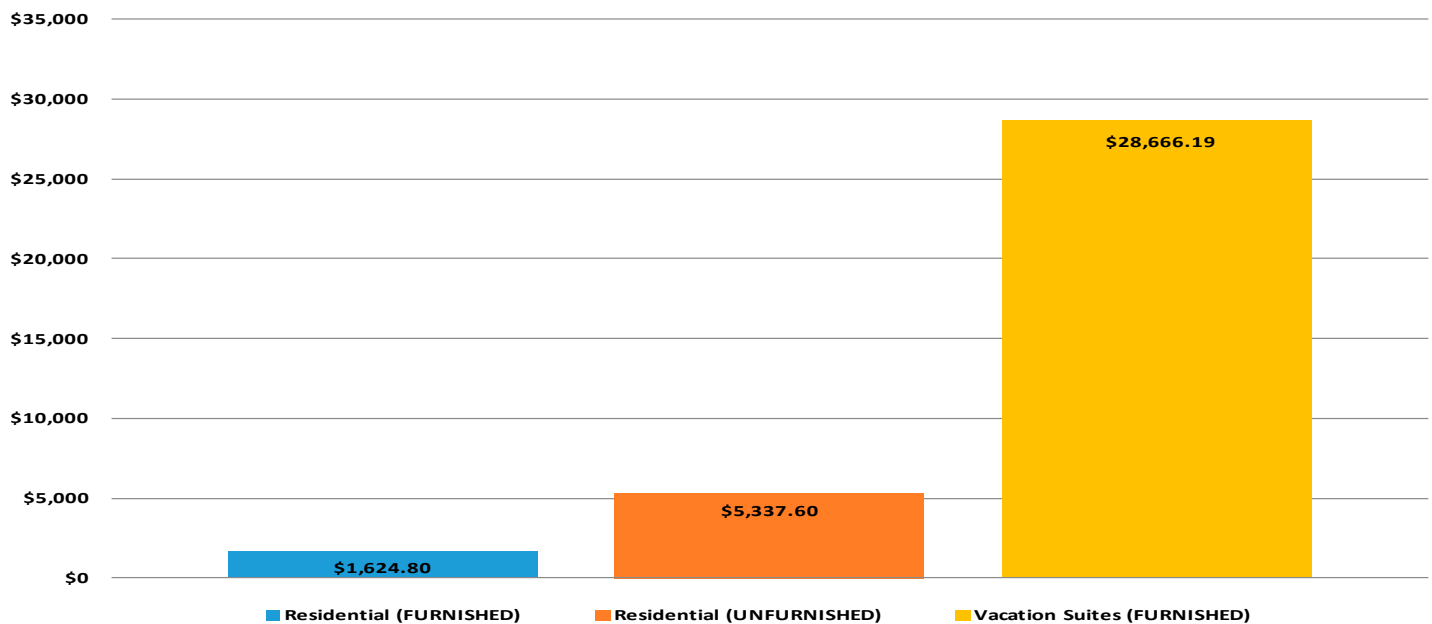
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Toscana of Desert Ridge
Annual Net Operating Income (NOI) Comparison



**Available upon request General Operating Analysis*

Toscana Vacation Suites (Fully Furnished and Accessorized Units)

- Substantial Increase in Annual Net Operating Income
- No Minimum Leasing Restrictions
- No Minimum Owner Black-out Dates
- Annual Net Operating Income based on 65% Occupancy

Call Property Manager for more information

Phone; (480) 767-5665
ext. 303



This Net Operating Income Comparison Table includes forecasts, projections, assumptions and other predictive measurements that represent Statesman Management's expectations in light of currently available information. These forecasts, etc., are based on industry trends, historical project data, and other factors, and they involve risks, variables and uncertainties. These forecasts, etc. are subject to the possibilities of errors, omissions, changes and exclude, mortgage financing, taxes, economic variables, weather or any other conditions not controlled by Statesman Management. Actual performance results may differ from those projected herein. Consequently, Statesman Management specifically disclaims all warranties, expressed or implied, with respect to the use of this information or any results with respect thereto. No guarantee is presented or implied as to the accuracy of specific forecasts, projections or predictive measurements. In addition, the information contained herein shall in no way be construed to constitute a recommendation by Statesman Management with respect to the purchase or sale of any investment.

September 2014

Upcoming Events & Activities at Toscana

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 LABOR DAY TOSCANA OFFICES CLOSED	2	3 COFFEE SOCIAL PG - 9am KNIT & CROCHET CLUB PG - 2pm POKER CLUB PG - 6:30pm	4 HAND & FOOT CLUB PG - 6:30pm	5 GROUP FITNESS PG - 9am TGIF HAPPY HOUR – FEATURING ABSTRACT ARTIST AMANDA PHIPPS PG - 5pm	6
7	8 GROUP FITNESS PG - 9am MAHJONG CLUB PG - 6:30pm	9	10 COFFEE SOCIAL PG - 9am KNIT & CROCHET CLUB PG - 2pm BINGO NIGHT PG - 6-8pm POKER CLUB PG - 6:30pm	11 PATRIOTS DAY BREAKFAST PG - 8-10am HAND & FOOT CLUB PG - 6:30pm AIOLI BURGER FOOD TRUCK In Front of Bldg. 26 5:30 – 7:30pm	12 GROUP FITNESS PG - 9am BOARD OF DIRECTORS MEETING PC - 10:30am TGIF HAPPY HOUR PG – 5pm	13
14	15 GROUP FITNESS PG - 9am MAHJONG CLUB PG - 6:30pm	16 BE PREPARED – HOW TO NAVIGATE THE HEALTH SYSTEM PRESENTED BY: PATIENT ADVOCATES AZ PG - 6pm	17 COFFEE SOCIAL PG - 9am KNIT & CROCHET CLUB PG - 2pm POKER CLUB PG - 6:30pm	18 EDUCATION AND DINNER – 2014 LPL FINANCIAL MID-YEAR MARKET OUTLOOK – PRESENTED BY AXA ADVISORS PG - 6pm HAND & FOOT CLUB PG - 6:30pm	19 GROUP FITNESS PG - 9am TGIF HAPPY HOUR PG - 5pm	20 FLU CLINIC SPONSORED BY PHARMACY AT SAFEWAY PG - 11am
21	22 GROUP FITNESS PG - 9am WILD HORSE PASS CASINO BUS TRIP Toscana pick up at 9:30am and departs casino at 3:30pm MAHJONG CLUB PG - 6:30pm	23	24 COFFEE SOCIAL PG - 9am KNIT & CROCHET CLUB PG - 2pm POKER CLUB PG - 6:30pm	25 OKTOBERFEST KICKOFF WITH GORDON BIERSCH 18545 N. Allied Way Phoenix - 5-7pm HAND & FOOT CLUB PG - 6:30pm	26 GROUP FITNESS PG - 9am TGIF – HAPPY HOUR AROUND THE WORLD FEATURING: ITALIAN CUISINE PG – 5pm	27
28	29 GROUP FITNESS PG - 9am TASTE OF TOSCANA: A SECOND LOOK SHOPPING AND DINING EXPERIENCE 10620 N. 32st., Phx 5pm MAHJONG CLUB PG - 6:30pm	30	<p> ■ Community Events ■ Community Clubs ■ Community Classes </p> <p>Please contact the Community Association regarding all activities and events at (480) 585-0808 5350 E. Deer Valley Dr., Bldg. 25, Phoenix, AZ 85054</p> <p>Please visit www.toscanaliving.net</p>			

Summer Pool Season Party



Build Your Own Sundae Party



Grilled Addiction Food Truck



Taste of Toscana – Grimaldi's



Casino Bus Trip



WHAT DID YOU DO THIS SUMMER? Please submit your summer photo's to cpollorena@ccmnet.com with your name, where and when the photo was taken – and it just might be selected to be featured in our next newsletter.

GET READY TO LAUGH YOUR ___ OFF.

HIGH STREET

WELCOMES...

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In and Around Toscana



CONCIERGE CORNER

Jennifer Hecker, Concierge Director

It's September, Toscana! With autumn around the corner, we thought we would highlight some great events taking place in Sedona this month. Sitting at a cool elevation of 4,500 feet, this unique destination is characterized by massive red-rock formations and the contrasting beauty of the Oak Creek Canyon area. There are some great local festivities taking place in and around Sedona this month we wanted to be sure you were aware of:

Friday, September 5 from 5pm-8pm, many of Sedona's prominent art galleries host an evening reception. The Sedona Trolley offers free transportation during the tour which circulates from Uptown to the world-class galleries clustered in plazas like Hillside Sedona, Hozho, Tlaquepaque and West Sedona. Crowds move through the twilight, snacking on food and gazing at everything from fine art to more whimsical creations.

Saturday, September 13 from 10am-5pm, explore the spirit of old Mexico at the 41st Annual Fiesta del Tlaquepaque, a celebration of Mexican Independence Day. Within the charming plazas of Tlaquepaque Arts & Crafts Village you will be treated to fabulous food, music, dance and entertainment.

September 27 & 28 from 11am-5pm, the Sedona Winefest celebrates the burgeoning wine industry across the state. Stop by to enjoy sumptuous local cuisine, live music, art exhibits, and an exclusive premium wine area.

Come to Sedona for the Fall colors and crisp air, take in any of their fabulous events and stay awhile. Great overnight packages are available, let me know if I can assist with any getaway assistance.

This month, we are pleased to showcase the following two Toscana VIP Partners:

CASA SEDONA INN: New VIP Partner! Casa Sedona is a relaxed, inviting Inn with the intimacy of an upscale Bed and Breakfast. Nestled on an acre of Junipine forest and manicured gardens, beauty and serenity abound. The Inn is perfect for a rustic Sedona vacation, weekend escape, or romantic getaway.

Toscana VIPs receive 15 % off room rates
928-282-2938 www.casadedona.com

DETOURS: Full day tours of Sedona, Sedona Wine Tours, Tombstone, Apache Trail, Grand Canyon and more! A custom van will pick up at Toscana • **Toscana VIPs receive 10% off on all tours**
480-633-9013 • www.detoursaz.com

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RESIDENT SPOTLIGHT: CHERYL, RICK AND KAELYNN SHINKARUK

Alicja Davis, Administrative Assistant



Cheryl and Rick Shinkaruk came to Phoenix from Edmonton, Canada. They stopped here on their trip back from Mexico and immediately liked it. Rick's parents bought a place in Maricopa, and Rick with his family started visiting more frequently before they decided to get their own place.

They were looking for a resort style living and saw the advertisement of Toscana back home. They fell in love with Toscana and purchased their condo in 2009. They like the amenities, beautiful pools and the relaxing atmosphere.

The location of Toscana is great and gives them a lot of flexibility and independence. Having two young daughters, makes it very convenient to see the movies and do some shopping just across the street!

Cheryl and Rick come to Arizona every summer for nearly two months. They are both teachers and can enjoy a long vacation in their summer retreat. Rick loves to golf and the golf courses are fantastic in this area - and very reasonably priced during the hotter months.

Also, they both really enjoy the organized activities taking place in the community. It really makes them feel at home and adds a great touch to their daily routine. They like meeting different people, and learning about the new

places to visit that they wouldn't have known about otherwise. They have tried several new restaurants in the area and enjoyed them all. Having so many nice places around makes location an invaluable asset of living at Toscana.

Cheryl enjoys spending her time catching up on some reading, watching good movies and swimming in Toscana's pools. The family likes to entertain watching lots of sporting events - football, Diamondbacks baseball, Phoenix Suns, or hockey teams at downtown Phoenix.

Sports are a very important part of Shinkaruk family life: their daughters, Karissa and Kaelynn, are both competitive dancers - they compete in modern, jazz, tap and ballet. Rick is a basketball referee and always stays active. They also enjoy working out and often come to the gym.

Rick and Cheryl don't mind the desert heat so much, because they can adjust their schedule doing most activities in the morning, and relax by the pool in the afternoon. They like the proximity to some great destinations like Las Vegas, California coast, Sedona and Grand Canyon.

Toscana is not only Rick's and Cheryl's summer vacation spot - it's their special place, where they relax and spend quality time with the family. It's the place they call home.



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MOVIE REVIEW – BOYHOOD: GROUND-BREAKING FILM IS MASTERFUL

By Gil Berkowitz



Director Richard Linklater's film "Boyhood" is a creative and innovative story of childhood and adolescence. It is so unique that it may be the most brilliant film of its type. The movie is filmed over a 12 year period. The cast would get together for a few days each year to shoot some scenes. We actually grow up with a young boy, Mason age 6. He is played wonderfully by newcomer Ellar Coltrane. Samantha (Lorelei Linklater, Director's daughter) is Mason's older sister. He has two caring parents, Patricia Arquette (Mom) and Dad (Ethan Hawke). They are divorced and live apart but clearly love their son.

We follow Mason's maturity as his hairstyles change and he loses his baby fat. Slowly he becomes a tall and lean teenager. Mason is not unusual or spectacular. This is what makes him so interesting. He is just a boy becoming a young man. He is his own distinct person. This is no Hollywood star but an individual developing. Coltrane plays Mason as a quiet, introspective kid who is conscious of his Mom and Dad developing along with him. His Dad with his let's have fun attitude (driving his GTO) and his Mom's desire to be a good mother. She strives to better her life by going back to school and earn a degree in order to get a better job. She overcomes two bad marriages and begins to prepare herself for when the kids will be moving on.

"Boyhood" is brilliant. It gives insight to the stages of puberty and adolescence. It reveals the sense of accomplishment and comfort that comes from raising children. The film confirms the fact that life is the accumulation of moments we cherish and remember. The good and bad. Especially a moment when Mason asks his father what life is all about, his Dad replies "We're all winging it. The good news is you're feeling stuff. And you got that to hold on to." This is a remarkable movie. Don't miss it. The film runs for 2 hours and forty five minutes. Rated R for language and drug use. It is showing in Harkins theaters throughout the valley.



LANDSCAPING

Joseph D. Sirek, Vice-President/GM, Desert Care Landscape Resources

As overseeding approaches, the central focus for this event comes down to one word: humidity.

Often people have a date in mind when overseeding of the turf areas should take place. This can range from early September to late October; however, humidity and rain fall play the central role in determining when that process takes place. Normally, operations to reduce water to the turf begin in September. Note, the key word is to "reduce water", not shut it off. Some companies to this day shut water off to the turf to ease the result of scalping; however, the short-term gain comes at the cost of a marginalized soil profile as that ground goes without water for multiple weeks if not longer. Reducing water to the Bermuda by 50% stresses the Bermuda and enables a smoother process of scalping as turf is reduced by a third weekly. When overseeding, it is critical to ensure

seeds are touching the ground and not caught in the Bermuda as those seeds will not germinate. A preference is to apply Perennial POA Free Rye seed at a heavier rate such as 15-lbs per 1,000 square feet of turf because of two benefits:

1. More densely applied Rye seed facilitates transition out of the grass in the Spring given how much competition there is to establish. Rye grass is consequently weaker overall due to the quantity of seed pods.
2. A more dense stand of turf assists in preventing weed growth given weeds need to have open spaces and sunlight to establish. With Rye grass applied at heavier rates, less sunlight and fewer open spaces exist for weeds to establish. As the Rye grass begins to germinate it will generally take 2-3 weeks prior to mowing; however, the

multiple run times after applying seed is critical so it does not wash away or become overly saturated. The multiple run-times come in the form of irrigation taking place 4-5 times a day, if not more for 2 minutes or so...enough to keep the seed moist, but not wet. It should not be forgotten that the Rye grass has in most cases a 30-day supply of fertilizer until a supplemental application can be performed allowing the rye grass to take up needed nutrients prior to the cold of winter setting in.

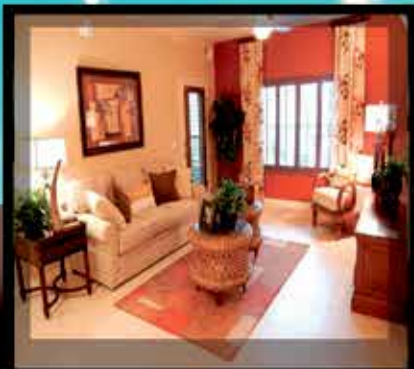
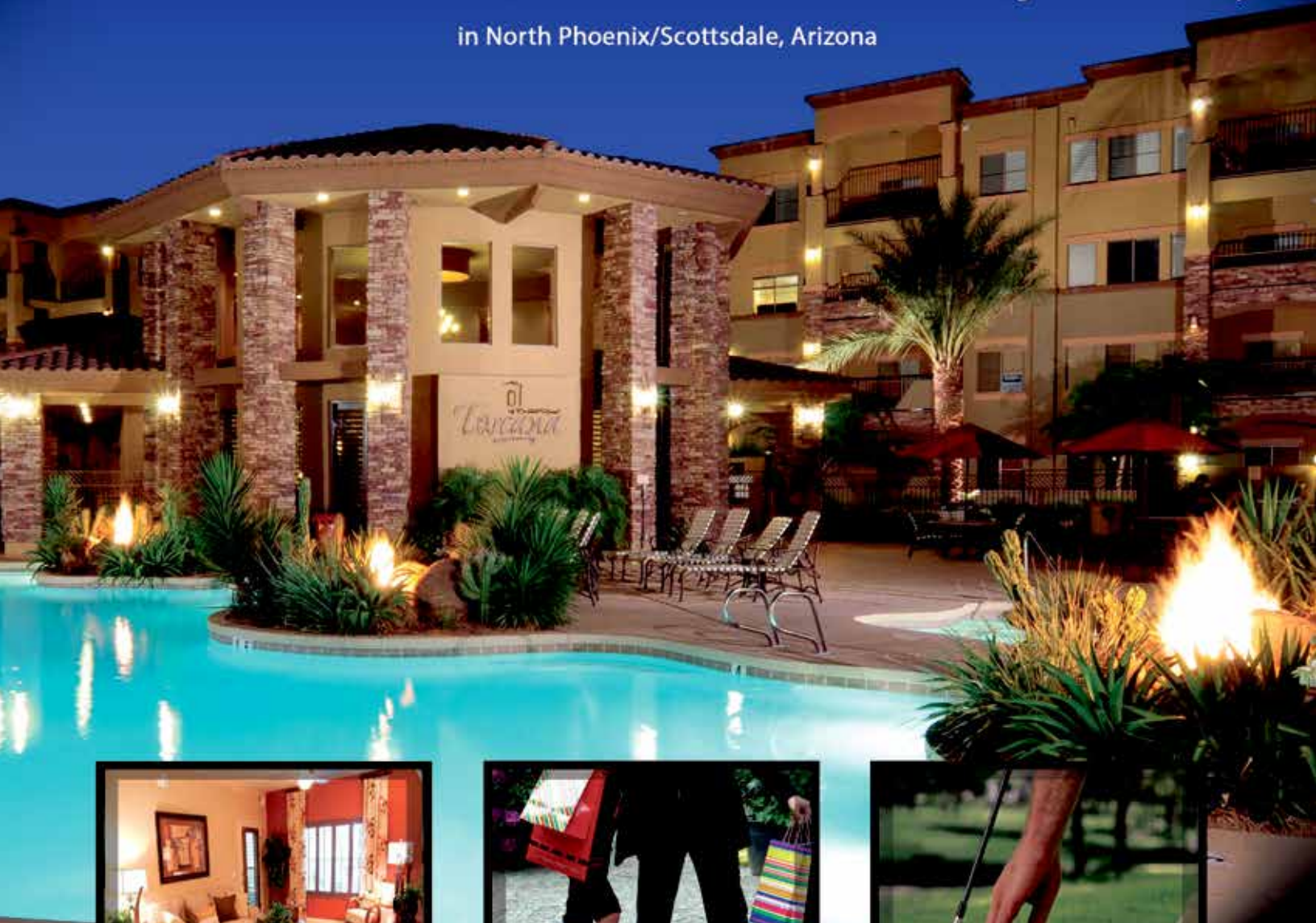
This process illustrates there are components to overseeding as there are reasons for each of the activities. It is important to be thorough and detailed because the moments of preparation and planning result in a quality stand of turf that will last through the winter months and early spring.

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