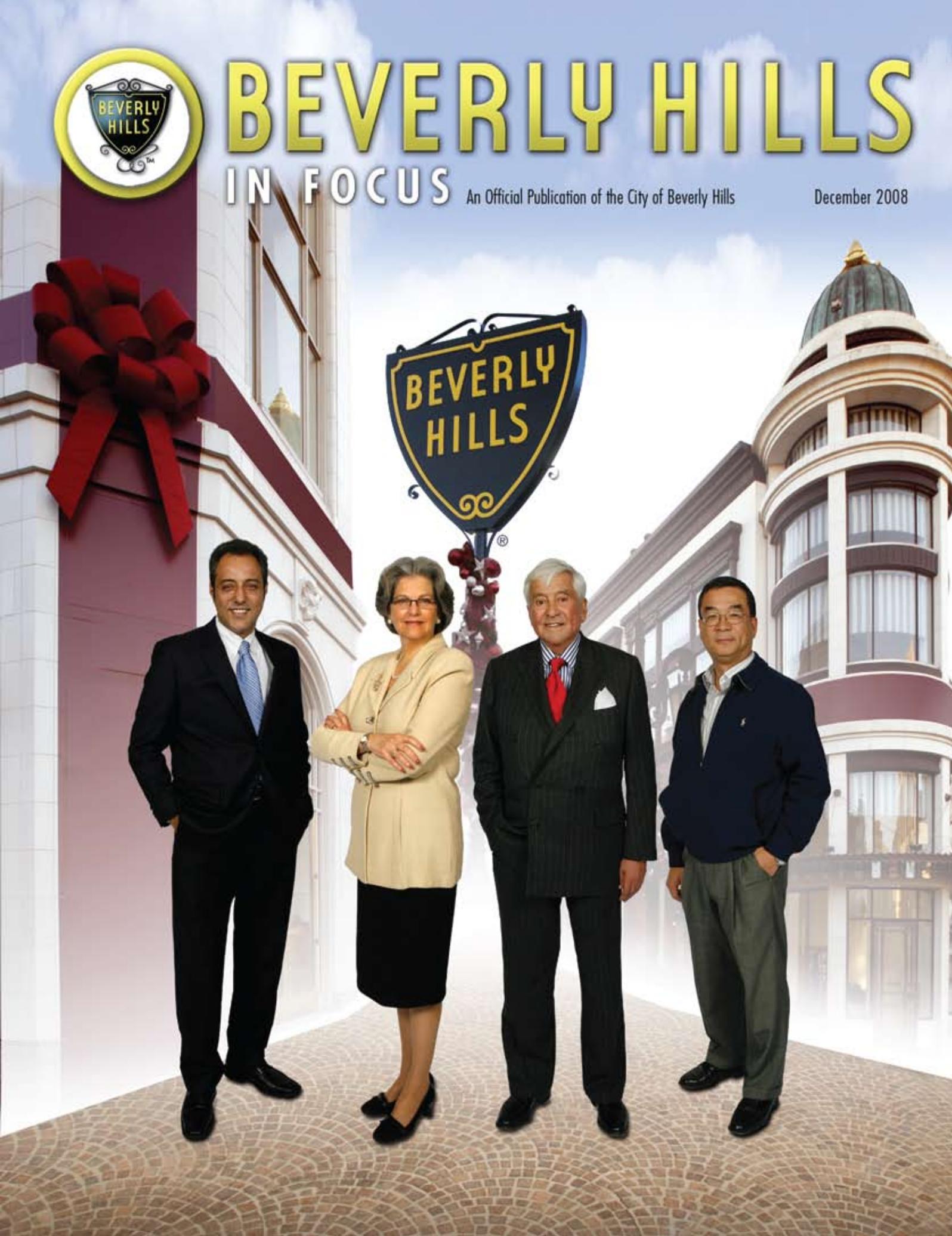


BEVERLY HILLS

IN FOCUS An Official Publication of the City of Beverly Hills

December 2008



BEVERLY HILLS - IS BUSINESS FRIENDLY

Celebrate the Season – and Our Local Businesses



With its diverse mix of luxury retailers, hoteliers, restaurateurs and professional service providers, the City's business sector generates 75 percent of the City's revenue.

Topping the City's list of things to be thankful for this season is the Beverly Hills business community – that vibrant, internationally acclaimed engine that enhances our worldwide prestige and supports our City.

With its diverse mix of luxury retailers, hoteliers, restaurateurs and professional service providers, the City's business sector generates 75 percent of the City's revenue. This funding is vital in helping the City maintain the high-quality community services that are a hallmark of Beverly Hills.

You can support the over 13,000 businesses that operate in Beverly Hills this season by shopping and dining in our premier stores and restaurants, and by patronizing those businesses that provide everyday services to residents. You'll also be contributing to the health and well-being of the local economy!

Beverly Hills' extraordinary appeal – for both residents and for our five million yearly visitors – gives the City a competitive edge when it comes to attracting and retaining world-class businesses. That's an edge the City is committed to keeping.



BEVERLY HILLS - IS GREEN

The Green Scene

Color your holidays green this year! Here's how:

- ▶ *It's OK to buy with plastic*, just don't use it to carry home purchases. Bring cloth bags shopping, or opt for no bag if you can.
- ▶ *Renew your spirit with a stroll through the City's newest green space*, Beverly Canon Gardens. Adjacent to the Montage Hotel and City's Gardens Building, it's an ideal, natural spot to enjoy the peace and joy of the season.
- ▶ *Light your home with fluorescent bulbs*; you'll reduce your electric bill and use of fossil fuels.
- ▶ *Recycle everything you can*. Save gift bags, boxes and bows for gift-giving during the year. Include recycling containers at holiday parties; save electricity by putting lights on a timer so they don't stay on all night; and make a New Year's resolution to recycle even more next year!
- ▶ *Shop locally for food* at the Farmers' Market especially! Your purchases support sustainable agriculture, lower fuel consumption and ensure fresher meals.
- ▶ *Watch your water use*. Turn off the faucet when brushing your teeth, do only full loads of laundry and dishes, install efficient showerheads and faucets, and lower the temperature of your water heater to 120 degrees.



- ▶ *Find good homes for your unwanted things*. Donate old but wearable clothes to charities and keep those that are too worn or stained for rags. Animal shelters can use blankets, sheets and towels; toys can go to children's homes, hospitals or preschools.
- ▶ *Join the Green Team!* Visit www.beverlyhills.org/greenteam for information.

BEVERLY HILLS - IS EVENTFUL

Calendar of Events

There's always something going on in Beverly Hills. Mark these dates!

The City of Beverly Hills offers plenty of events and activities to engage its community of active, involved residents. From public meetings, where you can have your say on critical City issues, to fun-filled cultural and recreational special events – there's always something going on in Beverly Hills.

Santa and the Jolly Trolley *Ongoing through December 31, 11 am – 4 pm (Weekends Only)*

Join Mrs. Claus on the Beverly Hills trolley and meet Santa at the Paley Center for Media. Located at the SW corner of Rodeo Drive and Dayton Way. For more information call (310) 285-2442.

Regular Meeting - City Council *December 16, 7 pm*

Regular City Council meetings are held twice a month in the Council Chambers. Check the calendar on www.beverlyhills.org for the schedule of meetings.

Teen Zone Holiday Hours *December 22 – January 2, 2009*

Special holiday hours will be scheduled for the Library's Teen Zone. For more information, call the Teen Zone (310) 288-2287.

Einstein: An Exhibition of Original Letters in Support of the Brethren

Ongoing through January 16

Presented by Profiles in History and The Benjamin Shapell Family Manuscript Foundation. Exhibition is on display in the Main Lobby of the Library.

Music in the Mansion *January 18, 2 pm*

Enjoy the opening of the 2009 Music in the Mansion series, now in its 10th season, with a performance by Jung Trio. The award-winning Canadian born Jung Trio is one of today's most notably rising young ensembles. For more information contact Greystone Estate at (310) 285-6830. To purchase tickets, please call (310) 285-6850.

Mark these dates, and check out the City's website (www.beverlyhills.org) for the latest information on upcoming meetings and events.

BEVERLY HILLS - IS SERVICE ORIENTED

Employee Spotlight – Dale Norberg

Beverly Hills is known for the superb service its citizens receive. Public safety personnel work on the front lines to deliver that special care, showing unmatched skill, devotion and professionalism on the job. Meet one of the City's true heroes.

On duty:

A highly trained firefighter paramedic, Dale has been with the City for over 20 years. He and other firefighter paramedics provide 24/7 emergency medical services, including treatments such as cardiac defibrillation and respiratory therapies.

Off-duty heroics:

Dale was off-duty returning from vacation when he saved the life of a man trapped in a car, pulling him out just before the car burst into flames. The California State Firefighters' Association recognized Dale's quick thinking and bravery with its highest honor, the Medal of Valor. The prestigious award honors heroes who have risked their lives for others.



All in a day's work:

Besides responding to emergency medical calls, treating and transporting injured people and conducting demonstrations for the public, firefighter paramedics also put out fires!

Community connection:

"We receive a lot of respect and support from the residents of Beverly Hills, and we appreciate it," says Dale. He and his co-workers make a point of getting to know families. According to Dale, "Firefighters and paramedics particularly enjoy developing a rapport with local teens and being available to the elderly and injured."

BEVERLY HILLS - IS ONLINE

ShopBH.com

Dear Neighbors,
Lucky you. Living in the world's most famous zip code. You're on the inside ... and now you can show it on the outside with official Beverly Hills merchandise.

Check out the City's new store: ShopBH.com and shop with pride. Gifts for yourself, because you love your city; gifts for your colleagues and clients, because it's great doing business in Beverly Hills; gifts for friends and family out-of-state, because it's cool to be you in 90210.

Get 10% off when you use the code: GBH1001



BEVERLY HILLS - IS SAFE

Police Fight Crime in Cyberspace



When crimes occur in the City, police officers are on the scene in less than three minutes. And, when crimes occur on the information highway, the Beverly Hills Police Department is there, too.

Beverly Hills is one of America's safest small cities and is an extremely safe community because of its superb police and fire departments. Proactively tracking high-tech crime is just one more way the BHPD keeps residents and businesses safe.

Last year, two City police investigators completed special training with the Department of Justice, giving them the expertise they need to pursue criminals in cyberspace. The Beverly Hills High-Tech Crime Unit has already had several successes, including cases involving cyberstalking and computer-related criminal threats.

To add more teeth to its effort of fighting Internet crime, the local police unit will soon partner with the Southern California High-Tech Task Force, which operates a satellite office in Beverly Hills.

(continued on back page)

BEVERLY HILLS - IS TEAM ORIENTED

Team Beverly Hills Begins Training – for Leadership

When Team Beverly Hills takes the field, the City always wins.

Since 1996, when the first “Team” was recruited, this acclaimed leadership program has turned out over 300 informed, involved citizens who have become super-stars for the City.

The newest class of Team Beverly Hills has sprung into action, with 32 residents who will spend six months exploring the inner workings of City government, examining current public issues and discovering the opportunities that await those eager to become immersed in their community.

Organized around a group-oriented learning experience, the program is designed to expand the City’s pool of community-based leaders. Team members meet 10 times during the course to hear from local City, service and business experts and to participate in discussions, hands-



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on demonstrations and field trips to public and private sites.

An open dialog with experienced community leaders helps team members sharpen their own leadership skills,

while stimulating their interest in local affairs and giving them the personal and organizational tools to make informed decisions about their city.

Many former Team members now sit on City commissions and committees, assist with neighborhood projects and programs, and offer invaluable service to community non-profit organizations.

To learn more about Team Beverly Hills, or to apply for the next session, visit www.beverlyhills.org/teambh.



BEVERLY HILLS - IS SAFE

Police Fight Crime in Cyberspace

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The Police Department says the alliance will offer more support for complex investigations and provide resources that can be costly for a small agency.

Citizens can protect themselves and their families from Internet scams, computer hacking, identity theft and child predators. Remember: never give out your social security number or financial information; be skeptical of websites that offer prizes and giveaways; monitor your children's Internet activity and teach them about the dangers of strangers in a virtual community.



Pictured (left to right): On the cover are members of the Beverly Hills business community (Max Kiani, Aram Restaurant; Honey Kessler Amado, Law Offices of Honey Kessler Amado; Fred Hayman, Fred Hayman Beverly Hills; Philip Cheung, Ascot Chang at 2 Rodeo.)

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