



Celebrate the Spirit
1889 - 1989

"A Celebration of Orange County's 100th Birthday"

Vol. 1, No. 1

Official Newsletter of Orange County Centennial, Inc.

April 1988

From OCCI President Darrell Metzger...

Newsletter premiers to share goals and plans

Welcome to our first Orange County Centennial newsletter!

The purpose of this monthly publication is to share with you our goals and plans and introduce you to the people behind the scenes.

Beginning July 31, 1988 and continuing through August 1, 1989, over 200 events and programs will celebrate Orange County's 100th birthday, its heritage and future. The Centennial will provide a celebration of and for the people who are the true spirit of Orange County.

Special events will include opening and closing ceremonies, 1988 Tallships Festival, golf classic, Marine Corps air show, polo match, 1989 All-Star baseball game at Anaheim Stadium, and the Orange County Fair, to mention just a few.

Orange County Centennial, Inc. is a private, non-profit organization funded through corporate sponsorships and charged with planning and implementing the Centennial's activities. Its primary goal is to leave a significant legacy...not

merely a statue or monument, but rather a scholarship program for the youth of Orange County. To date, \$200,000 has been set aside to seed this program with hopes that this will be multiplied many times over at the year's close.

We will offer something for everyone during the Centennial year and attract every Orange County resident to a multitude of events. For more information about any of our programs, please feel free to call the Centennial office, 834-1989.

Opening event promises record turnout

Over 250,000 spectators and 25,000 participants are expected to turn out for the July 31st Centennial Cycling Celebration, which kicks off the county's 100th birthday. The event is something the whole family can enjoy, with a pre-established cycling route, walking events, entertainment and festival sites.

Under contract with Orange County Centennial, Inc., B&P Group of Newport Beach is organizing and managing all aspects of the Cycling Celebration. They have obtained the sponsorship of AT&T and are planning for a first-class, fun-filled day.

Owned by Dr. William A. Burke and Marie W. Patrick, B&P has an impressive track record in event management. Both Burke and Patrick worked for the 1984 Olympics, Burke as commissioner of tennis and Patrick as sports

manager. They subsequently formed B&P Group and took on the responsibility of the L.A. Marathon, which has just successfully completed its third year.

Look for more details on the

Cycling Celebration in the next issue of this newsletter. In the meantime...shine those bikes, grease those wheels and plan to be among the first to say, "Happy Birthday, Orange County."



Los Angeles Times Photo

Centennial theme song hits high note

When it comes to communicating, there's nothing more moving than a few well-chosen words set to music and delivered with style and joy. This is the power behind Robert Lloyd Moline's original theme song for the Orange County Centennial.

The singer/songwriter has taken the Centennial slogan "Celebrate the Spirit," wrapped it in a melody that soars with happiness and added words that inspire pride and participation in the celebration. It won't be long before all of Orange County joins in the chorus...

"It's time to 'Celebrate the Spirit'

*The Orange County Spirit
We've just turned one hundred
and
Our future looks strong
Come on let's 'Celebrate the Spirit'*

*The Orange County Spirit
When you look at all we've
done,
You can be proud to belong
Come, 'Celebrate the
Spirit' ..."*

There are three versions of the song — country, easy listening and a "Top-40" sound — to appeal to different listeners. "The feel of all the songs is upbeat and positive," says composer Moline.

Moline is owner/president of Robert Lloyd Moline Productions, Inc., with over 20 years experience as a performer and songwriter. He has worked on projects that include the 20th anniversary jingle for Disneyland and many of the theme songs at Epcot Center.

Currently, the multi-talented Moline is performing at "The Wine Cellar" at the Newporter Resort in Newport Beach.

Volunteer Spotlight

Thanks to...

People who contribute their time and talent to the Centennial have earned our appreciation and will be highlighted in this continuing series.

Paul Apodaca. A member of the Centennial Historical committee and curator of Bowers Museum, Apodaca was the first artist and first American Indian in Orange County to win the Human Rights Award.

R.W. "Bob" Clifford. As chair of Orange County Centennial, Inc., Clifford had key responsibility for building a board to oversee the management and direction of the celebration. He is past president of AirCal and chaired the Orange County Olympic Committee in 1984.

Frank Ducey. A member of the O.C. Chamber of Commerce, Ducey conceived the idea of a county-wide celebration. His efforts resulted in the formation of the OCCI organization, for which he helped to establish goals, objectives and direction.

Glen Eytchison. Artistic director for Pageant of the Masters, Eytchison is on the OCCI Arts committee which is responsible for evaluating proposed artistic events and stimulating new proposals. He has been hired to produce and direct Kaleidoscope — a major Centennial event premiering August '88.

Judith Goffin. A Centennial volunteer since 1984, Goffin chairs the OCCI Public Relations committee and is responsible for coordinating all media activities. She is owner of Goffin Public Relations in Yorba Linda.

Ron Merriman. A member of the OCCI Board, Merriman has chaired the Development committee, obtaining corporate support from close to 50 Orange County companies. He is managing partner of Peat Marwick and was previously involved in the U.S. and L.A. Olympic committees.

Young people to serve as Ambassadors

Youth meets opportunity at a Centennial event where both men and women will be chosen to serve as ambassadors for the year-long celebration. Open to Orange County residents between the ages of 16 and 20, the competition takes place during the Orange County Fair, July 7-17 at the Fairgrounds in Costa Mesa.

Winners will be selected on the basis of communication skills, talent, personality and general appearance. However, Mary Ann Waters, director of marketing, stresses that "this is not a beauty contest." In addition to a \$500 scholarship, winners receive a trip to Sacramento and a wardrobe compliments of the Brea and Westminster Malls.

As ambassadors, the young men and women will attend Centennial events, acting as official spokespeople and communicating good will in the spirit of the Centennial. In so doing, they will have opportunities to expand their horizons and hone their people skills.

The group will be chaperoned by Margaret Mitchell, who for ten years was chaperone to Miss Orange. Mitchell volunteered for the job because "I really enjoy being with the youth of today."

Applications can be obtained by calling the Orange County Fair, 751-FAIR, or the Centennial office, 834-1989. The deadline for entries is May 15.

The Orange County Centennial

Founders: Santa Margarita Company, The Irvine Company, The Orange County Register, Los Angeles Times-Orange County Edition / Times Mirror, American Airlines, Disneyland, C.J. Segerstrom & Sons, Knott's Berry Farm.

Sponsors: Allergan, Bank of America, Barratt American Inc., Beckman Instruments Inc., Bramalea California Inc., Brea Mall/Westminster Mall, California First Bank, Carl Karcher Enterprises, Cellular Communications, Coleman & Grant, Comprehensive Care Corporation, Deloitte Haskins & Sells, Ernst & Whinney, The Fieldstone Company, First American Title Insurance Company, First Interstate Bank of California, Flour Corporation, Home Express, Hornblower Yachts of Newport Beach, Hyatt Regency Alicante, The Koll Company, The Lusk Company, Management Resources, McLean Cadillac, Miller Brewing Company / Consolidated Beverage, Nordstrom, O'Connell Landscape, O'Melveny & Myers, Orange County Transit District, Orco Block Company, Pacific Bell, Peat Marwick, Q.B. Properties, Salvati Montgomery Sakoda, Inc., Security Pacific National Bank, Signal Landmark, Inc., Sisters of St. Joseph, Southern California Edison Company, Southern California Gas Company, Sterman, Higashi & Herter, Toshiba America, Inc./Industrial Electronics Business Sector, Western Digital, Wittenberg-Livingston, Inc.

Commemorative pins celebrate county history

Fausto Reyes, executive assistant to Supervisor Roger Stanton, 1st District, was recently offered \$10 for his Centennial pin, even though the pin can be purchased from the Public Information Office for only \$3. "It's amazing," says Reyes, "but when a collector wants a pin, he wants it now!"

The fact that Centennial pins exist at all is because of Stanton's interest in the genre. Witnessing the brisk trading of pins during the '84 Olympics, he became convinced that Centennial pins would be a good way to commemorate and promote the county's 100th birthday. The board agreed and the result is a collection of pins, one from each of the five districts.

Something Representative.

Working with Ben DeSoto of DeSoto Designs, Laguna Hills, each district chose its own design, "something that is representative of the history of Orange County in that district," says Scott Morgan, assistant to Stanton.

The 1st District pin depicts the Old Courthouse, recently restored and rich in the history of Orange County; the 2nd District pin reflects the importance of the coast in its design of the Huntington Beach pier; the 3rd District pin's depiction of Saddleback Mountain represents Orange County's natural environment. Disneyland,

which helped turn the county into a mecca for tourists, graces the 4th District pin and Mission San Juan Capistrano was chosen as most appropriate to represent the 5th District.

"These are some of the things that have helped Orange County bloom and that give it a unique identity," says Morgan.

In Demand.

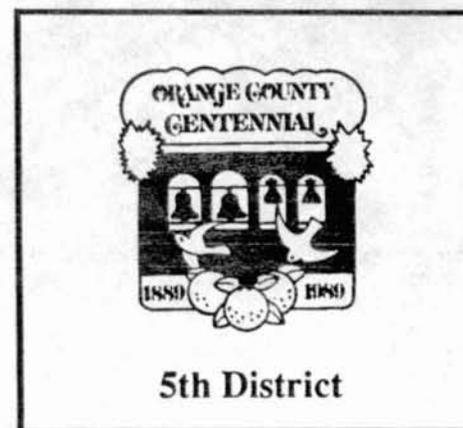
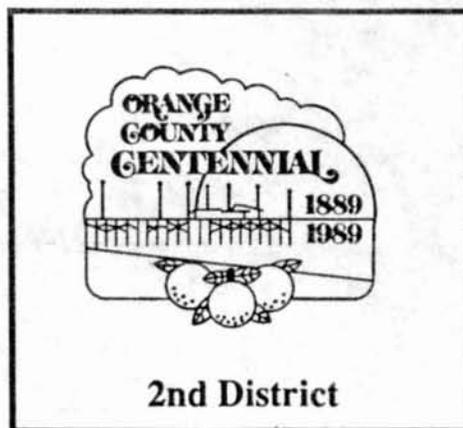
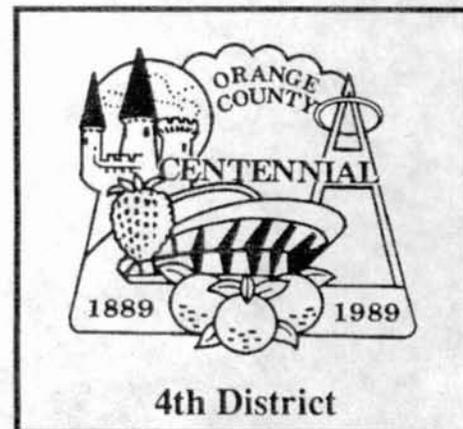
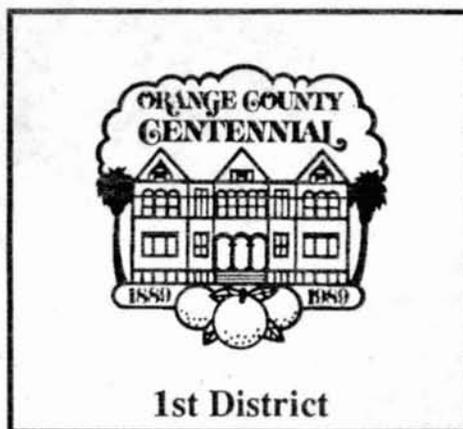
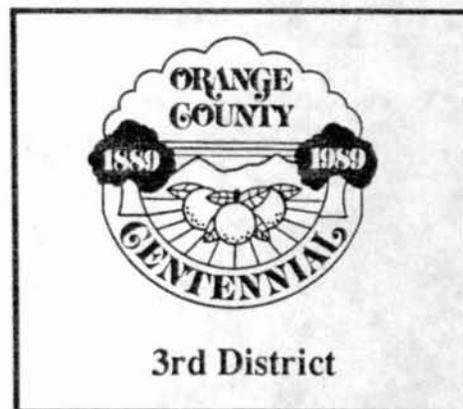
The pins are in demand as Centennial mementos. Whether or not they become collector pieces in the future "depends on the value the individual collector places on them," says Reyes, himself a collector. "Pins are a fairly recent fad and there is no criteria for establishing worth as in coin or stamp collecting." Some of the things people look at are "style, historical significance and quantity."

Ten thousand of each pin have been produced, 4000 of which have been reserved to be packaged and sold as sets...five district pins plus the official Orange County Centennial

pin, according to Helen Lotos, public information officer. "Production costs will be recouped in the selling price," says Lotos, adding that DeSoto Designs contributed all the art work.

The price of a complete set has yet to be determined by the Board of Supervisors. Individual pins are available for \$3 each at the Public Information Office, 10 Civic Center Plaza, 1st floor.

Below are the five commemorative pins available from the county for \$3 each.



Founder's Notebook

"As Orange County's newspaper, we recognize the identity of Orange County as one community and are excited about the benefits of this year-long celebration. And with scholarships for Orange County youth as the legacy of this Centennial, we have a celebration which will bring lasting value to the people of Orange County."

-R. David Threshie, Publisher, The Orange County Register.

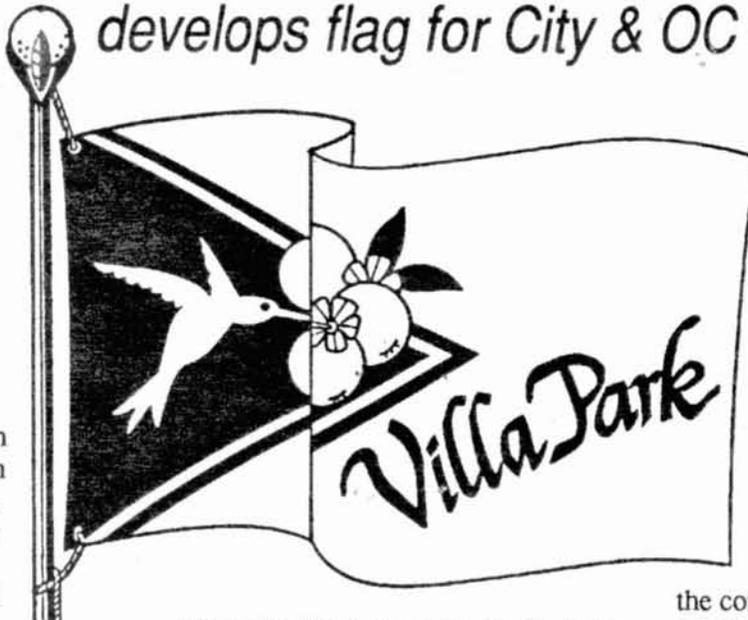
And long may it wave...

Villa Park develops flag for City & OC Centennial

Uh-oh. Villa Park historian Catherine Wells read the letter from Clarice Blamer, Brea Councilwoman and member of the Orange County Centennial Board of Trustees, requesting use of the city flag at Centennial events. Dated April 1, 1987, the letter had been addressed to the mayor and passed on to her. But Villa Park, with a population of only 7000, did not have a flag! Not to worry, Wells had an idea.

At the time, the city had no Centennial project, no "events to latch onto," according to Wells. A flag, she thought, "would be a nice contribution and a good thing for the city as well." The Villa Park City Council agreed and put Wells in charge of the project.

Wells recruited a committee of "artistically inclined" people, all civic-



-minded Villa Park residents. By May '87, they were hard at work developing designs, striving for something original, yet something that was relevant to Villa Park's past or present.

The design that ultimately received council approval shows the city bird and city flower — a hummingbird and

orange blossoms on a field of the softest blue.

"It's not a standard type flag," says Wells, explaining that most state and city flags "have a city seal or a round circle in the middle of a square with some design in the middle."

Wells, who had started this project shortly after being appointed city historian, sent a letter of commendation to committee members, along with a city pin in appreciation of their efforts. "Everyone on

the committee contributed in one way or another, and everyone enjoyed the experience."

Two flags have been produced, one for the Centennial and one for the city. At council meetings, right next to the flags of the U.S., Orange County and the State of California, stands the flag of Villa Park. "It's a real nice feeling," says Wells.

Founder's Notebook

"Since its founding 100 years ago, Orange County has overcome many problems and difficulties and has flourished in the process. This gives us the strength to face the challenges of the '80s and find the solutions that will benefit the entire community. The Centennial is an opportunity for us to invest in the future of Orange County...it's an ongoing commitment of the family and the company."

-Anthony Moiso, President and CEO, Santa Margarita Company.

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