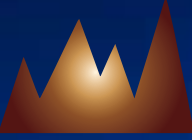


SUMMIT LIFE

VOLUME 11



APRIL 2014

FIELDS MARKET, A FIELD OF DREAMS FOR TWO ENTREPRENEURS



Fields will transport you back from big chain food merchandising to the market of yesteryear. It's a magical experience; a superstore designed to precisely fits the needs of the neighborhood.

Larry LaCom/Summit Life photo.

FIELDS MARKET, A SUPER STORE THAT TAKES YOU BACK IN TIME

From Page 1

Do you remember the days of the old corner market? They knew your name when you came in, whether it was for candy or a package of flour. And if you were short a dollar or two, they'd say "bring it in next time."

Try that at a Kroger store today or even a 7-Eleven and you're likely to find that without credit, you'll have to leave items behind. And decide which items quickly, because others, many others are cueing for your place at the checkout counter.

At the corner of Woodlake Avenue and Saticoy Street, there exists a kind of twilight zone where the old corner market and the modern supermarket have merged. When you first see it, it takes you back in time. The words "Fields Market" are emblazoned on multiple black canvas awnings that extend outward onto a large parking lot. Inside, thousands of grocery items, fine foods, the best meats, and incredible produce crowd the interior aisles. But there are no lines in this 25,000 square-foot super store, no dispirit customers cueing up to do battle. "Hi there," says a lady clerk with bright red hair. "Come on in, the water's fine."

Fields Market is the brainchild of two longtime partners, Bill Rinck and Richard Smith. In 2003 they bought out the old Westhills Market and went to work. "It was nothing more than a big liquor store when we purchased it," explained Bill. "But the store had the bones we wanted in order to turn it into a friendly family run business. Richard and I wanted to take that extra step to get close to our customers; to turn a large, modern store into a customer friendly store that builds long-term relationships."

And to this day, the store continues to do that at a pace that's more out of America's heartland than the rush and glitz of Southern California. In order to accomplish a laid-back approach to fine food merchandising, accommodations had to be made. The store's operation is partly subsidized by the movie industry. About once a month, the market remains open while filming crews move in. Sound trucks and lighting equipment fill the parking lot while television stars fill the store. "You never know who you're going to see," said Bill. Desperate Housewives, CSI, L.A., and Criminal Minds are among



Partner Richard Smith is the last man out of Fields at 9 p.m.



Partner Bill Rinck, opens the market doors at 7 a.m. The store stays open seven days a week.

the many shows filmed there. "Filming buys us the right to be fiercely independent," explained Richard. "No corporate middle-man makes decisions for us."

Also by design, Fields is not only a neighborhood market, but also a neighborhood hub. Dozens of West Hills neighbors get together at Fields on Saturdays and Sundays to share barbecued tri tip and chicken and listen to live musical entertainment. Some of the best musical groups in Southern California perform there. The Latin jazz band Granada Project is scheduled to entertain from 2 p.m. to 5 p.m. on Sunday, April 27.

"Of course, if you want to buy something while you're here on Sunday, we won't mind," explained the partners. "We have something for every taste from gourmet and specialty foods to organic and kosher. And if we don't have it, we'll go that extra mile to get it for you. So come on down, especially you new folks up there at the Summit, come on down and join the fun." ❖

RATTLESNAKE AVOIDANCE TRAINING



Dog Behaviorist Dina Zaphiris is shown in inset photo with Leo, a German Shepherd. In larger photo, Dina teaches Poppy, a Labradoodle, to avoid rattlesnake by making an “arc” around it. Both animals are learning to deal with rattlesnakes for the first time during rattlesnake avoidance class at Dogs Country Ranch. If you hike with your pet in the Santa Susana foothills, we strongly recommend this training.

Larry LaCom/Summit Life photo.

It is reported that poisonous snakes bite approximately 15,000 dogs each year in the U.S. If your dog goes outside, or hikes with you, chances are good that the animal could be bitten. Southern California’s warmer climate is a natural habitat for rattlesnakes that not only populate rural areas but can also be found in urban areas such as parks, rivers, golf courses and backyards.

Dogs have a 20% greater chance than humans of being bitten by poisonous snakes and are about 25% more likely to die if bitten. That’s why we strongly recommend that if you hike with your dog in the area of the Summit or in

NEW SOCIAL WEBSITE FOR SUMMIT RESIDENTS

“He drew a circle that shut me out – Heretic, rebel, a thing to flout. But love and I had the wit to win. We drew a circle and took him in,” Edwin Markham.

That’s exactly what a San Francisco-based company is doing for small Southern California communities like the Summit. Their website, www.nextdoor.com, allows residents to draw a circle around their own geographical communication boundaries in order to build stronger and safer neighborhoods. Don’t be a thing to flout, check it out.

Sage Ranch Park, you check into Rattlesnake Avoidance Training classes. They are taught exclusively at Dogs Country Ranch by Dog Behaviorist Dina Zaphiris.

Dina is certified with the California Rescue Dog Association. She also trains Search and Rescue dogs, and has been classified as a First Responder by the Los Angeles County Outdoor Emergency Services. She is even training one of her own dogs, Django, to find both live and deceased subjects who have gone missing in mountainous wilderness as well as other areas.

Dogs Country Ranch is the only facility that uses baby snakes (the most lethal) and juveniles, and adults as well. “This is essential so that the dog can learn that even LITTLE snakes have HUGE bites,” explained Dina. Other companies use “snake handlers” to train the dogs, which often prevents the dog from using its own sense of sight, smell, and hearing to keep away from an encounter with the rattlesnake.

The three-acre park is located at the Western dead end of Roscoe Boulevard where it intersects with Valley Circle Boulevard. The price for Rattlesnake Avoidance training is \$75 per dog. For more information, email the Ranch at snakeavoid@dinazaphiris.com. Or call Dina at 818-712-6949. ❖

MEET YOUR NEIGHBOR

SUSAN DUNN, A RENAISSANCE WOMAN FROM MID-APPALACHIA

You've heard about Renaissance men. Well, now meet a Renaissance woman. Her name is Susan Dunn.

She's been at the Summit for over a month now while doing standup comedy and acting on television shows and films. She has worked a lot on FX's "Justified" and Showtime's "Shameless" series.

But there's nothing shameless about this Lady. "Unbelievable" is a better word. Let's start at the top. She's a champion woman boxer and has a belt to prove it. However, this is no female Rocky. Susan holds five bachelor degrees and two master's degrees, one in counseling psychology and one in non-profit management. She served as public relations director for the American Red Cross and for FEMA (Federal Emergency Management Agency). She was specifically lauded by the agency for her work during 911. "I guess I was blessed," she said. Eighty percent of my coworkers developed cancer while working at ground zero at the World Trade Center site in NYC."

Susan hails from Middlesboro, Kentucky, home of Lee Majors, the six million-dollar man. "I've never met him personally, but my Mom who was a nurse, knew him because she cared for his mother when she was ill," Susan explained. "He built a football stadium in Middlesboro named *Lee Majors Stadium* and would hang out in Middlesboro once a year while I was growing up. I remember the excitement when he and Farrah Fawcett would come to town," she said.

Susan left Middlesboro after high school, joined the Air Force and was stationed in Texas, North Dakota, and in Libya. After four years of military service, she went on to earn several bachelor's degrees from several institutions including Central New Mexico University, Virginia



Susan Dunn sits under oil painting acquired during her "art period" at central New Mexico's College of Santa Fe.

Larry LaCom/Summit Life photo

Commonwealth University, and another from The College of Santa Fe in central New Mexico. "I always liked learning new things and felt sorry for people who go to school just to land a job. Learning to think is a better skill to possess and in the long run makes a person more successful."

"The College of Santa Fe was my art period," Susan noted, pointing to one of her paintings. "I worked in sculpture, paper pulp, mosaics, and stained glass and met a lot of talented people." Beautiful, unusual paintings adorn the walls of her new home, strategically placed to catch the light. Carol Burnett was part of the college's department of theater where Susan also learned acting and comedic skills. To this day, she still thinks Carol Burnett is one of the best, "She is simply amazing."

"Above all, that's where I learned to think," Susan said. The College of Santa Fe is part of the Roman Catholic order of Saint Francis of Assisi. The instructors were monks

who spent their instructional time getting students to use their minds to analyze problems and come to original conclusions. "The conclusions weren't important to these gentle, quiet, and dedicated men," Susan noted. "But the mental process used to get there was everything."

"So," explains Susan, "I'm always thinking of what to do next. I like to solve problems. Can I figure out a new way to help people with disabilities? Can I restructure an organization to operate more effectively and efficiently? Can I improve my acting techniques, my counseling prowess? Can I paint the sandstone rock formations above the park in a new, definitive way? I'm in my forties now and never married. 'Never met the right person I guess, but I also never worried about it either. I have been free as a bird most of my life, lived in many places, met people from all walks of life, and tried many things. Failure never scared me. But not living an authentic life is truly frightening." ❖

SUMMIT SURVEY

WIN A FREE STEAK AND LOBSTER DINNER FOR TWO

Next month, Summit Life will celebrate the publication of its twelfth consecutive monthly edition. It's being published exclusively for you, our park residents. This month, we've added advertising from nearby businesses. We are very much the product of what happens around us, including the markets where we shop and the eateries where we can enjoy a weekend meal. But our readership feedback has been limited. Are we reaching you? Are we telling you what you need to know to make life easier in the park and in the local community? Here are seven questions that require a yes or no answer. When you've completed the questions, please sign your name and enter your space and telephone numbers. Then clip out the questionnaire and deliver it to our Summit office. The completed questionnaires will be rotated in a drawing on Wednesday, April 30. The lucky winner will receive a \$100 gift certificate for dinner for two at the Outback Restaurant on Devonshire Street in Northridge.

THE SURVEY: What can we include in the newsletter that will make it a more interesting and valuable publication for you and your family?

1. I would like to see more personal columns by resident writers _____yes_____no.
2. I would like to be featured in the Meet Your Neighbor column_____yes_____no.
3. I would be willing to donate my time to write a column for the newsletter_____yes_____no.
4. I would like to see more stories about the history, geography and nature of our area_____yes_____no.
5. I am interested in "How To" and "DIY" (Do It Yourself) articles about home & garden_____yes_____no.
6. I am interested in honest reviews of local businesses that can save me time and money_____yes_____no.
7. I would like to see more recipes in the newsletter_____yes_____no.

Signed by_____Space_____Telephone_____

Other comments_____



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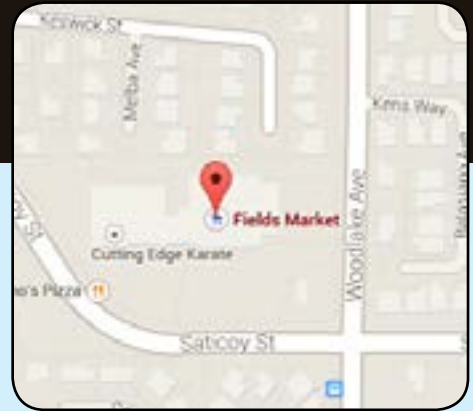
Photography - Larry LaCom

Real estate at the Summit is subject to the Federal Fair Housing Act of 1968 and its amendments.

Please visit us at www.summitmobilecommunity.com.

Fields MARKET

We want Fields not only to be a neighborhood market but also a neighborhood hub. A place where the community can get together.



23221 Saticoy, West Hills
(818) 346-5117



- Fine foods
- Always farm fresh produce
- Quality meats & cheeses
- Bakery fresh breads
- Boar's Head deli meat
- Harris Ranch beef



Welcome to Fields Market! We are your family-friendly local supermarket. We offer our clients personalized service, high quality produce and meats, breads and pastries baked fresh daily on premises. Our commitment to quality and freshness is second to none. We treat you like family, because we are a family owned business! Stop in and say hi to us today, we love to meet and greet our clients personally.

SPECIAL FOR SUMMIT RESIDENTS

Fields MARKET 10% OFF

Field's Market welcomes New Summit Residents with 10% off on purchases of \$25 or more!

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