



# Assistance League National Conference

Monday  
October 20, 2008

Hyatt Regency Century Plaza  
Los Angeles, CA

Volume 2, Number 1

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National Conference

Registration Desk

California Lounge

10 a.m. – 6 p.m.

Credentials Desk

California Lounge

10 a.m. – 6 p.m.

Circle Desk

California Lounge

10:00 a.m. – 4:30 p.m.

Chapter, Vendor Exhibits  
and Book Sales

California Lounge



Hotel Business Center

The Business Center is  
located on the Plaza

Level and is open

Monday through Friday

7:30 a.m. - 7:00 p.m.



Conference Pin

Enjoy the Southern  
California lifestyle by  
purchasing a crystal Palm

Tree conference pin  
today for \$15 at the  
National Conference  
Registration Desk in the  
California Lounge

## Welcome to Century City Los Angeles

**Century City** is a 176-acre commercial and residential district on the west side of the City of Los Angeles. It is bounded by Westwood on the west, Rancho Park on the southwest, Cheviot Hills and Beverlywood on the southeast and the City of Beverly Hills on the northeast.

Century City is an important business center, and many law firms and executives—particularly those with ties to the film, television and music industries—have offices there. Its Westfield-owned shopping mall is one of the major retail centers in Los Angeles.

Once a back lot of 20th Century Fox, which still has its headquarters just to the southwest, the Fox Studios commissioned a master-plan development which was unveiled at a major press event on the "western" back lot in 1957.

In 1961, after Fox suffered a string of expensive flops, culminating in the box-office disaster *Cleopatra*, starring Elizabeth Taylor and Richard Burton, the film studio sold about 180 acres to developer William Zeckendorf and Aluminum Co. of America, also known as Alcoa. The new owners conceived Century City as "a city within a city." In 1963 the first building, Century City Gateway West, was complete, followed the next year by Minoru Yamasaki's Century Plaza Hotel.

The Century Plaza Hotel opened its doors in June 1, 1966, in the Los Angeles district of Century City on a former back lot of 20th Century Fox Studios. Century City was dominated for much of its early history by the Century Plaza Hotel, as it was the highest building on the hill, where the Presidential Suite looked all the way to the Pacific Ocean.

The hotel's ballrooms became the center for numerous high-profile events, including an opening charity gala in 1966 emceed by Bob Hope, who with singer Andy Williams, entertained the likes of Ronald and Nancy Reagan and Walt and Lillian Disney. When Presidents Lyndon Johnson, Richard Nixon, Gerald Ford, Ronald Reagan or George Bush visited Los Angeles, they often stayed at the Century Plaza Hotel in Century City--just a short drive from Beverly Hills. It was even nicknamed "The Western White House" during the Reagan era.

## Conference Etiquette

**Due to the popularity of the sessions, please arrive early, filling the front rows first. Meeting rooms are set with the maximum number of chairs allowed due to fire codes and restrictions set by the hotel. We appreciate your cooperation by not saving seats, giving everyone the opportunity to attend the sessions. The rooms will have a "Session Closed" sign posted when they are at maximum capacity and you will be asked to find another session to attend!**

## Attractions

Westfield Century City  
1 Block

Rodeo Drive  
1 mile

Fox Studios  
1 block

Museum of Tolerance  
1 mile

UCLA/Westwood  
3 miles

Los Angeles County  
Museum of Art  
3.75 miles

Los Angeles Farmers  
Market  
4.25 miles

Getty Museum  
5.75 miles

Hollywood  
6.25 miles

Mann's Chinese Theater  
6.25 miles

Hollywood & Highland  
(entertainment, shopping)  
6.5 miles

Santa Monica beaches  
and pier  
7.5 miles

Griffith Park and  
Observatory  
12 miles

Walt Disney Concert Hall  
12 miles

Disneyland  
38 miles

## Hotel Restaurants & Bars

### Breeze

California cuisine and  
sushi bar

### Lobby Court & Patio

Light fare and classic  
cocktails

### X bar

Indoor/outdoor lounge  
serving gourmet "small  
plates"

**Starbucks®**



## Make a Difference ☺ Get in the Circle

Assistance League volunteers have achieved remarkable results in improving the lives of those in need through innovative and targeted philanthropic programs. Helping members discover their potential to make a difference and empowering them to do so is at the heart of Assistance League's national organization. Our national goal is to equip our member volunteers with the tools and expertise to serve their communities with excellence and put caring and commitment into action!

Did you know you, as a volunteer member of Assistance League, are part of a strong national organization with more than 26,000 volunteer members? Through commitment to hands-on action, Assistance League volunteers touched the lives of over 1.2 million children, seniors, families and others in need over the last year.

Dedicated members of Assistance League invested more than 2.6 million service hours and returned an astounding \$36 million to communities across the United States.

As one of those dedicated members, you have already given your time and spirit in your community, but when you donate to Circle, Assistance League's only national annual fundraiser, you help create the next generation of Assistance League leaders, lay the foundation for our growth and sustain our work across the country.

Your donation helps Assistance League address our most critical educational needs and directly affects the quality of programs in our communities by providing members with quality volunteer education to put caring and commitment into action! **By supporting Circle you are saying, "I believe in Assistance League!"**

Take a moment to imagine how much more effective we can be by working together to ensure that Circle can continue to fund education and training of future generations of extraordinary people who care.

## Growing Stronger Every Day ° Circle Fund Needs Your Support



## Red Star Shopping Circle VIP Event

Red Star Shopping is all new! Exciting new merchandise with great items, including a line of logo wear from Ashworth. Need that special gift for committee members, the Board or yourself--now's your chance! As a Circle VIP member, you will get the very first peek at the new merchandise and enjoy a no-host bar. Event is this evening at 6:00 p.m.–7:30 p.m. in California Showroom B. To join as a VIP, stop by the Circle desk today!