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18

FEB 12 2009

MEMORANDUM

Community Services Department Memo No. 09-170

DATE: JANUARY 27, 2009

TO: MAYOR AND CITY COUNCIL

THRU: W. MARK PENTZ, CITY MANAGER 
MARK M. EYNATTEN, COMMUNITY SERVICES DIRECTOR 

FROM: DAVID E. McDOWELL, ASSISTANT COMMUNITY SERVICES DIRECTOR 

SUBJECT: CELEBRATION PLAZA HONOREE RECOMMENDATIONS

RECOMMENDATION: The Chandler Parks and Recreation Board recommends the approval of the Chandler Service Club as the 2008 Celebration Plaza honoree.

BACKGROUND: The Chandler Service Club organized in January of 1933 has played a pivotal role in the history, growth and quality of life in Chandler. This group provided the leadership, motivation, volunteer service and funding for establishing the Chandler Public Library, Chandler Center for the Arts and the Chandler Regional Hospital. They have also played important roles in supporting the Chandler recreation programs and many other programs vital to life and culture in Chandler.

Celebration Plaza at Tumbleweed Park was established as a way to recognize individuals and groups whose outstanding personal service, leadership, innovation and creativity, have resulted in significant and enduring contributions to the Chandler community. The attached Celebration Plaza recognition criteria were approved by the City Council as a part of the park naming policy in November of 2004. Nominations were accepted through September 30, 2008.

DISCUSSION: Staff received nominations for four individuals and one organization during this year's nomination process. These nominations were forwarded to the Parks and Recreation Board subcommittee for evaluation and recommendation. The subcommittee met and analyzed the nominees, then formulated their recommendations based upon the approved criteria and focused on enduring, significant contributions to Chandler. The subcommittee recommendation was presented to the Parks and Recreation Board at the October 28, 2008 meeting. The board endorsed the recommendation and unanimously voted to recommend City Council approval of the Chandler Service Club for recognition in Celebration Plaza.

The Chandler Service Club differs from many other civic clubs in that it is a “home grown” organization created by eight individuals to meet a need they saw in the community in 1933. The Parks and Recreation Board recommended that the following eight individuals be named on the plaque for their role in the formation of this valuable and enduring Chandler service organization:

Helen Newhouse Handley Pernell

Elizabeth “Betty” Blake

Gladys “Babe” Madison

Frances Marian Johnson Edwards

Pearl Bouton

Louise “Sue” Beer

Eleanore Fogal

E. Josephine Stiles Eikenberry

Attached is the nomination information and the historical information provided on the eight founders of the Chandler Service Club.

PROPOSED MOTION: Move to approve the recommendation from the Chandler Parks and Recreation Board that the Chandler Service Club be recognized with a plaque in Celebration Plaza at Tumbleweed Park.

Attachments

**CITY OF CHANDLER
CELEBRATION PLAZA RECOGNITION CRITERIA**

I. PURPOSE

The City of Chandler wishes to recognize outstanding individuals of sound moral character who give of their time, money, and expertise to make Chandler a better community. This recognition will honor Chandler citizens who have displayed outstanding civic commitment, leadership, public outreach, and service to the city.

II. PROCESS

On an annual basis, the Parks and Recreation Board shall be responsible for recommending names to the City Council of individuals or groups to be recognized in the City's Celebration Plaza located at Tumbleweed Park.

To request that an individual or group be recognized at the City's Celebration Plaza located at Tumbleweed Park, an applicant should submit a written request to the Parks and Recreation Board via the Community Services staff for consideration during that year. Upon receipt of the request/nomination, the following selection procedure will be followed:

- Requests/nominations for recognition in Celebration Plaza are to be presented to the Community Services Department for consideration.
- Community Services Department staff will review the request and submit the item to the Parks and Recreation Board for consideration.
- The Parks and Recreation Board shall appoint a subcommittee that will be responsible for evaluating the request and subsequent recommendation to the full Board.
- The subcommittee shall submit its recommendation in a formal written report for review by the full Board prior to the item being placed on the action agenda.
- The Parks and Recreation Board shall approve or disapprove the recommendations made by the subcommittee.
- The Parks and Recreation Board shall forward their recommendation(s) to the City Council. The City Council may accept the recommendation(s) and shall make a final selection, or return to the Parks and Recreation Board for further review. The Parks and Recreation Board reserves the right not to endorse a request to the City Council.

III. CELEBRATION PLAZA RECOGNITION CRITERIA

Celebration Plaza at Tumbleweed Park will provide space for memorial plaques, which will be provided by the City of Chandler to selected individuals or groups that meet one or more of the following criteria:

1. City of Chandler employees who have died in the line of duty.
2. National, state, and local heroes.

3. Community leaders whose outstanding personal service has resulted in significant and enduring contributions to the community. Support for the recognition should include endorsements by other groups, neighborhoods, or organizations.
4. Individual or group who has made exceptional contributions to the City of Chandler.
5. Work on short or long term projects or activities that have added to the quality of life of Chandler citizens.
6. Demonstrated leadership, innovation and creativity, which have made Chandler a better place to live and work.

At the time a person is either nominated or approved for inclusion in the Celebration Plaza he/she shall not be holding local elected office or be serving on the Parks and Recreation Board.

2511 E. Buena Vista Pl.
Chandler, AZ 85249

August 25, 2008

Chandler Community Services Dept.
Mail Stop 501
P.O. Box 4008
Chandler, AZ 85244-4008

Re: Celebration Place Nomination – Chandler Service Club

Ladies and Gentlemen:

I hereby nominate Chandler Service Club for recognition in Chandler's Celebration Plaza. Chandler Service Club has played a pivotal role in the history, growth and quality of life of the City of Chandler. Many of Chandler's "Pioneer Families" are Life Members of Chandler Service Club. Chandler Service Club provided instrumental leadership, service, funding and motivation for establishing the Chandler Public Library, Chandler Regional Hospital, Chandler Center for the Arts, Chandler Recreation Program and other programs and institutions central to the life and culture of Chandler.

An extremely pared-down summary of Chandler Service Club's extraordinary contributions to the Chandler community is attached. I apologize that the list exceeds the one-page limit specified, but it is important to recognize the depth and breadth of Club's dedication to making and keeping Chandler such a wonderful place to live.

Thank you for your consideration. If you have questions or need additional information, please feel free to contact me by phone at 480-629-5345 or 480-201-7253, or by email at ppoe@poelogan.com.

Sincerely,



Patricia I. Poe

Attachment

Chandler Service Club

Chandler Service Club was organized in January 1933 by eight women of modest means to provide hot lunches for Chandler school children whose parents were victims of the Great Depression. The program was so successful that it soon was extended to provide meals to all the children in the Chandler School District. Those eight generous women cooked meals in their homes, packed up the prepared food, delivered it to the school and served wholesome lunches to hundreds of students every day, five days a week for four years. In 1937, a school cafeteria was built as part of the gymnasium, and Club continued to fund and operate the school lunch program. A school programs representative for the federal food distribution administration reported that Club had done a splendid job through all the years it sponsored the lunchroom, and noted that there were no better lunchroom meals being served in the entire state. The Chandler Schools lunchroom was operated in this manner until 1956 when Club forced the Chandler School District to assume the entire cafeteria responsibility, while Chandler Service Club adopted other projects to benefit the growing community.

Those same eight women who bought the groceries, prepared the food, hauled the meals to school, served the children, cleaned up afterward, then went home to do it again (while cooking, cleaning and looking after their own families during those very hard times) also organized an annual charity ball to raise money to fund the school lunch program. The first Chandler Service Club Charity Ball was held in the spring of 1933, and for decades, people from across Arizona and beyond traveled many, many miles, under far more difficult conditions than today, to the San Marcos Hotel for Chandler Service Club's Annual Charity Ball – the ultimate social event of the year. Chandler Service Club's Annual Charity Ball is the second oldest such event in the State of Arizona. Chandler Service Club's 75th Annual Charity Ball will be held in March 2009.

Among Chandler Service Club's more notable contributions to the Chandler community are:

- While operating the school lunchroom, Chandler Service Club members also canvassed their neighborhoods selling war bonds; led fund drives for Infantile Paralysis, American Red Cross, Arizona Society for Crippled Children, American Cancer Society, March of Dimes, Community Chest and many, many others; donated funds to children in the Maricopa County Tuberculosis Ward; purchased cod liver oil capsules for the Well Baby Clinic in Chandler; sponsored and acted as leaders for a variety of Girl Scout and Boy Scout troops; and were called upon to help plan the Maricopa County Fair and lead the Chandler Chamber of Commerce Christmas Home Decorating Committee.
- During World War II, Club sponsored a Gray Ladies Chapter, and members decorated buildings, fitted out a nursery and furnished food at Williams Air Force Base. Club purchased a piano for the soldiers' recreation center. Members served as hostesses of the dances held at the recreation center on Thursday and Saturday nights and assisted with recreational activities at the Base hospital. They also hosted weekly teas and other events for wives of enlisted men at the Base.
- In 1951, Club provided funds to help build and furnish a Recreational Hall at Arizona Boys Ranch in Queen Creek and provided furnishings, books and magazine subscriptions for each home at the Ranch. Club members adopted boys at the Ranch and provided birthday and Christmas presents for them. In 1952, Club began awarding a yearly

scholarship to Arizona State College in Tempe to a qualified boy from the Ranch. Beginning in 1954, Club also provided free lunches to the boys at the Ranch.

- In 1957, Club started Ear and Eye testing for students at Chandler Junior High School. That service quickly expanded to include all Chandler elementary schools.
- In 1967, Club members helped start a Dental Clinic in Mesa and provided transportation to the clinic for Chandler students in financial need. In 1975, Club members convinced Chandler Dentists to open a similar clinic in Chandler, and Club coordinated that project.
- Chandler Service Club participated in the founding of the Chandler Public Library, and in the late 1970's, Club provided \$30,000 for the purchase of the City's first Bookmobile.
- Club brought the Phoenix Symphony to Chandler for performances and appealed to the City and the School District to jointly build and operate a much needed City Auditorium. As proof of their support, Club committed \$40,000 toward the project, designating that the funds be used for enhancement of the facility. An additional \$5,000 enabled construction of the fountain at the entrance of the Chandler Center for the Arts when it opened in 1989.
- Club members provided leadership for establishing Chandler Regional Hospital, and Club has contributed many of thousands of dollars to equip the hospital and support many of its programs. Club members still regularly deliver "Meals-on-Wheels" throughout each year.
- In 1984, a Shoe and Jacket Project replaced the Dental Clinic. Working through health assistants and administrators at Chandler schools, Club provides shoes and jackets to students who need them.
- Each year at least 50 economically disadvantaged Chandler students are able to participate in band and orchestra because Club pays the costs of their rental instruments.
- Since 1958, Club has awarded hundreds of thousands of dollars in academic scholarships for Chandler-area graduating seniors, as well as for Chandler-area adults returning to college.
- Since 1952, nearly 1,000 Chandler-area high school seniors have completed Chandler Service Club's Flower Girl program, a year-long self-improvement and educational opportunity that includes a mandatory community service project. As a whole, the former Flower Girls have successful careers and continue to be active in their communities and charitable activities.
- In recent years, Chandler Service Club has donated close to a million dollars to community organizations, including I.C.A.N., Chandler Christian Community Center, Chandler/Gilbert YMCA, Chandler Historical Society, Chandler Education Foundation, Catholic Social Services--My Sister's Place, Boys and Girls Clubs and many other local programs that benefit local people, with the overall effect of improving the quality of life for all Chandler residents.
- In 2008, Chandler Service Club committed \$15,000 per year for five years to fund the Vision Screening Room at the new Chandler CARE Center, formerly known as the San Marcos Family Resource Center, which provides free medical, vision and dental care to low-income families in Chandler.



"Patti Poe"
<ppoe@poelogan.com>
10/24/2008 11:27 PM

To <Dave.McDowell@chandleraz.gov>
cc
bcc

Subject Chandler Service Club

History - This message has been replied to and forwarded

Attached is a document that includes the names and a bit of history on each of the eight original founders of the Junior Service Guild, now known as Chandler Service Club. I greatly appreciate that your group is considering recognizing these eight generous soles and Chandler Service Club in Chandler's Celebration Plaza. The intent of the founders was to provide what they could to make the future a little brighter for the children of Chandler schools. Little did they know that more than 75 years later, the members of the organization they started would still be doing what they can to brighten the futures of Chandler students.

Please feel free to call me if you need any additional information.

Patti Poe
Home: 480-629-5345
Cell: 480-201-7253



Supplemental info.doc

Chandler Service Club
(formerly Junior Service Guild
and Junior Service Club)

The following information has been gleaned from the Chandler Historical Museum, public records, old newspapers, old business directories, the Internet and telephone and face-to-face conversations with countless long-time Chandler residents about the original eight founding members of the Junior Service Guild which was formed on January 15, 1933 in the midst of the Great Depression. For the most part, these women were Wives and did not have careers outside the home, so information about the women themselves is not readily available. Moreover, for the most part, these families were of modest means, and during the Great Depression, those means became even more modest. Qualification for membership in the Junior Service Guild included access to a kitchen stove and the willingness to give ones time and efforts to help the children of families in the community who were far less fortunate.

1. **Helen Newhouse Handley Pernell**: Mrs. Pernell was the daughter of **Otho N. Handley** and **Lily M. Handley** who were early real estate brokers in Chandler. Mrs. Pernell was the first president of the Junior Service Guild, and she served as president for the 1948-49 and 1956-57 Club years. Her husband, **W. Earl Pernell, DDS**, was the first dentist in Chandler. He was active in the Arizona State Dental Association and was a Rotarian. Their daughter, **Patricia Pernell Fisher**, was born in 1933 and grew up in the Junior Service Guild. She lives in Tucson and is a Sustaining Member of Chandler Service Club. Although Mrs. Handley, Mrs. Pernell's mother, was never a member of the Junior Service Guild, she was a major inspiration and driving force behind the endeavor.
2. **Elizabeth "Betty" Blake**: Mrs. Blake was Junior Service Guild President for the 1934-35 and 1937-38 Club years. In 1929, her husband, **Edward T. Blake**, was the chief clerk for Arizona Edison Company. At the time of the 1930 Federal Census, he was an accountant for the Freeman ice manufacturing plant located along the railroad tracks on Frye Road. His parents were **Edward M. Blake** and **Mary Otis Blake** who were early farmers in rural Chandler and active in the Chandler Methodist Church.
3. **Gladys "Babe" Madison**: We have no information about Mrs. Madison except that she attended the 1933 meetings of the Junior Service Guild. The early employment records of the San Marcos have been lost, but we believe Mrs. Madison's husband, **Leslie L. Madison**, was the golf pro at the San Marcos Fairways Golf Club. A 1929 directory lists his occupation as "golf instructor", and the 1930 Federal Census lists his occupation as "Professional" and the industry as "Golf Course". Additionally, his brother **Frank Madison** taught at the Phoenix School of Golf, and another brother **Gray Madison** was an early manager of the Ingleside Golf Course in Scottsdale and enjoyed a successful career as a professional golfer and golf course architect. By 1947, Leslie Madison was an

attendant at his father's service station, a salesman for Standard Oil Company and was proprietor of a gas station located at 401 S. Arizona. He later became an assistant purchasing agent for the Arizona State Highway Department. By 1947, he owned **Equipment Sales Co.** on West Washington in Phoenix, selling construction machinery.

8. **E. Josephine Stiles Eikenberry**: Mrs. Eikenberry was a homemaker and a musician. Her husband, **U. Lloyd Eikenberry**, taught at Chandler High School for more than 10 years. Initially, he taught Algebra and Science. As a sign of the times, by 1930, he was teaching all Mathematics and Science, and by 1934, he was teaching Mathematics, Science and Orchestra. Meetings of many organizations in Chandler were treated to duets by Mr. and Mrs. Eikenberry on violin and piano, respectively, as well as orchestral and string quartet performances by Mr. Eikenberry's students. An October 1932 issue of the CHS student newspaper, the "Wolf Howl", contains a class note from Mr. Eikenberry to the effect that he thought his students needed to study more.