

SOUTHERN CALIFORNIA LIFE



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DATE: 7-21-08 MONDAY SCL

TIME: 5:30 – 6:00 P.M. MONDAY THROUGH FRIDAY

TIME: 6:00 – 6:30 A.M. SATURDAY AND SUNDAY

TOPICS COVERED BUT NOT LIMITED TO:

PERTENANT ISSUES AND PROGRAMMING:

OVERVIEW:

A NEW PERSPECTIVE ON THE LOCAL NEWS...

As part of “Make Someone Smile® Week,” a number of Teleflora florists throughout the U.S. will receive flower donations and volunteer their time to create and deliver Bouquets to those in need of a smile. Including, patients in Veteran’s hospitals, Meals-on-Wheels participants, and senior citizens living in assisted living homes. The program ends Saturday, July 26th.

WELL, THIS ISN’T ANYTHING TO SMILE ABOUT..

The average Southern California Edison power bill could go from 85 dollars a month to over 110 dollars. An power rate hike of about 30 percent is reportedly in the cards because of energy fuel costs. More than half of Edison's power is fueled by natural gas ...which has been skyrocketing now that it has been connected to

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the world oil price.

The good news, is the rate hikes would only be paid by people who fail to conserve on their electricity use.

And high energy prices are affecting summer travel. hundreds of flights per day are being cut from LAX. Now comes word that another 400 or so flights per week will be chopped in November by the three big airlines ... American, Delta and United. And more than 12-hundred commuter flights to smaller cities each week are also getting the axe.

There is one new flight added to LAX! Last week we told you about new flights from LAX to Mammoth Lakes. Horizon Air plans to start flying for the winter season in April. However, as you'll learn in this week's spotlight on Mammoth, this mountain town is a year-round destination:

Every week we highlight a different city on our show and today we shine our spotlight on the city of Mammoth Lakes nestled in the Sierras.

Just east of the Sierra Nevada and a stone's throw from Yosemite National Forest lies the city of Mammoth Lakes. Although many think Mammoth Lakes got its name from the woolly mammoths found in the region, but the truth is, it was really part of an early marketing scheme. When gold was found in the 1870s, they named it the Mammoth mining company to give the impression of Mammoth riches. Though no abundance of gold (or Mammoths for that matter) were ever found, the name stuck.

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The original inhabitants of the Mammoth Lakes were the Paiute and Shoshone Native Americans, nomadic people that moved in and out of Mammoth following food and trade-able materials. The first non-native settlers abandoned the area within a few years after failed attempts to mine the region. It wasn't until the 1920s that people started coming to Mammoth again.

Mammoth was and still is a destination for summer activities like hiking, fishing, and riding horses. Today Mammoth gets roughly the same amount of summer and winter visitors every year. And one thing you can marvel at anytime of year is the geological wonders of the area. Located at the summit of Mammoth Mountain, 11,053 in elevation is the newly opened interpretive center. A place where you can learn everything you want to know about the region. And maybe some things you'd rather not hear.

Well even volcanoes can't keep people away from Mammoth. It's a favorite get-a-way for many Southlanders, who love the scenic drive or prefer to fly in to Mammoth airport.

With a full time population of about 71-hundred, modern Mammoth Lakes can hardly be called a big city, but that doesn't stop it from being a booming resort community with dining, lodging, shopping and recreation set to rival Aspen and Vail. As well as the potential location for its own film festival. But as any Mammoth aficionado can tell

you, the third largest ski area in North America will never just be one of the pack.

One of the most appealing things about Mammoth is how it is about to keep it's charm that's attracted people for years while also expanding into one of the west coast's biggest destination spots. This could be one of the reasons Mammoth real estate is in high demand.

In fact 60% of homes in Mammoth are second homes. And if full time ownership is not for you, Mammoth has a variety of rental properties available.

101 Great Escapes is an example of the great agencies that can help you pick the perfect home away from home for your trip to Mammoth.

Not only can you find any property you could possibly want, but the selections at 101 great escapes are among the best Mammoth has to offer.

Every one of their condos is equipped with everything you need to feel at home including high thread count linens, luxurious oversized towels, spa products, and comfy robes. And since all of the great escapes properties are in ideal Mammoth sites such as the village or along the golf course, none of their prices fluctuate based on location. You need only choose your ideal setting.

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Currently, a number of small companies throughout the U.S. do not offer their employees the option to enroll in an IRA (Individual Retirement Account). The Internal Revenue Service (IRS) estimates that 79 million U.S. employees do not have a retirement account through their employers. Congress is considering a proposed bill, "The Automatic IRA Act," which would require certain small businesses to allow eligible employees to participate in a payroll deposit IRA arrangement, also known as an automatic IRA.

C B-DAYS

21: Josh Hartnett (30), Robin Williams (56), Kenneth Starr (62), Ernest Hemingway (109)

With 1.2 million people killed and more than 50 million wounded in traffic accidents every year, road safety is a top priority for Volvo Cars. The company wants to ensure that by 2020 no one is killed or injured in a Volvo:

WEATHER

CALENDAR

A handwritten signature in cursive script, reading "Lawrence P. Lewis". The signature is written in black ink and is positioned below the "CALENDAR" section header.