

Volume XVII Number 12 December 2012

PACIFIC COAST AIR MUSEUM

To promote the acquisition, restoration, safe operation, preservation and display of historic aircraft, preserve aviation history and provide an educational venue for the community

# Welcome the Holidays! Santa Fly-In is December 15

Santa Claus will arrive at the Pacific Coast Air Museum a little early, on December 15! And he's traded in reindeerpower for horsepower, leaving his sleigh back at the North Pole and arriving instead in a special 21st Century sled. Thanks to the folks at REACH Air Medical Services, Santa will be flown to the PCAM Landing Zone by helicopter! After Santa arrives around 10:30 he will set up shop on a stage by the F-15 with his bag of treats and will take requests from all kids. Every child will get a free bag of goodies. While the kids wait to see Santa they can get their faces painted and play in the jumpees.



During a previous visit, the Jolly Old Elf prepares to take requests from young hopefuls as a couple of his Elves stand by for crowd control.

This event is free, the Museum's gift to the community. So you don't have to wait in a really long line we will give every child a numbered ticket. We will use our PA system to call 25 ticket holders at a time to line



Santa and one of his Elfish flight crew

up for Santa. Pick up your ticket in the Gift Shop as you arrive.

Doors open at 10:00 AM.

The Museum will have a selection of food and beverages available for a small charge. This will be similar to the famous Hot Dog Thursday menu, with extra items such as popcorn, hot chocolate, tea and coffee. The Gift Shop will be open for your

shopping pleasure with wonderful gifts for your children or grandchildren, including our new gift certificates (see story on page 8). Admission is free for everyone. Please spread the word to your family, neighbors and friends. Posters and flyers will be available, so pick some up and spread them around.

When: Saturday, December 15, 2010, 10:00 – 4:00
Santa Arrives by Helicopter: Approximately 10:30 AM.
Where: Pacific Coast Air Museum
Cost: FREE!

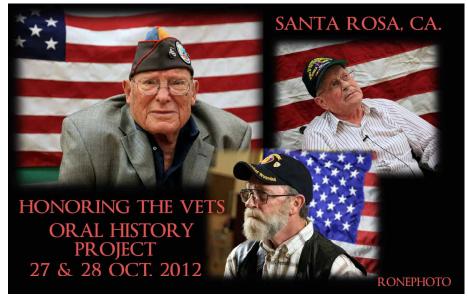
PCAM Gift Certificates Now Available

See Story on Page 8

www.pacificcoastairmuseum.org (707) 575-7900

## The PCAM Oral History Project: A Story that Needs to be Told November Member Meeting Presentation

What would it be like to hear a Revolutionary War militiaman tell us what he experienced at Lexington or Concord? What about a Civil War lieutenant rallying his men at Gettysburg or Shiloh or Antietam? Fortunately, thanks to today's audiovisual technology and the dedicated work of several key volunteers, tomorrow's generations will have the ability to hear such stories as told by servicemen and servicewomen who are still with us today.



(Photo montage courtesy Ron Pearson)

Perhaps the best-kept secret at PCAM has been the Oral History Program (OHP), which PCAM's Barbara Beedon described at our November member meeting. The goal of the OHP is to capture on video the unique stories of aviators and U.S. Military veterans before these heroes and their personal remembrances are lost forever. The story of how it evolved is not unlike many volunteer programs at the Museum.

## How it Got Started

In 2010, Barbara (PCAM Development Director at the time) realized that the special and often amazing sto-

ries told by guest speakers at monthly meetings should be videotaped, and she enlisted videographer Andre Cahill to do that. Through Director Lynn Hunt, she was approached by museum Archivist Mary Jane Brown and museum volunteer Steve Ruesel, who had also been working to develop an Oral History Program, but needed help to get it off the ground. Together, they began to videotape key museum members, beginning with Lynn. Andre would edit the rough tape and create a PCAM introduction. Thus was the Oral History Program born.

The immense value of these archives soon became apparent. There was some frustration that only eleven or twelve recordings of the fascinating veterans and fliers in our midst could be made every year at the meetings, so they instituted an additional interview and recording session each month. Local photographer and friend of the museum Ron Pearson volunteered his studio. In these additional sessions they focused on key PCAM members and other aviators who were referred to them. A copy of each interview was given to PCAM for safekeeping.

## Veterans History Project at the Library of Congress

At about the same time, Barbara and Andre started thinking about the Veterans History Project (VHP) at the

## PCAM Oral History Project, continued:

Library of Congress (http://www.loc.gov/vets/). It seemed to be a perfect match for the PCAM Oral History Project, and Barbara contacted U.S. Congresswoman Lynn Woolsey's office. Enter Jennifer Dawes, one of Congresswoman Woolsey's local Aides, who was recording veterans for the VHP. Her focus was on World War II veterans, because they represented the most aged group and the one from which we are sadly losing

increasing numbers every year. Because of Woolsey's outreach efforts, her list also included many veterans from the Korean War, Vietnam War, Cold War, Gulf War, and other eras.

It should be mentioned that, though the PCAM OHP continues to focus primarily on aviation and aviators (both military and non-military), it also works closely with the Veterans History Project to interview veterans of all ranks, experience, specialty, and branches of the military.

The program started doing two tapings per month at Ron's studio – one with PCAM volunteers in the lead, the other with Lynn Woolsey's staff and volunteers. Working together, every interview with a veteran is now also captured according to uni-



Jennifer Dawes of Congresswoman Lynn Woolsey's office interviews a Veteran at the Oral History marathon, October 2012.

form guidelines, edited appropriately, and archived with the Library of Congress. An additional copy is put on file at the Museum. With Lynn Woolsey's impending retirement, the team is already reaching out to Congressmen Mike Thompson and Jared Huffman to maintain our relationship with the Library of Congress.

#### **October Marathon Captures 58 Interviews**

As related in the November issue of the Straight Scoop, in October 2012 the OHP Team held an Oral History Program "Marathon" in which 58 veterans were interviewed and recorded over the course of two days. This gave the team an opportunity to catch up with the long list of veterans they had compiled. The marathon took place at the Santa Rosa Veterans Building through the generous assistance of two hardworking people: Brooke McKusick, head of Redwood Empire Chapter 223, Vietnam Veterans of America and Jeff Mikalson of United Camps, Conferences and Retreats which runs the Veterans Memorial Buildings. Brooke was also an early program participant. A mention in Chris Smith's column in the Santa Rosa Press Democrat and lots of word-of-mouth promotion brought in almost more veterans than our facilities could handle! None of it could have been done without the volunteer efforts of several interviewers, administrators, and professional videographers. In one weekend they obtained two-and-a-half years' worth of interviews.

Continued on next page

## PCAM Oral History Project, concluded

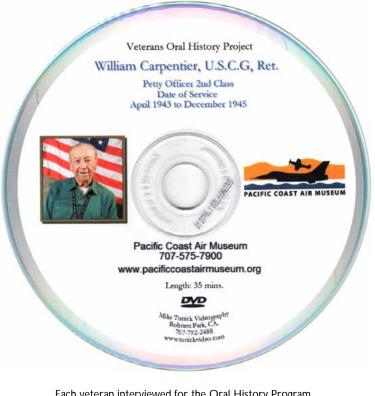
Where are all these recordings and how can we see them? It's not practical for most of us to take a jaunt to the Library of Congress Reading Room to watch a video recording. Some but not all of the VHP recordings are available online. Fortunately, the relative ease of creating, archiving, and accessing digital video makes it very practical to eventually post them to the PCAM website. Plans have being discussed to do just this, but resources are scarce and it may be some time before you can do a search on "Huey bail-out" or "AC-119"

or "Korean War" to find the interview you wish to view. For now, the recordings are being held at the museum, pending the go-ahead to create an accessible website archive.

## Stories that Need to be Told

Many veterans come forth on their own to volunteer their accounts. Others are brought in by their grown children or grandchildren. Too many of us remember the stories – now lost – told by our parents or grandparents, and wish they could be retrieved. Some veterans are reluctant; the tales they tell are often wrenching, hair-raising, or despairing, and others are humorous, shot through with colorful anecdotes or outright blarney. They all need to be remembered. It is a relief to know that those we succeed in capturing – tales of events that shaped individual lives and the history of nations – will not be forgotten.

The stories of all United States veterans deserve to be told, and the program will attempt to capture as many as it can. And, going back to its roots, the Oral History Program is still committed to pre-



Each veteran interviewed for the Oral History Program receives a CD of the recording.

serving the early stories of the Air Museum, and is actively seeking out the aviation enthusiasts who "partied on the hill" to create the family we are today.

## We Want to Hear Your Story

If you or a loved one has a story to tell we enthusiastically invite you to share it. If you are a veteran, you may call Congresswoman Lynn Woolsey's office at 707-542-7182 until December 30 to be added to their list. (This newsletter will post information about which office to go through after that.) You may also contact the Museum at 575-5900 to leave a message for the Oral History Program volunteers. They will need the name of the aviator or veteran you wish to have recorded, your relationship to them, and contact information. If a veteran, please also tell us the conflict he or she was involved in. Someone will get back to you as soon as possible, and once you are on the list, you will also be notified of the next Marathon as soon as it is scheduled.

Thank you for your interest, and we thank all veterans for their service.

# Planned Giving and the Heritage Society:

# Future Gifts that Enrich PCAM and the Community

This is the time of year when many people think about sharing – giving some of their wealth to others to help improve their community. We'd like to introduce you to two little-known ways that many people have contributed to the Pacific Coast Air Museum: Planned Giving and the Heritage Society.

Many of our members, local veterans, and the community at large have made commitments to provide significant future support without dipping into financial resources now. Gifts like this help ensure that our programs and activities will continue to educate and enrich the community for many years to come.

## Planned Giving: Scheduling a Future Donation

Planned giving allows you to share in the future of the museum with a gift that is deferred to a later date. The advantage of many future gifts is that they can be structured so you can make a more significant gift than you may think, while providing yourself with a potential financial benefit now. You can specify gifts of cash, vehicles, real estate, or other property to be transferred to PCAM at a specified future date.

## Heritage Society: Donating Through Your Estate

The PCAM Heritage Society honors those who have made a commitment to support the museum through a gift of any size through their estate. So far we have twelve Heritage Society members that we know of, plus one anonymous donor. Gifts range from cash to aircraft, and one person has donated real estate.

To become a member of the Heritage Society, you simply need to inform us that you have remembered PCAM in your will or trust with a bequest of any size. Gifts of life insurance or other deferred gifts will also qualify you as a member. You don't have to disclose the amount of your gift and you may remain anonymous. If you don't have a will we can help you find a qualified advisor. If you already have a will, and would like to include PCAM, your attorney can prepare a simple codicil to add the museum as a beneficiary.

Heritage Society members are honored in several ways:

- They receive a specially chosen gift and pin.
- They are invited to an annual reception or luncheon.
- They are listed in the year-end newsletter and other PCAM publications, if they choose.
- Their name will be placed on our Heritage Society Wall of Honor in our new facility when it is built.

## How to Participate

Whether driven by the holiday spirit or by down-to-earth year-end tax issues, your future gift to the nonprofit Pacific Coast Air Museum will be deeply welcomed, and will help us ensure PCAM's continued wellbeing and growth. If you would like to discuss your wishes regarding some type of future contribution, we would be very pleased to hear from you. Please contact:

Barbara Beedon 707- 695 - 3683 bbeedon@sonic.net

# Introducing PCAM Flight Operations Division

## By Lynn Hunt

You may have heard some rumors floating around the museum lately about the donation of some flying aircraft. Starting with this issue of the Straight Scoop I will attempt to write a monthly article intended to keep the masses informed about the new Flight Operations Division, dispel any vicious rumors, and reach out for help from time to time. Everything is in the early, formative stages, options are being considered, budgets are being researched and the organization is just beginning to develop. We all can expect change during this time and there is no such thing as a bad idea. So, here is what is going on.

## T-28C

For years the museum staff has been working diligently on the restoration of the museum's T-28C to flying condition. We've been very active with this project and the progress is substantial. The quality of work being done by this team is thorough and of the highest quality standards. Every member of the restoration team is proud of what they have accomplished. They will also tell you that such a project takes time and money. At their current rate it won't be long before the engine will be running and the aircraft is ready to be flown. It is also important to state that nothing related to future aircraft acquisitions should have any effect on the T-28 progress. All volunteer



The museum's T-28C Trojan is headed back to the skies with the help of a dedicated crew of volunteers.

and financial support required for future acquisitions will be in addition to the current T-28 project.



The Wright Cyclone gleams on the T-28's engine mount. The day is approaching when it will power this plane for its first flight in years.

## Organization

While it is still early in the developmental stages it seems that Flight Operations will consist of at least four departments: Aircraft Maintenance, Training, Operations and Fundraising.

## Aircraft Maintenance

Aircraft Maintenance will be responsible for establishing maintenance procedures and schedules for each aircraft. Aircraft Maintenance staff will be responsible for all inspections and for monitoring the continued airworthiness of the aircraft. They will also maintain an inventory of special tools and spare parts necessary to ensure acceptable uptimes for each aircraft. They will create a maintenance schedule to ensure properly shared resources and to ensure that the operations schedule can be met.

## Training

The Training Department will provide necessary training and certification for pilots and maintenance personnel. They will maintain training

## Introducing PCAM Flight Operations Division, concluded:

records and will produce a training schedule designed to ensure that adequately trained personnel are available to meet the demands of the Operations Department. The Training Department will also monitor records and ensure that annual personnel recertification requirements are met.

#### **Operations**

The Operations Department will work closely with museum staff and event planners to ensure that the museum's needs for flight operations are met. They will develop and maintain an event calendar that will track the need for aircraft availability. They will communicate directly with the Maintenance Department and the Training Department to ensure that the necessary personnel are available and scheduled.



Don Davis, aircraft mechanic extraordinaire, re-works some of the riveting on PCAM's T-28C.

#### Fundraising

Flying aircraft cost money. It is imperative that for the time being, Flight Operations should generate all the funds it requires and not dip into funding for the rest of the museum. Greater demand for money will undoubtedly arise once we begin flying the aircraft. Initially we require less money and more volunteer time but there is every reason to begin assembling a fundraising team now. In time there is a likelihood that this activity will be folded back into the general fundraising activities for the museum but for now at least, our financial needs will be an addition.

## Why We Fly

Lastly, I thought I would share with you some of the wisdom that is emerging from your board of directors regarding the operation of museum aircraft. There are only two reasons why any museum aircraft might fly. The first involves training for both the pilots and maintenance personnel. These flights will be scheduled and approved ahead of time. For multi-place aircraft all seats in the aircraft will be occupied for training purposes during these flights. The second involves museumauthorized flights which involve such things as Veteran's Day overflights, Memorial Day overflights, parades, civic events, air shows, VIP rides, specified fundraising events, and other

events so stipulated by the museum that will help promote the museum and its endeavors. These aircraft will only be utilized in a way which gives something back to the museum and the community that supports it.

#### Help Wanted

Pulling this off will take some effort. I have no doubt that from within our midst, an army of talented volunteers will emerge as it usually does. Well, maybe not an army but a good team of people is what we need to help in a variety of capacities. If some of this sounds intriguing and you want to learn more about it, shoot me an e-mail at <u>aero7550@sonic.net</u> and I will gladly respond. Unless I miss my guess, we will have a groundswell of enthusiasm and excitement over this new development and I expect several of you might choose to get involved.

# Holiday Party & Potluck

Mark your calendars for the Holiday Party on Wednesday, December 19! This takes the place of our usual monthly member meeting but it's at the usual time and place: 7:00 pm at Mesa Beverages at 3200 N. Laughlin Road in Santa Rosa.

In addition to a potluck holiday feast, several special awards will be presented including Volunteer of the Year and the annual Presidential Award. The results of the Board of Directors election will also be announced that night; ballots are due by 7:00 pm that evening.

There will also be a special announcement: the new Director of Museum Operations will be introduced.

## **Potluck Guidelines**

We are asking you to bring a dish determined by the first letter of your last name:

- A F Appetizer
- G L Salad
- M R Main Dish
- S Z Dessert

Please bring a serving utensil for your dish: spoon, fork, pie server, or other as appropriate.

Beverages, paper goods and cutlery will be provided.

If you have a special dish you enjoy sharing, you are encouraged to bring it if you like. However, please bring it <u>in addition to</u> the dish determined by your last name, as described above.

As usual, we will have full access to the kitchen so you can refrigerate or heat your dishes. However, if at all possible please bring hot dishes already hot as there is not a lot of room in the oven. There will also be dish soap and dishtowels if you want to wash your dish before leaving.

If you have questions please call Diana at 707-578-6883.

# Gift Certificates Now Available

Got a young relative who immediately heads for the toy planes and ignores the real ones? Know someone who might like a shirt but is sensitive about getting the wrong size? We have just the thing!

PCAM gift certificates are now available in the gift shop, and can be used for merchandise, museum admission, classes, and anything else the museum sells. They're the perfect gift with the holidays coming up.

## **New Members**

Arvid Sorum – Santa Rosa Phil Johannes – Sonoma Albert Markarian – Guerneville Tom Clark – Penngrove Dean & Maureen Singleton –Sebastopol



P-517A-10 Heritage Flight passes of P-40 Warhawk on static display.

# Folding the Rotor Blades for the Winter

#### By Ron Stout

A group of volunteers recently got together to fold the rotor blades on our H-34 Chocktaw helicopter. This was the culmination of many years of work on this aircraft. Lynn Hunt donated it many years ago but the rotor head had gotten lost someplace in the shuffle. Eventually, we were able to find another transmission with rotor head attached. About a year ago we were able to locate a set of mil-spec blades and after 6 months of correspondence, they finally arrived. Bob Gutteridge and Mary Lavezzoli spent a lot of time painting the blades and we were able to trade the use of our F-16 for a set of mounting pins. All were mounted before the Air Show. And now we can properly fold the blades for the winter.

From left to right: Michael Elliot-Jones, Bob Gutteridge, Ron Stout, Bob DeBiasio, Bob Stratos (Crew Chief), Quincy Zlotnick, Tom Clark, and Gary Casassa. Not pictured is Mary Lavezzoli, photographer and H-34 Crew Member.



(Photos courtesy Michael Elliot-Jones)

# **Cub Scouts Visit PCAM**

On the afternoon of Sunday November 4, Cub Scouts Pack 84 visited PCAM for a special tour. The group included about 35 Cubs and 17 adults. They held an opening ceremony and awards presentation on our patio before breaking into groups for museum tours.

PCAM thanks Pack 84 Cub Scouts Committee Chair Michele Sutton for contacting us and helping arrange this very special visit.



# It's Official! Street Named in Honor of PCAM

As reported last month, the short street immediately in front of the museum has been named by the city as "Air Museum Way." New street signs were recently installed. In addition, the intersection is now a three-way stop so watch out for that next time you drop by the museum.

We'd like to thank recently-retired Executive Director Dave Pinsky and others for working with the city over the past few years to make this happen.

The museum's new address is...

#### One Air Museum Way Santa Rosa, CA 95403

This is just one more indication of our growth and the importance of our museum to the community.



# Exciting Changes to PCAM Organizational Structure

As discussed at recent member meetings, PCAM is restructuring its management organization to support our continual growth and exciting new projects. The revised PCAM organizational chart is presented for you on the next page.

Most notably, at its meeting on November 27, the PCAM Board of Directors approved the creation of a sixth division: the Flight Operations Division. Lynn Hunt was appointed to head this new division, which is described in the article on pages 6-7 of this issue of the Straight Scoop. The Flight Operations Division will be responsible for the museum's T-28C which is currently under restoration to flying condition. If the museum should acquire any additional flying aircraft they also will be part of the Flight Operations Division. Note that with the return of our T-28C to the air, PCAM will be one of very few U.S. air museums that have operational aircraft.

This is a very exciting time for all of us.

The position of Air Show Director is now open. Lynn Hunt and the Board will be moving quickly to fill this very important position.

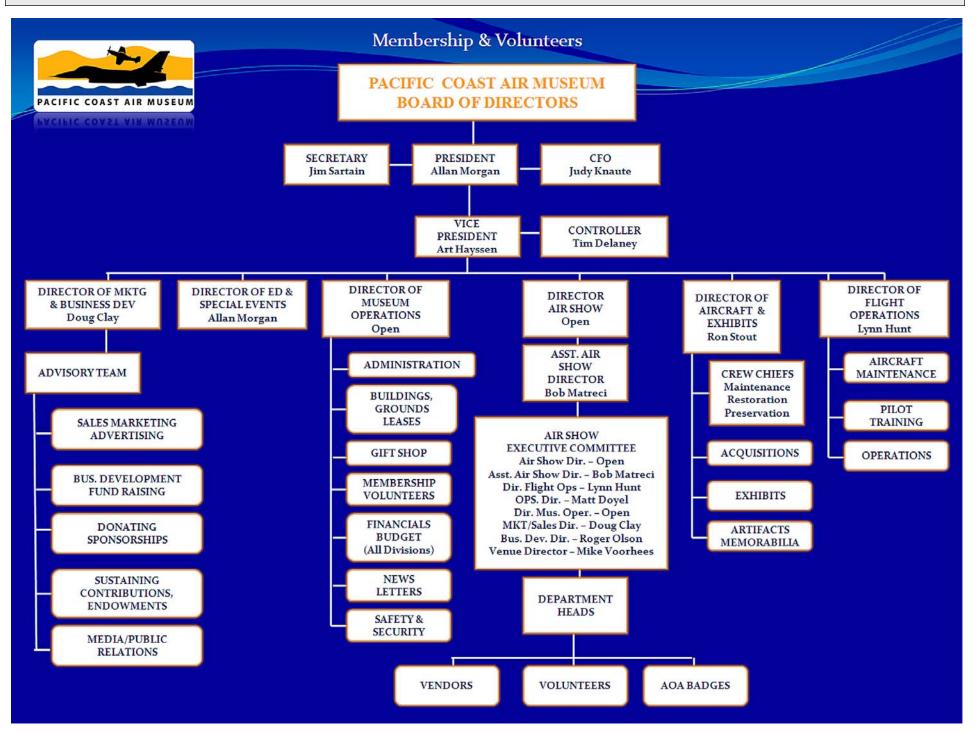
If you have any questions regarding this, please contact Lynn Hunt or Jim Sartain.

# Get Well Soon

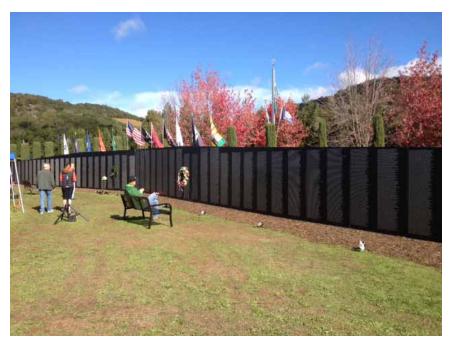
The leadership, volunteers, and members of the Pacific Coast Air Museum would like to offer best wishes for a speedy recovery to

## Kathleen Palmer

our dedicated webmaster and marketing service provider at Sonoma Connection. Kathleen, you are in the thoughts and prayers of all of us.



# PCAM Helps Salute Vets at Traveling Vietnam Wall in Sonoma



The Traveling Vietnam Wall is an 80% replica of the Vietnam Veterans Memorial in Washington DC, containing all 58,000+ names on the original.

On November 7 through 11, the Traveling Wall was in Sonoma as part of the Cost of Freedom Tribute put on by VFW Post 1943. PCAM had the honor of providing our Huey helicopter for display.

The centerpiece of this Veterans' Day tribute was the Traveling Wall, an 80% reproduction of the Vietnam Veterans Memorial in Washington D.C. The Traveling Wall is 360 feet long, constructed of black anodized aluminum panels, and is etched with over 58,000 names of American Vietnam casualties. The Traveling Wall is moved from one part of the country to another so it can reach veterans and their families who might not otherwise get a chance to go to Washington to see the actual Vietnam Veterans Memorial. The Wall has visited hundreds of

locations throughout the country. It was set up at the Sonoma Valley Veterans Memorial Building.

Paul Ricci, PCAM's Huey crew chief, coordinated this project. He and others had to go to some length to find an appropriate trailer on which to move the Huey, but their diligence paid off. Several other PCAM members volunteered to staff our display

during the run of the event.

The overall goal of the event was to honor World War II, Korean, Vietnam, Afghanistan and Iraq veterans. There was a military flyover, placement of wreaths, military and former-military guest speakers, and an acknowledgement of firefighters and law enforcement officers. Veterans Affairs representatives were on hand for the convenience of veterans and their families.

The Huey was a popular display, and was the catalyst for many conversations and stories. PCAM was very pleased at this opportunity to contribute to such an event.



The museum's Huey was a suiting addition to this tribute to Veterans of Vietnam and other conflicts.

## The Pacific Coast Air Museum

**Location:** At the Charles M. Schulz-Sonoma County Airport, North of Santa Rosa, West of Highway 101, at One Air Museum Way, off North Laughlin Road at Becker Blvd.

**Hours:** Tuesday, Thursday, Saturday and Sunday. 10:00am—4:00pm.

"Climb Aboard": A selected aircraft is available to "Climb Aboard" the third weekend of each month (weather permitting). Please visit our web site at www.pacificcoastairmuseum.org or call 707-575-7900 for details or further Information.

**Member Meetings:** Normally held on the third Wednesday of each month, 7:00 pm at Mesa Beverage Company, Inc. 3200 N. Laughlin Road, Santa Rosa, CA

#### "Straight Scoop"

The museum newsletter, "Straight Scoop" is published monthly and is available online on the museum's web site. Members are highly encouraged to submit articles for possible publication. The deadline is the 26th of the month prior to publication. All articles in the newsletter are covered by copyright. If you wish to submit articles or use any of the content, please contact: Peter Loughlin, Editor, in care of the Pacific Coast Air Museum, One Air Museum Way., Santa Rosa, CA 95403, pcam-news@loughlinmarketing.com, 707-575-7900.

#### Membership Renewals:

\$30 per year individual; \$45 per year for families. Send renewals to the museum, address below.

#### Address Corrections: Please send to:

Pacific Coast Air Museum One Air Museum Way Santa Rosa, CA 95403

Please visit our web site at <u>www.pacificcoastairmuseum.org</u> or call 707-575-7900 for details or further Information.

## **Board of Directors**

Glenn Barrett 707-479-5209 Steve Herrington 707-575-7900 Bill Green 707-538-2843 Art Hayssen 707-321-2040 Tom Chauncy 707-542-3529 Allan Morgan 707-575-7520 Jim Sartain 707-528-1400 Lynn Hunt 707-235-2552 Kristina Keck 707-583-7911

## Officers

President Allan Morgan 707-575-7520

Vice President Art Hayssen 707-321-2040

Secretary Jim Sartain 707-528-1400

**Controller** Tim Delaney 707-542-1110

Chief Financial Officer Judy Knaute 707-545-7447

Director of Museum Operations - This position is currently open -

Director of Marketing & Business Development Doug Clay 925-736-7962

Director of Aircraft & Exhibits Ron Stout 707-327-8199

Air Show Director Lynn Hunt 707-235-2552

Director of Education & Special Events Allan Morgan 707-575-7520

#### Valuable Assets

Administrative Assistant & Facilities Manager Duane Coppock 707-546-4388

> Aircraft Acquisitions Jim Cook 707-575-6944

Educational Tour Coordinator Allan Morgan 707-575-7520

> Exhibits Coordinator Mary Jane Brown 707-566-9032

Gift Shop Manager Bob Conz 707-575-7900

Guest Speaker Coordinator Charley Taylor 707-665-0421

Business Marketing Director Roger Olson 707-396-3425

> Membership Chair Kathy Kumpula 707-544-4311

Membership Records Mike George 707-575-7900

Planned Giving Coordinator Barbara Beedon 707-695-3683

> Volunteer Chair Norma Nation 707-525-9845

Volunteer Coordinator Position Vacant

Volunteer Coordinator /Air Show Bruce Tinkham 707-887-7822 707-486-8964

> Newsletter Editor Peter Loughlin 707-704-6498

Web Administrator Allan Morgan 707-575-7520



PACIFIC COAST AIR MUSEUM

Santa Fly-In December 15 10:00 a.m. to 4:00 p.m. Free to the public! Goodie bags for the kids! See story on front page!

No Climb-Aboard in December

## **REMEMBER THESE DATES**

Wednesday, December 12	8:30 a.m.	Board of Directors Meeting at the Museum
Wednesday, December 19	7:00 p.m.	Holiday Potluck Party at Mesa Beverage — see page 8

PACIFIC COAST AIR MUSEUM One Air Museum Way Santa Rosa, Ca 95403