

Fernando Award Foundation, Inc.

Honoring Community Volunteers Since 1959

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FOR IMMEDIATE RELEASE

Fernando Award Selects Five Finalists for 2007 Honor Annual Award Given For Civic Accomplishment and Volunteerism



Photo Caption:

(L to R): Gloria Pollack, Herman Berman, Pauline Tallent, Jill Banks Barad and Mel Kohn are the five finalists for the 49th Annual Fernando Award given for civic accomplishment and a lifetime of volunteerism in the community.

(Woodland Hills) - - The Fernando Award, the highest award for volunteerism and civic accomplishment in the San Fernando Valley, kicked off its annual recognition process with a luncheon to honor this year's 11 nominees. The 49th Jesse F. McHam Fernando Nomination Luncheon was held on Thursday, June 14th, at the Hilton Woodland Hills.

From eleven nominees, five finalists were selected. All of the nominees have spent a lifetime volunteering in the community with many organizations and have devoted themselves to civic involvement and accomplishment.

The five finalists are:

- **Jill Banks Barad** – A recognized civic leader and volunteer for over 30 years, Jill was the founder and chair of the Valley Alliance of Neighborhood Councils, an organization of 30 councils. She founded the Sherman Oaks Neighborhood Council. A leader in the fight against cancer, she was sponsor and team leader for the Revlon Walk/Run and chaired the Valley's first "Relay for Life" in 2001. She is a 17-year director of VICA, a past treasurer of the Sherman Oaks Chamber, and chaired Mayor Tom Bradley's Advisory Committee on Education. She founded The Open School, the first magnet school of LAUSD. As Vice

President of the Executives, a support group for the LA Jewish Home for the Aging, she chaired the Circle of Life dinners and dinners for the Valley Interfaith Council.

- **Herman Berman** – Now 86 years young, Herman has volunteered in all types of charities and civic causes since he was 14 years old. He collected money for victims of the Spanish Civil War, helped destitute, homebound and homeless people, and started the “Bagel Brigade” by contacting bagel shops to donate day-old bagels, rolls and pastries which he helped deliver to over 150 schools, churches, temples, homes for the mentally retarded, seniors, drug rehabilitation centers and rescue missions. Now retired, he collects old cell phones, which he turns into dollars to buy cereal for poor school children and families in need.
- **Mel Kohn** – Mel served as the President of the Business Tax advisory committee of Los Angeles. Appointed by two of LA’s past mayors, Mel led the fight to exempt 60% of all Angelenos from paying the city’s gross receipts tax and reduced the tax rates and categories for the rest of the business community. He has been named as one of the six small business advocates of the year by the California Chamber for his efforts to pass the truth in bonding bill. He serves as California chair of the Insurance and Benefits Committee of the State’s Society of CPAs. As a director of VICA, he has been chair of the local issues committee and chaired the Valley Economic Development Center. He is a member of the Advisory Committee of the CSUN Economic Research Center and founded the Pacoima Development Federal Credit Union. He helped audit the city and county’s FILM LA organization. An accountant by trade, he has also taught fifth grade students about money, budgeting and saving.
- **Gloria Pollack** – Immediate past president of the Fernando Award, Gloria has volunteered in the community for the past 40 years. She serves as Secretary for ONE Generation, delivered meals on wheels, participated in the SHARE program helping the homebound, and is active in many Chambers, including Canoga Park/West Hills, Chatsworth, Encino, Granada Hills, Northridge and Winnetka. A member and officer of the West Hills Hospital Board, she also was president of the Pierce College Board of Trustees. A former teacher, she serves on the Economic Alliance Board and the Executive Board of the United Chambers. She assists the Valley Symphony, VICA, Unite for Diabetes, the Valley Cultural Center, PALS, the Mission, Telesis Community Non-Profit Trust and the Revlon Walk for Breast Cancer.
- **Pauline Tallent** – For the past 50 years, Pauline has been an organizer, collector, donor and “mover and shaker” in the U.S. Marines for Toys and Tots campaign. She is president of the Winnetka Chamber of Commerce, a board member of the Economic Alliance, first woman member of the San Fernando Rotary Club. She serves on the Board of Directors and the Finance Committee of the Valley Village, serving the developmentally disabled. She serves on Valley Vote, is a director of the Southland Regional Association of Realtors and secretary/treasurer of the Winnetka

Community Foundation. She chaired the planning committee for the 12th councilmanic district as the advisory committee of the 3rd councilmanic district of the City of Los Angeles. She helped establish the Winnetka Community Foundation, which sends deserving 5th graders to summer camp and identifies high school graduates going into the armed forces and provides them with phone cards so they can communicate with their families while in basic training. She has received many awards over the years for her efforts with Toys for Tots and for civic and charitable work.

The five finalists will be honored at the Fernando Award Announcement Dinner to be held on September 7, 2007 at the Warner Center Marriott, Woodland Hills. At the conclusion of the evening, the recipient of the 2007 Fernando Award will be announced.

For more information about the Fernando Award Foundation, Inc. please look at the website: www.fernandoawards.org or phone: (818) 716-2781.

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