

**ES
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East Sac Baby Boomers News

Paying it Forward and Having Fun

www.EastSacBabyBoomers.com

Spring 2017

ESBB P.O. Box 191342
Sacramento, CA 95819-1342

**ES
BB**

**CONCERTS
FOR LIFE**

SERIES

www.EastSacBabyBoomers.com

Spring Fever

Featuring



**LYDIA PENSE
AND**

COLD BLOOD

HARLOW'S
RESTAURANT & NIGHTCLUB

2708 J Street

Proceeds Benefiting
Road To Recovery Program

\$20 Advance

\$25 At the door



Saturday, May 6th

3-6 pm

ESBB: Paying It Forward

It all began several years ago with a small group of longtime East Sac friends meeting up once a month for lunch. They would gather at various local haunts to enjoy each other's company, share a bit of what's going on in their busy lives and maybe talk a little gossip.

But as the months rolled by their conversations increasingly shifted toward deeper subjects. One member of the group may have recently attended a benefit event or another offered services to a charitable organization. Perhaps one of the friends spoke of being touched by a simple act of kindness.

Eventually their conversations addressed the possibility of creating their own charitable organization, one that would utilize the experiences, skills and resources which each member could bring to the table. The old friends were willing to give it a try and the concept of the East Sac Baby Boomers was born.

In July of 2015 the East Sac Baby Boomers (ESBB) incorporated, becoming a California 501(c)(3) Public Benefit Corporation, ready to take its first step toward a mission goal of helping charities and individuals on a local level

In order to introduce itself to the community, share events and more, ESBB created a web site, **EastSacBabyBoomers.com** along with a Facebook page @ **facebook.com/esbb2015**. The response was immediate and encouraging. ESBB offered memberships in the organization and within days recruited over 100 members. ESBB Facebook pages were shared as FB friends posted old photos, images of memorabilia, and waxed nostalgic.

ESBB staged its first Meet & Greet late in 2015 at Chargin's Bar and Grille, located in East Sac on J Street. It was expected to be a small affair but the response was surprising. The place was packed. "Old friendships were renewed while new friendships were made."

The crowd was diverse and reflected a variety of ages, professions and interests. Everyone in attendance had one thing in common: East Sac.

Connections to East Sac may have been the school one had attended or where one currently or had previously resided. Maybe a friend or family member still lived in East Sac or perhaps one simply liked East Sac. Any connection was fine. All were welcome.

After vetting numerous charitable organizations ESBB decided to partner with the American Cancer Society (ACS) and dedicate 2016 to raising funds for the ACS Road To Recovery (RTR) Program. RTR provides local cancer patients with transportation to and from treatments. The program seemed a good fit for ESBB, especially because it benefited people on a local level. Plus, cancer is a disease that in one way or another affected most every member of our community. The ACS vetted ESBB and found the organization to be suitable for its affiliation and worthy of its logo.

2016 was a busy year for ESBB. It hosted several more Meet & Greets, in addition to sponsoring *TAKE ME OUT TO THE BALLGAME*, a Sacramento River Cats baseball outing; a golf tournament and even a karaoke night. Its two big fundraisers were the Spring Music Benefit Concert featuring East Sacramento's own THE COUNT and Blue Xmas, starring Rick Estrin and the Nightcats. Opening for the Nightcats was the Sacramento Blues Revue. Both music benefit events were staged at Sacramento's Torch Club.

Funds raised in 2016 through these activities exceeded ESBB's pledge of \$10,000 to the American Cancer Society's Road To Recovery program.

Today, awareness of ESBB continues to grow. ESBB has become a viable and affective organization operating within the East Sac community. And there is much more to come in 2017.



President's Message: Rick von Geldern

Welcome to ESBB's first quarterly newsletter and program guide for our Spring Fever musical fundraising event. We're excited to bring Lydia Pense and Cold Blood to our membership and Sacramento. 2017 is certainly off to an exciting start!

As with any evolving association, we're only as strong as our Board of Directors and membership. I am truly amazed and thankful for the talents both groups continue to bring to ESBB and look forward to the community good we'll be able to do this year and into the future.



Member Spotlight



The process of selecting an ESBB member to spotlight for this first issue of the ESBB newsletter was more difficult than initially expected as so many individuals were deemed worthy potential interviewees.

Here are the criteria:

- 1. The individual should have deep East Sacramento roots.
- 2. Must have maintained meaningful connections to the area.

3. Most importantly, this person has shown support for and has given back to the East Sac community.

Though a number of highly qualified individuals were considered for this inaugural spotlight, one name kept popping up during discussions: **Wally Borland**.

Like so many of us, Borland was born at Sacramento's Sutter Memorial hospital in 1950. He attended El Dorado Elementary, Kit Carson Junior High and graduated from Sacramento High School in 1968. He attended Sacramento State Collage (CSUS) where he graduated in 1974 with a degree in Business Administration.

He is active in the CSUS Alumni Association, an organization dedicated to youth activities and the Hornet Club, which supports Sac State athletics. He is currently a mortgage loan officer at Mason-McDuffie Mortgage Corporation and resides in Gold River with Liz Borland, his wife of 42 years.

Wally has maintained a lifelong fondness and connection to the Sacramento baseball scene. He began playing organized baseball as a Little Leaguer, then the Babe Ruth League, American Legion, Junior and Senior High School, Winter League and finally in the Veterans League.

To fulfill a personal commitment of giving back to his community, Wally now coaches Junior Gi-

ants, a baseball program sponsored by the San Francisco Giants in which underprivileged boys and girls are given the opportunity to learn and play the game of baseball. The Junior Giants program also encourages good grades, sportsmanship, character building and the benefits of proper diet.

It is because of his experience and commitment to the game and his willingness to help others in the process, the East Sac Baby Boomers have bestowed upon Wally the honorary title of ESBB Ambassador of Baseball. With that title Wally becomes regent and ceremonial spokesman for all ESBB baseball activities, starting with the second annual TAKE ME OUT TO THE BALLGAME!

Wally Borland exemplifies the type of individual whom ESBB is proud to have as one of its members. His active participation within the community and his willingness to pay-it-forward have made Wally a perfect choice for Ambassador of Baseball and a worthy subject for this ESBB Spotlight.

UPCOMING 2017 EVENTS



“Take Me Out to the Ball Game” at River Cats Raley Field. Join ESBB and Wally Borland, Ambassador of Baseball, this summer for our second annual Sacramento River Cats baseball outing. Last year’s event was well attended and lots of fun. Show your support for Sacramento’s baseball team by attending at least one game this year.



ESBB James L. Kouretas Memorial Golf Tournament. You don’t have to be a great golfer to enjoy this event. Join us this September at Campus Commons Golf Course for nine holes of fun and friendship. Last year was a blast.



ESBB Holiday Concerts For Life. You won't want to miss this December event. Last year's sold out show was an awesome success. Excellent music, good friends, all for a great cause. ESBB members will always be given the opportunity to buy tickets before they go on sale to the general public.

About the American Cancer Society Road To Recovery Program

The American Cancer Society Road To Recovery program is a curbside-to-curbside transportation service that provides free rides to cancer patients to and from their cancer-related treatments. Trained volunteer drivers donate their time and the use of their personal vehicles to help patients get to their treatments.

The program is offered to people with cancer who have no means of transportation and/or are unable to drive themselves. Access to transportation is a major factor in cancer treatment, and this American Cancer Society service offers assistance to people who might otherwise not be able to follow their treatment plan as prescribed by their health care team.

Cancer patients cite transportation to and from medical treatments as a critical need, second only to direct financial assistance. Many people need daily or weekly treatments, often over the course of several months. Increasingly, these treatments are offered on an out-patient basis, which means that the person must have a way to get to the appointment. Family and friends may help, but they may not have the time or financial means to assume the total burden of frequent trips to treatment centers.

A successful transportation assistance program can be a tremendous asset to the community. The Road To Recovery program is the very essence of the Society's mission- people helping people get healthy.

For more information about the American Cancer Society Road To Recovery program or other Society programs, or to learn about becoming a Road To Recovery volunteer driver, visit cancer.org/drive, contact your local American Cancer Society office, or call 1-800-227-2345.

"Thank you to our friends at the East Sac Baby Boomers for supporting the life-saving work of the American Cancer Society! Outstanding!" V. S. ESBB Facebook

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