



# East Sac Baby Boomers News

*Paying it Forward and Having Fun*

[www.EastSacBabyBoomers.org](http://www.EastSacBabyBoomers.org)

Winter 2019

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

**IT'S A BEAUTIFUL DAY**  
**ESBB CONCERTS FOR LIFE SERIES**  
 Sunday December 9th  
 1:30 pm  
 Doors open at 1:00pm  
 Opening Performer  
 'Tex' Whitzell  
 from  
 Playing the music of  
 Neil Young  
**HARLOW'S**  
 RESTAURANT & NIGHTCLUB  
 2708 J Street  
 Sacramento, Ca.  
 \$30 Advance  
 \$40 At the door  
 Tickets: Harlows.com  
 Proceeds Benefiting  
 American Cancer Society  
 SOCIETY FOR THE BLIND  
 Road to Recovery Program  
 EastSacBabyBoomers.org

## ESBB Meet & Greet

One mission of the East Sac Baby Boomers is to bring people together to make meaningful connections. Another mission is to have some *fun*. ESBB accomplishes both with its quarterly Meet & Greet series.

ESBB staged another well attended (packed) M&G on Oct. 19, 2018 at Clubhouse 56 located at 56th and H Streets. It was an evening of friendly (sometimes boisterous) conversation spent in a casual and relaxed environment.

ESBB invites you to attend its next M&G. Everyone is welcome. There are no age or geographic requirements. Keep informed of ESBB activities by visiting our East Sac Baby Boomer Facebook page and our website: [EastSacBabyBoomers.org](http://EastSacBabyBoomers.org).

Last year's sold out show, plus this year's popular demand, equal an easy solution: bring back iconic Bay area favorite **It's a Beautiful Day**. Add local music hero "Tex" Whitzell and you have the 2018 concerts for Life Holiday Benefit show.

Funds raised are donated to the American Cancer Society's Road to Recovery Program and society for the Blind Senior Impact Project.

These two outstanding acts, along with Harlow's Nightclub owner Jim Cornett, have been strong supporters of ESBB and its mission to *Pay It Forward* while having fun.

ESBB is proud of the Sacramento area and is grateful to the many individuals who have generously brought benefit to those in need within our community.



# East Sac Baby Boomer Member Spotlight



This month's Member Spotlight shines on an ESBB member who has been standing in the spotlight most of her adult life. She has been an influential member of the media, an artist, a writer, an educator and most importantly - a philanthropist. By applying her skills and passion she has generated significant

sums of funding, raised awareness of critical issues and personally touched the lives of a vast and varied number of people.

Joyce Mitchell an archetype of an East Sac Baby Boomer. She was born at Sutter Memorial Hospital and raised on 52nd & B Streets and 41st & L Streets. Joyce and her identical twin sister Janice attended El Dorado Elementary, Kit Carson Jr. High and Sacramento High School (class of '68). She also attended Sac City College and CSU Sacramento.

As a budding journalist Mitchell wrote for the Kit Carson and Sac High (The X-Ray) newspapers then went on to become only the second female Editor and Chief of the Sacramento City College weekly publication The Pony Express. In 1972 she graduated from CSU Sacramento with a B.A. in Government/Journalism and quickly went to work at the Capitol Press Corp, being the youngest journalist and only the second woman to work there.

While working at the Capitol Press Corp she befriended California State Senate Majority Leader George Moscone who suggested she apply for an internship at Sacramento TV station KCRA. Following her internship in 1975 she be-

came the second female news producer/journalist in Sacramento.

Joyce started as producer of the weekend news and was later promoted to the weeknight 11:00 pm news slot where she produced for such local news celebrities as Stan Atkinson. After producing live TV for 13 years, sometimes two shows a day, Joyce left KCRA in order to catch her breath, complete her M.A. Degree and most significantly to give birth to her son Jameson.

In 1988 she became an instructor at CSU Sacramento teaching broadcast journalism for the next 16 years. While teaching she also worked at CBS 13 (KOVr) as a producer for special projects such as live town hall meetings, election coverage and specials for news anchors. Mitchell had established herself as a prominent Sacramento producer and educator, racking up these career accomplishments as a single mother. She earned her first Emmy in 1995 for her CBS 13 Special: Living Scared, Dying Young - Teenagers & Gang Violence. More Emmys would follow.

Joyce was then hired at KVIE Ch. 6 as a Senior Producer for long format documentaries. It was while working at KVIE that she garnered the majority of her media accolades. Her work has been nominated for an Emmy 20 times and has won the award five times. She is a Governor and Trustee in the National Academy of Television Arts & Sciences (The Emmys). In 2010 she became a member of the NATAS Silver Circle, having contributed 25 years of excellence in the TV industry. In 2017 she received the NATAS Lifetime Achievement Award.

Currently she is independently employed at KVIE where she has written and produced two shows in 2018. In January KVIE aired Mitchell's FOREVER YOUNG, a program which examined the medical and social challenges facing the baby boomer generation. Featured in this program were interviews and performances recorded at the 2018 East Sac Baby Boomers Open Mic event.

Mitchell is president and co-founder of Capitol City Aids Fund, a non-profit organization founded in 1995 to support HIV/AIDS services in the Sacramento area.

CCAF operates two important programs: the Helen Veress-Mitchell Scholarship Fund (named in honor of Joyce's mother) and the CCAF Prevention and Education Program.

CCAS has raised and donated over \$3 million for Sacramento area HIV/AIDS services. Since its inception CCAF has successfully staged many events including the Sacramento Valley Aids Run/Walk, the Boo Bash, the Capitol City AIDS Dance-O-Rama and the high profile event Smash Hits with Elton John and Billie Jean King which raised over \$500,000.

In September she participated in Art From The Heart Art Show Auction where 26 of her paintings were sold to the highest bidders. 100% of proceeds raised from the sale of her artwork went to support CCAS.

Joyce is also currently employed at Ross-Campbell, Inc., a full service marketing firm for whom she produces television material.

When asked to choose the high point of her long and successful career Joyce Mitchell answers without hesitation: "The best thing I ever produced was my son".



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## Run To Feed The Hungry



Despite the first significant rain storm of the season and the possibility of lingering smoke in the air due to the tragic Camp Fire burning in Butte county, the ESBB Run (Stroll) To Feed The Hungry Team joined 27,000 friends on Thanksgiving Day to participate in this iconic Sacramento tradition and show support for Sacramento Food Bank & Family Services. Mother Nature smiled on the event as clouds parted, the air cleared and the sun made an occasional appearance.



The relationship East Sac Baby Boomers has forged with the American Cancer Society and its Road To Recovery Program has been satisfying and effective. It's been three years since ESBB and ACS-RTR have formed their partnership and ESBB is proud to continue supporting this worthy program.

Cancer patients cite transportation to and from medical treatments as a critical need, second only to direct financial assistance. An estimated 3.6 million Americans delay or have difficulty getting needed medical care each year due to lack of available or affordable transportation to and from treatment. The ACS Road To Recovery Program offers transportation services **free of charge** and ESBB has provided funding for this critical service to hundreds of patients.

ESBB has also provided members our community an opportunity to express their generosity and to *Pay It Forward*. Thus far ESBB has contributed \$22,500 to the American Cancer Society's Road To Recovery Program. Contact: cancer.org/drive or 1-800-227-2345.

# SOCIETY FOR THE BLIND

The Society For The Blind's Senior Impact Project is a perfect fit for East Sac Baby Boomers. Due to the generosity of individual donors, business sponsors and event attendees, ESBB members and supporters have been

## More than what you see

given an opportunity to effectively *Pay It Forward* to help those living with vision loss within our area.

The Senior Impact Project (SIP) is open to individuals aged 55 or older who live in Sacramento and nearby counties. Its mission is to empower individuals living with low vision or blindness to discover, develop and achieve their full potential. All services, including transportation are **free of charge**.

SIP provides training in non-visual skills and alternative techniques which help individuals improve and maintain their independence. Participants receive individual attention from certified instructors and are coached by adept blind mentors.

SIP also offers monthly support groups at the Society For The Blind facility located at 1238 S Street, Sacramento, CA 95811. Contact: SIP Manager: 916-452-8271 ext 516.

## Connecting With ESBB

ESBB invites you to visit our new website at: [eastsacbabyboomers.org](http://eastsacbabyboomers.org). While there you can contact us, find out about upcoming events, join ESBB, access photos of previous events, read archived newsletters and become informed about our charitable beneficiaries and sponsors. You can also become a member of the ESBB Facebook closed group. Just click on the FB icon at the bottom of our home page. ESBB is all about making connections.

### ESBB Thanks The Following

Poster Art: Charles Williams  
 Graphics: Beth Chape  
 Layout: Eileen Leung  
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 Website: John Hughes

ESBB is a 501c(3) California nonprofit charitable organization founded and operated by unpaid volunteers. Membership in our organization is offered free of charge to the public and all funds raised through events, sponsorships and donations given directly to ESBB charitable beneficiaries. Contributions are tax deductible to the extent allowed by law. ESBB Tax EIN: 37-1788886

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