

Rotary Club of Benicia

Service Above Self

November 29, 2016

Meet Norma Perez, Connecting People and Places



Meet Norma Perez, a Design Director for Edens, a company located in Bethesda, Maryland dedicated to connecting people and places. Although Norma lives in Benicia, she travels frequently in her job as part of a real estate development team. This following information is from Eden's website:

Today's society is too fast-paced. We've lost that central sense of place, that sense of community typified by the old town square. We've lost places where people can slow down.

We're out to reclaim and rebuild places that give our communities gathering places where people can

slow down in a convenient, safe, and vibrant atmosphere. Here, people can do more than shop. Our centers are friendly, stress free environments with a strategic mix of shopping, dining, and gathering spaces that's just right for their communities. These are places where people can have real, face-to-face time with neighbors.

We understand our responsibility to help build and support the communities we serve. By creating engaging, spirited retail centers, we're helping people forge strong community connections in places where life happens.

Norma talked about what her team does and she specifically focused on *Union Market* in Washington DC. The market area was once a thriving industrial area, but had changed over time into a stagnant, non residential, and vacant conglomerate of old buildings with few remaining businesses. Her company took over these nostalgic buildings and has introduced new small businesses with unique food offerings, a coffee and gelato shop, an advertising agency, a small classic cinema, and a media studio. *Union Market* is still a work in progress, but Norma is helping to develop a team of business entrepreneurs who take pride in their clientele. The result: a base of faithful patrons - a win-win scenario. For more information, go to www.edens.com. A great motivational talk! Thank you, Norma.

Our Happy Rotarians.....and their donations!



Reg Page got a new iPad for his birthday – plus he had an adventure with a mouse....a few times. (\$60 holiday dinner)

Jim Trimble's wife is turning 70, so he is taking her to India and will visit the Golden Triangle. (This was Chris' idea.) (\$60 holiday dinner)



Bill Pugh had a good Thanksgiving! (\$60 holiday dinner)

Jon Dwyer talked about getting shirts from *High End Uniforms* in the Industrial Park. (\$60 holiday dinner)



Marion Gizzi has a new C250 Mercedes. (\$40 towards a holiday dinner)

Martha Christopher just donated because she wanted to! (\$60 holiday dinner)





ROTARY HOLIDAY PARTY

December 21, 2016

FIRST STREET CAFE
440 FIRST ST
BENICIA, CA 94510
5:30 - 8:00 PM

TIME TO GATHER AND ENJOY!
BRING A GUEST! BUT **ADVANCED**
SIGN-UPS ARE REQUIRED!

*COST (\$25 - 30) INCLUDES HEAVY
APPETIZERS. THERE WILL BE A NO-HOST
BAR AVAILABLE.*

