



The Rosedalian

ROSEDALE DEVELOPMENT ASSOCIATION NEWSLETTER

www.rosedale.org

More than health

How RDA's health focus encompasses many areas of development.

In case you had not noticed, RDA shifted its focus somewhat during 2009. RDA received a grant from the Robert Wood Johnson Foundation to begin a faith based advocacy effort to decrease childhood obesity, the Healthy Kids Initiative. This was an important push towards health-based initiatives, but RDA has also found that health matters encompass a wide array of developmental issues that we can sink our teeth into with a health focus.

The reality that the rates of obesity and related health problems like diabetes have grown alarmingly over the last 10 years is not simply an indicator of poor personal choice, but is also a symptom of deeper societal problems. As such, RDA is working to address complex issues of community development that will confront not only health problems, but will improve economic development as well.

Education, always central to a community's success, is also an important piece when trying to create healthy communities. Recent food labeling legislation New York showed that poorer areas of the city did not see the desired increase in healthy eating like the wealthier regions of New York. This results from the education systems failure to teach general health.

To counteract this problem, the Healthy Kids Initiative (HKI) is working with programs to educate children and parents about healthy eating and active living. This education will not only teach kids the basics of healthy lifestyles, but show kids that they are valued members of a community.

Furthermore, studies show that workers who become active often become more productive. Therefore, teaching children fun ways to stay ac-

tive their whole lives can contribute to increased productivity and hopefully, better jobs.

Structural issues also play a large role in creating a healthy community. How can children play outside if they can't safely walk or ride to a park? How do parents make healthy meals if healthy foods are not available?

The rise in sedentary children cannot be brushed aside as simply poor parenting. Sidewalks and infrastructure need to be improved so that children can walk to school or to the park safely. With this in mind, RDA has advocated for the creation of bike lanes and creation of and improvement to sidewalks in Rosedale.

While working to teach children and parents about healthy eating habits, however, RDA came face-to-face with other structural problems that severely

limit ones ability to make healthy choices here in Rosedale. Many healthy foods are not readily available here or can be overpriced. To address this problem, HKI started a farmers market last summer (featuring food from HKI supported community gardens).

The farmers market will restart in the spring. Increased visibility of healthy foods can also help counteract the plethora of snack and junk food advertisements children see on TV every day.

Finally, RDA believes that a bicycle and pedestrian-friendly environment will bring people and businesses to Rosedale that can spur economic development and job creation in Rosedale. A focus on health, here at RDA, does not simply mean teaching children healthy habits, but creating a neighborhood that makes healthy living the most natural thing to do. ☞

RDA welcomes four new board members

With the end of the 2009 year, RDA was forced to wave goodbye to some of its trusted board members. Those members leaving us are George Kemper, Paul Davidson, Kent A. Best and John Lamberton. While RDA is always saddened by the loss of board members, we are equally excited to welcome new board members. Our newest board members are Carroll V. O'Neal, Pastor Cleveland T. Drone, Alistair Tutton, and Hallie Kates- Calloway. These new members bring unique new perspectives and experience to our board.

Carroll V. O'Neal has lived in Rosedale since 1993 and has been active in many ways. Most importantly, she

brings to the RDA board strong experience working in community organizations. O'Neal was a Democratic Precinct Committee woman from 2000-2006. She is currently the Associate Dean of Students at the Metropolitan Community College — Penn Valley campus — where she has worked for 42 years.

Pastor Cleveland Drone has been a passionate leader since arriving in Rosedale. He is involved with the Rosedale Healthy Kids Initiative and has been looking for more opportunities to serve the community. Pastor Drone has been an inspiration for many people. Furthermore, his experience founding

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with his family the Work Zone Families helping Families ministry will be valuable for our board.

Alistair Tutton has lived in the Kansas City mid-town area for about 12 years and began a photo studio about three and a half years ago. Last January, he moved the studio to the old Vox theatre, next door to RDA. While located next door to the Vox Theatre, we have observed Alistair's beaver-like work pace and business savvy as he pours his energy into its renovation. Alistair brings a passion for improving Rosedale and

skills in social networking development.

Hallie Kates-Calloway works at the Landon Center where she is a senior coordinator of community outreach. In this position and through her volunteer efforts, she has become an important part of community activity in Rosedale. Hallie has served on the Rosedale Freedom School Steering Committee for several years helping to make this program a reality.

We are extremely pleased to welcome all these highly qualified individuals to our board and look forward to receiving their input on all things RDA. ☞

Volunteer Spotlight:

Elizabeth Sandoval and Alejandra Diaz.

This month's Volunteer Spotlight features two young women that, despite their age, have already helped at many community events and programs. This month we present Elizabeth Sandoval and Alejandra Diaz.

Sandoval and Diaz do their part by helping out at community events, the Healthy Kids Club and as mentors at a local Bible school camp for children.

Elizabeth Sandoval, does not shirk from tough challenges or big dreams. Sandoval combines aspects of a regular high schooler and a mature and caring adult.

Between an abnormal amount of hair talk, they spoke about other peoples needs, the challenges facing teenagers, the apathy displayed by many adults and the importance of helping others.

Her sisters, Alejandra and Christina, are following in Sandoval's footsteps, helping at the church whenever they can. Although significantly younger than Sandoval, these three sisters obviously enjoy each other's company.

Sandoval first met Jane Heide as a grade-school girl at the Rosedale Congregational Church Healthy Kids Camp. Since then, Elizabeth, and now her sisters, have been eager to volunteer with the church for community service events. Heide herself was eager to direct me towards all three sisters (although Christina is in grade school) as valuable helpers.

According to Sandoval, Heide has been "like a second mom."

Sandoval and Diaz have seen the need of young people in Rosedale first hand. Sandoval reported that half of her grade school classmates have already dropped out. Because of her experiences, she speaks earnestly about providing children with positive adult role models so that they will go on to finish their educations.

When asked about what message they would send to adults, Sandoval and Diaz agreed that, "they should be role models too." Sandoval added that "they should want to give back."

Aside from their volunteer work, Sandoval and her sisters try to live lives

**ROSEDALE
DEVELOPMENT ASSOCIATION**

Working in partnership with residents, businesses, and institutions to build a strong and healthy community and to improve the quality of life for those who live, work, and play in Rosedale.

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that can be a good example for the many young people in need of good role models in the community.

Besides encouraging others to get their education, Sandoval knows that education will be very important for her. She unabashedly told me about her plans for going to KU to study law and/or engineering. Her back up plan? Simply become a teacher or a doctor. ☞



JORDAN PENNER PHOTO

Alejandra, Elizabeth, and Christina enjoy each others company and often assist community events together.

2009 year end report

Firmly into the new year, RDA can look back at 2009 and be pleased with the amount of hard work we put into the community. We take pride in the wide range of our work. From helping local businesses to assisting neighborhood groups and individuals, RDA is happy to help in a great many ways. Some of last year's accomplishments included:

- Completing 18 home repairs and 14 community cleanups. This included removal of three homeless camps in a wooded area adjacent to a school.
- Acting as a resource center and responding to 3,484 calls for service or information in 2009.
- Striving to strengthen and assist neighborhood groups. RDA hosted 11 Rosedale Leadership Council meetings and provided assistance to seven groups.
- Addressing 381 issues of slum, blight and crime.
- Providing four youth programs that reached 524 youth.
- Assisting with 56 business issues in 2009.
- Participating in 86 meetings with local government, agencies and organizations to improve Wyandotte County by serving on boards, task forces, committees and working one on one to address complex issues.
- Working on development issues to ensure that Rosedale proceeds along a sustainable path that is good for the entire community. With this in mind, RDA worked on 12 development issues.
- A total of 353 volunteers helping us with various community improvement projects.

RDA is happy that we were able to provide all of these services to the Rosedale community, and expects to do the same in 2010.

Rosedale responds, breakfast a success

On January 30 the Rosedale Congregational Church hosted a pancake breakfast in response to the disaster in Haiti. The event, sponsored by the Rosedale Ministerial Alliance (RMA), raised a total of about \$2,500 dollars, which will be used to aid Heart to Heart International's disaster response.

RDA assisted in publicizing and organizing the event. Jane Heide — pastor of the Rosedale Congregational Church — was a driving force behind the event. Many willing volunteers from the community also helped put on the event.

RDA is particularly grateful to the Westwood Apple Market, which donated the pancakes, sausage, orange juice, coffee, syrup and butter, that made the event so deliciously successful.

A big thank you is also due to all those who attended the event and were able to make even a small donation to

the disaster relief effort.

Soon student council members from the Frank Rushton Elementary School, who began a Penny Power drive to raise money for Heart to Heart International, will begin a service-learning project to remember those who are suffering in Haiti. ☞



HEIDI HOLLIDAY PHOTO

Donna Devine really had her hands full as she volunteered in the kitchen.

Membership application

Annual business dues: \$100 ☞ Annual household dues: \$15

Name of business **or** name of household

Address

City

State

ZIP code

Contact person

Day phone

Evening phone

Fax

E-mail address

Please mail application, along with check made payable to:
Rosedale Development Association
1403 Southwest Blvd.
Kansas City, KS 66103

Rosedale Business of the Month:

Deco Catering

Phone: (913) 709-8375, **Address:** 1407 Southwest Blvd. Kansas City, KS 66103

E-mail: terri@decocateringkc.com or courtney@decocateringkc.com, **Website:** www.decocateringkc.com

A fresh face to the Rosedale business community, Deco Catering has entered the catering business with abandon.

Begun by the mother-daughter team of Terri Rich and Courtney Saye, Deco was born out of a family love for eating well and making food a central part of family life. Saye said that they are a “foody family” where food is the “center of everything.”

Out of this love for food, the mother-daughter team decided to start a catering business — a joint effort that incorporates both of their strengths.

Saye said her mother’s scientific cooking style and “go with the flow” demeanor balance out her more “creative” cooking style and “type-A” personality traits.

Deco Catering dedicates itself to an attention to detail and a high standard of quality. Saye said, “we’re not going to put our name on it if it



PHOTO COURTESY OF DECO CATERING

Terri Rich and Courtney Saye work hard to pay attention to the details and produce results that reach their high family standards.

isn’t perfect.” Achieving that feat only comes with a high degree of planning and organization.

A recent tasting event held at the Vox Theatre showed off Deco Cater-

ing’s fine selection of food and organizational capabilities. The food was delicious and the setting, between the Vox’s stylish look and the furnishings provided by associates of Deco Catering, created an exceptionally warm feel fit for any wedding.

Saye emphasized that Deco Catering can be involved in the whole planning process of large events such as a weddings. They can refer event planners to other vendors with whom they have good working relationships.

Deco Catering’s dedication to quality is seen, or rather tasted, best in its final product — the food. This result is partly due to excellent planning and a dedication to using the best ingredients.

Yet, in the end, it seems to be the naturally high-standards of this “foody family” that holds the quality high at Deco Catering. As Saye said, “If I wouldn’t eat it myself, I’m not going to serve it to somebody else.”



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