

# Valley Classrooms Get Stocked Up for First Day

**PHILANTHROPY:** Campaign by Honda sends paper and other supplies to district.

Honda's ubiquitous Random Acts of Helpfulness campaign may be marketing at heart, but that doesn't mean real people and institutions aren't benefiting.

Just ask **Dena Sellers**, principal of San Jose Elementary School in Mission Hills. The Los Angeles Unified School District elementary school received pens, pencils, paper, folders and rulers to supply five classrooms in September.

"It was a lot of stuff, and everyone here was excited to have the materials," she said. "They just sent us a note and said they decided to sponsor us. It was really nice."

The school received the donation's through **SoCal Honda Dealers** first-ever Back to School Supply Drive, a charitable campaign that provides school supplies to local educational institutions in need.

**Galpin Honda** was among the biggest donors of the 51 dealers in the association, collecting 14,000 supplies for schools across Southern California. Other Valley benefactors were

**Robertson Honda** in North Hollywood (East Valley Senior High School), **Kolbe Honda** in Reseda (Blythe Street Elementary), **Miller Honda** in Van Nuys (Sylvan Park Elementary), **Keyes Woodland Hills Honda** (Woodland Hills Academy), **First Honda** of Simi Valley (Berylwood Elementary) and **Honda of Thou-**



**Loading Up:** Supplies for Conejo Elementary School gathered by local dealer.

**sand Oaks** (Conejo Elementary School).

Each dealer collected at least one bin full of supplies, while the delivery to Conejo Elementary School filled the entire back of a minivan.

"Mission Hills definitely had a lot of people donating, which was great," said SoCal Honda Dealers spokeswoman **Lauren Kay**. "All of the dealers did a great job collecting supplies."

Honda's Random Acts of Helpfulness campaign is now eight years old but has gained a lot of recognition in recent months with its aggressive radio and TV promotions.

"The campaign was started with the idea that most people don't think of a car dealer as helpful," Kay said.

The campaign also has dispatched a free ice cream truck for kids and a blue tanker truck to offer random Honda drivers with free gas. And firefighters across the region have been surprised with free lunches, including stations in Mission Hills, Reseda, Van Nuys, Woodland Hills, North

Hollywood, Simi Valley and Thousand Oaks.

## Supporting the Arts

The **Lancaster Performing Arts Center Foundation** received \$10,000 from the **U.S. Bank Foundation**.

The money will go toward funding the foundation's Arts for Youth program, which provides instruction for K-12 students in the Antelope Valley region.

"The Arts for Youth program plays a vital role in the lives of our children and teens by making the arts available in several ways," said **David Friedman**, U.S. Bank district manager and LPAC Foundation board member, in a statement. "The unique opportunities Arts for Youth delivers can be potentially life-changing."

This is the second grant U.S. Bank has donated to the institution, which is supported by the city of Lancaster and other donors.

"For more than 20 years, the LPAC Founda-

tion has provided funding for Arts for Youth, exposing Antelope Valley students to the performing arts and live theater, said **Steven Derryberry**, LPAC Foundation president, in a statement. "This contribution will ensure even more students have the opportunity to experience these inspirational and educational performances."

## Making Music

**Trumpet & Horn**, an online jeweler based in Sherman Oaks specializing in vintage engagement rings, has committed to donate at least \$10,000 to Exceptional Minds, a vocational school for young adults with autism.

The three-year-old non-profit educates autistic students for careers in movie post-production and other digital arts. So far, students have received paid work experience in the field on movies including "Dawn of the Planet of the Apes," "American Hustle" and "Lawless."

The online jeweler is giving a percentage of every sale to the program, which is close to the heart of **Trumpet & Horn** owner **Jerry Heidenreich**, who has a family friend enrolled at Exceptional Minds.

"It's a huge commitment for an organization our size, but we've made this exceptional contribution because we see how autism affects our customers and our community as a whole," he said. "We want to make that big difference so many families need today."

Trumpet & Horn joins a list of local organizations that have committed to helping students and parents pay for tuition. The cost of the program is more than \$30,000 annually but students usually pay about half of that, with the remainder made up by private donations from companies including **Kayne Anderson Capital Advisors LP**, **Adobe Systems**, **AutoDesk Inc.** and the **Ahmanson Foundation**.

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# Social Media Lawsuit Not So Funny for Wayans

**LITIGATION:** Tweet spurs complaint, offers firms lessons in medium's limits.

An odd suit filed by actor **Pierre Daniel** against comedian **Marlon Wayans** holds several not-so-funny lessons for business owners about the Brave New World of social media.

Wayans, a brother in the well-known show biz family, hired Daniel last September to work on the movie "Haunted House 2."

During filming, Wayans sent a tweet to his followers with a link showing side-by-side images of Daniel and Cleveland Brown, a cartoon character from the TV show "Family Guy."

The text, using racial epithets, compared the two images and included a reference to the movie. The suit, filed by attorney **Christina Piskikian** of the firm **Reisner & King LLP** in Sherman Oaks, alleges Wayans and the Beverly Hills production company **IM Global** misappropriated Daniel's name and likeness, in addition to harassing him based on race and wrongfully terminating him from the film.

Reisner & King did not respond to a request for comment, nor did IM Global. Despite the fact both the plaintiff and defendant are African American, the complaint



**Unflattering?:** Pierre Daniel, left.

accuses Wayans of making fun of Daniels' race by name-calling, mocking his Afro haircut and sending the tweet. It further alleges that Daniel didn't give permission for his photo to be used to promote the movie on Twitter.

**Adam Grant**, partner in Internet law at **Alpert Barr & Grant** in Encino, said the suit mixes two types of law – employment and misappropriation of name or likeness. In terms of social media, it provides a cautionary example of what can happen when casual tweets go too far.

Grant said a lot of companies encourage their employees to promote the business through Facebook, LinkedIn or, in this case, Twitter. But the companies need to have guidelines on how to use these distribution channels.

"Employers need proper policies because you don't want employees posting inappropriate comments or pictures," he said. "Policies should be written and employees need to be reminded of them on a regular basis."

**Karen Gabler**, partner at employment law firm **LightGabler LLP** in Camarillo, said it's unusual for an African-American to accuse another African-American of racial harassment – but it's possible.

"Just because you are one, that doesn't mean you are OK with offensive behavior," she said. "In harassment, you're looking at whether the behavior is welcome."

Gabler noted that the workplace was the set of a comedy movie, so if the jokes were in the script, that makes them part of the work.

"But if this is making fun of him in front of the team, that's not going to work," she said. "(The location) really doesn't change the standard of behavior."

On the defamation charge, Grant believes Wayans has a good defense as it was his opinion that the two images looked similar, and opinions are protected by the First Amendment. On the misappropriation charge, he said it's unclear whether inclusion of the Twitter handle "@ahhmovie" made the entire tweet an advertisement.

But the take-away from the complaint is pretty clear.

"From an overall business standpoint, is it a good idea to tweet something like this? No," Grant said.

At this point, Wayans and others have received the suit but no court date is scheduled.

## Latino Outreach

**Teresa Quevedo**, a former news anchor at **KMEX-TV** (Channel 34), is now community relations manager at **Pisegna & Zimmerman**.

The Sherman Oaks firm, which also has offices in Canoga Park and Los Angeles, specializes in personal injury, auto accidents and workers compensation cases. The firm has

three attorneys, **William Zimmerman**, **Lori de Cristo** and **David Greenberg**.

Quevedo worked at **KMEX**, the largest **Univision Communications Inc.** station in the country in terms of audience, for 22 years but was let go in December. For 16 years, she was anchor for the 6 o'clock news, making her a familiar personality in the Spanish-speaking market.

In her new job, Quevedo works at getting referrals from Hispanic organizations and she represents the firm at the many non-profit and civic events she emcees and attends.

The firm plans to start advertising with her image gradually, first on Spanish-language radio and then on buses and TV early next year.

"They aren't used to advertising, but they are good at word-of-mouth," she

told the Business Journal. "I'm trying to take them to another level."

Quevedo said she was approached by larger law firms, but went with **Pisegna & Zimmerman** because she has known them for years and trusts the quality of service.

"Even if other lawyers offer me more money, I feel better with this one, but I have to get them used to advertising," she explained.

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## GIVING

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