

Fall 2011

Produced for and about the children of Boys Republic and Girls Republic

& Report

BOYS REPUBLIC

Actor, Racer Chad McQueen to Chair 2011 Della Robbia® Wreath Campaign

Della Robbia
Wreath
Order Form
Enclosed

■ Chino Hills, CA: **Historic self-help project now in its 88th season. Continues to teach students important work-related habits.**

Actor, movie producer and automobile racer Chad McQueen has agreed to accept the role of this year's Honorary Della Robbia Wreath Campaign Chairman. As chairman, he will help to promote the Della Robbia program and its value as a work experience project for disadvantaged teenagers.

As an actor, Chad is perhaps best known for his role as "Dutch" in the movies Karate Kid (1984) and Karate Kid, Part II (1986). Though retired from auto racing, Chad started McQueen Racing LLC, a company which partners with leaders in the motorcycle and custom car industries to create limited edition high performance motorcycles and automobiles.

Chad continues a long tradition of McQueen family support to Boys Republic and Girls Republic. He most recently acted as the chairman and driving



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Annual Della Robbia Wreath Campaign Provides Work Experience for Disadvantaged Teens

(Continued from page 1)

force behind the highly-successful Friends of Steve McQueen Car Show, a benefit event held at Boys Republic, each June.

Spectacular Decorations, Wonderful Gifts

Known and enjoyed every holiday season in homes, shops and offices around the world, Boys Republic Della Robbia Wreaths are uniquely suited as symbols of the season. They are hand-crafted of fresh noble fir boughs, fragrant apples and lemons and a cornucopia of pine cones, decorative seed pods and other natural materials. These materials are combined in an unusual design created in 1923 by Mrs. Margaret Fowler, a founder of Boys Republic.

Today, decades after it was first created and centuries after the original design was born, the Della Robbia retains both its uniqueness and its universal appeal.

A Merry Christmas for You and Yours — A Second Chance for a Troubled Child

Besides its fresh, fragrant contributions to your holiday décor, your Della Robbia

GYMNASIUM SERVES AS DELLA ROBBIA FACTORY: *A 1920's vintage gymnasium, converted to a wreath production facility, is known on campus as the "pod barn," in reference to the nearly 3 million seed pods and pine cones used each year, adorning the wreaths.*

WREATH PRODUCTION : *For many students, Della Robbia season is their first experience working in a production environment. Important working skills include cooperating with others, applying oneself to the task at hand and accepting direction from a supervisor.*

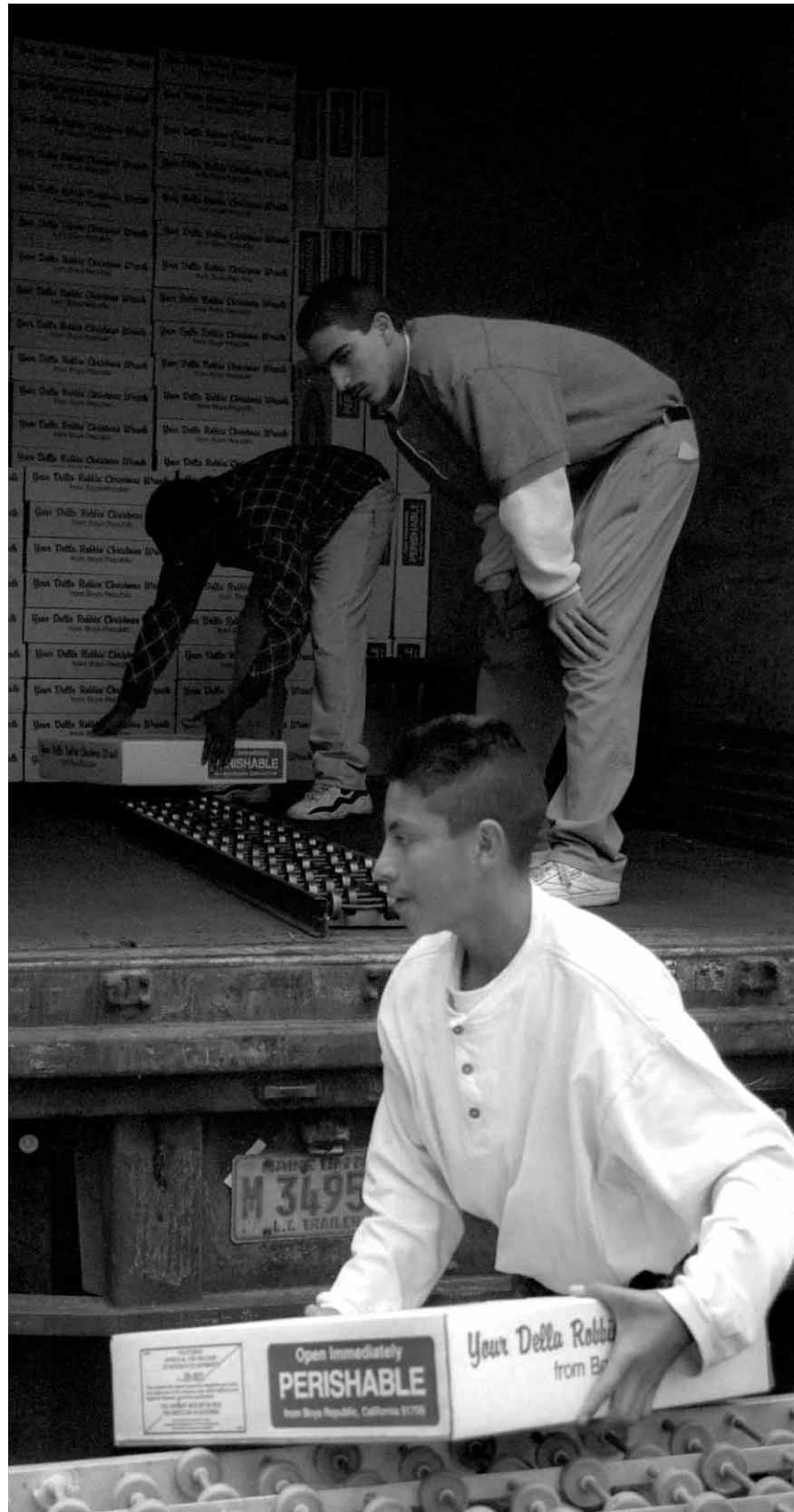


Wreath gives something else. It gives a second chance to a deserving child working to overcome the trauma of abuse and neglect. Producing the wreath provides them with meaningful after-school work to do and proceeds from its sale help pay for the counseling and the education – literally, the second chance – they are receiving in the program.

In weekend work parties throughout the year, students go into the fields and forests to collect the natural materials used in making the wreaths. Each cone, pod and seed case is brought back to campus where it is cleaned, drilled and stored in preparation for wreath-making season. Then, beginning just after Thanksgiving, the wreaths are assembled over a 12-day production period and individually shipped to customers throughout the world.

“Nothing Without Labor”

At the heart of the Della Robbia wreath project is the program’s strong reinforcement of positive life values. Among the most important of these – especially for teens who are about to become adults and enter society on their own – are a strong work ethic and the self-esteem that comes with earning one’s own way. “Nothing Without Labor” is the agency’s motto and your Della Robbia Wreath serves as both symbol and substance of that most important lesson.



EARNING THEIR WAY: Students receive school credit for their work, in addition to the satisfaction of knowing that campaign proceeds help to pay for the cost of their care.

Le Mans Theme Adds Novelty, Nostalgia to 4th Annual Friends of Steve McQueen Car Show



Café Margaret sat nestled in the heart of LeMans' French village where a bow-tied team of Boys Republic's food services students practiced the gentlemanly art of waiting on tables. Poise and politeness go a long way in the working world of service and Boys Republic takes every opportunity to turn an occasion into a learning experience for its students. *It's all about the kids.*

This particular occasion was the 4th Annual Friends of Steve McQueen Car Show, held last June 4. Nearly 375 display vehicles of all makes and more than 3,000 people helped to create the enjoyable event.

A Le Mans theme was chosen by event organizers to celebrate the famous 24 Hours of Le Mans race, as well as to create a show featuring the types of vehicles most-associated with actor and Boys Republic alumnus Steve McQueen. Inventor and auto collector Peter Dunkel, auto-designer Freeman Thomas, and automotive fine artist Nicolas Hunziker transformed Boys Republic's 200-acre campus into a French village, complete with Le Mans street signs, a comical baton-wielding French policeman, flower carts and fruit stands, and a collection of vintage French vehicles.

Students, along with actor and event co-chairman Chad McQueen, presented each class winner with a trophy. The awards were uniquely hand-crafted of wood and automobile components by Boys Republic's woodshop class. The Best in Show trophy featured a piston from a vehicle formerly owned by Steve McQueen.

Net proceeds of approximately \$50,000 from the event will be applied toward a campus-wide renovation of major buildings. "We're deeply grateful for all of the individuals whose efforts, over a full year, made the car show possible," said Chris Burns, Boys Republic executive director.

Next year? "The theme is McQueen's movie, 'Bullitt'. We can't wait!"



Della Robbia® News

OFFICIAL NEWSLETTER OF THE BOYS REPUBLIC DELLA ROBBIA WREATH PROGRAM

FALL, 2011

Historic Wreath Program Will Again Help BR Teens Earn Their Own Way

When the first Della Robbia Christmas wreath of 2011 travels by conveyor from the hand-assembly area to the shipping dock in the Boys Republic wreath barn late this November, it will signal the beginning of the 88th season of one of the oldest and largest self-help enterprises undertaken by any child-care program in the nation. It is an enterprise as rich in history and tradition as it is essential to the school's work with hundreds of troubled teens every year.

As they have every year since 1923, the students of Boys Republic will greet the holidays with the crackle of dried pine cones and seed pods, the scent of fresh California evergreen foliage and the sight of piles of greenery, boxes of fresh apples and lemons and stacks of shipping cartons.

Della Robbias come in two sizes. A 22-inch diameter wreath sells for \$46.95 complete with applicable taxes, shipping and handling. A 32-inch diameter wreath is priced at \$69.95, taxes, shipping and handling included.

Wreaths can be bought by check, money order, Master Card, Visa or Discover Card.

Last-minute orders can be placed by telephone at 1-(800) 833-7769. Wreaths can

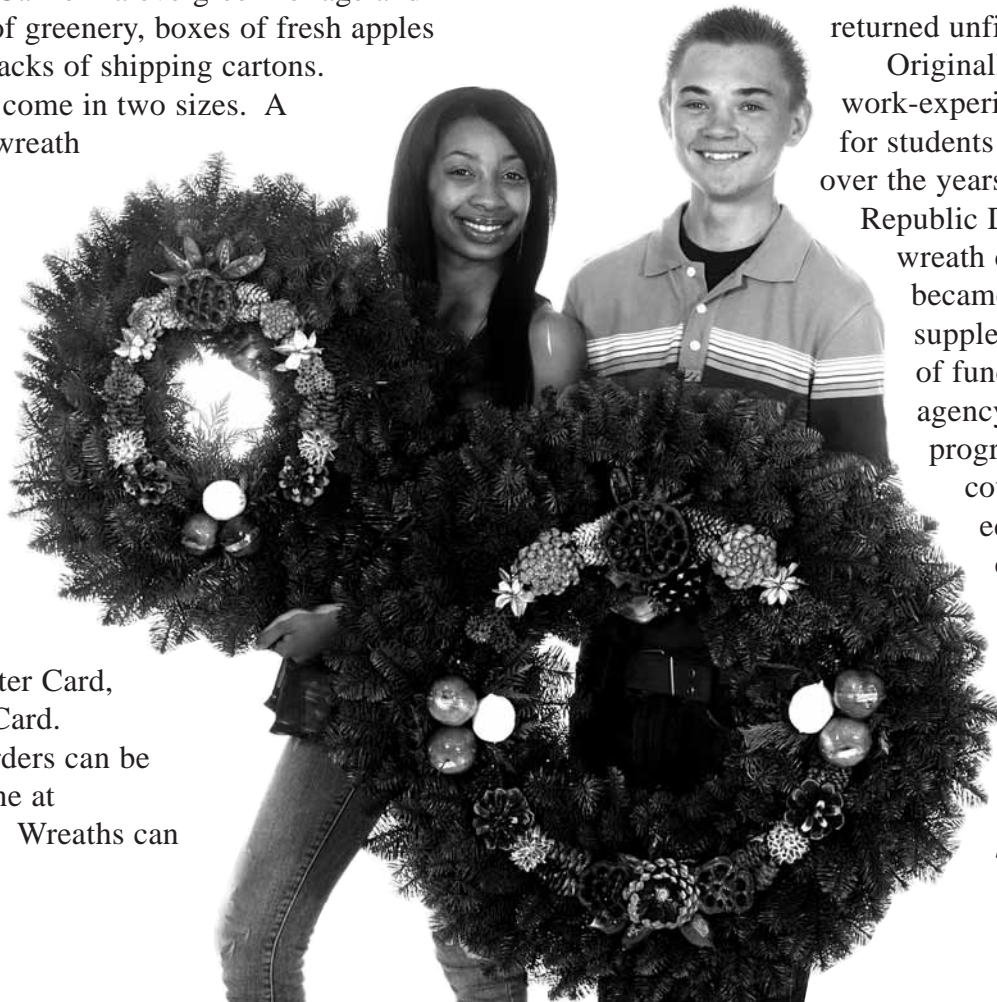
also be ordered using the enclosed form. The completed form can be faxed to (909) 628-9688 or mailed to Boys Republic at 1907 Boys Republic Drive, Chino Hills, CA 91709.

Della Robbia wreaths can also be ordered by computer, using the Internet. Orders can be placed via Boys Republic's home page at: www.boysrepublic.org.

Early ordering is encouraged. If past years' experience again holds true this season, every wreath the students and their adult helpers can assemble from the stores of pine cones and pods will be purchased by mid-December and late orders will have to be returned unfilled.

Originally created as a work-experience vehicle for students in residence, over the years the Boys Republic Della Robbia wreath campaign became as well a supplemental source of funds for the agency's non-profit programs of counseling and education. It continues to serve that dual purpose today, providing meaningful

(Please turn to back page of this special section)



Distinctive Della Robbia Wreaths Are Natural Symbols of the Holiday Season

They have been called “the very image of holiday celebrating” and “Christmas cheer in a box.” They are Boys Republic’s world-famous Della Robbia Christmas wreaths, distinctive, all-natural decorations that have been an important part of Christmas to families throughout the nation and elsewhere for over 80 years.

Hefty rings of fresh California evergreen boughs encrusted with pine cones, seed pods and burrs and

then highlighted with fresh apples and lemons, Della Robbia wreaths look and smell like Christmas, itself.

Because of the fresh materials they contain, the final hand-assembly, packaging and shipment of the finished wreaths is limited to a period of only a few weeks at the start of the holiday season. Yet each Della Robbia wreath represents a full year of effort by Boys Republic and Girls Republic students and

(Please turn to back page of this special section)

Anatomy of a Della Robbia

PINE CONES

Cones from a variety of pine and fir trees are used in every wreath, some gathered at altitudes of up to 10,000 feet in the Sierra Nevada Mountains.

COTTON BURR

These delicate star-shaped pods are gleaned from the fields of the San Joaquin Valley after the cotton crop has been picked.

EVERGREEN BOUGHS

Supple noble fir evergreens are harvested fresh in the forests Northern California and Oregon. No trees are harmed in the pruning process.

LIQUIDAMBAR

A member of the witch hazel family, liquidambar trees grow in great profusion throughout Southern California. These spiny seed casings are gathered early in the year.

PLUMOSUM

Named for their feather-like plumes, these novel cones are native to Israel and South Africa.

WINESAP APPLES & FRESH LEMONS

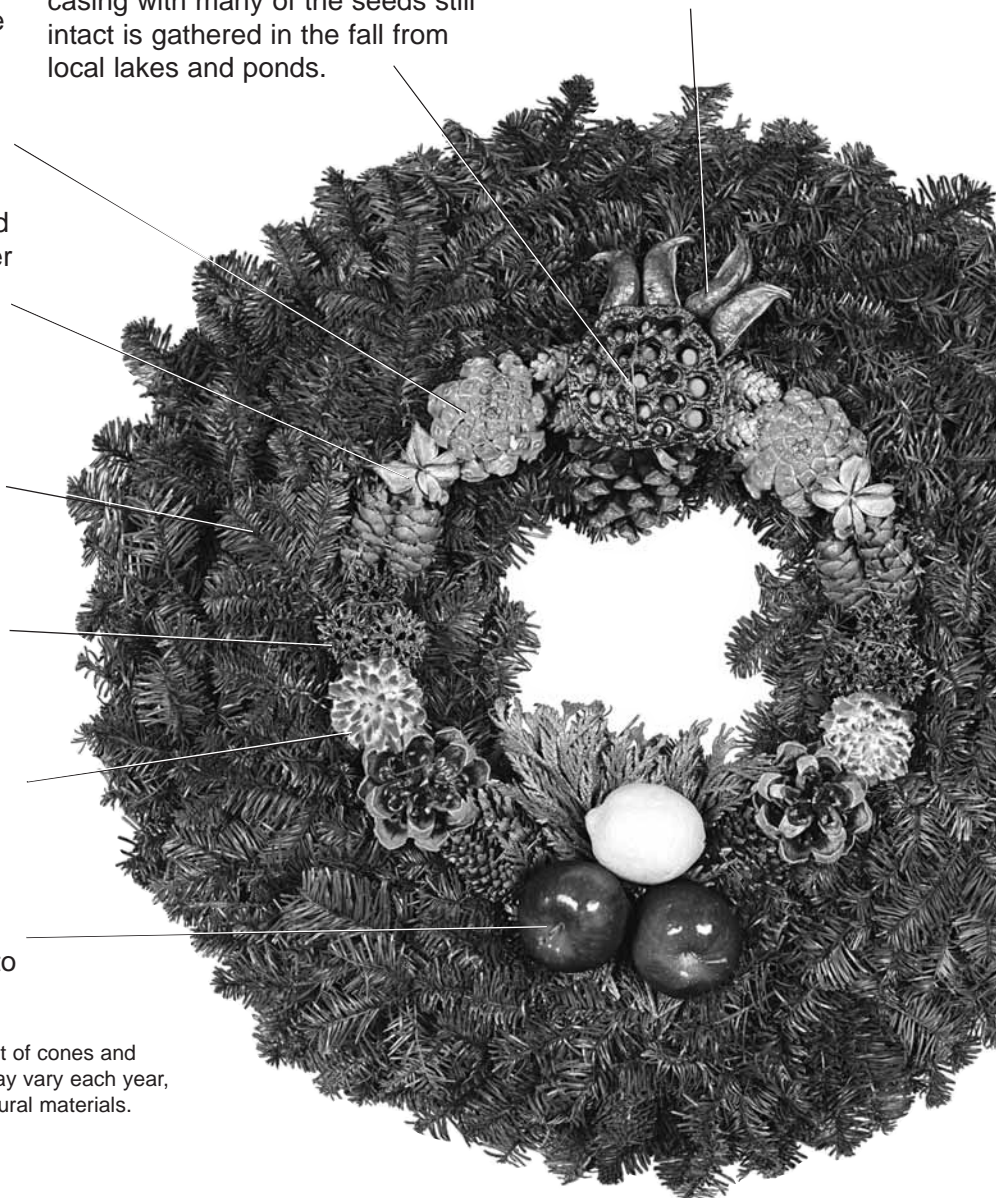
Hand-rubbed in alcohol and then lacquered to keep them colorful and plump.

LOTUS POD

This distinctive water lily seed casing with many of the seeds still intact is gathered in the fall from local lakes and ponds.

BOTTLE TREE POD

This pod is from a tree native to Australia and now grows in San Fernando Valley, California.



Note: The number, selection and placement of cones and seedpods upon the Della Robbia Wreath may vary each year, depending upon the availability of these natural materials.

Phone, Fax, Modem or Mail In Your
Last-Minute Wreath Orders

Phone: (800) 833-7769

Fax: (909) 628-9688

Internet: <http://www.boysrepublic.org>

***Mail:* Boys Republic, 3493 Grand Ave., Chino Hills, CA 91709**

WREATH ORDERING INSTRUCTIONS – PLEASE READ CAREFULLY

1. PLEASE FILL OUT FORM COMPLETELY, INCLUDE FULL ADDRESSES WITH ZIP CODES.
2. WREATH ORDERS ARE PROCESSED AND SHIPPED IN THE ORDER RECEIVED..
3. AVOID DUPLICATION. IF YOU TELEPHONE OR FAX YOUR ORDER, PLEASE DO NOT ALSO MAIL IT.
4. ONLY 22-INCH WREATHS WILL BE SHIPPED TO ADDRESSES OUTSIDE CONTINENTAL U.S. AND THEY GO UPS OR AIR PARCEL POST AT ADDITIONAL CUSTOMER EXPENSE.
5. NOTE: DELLA ROBBIA WREATHS CANNOT BE SHIPPED TO P.O. BOXES.

WREATH SIZE	SHIP TO: (PRINT NAMES AND FULL ADDRESSES INCLUDING ZIP CODES)

CREDIT CARD PURCHASES

☐ VISA ☐ M/C ☐ DISCOVER ☐ AMX Exp. Date: _____

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Cardholder:

PERSONAL & BUSINESS CHECK PURCHASES

Please make checks payable to *Boys Republic*

SENDER INFORMATION

Name: _____

Address:

City/State/Zip:

Phone No.:

WREATHS PRICES*

22" WREATHS @ \$46.95, COMPLETE \$

32" WREATHS @ \$69.95, COMPLETE \$

TOTAL ORDER \$

- * PRICES INCLUDE APPLICABLE TAXES, SHIPPING, AND HANDLING.
- * Shipments outside of U.S. Continental limits must go Air Parcel Post or UPS at customer's expense.

TO SEND BY MAIL OR FAX, CUT ALONG DOTTED LINE

Della Robbias Evoke Holiday Charm and Joy

(Continued from page 2 of "Della Robbia News")

the professional wreath staff that works with them.

Beginning each January, weekend work parties of boys and staff go into selected fields, forests and orchards to collect numerous varieties of seed pods, nuts, cones and other natural, dried materials. Then during the week, each sackful is sorted, cleaned, drilled and wired. The cones and pods are then wired together into decorative arrays and then stored in boxes and bins in an old gymnasium transformed into a wreath barn on the agency's Chino Hills campus.

Altogether, more than three million individual pods and cones from as many as a dozen varieties of trees and plants are collected, prepared and stored each year to await the holiday season.

The distinctive design of the cone, pod and fruit-studded Della Robbia wreath was inspired by the ceramic wreath sculptures of the Della Robbia family of artisans in 16th century Florence, Italy. Margaret Fowler, a founder of Boys Republic, happened to see an original Della Robbia ceramic while vacationing in Europe in the early 1920's, just at a time when she was searching for a craft project that would teach the children in her care the value of honest labor. She brought the idea home with her and, in 1923, the first few dozen Della Robbia wreaths were made and sold door-to-door for \$2.50 each.

So successful was the project that the following year wreath production was increased to 107. It was increased again for the third year and again for the fourth. Wreath sales quickly grew to 500 per season, then 1,000, then 1,500.

In the early 1950's, Boys Republic Board of

Directors formalized the Della Robbia program, expanding it to serve as a key component in students' work experience activities and as a primary source of supplemental funding for the agency's non-profit operations. They converted an old, red brick

gymnasium on the main campus into a permanent wreath barn and installed an automated conveyer system to speed the wreaths from each hand-assembly stage to the next. By 1955, production had swelled to 30,000 wreaths per season.

Today, more than 40,000 Della Robbias are produced in a 13-day period between Thanksgiving and mid-December each

year. But despite that large volume, the wreaths are made as they have always been made, carefully hand-tied, one at a time.

Each wreath is packaged, moisture-sealed and ready to ship within minutes of being completed. Most wreaths are shipped within 24 hours of manufacture. Those having to wait an extra day are stored in a cooler to keep them florist-fresh.

Historic Campaign Enters 88th Season

(Continued from front page of "Della Robbia News")

after-school and weekend work for hundreds of students a year and helping Boys Republic raise nearly one-quarter of its own annual operating budget. Proceeds from wreath sales and other self-help activities and donations represent a savings to taxpayers of nearly \$4 million a year.



Photo: Jessica Ruiz

HOLIDAY HOOD ORNAMENT: Each year, Monrovia Day Treatment students present local police and firefighters with Christmas wreaths made at the Chino Hills campus. A fresh Della Robbia adorned one of the firetrucks at Fire Headquarters Station 101 in Monrovia, California, during our 2010 wreath campaign.

Pumpkin Harvest:

Agriculture Students Partner with Armstrong Garden Centers

Each Box of Pumpkins reads, “Display, Carve, Cook.” Inside are a dozen or so “designer” pumpkins and gourds: White Casper, Tiny Tim, Fairytale, Cinderella and other varieties of various sizes, shapes and textures and colors. Each box is different. These are the fruits of Boys Republic’s Pumpkin Patch, a six month student work experience project at the Chino Hills campus.

This year, Armstrong Garden Centers has partnered with Boys Republic by purchasing 512 boxes (that’s more than 6,000 pumpkins) and they’ll be for sale at each of Armstrong’s thirty-one locations in California.

The Pumpkin Patch endeavor is just one of many projects undertaken by Boys Republic’s Landscaping Class. The course introduces students to the theoretical and applied knowledge they would need to either go to work for a large firm or start their own business. It operates under the umbrella of the Baldy View Regional Occupational



VARIETY PACK: Box of Pumpkins will be sold at each of Armstrong Garden Centers locations in California.

Program. The class is all about the large body of knowledge and the working habits that will help a young worker obtain and keep a job.

Pumpkin Patch Math

As a classroom exercise in formulating a business plan, students in the Landscaping Class estimated the cost of goods sold for each box of pumpkins. Students were introduced to the concept of amortization to estimate capital expenses.

Cost of Goods Sold:

boxes	\$2.77	boots	.10
drip system	2.25	hats	.15
water	2.00	equipment	1.25
wooden stakes	.10	fuel	1.00
seeds	1.25	shipping pallets	.50
fertilizer	.85	pest abatement	.10
clippers	.10	land	.10
buckets	.05	labor*	1.30

Total Expense = \$13.87

* Labor estimate does not include the cost of class instructor’s time on project.



Stellar Outcome

Record setter. Rule bender. Businessman and Boys Republic alumnus Jim Rathmann won the Indianapolis 500 and found sunken treasure. He gets full credit.



Jim Rathmann

Kids are our business. We help troubled kids earn their way to a better life. Most, who “stick with the program” and graduate, go on to become productive citizens. There’s a group however who, for whatever reason, don’t complete the program, but thrive nevertheless in really stellar fashion as adults. Alumnus Jim Rathmann was such a student.

Rathmann, whose real first name is Richard, showed up for an unannounced visit in 2005. It was his first time back at Boys Republic and a lot had transpired since he’d been a student in 1942-43.

“When I left here, I went to work as a journeyman butcher,” he recalled. “But what I really wanted to do was to get into auto racing. I was mechanically-inclined and always working on cars, after work.”

“I was 16 and too young to race, so I switched driver’s licenses with my older brother and began racing as ‘Jim’ Rathmann. Professionally, the name stuck, but my driver’s license still says Richard.”

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INDY 500 WINNER:
Rathmann’s 1960 win is considered by many to be the greatest “500” ever. During the entire second half of the race, he and second place finisher Rodger Ward were never more than a few feet from each other, swapping the lead a total of 14 times.

Jim Rathmann
BR #2960

Memorials Honor Special People, Events, Through the Lives of Children

A memorial contribution to Boys Republic and Girls Republic is a meaningful way to honor a special person, a special event or the memory of a friend or loved one. Your gift will reap a second benefit as well by contributing directly to the programs of Boys and Girls Republic. In this way, the honor paid the designee will live on perpetually in the lives of the deserving young people you have helped.

The following are memorial and commemorative contributions made from April 1, 2011 through August 31, 2011.

Donor / In Memory of:

Ms. Gertrude Fox/
Marian Barnett
Mr. & Mrs. Bill Sides/
Steve Bertolette
Mr. & Mrs. Richard Williams/
Steve Bertolette
Mr. & Mrs. Chris Burns/
Steve Bertolette
Pasadena Auxiliary of Boys
Republic/Steve Bertolette
Mr. Mervine LeRoy Box/
Marion Elaine Box
Dr. & Mrs. Irwin Kempler/
Mildred Burhenn
Ms. Karen Cochran/your brother
Mr. & Mrs. Chris Burns/
Martin Falk
Ms. Joan Morrison Brenner/
Martin Falk
Mr. Donald Dean Gibson/
Martin Falk
Mr. Max Finkelstein/Martin Falk
Ms. Marty Francis/Marie Francis
Mr. & Mrs. Richard Williams/
Virgil Hansen

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Mrs. Louise M. Laub/
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Mrs. Louise M. Laub/
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Mrs. Faye Simpson Baden/
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Mr. & Mrs. Charles Fox/
J. W. Webb, Jr.
Mr. & Mrs. Richard Williams/
Theresa Webb

Donor / In Honor of:

Mr. Leon B. Miller/
David Brahms

Boys Republic Report

Boys Republic Report is published three times yearly by Boys Republic, 1907 Boys Republic Drive, Chino Hills, CA 91709. (909) 628-1217.

Boys Republic and Girls Republic are private, non-profit, non-sectarian agencies helping troubled children aged 13 to 18. Rules for acceptance and participation in these programs are the same for everyone without regard for race, color, national origin, age, sex or handicap.

Our Mission

Boys Republic is a nonprofit organization which seeks to give adolescent youth with behavioral, educational, and emotional difficulties an opportunity to achieve their maximum potential for responsible, self-directed life within the community.

Every attempt is made to involve family members in the rehabilitation process and to bring about the reunification of the family. We consider the development of academic, vocational, and social skills essential in assisting youth we serve to return to the community as useful productive citizens.



1907 Boys Republic Drive
Chino Hills, California 91709
Phone (909)628-1217 Fax (909)627-9222

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Chino, CA

Alumnus Jim Rathmann: Auto Racer, Treasure Hunter

(Continued from page 6)

Rathmann raced from 1946 through 1964. He finished runner-up at the Indianapolis 500 three times, before winning it in 1960 in what many consider the most exciting Indianapolis 500 ever.

Retiring from racing in 1964, Rathmann owned and operated a couple of Chevrolet/Cadillac dealerships in Florida. He befriended several of the original U.S. astronauts and convinced General Motors President Ed Cole to set up a program which supplied each astronaut with a pair of cars every year.

In the early 1970s, he and a group of automobile executives formed Doubloon Salvage, Inc., a treasure hunting outfit. They discovered sunken Spanish galleons off the coast of Florida and recovered more than 13,000 doubloons.

We asked Rathmann whether he thought the Boys Republic program had been of benefit to him.

His reply: "I don't know . . . I spent most of my time here at hard labor. I'd run off to buy cigarettes, get caught and disciplined," he paused, eyes twinkling. Then added, "But, you know, everything I ever did, I made money at it."

Kids are our business. We're encouraged by their successes, saddened by their failures. We'd like to say we had a hand in Jim Rathmann's phenomenal success. But, in all honesty, the drive, independent streak and imagination that set Rathmann on his adventurous life trajectory were his own. He pretty much destined himself for greatness.

For his overall career in racing, Rathmann was inducted into the Motorsports Hall of Fame in 2007.