

Chino Hills Champion (CA)

Community names 'Let It Be' founders Citizens of the Year

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After Michael **Rosen** slipped the wedding ring on his bride's hand 12 years ago, he presented her 5-year-old daughter, Karla Asch, with a bracelet. His marriage to **Ruth** included the commitment to love her daughter as his own. The bracelet was a symbol of that commitment.

The couple lovingly raised their little girl until she died three years ago of an inoperable brain tumor at the age of 15.

Today, they are selflessly helping other children with life-threatening illnesses through a foundation they established in Karla's memory, just four months after she died.

For their efforts, Mr. and Mrs. **Rosen** of Chino Hills have been named Chino Valley's Outstanding Citizens of the Year for 2009.

They will be honored during Chino Hills' Fourth of July festivities today (July 4) at Big League Dreams, during the flag salute ceremony beginning at 10:30 a.m.

The Let It Be Foundation has assisted 19 families and raised more than half a million dollars since 2006.

Although Mrs. **Rosen**, 44, is the public face of the foundation, Mr. **Rosen**, 46, is the one behind the scenes handling the financial and operational functions.

"A lot of people don't know Michael's involvement in the foundation and how much time he puts in," Mrs. **Rosen** said.

He applies his 25 years of business experience to serve as the foundation's chief administrative officer and is vice president of the board.

"If we didn't operate like a business, we'd be out of business," said Mr. **Rosen**, who spends approximately 20 hours a week on foundation work.

He explained that the foundation is set up like a corporation with a six-member board, and a four-member advisory board.

Advisory board members in the legal and financial services fields provide oversight to the execution of the business plan, he said.

Mr. **Rosen** also handles the business end of his wife's newly released book "Let It Be: My Daughter's Legacy." A percentage of the proceeds goes back to the foundation.

Mr. **Rosen** is a vice president of supply chain solutions for GENCO.

"When Karla got diagnosed, I saw something in Michael I had never seen before," Mrs. **Rosen** said. "I saw how much he loved my daughter and gave me respect when I placed more attention on Karla than on our two boys."

The Rosens have two sons together, 8-year-old Cole and 11-year-old Brandon, both students at Wickman Elementary School, and both active on the foundation's junior teams.

Mrs. **Rosen** said her husband always referred to Karla as his daughter. He coached most of her soccer teams.

When the mail arrived one day and Karla saw that an envelope was addressed to the "**Rosen** Family," she told her mom that the letter was not intended for her.

That was the moment the family decided to add "**Rosen**" to Karla's last name, with the permission of her father, Rick Asch.

"For me it was an honor that she would want to do that," Mr. **Rosen** said. "It gave our family wholeness."

The Rosens have experienced profound joy in knowing that The Let It Be Foundation is offering love, hope, and faith to families whose children are battling cancer.

They remember how their lives turned upside down when Karla was diagnosed, and how the community held them up with prayers, meals, gifts, donations and support.

The Let It Be Foundation provides families with services including household maintenance, medical accessories, sibling care, meals, and other forms of support.

Four major events occur each year, one event per quarter, "to bring in the revenue that keeps the engine going," Mr. **Rosen** said.

Teens can get involved by joining the junior teams and helping with projects such as lemonade stands, bedroom makeovers, and talent shows.

A former stay-at-home mom, Mrs. **Rosen** now devotes 40-plus hours a week to the foundation, which has an office in Chino.

"As tough as it is to live without Karla, it becomes clearer every day that the foundation is God's plan," she said.