**MAGIC ISLE**

1. What are some reasons that Santa Catalina Island is the only one of the 8 California Channel Islands to be developed with hotels, restaurants, attractions, etc.?

2. Why could it be said that William Wrigley, Jr. had a dream or vision that pre-dated by 30 years Walt Disney’s idea of a destination, family-oriented resort.

3. What was the “genius” or “marketing brilliance”, as some people referred to it, in Wrigley having the Chicago Cubs conduct spring training on Catalina for 30 years?

4. Why is Catalina an appealing destination, as evidenced by the 1 million people who visit each year?

5. What are some of the pressures faced by the present generation of Wrigley’s descendants as they address the needs of the island today?

6. Explain what person in the Catalina segment of the film most interests you … choose from William Wrigley, Jr., his daughter Alison Wrigley Rusack, Jim Vitti, the baseball historian, or Lolo Saldana, the barber.

7. If you were to think about starting a business, what lessons from William Wrigley, Jr. would you try to follow?

8. Why is the City of Avalon so small (about 3 square miles) .. why did it not expand to cover more of the island?

**William Wrigley, Jr.**

[**https://en.wikipedia.org/wiki/William\_Wrigley\_Jr**](https://en.wikipedia.org/wiki/William_Wrigley_Jr)**.**

**Catalina Museum**

[**http://www.catalinamuseum.org/**](http://www.catalinamuseum.org/)

**Catalina Island Conservancy (ecology, research, etc.)**

[**https://www.catalinaconservancy.org/index.php?s=wildlife&p=catalina\_resident\_bird\_list**](https://www.catalinaconservancy.org/index.php?s=wildlife&p=catalina_resident_bird_list)

**AT&T Archives: Good Bye Central (video)**

[**https://www.youtube.com/watch?v=7qLU\_urEYVE**](https://www.youtube.com/watch?v=7qLU_urEYVE)**.**

**Catalina Island Zip Line Eco Tour**

[**https://www.youtube.com/watch?v=whCEQX2lvcU**](https://www.youtube.com/watch?v=whCEQX2lvcU)

**Chicago Cubs on Catalina**

[**http://springtrainingmagazine.com/history2.html**](http://springtrainingmagazine.com/history2.html)

**Lolo Saldana on the Chicago Cubs and Catalina**

[**http://www.ocregister.com/articles/salda241a-648717-cubs-avalon.html**](http://www.ocregister.com/articles/salda241a-648717-cubs-avalon.html)

**Chicago Cubs Silent Film 1939 Spring Training on Catalina**

[**https://www.youtube.com/watch?v=R2cueKhvN9k**](https://www.youtube.com/watch?v=R2cueKhvN9k)

**Cubs Made Los Angeles A Home Before Dodgers Did**

[**http://www.nytimes.com/2016/10/19/sports/baseball/cubs-los-angeles-catalina-island-dodgers.html?\_r=0**](http://www.nytimes.com/2016/10/19/sports/baseball/cubs-los-angeles-catalina-island-dodgers.html?_r=0)

**Catalina’s Hollywood History**

[**http://www.catalinachamber.com/about/catalina-island-history-2/catalinas-hollywood-history/**](http://www.catalinachamber.com/about/catalina-island-history-2/catalinas-hollywood-history/)