

## WELL Weekly Update

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#### Articles and Items of Interest:

Mayor’s Water Conservation Challenge  
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What to do: 150 THINGS YOU CAN DO TO BUILD SOCIAL CAPITAL

#### Calendar of Events:

##### **Film “The Prize” an important Film in 4 parts**

**June 21 – Part 2**

**July 19 – Part 3**

**August 16 – Part 4**

This is the definitive story on the history of oil or black gold from the drilling of the first well in Pennsylvania through two great world wars to the Iraqi invasion in Kuwait. Learn how and why oil has become the largest industry in the world. This film is a visual roadmap that shows us where we’ve been and where we’re going as the world heads into an uncertain landscape of the 21<sup>st</sup> Century. “Unquestionably the Prize is the most comprehensive and detailed treatment of the century and a half of oil”, said James Schlessinger, former Secretary of Defense under President Nixon. We have become the Hydrocarbon Man. Running time is approximately 8 hours. It will be shown in 4 installments.

All showings: 7pm – Little Lake Health Center - 45 Hazel Street in Willits

**June 3 - Gleaners Plant Sale - 409 W. Mendocino 10:00 am to 4:00 pm**

The Grateful Gleaners will be holding their plant sale June 3rd from 10:00 to 4:00 at 409 W. Mendocino (the corner of Spruce). There will be all kinds of plants for sale: flowers, vegetables, herbs, fruit. This will be not only a chance to buy some healthy plants for your garden but also to meet some of the team leaders and gleaners. If anyone would like to donate plants, call Thayer Craig at 459-1355. All proceeds from the sale will help the gleaners buy needed equipment

**June 4 - WELL Speaker Series: Greg Pahl – The Grange 6:00 pm**

**Real energy solutions for real problems—now!**

Greg has been involved in environmental issues for more than 20 years. In the 1970s he lived “off the grid” in a home in Vermont with a wind turbine atop an 80-foot steel tower that provided for his electrical needs. He is a founding member and codirector of the Vermont Biofuels Association. He has written about biodiesel, wind power, wood heat, solar energy, heat pumps, electric cars, sustainable forestry management, and “green” home building materials. Most recently Greg has written *The Citizen-Powered Energy Handbook* (2006, Chelsea Green). Join us at the Grange at 6:00 pm for food, music, and talk. Greg will start speaking around 6:45.

**June 18 – WELL Quarterly Meeting –Willits Community Center 6:00 pm**

Due to complexity in the process, and our desire to do the Merge right, rather than simply doing it quickly; we will not have the vote on the new Bylaws and Articles of Incorporation on June 18. There are some changes we would like to vote on such as extending the vote to currently Subscribing Members along with the Working Members and doing away with that distinction altogether. The text of what we will vote on will be included in the Weekly Update next week. We do hope to have the proposal for your review by June 18, to be voted on in late July or early August.

We will have music and food and reports on the various projects that are going on around town. If you have a project, we want to hear about it! Call Liam at the WELL Office, 459-1256, to make a time for you to tell us what’s going on.

**June 25 – ‘County Hall’ Meeting – Willits Council Chambers 6:30 pm**

The County is working on a General Plan which will map out how our County wants to develop over the next twenty or more years. What do you want to see in that plan? Join us as we examine the issues and the possible answers. We want our Supervisors to know what we want.

### **July 1 – Parade Practice in the Park – Bud Snyder Park 4:30 pm**

Help plan our procession! Bring your enthusiasm, and your garden implements, to Bud Snyder Park (that's City Park, across the street from City Hall) on the afternoon of Sunday July 1. There we will learn the rhythms of Farming for Food and Fun which we will pound out in our walk on July 4. Let's declare our independence from the 1500 mile long supply chain bringing our food to our tables!

### **July 4 – Frontier Days Parade – Recreation Grove 11:00 am**

Imagine it: a troop of gardeners, gleaners & farmers marching, dancing, playing the tools of their trade, and showing how this valley can become again the food producing powerhouse that it once was. If you dig in the dirt, prune fruit trees, pluck ripe plums and ripe tomatoes, or simply love a salad of greens from your garden then join us as we march in honor of Farming For Food and Fun. On Sunday, May 27 we will gather in Bud Snyder Park (that's City Park, across Commercial from the Community Center) to plan and practice. Call Liam at the WELL Office (707) 459-1256 or Freddie Long (707) 459-5267 for more information.

### **July 16 – WELL Speaker Series – Maria Gilardin - 6:00 pm**

Maria Gilardin is coming to Willits! If you don't know her, you might know her voice, sort of a cross between Marlene Dietrich and Greta Garbo. She speaks slowly and precisely, with just the right tone to convey the seriousness of the subjects that she and her guests discuss.

She is the host of TUC Radio, one of the best nationally syndicated public radio shows that features keen interviews and leading-edge talks in the half-hour format. It is featured every week on KZYX/Z at 4 PM on Tuesdays.

Why does she call her radio show TUC? As she tells it, "When looking for a name, I came across a pilot's handbook and found the acronym TUC, an aeronautical term. 'Time of Useful Consciousness' is the time between the onset of oxygen deficiency and the loss of consciousness. These are the brief moments in which a pilot may save the plane."

Get it? We live in a struggling democracy and the People are the pilots. She is trying to help us save our democracy.

Maria will present excerpts of two of her recent programs on video as intriguing openers for what surely will be a lively debate. In an interview snatched from government censors, NASA scientist James Hansen explains why our time of useful consciousness is 9 years and what might happen if we miss the deadline. Hermann Scheer, member of the German Parliament, talks about his one page legislation that has made Germany the leader in alternative energy. He expects to phase out all fossil fuels and nuclear within 40 years - unless corporations will destroy alternative energy yet

again. Bill McKibben shows that local effort can have national consequences and quotes Edward Abbey on the destructive power of an economy that measures success by growth and Gross Domestic Product. "GDP - boy, is that gross!" says Abbey.

### **July 21 – Films in the Park –Recreation Grove**

#### **Focus on Food - “The Power of Community: How Cuba Survived Peak Oil”**

Willits Action Group (WAG) and WELL are cosponsoring a series of evenings about important issues facing Willits and what you can do about it right now. Our first evening will feature a film about how Cuba adapted when the Soviet Union fell and Cuba’s oil supply was reduced by 50%. The key was changing the way their food was grown and changing the priorities of their economy. We will feature a local DJ, there will be hot food for sale by Nuestra Alianza de Willits and the many volunteer organizations and projects that focus on food in our area will be represented and looking for volunteers.

### **August 18 – Films in the Park – Focus on Emergency Preparedness**

Our film will be about the aftermath of Katrina and our speaker will be Mendocino County Sherriff Tom Allman, who was among those who traveled to Louisiana and volunteered to help during the aftermath and clean up from that disaster. If an earthquake happened tomorrow, the Big One they keep telling us is coming, how would Willits handle it? When the panel of local First Responders gathered on October 25, 2005 they said that in a severe disaster effecting the San Francisco Bay Area as well as Mendocino County, we might have to wait three weeks before help arrived from outside our area. Like the smaller communities near New Orleans after Katrina, we may need to rely on our own resources. The most important of those resources is we, ourselves. Training and signups for the Citizen Emergency Response Teams are ongoing. Their next class starts in August. The Red Cross is starting to train and recruit again in our County, starting next week (Contact Joyce Adams 577-7603 or [dsaa@sonomacounty.redcross.org](mailto:dsaa@sonomacounty.redcross.org)). Come out to the park and find out how YOU can help!

### **August 27 – WELL Speaker Series – Kate Marianchild – 6:00 pm**

#### **The Fifty Species Challenge**

How many species can YOU identify when you look out the window or walk through our woods and fields? Supported by members of Redbud Audubon, this program challenges each of us to know fifty species in our own home environment (birds, animals, plants, insects, etc.) and know how they interact with each other. With the tools Kate will show us, this is a way of making your environment your home and truly connecting people with place.

### **September 10 – WELL Quarterly Meeting – 6:00 pm**

Our September meeting will have elections for the Coordinating Committee. We will also find ways to have fun and do some good for our community.

### **September 15 – Films in the Park – Focus on Water**

Willits is facing water restrictions this summer. Our City Council has had several Council Meetings at which our water issues have been spoken about in full. Now is time for all of us to act. The Mayor's Water Conservation Challenge, detailed in the Articles and Items of Interest section of this Newsletter, is one way all of us can put our creativity to the test to find solutions. On this evening we will see a good film on Water Conservation (which I am still looking for!) and we will culminate the Mayor's Challenge by awarding prizes for the ideas generated by her Challenge. Stay tuned for details!

### **September 24 – Shay Salomon – Little House on a Small Planet**

**Shay Salomon** is an author, educator, and a builder in the field of natural construction methods.

**Small House Society.** Shay Salomon is a co-founder of the Small House Society, which she helped establish along with Nigel Valdez, Jay Shafer, and Gregory Paul Johnson in the fall of 2002, when Shay and Nigel visited Jay and Greg in Iowa City, and gave a talk at the local library. Since that time, the Small House Society has been recognized by Time Magazine, The Wall Street Journal, National Public Radio, The Columbia News Service, and other news media sources

**Little House on a Small Planet.** At the time of establishing the Small House Society in 2002, Shay and Nigel were traveling, collecting floor plans, stories, and photographs of the small house movement. They worked on this project for about 7 years, and were supported in part by a grant from the Graham Foundation for the Fine Arts. This year, Lyons Press (GlobePequot) published their book, *Little House on a Small Planet*. LHSP is a self-help, home-improvement guide for people who want to increase their happiness by living in much less space.

### **Articles and Items of Interest:**

#### **Mayor's Water Conservation Challenge**

Water is very much on our minds these days as we watch the hillsides turn brown much earlier than we usually do. The Willits Water system is challenged to meet the needs of those who draw from it. The Mayor, Tami Jorgenson, is challenging all of us to think of ways to use less water. She is inviting the greater Willits community to focus our creativity and enthusiasm over these coming months until September 15 in a collective effort to help conserve water. The WELL organization has offered to coordinate and help publicize the challenge.

The Challenge is directed to all formal and informal groups in our community. Our plan is to put our school children in the driving seat to both tap into their creativity and passion and to enroll their schools, families and the community at large in this important program.

Expect a letter from the Mayor soon detailing how the Challenge will work. In the meantime, think about the ways you can draw less water from your tap.

This is going to be a big job and WELL is looking for volunteers to help our end of it. We have already set aside \$250 as the start of a fund that will be awarded to our local schools on September 15 when the Challenge entries will be reviewed at our Films in the Park night at Recreation Grove. If you want to volunteer, or if you want to add to the prize fund, contact Liam at the WELL Office, 459-1256.

### **RLNC – The Report**

On May 18 through May 20 WELL, the City of Willits, and the Willits Action Group sponsored RLNC 2007, the second Regional Localization Networking Conference. 15 organizations, most from Northern California, joined us at Brooktrails Lodge to discuss best practices, brainstorm, and consider especially how to build and maintain those relationships that make localization work; within our own organizations, with other organizations and stakeholders in our community, with local governments, and with other localization groups in our bioregion.

The conference was opened by the Mayor of Willits, Tami Jorgenson, who announced the Water Challenge mentioned in the article right before this one. We also heard a letter of support from Congressman Mike Thompson, read by his assistant, Heidi Dickerson.

The presentations and discussions were useful and insightful. I was particularly captured by the reports from Sustainable Fairfax, BALLE, and Boulder Valley.

Karen Chen and Kachina Katrina Zavalney from Sustainable Fairfax gave a wonderful presentation on the goings on in both Fairfax (near SF Bay) and Portland Oregon. Both of these urban areas are making strides in localization that give me hope. Through the use of 1) Envisioning What You Want To See; 2) Asset-Mapping for Local Resources; 3) Networking To Connect People; and 4) Implementing; they have focused on developing a Center where Localization skills can be taught and practiced as well as letting their community know what local products and services are actually available throughout their community.

Don Shaffer Director of BALLE San Francisco, along with Willits City Planner Alan Falleri, gave a good overview of the BALLE organization and its roots in Philadelphia; as well as the ways that our local BALLE Chapter, Local First, is working to encourage

a business network here that truly encourages local business ownership, local purchasing, and local production to create a sustainable economy here in Willits.

Michael Brownlee, of Boulder Valley Localization, was the attendee of RLNC 2007 that traveled the farthest. Boulder Valley Colorado is moving toward a plan that uses a for-profit model to encourage localization and sustain the movement in the process. They will be hosting a 'Localization Fair' in late Summer that promises to be as fun as it is informative.

Our keynote speaker, Peter Russell, talked to us about the Forth Bottom Line. Most of us have heard of the Triple Bottom Line, Profit, Ecology, and Society. Peter says that a forth bottom line we need to consider with each decision we make is our own consciousness and attitude. He used the illustration of sitting in a traffic jam. If I am there, with no way to get out, I have a choice. I can either steam and vent and be frustrated, or I can enjoy the rest and pause the universe has imposed on me. In terms of localization we need to look internally for the changes that make localization work. If my answer to frustration is to buy a new pair of shoes or the latest electronic gadget, I will not become localized. If my answer is look within and find the actual source of my frustration (my attitude) and fix it, then I will be much happier in whatever condition I find myself. This does not mean to simply accept whatever the world throws at us without doing anything about it, but it does mean finding joy in the present and limiting our concerns and responses to the practical efforts to make things better.

At the end of the conference, on Sunday, we had a time to exchange our thoughts on the value of the weekend. What I heard made me glad we made the effort to put on the conference. Several of those who attended expressed how close they were to burnout, and how the conference had helped them to gain new strength or to take the break they needed before plunging back into the fray.

Tamara Frey provided us with an incredible collection of local, organic food. She used fish from Fort Bragg, strawberries from Hopland, greens from Willits, bread from Ukiah, and very tasty marine vegetables from the Mendocino Coast. For those who fear that a local diet will be limited in flavor, think again!

I would like to thank Brian Weller, Annie Weller, Freddie Long, Richard Jergenson, Kimball Dodge, Maria Brook, Michael Stewart, Jason Bradford, Chris Hanson, Lanny Cotler, Rommy and Blair Egress, and the many others who helped this conference to be the success that it was!

## **What to do: 150 THINGS YOU CAN DO TO BUILD SOCIAL CAPITAL**

Bettertogether.org is an initiative of the  
Saguaro Seminar on Civic Engagement in America  
at Harvard University's Kennedy School of Government.  
c/o The Saguaro Seminar, Kennedy School of Government, Harvard University

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Social capital is built through hundreds of little and big actions we take every day. We've gotten you started with a list of nearly 150 ideas, drawn from suggestions made by many people and groups. Try some of these or try your own. We need to grow this list. If you have other ideas, send an email to [saguaro@ksg.harvard.edu](mailto:saguaro@ksg.harvard.edu).

1. Organize a social gathering to welcome a new neighbor
2. Attend town meetings
3. Register to vote and vote
4. Support local merchants
5. Volunteer your special skills to an organization
6. Donate blood (with a friend!)
7. Start a community garden
8. Mentor someone of a different ethnic or religious group
9. Surprise a new neighbor by making a favorite dinner—and include the recipe
10. Tape record your parents' earliest recollections and share them with your children
11. Plan a vacation with friends or family
12. Avoid gossip
13. Help fix someone's flat tire
14. Organize or participate in a sports league
15. Join a gardening club
16. Attend home parties when invited
17. Become an organ donor or blood marrow donor.
18. Attend your children's athletic contests, plays and recitals
19. Get to know your children's teachers
20. Join the local Elks, Kiwanis, or Knights of Columbus
21. Get involved with Brownies or Cub/Boy/Girl Scouts
22. Start a monthly tea group
23. Speak at or host a monthly brown bag lunch series at your local library
24. Sing in a choir
25. Get to know the clerks and salespeople at your local stores
26. Attend PTA meetings
27. Audition for community theater or volunteer to usher
28. Give your park a weatherproof chess/checkers board
29. Play cards with friends or neighbors
30. Give to your local food bank
31. Walk or bike to support a cause and meet others
32. Employers: encourage volunteer/community groups to hold meetings on your site
33. Volunteer in your child's classroom or chaperone a field trip
34. Join or start a babysitting cooperative
35. Attend school plays
36. Answer surveys when asked
37. Businesses: invite local government officials to speak at your workplace
38. Attend Memorial Day parades and express appreciation for others
39. Form a local outdoor activity group

40. Participate in political campaigns
41. Attend a local budget committee meeting
42. Form a computer group for local senior citizens
43. Help coach Little League or other youth sports – even if you don't have a kid playing
44. Help run the snack bar at the Little League field
45. Form a tool lending library with neighbors and share ladders, snow blowers, etc.
46. Start a lunch gathering or a discussion group with co-workers
47. Offer to rake a neighbor's yard or shovel his/her walk
48. Start or join a carpool
49. Employers: give employees time (e.g., 3 days per year to work on civic projects)
50. Plan a "Walking Tour" of a local historic area
51. Eat breakfast at a local gathering spot on Saturdays
52. Have family dinners and read to your children
53. Run for public office
54. Stop and make sure the person on the side of the highway is OK
55. Host a block party or a holiday open house
56. Start a fix-it group—friends willing to help each other clean, paint, garden, etc.
57. Offer to serve on a town committee
58. Join the volunteer fire department
59. Go to church...or temple...or walk outside with your children—talk to them about why its important
60. If you grow tomatoes, plant extra for an lonely elder neighbor – better yet, ask him/her to teach you and others how to can the extras
61. Ask a single diner to share your table for lunch
62. Stand at a major intersection holding a sign for your favorite candidate
63. Persuade a local restaurant to have a designated “meet people” table
64. Host a potluck supper before your Town Meeting
65. Take dance lessons with a friend
66. Say "thanks" to public servants – police, firefighters, town clerk...
67. Fight to keep essential local services in the downtown area—your post office, police station, school, etc.
68. Join a nonprofit board of directors
69. Gather a group to clean up a local park or cemetery
70. When somebody says "government stinks," suggest they help fix it
71. Turn off the TV and talk with friends or family
72. Hold a neighborhood barbecue
73. Bake cookies for new neighbors or work colleagues
74. Plant tree seedlings along your street with neighbors and rotate care for them
75. Volunteer at the library
76. Form or join a bowling team
77. Return a lost wallet or appointment book
78. Use public transportation and start talking with those you regularly see
79. Ask neighbors for help and reciprocate
80. Go to a local folk or crafts festival
81. Call an old friend

82. Sign up for a class and meet your classmates
83. Accept or extend an invitation
84. Talk to your kids or parents about their day
85. Say hello to strangers
86. Log off and go to the park
87. Ask a new person to join a group for a dinner or an evening
88. Host a pot luck meal or participate in them
89. Volunteer to drive someone
90. Say hello when you spot an acquaintance in a store
91. Host a movie night
92. Exercise together or take walks with friends or family
93. Assist with or create your town or neighborhood's newsletter
94. Organize a neighborhood pick-up – with lawn games afterwards
95. Collect oral histories from older town residents
96. Join a book club discussion or get the group to discuss local issues
97. Volunteer to deliver Meals-on-Wheels in your neighborhood
98. Start a children's story hour at your local library
99. Be real. Be humble. Acknowledge others' self-worth
100. Tell friends and family about social capital and why it matters
101. Greet people
102. Cut back on television
103. Join in to help carry something heavy
104. Plan a reunion of family, friends, or those with whom you had a special connection
105. Take in the programs at your local library
106. Read the local news faithfully
107. Buy a grill and invite others over for a meal
108. Fix it even if you didn't break it
109. Pick it up even if you didn't drop it
110. Attend a public meeting
111. Go with friends or colleagues to a ball game (and root, root, root for the home team!)
112. Help scrape ice off a neighbor's car, put chains on the tires or shovel it out
113. Hire young people for odd jobs
114. Start a tradition
115. Share your snow blower
116. Help jump-start someone's car
117. Join a project that includes people from all walks of life
118. Sit on your stoop
119. Be nice when you drive
120. Make gifts of time
121. Buy a big hot tub
122. Volunteer at your local neighborhood school
123. Offer to help out at your local recycling center
124. Send a "thank you" letter to the Editor about a person or event that helped build community

125. Raise funds for a new town clock or new town library
126. When inspired, write personal notes to friends and neighbors
127. Attend gallery openings
128. Organize a town-wide yard sale
129. Invite friends or colleagues to help with a home renovation or home building project
130. Join or start a local mall-walking group and have coffee together afterwards
131. Build a neighborhood playground
132. Become a story-reader or baby-rocker at a local childcare center or neighborhood pre-school
133. Contra dance or two-step
134. Help kids on your street construct a lemonade stand
135. Open the door for someone who has his or her hands full
136. Say hi to those in elevators
137. Invite friends to go snowshoeing, hiking, or cross-country skiing
138. Offer to watch your neighbor's home or apartment while they are away
139. Organize a fitness/health group with your friends or co-workers
140. Hang out at the town dump and chat with your neighbors as you sort your trash at the Recycling Center
141. Take pottery classes with your children or parent(s)
142. See if your neighbor needs anything when you run to the store
143. Ask to see a friend's family photos
144. Join groups (e.g., arts, sports, religion) likely to lead to making new friends of different race or ethnicity, different social class or bridging across other dimensions
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