

Ahoy Mariner Fans!

By
Laura Alvarez

I have been at home all week (doctor's orders) with sinusitis. Between the hours of 7:40am to 3:00pm it has felt like being isolated from the outside world. My friends can't talk to me until after school. When they do text me it's break or lunch. This wasn't a great time because it was nap time for me. So there I was, no friends to talk to and Mama was at work. It really gave me a lot of time to think about how lonely it will be for some of us being away from friends and family. I now have a new prospective on how much my friends mean to me. Each day that I was at home sick we would text on how much we missed each other and how much I wanted to be back at school ...YES, I said, "SCHOOL". Friendship is really important to me. They are the people who I rely on and we share adventures with each other. Like going into the Chemistry Room and getting a hot plate to heat up a slice of pizza, while the other two of us are actually doing a lab assignment (Sorry Mr. Passno). In all seriousness it gave me a glance on how college life will be when we are out there on our own by ourselves.



**Captain Don Livermore and
First Mate Laura Alvarez**

Don't forget...

- * Spring Break March 22nd thru April 2, 2010.
- * All Marina High School Parents!!!! We are in need of volunteers from parents of all grades. Email es-therlisa15@yahoo.com for details or call (831) 915-0942.
- * PTSA Meeting Thursday, April 1st at 6pm at Marina High School.
- * Yearbooks are still on Sale; order forms are available in the office.
- * Senior Disneyland Graduation Trip Reservations/Deposits/Payments in full due by April 30, 2010.

MARINA HIGH SCHOOL FUNDRAISER

Would you like to win a free trip to Las Vegas? Our very own Shyla Lucas of Marina won for the month of March. Congratulations Shyla! All you have to do is go to www.joinfordeals.com, select Marina High School and confirm your email address. It's that simple. Not only are you supporting the school you are able to get great discount tickets and coupons, like the Warriors & Coffee Mia!

First Mate, Laura Alvarez
Sailing off for now... Go Mariners!!!

Marina Girl Scout Cookie Booth Locations



Save Mart - Marina

Friday March 19 4:00 PM -6:00 PM
Friday March 19 4:00 PM -6:00 PM

Home Depot

Friday March 19 4:00 PM - 6:00 PM

REI/ Target - Marina

Saturday March 20 10:00 AM - 6:00 PM

Borders - Sandcity

Wednesday March 17 4:00 PM - 6:00 PM

Safeway - Del Rey Oaks

Sunday March 21 2:00 PM - 6:00 PM

U.S. MINT IN CIRCULATION



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annoyed. new development is bad either. It just needs to be done in an intelligent and responsible way.

Mayor Delgado talked about things going on in Marina: Everyone's Harvest (started as a capstone project by a CSUMB student), Marina Skate Team taking first place at the state level (thank you to the Recreation and Cultural Services Director, Terry Siegrist), the incoming light rail through Marina, solar facilities to be placed on former Ft. Ord lands, and he also mentioned that The City's crime rate had fallen in the last few years [I would just like to say that while "overall" crime may have fallen it seems that violent/stranger on stranger crime has gone up. For those that live or work in The City of Marina, it's just odd and very un-Marina for these things to happen]. After mentioning all these things that are held in or have happened within Marina he goes on to talk about The City's budget and that they are overspending what they are bringing in (this is typical for cities right now so don't panic too much) and right about now is where I started to get...

The City of Marina is not immune to the economic pitfalls that are currently afflicting the nation. We are, however, dealing with it better than other cities. Back in 2002 (or was it 2004?) a group of citizens banded together to lie to the populace about a utility tax known as Measure E. This measure came up for a renewal vote and was quashed by those who campaigned that it was a new tax. It was, however, a utility tax that citizens were already paying; it was a tax that brought in 1 million dollars every year to The City's general fund. That's about 5-7 million dollars that the city has missed out on since it was not renewed... because people often don't pay attention and will instead just listen to whomever is louder. The reason I am mentioning it now is because during his talk mayor Delgado mentioned that The City would be broke in about 2.3 years and the citizens would have to either A) Just go broke, B) Pay more in taxes, or C) Cut services from police, fire, and recreation. Because we were in the City of Monterey, when he asked which option the citizens would most

likely chose, most around me said "cuts". I would like to think that those living in Marina would chose a small tax over cutting back on already short-staffed and essential city services.

Now while some might think I'm crazy for thinking that Marina would rather have a small tax increase instead of a cut in services you have to understand the citizens better. We are the city that raised money in order to get a new library. We are a city that has citizens and PTA's who are willing to raise money to pay the salary for positions within our schools that get cut when budgets have to shrink. We are a city that when dealing with heated topics such as what school to close or whether or not a school boundary line should be moved, we do not shout or yell; we are mature and we do what needs to be done. Here in the City of Marina I like to think we take care of our own.

All that said here is what basically made me realize that this article would not be one praising our Mayor: he would like Pacific Grove, Monterey, Del Rey Oaks, Seaside, Sand City, and Marina to all become one city, one

community. I don't think so.

I like to think that Marina has no interest in becoming like other cities on the peninsula. Marina is Marina and there's nothing wrong with that. The fact that the Mayor seems to think we need to be like other cities and that we should become a part of them is rather irksome. I have no interest in the City of Marina becoming like Pacific Grove: broke and having to outsource its fire to the next city over, having a population that doesn't care if its library is forced to close its doors or not. Marina raised money to build a bigger library; the citizens raised money so that our children's schools can have a librarian whenever MPUSD decides the positions need to be cut. It seems that those within the City often try to keep those things which they find important... even when others try to get rid of them.

I also don't want the city to become like Monterey. They have a jobs market that is more or less strictly tourism based. I'm all for having tourism as a part of Marina but why would we want (and here is another thing the Mayor

would like) to compete for tourism with Monterey? I would much rather that our city competes with the Bay Area for jobs. We need companies to start looking at Marina as a great place to move: great schools, great City programs, an intelligent, diverse population, and a low crime rate. I think the city needs jobs that can support sustaining the students that move here to attend CSUMB, positions that will give those who leave Marina to attend college an option (and a desire) to move back home to Marina.

They mayor seems to believe that there is no difference between any of the towns along the peninsula. It's one reason why he feels we should become one giant community/city. He wants us to combine forces, as the case may be. He feels that when you drive from one town to the next you do not realize that you have left one and entered the other. That's just stupid. I don't think that's at all the case for Marina and I don't want it to become the case. I don't want Marina to start to look like another suburban wasteland where the only difference between one town and the next is that

there's a different KFC or Blockbuster on the corner (this is not meant to be anything bad about these businesses, in fact, I happen to like both).

Basically, I believe that Marina is Marina. We shouldn't want to strive for being like someone else, especially when that someone else is nowhere near as great as we already are. We should strive for being ourselves, taking care of our own, and being the best that we can. We are a land of sand, wind, and fog. And we celebrate it. We have the last of the giant sand dunes along our coast line. Every year we host the Marina Festival of the Winds (Mother's Day weekend), and while I like to joke about the fact that you know you're in Marina because of the wall of fog you hit on the freeway: it's what I miss most when I'm not at home. I like to think that we have pride in the things we do, pride in what and who we are, pride in what we have achieved as a community, and that we have pride in what makes us Marina. Why would anyone want to see that change?

Facebook from page B1

can add friends, send messages, and build their own profile.

Flickr --An image and video hosting website where community members can share and comment on media.

LinkedIn --A social networking site for business professionals.

YouTube --A video

sharing website where users can share and upload new videos.

Digg --A social news site where users can discover and share content.

StumbleUpon --A social news community where members discover and share webpages.

Yahoo! and Bing --A social news site where community members can

vote on stories.

If you are interested in communicating with your customers better, use Twitter, Facebook, and YouTube, for these are the best platforms for customer interaction. Conversely, avoid StumbleUpon, Yahoo!, and Bing if you want to directly communicate with your customers.

If you want to maximize

your brand exposure, use Twitter, Facebook, LinkedIn, YouTube, and Digg. Avoid spending a lot of time on Yahoo! and Bing for brand exposure.

If driving traffic to your site is important, Digg and StumbleUpon are terrific, but don't count on Flickr and LinkedIn to drive them there.

Lastly, if you want to maximize your Search

Engine Optimization, develop your presence on Flickr, YouTube, Digg, and StumbleUpon. On the contrary, Facebook offers little value to SEO for your site.

I hope this helps you navigate the social landscape. If you have questions and need me to come over and help you with your online marketing because you're frustrated and about to rip

your hair out over it, contact Jennifer Filzen at jennifer@rock-star-mktg.com. If you'd prefer to get some free training tips and just want to watch the videos, visit www.rock-star-mktg.com.

Happy Tweeting!