

MONTEREY PENINSULA REGIONAL PARK DISTRICT PROGRAMS AT ELKHORN SLOUGH

The Monterey Peninsula Regional Park District has scheduled a pair of exciting programs at Elkhorn Slough through the end of May. Information is provided below. For a full list of dozens of nature activities, see The Park District's new Spring/Summer Let's Go Outdoors! guide. It is available at area libraries and elsewhere or at mprpd.org. Discover Elkhorn Slough

Glide the tides and discover the awe that is Elkhorn Slough. Paddle your kayak and listen for the seagull chorus, sea lions barking and the young otter pups screeching. This guided tour is a symphony of sights and sounds for all levels of paddlers. Gear is provided.

Ages: 5-adult. An adult must accompany minors.

Site: Moss Landing, North Harbor.

Offered by Monterey Peninsula Regional Park District (mprpd.org).

Instructor: Kayak Connection.

When: Sunday, May 23, 9:30 a.m.-12:30 p.m. Also offered same time and site Sundays, July 25 and August 22.

Cost: \$45 (district resident), \$50 (non-district resident). Plus \$10 materials fee paid at site.

Sea Otter Safari

An adventure awaits as you glide up Elkhorn Slough on a stable pontoon boat. Encounter

playful sea otters, curious harbor seals and migrating birds along this picturesque waterway.

This "otterly" fun voyage is a must for visitors and locals alike.

Ages: 3-adult. An adult must accompany minors.

Site: Moss Landing, South Harbor.

Offered by Monterey Peninsula Regional Park District (mprpd.org).

Instructor: Elkhorn Slough Safari.

When: Wednesday, May 26, 9 a.m.-11 a.m.

Cost: Ages 3-12 (district resident) \$22, (non-district resident) \$24; ages 13-adult, \$30, \$33.

Parking fees apply.

Pre-registration is strongly suggested for all classes and programs offered by the Monterey Peninsula Regional Park District (MPRPD). Register online at www.mprpd.org or in-person between 11 a.m.-1 p.m., Tuesday-Friday, at the MPRPD office, 60 Garden Court, Suite 325, Monterey (check, money order, Visa or MasterCard accepted). If space is available, there is an additional charge of \$5 to register the day of the class. On-site registration begins 20 minutes prior to the start of the class. All check-in and registration closes 5 minutes before the class begins. Contact is Joseph Narvaez, at 372-3196, ext. 3.

A New Deal for Local Economies

More local, durable economies are already taking root. We can help them along by changing the way we regulate businesses, plan cities, and finance the communities we want.

by Stacy Mitchell

Let me begin by sharing some good news. Scattered here and there, in my country and in yours, the seeds of a new, more local, and more durable economy are taking root. The Power of Local

Locally grown food has soared in popularity. There are now 5,274 active farmers markets in the United States. Remarkably, almost one of every two of these markets was started within the last decade. Food co-ops and neighborhood greengrocers are likewise on the rise.

Some 400 new independent bookstores have opened in the last four years. Neighborhood hardware stores are making a comeback in some cities. Most students graduating from pharmacy school report that they would rather open their own drugstore than work for chain. Last April, even as Virgin Megastores prepared to shutter its last U.S. record emporium, more than a thousand independent music stores were mobbed for the second annual Record Store Day, a celebration of independent record stores that drew hundreds of thousands of people into local stores, became one of the top search terms on Google, and triggered a 16-point upswing in album sales.

Driving is down in U.S. over the last two years, while data from a dozen metropolitan regions show that houses located within walking distance of local businesses have held value better than those isolated in the suburbs, where the nearest gallon of milk is a five-mile drive to a superstore.

In city after city, independent businesses are organizing and building an increasingly powerful counterweight to the big business lobby on issues as varied as tax policy and global warming. Local business alliances have now formed in over

130 cities and collectively count some 30,000 businesses as members. These alliances are calling on people to choose independent businesses and locally produced goods more often, making a compelling case that doing so is critical to rebuilding middle-class prosperity, averting environmental catastrophe, and ensuring that our daily lives are not smothered by corporate uniformity.

And there is growing evidence that these initiatives are succeeding. During the 2009's slow holiday season, a nationwide survey by the Institute for Local Self-Reliance found that independent businesses actually outperformed chain competitors. What accounted for this relative good fortune? Many of those surveyed said that more people are deliberately seeking out locally owned businesses.

But here's what is perhaps the strongest—and, undoubtedly, the most bizarre—evidence to date that people's priorities are changing: Many massive, globe-spanning corporations are now trying to figure out how they can be "local" too.

Hellmann's, the mayonnaise brand owned by the processed-food giant Unilever, is test-driving a new "Eat Real, Eat Local" marketing campaign. Frito-Lay is using farmers to pitch its potato chips as local food. Barnes & Noble, the world's top seller of books, has launched a new campaign under the tagline, "All bookselling is local." Winn-Dixie, one of the largest supermarket chains in the U.S., has a new slogan: "Local flavor since 1956." The International Council of Shopping Centers, a global consortium of mall developers, is pouring millions of dollars into television ads urging people to "Shop Local"—at their nearest mall.

Most astounding of all, Starbucks, a company that has spent untold millions developing one of the most recognizable brands on the planet, is now beginning to unbrand some of its outlets. The first of these reopened as "15th Avenue Coffee and Tea" in Seattle. Unless you read the fine print on the menu, you would quite easily assume it was an independent coffee house.

Corporations desperately want to turn the local economy movement into nothing more than a cheap marketing trick they can appropriate for their own ends. These attempts at imitation are unnerving. But in the end I think this new variation on corporate green-washing—let's call it local-washing—will backfire. In the meantime, I'm heartened by what it says about the current consciousness. After all, these companies spend enormous sums on market research—they would not be doing this unless they had detected a sizeable shift in public attitudes. Changing the Rules

While signs abound that people are rediscovering the benefits of an economy rooted in community and small-scale enterprise, all of this activity, though widespread, is still quite modest. It exists largely on the margins and is unlikely to coalesce into a wholesale reorganization of our economy unless we change the rules.

About ten years ago, the Institute for Local Self-Reliance launched the New Rules Project to develop and advocate for policies that would democratize ownership, refashion the economy for long-term sustainability, and nurture strong, self-conscious, and self-governing communities. To get the economy we want, I believe that three areas of policy reform are especially critical.

SHOTS FIRED INTO A MARINA RESIDENCE

On May 14, 2010 at 2107 hours, Marina Police Officers were dispatched to a report of numerous shots fired in the area of the 3000 block of Greenbrook Place.

Responding officers located numerous bullet casings. One residence had been struck by multiple rounds. No one inside the residence was wounded.

A vehicle similar to a red or maroon Ford Mustang was seen in the area at the time of the shooting.

This case is currently under investigation. Anyone who witnessed this incident or can provide any information is encouraged to contact the Marina Police Department

THREE ARRESTED FOR POSSESSION OF VANDALISM TOOLS

On May 6, 2010, at 1:37 PM, two adult males and one juvenile male were arrested for possession of vandalism tools and other charges after they were con-

tacted within a vehicle on suspicion of being truant from school. While investigating the truancy, Officers Andy Rosas and Oliver Minnig observed a set of nunchucks inside the vehicle. Further investigation led to the discovery of stolen marking pens from Michael's, a craft store. Numerous spray cans, spray can tips, examples of graffiti, tagging monikers and burglary tools were located by the officers during the investigation, which led the officers to suspect the three suspects were involved in "tagging"/graffiti activities.


3rd Annual
Post 694
Western Hog-Down

Come as you are
or
get all gussied up
of course ...

Wish Bone (a.k.a. Andre) will be
cook'n up some delicious
Chuck Wagon Chow
Raffles, 50/50 and Lots of Fun!

Jun 12, 2010
5:00 PM
No Host Cocktails
w/Drink Specials all night
6:00 PM - 7:30 PM
Chuck Wagon Chow
8:00 PM - 11:00 PM
Live Music

See the bartender or any
Post 694 officer for yer
Tickets
\$15.00/donation



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