



Willits Economic Localization

The WELL Bucket

Volume 6 – Issue 5

September / October 2011

Schedule of Events

September & October

Sept. 7, 5:30pm

Yes on Libraries kick-off event
235 Haehl Creek Dr. 354-0648

Sept. 10, 10 am

Eel River Recovery Potential
Discussion at Grange, see page 9.

Sept. 13, 6 pm

Planning group on multi-use trails
(prep for 9/21 workshop). Willits City Hall. Jed: 459-5505

Sept. 15, 7 pm

"The Economics of Happiness"
Benefit Yes on Libraries!, see page 4

Sept. 17, noon

Willits Creek Path Walk & Picnic
See page 3

Sept. 18, 4 pm

Brooktrails Community Garden Celebration and Potluck
Birch Street garden

Sept. 19, 6 pm

WELL CC Meeting
WAG building, 221 S. Lenore Ave.

Sept. 21

Brookside School Farm Tomato Tasting & Tour

3-5:30 pm: Free tour at the farm.

6-10 pm: Tomato Tasting, Dinner,
Music at Willits Shakespeare Tent,
Info 841-0464

Sept. 21, 5:30pm

Multi-Purpose Trails Public Workshop City Hall. 463-1859

Sept. 22, 7 pm

Brooktrails Community Garden General Meeting Brooktrails Lodge

continued on page 2

WELL Bike Parade

part of the worldwide "Moving Planet" day of action

Saturday, September 24, 10 am

- ♦ Stop dirty tar sands pipeline through U.S.
- ♦ Help reverse global climate change
- ♦ Encourage energy conservation

"Think Globally, Act Locally!"

Meet at City Park, see page 3 for more info

Harvest The Rain:

How to Enrich Your Life by Seeing Every Storm as a Resource

Thursday, October 6, 6 pm

Book-signing and talk with Nate Downey

Little Lake Grange, see page 2 for more info

WELL Community Forum

Building An Ark

**Family * Neighbors
Community**



Sunday, Oct. 23, 4 pm, Little Lake Grange

*Are we ready for: Fire * Flood * Outages
* Road Slides * Who Knows??*

Featured speaker: Sheriff TOM ALLMAN

Panel discussion and audience Q&A

We will also have a brief WELL membership meeting, including election of four Coordinating Committee members.



“Harvest the Rain”

Thursday, October 6, 6 pm

“Every drop of rain is an opportunity, every storm a resource.”

— Nate Downey

Nate Downey, a passionate and dedicated water



conservation activist, is coming to Willits. His book “Harvest the Rain: How to Enrich Your Life by Seeing Every Storm as a Resource” is inspiring and practical. There is little doubt that water, essential to life, is our single most important resource.

As Downey states in his book:

“It will be necessary to ... develop deep esteem for all things sustainable: everything from local food and energy production to appropriate transportation and green building.... Water issues are especially exciting because anyone can relate to the nurturing power of water, and each of us can easily have a positive effect on our regional watersheds. As a consequence, everything from our local economies to the health of the planet as a whole becomes better.... Water is at the innermost core of any successful group of human beings.”

If we want thriving landscapes, abundant food, strong communities, and sustainable economies, we can start by treasuring the rain. For millennia, people relied on rainwater harvesting to supply water for households, landscape, livestock and agricultural uses.

Today, our planet's water shortage is a reality for people worldwide, but if utilized strategically, enough precipitation falls annually to provide ample water for everybody. We simply have to collect, store, distribute and reuse the rain that falls from the sky.

Fortunately this way of saving the world comes with perks such as increasing your property's value, lowering your utility bills, or simply creating a comfortable oasis outside your door.

“Harvest the Rain” is a practical book that anyone can use to begin implementing rainwater harvesting designs today. It is low tech, designed for everyone, everywhere, even for those with limited time and money.

In addition to cisterns, gray water, and earthworks, the book shares important ways to help protect & rejuvenate your local watershed.

WELL is pleased to present this outstanding program to our community. Co-sponsors: Transition Town 95490, Brooktrails Community Garden. Info: Peter or Patricia Norris: 456-9968. For more info go to: www.harvesttherain.com.

Schedule of Events

continued from page 1

Sept. 24, 10 am

WELL Bike Parade, see pages 1 & 3

Sept. 25, 8 - 11 am

Grange Pancake Breakfast

Oct. 1, 10 am

Fermentation Workshop, see page 9

Oct. 6, 6 pm

Nate Downey, see this page.

Oct. 8, 40th Anniversary of Ecology

Action / John Jeavons Celebration, Frey Vineyards. Info: 459-0150.

Oct. 14, 4 - 8 pm

Hometown Harvest Celebration

Downtown Willits. 459-7910.

October 16, 10 am

Willits Walk for Health, Registration 9:30 am at JD Redhouse. 459-5505

Oct. 17, 6 pm

WELL CC Meeting

WAG building, 221 S. Lenore Ave.

Oct. 21, 6 pm

Harvest Dinner/potluck

Little Lake Grange, see page 9

Oct. 23, 8 - 11 am

Grange Pancake Breakfast

Oct. 23, 4 pm

WELL Community Forum: Building an Ark, see page 1

Ongoing Events

Every Thursday, 3 - 6 pm

Farmers Market, City Park

Wednesdays, Sept. 7 to Oct. 12

Healthier Living with Chronic Disease

Free 6-week self-management class, Willits Senior Center. Info: Annie, 459-6362 or Jacqueline, 459-5926

Every Monday, 12 noon

Heart & Soul Meditation Circle

Connecting with the broadest consciousness in us all. Upstairs at JD Redhouse



WELL BIKE PARADE

SEPT. 24, 10 AM CITY PARK
"Think Globally, Act Locally!"

Willits' residents will join millions of people across the globe on Sept. 24, part of a worldwide "Moving Planet" day of action. Our messages are:

- * Stop dirty tar sands development
- * Help reverse global climate change
- * Move beyond fossil fuels

In the next month or two, President Obama will decide whether to allow the Keystone XL pipeline to be built, carrying toxic tar sands oil from Canada to Texas refineries.

"Essentially game over" for stabilizing the climate,

is what NASA scientist James Hansen calls the proposed pipeline. Tar sands oil production results in three times more climate-wrecking pollution than production of regular oil.

The tar sands industry is already destroying lives and Boreal forests in Canada. The Keystone XL pipeline would let Big Oil expand its tar sands mining projects, threaten the drinking water of Americans, and result in dirtier air where the tar sands oil would be refined.

Over 1,000 people have been arrested at the White House in civil disobedience to raise awareness and urge Obama to reject the pipeline.

Numerous groups, including 350.org, Sierra Club, and Credo Action, are partnering to sponsor the Moving Planet day of action.

Here in Willits we will take our bikes to the streets to get moving, literally and symbolically, to reduce fossil fuel use and address climate change. Show up at 10am on Sat., Sept. 24th.

To help or for more info on this WELL-sponsored bike parade, call Madge 459-1493.

There will also be a table with information and other action ideas at the Farmers Market. For info call Kim Alexander (301) 523-7306.

More about the Moving Planet event:
www.moving-planet.org

More about tar sands and the pipeline at:
www.sierraclub.org/dirtyfuels/tar-sands/
www.tarsandsaction.org/
www.dirtyoilsands.org/
<http://350.org>

Grange Grains

The bulk rice, beans and grains storage & distribution program started 2-1/2 years ago with funding from NCO, staff work by Willits Action Group (WAG) and volunteer help from WELL. Initially people could buy "Mendo Credits" or just buy products at the Farmers Market. However, this proved to require too much staff time to be sustainable.

The program is now centered at the Grange, managed on a commission basis by Stella Bonnet. Most distribution is going to Mariposa Market and local restaurants. ***Sales to individuals are now available at the Grange pancake breakfasts.*** (Next ones are Sept. 25 and Oct. 23, 8-11am.)

There are five grain-storage silos, capable of holding enough staple food to feed all of the 95490 population for up to 10 days. A protective shed for the silos is almost completed. A new wheat shipment is coming from Ukiah, making the supply even more local.

Willits Creek Walk & Picnic

Willits Environmental Center is hosting a walk of the first half of the proposed Willits Creek Pathway on Saturday September 17th. It is a short walk and will end with a picnic and discussion with Bob Whitney about the pathway's progress and future.

We will be meeting at the trailhead at the end of Mill Creek Dr. in the Northbrook subdivision at 12 noon and walking in from there.

Please bring all you need for your own picnic, food, utensils, blanket, etc. WEC will be serving lemonade and brownies for donations.

This walk is for WEC membership, but we encourage those who are not members to take this opportunity to become one. We will be signing up new members at the walk. Please join us to celebrate this exciting development and to contribute your thoughts and ideas to its future existence. For more info, contact Autumn at 707-367-5443

Now & Then Film Series presents:

“The Economics of Happiness (a film)”

**A fundraiser for
YES ON LIBRARIES**

Donations of \$10 or more greatly appreciated.

**Thursday, September 15, 7 pm
Grange Hall, 291 School St.**

**‘Going local’ is a powerful strategy
to repair our fractured world—
our ecosystems, our societies
and our selves.**

The Economics of Happiness describes a crisis of the human spirit. A world moving simultaneously in two opposing directions. On the one hand, government and big business continue to promote globalization and the consolidation of corporate power. At the same time, all around the world people are resisting those policies,

demanding a re-regulation of trade and finance—and, far from the old institutions of power, they’re starting to forge a very different future. Communities are coming together to re-build more human scale, ecological economies based on a new paradigm – an economics of localization. We can renew local knowledge, create "grandmother's universities" of wisdom & reskilling. Embrace the challenge. Engage our creativity. Save our libraries and schools, and each other. See more

at: www.theeconomicsofhappiness.org/about-the-film

*Discussion afterward with
the "YES on libraries" folks.*

*Organic Popcorn, Fair Trade chocolate & snacks for
sale benefit the Grange Restoration*

VOTE YES ON LIBRARIES! Measure A, November 8

WELL has endorsed a “Yes” vote on Measure A, the November 8 ballot initiative to save Mendocino County’s libraries with a 1/8 cent sales tax. (That’s only 12 cents per \$100 of taxable purchases! Food is not taxed.)

WELL Coordinating Committee 2011

Kimbal Dodge, 456-9128, office@WELL95490.org
Holly Madrigal, 459-0447, one_visionary@yahoo.com
Jane McCabe, 456-9067, janemccabe44@yahoo.com
Peter Norris, 456-9968, petersnorris@gmail.com
Laura Toomey Rowland, 459-1043
lauratoomey@comcast.net
Madge Strong, 459-1493, mstrong@willitsonline.com
Bill White, 456-0581, cortabianco@gmail.com

WELL CC ELECTION

There will be an election of four positions on the WELL Coordinating Committee (CC) at our Oct. 23rd community forum. CC members serve a one year term. To be a candidate, you must be a WELL member for at least six months and live in the 95490 zip code. If you’re interested, we recommend you attend a CC meeting: next ones are Sept. 19 and Oct. 17, 6pm at the WAG office, 221 S. Lenore Ave. (NE corner of WISC complex).

WELL 2011 EVENTS

Jan. 23 – Water & Energy Forum
Feb. 27 – Swap Meet
Mar. 27 – Growing Home Gardens
April 17 – Speaker Charles Bush
May 21 – Barn Dance
June 26 – Transportation Forum
July 9 – Speaker Michael Ruppert
July 30 – Transition Town Event
Aug. 27 – Walking Garden Tour
Sept. 24 – Bike Parade
Oct. 6 – Speaker Nate Downey
Oct. 23 – Building An Ark
Nov. 20 – Community Brainstorm
 Check www.well95490.org for details

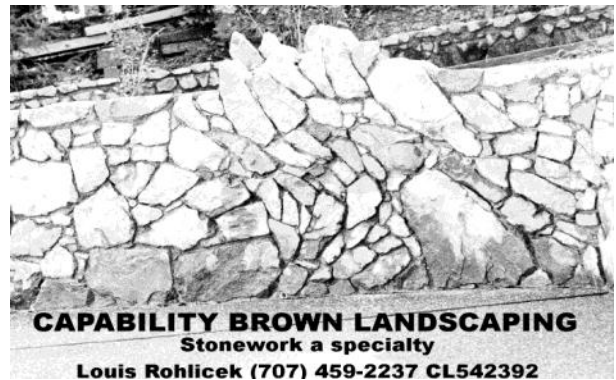
Start Here With:

- Organic and Open Pollinated Vegetable Seeds
- Certified Organic Potatoes
- Naturally & Locally Grown Vegetable Starts
- Fruit & Nut Trees



Sanhedrin Nursery

1094 Locust St. Willits 459-9009



CAPABILITY BROWN LANDSCAPING

Stonework a specialty

Louis Rohlicek (707) 459-2237 CL542392



CHRISTOPHER MARTIN

Realtor/Associate
License #01265829

36 South Street, Willits, CA 95490

OFFICE: (707) 459-6175 X14

TOLL FREE (800) 767-9546 X14

FAX: (707) 459-6177

CELL: (707) 367-3173

www.movetomendo.com



Brookside Farm

People-Powered Produce

... would like to thank WELL for its support.

Brookside Farm welcomes volunteers to work in a beautiful setting and learn how to garden in Willits. Low income volunteers can earn up to \$20 per week in Farmers' Market credits.

Interested? Contact Antonia at 272-1395

Therapeutic Massage



and Bodywork Clancy Rash, CMT

Certified Massage Therapist

- * Swedish / Deep Tissue
- * Trigger Point
- * Craniosacral Therapy
- * Polarity Therapy

(707) 459 - 1745



Jed Diamond, Ph.D.

Counseling

44 Years Experience

(707) 459-5505 www.menalive.com



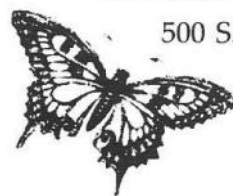
Gallery Gifts Games

Open 7 Days
56 South Main Street
Highway 101
Willits, CA 95490

Traditional Toys & Games
Custom & Original Rubber Stamps
(707) 459-1363 www.californiapapergoods.com

Mariposa Natural Foods dba Mariposa Market

500 S. Main St., Willits, CA 95490



Organic
& Natural Foods

Mary Anne Trevey

707 • 459-9630
Fax 707 • 459-1238

WELL SUPPORTS NEW LOCAL RADIO STATION

Willits Economic Localization (WELL) is excited about the soon-to-be on air Willits Hometown Radio station, and we have helped launch the project with a donation of \$800.

The Hometown Radio station plans to begin broadcasting on a low-frequency AM channel in September. Initially the station will have a range of about 1½ miles from its headquarters in the Little Lake Grange. Eventually, they plan to add transmitters to expand to the southern valley and into Brooktrails, to serve the entire 95490 zip code. As the AM station proves itself, the Hometown Radio group will establish an FM station (which requires more elaborate equipment and licensing).

The station is an entirely volunteer-run operation, and they are seeking groups and individuals interested in participating. There will be at least 40 one-hour program slots (or 80 ½-hour slots) from 8am-6pm Mon-Fri. The station would also plan to broadcast 24/7 in the event of an emergency.

WELL sees the station as an excellent extension of our efforts to improve Willits self-reliance. As the



Roger Wilson, Madge Strong, Peter Norris, Bruce Trent, Dickey Winckle (w/Odie), and Dave Knudsen.

national/global economy is unpredictable (and mostly beyond our control), WELL seeks to build a stronger local economy. In addition to addressing local food, water, energy, transportation, and jobs, WELL has given increasing attention to emergency preparedness. The local radio station can help connect and inform Willits residents for all these goals.

To get more involved with the radio station, contact Lanny Cotler at 459-9550.

Willits is a 'Transition Town'

This makes us part of an international 'movement' that began in England. About a year ago, we had an informational training on the subject. We learned that the Transition Town model has 8 basic principles: visioning, inclusion/diversity, awareness-raising, resilience/localization, attention to feelings, credible and appropriate solutions, enabling sharing and networking, and community organization and decision-making. ***The functions of the Willits Economic Localization are directly in line with the Transition Town ideas.***

On Saturday, July 30th, an important community event happened. Formally, it would be known as our first Transition Town 'Open Space' meeting. This is a British term that translates locally to a 'Community Solutions Forum'. The experience was that some of us who are interested in helping Willits to be more localized and resilient gathered to brainstorm and express and connect.

We began with some social time to the tunes of Schindig, who gave us a great show. Then we began floating some ideas for our town that we would like to

see and create. (It was interesting to see notes written on the boards by different people with similar ideas.) This led to natural groupings of people in which we came up with strategies to develop some of these ideas. We explored health, reskilling, water, transportation, food, energy, the local economy, etc., and the personal changes we will make to bring more sustainability to Willits. We exchanged contact information and will continue the process.

Everyone has a unique gift to bring to this effort and we can learn something from all of you!

Huge thanks to Peter Norris for being the point person and creating an excellent event. He is ready to help the next organizers to carry on from here. Thanks to all those who helped.

When I saw people there that I hadn't met before, I realized that this was a great opportunity for new folks to get involved and for seasoned folks to share what they have discovered or created. We will have more of these forums, hopefully in November. If you have any interest in joining the conversation and implementation on these topics yourself, check out www.well95490.org or you can contact the WELL at 459-7076.

— Diane Smalley

WELL Coordinating Committee Briefs

July 11, 2011 Meeting

The C.C. voted to give WELL's support to the Yes on Libraries campaign (1/8th cent sales tax dedicated to County Libraries).

We reviewed past WELL events – the informative transportation forum on May 26th and the thought-provoking Michael Ruppert presentation on July 9th. We also worked on plans for upcoming events, including the Transition Town gathering July 30th and the Garden Tour on Aug. 27th. The threat to Green Uprising's goat dairy (covered in last newsletter) will be discussed at the July 15th showing of "Farmageddon".

Following up on Ruppert's theme of preparing for "economic collapse," we discussed WELL's priorities. Some ideas included: reskilling; stockpiling food, seed stocks, and emergency supplies; farmers' collective; secure water supply; radio and other communications. Discussion will continue at the July 30th TT event and future CC meetings.

Miscellaneous "housekeeping" items: develop standard process for event planning; update website & Facebook; some new members and connections from Hometown Celebration tabling.

July 25, 2011 Meeting

The meeting was divided between business items and further brainstorming about preparing for economic collapse. Business included:

- * Approving an \$800 mini-grant from last year's gift funds for the new Willits Hometown Radio station. (See article on page 6.)

- * Detailing plans for the July 30th Transition Town event.

- * Co-hosting a potluck on Aug. 5th in honor of the Bradford family, visiting in town that weekend.

- * Further planning on the Aug. 27 Garden Tour.

- * Report from the recent Not-So-Simple Living Fair, with ideas for doing something similar in Willits and/or speakers for upcoming WELL events.

- * Nate Downey, a water harvesting expert, is coming to Willits Oct. 6, so we will host a presentation.

The main topic was more brainstorming. Food and water are the essentials of survival. Ways to address those include water harvesting, ponds, grain storage, gardens, wild food & herb harvesting, reskilling.

Re: grain storage, the silos at the Grange, if full, could feed the 95490 area for 10 days, but they need turn-over. We want more folks to have supplies at home. Provide info about how much is needed.

We discussed the "gloom & doom" vs. more positive message: fear can paralyze but can also motivate. Need to include humor and hope; what you can do. Continue outreach, get more of community on board.

August 8, 2011 Meeting

Mason and Cate reported on many activities related to their work under the NCO Gardens Projects, including Grange Grains, WISC garden, Brooktrails community garden, Senior Center "taste of gardens," and a Brookside School farm tomato tasting. Cate is giving classes - value-added and others. She is also promoting a "buy local foods" effort, working with Chamber of Commerce to dovetail with the Local First campaign. They suggest WELL focus more on local business, as an important part of our mission. Discussion to be continued!

We were pleased with the Transition Town event – good music, food, much new interest. Break-out groups included health, reskilling, transport/energy, food security, land trust, several of which are being followed up. Peter is looking for a new point person for next TT event and is also continuing outreach to more groups.

The roles of TT and WELL were clarified: TT is an international "movement" while WELL is a local organization; metaphor of civil rights movement, with many groups working on it. WELL co-sponsored the event, but funds raised are ear-marked for future TT events.

We discussed detailed plans for the Aug. 27 Garden Tour. We decided not to do an event on Sept. 25th, since we already have the Oct. 6 Nate Downey water harvesting presentation and the Oct. 23 emergency preparedness forum. Several ideas on community and family-level preparedness were mentioned, for the forum and beyond.

Note that we're changing our regular meetings to 3rd Mondays, next one Sept. 19, 6pm.

Complete minutes will be posted on our website: www.well95490.org

6th Annual WELL Garden Tour

By Madge Strong

WELL's 6th annual garden tour on Aug. 27th was fun, inspiring, and educational. Nearly 50 people walked and biked to enjoy some or all of 15 in-town food-growing gardens on the tour.

Willits Economic Localization (WELL) would like to thank all those who participated.

The front- and back-yard gardeners were: Annie Waters, Richard Jergenson, David & Ursula Partch, Erin Shin, Craig & Joy Clatty, Scott Toliver, Trisha McKeon, Antonia Partridge, Dan Lowden, Teresa Robertson, Marcia Rautenstrauch, Holly & Gabe Madrigal, Carol Cox, Patrick Charlson, Victor & Norma Hanson, Louis & Sally Rohlicek, and Oceana Allen.

In addition, the tour included the City-owned garden on Redwood Avenue, tended by a team of



volunteers coordinated by Mary Zellachild, 459-3963. Finally there was the WISC community garden (offering individuals plot spaces), coordinated by Janine Johnson, 530-448-3952.



Above, admiring sorghum growing at the Tuttle Lane garden.

Below, participants meander through the multi-faceted garden of Annie Waters and Richard Jergenson on North Street.

Left, just a few products from Erin Shin's upper Redwood Avenue garden.



We also thank many volunteers who provided and/or served refreshments for the tour, including Jane McCabe, Kimbal Dodge, Beth Reidel, Madge Strong, April Tweddell, Ukiah Morrison, Callie Ashe, Laura Rowland, Pat Norris, Bill White, Sue Short, and Erin Shin.

WELL hopes that more people will join in home-gardening, to enjoy the benefits of healthy, fresh food as well as to increase our local food supply. If you'd like to participate in future garden tours, contact Madge at 459-1493

Again, thanks to all for a successful garden tour!



Above, volunteer Pat Norris greets a visitor to Antonia Partridge's lush garden and pergola near City Park.

At left, beautiful raised beds at Craig & Joy Clatty's two-year-old garden on upper Redwood Avenue



All photos by Jerri-Jo Idarius: "Each garden has a unique signature that teaches you something"

See more photos at:

<http://willitsgardens.com/>

Community Discussion of Eel River Recovery

Saturday, September 10, 10 am
Little Lake Grange, Willits

Three community meetings will be held in the Eel River watershed to discuss how we can work together to rebuild salmon runs and address water pollution problems. Information will be presented on recent salmon increases and on the nature and cause of toxic algae problems. Trained facilitators will capture the community dialog.

Events will be held in Fortuna, in Redway and at the Little Lake Grange in Willits on Saturday, Sept. 10 at 10 am. Info: Trees Foundation at 923-7334.

Harvest Dinner

October 21st, 6 pm,
Little Lake Grange in Willits

Tickets \$5 plus a dish to share. The Grange is having a "local" pot luck this year, not a gourmet meal. Enjoy your community & eat real food together. Wanna help? Call 459-6363

The BASICS of Cottage FERMMENTATION

...creating probiotics from the orchard, field and garden...

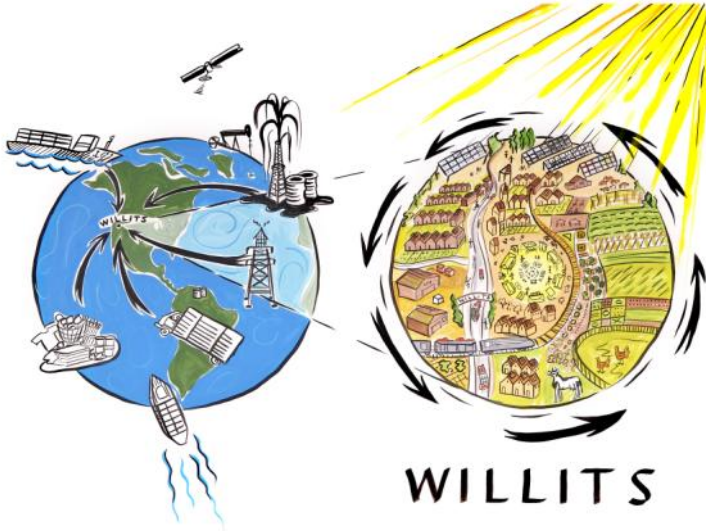
Let's Ferment a New Local Culture!

Saturday, October 1st, 10am to 2pm, bring a sack lunch
\$40 Fee. Register now ~ Limited Space. Annie: 459-6362

Little Lake Grange Kitchen ~ Half Price to Grange members!

Where we are

Where we want to be



Join the WELL Group on Facebook

Search for "Willits Economic Localization" and choose the Group page.

http://www.facebook.com/home.php?sk=group_176718939023521

WHAT IS WELL? Willits Economic Localization

Vision: An enduring local economy that provides health and security for our community.

Mission: To foster the creation of a local, sustainable economy in the Willits area by helping residents to learn valuable skills and to take action, and by partnering with other organizations to share knowledge and support projects that build a thriving community.

WELL is a 501(c)3 non-profit, membership organization.

WELL EMAIL: office@well95490.org Website: www.well95490.org Phone: (707) 459-7076



Willits Economic Localization

P.O. Box 42

Willits, CA 95490