



Alliance for a Post-Petroleum Local Economy

APPLE OF NEVADA COUNTY CALIFORNIA

APPLE's First Seeds

- Began summer 2005 following "Peak Oil" town hall conference
- Weekly meetings with 20-40 people
- Formed workgroups
food & water; energy; transportation; health & safety; education/outreach
- Affiliated with Post Carbon Institute
- Janaia Donaldson facilitator/coordinator



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"Best Process" for us

- **No:**
Inventory, analyze & plan
- **Yes:**
Energy Decline provides a context to empower people to follow their passion, "**Fire in the Belly**"
- **Core group:** whoever shows up
- **Governance:** felt consensus (majority)



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Create identity

- Name, mission, logo, website, weekly emails

***Mission:
Reduce fossil fuel
dependency
and build a
self-reliant
local economy***




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Richard Heinberg event

- Major media campaign: radio, newspaper, internet, emails, flyers
- VIP outreach
- Workgroups prepare APPLEseed handouts and displays


Peak Oil: How It Will Change Your Life




Cheap oil is now a thing of the past. The world is entering an era of shrinking energy resources and heightened competition for remaining supplies. How can our community respond to this unprecedented challenge and soften its local impacts?

Richard Heinberg
America's foremost Peak Oil educator and author of *The Party's Over* and *Powerdown*.

Tuesday November 15, 7pm tickets \$16 at Yabobo, Bookseller, BriarPatch, Love Shack Records, Cherry Records Auburn, thecenterforthearts.org

Center for the Arts GV 

 **Alliance for a Post-Petroleum Local Economy** APPLE of Nevada County **Info: 265-3014** info@apple-nc.org

APPLE Juice!

- Workgroups info tables
- VIP reception
- “Peak Oil” altar
- Beauty, high energy, good food
- “The place to be”



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Sell-out crowd over 300



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OUTREACH

Website & Emails



Alliance for a Post-Petroleum Local Economy
Reducing our dependence on fossil fuels and building the local economy

Wednesday March 15, 2006 www.apple-nc.org

After digging out from the snow, it's time for a quick reminder about the March Public Program (Weds March 15). An updated events list and some web page news is also in this issue, so read on!

March Public Program: Local Food, Glorious Food!

This month's program on Weds. March 15 will focus on the need for a stable local food supply, with exciting reports on what APPLE is doing about it! Check our web page for more details.

- **6:30pm:** Join us for two animated shorts: "**The True Cost of Food**" and "**Grocery Store Wars : The Organic Rebellion**". A third film, "**Holy Cow, Hog Heaven,**" features nationally known ecological farmer Joel Salatin describing his innovative approach to farming.
- **7:30pm:** Discussion of **food production in western Nevada county:** what we can and do grow; the challenges local farmers face; and what we, as consumers, can do to build our local food security. Speakers are Renee Wade and Roger Ingram.



APPLE on the Web

Try out our new **Events Calendar** on the main web page (on the left, near the top). It's a great place to see APPLE's events and meetings, as well as other regional sustainability events, all at a quick glance. We hope it will be a tool for the community!

APPLE-NC Upcoming Events

- The **Outreach** meeting and the **Social Forum Film Series** show for March 14 were covered out. We will announce their new schedules as soon as possible.



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OUTREACH

Monthly Film/Speakers

Your Energy Dollars Tools for change



Martin Webb

sees himself as a professional "waitlifer," helping to shorten the wait time for a clean energy future. In his spare time he is founding owner of Plan It Solar and hosts the KVMR Energy Report show.

Let energy guru Martin Webb empower you to make small energy changes bit by bit, year after year, to save money and move towards renewables:

- Start with energy conservation and efficiency
- A special meter that saves hundreds of dollars per year without conservation
- Buy Renewable Energy Credits to offset the cost of conventional power use
- Become a renewable energy exporter instead of a fossil fuel importer
- New tax incentives as of January 1st
- Why solar is important and usable locally

Kilowatt Ours new film!

After seeing the coal mines of West Virginia and the solar panel fields of Florida, a couple eliminates using coal and nuclear energy to power their rented home using many methods Martin will present. You too can slash hundreds of dollars from your energy bills!

Wednesday February 15 6:30 pm film 7:15 Martin
No charge. Donations welcome

Olympia Glade Mobile Estates community center in Brunswick Basin. Off Sutton Way uphill from The Union. Shuttles from Fabric Boutique, or go to www.apple-nc.org for directions and carpool locations.

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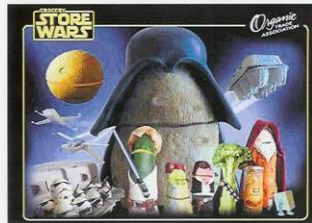
Local Food, Glorious Food! Wednesday, March 15

6:30 p.m. Films

"Holy Cows, Hog Heaven" features nationally recognized ecological farmer Joel Salatin describing his innovative approach to farming and how it can be profitable, healthful, environmentally sustainable, and emotionally satisfying. Very inspiring!

"The True Cost of Food" & "Grocery Store Wars: The Organic Rebellion"

starring Cuke Skywalker, Princess Lettuce, Chewbacca and other organic rebels battling with Darth Tater, the evil lord of the Dark Side of the Farm.



7:30 p.m. Renee and Roger

Guest speakers **Renee Wade** and **Roger Ingram** will discuss food production in western Nevada county: what we can and do grow; the challenges local farmers face; and what we, as consumers, can do to build our local food security.

Renee is a professional organic gardener and a certified permaculture design consultant. She teaches local permaculture classes and is five years into a homesteading project with her husband on the San Juan Ridge.

Roger is the Livestock/Range Management Farm Advisor for U.C. Cooperative Extension in Placer and Nevada counties, where he focuses on ranch economics and controlled grazing.

\$3 suggested donation

Location: Olympia Glade Mobile Estates community center in Brunswick Basin.

Off Sutton Way uphill from The Union. Shuttles from Fabric Boutique, or go to www.apple-nc.org for directions and carpool locations.

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Renewable Energy Coop for Nevada County?



An energy co-op is designed by and for the community to supply electric energy to its members—they own their energy company. Co-op members receive better service at lower rates, rather than paying a distant profit-based corporation.

Join **Aaron Jones**, head of a statewide association for electric cooperatives, for two videos and presentation on:



- Local Control of Energy Sources: The Benefits vs. the Challenges
- Emerging Opportunities for Renewable Energies in California
- Nevada County's Rich Energy History
- Denmark's Solar and Wind Co-ops

Wednesday April 19 6:30 pm films 7:00 Aaron Jones
\$3 suggested donation

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OUTREACH

Various Activities

Are you prepared for \$8.00/gallon gas?

If you're expecting oil and natural gas prices to drop back to "normal" after Katrina/Rita hurricane repairs are completed, don't count on it. This one-two punch to our nation's energy-producing center has worsened a worldwide gas and oil crisis that has been growing for years.

Diminishing supplies of cheap, abundant oil and gas represent an unprecedented challenge for our way of life. It threatens the very things we take for granted: an ever-growing economy, current modes of transportation, and cheap imported food and other goods.

How can our community respond to this challenge and soften its local impacts?

World oil production is peaking

U.S. oil production peaked 35 years ago in 1970. As a result, we now import 65% of the oil we need to maintain our lifestyle. Worldwide discoveries of oil peaked even before that, in 1962. The world now consumes four barrels of oil for every one discovered. Many experts consider production will peak—reach its maximum and begin to decline—within the next five years. After that, oil will be more difficult and expensive to extract. Available supply will fall below global needs.

Why is cheap oil important to us?

Cheap, abundant oil and gas have been the foundation of our society. Oil provides nearly 40 percent of our primary energy and 70 percent of our transportation fuel. It powers our cars, trucks, trains, planes, and ships. It heats our homes and factories. It fuels power plants. It's the raw material for plastics, fabric, and cosmetics. Almost everything we have or do relies on fossil fuels.

- Monthly informal **APPLE Social** at coffee house
- Tabling at local fairs and events
- Energy decline on campaign agenda for two city council seats



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OUTREACH

"Peak Moment" TV series



- **Internet:** now on globalpublicmedia.com and video.google.com. Soon: podcasts
- On ten community-access TV stations and growing
- Now taking **Peak Moment** "on the road" to empower localization activities



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WORKGROUPS

Food & Gardens

- Partner in **“Come Home to Eat”** farmer-consumer conference & celebration
- Now forming **Local Food Coalition** with other organizations
- Begun two **community gardens**
- Networking people & land for gardens



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WORKGROUPS

Transport, Energy, Preparedness, Economy

- **Energy:** forming Nevada County Energy Coop
- **Alliance for People-Powered Transportation (APPT):** bike safety workshop, sponsoring “Bike to Work Week”
- **Preparedness:** planning for pandemics preparation



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Current projects

- Coordinator tasks passed to Core members (shared distributed leadership)
- Working towards non-profit status
- Need funding stream
- Developing presentations and team for outreach & alliance-building in community
- Approaching government officials for climate change/fossil-fuel free resolutions



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