



**Marcel Proust**

The real magic of discovery lies not in seeking new landscapes but in having new eyes.

**Marcel Proust**  
1899



**The Well**




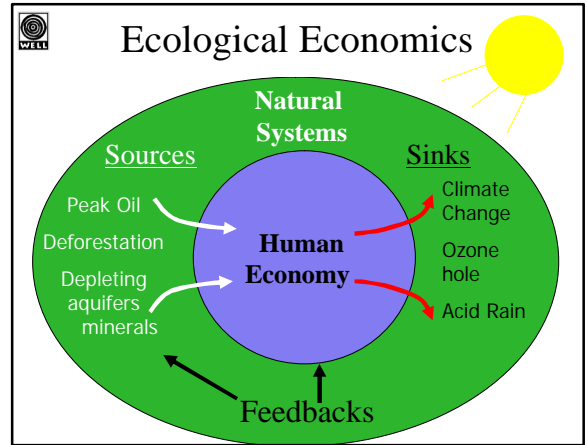


A Living Metaphor for Place and Identity


**Frank Herbert**

“The history of mass consciousness in human societies predicts that profoundly dislocating experiences will occur before significantly large sections of the world’s population change their relationships to the dirt beneath their feet.”

Seriatum: A Journal of Ecotopia, Issue No. 2, Spring 1977

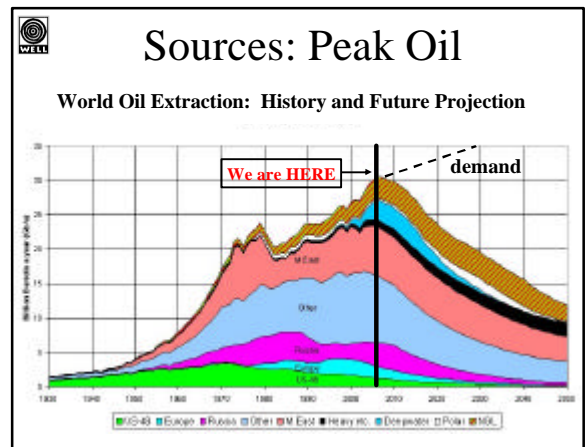





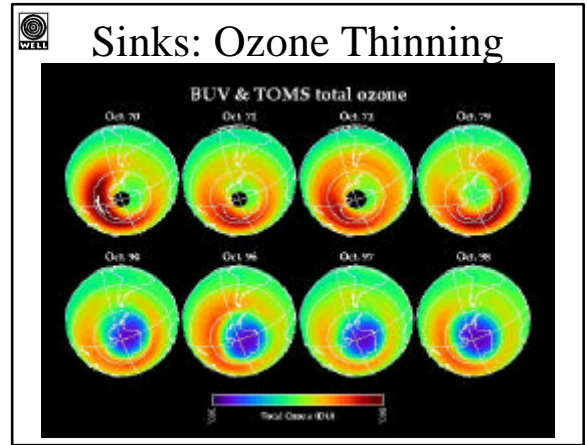
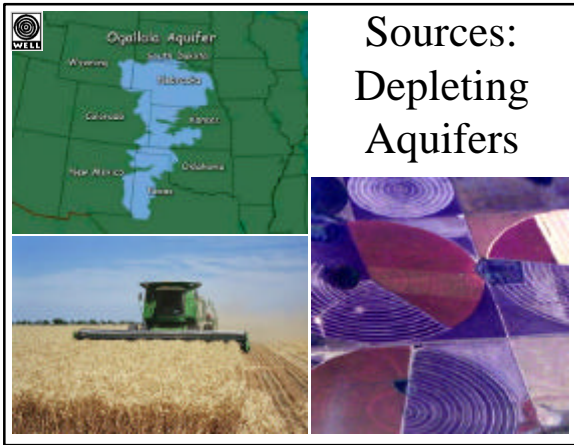
**Welcome to the WELL**  
The Story of an Emerging Adhocracy

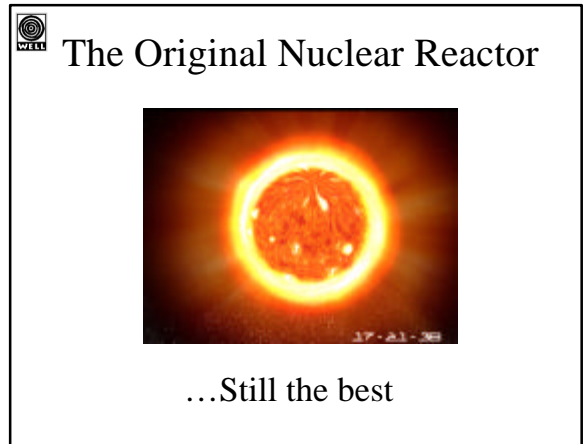
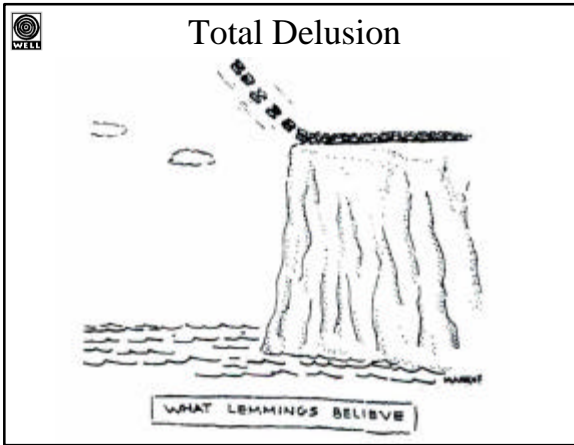


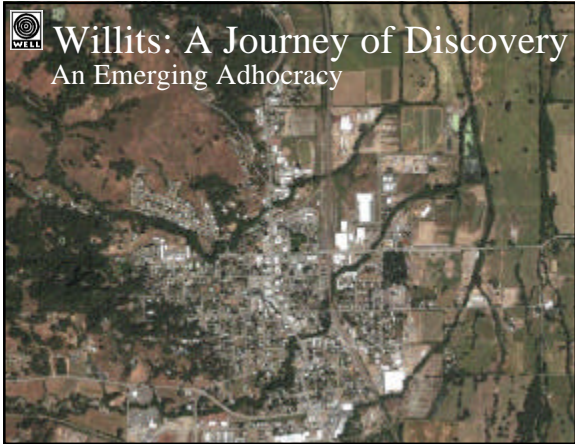
**Brian Weller**  
Willits Economic Localization  
Pt. Townsend, WA, 9 December 2005

*Adhocracy: Any form of organization that cuts across normal bureaucratic lines to capture opportunities, solve problems, and get results.*

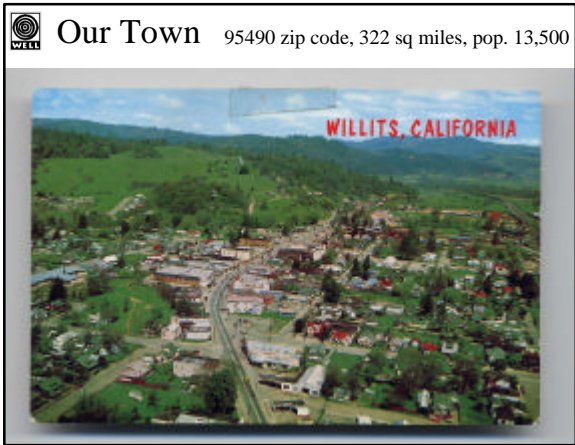




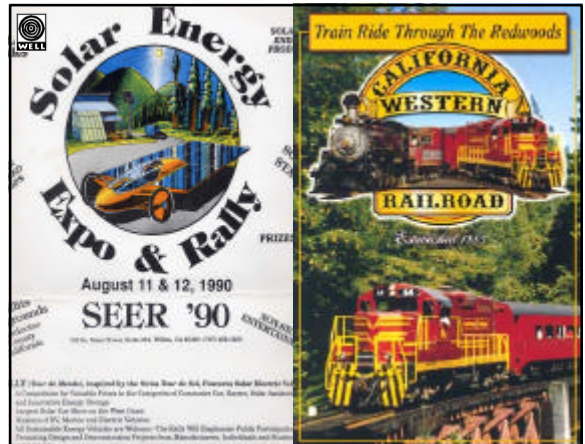
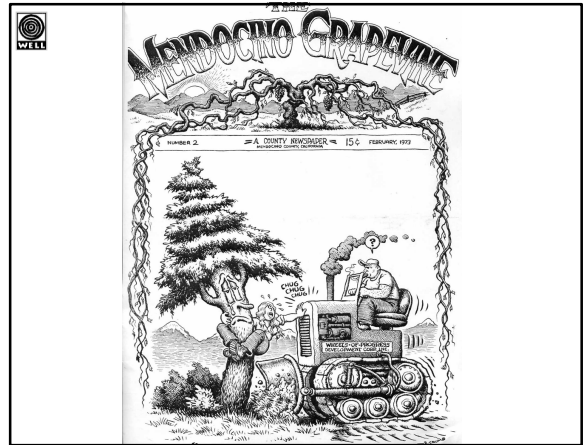




**Willits: A Journey of Discovery**  
An Emerging Adhocracy



**Our Town** 95490 zip code, 322 sq miles, pop. 13,500



**WELL NEWS**  
1994 30 Cents (incl. tax)

Don't miss SEER this weekend  
—see below and on Page 7

**Frollic — museum exhibit opens tomorrow**  
Fifth article in series on Page 10

Technical of the Year. Before the winter in Wells, Miss spent at a volcano SEER for the Anderson Valley...  
The two new gravel boats, the...  
Solar powered train studies historic journey to S.E.M. exhibition...



**WELL**

# One Town

# One Vision

Towards a Walkable Community

PAGE 6 - FRIDAY, OCTOBER 15, 2004 Visit us online at willitsnews.com THE WILLITS NEWS

## Bradford: Oil will 'peak' this decade

Local options will be considered at October 18 workshop and firm at the Willits Environmental Center...  
ACCORDING TO DR. JASON Bradford, Ph.D., oil prices at over \$50 a barrel reflect the "peak" in oil extraction predicted to occur in this decade. In short, he says, demand will soon exceed supply.  
That's the topic of a documentary film and workshop at the Willits Environmental Center, beginning at 7 p.m., Monday, December 18.  
The film, *The End of Suburbia: Oil Depletion and the Collapse of the American Dream*, gives an historical account of the oil and natural gas industries, describing how fossil fuels transformed the American landscape by enabling the car culture to flourish, but questions the sustainability of this lifestyle given its dependence upon non-renewable resources.  
The discussion will be moderated by Dr. Bradford, who is a professor at the University of California, San Diego, and has co-authored a book on the subject of oil depletion.  
The film is available for rental and purchase through the Willits Environmental Center.  
The film is available for rental and purchase through the Willits Environmental Center.

## The Beginning of WELL

**WELL**

# John Jeavons

GROW BIOINTENSIVE  
Mini-Farming

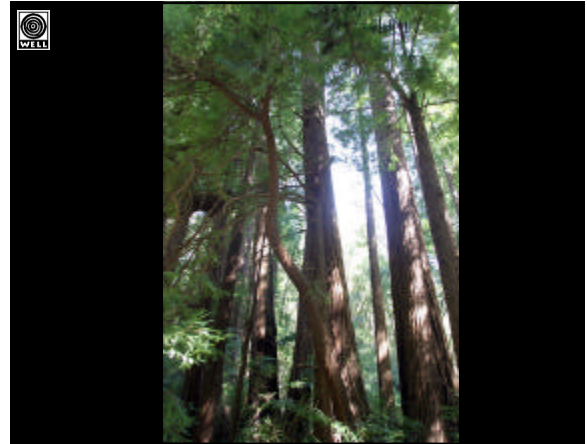
**THIS MODERN WORLD** by TOM TOMORROW

AMERICA: A BRIEF PARABLE


LOOK HEY! WE'VE REACHED THE CLIFF! WE'VE HIT THE CLIFF! WE'VE HIT THE CLIFF! WE'VE HIT THE CLIFF!

IT'S RIGHT THERE! THE CLIFF! WE'VE HIT THE CLIFF! WE'VE HIT THE CLIFF!

WHY DON'T YOU TRY TO SWIM? IT'S ALL YOUR FAULT! YOU WANTED TO BE HERE!

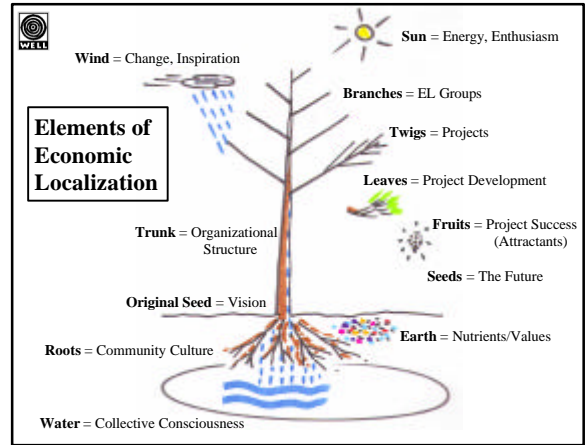


## Ripple Effects



From one to many

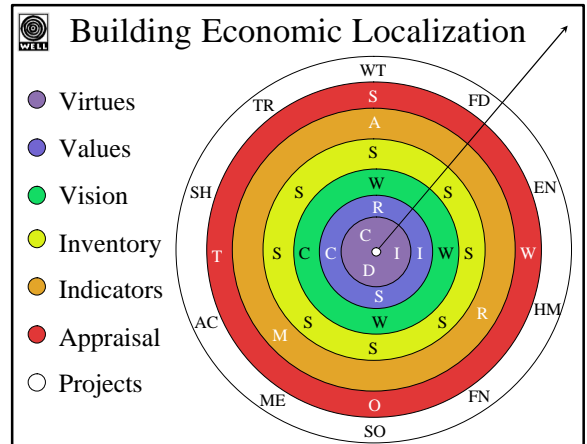
### The Growing Adhocracy





- Economic** = accomplishing more with less
- Localization** = making it together, locally
- Sustainable** = that which endures
- Development** = from birth to fulfillment

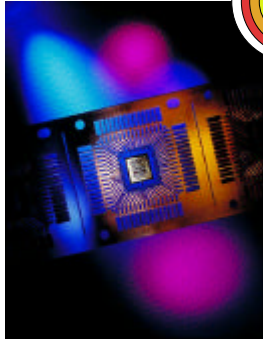



“When we depend on where we live for our livelihood, then we take care of it...sustainably”




 **Virtues** 


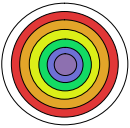
- Imagination
- Creativity
- Discipline




 **Vision: Our Sunshine Economy** 

- What
- We
- Will
- Create




 **Values** 


- Responsibility
- Community
- Ingenuity
- Security



“Framing”  
Economic  
Localization

RISC/Reward  
Fear/Love





 **Vision Narrative**

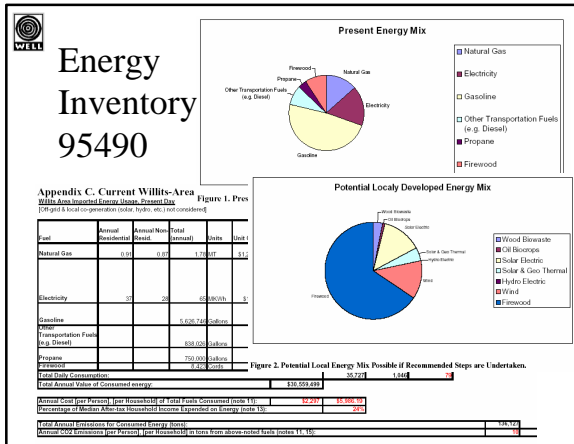
Willits is a great place to live for many reasons – a strong sense of community, creative talent of all kinds, and surrounding natural beauty, to name just a few. We want to protect and enhance these qualities and meet the challenges of the future by choosing positive change for Willits.

Local food and energy systems would require us to tap into the vast wealth of knowledge and ingenuity in our area. We can create many new businesses that serve our common needs. In doing so, our youth would find many avenues to express their creativity, which benefits all of Willits. Our rural landscape would be enhanced by thriving farms that grow livestock and crops, from potatoes and grains to summer and fall vegetables. Renewable energy and non-polluting transportation systems would give us a quieter, less expensive, and more dependable set of services, while providing an array of interesting employment.



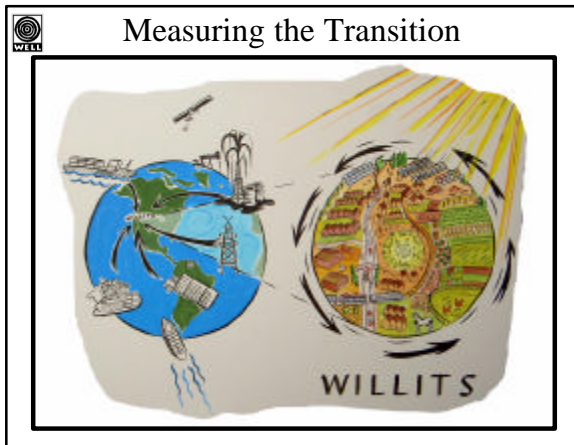
 **Inventory** 

- Sources (from Nature)
- Sinks (waste/loss to ecosystems)
- Strategy (plans)
- Structure (built infrastructure)
- Systems (wholes and parts)
- Social (networks among people)
- Skills (competencies)
- Style (needs, expectations, demands)



# Appraisal: The SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



# Projects

- Food
- Energy
- Water
- Shelter
- Transportation
- Health & Medicine
- Social Organization
- Media
- Funding
- Arts & Crafts

# Indicators

Focus on quality of life issues

Reliable data that reflect our values and align with our vision

Helps us keep track of progress towards our vision

- Affordable
- Repeatable
- Measurable

Indicators show us that we are doing:

**More with Less**

Not

**Less with More**





Keep this Evacuation Plan where you can easily find it and take it with you when you evacuate.

# Are you prepared?

## Brooktrails

Including Spring Creek and Sylvandale

# Wildland Fire and Emergency Evacuation Plan

# New Green Hospital

Frank R. Howard Memorial Hospital  
2007

5) A workshop participant adjusts wiring on the photovoltaic terminals.

1) Contractors gather in the morning for an orientation.

## UNI-SOLAR Installation Workshop

June 5 and 6, 2001  
Willits, California

## Ongoing Projects

- The Grateful Gleaners
- The Artisans
- Vehicle Share
- Community Garden at Willits Integrated Services Center
- Howard Memorial Green Hospital Project including Organic Farm
- Willits High School PV System
- City of Willits PV System
- Farmers Market
- Barter Market
- Food Bulk Buying Club
- Facilitation Training
- Economic Localization Workshops
- Ecology Action & Bountiful Gardens
- Barn Raising Group
- Mendocino Ecological Learning Center
- Sustainable Living Film Series
- Willits Environmental Center
- Renewable Energy Development Institute
- Willits Emergency Preparedness Program
- Brooktrails Are You Prepared
- Brooktrails Forest Management Strategy
- One Town One Vision
- Bi-monthly WELL Community Meetings and Speaker Events

# Willits Fest 2005

# Meeting at the WELL

BOHEMIAN

WILLITS

Peakocalypse

How one small town came to grips with tomorrow

**Local Media: Radio Programs**  
Radio KZYX&Z

- Sustainable Living Hour
- Wildoak Living
- Renewable Energy Show
- The Party's Over
- Farm and Garden Show
- Grassroots Gourmet
- Your Own Health and Fitness
- Corporations & Democracy
- Ecology Hour
- Phone Booth at the End of the Universe



**Going Local**  
Invest in yourself,  
invigorate your community




*A day-long workshop with:*  
Michael Shuman author of *Going Local: Creating Self-Reliant Communities in a Global Age*  
&  
Merrian Fuller of BALLE (Business Alliance for Local Living Economies)

Date: October 15, 2005  
Time: 9:30am—5:00pm  
Place: Ridgwood Ranch, 16200 North Highway 101  
Fee: \$15.00 per person (Scholarships available)  
Seating limited—Registration on a first come first serve basis.  
Registration is mandatory to insure lunch.

THANK YOU TO OUR SPONSORS  
City of Willits, Community Development Department  
Willits Economic Local Action, NCO Community Action, Willits Action Group, Howard Hospital Foundation.



**WELL Speaker Series**

1. Richard Heinberg. 17 Feb 2005. "Peak Oil and the Post-petroleum Economy."
2. Ann Hancock. 14 Mar 2005. "The Ecological Footprint: Time to Lighten-up?"
3. John Jeavons. 21 Mar 2005. "Principles and Visions of Sustainable Agriculture."
4. Stephen and Gloria Decater. 11 Apr 2005. "Community Supported Agriculture: Market and Non-market Approaches to Starting a Local CSA Farm."
5. Julian Darley. 2 May 2005. "Relocalize Now: Community Responses to Climate Change and Peak Oil."
6. Don Dame. 20 June 2005. "Public Power: Community and Local Alternatives to PG&E."
7. Larry Desmond. 25 July 2005. "Rural Water Development."
8. Pete Blair. 22 Aug. 2005. "California's Million Solar Roofs initiative, Solar Sebastopol, and how to do something similar in Willits."
9. Jason Bradford. 26 Sept. 2005. "Why Localize? Responding to Overshoot and the Reverse of Globalization."
10. Mary O'Brien. 14 Oct. 2005. "Mendocino Precautionary Principle."
11. Michael Shuman & Merrian Fuller. 15 Oct. 2005. "Going Local; Invest in Yourself, Invigorate your Community."
12. City & County Emergency Responders. 25 Oct. 2005. "Disaster Preparedness: Are We Ready?"
13. Steve Heckerth. 21 Nov. 2005. "A Solar Charged Future."

**Diffusion of Innovations**



**Do good ideas sell themselves?**

WILLITS ECONOMIC LOCALIZATION PRESENTS  
**CREATING LOCAL COMMUNITY BASED AGRICULTURE:  
TOOLS, APPROACHES, EXAMPLES**




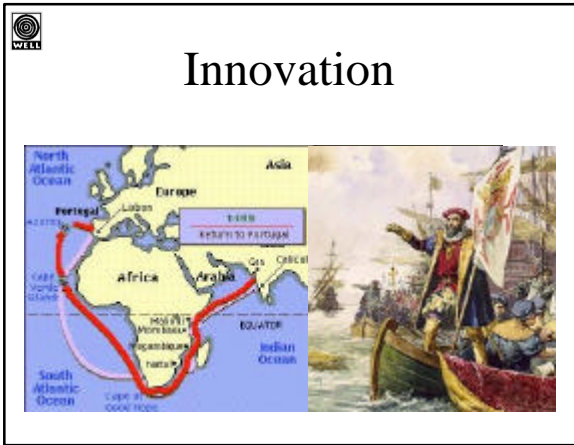
**SPEAKERS: STEPHEN & GLORIA DECATUR OF LIVEPOWER FARM**

**Innovation**


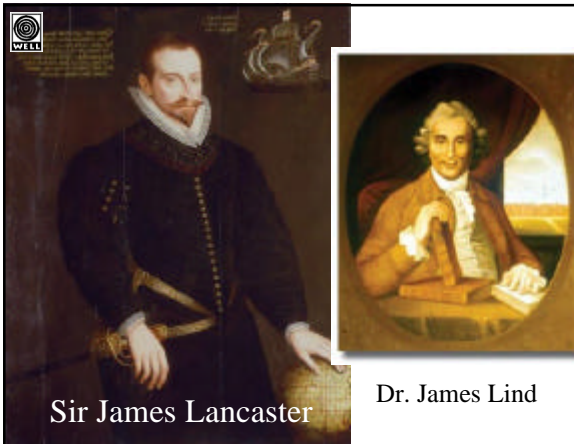





**Innovation:** an idea, practice or object that is perceived as new.

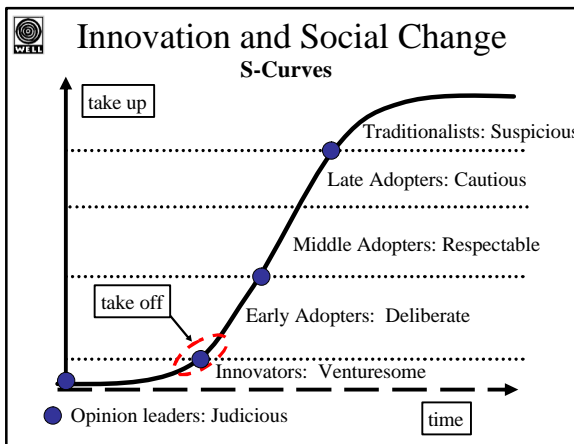
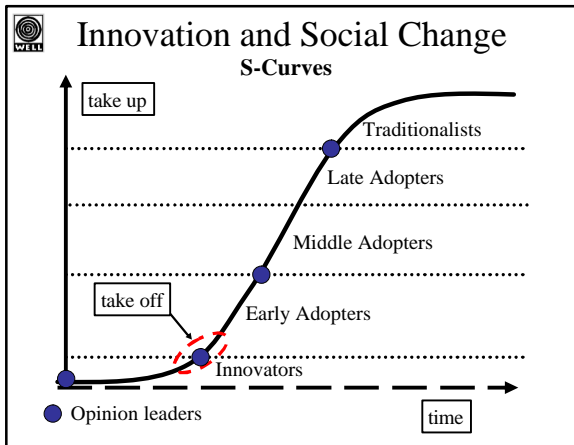
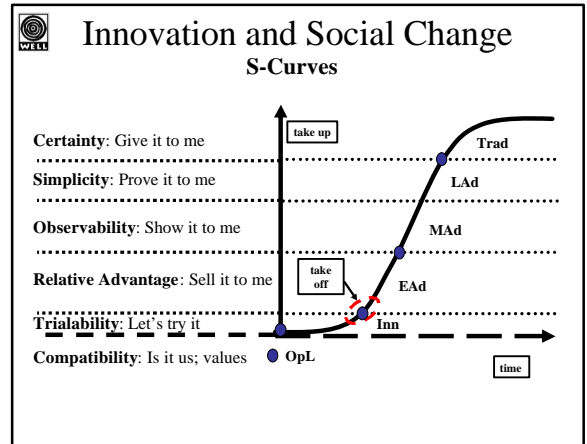
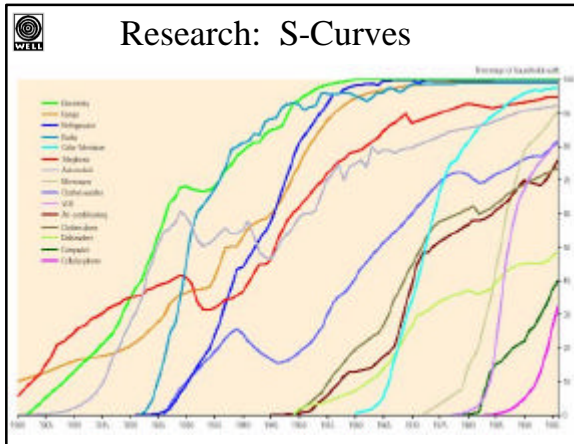



**Diffusion:** The process by which an innovation is communicated through certain channels over time among members of a social system.

**Communication:** a process in which participants create and share information with one another in order to reach a mutual understanding.





### And Willits Responds

**Joint Statement towards a Sustainable, Healthy Willits**

"climate change and fossil fuel... depletion have many concerned about the security of essential goods..."

"...we need to 'localize' our economy."

"...solutions are in returning to small, local community enterprises."

"We can create many new businesses that serve our common needs."

"Our rural landscape would be enhanced by thriving farms..."

**Signatories**

- City of Willits, Mayor Tami Jorgensen, Aug. 24, 2005
- Willits Chamber of Commerce, Director Lynn Kenneley, Aug. 24, 2005
- Willits Economic Localization, Jason Bradford, Aug. 29, 2005
- Renewable Energy Development Institute, President Phil Jergensen, Sept. 8, 2005
- North Coast Opportunities, Inc., Board Chair Randy Johnson, Sept. 7, 2005
- Willits Action Group, Community Coordinator Cyndee Logan, Sept. 7, 2005
- Mendocino County Youth Project, Executive Director Karin Wanderi, Sept. 7, 2005
- Workforce Investment Board, Chair Marty Lombardi, Sept. 14, 2005
- WEST CO Board, Chair Anne Molgarrd, Sept. 14, 2005
- Mendocino Land Trust, Director James Bernard, Sept. 23, 2005
- Boys and Girls Club of Willits, President Eric Glassey, Oct. 11, 2005

**Willits News MIDWEEK EDITION**  
 CONGRESSMAN BACKS POST-OIL PLANNING  
**Thompson says Willits can set a national example**

**Town Hall Meeting**  
 Panel Discussion—Tues-Oct 25<sup>th</sup>—6 PM Community Center

**Schools:** Steve Jorgenson -- District Superintendent  
**Sheriff:** Gary Hudson -- Under Sheriff, Mendocino County  
**Police:** Gerry Gonzalez -- Willits Police Chief  
**Fire:** Jeff Smith -- Willits Fire Chief  
**Hospital:** Renda Simi -- Education Coordinator  
**CA Dept Forestry:** Mark Tolbert -- California Dept. of Forestry  
**City:** Ross Walker -- Willits City Manager  
**County Health Dept:** Annie Robinson -- Prevention Services  
**County:** Hal Wagenet -- Mendocino County Supervisor District 3  
**Dept Health Services:** Valerie Law  
**Sheriff:** Tom Allman -- Lt. Sheriff's Dept  
**CERT, Amateur Radio:** John Lemmer  
**WELL Moderator:** Lanny Cotler

Topic: Is...  
 could be fi...  
 you can...  
 Panel inclu...  
 Once aga...  
 and we ta...

TERS? It...  
 one & what...  
 ily, your...  
 pital, Scho...  
 cal action,  
 ocalization...

**Community....**

**Missing?**

...it takes all types

**Enrollment**

**A = E + h**

**"We are like islands in the sea, separate on the surface but connected in the deep."**

William James



Be together  
Grow together  
Live in fulfillment together



“The Rig Veda 10<sup>th</sup> Mandala Final Stanza”