



Gold River Messenger

VOLUME 9 • ISSUE 7 *Serving Gold River and Sacramento County*

JULY, 2021

SEE INSIDE

SAR SEEKS NEW MEMBERS



PAGE 2

EMBRACING LAURA'S LAW



PAGE 5

OPPORTUNITY AMONG CHAOS: PANDEMIC STARTUPS



PAGE 10

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

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Local Postal Customer

Eaglets Taste Independence



Above: Inseparable before fledging, 2021 eaglets Rio and Lago contemplate their skyward destiny. Right: Vigilant caregiver Papa bald takes a nursery shift while Mama hunts.

Story and photos by Susan Maxwell Skinner

SACRAMENTO REGION, CA (MPG) - The 2021 American River eaglets recently took flight. Thirteen-week-old juveniles Rio and Lago (Spanish for river and lake), both dispatched on the same 104-degree Fahrenheit day. In a fifth season of observing the rare family, this researcher photographed all nursery phases. As with any animal, the raptors' baby steps toward destiny were life-affirming to witness. Here's my record of Independence Day for two junior national icons.

June 10, 6 am: I note younger sibling Lago has outstripped his sister in confidence. His restless passage around the nursery pine suggests he might be first from the starting blocks. Mama delivers a

morning fish and departs. After breakfast, Lago resumes "branching." He's scrambling to outer limbs and challenging Rio for her high perch. Wings beating, he executes 15-foot leaps between boughs. He's already achieving tiny, controlled flights.

9:15 am: The wunderkind seems to confer with his babysitting Papa. Perhaps the seasoned parent blesses him: Chocks away, go for it, kid.

10:45 am: After five hours of rising mercury, my cameras are overheating. I decide today's too hot for fly-day and plan a retreat.

10:55 am: Busy Lago pauses

on an outer branch. Without preamble, utterance or downward glance, the tyke simply takes off. He wafts above bluff trees for a hundred yards. Maiden flights typically include drama. Fledglings get stuck in foreign trees and are terrified by the abyss between them and the nest. Re-launching often takes hours. Not

Continued on page 3



Behavioral Health Youth Advisory Board Established

By Samantha Mott, Sacramento County

SACRAMENTO COUNTY, CA (MPG) - The Sacramento County Board of Supervisors approved an ordinance establishing the Sacramento County Behavioral Health Youth Advisory Board (YAB); the next step in an ongoing effort to promote the engagement of youth in developing programs that affect the behavioral health and wellbeing of youth in Sacramento County.

"If we want to create successful programs that meet the needs of our youth we need the youth perspective to help guide the process," says Ryan Quist, Sacramento County Behavioral Health Director. "The creation of YAB provides an empowering and supportive space for youth to advocate for youth-friendly, culturally relevant programs."

As experts in their own lived experience, youth can offer the County a unique perspective to make County programs more effective and responsive to their needs. The YAB will serve as a diverse and empowered group of youth who will advise policy leaders on how to create a "youth behavioral health friendly" community, provide direct input and feedback regarding behavior health and wellness needs of youth, and create a network of trusted peer-to-peer messengers around youth behavioral health and well-being.

"Youth engagement in the creation of programs has been missing in our community," says Eboni Stallworth, California Youth Empowerment Network Board Member and youth mental health advocate. "This board creates a foundation for current and future youth to have their voices heard."

The YAB will be composed of 10 Sacramento County youth, ages 14-24, two youth representatives from each district. Once empaneled, the board will be trained and supported to work collaboratively with County Mental Health Board and the Youth Commission regarding programs and policies related to youth mental health. ★

"Recall San Juan" Seeks to Oust School Board Members

Story by Shaunna Boyd

SACRAMENTO REGION, CA (MPG) - An effort is underway to recall the five members of the San Juan Unified School District (SJUSD) Board of Education - which governs schools in Arden-Arcade, Carmichael, Citrus Heights, Fair Oaks, Gold River, Orangevale, and parts of Sacramento.

Marina Gabel, the driving force behind "Recall San Juan," first grew concerned last summer when SJUSD shut down schools and transitioned to distance learning due to the COVID-19 pandemic. The shutdown prompted her to spend months navigating the legal requirements of a recall and rallying others to the cause.

A Recall San Juan press release dated June 10, 2021, alleges that the distance learning model has had detrimental effects on students, such as learning loss, declining attendance, and student mental fatigue and depression.

As COVID cases dropped earlier this year and Sacramento County entered the less-restrictive Red Tier, SJUSD reopened for a hybrid model of learning. On March 22, students had the option to return to their classrooms two days a week, while supportive remote instruction continued the rest of the week. When physical distancing requirements were updated from 6 ft. to 3 ft. inside classrooms, SJUSD began offering in-person learning in the mornings four days

a week starting on April 26.

According to Gabel and others involved in the recall effort, these changes weren't enough. "Our main reason is to get schools open full time with no reason for them to ever do this to our kids again. We need people on the Board that will listen to the parents," said Gabel.

Raina Carson is also involved in Recall San Juan, and she agrees that SJUSD should have opened schools full time as soon as possible. Carson has stated that the Board members did not defend students' rights to access public school buildings.

When asked to comment on the recall effort, SJUSD Communication Coordinator Raj Rai answered on behalf of the

Board, stating that "at all times, the district complied with the requirements of state and local health officials, which impacted school capacities and necessitated alternative learning models for the 2020-2021 school year." Rai also stated that SJUSD was "among the first school districts in Sacramento County to offer students at ALL grade levels the option to return to some form of in-person learning."

Even when SJUSD was able to offer the option for in-person learning, Rai explained that "many of our families chose to remain in the distance learning model." Returning to a full five days a week schedule for some families while maintaining the

Continued on page 3



Sons of the American Revolution Seeks New Members

By Thomas J. Sullivan

SACRAMENTO REGION, CA (MPG) - Are you descended from a Revolutionary War patriot?

It's time to look more closely at your family tree, say members of the Sacramento Chapter of the Sons of the American Revolution (SAR) as the 250th anniversary of the American revolution draws near.

The chapter is actively looking for men whose ancestors fought and sacrificed for the nation we have today, said chapter treasurer Donald B. Littlefield. Littlefield currently serves as treasurer and board member of the SAR, Sacramento Chapter. In April, he finished his term as president of the California Society Sons of the American Revolution for 2020-2021. He also served as a chapter officer in 2010, 2011, 2017 and 2018.

Littlefield outlined the history of the Sons of the American Revolution (SAR), helpful tips to determine membership eligibility and examples of how and where Sacramento chapter members actively participate in our local community.

Members of SAR seek to preserve the memory of those whose service and sacrifice during the American Revolution secured independence for the American people. Through their example of public service, they also seek to encourage a more profound reverence for the principles of the government founded by our forefathers.

Littlefield said its members also actively add to and encourage further historical research regarding general history of the American Revolution. In general, SAR members seek to encourage an appreciation for true patriotism, a respect for our national symbols, and the value of American citizenship.

SAR is a historical, educational, and patriotic United States 501(c)3 non-profit organization. Its members are direct descendants of those patriots that achieved the independence of the American people.

The organization's objective is to perpetuate a more profound reverence for the principles of the government founded by our forefathers, Littlefield said. Members strive to carry out the promises expressed in the Preamble to the Constitution.

Littlefield said the Sacramento SAR chapter supports the men and women in military service, law enforcement and fire safety on the chapter, state, and national level through their Partners in Patriotism (the American Legion, VFW, AmVets, etc.) to recognize



Sacramento SAR color guard members wear Revolutionary War-era uniforms and participate in civic and patriotic events and observances throughout the year. These include celebration of the Fourth of July, Veterans Day, Armed Forces Day, Flag Day, Patriots Day, Bill of Rights Day, Yorktown Day, Constitution Day, and important battles of the Revolutionary War. Photo provided by SAR

the ongoing sacrifices of our service members throughout the world in activities such as Veterans Day and Memorial Day celebrations, and Wreaths Across America, held at national veteran's cemeteries.

"Our active members work on various programs, donating time and resources to keep our programs going," Littlefield said. "We need more new members who understand what we are, what we do, and want to be part of the important legacy we are trying to leave for our posterity," he said.

Individual Sacramento SAR chapter members visibly inspire patriotism through their color guard which participates in local parades and ceremonies and posts the national colors.

SAR color guard members wear Revolutionary War-era uniforms and participate in civic and patriotic events and observances such as the Fourth of July, Veterans Day, Armed Forces Day, Flag Day, Patriots Day, Bill of Rights Day, Yorktown Day, Constitution Day, and important battles of the Revolutionary War.

Historically, the Sons of the American Revolution (SAR) is the largest male lineage organization in the United States and consists of 50 state-level societies with more than 500 local chapters, several international societies (including Canada, France, Germany, Mexico, Spain, Switzerland, and the United Kingdom), and over 36,000 active members.

In all, some 220,000 men have joined since the SAR was founded in 1889 on the 100th anniversary of the inauguration of George Washington as our first president.

"We perpetuate the stories of patriotism, courage, sacrifice, tragedy, and triumph of the men who achieved the independence of the American people in the belief

that these stories are universal ones of man's eternal struggle against tyranny, relevant to all time, will inspire and strengthen each succeeding generation as it too is called upon to defend our freedoms on the battlefield and in our public institutions," Littlefield said.

Prominent SAR members include 16 U.S. presidents, U.S. senators and representatives, local business and community leaders, as well as foreign dignitaries such as Sir Winston Churchill, and Kings Juan Carlos I and Felipe VI of Spain.

Throughout its history, SAR members have also answered their country's call in every major American conflict beginning with the battle of Lexington and Concord on April 19, 1775, and continuing to the present day, with military service Operation Desert Storm, Bosnia, and the recent actions in Afghanistan and Iraq. SAR members have also received the highest awards America can bestow, including the Medal of Honor.

Where to Begin?

A search for a Revolutionary War male family ancestor begins seven to nine generations back.

"Most men seeking membership at this time are looking at ancestors who would probably be their 4th to 6th great-grandparents," said Littlefield.

"Consider that by doubling the number of ancestors in each succeeding generation (two parents, four grandparents, eight great grandparents, etc.), we might have over 3,000 direct ancestors who were alive during the Revolution," he said.

"It is likely that if you had any ancestral line living in this country for many years, you could possibly find one or more patriots in your family tree. The search can be rewarding, as you learn how your own family participated in the ongoing history of this

country," he said.

What does SAR do?

The state-level societies and chapters of the SAR present thousands of awards each year to law enforcement officers, public safety officers, and other citizens who exemplify the best civic traditions of our nation. This includes young men and women who are leaders in our communities: high-ranking high school students of history, Eagle Scouts, JROTC and ROTC cadets, and midshipmen.

"Our mission is to inspire patriotism, educate our youth about the sacrifices that were and still are required to keep our freedoms, and to support and recognize those who, as members of the armed forces, law enforcement and/or fire safety, continue to defend our freedoms," said Donald Littlefield.

Members of the Sacramento SAR chapter also help to bring American history alive in the classroom through a living history program where its members in period dress can give first person accounts of very real Revolutionary War era events to fifth grade school assemblies, he said.

SAR requirements and Resources

The supporting documentation to establish each link in the lineage to a Revolutionary War patriot is needed for membership eligibility, Littlefield said. Hearsay evidence in published family histories and online family trees is not acceptable unless it provides the actual specific sources where the information originated.

With today's online technology, many original records can be found on sources like FamilySearch.org (free), or subscription sites like Ancestry.com and Fold3.com. The Daughters of the American Revolution (DAR) as well as the SAR have online research systems

that can help with clues.

Usually vital records such as birth, death, and marriage certificates can be found for most of the events in the 20th century. For example, the national 1850-1920 census records can often show children living in their parent's household connecting those links.

Documented published records can help with the earliest generations but sometimes it is necessary to look at the original probate, land, church or other records as needed to find the necessary proof. Littlefield said Jim Faulkinbury, the Sacramento chapter's genealogist can offer membership applicants helpful information in where to begin their research.

How to Become a Member

Since membership in the Sons of the American Revolution (SAR) requires a direct descent from a patriot who helped establish this nation between 1775 and 1783 when the Treaty of Paris gave us our national independence examples of specific eligibility can take many forms, Littlefield said.

According to the SAR website, such examples of service can include:

- Military service in either the Continental Army or in local militia units.
- Civil service in local or state governments.
- Members of the many committees that assisted in the war effort.
- Oaths of Allegiance supporting the war for independence.
- Providing supplies and/or funds.
- In Spanish North America (California, Texas, etc.), the soldiers who manned the Presidios gave financial support to the colonies. For the purpose of membership eligibility, these soldiers are also considered patriot ancestors. Spanish soldiers who served in Florida and Louisiana

kept the British out of the Mississippi River allowing vital resources to reach the colonies from the south are also eligible for membership.

Historical Origins

Nationally, the SAR Archives and Education staff has been digitizing the materials that comprise the SAR Institutional Archives located in the SAR Genealogical Research Library. Some 30,000 files have been recorded and placed in digital storage.

The first file chosen for this series showcases the exceptional historical depth of the SAR; was the Record of Proceedings of the Convention of Delegates, convened on April 30th, 1889.

This document records the first Congress of the SAR when delegates from across the country came together to formally unify the different state societies. Delegates from 17 states met in New York City in 1889. Fittingly, it was the 100th anniversary of the inauguration of President George Washington.

Fraunces Tavern has long been associated with the American Revolution and the founding of our nation. In 1783, the tavern hosted the most prominent leader of them all, General George Washington. On the night of December 4th, 1783 at Fraunces Tavern, General Washington bid farewell to the officers of the Continental Army. Washington gave an impassioned speech and then delivered a personal word to each of the men who had helped secure American independence.

Under the Articles of Confederation, which placed the capitol of the nation in New York City, Fraunces Tavern also served as the offices of the Foreign Affairs, War, and Finance Departments. Over 100 years later, as the first delegates of the Sons of the American Revolution gathered there, the tavern once became the backdrop to a scene of national unity and patriotism.

Today, SAR is a thriving historical, educational, and patriotic United States 501(c)3 non-profit organization that seeks to maintain and extend the institutions of American freedom, an appreciation for true patriotism, a respect for our national symbols, the value of American citizenship, and the unifying force of "e pluribus unum" that has created, from the people of many nations, one nation and one people.

Interested applicants can begin their journey at www.sar.org/how-to-apply and visit sar-sacramento.org. Email webmaster@sar-sacramento.org for more information. ★

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“Recall San Juan” Seeks to Oust School Board Members

Continued from page 1
distance learning option preferred by other families would have meant reassigning thousands of students to new classrooms and teachers with just a little more than a month before the end of the school year. “Valuing the relationships that were built between teacher and student, and between student to student, returning four days a week in the mornings was the option that was the least disruptive for all,” explained Rai.

The SJUSD 2021-2022 school year will start on August 12 with the traditional full-day schedule five days a week, which was announced at a Board meeting in May and through a message sent to all families with students enrolled in SJUSD schools.

But Recall San Juan wants to send a message to the Board, letting them know that some families in the district oppose the choices they made. At the June 2021 Board meeting, Gabel spoke during public comment: “The recall effort is underway. Our voices will not be silenced.”

In addition to students losing a year and a half of full-time in-person

instruction, Gabel also shared another of her personal reasons for pursuing the recall. She said her son – a 10-year-old student in fifth grade – was assigned to a teacher who had been with the school for just a year. She asked that her son be transferred into a class taught by an experienced teacher with whom he was already familiar, but school policy required a reason for the transfer. Because classes were held over Zoom, Gabel said she found her reason: “I now had full access into the classroom and everything my son was exposed to by his teacher,” including “critical race theory, racism, gender stereotyping, and suicide.”

She demanded that her son be transferred, and the school did comply. Gabel believes that issues about race, gender, and mental health should not be taught in K-12 classrooms – and she has signed her son up for “weekly counseling sessions” as a result of those lessons.

The SJUSD does not include Critical Race Theory (CRT) as part of its curriculum. CRT is a theoretical framework for examining structural

and institutional racism, typically studied in post-secondary education and used in legal analysis. “CRT is not part of our K-12 curriculum,” Rai explained. “However, lessons that address race and social justice are embedded in classes in alignment with state standards and our district’s 8-Point Commitment to Educational Justice.”

Rai continued: “At San Juan Unified we believe diversity is a valuable asset that strengthens and enriches our community. We recognize that we have achievement gaps in our system and educating students about issues such as ending racism and creating equity is one way we can work towards closing those gaps.”

The Recall San Juan movement is insistent that SJUSD needs new leadership. “We have people all over the district collecting petitions,” said Gabel. The petition timeline and number of required signatures are calculated based on the number of registered voters in the district, and Recall San Juan has until October 19 to gather the 20,044 signatures necessary to trigger the recall. ★

Eaglets Taste Independence

Continued from page 1

this time. To my amazement, ace Lago turns for home without stopover.

11 am: In an explosion of pine needles, a textbook fledge is complete. Alpha sibling Rio gawks. Lago’s dramatic silence says: Okay, so I’m king of the world. Now what?

11:30 am: Approving Papa joins his debutant. Lago seems to feel rewards are in order. His cacophonous eaglet tantrum echoes through the canyon. Papa endures the screaming for a full 20 minutes before scorching away to hunt at high noon.

4 pm: I melt into a puddle of sweaty camouflage gear. Rio’s still not moved since seeing her brother’s feat. Papa’s hunting across the canyon. Above me, the achiever still screams: Bring me fish!

Next day, June 11, 6 am: Beholding an empty nest, I conclude Rio has also flown the coop. The morning brings unimagined fledgling experiences. The canyon is a noisy three-ring circus as liberated babies crash-land on unfamiliar trees and surfaces. Screaming like banshees at every turn, they flap homeward when fish are delivered.

7 am: Mama Bald leads her fledglings

across the river. From a distance, I see them on a rocky shore, drinking deep. The artery has tantalized below their nursery for almost 13 weeks; now they gulp of cool, shaded paradise. They wade to breast-depth then splash, like sparrows in a bird bath. In a river named for their nation, juvenile icons Rio and Lago discover a whole new world. And it’s good.

God Bless America!

Footnote: Prescient parenting surely ensured survival for these babies. June’s ruthless procession of triple-digit days caused great wildlife suffering and many dehydrated raptors were saved by rescue agencies. In five seasons of recording the family’s activities, two flawless maiden flights -- within hours -- have not previously occurred. This observer feels the adults knew a heatwave was looming and wanted the babies out of an unshaded nest. Their encouragement might have hurried fledges, so Rio and Lago reached life-saving water in the nick of time. Pictures shown were shot from great distances with powerful lenses. River users who see animals drinking on banks should allow them space to refresh and hunt. Their lives depend on it. ★

Nielsen: ‘This is a Fake Budget’



Jim Nielsen

From the Office of Senator Nielsen

SACRAMENTO, CA (MPG) - Senator Jim Nielsen, R-Red

Bluff, today issued the following statement on the passage of the Democrats’ Budget Act of 2021:

This is a fake budget and the Democrat-controlled budget process, with no public input or transparency, is a sham.

Over the years, there have been a number of challenging budget bills with deficits. This year, California has a substantial surplus. The temptation is to spend it and that’s exactly what the Democrats are doing.

The Democrats’ irresponsible budget is funding long-term spending using short-term dollars, which might further burden future budgets and get the state, as it has before, into financial trouble.

Following the Budget Act will be dozens of so-called budget trailer bills. Many will contain major policy provisions that will circumvent the normal deliberative legislative process.

Today, I argued for caution and a ‘No’ vote. ★

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Stupid is as Stupid Does

By Gold River Resident
David Dickstein

It doesn't take a genius to know that the world is full of stupidity. Gold River is no exception, starting with me.

The other day while on a walk with the missus and dog, I said hello to a fellow villager who I hadn't seen in years. After complimenting me on my decision to lead a healthy lifestyle – I shared my bariatric surgery story in a recent column – he expressed his umbrage over another column I wrote last fall. He bristled over one particular part of the article in which I snarked over some of the inane episodes of small-talk I've had at Bel Air over the years. He said I was too harsh with "the avocado lady" who neither deserved being described as rude nor the snappy tone I admitted taking when she was standoffish.

And my neighbor was absolutely right. After the walk, I re-read what I wrote, and my tone to her and in my column was inappropriate. I never gave her an out for being in a bad mood, not wanting to be social or whatever frame of mind she was in. I also erred in stating that the conversations shared in my article were real, when actually they were embellished for effect. That was stupid on my part, and I'll do better. Thank you, fellow villager, for being a faithful reader and for calling me out.

As for stupidity I've encountered from others of late, I'd need this entire newspaper and the next 47 monthly issues to cover all those experiences. So, instead, please allow me to share just a few recent examples:

Let there be Breakfast

Regular readers of my column, aforementioned fellow villager included, know that I've always said what's missing from



No housekeeper puts Daisy in a corner. Photo by David Dickstein

Gold River Towne Center is a place to enjoy a hot breakfast. Well, the void has been filled by Mimosa House taking over the space that was once Rubio's and two Mexican restaurants: Casa Ramos and Mission Rogelio. Scheduled to open this month, this will likely be the smallest

Mimosa House in the chain based on the interior. The outside patio should double the size.

Why do I mention this in a column about stupidity? Because of what happened the last time I ate at a Mimosa House. My wife and I were taken to a table at the Rancho Cordova location on Zinfandel, and the fact that the hostess didn't see a dead horsefly legs up where she placed the menus told me she's as observant as, well, a dead horsefly. As we sat down, both of us tried to get passed that unsanitary grossness, but looking around we also noticed dozens of boxes of restaurant supplies that should not be front-of-house. To our right was a dirty rag and sprayer on a table inches from where customers were eating. How dumb is that? Clearly, not as dumb as the staff and management who saw us walk out, but not before I explained why. And they just stood there, emotionless like Vulcans.

That they didn't try to woo back these regular customers with apologies and the promise of a hygienic experience if we give them another chance was extremely stupid. On the way to Plan B – Brookfield's – I told my wife that I wish a new and hopefully better managed Mimosa House would take over the old Applebee's or Outback right here. The former Rubio's is good enough, and I sure hope they have the Morning Fruit Salad on the menu. If not for my gastric sleeve surgery in February, I'd get the Maui French Toast or one of their amazing benedicts. Not a chance now. I've lost over 70 pounds so far and if I start gaining

back wait because of Mimosa House being so close to home, the "#1 Idiot" moniker would be all mine.

Pet Peeve vs. My Pet

One of my pet peeves is vendors who think they can call all the shots. When we first came to town, we found a house-cleaning on a referral who did great early on, but when business picked up she started playing hardball with availability and had this "you need me more than I need you" attitude. Stupid move, lady. We canned her faster than Niblets in a Green Giant factory. We then went with a Folsom-based professional cleaning service that got our business every few months until a new owner took over and raised rates so high that they, too, had to be let go.

Which brings us to a small Rancho Cordova cleaning company that provided good service at a fair price the other month. Mere days before a second appointment, they called to say that no longer can dogs be in the cleaner's presence – that if there's a dog in the house the maid is instructed to leave the premises immediately. I was told the reason is a client's dog got into the housekeeper's cleaning supplies. There might have been another incident, but shouldn't it be the homes where there were issues that should be banned from future appointments? Our dog during the one visit neither was unfriendly nor hungry for glass cleaner, and we asked the woman if our 1 1/2-year-old Daisy was bothering her to which she never said yes. So, why make such harsh rules that aren't justified? That's a sure way to lose clients. And they did. That cleaning service is permanently in the dog house for that stupid policy. There is a happy ending: We've since found a mother-daughter team who does a great job and adores our sweet Daisy.

The Grass Isn't Always Greener

My wife cares a lot more about our Powell home backyard than I do, so for her birthday I got her professional lawn care service. Got a deal for six visits that guaranteed a healthy lawn, something we haven't seen in years due to bald spots that no generous seeding has ever restored. The woman on the phone said they'll come out as many times as needed for the grass to be to our liking. "No hidden charges?" I asked. "No hidden charges," she replied.

It didn't take the TruGreen guy more than two minutes into the initial appointment to tell my wife the lawn needed aeration, which would be an upcharge, naturally. He also gave her a lawn regimen that we'd need to do ourselves in between visits. NASA doesn't give as many instructions to its astronauts. With all the added costs and time involved on our end, how stupid it would be to pay a professional. Might as well watch some YouTube videos on lawn care and save money by doing it ourselves.

Did we fire TruGreen? You bet your grass we did.

David Dickstein is a Gold River resident, award-winning writer and principal at the PR firm Prose & Comms Inc. He can be reached at daviddickstein1@gmail.com. ★

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California's Pro-Housing Forces Score Big Win



By Dan Walters
CALMatters

California's housing crisis is a multi-front guerrilla war, pitting those who want to lower legal and political barriers to construction against those who see new developments as threats to the environment and/or the ambience of their neighborhoods.

The conflict is waged in the Legislature, in the state housing bureaucracy, in city councils, in the courts and, increasingly, at the ballot box. Every new offensive assault by pro-housing forces meets stout resistance by defenders of the status quo and over time, it's been something of a stalemate.

Housing construction remains well below the levels needed to close the gap between supply and demand, resulting in ever-rising rents and home prices, ever-increasing angst for Californians priced out of the market and an adverse effect on the economy as workers migrate to more affordable communities elsewhere.

Get a veteran journalist's take on what's going on in California with a weekly round-up of Dan's column every Friday.

The Housing Crisis Act of 2019 was a major thrust by the pro-housing faction. Senate Bill 330 was aimed at blocking local

government policies, such as restrictive zoning, caps on building permits or unworkable design standards that limit new housing developments.

Not surprisingly, the legislation was opposed by local government officials as undermining their historic power to shape the tenor of their communities through controls on land use. However, it was passed by strong majorities in both legislative houses and signed by Gov. Gavin Newsom, who had promised to meet the housing crisis head-on.

While the legislation limited the authority of local government officials, it may turn out to be a groundbreaking limit on the power of local voters as well.

The legislation's passage more or less coincided with the Oceanside City Council's approval of a 585-home subdivision called North River Farms, which bills itself as a country village integrated with small-scale agriculture. The council rezoned land to make the project feasible.

Despite its bucolic nature, North River Farms was opposed by existing residents of the area and some environmental groups. They launched a recall campaign against one of the council members who voted for the project and eventually placed a measure on the 2020 ballot to overturn the council's decision, which was passed by a 2-1 margin of the city's voters.

Thereupon, the project's developer, sued to overturn the referendum, alleging that it violated the Housing Crisis Act of 2019 and last month, Superior Court

Judge Richard Whitney declared that the new law did apply to the referendum.

In overturning the election results, Whitney said SB 330's clear aim was to "maximize the development of housing" by overriding any local action or policy that attempts to limit construction.

Whitney's ruling will no doubt face appeals to higher courts and could collide with a 2017 state Supreme Court decree, in a case involving taxation, that ballot measures are not subject to the same limits applied to local governments.

Writing the 5-2 majority opinion, Supreme Court Justice Mariano-Florentino Cuéllar declared, "Multiple provisions of the state constitution explicitly constrain the power of local governments to raise taxes. But we will not lightly apply such restrictions on local governments to voter initiatives."

There is also a larger issue posed by the Oceanside case – whether zoning changes are legislative acts subject to referendum or merely administrative actions that are exempt from such challenges. Oregon, for instance, has flatly prohibited the use of referenda to oppose zoning changes.

The Oceanside case is not an isolated example of employing referenda to block projects. If Whitney is upheld, it will be a major victory for pro-housing forces by eliminating one arrow in the quiver of those who resist new development.

Dan Walters has been a journalist for nearly 60 years, spending all but a few of those years working for California newspapers. ★



By County Supervisor Sue Frost

Through the generosity of the Gold River Messenger, this column serves to provide an update about matters affecting the unincorporated community of Gold River.

Many of you may have recalled me writing about Laura's Law in the past, as well as other measures in Sacramento County to address the growing concern around mental health. When I previously wrote about Laura's Law, it was from the perspective of an ambivalent public servant with an impending decision on whether or not to implement the law in Sacramento County. Now I want to write from the perspective of someone who decided to support Laura's Law and is excited to see what we can achieve with this new tool at our disposal. If you have not been following along, I will provide a refresher.

Laura's Law was signed into law in 2002 following the tragic death of a young woman in Nevada County by a man with severe, untreated mental illness. Laura's Law established the ability for counties to provide for assisted outpatient treatment (AOT) of individuals who pose a threat to themselves and those around them. For those sentenced to AOT, it means they will be connected with mental health treatment they otherwise may have resisted or simply not had access to. Since its creation, a majority of large counties in California have adopted Laura's Law and those that have, have seen significant improvements in their communities.

Successes for communities that have implemented Laura's Law have many

GOLD RIVER COMMUNITY UPDATE

Embracing Laura's Law

looks. Success looks like health improvements with reductions in hospitalizations and homelessness. It also has a financial component. As I am sure you can imagine, the costs associated with treating the mentally ill in hospitals, in shelters, and even in jails, are substantial. Counties that implement Laura's Law naturally see their expenses relating to hospitalizations and incarceration go down as the mentally ill take up fewer beds in either facility. In Nevada County, the origin of Laura's Law, those reductions were 46.7% for hospitalizations, and 65.1% for incarcerations. Most notably, Nevada County saw a 61.9% reduction homelessness, something I am sure we can all agree would benefit Sacramento County.

So why now has Sacramento County decided it was time for Laura's Law? In the past, the county had explicitly opted out of Laura's Law. It was before my time on the Board, but as I understand, there were originally concerns for the cost associated with providing AOT. Then, I am told that the County was confident it had provided adequate resources for those most in need of mental health resources. Following legislation passed last year, the County was put in a position of either opting-out again, or automatically being opted-in. To opt out, the County would have had to submit a compelling reason for doing so. This required a thorough assessment of current service available in addition to community outreach. Ultimately, the decision came to the Board of Supervisors.

Even with the information available to me, I initially did not support Laura's Law. I had personal liberty concerns with forcing people to receive treatment. Still, I maintained an open mind, and as I often do, I asked my constituents for their views

on the issue. One stood out more than others as a constituent approached me at a community meeting and shared with me the story of her son and gave me a book that discussed the realities of serious mental illness. I found the story compelling and it truly helped me understand the need for Laura's Law. It helped me understand more about Anosognosia, also called "lack of insight." It is a symptom of severe mental illness experienced by some that impairs a person's ability to understand and perceive their illness. It is the single largest reason why people with schizophrenia or bipolar disorder refuse medications or do not seek treatment, and we are not helping these people by sitting back while they suffer.

AOT is a simple but effective tool that can save not only the lives of those afflicted with mental illness, but it can improve the lives of everyone around. Especially those closest to them. I am confident that we have given a tool to law enforcement, local hospitals, and the countless number of people and organizations working to get our homeless population under control. I am glad that we have finally embraced Laura's Law and I look forward to seeing how it helps our community improve our health and well-being.

Thank you for reading – and as always, if you want to contact me, call me at 916-874-5491, or e-mail me at SupervisorFrost@sac-county.net.

Sue Frost represents the 4th District, which includes all or part of the communities of Citrus Heights, Folsom, Orangevale, Antelope, Rio Linda, Elverta, Gold River, Rancho Marieta, North Highlands, Carmichael, Foothill Farms and Fair Oaks. ★

Social Security Matters

Can I Get a Higher Benefit Now Because I'm Older?



By Russell Gloor,
AMAC Certified Social Security Advisor

Dear Rusty: I started getting Social Security at age 62 and I am now 77. Can I get a higher benefit now that I'm older?

Signed: Needy Senior:

Dear Needy Senior: Probably not. When you first start collecting your Social Security retirement benefits (e.g., at age 62 or any other age) your SS benefit amount is permanently established and will change thereafter only if:

- A Cost-of-Living Adjustment (COLA) is granted (which is usually done annually, starting with your payment in January of each year). There have only been 3 years in the last four decades that a COLA increase didn't automatically occur. This year's COLA increase was 1.3%.

- You later became eligible for a higher spousal benefit because your husband started collecting benefits after you first claimed, and your benefit amount at your full retirement age (FRA) was less than 50% of your



husband's FRA benefit amount.

- You later became eligible for a higher survivor benefit because your husband passed away and his Social Security benefit was more than you were receiving (you would need to apply separately for your survivor benefit).

- You had later earnings which were higher than any of the 35 years over your lifetime used to originally compute your benefit when you first applied. Past years earnings are adjusted for inflation, so original earnings amounts in prior years are increased to today's dollar value to see if your recent earnings are higher.

If you are working, Social Security monitors your earnings (and your contributions through payroll taxes) every year to see if you are due a benefit increase and, if appropriate, it is automatically given. COLA increases are also automatically given effective with each December's benefit (paid in January) if such an increase is appropriate due to inflation as measured by the national Consumer Price Index. So, the only

other possible way your current benefit could be increased now is if 1) you didn't claim a spousal benefit when you were eligible and you are still eligible because your husband is still living, or, 2) your husband is now deceased, and you didn't apply for a higher survivor benefit you were entitled to when he died. If either of those are true, then you should contact Social Security to request your higher benefit.

You do not, however, get a benefit increase simply because you are now older than you were when you first claimed Social Security. COLA will slightly increase your benefit automatically most years, but unless one or more of the other conditions above apply, your benefits won't change further as you age.

This article is intended for information purposes only and does not represent legal or financial guidance. It presents the opinions and interpretations of the AMAC Foundation's staff, trained and accredited by the National Social Security Association (NSSA). NSSA and the AMAC Foundation and its staff are not affiliated with or endorsed by the Social Security Administration or any other governmental entity. To submit a question, visit our website (amac-foundation.org/programs/social-security-advisory) or email us at ssadvisor@amac-foundation.org. ★

Move to by-Trustee Area Elections Resumes

San Juan Unified School District

SACRAMENTO REGION, CA (MPG) - San Juan Unified School District will resume the process of transitioning to by-trustee area elections on July 1, after it was paused under a state executive order during the COVID-19 pandemic to protect public health and safety.

During a special meeting on July 1, the district's demographer will review the process and criteria used to develop trustee area maps and the board will hear public input.

Currently, the district uses an election method referred to as 'at-large' in which all candidates for the board are on each voter's ballot. Voters then vote for up to the number of currently open seats with those receiving the most votes from across the district being elected. In a by-trustee area election, the district is divided into smaller areas each represented by one board member. Candidates for the board must reside in the area they will

represent and voters only select one candidate from those in their area.

Map options will be made available for review by July 6, and a second special meeting of the board will be held on July 13, providing for a presentation by the demographer on the maps and an opportunity for public input. Community meetings on July 20 and 22, will be held at multiple locations throughout the district, as well as online, offering additional opportunities for input which can also be submitted online at any time by visiting <https://www.sanjuan.edu/elections>.

The board will hold a final special meeting on July 27, 2021, providing for public hearings before selecting the final map to adopt, and resolution to move on to the County Commission for approval. The County Commission must take action by August 10.

In March of 2020, the Board of Education unanimously approved a resolution beginning the formal process to move to

by-trustee area elections. After an initial presentation and public hearing, Governor Newsom issued executive order N-48-20 in April of 2020 which paused the timeline for the process to protect public health and safety during the pandemic. The board voted to pause the process in compliance with the executive order.

With Governor Newsom's executive order pausing such processes due to the COVID-19 pandemic expiring after June 30, the district will resume the transition and complete the process within the legally required timeframe.

2020 Census data was delayed and has not yet been made available. To meet the required timelines, the current map designs will use data from the 2010 Census and then be revisited later this fall once the newer data is available.

Visit <https://www.sanjuan.edu/elections> for the latest information on the process, full timelines, and maps once they are available. ★

Billie Holliday - One Woman Show Opens

California Capital Arts Foundation

SACRAMENTO REGION, CA (MPG) - The soul of Blues/Jazz singer Billie Holliday is coming to Sacramento in the form of Synthia L. Hardy and her acclaimed one-woman show, *Billie! Backstage with Lady Day* one of the best one-woman biographical shows since the story *Big Mama Thornton*.

Playing for three performances only at the new Black Box Theatre at CalCap Studios 9845 Horn Road, Sacramento, CA 95827 (located at the old Mills Winery). Performances are Friday, July 9th at 7:30 pm, Saturday, July 10th at 7:30 pm, and Sunday, July 11 at 2:00 pm. Tickets are \$25 by calling 916-706-2000 or online at www.calcapstudios.com.

Cal Cap Studios debuts its

"Solo in the Sun" series, with *Billie! Backstage with Lady Day* written and performed by Emmy Award-winning actress, Synthia L. Hardy who also stars as legendary jazz/blues singer, Billie Holliday. Acclaimed Jazz and Gospel accompanist, Lanny Hartley lends musical support as the Piano Man.

The soul of blues/jazz singer Billie Holliday is back in the form of Synthia L. Hardy, whose one-woman show, *Billie! Backstage with Lady Day* is one of the best one-woman biographical shows since the story *Big Mama Thornton*. Both women had their troubles with themselves and their families. Only Billie had a rougher life that no writer could make up no matter how hard she/he tried. Synthia L. Hardy comes roaring in cussing up a storm dressed to perfection. Hardy provides a bit of the

history of each of the songs she performs. The most haunting song, which Hardy sings with such sadness and loss, "Strange Fruit" was written as a poem by Jewish high school teacher Abel Meeropol aka Lewis Allen after seeing a photograph of two men swinging high up on the trees as white onlookers cheered on. It's easy to see the pain in Hardy's eyes as she recalls this moment as if it happened to her personally.

Hardy has done her homework thoroughly and gets the legend of blues down to a science. Her brusque mannerisms, her rough language, and the famous double gardenia worn on the right side of her hair are all brought to life. It's hard to distinguish where Hardy starts and Holiday finishes. Hardy is tough when necessary but also endearing and vulnerable when it comes

to her family, her marriages, and the times she recalls being in jail for whatever charges the police could come up with. Holiday's life was a hot mess. But her strength, through Hardy, is strong but dented but always on the move. Hardy portrays Holiday with class, versatility, and most importantly with heart and sympathy. Hardy's voice is reminiscent of Lady Day. Raspy, crying, hopeful, hopeless, and still wails on expressing in song what she probably couldn't convey in a conversation;

The Tolucan Times calls Billie! "...an undeniably honest, emotional, gritty chronicle of her rise and fall".

The paper also describes Hardy as "a dynamo, with a sparkling yet demure stage presence, in her own right.

Adds Don Grigware, of GrigwareTalksTheatre.com

....."What is fascinating about this piece are all the little lesser-known details of Holiday's life tapestry, like the deep love for her mother...how Billie was raped at age 10...and the difficulty for Holiday being the first black woman in an all-white band (Artie Shaw).

Grigware continues, "Details build methodically and meaningfully through Hardy's intense, intimate portrait and enrich one's understanding of Holiday's bitter yet compromised attitude, Hardy does a fine job with 7 tunes within the structure of the piece. Billie is a MUST SEE!"

For more information about *Billie! Backstage with Lady Day* at Cal Cap Studios, please call 916-706-2000 or email Charles Lago clago@calcaparts.org. Tickets and information www.calcaparts.org ★

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Crossword Puzzle on Page 7

H	A	Y	S			S	H	E			A	L	O	E						
A	T	O	M			S	T	A	G		G	N	A	R	L					
T	O	G	A			A	R	I	A		R	I	M	E	D					
						P	I	C	K	F	O	R	D		U	M	B	O		
							K	N	A	P	S				D	N	A			
C	E	N	S	O	R					J	I	T	T	E	R	S				
I	L	O				T	I	P	T	O	P				E	M	I	T		
D	O	R	M	S			L	A	H		L	D	O	P	A					
E	P	I	C				M	A	I	N	L	Y			T	E	L			
R	E	A	D	M	I	T					E	O	C	E	N	E				
							A	I	D			P	I	A	N	O				
							F	E	N	D			D	U	C	K	S	O	U	P
O	R	R	I	S				E	R	I	E				K	N	E	W		
B	E	G	E	T				L	E	E	R			E	T	N	A			
I	D	O	L					E	E	R					R	O	S	Y		

STATEPOINT CROSSWORD • GOLDEN AGE OF HOLLYWOOD

Crossword Puzzle Solutions on Page 7

CLUES

ACROSS

- * Code, or self-censorship guidelines for movies
- Ship pronoun
- vera plant
- Tiny piece of anything
- Dateless one
- Twist and distort
- "Animal House" party garb
- Cantatrice's offering
- Frost-covered
- *Mary ____ star of 52 films and recipient of 1976 Academy Honorary Award
- Rounded protuberance
- Breaks off
- Crime scene acronym
- One who insists on implementing #1 Across
- Anxiety, pl.
- U.N. working-conditions agency
- A-one
- Do like exhaust pipe
- Students' dwellings
- Between sol and ti
- Parkinson's disease drug
- Larger-than-life
- For the most part
- Aviv
- Allow to rejoin
- Between Paleocene and Oligocene
- FEMA provisions, e.g.
- "Instrument central to 1945's "A Song to Remember"
- Manage without help
- *Marx Brothers' 1933 classic
- Florentine iris
- Fourth largest Great Lake
- "Hitchcock's "The Man Who ____ Too Much"
- Make children, biblical
- Malicious look
- Highest volcano in Europe
- Object of worship
- Always, in verse
- Like happy people's glasses

DOWN

- *Humphrey Bogart's Fedora, e.g.
- At the summit
- Hanna-Barbera anthropomorphic bear
- Kellogg's Sugar ____
- Leather razor sharpener
- Often used to pull #22 Across
- Archaic expression of surprise
- *Like "Snow White and the Seven Dwarfs"
- Mary's pet
- Nabisco sandwich
- Former times
- *"The Snows of Kilimanjaro" type of adventure
- Straining sound
- Nautical measures
- Party bowlful
- Pressed beverage
- Skip the big wedding
- Waterwheel
- *Drew Barrymore's grandfather
- What actors do
- Mature, as in fruit
- Like an expired cracker
- Surveyor's map
- *"Mai" follower
- *Hattie ____ first

African-American to win an Oscar
38. City in France
40. Prefix for central
41. Deep throat, e.g.
44. Middle
46. Slow ____ or pressure ____
48. Baby food, e.g.
49. More unfriendly
50. *Ginger's dance and movie partner
51. Therefore or consequently
52. Mark for omission
53. Archaic "to"
54. Back-to-school purchase, pl.
55. ____-Wan Kenobi
58. *Bing Crosby's 1944 movie "Going My ____"

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Sudoku Puzzle on Page 7

6	2	9	4	1	7	8	3	5
8	1	7	2	5	3	9	6	4
3	4	5	9	8	6	7	2	1
7	8	6	5	2	4	1	9	3
1	5	2	3	6	9	4	8	7
9	3	4	8	7	1	6	5	2
2	7	1	6	3	8	5	4	9
4	6	3	7	9	5	2	1	8
5	9	8	1	4	2	3	7	6

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6			1	8				
		7		3				
			9	8			2	1
		6	5		1	9		
	3	4		1	6			
2	7			3	8			
			7		2			
	8	4					6	

Solutions on Page 7



Dave Ramsey Says

Otherwise, they could just get fired one day without really knowing what happened because I refused to “judge” them.

You’re supposed to judge people. The idea that you’re not supposed to is ridiculous. But you don’t have to be a jerk about it. There’s a big difference between judging people and being judgmental. But it’s unkind not to share insights or suggestions for a better way of life with those you love most. Holding back and telling yourself the way someone behaves is just the way they’re made is wrong in most instances. Overspending and not saving money aren’t character traits – they’re decisions.

They’re adults now, and they’re going to do what they want. They don’t have to understand or support your ways of handling money, but you and your husband have every right to tell them they have to start behaving in certain ways if they expect to receive your money when the time comes. If they’re misbehaving, and you give them money, you’re funding that bad behavior. That’s not love, that’s enabling. And a big pile of money isn’t going to heal the bad things – it’s only going to magnify them.

Sit down with your kids, and have a loving, clear discussion about the situation. Remind them that they’re adults, and you and your husband are no longer able to tell them how they have to live. But let them know in no uncertain terms, gently but firmly, they will not receive your money if they continue to behave in ways you both consider foolish or unreasonable. Let them know they’ll always have your love, just not your money, unless they begin behaving more intelligently and maturely with their finances.

You can’t make them do anything, Danielle. But you can ensure they understand you two won’t be sharing your wealth with people who can’t handle it and use it wisely.

Dave Ramsey is a seven-time #1 national best-selling author, personal finance expert, and host of The Ramsey Show, heard by more than 18 million listeners each week. He has appeared on Good Morning America, CBS This Morning, Today Show, Fox News, CNN, Fox Business, and many more. Since 1992, Dave has helped people regain control of their money, build wealth and enhance their lives. ★

Bless Them, Don’t Enable Them

Dear Dave,
My husband and I are both teachers, and we’re on Baby Step 7. We’re struggling with things where our wills are concerned. Three of our four adult children aren’t being wise with their money, and my husband and I disagree on how to talk to them about it and how it may affect us restructuring our wills. We don’t want to be judgmental, but at the same time we agree something needs to be said or done.

– Danielle
Dear Danielle
Let’s say someone is working at my company, and taking my money in the form of a paycheck. Let’s also say this person isn’t doing a good job. If I don’t talk to them about their performance because I don’t want to be seen as judgmental, I’m not doing my job. I owe them the feedback necessary for them to become a good team member.



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Ask Toni

Enrolled in Medicare the Wrong Way!!



Toni King

Toni:

I have just enrolled in Medicare Parts A&B and my Social Security check because I turned 65 in May. I am still working with my husband and myself covered under my employer plan.

I am being charged a much higher premium for Medicare because our 2019 tax return showed higher earnings. Can you please explain what one turning 65 with employer benefits should do because I think I made a big mistake enrolling in Medicare and still working with employer benefits? Thanks, Tammy from Nashville, TN

Tammy:

I have good news for you because Medicare does allow those turning 65 with "true" employer benefits to delay Medicare Part B enrollment without a penalty when you want to enroll in Medicare later. Delaying Medicare does require having employer group health coverage thru yours or your spouse's employer.

Social Security must interview you to terminate Medicare Parts A and/or B by calling your local Social Security office and discuss with the representative that you would like to terminate your Medicare because you are covered by employer's group health coverage. If you do NOT have "true" employer group health coverage, missing your enrollment period is going to mean that you will be paying penalties. Medicare recognizes true employer and union health plans as qualified group coverage with the Medicare recipient and/or their spouse **working full-time** to be able to delay Medicare Parts A and B.

A Working Spouse: Does It Matter? If the working spouse is providing health insurance benefits from their employer group health coverage, then you want to delay enrolling in Medicare Part B. You might continue to work either part-time or as a self-employed individual, taking advantage of the coverage provided by your working spouse.

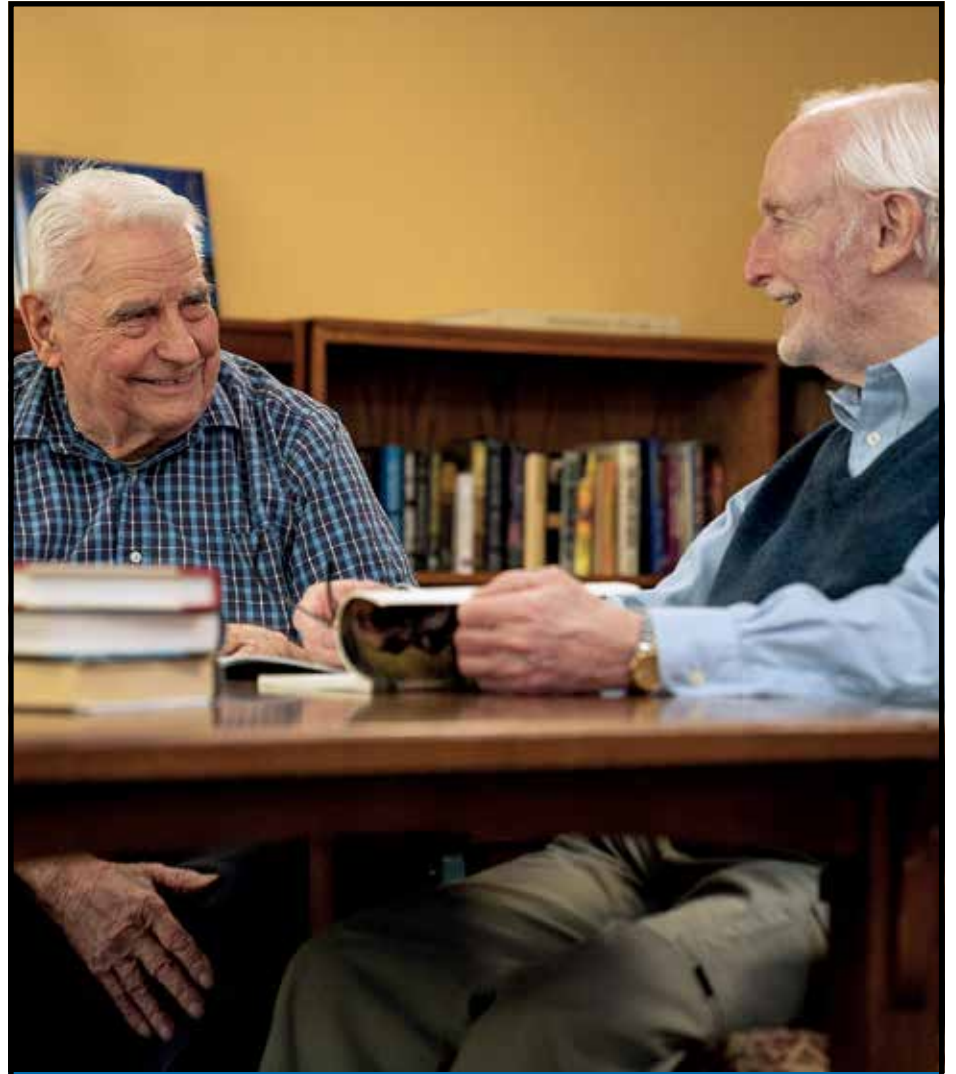
Self-Employed: Does It Matter?

Yes, it does because if you are turning 65, not covered under an employer's group health plan whether yours or your spouse's employer's benefits and waited to enroll in Medicare Part B, then you can receive a 10% penalty for each year that you were not enrolled, due to not enrolling in Part B at the right time. If you waited 2 years to apply for Original Medicare Parts A and B, then the penalty would be a 20% penalty (2 years, 65 and 66) every month for as long as that you are on Medicare or the rest of your life.

Different options to enroll in Medicare are below:

- 1) **Turning 65 and Receiving Your Social Security Check** is the easiest way to receive your Medicare card. Medicare will send your "Welcome to Medicare" kit 90 days before you turn 65 with your Medicare card in the kit.
- 2) **Turning 65 and NOT Receiving a Social Security Check** because you are still working or may not be working but waiting past 65 to receive 100% of your Social Security benefits. Visit Social Security online at www.ssa.gov/benefits/medicare to enroll in Medicare 90 days before you turn 65.
- 3) **Turning 65 and "still working"** - Talk to your Employer's HR. Ask if you need to enroll in Part B. If you do not need Part B because you are "still working" or your spouse is "still working" and you are on their group plan. When you or your spouse are no longer covered under an employer group health coverage, at that time have your HR department fill out and sign Social Security form CMS-L564 "Request for Employment Information" and CMS-40B "Application for Medicare Part B. Call your local Social Security office and fax the forms to justify your delay in enrollment and avoid needless penalties.

Toni King, Medicare author/advocate is giving a \$5 discount to the Toni Says® readers on the new 2021 Medicare Survival Guide® Advanced book at www.tonisays.com. Have a Medicare question? Call 832/519-8664 or email info@tonisays.com. ★



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Changes to Organics Recycling Law for Businesses Take Effect July 1



Effective July 1, 2021, all commercial waste generators in Sacramento that subscribe to 2 or more cubic yards of trash and recycling services combined per week are required to subscribe to organic material recycling services. This includes food waste and green waste. This law affects all business types, not just those that sell or make food.

The easiest way to become compliant is to contact your trash hauler and add organics recycling collection service. You may also be compliant if your business has alternative organic service. An Organic Material Recycling Compliance Form will need to be submitted if you recycle your organic material in an alternate way.

Waivers may be available to businesses that generate less than 20 gallons of organic material per week. Businesses who sell or produce food are ineligible to receive a 20-Gallon or Less Waiver. Ineligible businesses include restaurants, theaters, hotels, schools, gas stations, and coffee shops. A full list of ineligible business types can be found at WasteRightSac.com.

For more information or to complete the Organics Material Recycling Compliance Form for either alternative service or for a waiver please visit WasteRightSac.com.



Opportunity Among Chaos: Pandemic Startups

Commentary
by Marcus N. DiBuduo

In tough times like these, courageous entrepreneurs strike boldly ahead with innovative ideas, often finding success when the future looks bleakest. It doesn't take a historian to know that notable companies forged their legacies when times were toughest: General Electric, Disney, and IBM, to name a few.

Rather than spending extra time on "honey do" lists that now surround you 24/7, spend the time and money working on your passion project: that novel business idea you've had, that product line you've been tinkering with, or teaming up with coworkers to start a new business in a known field.

Before cashing out your savings in hopes of achieving economic and emotional wealth, two steps are needed: identify your idea and develop a plan.

Step 1: Identify your winning idea

If you are going to be successful, you can't just focus on an idea that has the best return on investment (ROI).

The founders of all successful businesses have at least one thing in common: they had a personal interest in their business. If you are curious about running a restaurant, then talk to other restaurateurs. If you have an interesting idea for a mobile phone application, learn what it takes to develop an application from start to finish. If you have always been intrigued by electronic gadgets, take some online hardware or software development classes.

You can't successfully launch a business in an industry you know nothing about. During this "Great Reset," take time to find what you truly enjoy outside of the confines of the default hamster wheel.

Step 2: The Two (or Seven) P's



Spend the time and money working on your passion project: that novel business idea you've had, that product line you've been tinkering with, or teaming up with coworkers to start a new business in a known field. Photo courtesy Canva Studio

Many believe that the term "entrepreneur" is synonymous with "inventor." The difference however is significant: entrepreneurs are inventors who have heeded the adage of the "7 Ps" (two of the "Ps" are planning and preparation). Many people get so tied up in the technical aspects of developing their product or service that they forget the end goal – to make money.

From a legal standpoint, the crucial part of planning and preparation are protecting yourself and your ideas. The feudal protective strategies of the past – constructing a hefty castle and moat – have been replaced by modern day acts of forming legal entities, preparing written agreements, and acquiring patents or trademark registrations.

Your first step should be building the castle that protects you

and all of your treasures. The castle is the entity you decide to form. This entity, if properly formed, selected, and operated, should protect you from liabilities that may arise in your course of business.

While it may be appealing to use one of the great multitude of low cost online providers of "legal solutions," business attorneys can give countless stories of instances where such providers have sold houses made of straw instead of brick. You should engage legal advisors that can understand the complexities of your personal situation and the liabilities of your business.

Just like inviting visitors in your house during the pandemic, you need to be attentive to those that you invite into your castle. If you plan on having business partners, the rules and expectations

need to be clear at the outset. Is the ownership going to be equal? Is the effort going to be equal? Is the compensation going to be fair? Many would-be successful businesses fail because of unclear expectations.

While it may be uncomfortable to have these discussions with your partners, and it may feel as if signing written agreements with your business partners brings an air of untrustworthiness, it is crucial to have defined roles, responsibilities, and financial expectations up front. Frankly, greed, jealousy, and selfishness generally only appear after businesses become successful – and having proper agreements upfront are the best prophylactics to ensuring a stable and successful business.

If your product, service, or brand is unique – at the very

beginning stages – you must take steps to protect them. Patents are limited monopolies to make, use, and sell a certain product or service and are designed to restrict competition. Trademarks ensure that customers know from whom they are purchasing a product or service, and help prevent your competitors from taking sales from you. The laws to protect patents and trademarks are complex, and failure to take initial steps to protect them may foreclose protection later. Never disclose your idea to third parties without taking initial steps to protect them. Your hard work will be for naught if you don't take steps to prevent others from taking your ideas and competing with you.

Use the gift of time to contemplate taking a leap of faith and inventing and planning your future. ★

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All Varieties
• Z-Bones • Z-Files • Mini-Naturals • Hip Action • Crunchy Naturals • Lil Links • Superfood • Pumpy Naturals
20% OFF
OUR SUPER LOW PRICES

PETMATE REPLENDISH Auto-Watering & Auto-Feeding System
20% OFF
OUR SUPER LOW PRICES

MARINELAND POWER FILTER SALE
MODEL TANK SIZE PET CLUB SALE
PENGUIN 100B20 Gal. **\$20.99**
PENGUIN 150B30 Gal. **\$27.99**
PENGUIN 200B50 Gal. **\$33.99**
PENGUIN 350B75 Gal. **\$46.99**

AQUEON BOXED 10 GALLON TANK With Economy Kit
Just add Heater For Tropical Fish
\$44.99
Limit 1 Per Family

REPTILE SUPPLY SALE
Zoo Med Reptibark 5 Oz. **\$6.99**
Tetra Reptomin 3.7 Oz. **\$4.59**
Tetra Reptomin 10.56 Oz. **\$9.99**

MARINELAND PREMIUM FISH FOOD
ALL VARIETIES
• Goldfish • Cichlids • Tropical • Wafers
20% OFF
OUR SUPER LOW PRICES

BONUS COUPON

JONNY CAT PREMIUM CAT LITTER
10 Lb Bag
Limit 2 Bags Per Family
Limit One Coupon Per Family
Price Valid Only With Coupon
Effective 6/30/21 - 7/6/21
\$2.09
CHM PLU 365

BONUS COUPON

WHISKAS TEMPTATIONS CAT TREATS
• All Varieties 3 Oz.
Limit 2 Pkgs With Coupon
Limit One Coupon Per Family
Price Valid Only With Coupon
Effective 6/30/21 - 7/6/21
\$1.39
CHM PLU 569

BONUS COUPON

9 LIVES CANNED CAT FOOD
All Varieties 5.5 Oz.
Limit 1 Case
Limit One Coupon Per Family
Price Valid Only With Coupon
Effective 6/30/21 - 7/6/21
37¢
CHM PLU 364