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Citrus Heights Messenger

"Written by the people, for the people"

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AUGUST 10, 2018

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FOR FASHION:
WHO KNEW?**



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FIRST-EVER MOMENTS**



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Cops and Kids Share Extreme Sports Camp



Assemblyman Ken Cooley (center) provided flap-jack skills as he and police staffers served breakfasts to 70 young athletes.

**Story and photos
by Susan Maxwell Skinner**

CITRUS HEIGHTS, CA (MPG) - Citrus Heights Police Activities League last week wrapped up a debut "Extreme Sports Camp" at San Juan High School. Aged from 7 to 15, kids from Citrus Heights, Carmichael and Orangevale matched athletic skills for four days. Police staffers coached teams for karate, basketball, soccer, dance and cheer-leading.

Aimed to aid community relations, the PAL program enticed 70 students back to school during the hottest days of their summer break. "We created a fun atmosphere," said camp director Lt. Jason Russo. "We also included sessions to promote good life decisions and leadership."

Priced at \$50 per athlete, a four-day curriculum included meals and culminated in a graduation day pancake breakfast. For this event, Assemblyman Ken Cooley provided cooking grills and flipped hundreds

of flapjacks. Joining the VIP chef, uniformed police officers were quickly batter-splattered by the process. "Police work can get messy," conceded an officer. "Fortunately, we have a great drycleaner."

The camp's final afternoon included displays by SWAT, motorcycle and K-9 units. In 100-plus heat, Sacramento Metro Fire Department contributed the best diversion: an invitation for kids to run through gushing fire hoses. "Some of our officers

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California Wildfire Relief

By Red Cross

SACRAMENTO REGION, CA (MPG) - More than 90 wildfires are raging around the country. In Northern California, devastating fires are burning across more than 110,000 acres, forcing residents from their homes. The American Red Cross is there, providing shelter and comfort for those affected.

One of several large wildfires in California, the Carr Fire near Redding, California, is now ranked as one of the top 10 most destructive wildfires in California's history. It is only about 23 percent contained. The fire has destroyed more than 1,000 structures and is threatening just over 4,000 more. Mandatory evacuations were ordered throughout the region, where conditions are unpredictable due to variable winds and blazing temperatures. Steep terrain is also challenging firefighting efforts. The city is home to as many as 92,000 people and is located about 100 miles south of the border with Oregon.

More than 1,000 people sought refuge from the inferno overnight in 11 Red Cross and community run shelters in California. Along with community partners, the Red Cross is providing hot meals and distributing comfort kits to impacted families. Red Cross disaster workers have identified additional shelters, and have numerous cots and shelter items on stand-by to be able to respond quickly to provide more help if needed. The Red Cross is working closely with state and local officials to expand the relief response if necessary to make sure people get the help they need.

HOW YOU CAN HELP

You can help people affected by disasters like wildfires and countless other crisis by making a gift to American Red Cross Disaster Relief. Visit redcross.org or text REDCROSS to 90999 to make a \$10 donation. Your gift enables the Red Cross to prepare for, respond to and help people recover from disasters big and small. Contributions may also be sent to your local Red Cross chapter, or to the American Red Cross, P.O. Box 37864, Boone, IA 50037-0864. ★

Running All Out for Love: East Lawn's Annual 5K Run



And the big 5k race begins right on time. The event was held at East Lawn, Folsom Blvd., Sacramento.

**Story and photos
by Paul Scholl**

SACRAMENTO REGION, CA (MPG) - On not just another early Saturday morning, over 1,000 runners, walkers and joggers showed up early to run for love.

The annual East Lawn Fab 40's 5k Run, is a fundraiser benefiting the Alzheimer's Association. It brings out runners from all over to show their love and support for family members who have died or are currently suffering from the tragic disease.

This year's winner was Jason Holland-Morrison of Elk Grove with a time of 16:36, or a 5:21 minute mile. Second place went to Kevin Clancy of Citrus Heights at 16:48, just twelve seconds off the winning pace.

Other local runners were Jske

Swanson of Carmichael finished 30th, Mike Gottardi of Rancho Cordova 36th, Bobby Carpenter of Rancho Cordova 38th, Deanna Palacios 38th, Ron Souza of Citrus Heights 61st, Robert Hammond of Fair Oaks 70th, and Erica Loomis of Citrus Heights finished 99th.

Each year dozens of sponsors line up to support this effort. Their support helps to pay for the great looking t-shirts provided to all the registered runners. Each sponsor gets their logo on the back of the shirt to show they are a part of the "Cure Alzheimer's" cause. If you recognize any of the sponsors from the list, be sure to thank them for their donations.

Capital Road Race Management managed the runner's event, which is Sacramento's official 5k Championship race. It also takes many volunteers to help the great event take shape. Without

them it wouldn't be possible.

If you haven't warmed up to the family friendly event yet and would like to know more visit www.Fab40s5k.org. ★



Kevin Clancy of Citrus Heights finished second.

EXCLUSIVE TO MESSENGER PUBLISHING GROUP

Alice Cooper: Rock's Super Villain

A Paranormal Evening with the Godfather of Shock Rock

By Rich Peters, MPG Editor

SACRAMENTO REGION, CA (MPG)

- "You can't shock an audience anymore - that died a long time ago," said Alice Cooper. One of the originators of shock rock, Cooper understands that times have indeed changed since he spearheaded a movement in the early 70s but that hasn't stopped him from continuing to embrace his role as the bad guy.

Rock's villain began playing out his own dark vaudeville in the earliest days of his career. "That started from the very beginning; that was always with us," said Cooper. "I think because we were art students and that was something I saw as being essential for rock and roll. I would see all these bands - that were great bands - and they were all heroes and I just kept thinking, 'Where's the villain?'"

That's when Cooper took it upon himself to become that villain and change rock and roll forever. "Every parent in America did not want their children to see this character," said Cooper. "People would make things up...by the time you got into town you were the worst person ever. We found that funny."

In a life well before the internet and social media, the stories took on lives of their own. "The more of the misinformation, the bigger we got. The parents hated us so much that the kids liked us."

From guillotines and blood to the black attire and mascara, it was all about giving the crowd something that they had never experienced before. "And if you really look at it, it was just really a lot of fun," recalled Cooper. "The audience was really having fun with us. There was nothing satanic about it."

ALICE COOPER

Times may have changed, the stage antics may be a little less shocking, and the internet may have depleted art, but that won't stop the Godfather of his craft from putting on a vintage performance. "It will

than just shock value."

One way that Cooper has been able to continue performing at a high level for the better part of five decades is by interjecting his band with youth and energy. He prides himself not only on theatrics but on the quality musicianship that got him there to begin with.

"Everybody in my band is top of the line," he boasted. "Glen Sobel, our drummer, just got voted best drummer in rock and roll. Nita (Strauss) just got voted best female guitar player. So I've kind of got a premier band. That makes such a big difference to me when I get on stage that my band can blow just about anybody off the stage."

Cooper recently kicked off his "Paranormal Evening" tour. He is set to play locally at Jackson Rancheria on Wednesday, August 15 and his new live album A Paranormal Evening with Alice Cooper at the Olympia Paris drops on August 31. For more information visit www.alicecooper.com. ★



“Rock's villain began playing out his own dark vaudeville in the earliest days of his career.”

**ALICE COOPER
ROCK & ROLL
HALL OF FAME INDUCTEE**

Alice Cooper recently kicked off his "Paranormal Evening" tour. He is set to play locally at Jackson Rancheria on Wednesday, August 15 and his new live album A Paranormal Evening with Alice Cooper at the Olympia Paris drops on August 31.

be a very similar show (tonight) to the one in the 70s except now it will be accepted a little more as excitement and entertainment more

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11:00AM - 2:00pm **AUGUST 11TH**

**Food Trucks • Vendors • Beer Garden
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Fundraising proceeds benefit the Citrus Heights Police Activities League

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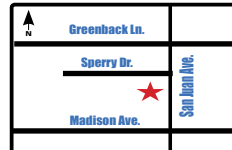
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Cops and Kids Share Extreme Sports Camp



Citrus Heights Police this week joined The Police Athletic League to provide a youth summer sports program. Uniformed instructors and 80 children celebrated graduation after four days of athletics and leadership instruction.

Continued from Page 1

partook, too,” reported Russo. “Everyone wanted to cool down. “Smiling faces told us our program was a success. The kids tried sports they might not otherwise had opportunities to play. They were respectful and

disciplined. We hope some might develop an interest in police work; our staff embraced the opportunity to connect with young people who are our future.”

Citrus Heights PAL plan to repeat the Extreme Sports Camp in 2019.

Program sponsors include: Walmart; Sam’s Club; Grocery Outlet; Home Depot; Citrus Heights Kiwanis and Rotary Clubs; San Juan School District; Assemblyman Ken Cooley. Learn about the program at www.citrusheightspal.com ★

Quick Quack Car Wash Holds Grand Opening Ribbon Cutting



CITRUS HEIGHTS, CA (MPG) - Citrus Heights officials and Quick Quack staff and friends celebrated their grand opening highlighted by a ribbon cutting ceremony. Their newest car wash is located at 7882 Lichen Dr. in Citrus Heights. Photo by Citrus Heights Chamber

9th Annual Veterans Appreciation Picnic

★ ALL CITRUS HEIGHTS VETERANS, ACTIVE MILITARY AND THEIR FAMILIES ★

Let us Honor you for your service to our Country

Saturday, August 25, 2018

10:00 am to 3:00 pm



Post 637

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- VA Representatives
- Resources for Veterans & Families
- Entertainment / Children's activities



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**Publisher,
Paul V. Scholl**

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**Citrus Heights
Messenger**
“Written by the people, for the people”

Serving Citrus Heights and Sacramento County Since 2006

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MPG

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**CITRUS HEIGHTS
CHAMBER**

CONNECTING BUSINESS EDUCATION COMMUNITY

Tips for Getting Your Business Loan Approved

By: Steve Romeo, Senior Vice President,
Sacramento Team Leader, Central Valley Community Bank



Cendrinne DeMattei
Executive Director

As businesses expand their facilities, purchase equipment or inventory, or hire new talent, one way to finance expansion is through obtaining a commercial loan. The loan application process can take time and effort, so ensuring you have all the elements needed to complete the application will speed up the process. Here are some tips for getting your business loan application approved.

Don't be afraid to ask your banker questions. Hopefully you have chosen a bank that is familiar with your industry and your banker can provide advice on the type of loan that would be best for you and how to complete the application for your type of business.

Be thoroughly prepared with your complete loan package. Loan packages typically include an overview of your business strategy, historical financial statements and tax returns, current financials, resumes of company principals, and other supplemental information as requested by the lending institution.

Anticipate questions from the bank regarding your financing needs, historical profitability, competition, accounting systems and controls, and other items related to your business operations.

Understand your cash flow and its drivers. Plenty of profitable companies go bankrupt due to lack of cash flow because profits don't pay the bills – cash flow does.

Ask your banker for feedback. Ask your banker what they see as your strengths and weaknesses and where they see room for improvement in your loan application.

Ensuring that you have a high quality application package, complete with the necessary historical documents and future projections will help speed up the application process and get you the funds you need for your business faster. Most banks also have loan tips posted on their websites for reference, or you can always visit the Small Business Administration website at www.sba.gov for up to date resources to help streamline your loan application process.

For more information, contact Michele Brand, V.P. and Branch Manager (916)293-4913
Location: 10123 Fair Oaks Blvd., Fair Oaks

• Upcoming Meetings and Events •

Chamber U Biz Showcase

Tuesday, AUG. 21st – 8:00am to 9:30am

Guest Speaker: SMUD

Energy Efficiency Resources for small businesses
Citrus Heights City Hall, (Large Conference Room)
Free to Chamber Members, \$20 Non-members

Chamber Monthly Luncheon

Tuesday, Sept. 11th – 11:30am to 1:00p.m.

Guest Speaker: Chief Ronald Lawrence, CHPD
Citrus Heights Community Center

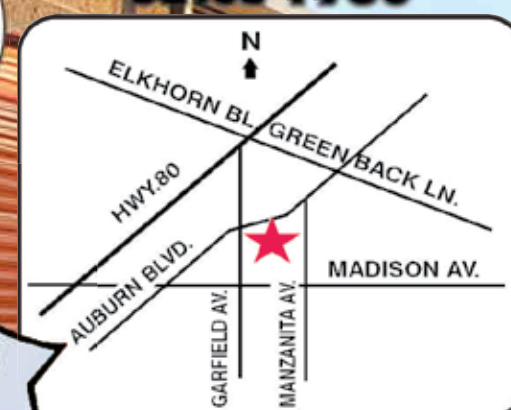
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Child Support Awareness: “Take a Leap of Faith”

SACRAMENTO REGION, CA (MPG) - August is Child Support Awareness Month. The California Department of Child Support Services theme for 2018 is: “They Don’t Need Perfect, They Just Need You.” This August, the Sacramento County Department of Child Support Services (“Sacramento County DCSS”) would like to recognize parents who support their children in every way. As parenting coach Sue Atkins says, “There is no such thing as a perfect parent, so just be a real one.”

Sacramento County DCSS encourages parents to collaborate with their staff to gain understanding regarding child support establishment, modification and enforcement. Children benefit financially and emotionally from the participation of both parents. Financially, a parent’s support can provide housing, food, health insurance, transportation, day care, and for extra-curricular activities. Emotionally, a parent’s active involvement in their child support case can improve a child’s feeling of stability and peace of mind.

The Sacramento County DCSS staff are available to assist both parents paying support and parents receiving support with all aspects of the child support process. In the last federal fiscal year, Sacramento County DCSS staff have managed over 76,000 cases and collected over \$119 million in support.

To recognize and celebrate parents for Child Support Awareness Month this year, Sacramento County DCSS Caseworker Janae K. interviewed obligor Vinny V. regarding his experience throughout his child support case, which opened in 2013. He described himself as closeminded and in denial when his case first opened. Over time, his mindset changed and he has been able to successfully manage his case ever since, which has led to a positive co-parenting relationship with his child’s mother. He encourages others to “take a leap of faith” and collaborate with Sacramento County DCSS on their cases. Here is his story:

Question: What was your initial

reaction to being served?

Answer: I was happy that at least things were moving forward. [It gave me] an opportunity to show that in some way, shape, or form I can take care of my daughter. At that time, I didn’t have any custody or visitation, so I was hoping child support would help the relationship with my child’s mother.

Question: In what ways do you wish you had received more support or guidance?

Answer: In the beginning, a lot of my questions were about where the money was going and how it was being spent. Now I understand that that doesn’t really matter as long as my child is being taken care of. It’s great that [Sacramento County DCSS can] help us as parents avoid the constant debate and power play that goes with money.

Question: What would you tell a parent who thinks his or her child support order is unfair for some reason, such as not being able to see the child or afford the order?

Answer: Take a leap of faith – this works! At first I wanted immediate results, but it doesn’t work that way. Life doesn’t work that way. When I finally put my faith in the system, I started to understand that this is not for the parents, but for the kids. [Sacramento County DCSS] is automatically the enemy because [it is] taking licenses away and attaching wages, but I learned [Sacramento County] DCSS isn’t trying to take sides. They’re just there to do what’s best for the child. Take a leap of faith.

Question: How has managing your child support case successfully changed your life for the better?

Answer: I have a much better relationship with my daughter’s mom now. When you’re trying to convince the opposing side that you’re serious..., you’ve got to put your money where your mouth is. When [Sacramento County DCSS] makes sure the payment is made every month on time, then the other

person can’t argue with that, they don’t have a leg to stand on. When [my daughter’s mom] saw that I was paying on time every month and offering her more beyond that, that made her a believer. She could see I changed my ways.

Question: Do you have any tips for working with Sacramento County DCSS to get through challenges?

Answer: Honesty, willingness and open-mindedness. A lot of people are in denial about their situation with the [other parent] and you’ve got to get honest with yourself about what happened and why you have to pay this money now. [Being] open-minded [lets you] see that child support is for your child, it’s not a weapon used by your ex to get at you.

Sacramento County DCSS provides the following benefits to those who open a child support case:

- Research to locate absent parents
- Establishment of parentage, including free genetic testing when appropriate
- Customer education regarding court processes, calculation of child support, and child support enforcement actions
- Accurate accounting
- Automated enforcement, including wage garnishment, tax intercepts, liens, and license suspension
- Modification of child support orders when appropriate
- Preparing stipulations for court approval when the parents agree upon a support amount

To contact the Sacramento County Department of Child Support Services:

- Website: www.DCSS.SacCounty.net
- (866) 901-3212
- 3701 Power Inn Road, Sacramento, CA (across the street from the Family Law courthouse)
Open 8 a.m. – 5 p.m., Monday - Friday (except holidays)
Source: SacCounty News ★

The Path from Welfare to Workforce



Career Connections Job Club is one of several opportunities offered through DHA's Employment Services division. Participants, through their case worker, can locate a community volunteer opportunity to build work skills, access a job matching tool that connects participants with opportunities through DHA's subsidized employment providers and direct hire program.

SACRAMENTO REGION, CA (MPG) - Unemployment often feels like a maze. It can be hard to know where to turn – for CalWORKsrecipients; the Career Connections Job Club is there to help.

Offered through the Department of Human Assistance's Employment Services Division, Career Connections Job Club is an interactive employment training program that provides strength-based skills training and an enthusiastic support team to help clients get back on their feet. After being assessed by their caseworker to determine employment barriers and overall eligibility, participants referred to Career Connections Job Club receive child care and transportation assistance, interview practice, resume rewrites, guidance in pursuing specialized certificates and learn innovative strategies for competing in today's job market. Job Club staff work with participants to demystify the process and keep them on track with clear, achievable goals.

The journey to self-sufficiency can be particularly difficult for those without a strong support network. Before they even walk through the door participants have often already tackled a number of challenges that day – finding safe and affordable childcare, navigating public transit or arranging a ride,

coordinating their schedule to fit an eight-week course. Career Connections Job Club staff know this and work hard to ensure participants receive the encouragement they need. This often comes from other participants as well and many leave with valuable friendships as well as outside resources to help them stay focused.

In the words of a Job Club veteran, “I have truly grown so much since I first started over one year ago...what once was a laissez faire attitude of mine has been taken over with a whole new amazing outlook on life. I feel great. This is exciting and honestly I would not be where I am today without you.” Another participant wrote to say, “I felt so down until you all believed in me, my courage then grew and miracles happened.”

By the end of the nearly two-month training, participants feel differently about themselves. In addition to having one-on-ones with Workforce Coordinators, Vocational Assessment Counselors and Social Workers, participants receive any necessary referrals for services such as wellness counseling and homeless assistance to help tackle any personal barriers they may be facing. Participants found this approach so helpful that 96 percent of all survey respondents said they would recommend the program to

family and friends. Career Connections Job Club is one of several opportunities offered through DHA's Employment Services division. Participants, through their case worker, can locate a community volunteer opportunity to build work skills, access a job matching tool that connects participants with opportunities through DHA's subsidized employment providers and direct hire program. Participants who meet the criteria of a job are referred to the employer and scheduled for an interview. This provides employers with pre-screened candidates and CalWORKs families with quality jobs.

Employment is about more than just a paycheck. It provides purpose and drive, opens up new social communities and future possibilities. It's crucial not only because it pays the rent but because of the self-confidence it fosters. For parents in particular, finding employment has a lasting ripple effect on their relationships with their partners and children. For these reasons and more, Career Connections Job Club is just one of many employment assistance programs offered by the Department of Human Assistance for Welfare to Work participants. DHA strives to provide clients with every opportunity to overcome obstacles and improve their lives.

Source: SacCounty News ★



Avoid being a hot mess & Be Garbage-Wise!

Sacramento County's Department of Waste Management and Recycling would like to remind residents to be careful when disposing of fireworks, hot coals or hot ashes from summer-time backyard bar-b-ques.

Coals, ashes, and fireworks may continue to be hot and smoldering long after the celebrations are over. They still have the ability to start a fire. If these items are not properly cooled prior to disposal, they can easily ignite a garbage cart, a garbage truck, or even the facility they are brought to.

How you can help!

- Hot coals, ashes, or fireworks, should NEVER be placed in your garbage, green waste or recycling carts.
- Cool coals, ashes, and spent fireworks for several days by placing in a grill, a fireplace, or a non-galvanized metal container.
- Never place used coals, ashes or fireworks in plastic, paper, or wooden containers.
- Do not place other combustibles in the cart with these items.
- Soak charcoal, ashes, and spent fireworks in water before disposing in your garbage cart.
- Place cooled items in a non-galvanized metal container with a tight lid before disposing in the garbage cart.

Visit our website at SacGreenTeam.com for more information about our services or email us at sacgreenteam@saccounty.net



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Help prevent medication misuse and keep them from entering our waterways.



Please dispose of unused prescription and over-the-counter medications responsibly.

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1. Remove pills from containers and put them in a clear zipper bag. Keep medicated liquids and creams in original containers.
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3. Find a medication collection bin near you, and place the zipper pill bags, liquids, and creams in the bin.

Only household prescription, over-the-counter, and pet medications are accepted.

Controlled medications are accepted at select locations. Sharps and business waste are not accepted in the bins.



dontflushyourmeds.com

(916) 875-9393

Goodwill for Fashion: Who Knew?

By Andrew Rose

SACRAMENTO REGION, CA (MPG) - Goodwill Industries in the Sacramento area hosted *Style with a Purpose* at the Alta Arden Goodwill location last weekend. Though this particular event had a *Back to School* theme, it was fun for all who attend. According to Goodwill representatives, the goal was to make fashion accessible to everyone, to break down the stigma attached with thrifting, to promote eco-fashion and to have on-hand style advice for shoppers free of charge. Regional Manager for Goodwill Industries, Hope Pearson, expressed her excitement. “It’s not your average thrift store,” Pearson maintains. “Our quality is much higher than most thrift stores.”

The happening on August 4 featured a number of fashion experts in the Sacramento area and welcomed men, women and children to get their fashion groove on. Stylists pre-selected clothing items for people of all sizes, and other items were also showcased. During the event, guests were able to browse “style stations” where stylists offered personalized fashion advice. This was Goodwill’s second stylists event in the Sacramento area. The first one, held on April 28, was a rousing success. In the process, Goodwill attracts new shoppers to its organization by pointing out how people can, through a little hunting, acquire amazingly inexpensive ways to enhance their wardrobe.

While *Style with a Purpose* is designed to be a fun event, it supports a serious cause. Each purchase to Goodwill helps improve lives of people who



For more information about *Style with a Purpose* and Goodwill in this area, go to www.goodwillsacto.org. Photo courtesy Goodwill

use the organization’s services. All purchases of merchandise from Goodwill’s stores benefit the nonprofit’s mission of helping people with disadvantages achieve self-sufficiency. In 2018 alone Goodwill Sacramento Valley and Northern Nevada provided more than \$20 million worth of resources to those in need. Some community organizations benefitted are Next Move Homeless Services, Francis House Center, Wind Youth

Services, People of Progress, and Community Link Capital Region. “Our business wouldn’t be possible without donations from our community,” Pearson asserts. What’s more, Goodwill is instrumental in helping people in the community rebuild their lives with its job assistance programs.

Goodwill was founded in 1902 in Boston by Methodist minister Rev. Edgar H. Helms. Helms enacted the progressive idea of collecting household

items and clothing in upper class sections of the city. These goods were resold or given to people in need. Thus, the Goodwill credo of *not charity, but a chance* was put into place. Helms’ simple vision is now a nonprofit organization with assets of more than \$5.5 billion. Helms described Goodwill Industries as an “industrial program as well as a social service enterprise... a provider of employment, training and rehabilitation for people of limited

employability, and a source of temporary assistance for individuals whose resources are depleted.”

Goodwill Industries gets results. In 2017, more than 38.6 million people utilized in-person and technological services from the organization to build their professional lives. Also last year, the organization’s Good Neighbor program, which provides emergency assistance on a referral basis to agency clients, directly served 72,937 people across 35 countries.

More than a century after Goodwill’s founding, events such as *Style with a Purpose* help perpetuate the success of the organization by bringing in a new, often younger clientele. Betsy Appleton, who puts together the blog goldwilldigger.com, reminds people that dressing snappy is affordable, thanks to Goodwill. On the blog, Appleton describes herself as “a 20-something navigating the waters of adulthood with champagne taste on a beer budget.” As a guest on NewsChannel 5’s *Talk of the Town* program in Nashville, Appleton provided frugal fashionistas with a few tricks of the trade. When asked about her best tip for going through the racks, Appleton advised that it’s a different experience than walking to a rack in a department store. In fact, she claimed, some elbow grease is required. Appleton explained the digging in being a Goldwill digger. “One is to be patient,” she asserted. “Things aren’t going to jump out at you. You have to spend time there, be patient, and be persistent.”

Appleton added that the reduced monetary investment in clothing bought from

Goodwill lends itself to experimentation. A recreational fashion designer can feel free to take the scissors to alter a Goodwill garment, because it didn’t cost a lot of money. “There’s no harm in doing a little DIY with Goodwill pieces. You don’t have a lot invested in them to make them unique and fit you.” Appleton was awarded Goodwill of Middle Tennessee’s 2016 Ambassador of the Year.

Heather Donaldson, creator of *Style with a Purpose*, received her inspiration for this event from a similar happening in Nashville, in which her sister Elisabeth participated. A critical care nurse, Heather Donaldson started thrifting out of financial necessity, and now keeps doing it for fun and with a sense of social consciousness. “When I was musician living in Los Angeles, I never had any money but needed clothing that would make me look like a star. Goodwill quickly became my best friend,” she reflects. “I could find unique items made of rich fabrics that were often hardly worn. Now that my pocketbook is not as tight, I don’t thrift out of necessity, I thrift because I worry about this planet and the effects of fast fashion on the environment. I still find beautiful clothes for a fraction of retail prices and I use what I save to travel and enjoy life.”

Donaldson served as a stylist for the event along with Caitlin Alfstad, Dev Anglin, Hagen, Keia Mae, Tuyen, Vince Vicari, and Xochitl. Each stylist offered unique advice to shoppers and those in attendance.

For more information about *Style with a Purpose* and Goodwill in this area, go to www.goodwillsacto.org. ★

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- ★ Remember, kids watch what you do along with what you say

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Crossword Puzzle on Page 7

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5	9	8	3	6	7	4	1	2
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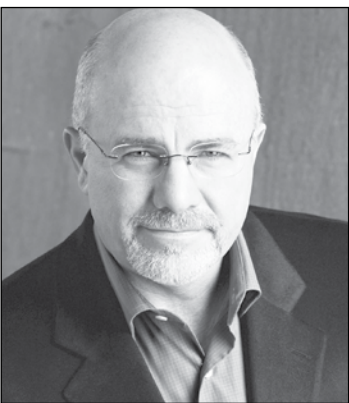
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- Monty

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I love the fact that you want to get rid of your car payment, but I don't want you to cash out your retirement plan to make it happen. If you can pay off the car in 18 months or less, I'd advise living on a strict, written budget, and throwing as money as possible toward the car debt until it's out of your life forever.
If it would take longer than 18 months to pay it off, I'd get rid of the car. To do this, you'd have to sell it for as much as you can get, then go to a local credit union for a small loan to cover the difference. If it's your only car, you'd need to ask for an extra \$2,000 to \$3,000 to buy a little beater to drive until you can save up and get into something better.
I hate all kinds of debt, Monty. But being \$5,000 to \$6,000 in the hole is a lot better than having \$18,000 in debt hanging over your head!
—Dave

Dave Ramsey is CEO of Ramsey Solutions. He has authored seven best-selling books, including *The Total Money Makeover*. The Dave Ramsey Show is heard by more than 12 million listeners each week on 575 radio stations and multiple digital platforms. Follow Dave on the web at daveramsey.com and on Twitter at @DaveRamsey. ★

High-Speed Rail? What About High-Speed Public Safety?



Commentary by Senator Ted Gaines

SACRAMENTO REGION, CA (MPG) - The unbelievable devastation wrought by the Northern California fires of 2017 has given way to an inspiring rebirth. Santa Rosa, ground zero for the damage, is alive with the sound of skill saws and the constant rapping of hammers, as homeowners – by the thousands – rebuild their lives and homes.
Those fires are mercifully out, but their effects will be far reaching and spread across the entire state. In their aftermath, another set of problems is smoldering in Sacramento, challenging utility ratepayers, the insured, and taxpayers for years to come.
The legislature has established a committee to look at a bill offering solutions

to our wildfire problem and the costs and liabilities for fire damages. That sounds good until you remember this is the same legislature that didn't invest in adequate forest management, even as the state's general fund grew by tens of billions of dollars in the past six years. That sounds good until you remember that this legislature is fixated on plastic straw banning and a thousand other trivialities. That sounds good until you remember that Governor Brown, who will ultimately sign any committee-generated legislation, is more concerned with preventing .0001 degree fluctuations in global temperature 100 years from now and European popularity than he is with the actual pressing issues affecting Californians.
With that in mind, here's one easy prediction from the committee: Your costs are going up.
You will pay, one way or another. Your electricity rates – already about 60-percent higher than the rest of the nation – will go up, as the state lets the utility responsible for the fires pass costs along to you.
Your insurance rates – already skyrocketing for

rural homeowners looking for fire hazard insurance – will shoot even higher to cover increased costs pushed on them by the state.
Your taxes, already the highest in the nation, will only push higher as the committee and Governor decide that what has really been fueling our fire epidemic is taxpayers keeping too much of their money. Look for some surcharge or other way to milk taxpayers as a “solution” to California wildfires. Maybe even a reintroduction and expansion of the illegal fire tax that was supposed to help with wildfires in the first place (how did that work out?).
In California, every problem is an opportunity to put more fees, charges, and other costs on the backs of the people working harder than ever but falling farther behind.
This state took in billions of extra, unanticipated revenue this year alone. Governor Brown has an obsession with the High-Speed Rail, which will burn billions of taxpayer dollars in perpetuity. That's real money that could do good if it isn't wasted by irresponsible Sacramento politicians. So here's a novel idea: Put our existing resources where they will

actually count.
Instead of High-Speed Rail, how about High-Speed Public Safety? Governor Brown and the committee members should commit to providing CalFire every resource it needs to quickly implement the California Fire Plan, a ready-to-go, comprehensive roadmap to slashing California's fire risk for Fall of 2018. This plan shows that CalFire already knows what to do, it just doesn't have the resources to do it. This project should be paid for with existing money, to protect every Californian from the infernos that too-often wreck property and steal lives.
We will never stop lightning strikes and sparks, and every hot, dry area with trees will have fires. But we can do a far better job than we have done at managing our forests and cutting down risks, all without burning taxpayers and ratepayers in the process. Let's hope Governor Brown and the committee members agree.
Senator Ted Gaines represents the 1st Senate District, which includes all or parts of Alpine, El Dorado, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra and Siskiyou counties. ★



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35. At the apex
37. Accepted behavior
39. Samurai dagger
40. Of low density
41. Relish tastebuds' sensation
43. Embarkation location
44. Laundry room appliance
46. Make someone angry
47. Unsubscriber's focus
48. *Underground, adj.
50. Tarot card reader, e.g.
52. First responders' acronym
53. Victoria Beckham, formerly
55. Chill, with "out"
57. *Animal house
60. *Cold storage
63. Body trunk
64. ____Wan Kenobi
66. Packers QB
68. Russians, e.g.
69. Benatar or Boone, e.g.
70. *"The ____" by "Notes from the Underground" author
71. Explore by touch

DOWN
1. PC "brain"
2. Like a maxi skirt
3. Poetic name of Ireland
4. Cast member
5. Topic of discussion, pl.
6. One of auto pioneers
7. U.S. central bank
8. ____, Stinky and Stretch
9. Like Food movement
10. Home of the Hawkeyes
11. People in general
12. It's got an outer, middle and inner
15. Even though
20. Not odds
22. One behind the plate
24. Ascetic Muslim monk
25. Hog fat, pl.
26. Rubberneck
27. Not Ionic or Corinthian
29. Lion's warning
31. "Lights out" signal
32. Kind of wading bird
33. It included Mr. T

CROSSWORD

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dish

Crossword Puzzle Solutions on Page 6

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For Solutions See Page 6

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By Marlys Johnsen Norris, Christian Author

Many people do not realize that “secular humanism” is a religion that our government established in our school system years ago to cast down the reasoning of truth written in the Holy Bible. Assuming we will survive today is proving otherwise. All “Sin” is like a cancer and its wages are finally death! The only way our nation will escape the wrath of God is for us to reestablish God’s holy standards in our lives and for our country. The disintegration of the family is most devastating symptoms of a sick and dying nation that existed until

“Godly or Godless?”

the recent election of a non-politician for our president. Because he is now a follower of God, he has already improved important areas of our country. *“God will swing the pendulum back if (and when) His people obey.” (II Chronicles 7:14)*
“If my people, which are called by my name, shall humble themselves, and pray, and seek my face, and turn from their wicked ways, then will I hear from heaven, and will forgive their sin and will heal their land.”
The greatest force against evil is a person who is mighty in their faith and able to detect and reject Satan’s lies. *“For we wrestle not against flesh and blood: but against principalities, against powers, against the rules of the darkness, of this world. Against spiritual wickedness in high places.” (Ephesians 6:11-12)*
What happened to the responsible accountability to our Creator God who loves us?
EVERY “FALSE CULT AND PHILOSOLPHY” IS ONLY AN EXTENSION OF “THE LIE”

OF SATAN -- WHICH TELLS PEOPLE THAT THEY CAN “BE AS GODS” DECIDING FOR THEMSELVES -- WHAT IS GOOD AND WHAT IS EVIL.
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An American who loves our country, we need to **hold our Supreme Court accountable** for dishonoring God and **making laws contrary to our original constitution** that were based on God’s Holy Word honorable men of old placed into law!

Marlys Johnsen Norris
Christian Author of 7 Books:
“Messages in the Dust for the Searching Soul”
Marlysjn@gmail.com ★



By Pastor Ray Dare

When you come to the end of today, when it’s all said and done, when you lay your head on your pillow tonight; what will you have accomplished? What is the most important thing you could do today? I Corinthians 14:1 says, *“Make love your greatest aim.”* Why love? Of all the things God could have said, why love? The Bible tells us why in I Corinthians 13...
Without love all that I say means nothing. *“If I speak in the tongues of men and/or angels, but have not love, I am only a resounding gong or a clanging cymbal.”* He says words without love are nothing, ineffective. The Corinthians were caught up in this. They were proud of their spiritual gifts. They said, “We can speak in the tongues of man and angels.” God says, “You’re

Pastor Ray's Encouraging Words
Make Today A Success

majoring on the minors.”
Without love all that I know means nothing. *“If I have the gift of prophecy, and can fathom all mysteries and all knowledge... but have not love I am nothing.”* God says, “It doesn’t matter.” *“Knowledge puffs up but loves builds up.”* There’s something better than being right, and that’s having the right heart. The world is not looking for more knowledge; the world is looking for love.
Without love all that I believe means nothing. *“If I have faith that can move mountains, but have not love I am nothing.”* There is a misconception that all being a Christian involves is believing certain truths, doctrines, holding certain beliefs. Someone says, “I’m a Christian...I believe in Jesus.” Big deal so does the devil! The question is do you love Jesus? Do you love other people?
Without love all I accomplish means nothing. *“If I were burned alive for preaching the Gospel, but I didn’t love others, it would be of no value whatever.”* You could rack up a list of impressive achievements and accomplishments -- but without

love it won’t matter.
One day God is going to do an audit on your life. He is not going to focus on your accomplishments, how many languages you spoke, how many degrees you had or what your bank balance was. He’s going to look at one thing: how you treated people. Galatians 5:6, *“If you are a follower of Christ Jesus all that matters is your faith that makes you love others.”* He says, all that matters is that you love others. If you miss that, you just missed the most important thing in life. Wealth, fame, success, things - minus love equals zip! Nothing! A wasted life!
I say a little prayer every day that goes like this and I encourage you to pray it as well, *“Lord, help me to love you more and love other people more, even if I don’t get anything else done today, if I love you more and love other people more it will be a successful day.”*

Pastor Ray
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FREE and Confidential Support to Keep Our Community Healthy

By John Perry, co-founder, Clean & Sober Recovery Services

SACRAMENTO REGION, CA (MPG) - If you’re struggling with a loved one’s drug or alcohol abuse, you might be relieved to learn that Clean & Sober Recovery Services offers FREE and confidential family support every Sunday to help families in the Sacramento region.
These meetings are run by a volunteer board-registered interventionist/family counselor and “veteran” family members who understand the roller coaster ride of a loved one’s dependence on drugs or alcohol.
The meetings are interactive, and you’ll be able to seek information in a supportive group setting. Please do NOT come with the person you are concerned about! These meetings are ONLY for people who are

concerned about a loved one’s drug or alcohol abuse.
We offer these meetings every Sunday from Noon to 1:30 PM at 9198 Greenback Lane, Suite 101, in Orangevale. You can simply show up for any meeting or call (916) 990-0190 for more information. Note: we do NOT hold meetings on holidays.
No one plans to become dependent on alcohol or other drugs. It usually starts very innocently as a social “lubricant” or a study aid to help students get through long nights of schoolwork. At some point, though, drugs or alcohol become essential to make it through the day, and your loved one will begin to withdraw from the family or manipulate others in order to function and survive.
Everyone may be in denial about alcoholism or addiction (“Substance Use Disorder” or SUD) because no one

understands what is happening, or it is too terrifying or painful to admit there seems to be a problem.
SUD is considered a chronic brain disease that can be kept in remission through treatment.
You’ll learn about the risk factors for SUD including early childhood trauma, family genetics, mental health issues and the age of first exposure to drugs or alcohol.
You’ll discover that you didn’t cause your loved one’s SUD, and you can’t cure it or control it. But you can learn to “untangle” it.
As you learn about treatment and recovery, you will find that there are many ways and many resources to help your loved one recover from their addiction or alcoholism. We’re here to help you find the best path forward toward a healthier, happier family. ★

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Sacramento County DA Reports

Defendant Sentenced for Child Sexual Assault
DATE: July 23, 2018
CASE: Kristopher Jordan (Case #16FE018631)
PROSECUTOR: Deputy District Attorney Brian Morgan, Special Assault & Child Abuse Unit

The Honorable Stephen Acquisto sentenced Kristopher Jordan to 50 years in prison. On June 15, 2018, a jury convicted Jordan of seven counts of committing a forcible lewd act on a child.

In 2014, Jordan started sexually assaulting an 11-year-old male family member.

Gang Members Convicted for Multiple Murders
DATE: June 29, 2018
CASE: David Javier Jaimes & Alex Martinez Camacho (Case #14F01928)
PROSECUTOR: Deputy District Attorney Morgan Gire, Gangs & Hate Crimes Unit

David Javier Jaimes and Alex Martinez Camacho were convicted by a jury for the first-degree murders of Gladis Quinteros and Enrique De La Cruz as well as attempted murder. The jury also found true the special circumstance that both defendants committed multiple murders. Enhancements for personally discharging a firearm causing death and committing the crimes for the benefit of a criminal street gang were also found true.

On May 21, 2013, Jaimes and Camacho were in a car with fellow North Sacra Norteño (“NSN”) gang members. While driving on Birdcage Street, they saw who they believed was a rival Sureño gang member talking with another man and woman. The defendants got out of the car and shot the victims multiple times. The victims died at the scene. The defendants fled and the case went unsolved. A month later, Jaimes and Camacho were again in a car with other gang members. The defendants mistakenly believed they saw Sureño gang members in a truck and followed them. While stopped at the intersection of Arden Way and Morse Avenue, one of the gang members in the car opened fire on the truck, critically wounding the passenger. A nearby sheriff’s deputy heard the shots and pursued the suspect vehicle. During a highspeed chase, a handgun was thrown from the vehicle and was later recovered.

An examination of the handgun revealed a connection to the murders on Birdcage Street. It was also linked to a series of shootings in Sacramento and Citrus Heights. Further investigation showed Jaimes and Camacho were responsible for the vast number of those shootings.

Jaimes and Camacho each face a maximum sentence of life without the possibility of parole plus an additional 180 years to life in prison. Sentencing is set for September 21, 2018, at 9:00 a.m. in Department 12 before the Honorable Maryanne Gilliard.

Defendant Convicted of Foothill Farms Murder
DATE: July 26, 2018
CASE: Robert Gene McCormack (Case #16FE012920)

PROSECUTOR: Deputy District Attorney Omar Singh, Homicide Unit

Robert Gene McCormack was convicted by a jury of the second-degree murder of Kert Lackey and for being a felon in possession of a firearm. The jury also found true the allegation that McCormack personally discharged a firearm causing death. The Court found true that McCormack has a prior 1998 strike conviction for assault with a deadly weapon.

Robert McCormack and his girlfriend invited her ex-boyfriend, Kert Lackey, to their house for dinner. That night, McCormack overheard a loud conversation between his girlfriend and Mr. Lackey. McCormack struck Mr. Lackey twice in the head with an aluminum bat. When Mr. Lackey attempted to fight back, McCormack barricaded himself in the house. Mr. Lackey walked down the driveway toward his car, McCormack exited the house with a loaded 9mm semi-automatic handgun and shot Mr. Lackey seven times. Mr. Lackey died immediately at the scene.

McCormack faces a maximum sentence of 60 years to life in prison. Sentencing is set for August 17, 2018, at 9:00 a.m. in Department 34 before the Honorable Pamela Smith-Stewart.

DV Offender Convicted of Attempted Murder, Child Endangerment
DATE: July 30, 2018
CASE: Randy Wallace (Case #17FE015903)
PROSECUTOR: Deputy District Attorney Allison Dunham, High Risk Domestic Violence Unit

Randy Wallace was convicted by a jury of attempted murder with the allegations of premeditation, personal use of a firearm and personal discharging of a firearm causing great bodily injury found true. Wallace was also convicted of two counts of willful child endangerment and making criminal threats.

Wallace and the victim had just ended their relationship. On August 28, 2017, the victim was with her two young children doing errands. When she ran into Wallace on the street, the two got into a verbal altercation. Wallace told the victim he was going to shoot her. He then went into a nearby house, came out holding a gun and shot at the back-rear door and window of the victim’s car where her children were sitting at the time. One of the children received a number of cuts and scrapes from the glass window shattering in his face, including a laceration to his eye. Wallace then shot the victim in the chest, stomach and back of the leg. He hit the victim in the head with the back of the gun before fleeing the scene. Wallace was apprehended on October 5, 2017. The victim suffered life-threatening injuries, but she survived. Wallace has a history of domestic violence and was on active probation at that time of this offense.

Wallace faces a maximum of 38 years to life in prison. Sentencing is set for August 17, 2018, at 1:30 p.m. in Department 15 before the Honorable Laurel White.



Divide Comes Together

Movie and, TV actor, Rancher, Motorcyclist. I can go on and on, but this man has had an incredible career from the 80’s... remember Cody Allen on TV’s “Riptide” and “Melrose Place” in the 90’s, and how about the movies “Titans” and “The Day After Tomorrow?” And don’t forget “Slaughterhouse five” and “Lords of Flatbush.” But his dream was to make a movie on his own ranch in Cool, California and tell a story that makes a statement about life. The area is called the Divide and so the title “The Divide.” By now you know it has to be the one and only **Perry King** who I am honored to call friend. Perry stopped by the POPPOFF Radio Show on FM-104.5 and AM-950 KAH1 to give me an update on the project which began about five years ago, after his mother died. We all learn about mortality when we lose parents and realize we are next in line. So Perry made the

POPPOFF!

with Mary Jane Popp



Perry King and I at my radio studio.

decision to get to it and make his dream come true.

Together with Janet Brown, the script came to life with three separate but still entwined people, all surrounding the life of Sam Kincaid (Perry’s character) who has the beginning of Alzheimer’s. But in 1976 when the movie takes place, little was known about this disease. Sam is estranged from his daughter, his wife is dead, so what is left? It was also a time of great drought in California, and it’s ironic that the movie began production in 2015 during another major drought. **Perry** also directed the movie. It all came together in black and white which signifies perhaps good versus evil. **Perry** loves cowboys and westerns and the purity of nature. He has

incorporated all these elements with the desire to make a promise to all who see this movie. You will take away something that resonates in each of us.

Perry has been making the rounds to film festivals around the world, and is getting awards from actor to director to best film. It seems to be reaching audiences deeply, which was **Perry’s** dream. His next film festival will be the 21st California Independent Film Festival in the Bay area which runs August 24 thru Sept 1. If you want to be the first to see “**The Divide**,” it’ll be screened Aug 25, 6 PM at the Orinda Theatre in Orinda. I’m introducing him. Good friend Derek Zemrak began the Festival, and is my Hollywood insider every Friday on POPPOFF. Here’s the Festival website www.CAIFF.org. Hopefully, we will get to see “**The Divide**” to be released on the big screen sometime in November. Will keep you posted.

I am honored to call **Perry** good friend. I have interviewed him several times on POPPOFF, and he even turned the tables on me and interviewed me which was a real kick. More on that, and all that makes **Perry King** so special in another column. Suffice to say that this Hollywood icon is very special to all that know him...including me! ★

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California Burning Thanks to Obama-Era Environmental Regulations



By Katy Grimes, Investigative Journalist

SACRAMENTO REGION, CA (MPG) - The largest wildfire burning in California has now claimed the lives of seven Redding residents. More than 38,000 Shasta County residents have been evacuated because of the Carr Fire.

Cal Fire estimates there are more than 300 fires burning across California as of Sunday morning.

“Since 2012, according to state emergency management officials, there has not been a month without a wildfire burning — a stark contrast to previous decades, when fire officials saw the fall and winter as a time to plan and regroup,” the New York Times reported last week about California’s wildfires.

Many are asking why there are so many fires burning again in California.

What’s the significance of 2012?

It is interesting that the New York Times mentioned the 2012 date, but only attributed the wildfire increases to “the recent historic drought,” and “rising temperatures,” caused by climate

change. Nothing could be further from the truth.

Obama-Era Eco-Terrorism Enviro Regulations

Under Agriculture Secretary Tom Vilsack, “The Obama administration finalized a rule governing the management of 193 million acres of national forests and grasslands, establishing a new blueprint to guide everything from logging to recreation and renewable energy development,” the Washington Post reported in 2012. “The rule will serve as the guiding document for individual forest plans, which spell out exactly how these lands can be used.”

These Obama-era regulations introduced excessive layers of bureaucracy that blocked proper forest management and increased environmentalist litigation and costs. This is the result of far too many radical environmentalists, government bureaucrats, leftist politicians and judicial activists who would rather let forests burn, than let anyone thin out overgrown trees, or let professional loggers harvest usable timber left from beetle kills, or even selectively cut timber. Forests are the ultimate natural renewable resource.

In a 2016 Townhall column, Paul Driessen explains:

“Eco-purists want no cutting, no thinning – no using fire retardants in “sensitive” areas because the chemicals might get into streams that will be boiled away by conflagrations. They prevent homeowners from clearing brush around their homes, because it might provide cover or habitat for endangered species and other critters that will

“Hotter, drier, longer forest fires we are witnessing today have nothing to do with ‘dangerous manmade climate change. They have a lot to do with idiotic forest mismanagement policies and practices.”

PAUL DRIESSEN

SENIOR POLICY ADVISOR,
THE COMMITTEE FOR A
CONSTRUCTIVETOMORROW
(CFACT)

get incinerated or lose their forage, prey and habitats in the next blaze. They rarely alter their policies during drought years.”

“The resulting fires are not the “forest-rejuvenating” blazes of environmentalist lore. They are cauldron-hot conflagrations that exterminate wildlife habitats, roast bald eagle and spotted owl fledglings alive in their nests, boil away trout and trout streams, leave surviving animals to starve, and incinerate every living organism in already thin soils ... that then get washed away during future downpours and snow melts. Areas

incinerated by such fires don’t recover their arboreal biodiversity for decades.”

Government Incineration

In the early 1990’s the Clinton administration embraced the Forest Stewardship Council following the Rio Earth Summit. The FSC was created “to promote environmentally sound, socially beneficial and economically prosperous management of the world’s forests.”

Yale 360 contributor Richard Conniff explained: FSC was to work with the timber industry “to set standards covering the conservation and restoration of forests, indigenous rights, and the economic and social well-being of workers, among other criteria. For industry, FSC certification promised not just a better way of doing business, but also higher prices for wood products carrying the FSC seal of environmental friendliness.”

It was an epic fail. All industries using timber-related products were extorted into becoming “FSC Certified.” Paper products, furniture, construction, cabinets, power poles, and hundreds of industries use timber. “A quarter-century later, frustrated supporters of FSC say it hasn’t worked out as planned, except for higher prices: FSC reports that tropical forest timber carrying its label brings 15 to 25 percent more at auction,” Conniff reported. “But environmental critics and some academic researchers say FSC has had little or no effect on tropical deforestation.”

Prior to FSC Certification, environmentalists refused to acknowledge that timber had

been prized as a renewable, recyclable natural resource, and the timber industry prioritized proper care of forests.

Fast forward to the George W. Bush administration: “In June 2009, a federal judge sided with environmentalists and threw out the Bush planning rule that determines how 155 national forests and 20 national grasslands develop individual forest plans, governing activities from timber harvests to recreation and protecting endangered plants and animals. Clinton appointee, Judge Claudia Wilken of the U.S. District Court for the Northern District of California ruled that the Forest Service had failed to analyze the effects of removing requirements guaranteeing viable wildlife populations (Greenwire, July 1).”

By 2012, the Obama administration issued a major rewrite of all of the country’s forest rules and guidelines.

In 2015, Washington D.C. District Court Judge Ketanji Brown Jackson, an Obama appointee, rejected claims from a coalition of timber, livestock, and off-highway vehicle organizations that the Obama sustainability provisions in the 2012 Planning Rule would cause an economically harmful reduction in timber harvest and land use and an increase in forest fires. “Defendants Klamath-Siskiyou Wildlands Center and Oregon Wild, represented by the Western Environmental Law Center, as well as The Wilderness Society and Defenders of Wildlife, represented by Earthjustice, argued that existing federal law provided ample authority for the

“So-called environmentalists have a very narrow view of nature, not recognizing that without management, which means an appreciable amount of logging, they are actually hurting wildlife and the long-term health of the forest. And now California is on fire.”

KATY GRIMES

INVESTIGATIVE JOURNALIST

Forest Service to promulgate the Planning Rule provisions, which place emphasis on ecologically sustainable forest management,” Earthjustice reported.

As with the Clinton administration in the 1990’s, the Obama administration worked against all drilling, mining, ranching, farming, property ownership, and made it happen through the 2012 eco-terrorism regulations.

So-called environmentalists have a very narrow view of nature, not recognizing that without management, which means an appreciable amount of logging, they are actually hurting wildlife and the long-term health of the forest. And now California is on fire. ★

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Limit One Coupon Per Family
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CHM PLU 367
Effective 8/8/18 - 8/14/18

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•Selected Varieties - 3 Oz
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Limit One Coupon Per Family
Price Valid Only With Coupon
Effective 8/8/18 - 8/14/18
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JONNY CAT CAT LINERS
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Limit One Coupon Per Family
Price Valid Only With Coupon
Effective 8/8/18 - 8/14/18
\$1.99
CHM PLU 449

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The Espresso Book Machine: A Savory Vehicle for Sacramento Area Authors

Story and photo by Andrew Rose

SACRAMENTO REGION, CA (MPG) - Three hundred eighty authors and counting have published their works through I Street Press at the Sacramento's Central Public Library. On the second floor one will find the Espresso Book Machine (EBM). This isn't a venue for selling lattes to local bookworms. On the contrary, the EBM is state of the art machinery, and is budding writers' self-contained means of making their work known.

The first EBM was unveiled at the New York Public Library in 2007. Now more than fifty such contraptions exist in such far flung locations as Johannesburg and Abu Dhabi. Sacramento's unit, installed in 2011, is one of only two EBM's in California.

The machine occupies the space of two storage freezers one might have in their garage. But it's a heck of a lot more interesting to watch. Witnesses marvel as a book is molded and formed before their eyes. This includes binding the text to a cover with hot glue. Watching the EBM, one is reminded of the Everlasting Gobstopper machine from *Willie Wonka and the Chocolate Factory*. A 300-page volume takes about five minutes to print. Like the Everlasting Gobstopper, a single, self-contained unit comes out at the end. It's literally hot off the press. Wonka's magical candy was designed



Watching the EBM, one is reminded of the Everlasting Gobstopper machine from *Willie Wonka and the Chocolate Factory*.

to last forever. Similarly, a new paperback is there for the ages.

On the introductory video for the I Street Press, Rivkah Sass, Director of the Sacramento Public Library, describes the appeal of the EBM. "Most of us have a book inside us," she proclaims. "And I Street was really about how do we, as the library, become that center of community-based publishing for the Sacramento region."

Through I Street Press, authors can *self-publish*. Before such technology existed, a writer would traditionally send his/her work to a publisher, or possibly fifty publishers, with hopes that one of them would pick up their book. The sole way for a writer to earn his/her

stripes was through a publishing house. A would-be author could do it alone, but hiring a bookbinder was a costly vehicle. So-called *vanity publishing* had a negative implication in its very name. But now, the ball is in the author's court, as technology such as the EBM is allowing these individuals greater flexibility with their printed words. It's truly changing lives for authors of all levels.

One individual whose life was enhanced through the I Street Press is Lance Pyle. Pyle employs the nom de plume Peter Blueberry as the author of *The Agency of Obnoxious Laughter*. In the tradition of Shel Silverstein, Pyle combines humorous poetry with illustrations. I Street Press got Pyle

started, and now he has a series of more than twenty poetry books. Pyle's career as an architect flourished, and then his life took a dramatic turn when he was diagnosed with throat cancer. He was forced into retirement and "didn't have anything to do." That's when Pyle started dabbling with rhymes, accompanied by drawings. The prolific poet and artist has created his volumes without benefit of writing or art classes. Pyle says of newfound creativity, "I didn't know I had it until I had to go find it." He has now sold more than 3,000 of his books independently.

Pyle, as all I Street Press authors, got started through an initial meeting with librarian Gerald Ward. Ward maintains

the I Street Press as a one-person operation. While each book on the EBM is printed the same way, Ward recognizes that every author's needs are different. Some are accomplished writers, while others come to the I Street Press with merely an idea. No matter where one is in the writing process, Ward is happy to encourage the writer's endpoint of holding their very own book in his/her hands.

The initial librarian's consultation is free of charge. After assessing the would-be author's needs, Ward will point the individual in the right direction to get started on their book. This might include hiring an outside editor or taking a writing class. Ward states, "Whether 40 or 700 pages, there is a \$6 charge per book and 3 cents per page." The writer may complete a proof copy as part of the package. The fine-tuning process continues until the final copy is completed. The end product is an actual published book, complete with ISBN, copyright, and bar code. Additional fees for set-up and revisions are arranged between Ward and the author. The I Street Press is a non-profit organization. Fees paid by authors using the EBM are contributions to the library to help maintain its services.

Those interested in the I Street Press are encouraged to see the process first hand. For more information, go to www.saclibrary.org/istreetpress. ★

Businesses Thriving in Citrus Heights with Assistance from City Hall

By Andrew Rose

CITRUS HEIGHTS, CA (MPG) - The City of Citrus Heights is truly living up to its brand: Solid roots. New growth. Old businesses and new are flourishing and efforts of those representing the city are working to keep this momentum in the second half of the year. When it comes to business, the slogan means making way for new kids on the business block while maintaining a place for those tried and true companies that have been a longstanding Citrus Heights tradition. An example of solid roots is the success of Appliance Parts Center (7360 Auburn Boulevard), which has been around for more than 100 years. New Growth includes the former K-Mart (8501 Auburn Boulevard), which is being converted to a Studio Grill and Big Lots.

Devon Rodriguez, Economic Development Manager for the City of Citrus Heights, illustrates the significance of this credo. "It highlights strong leadership, cityhood, and a solid foundation," says Rodriguez. "I want the word to get out that we pride ourselves in going that extra yard for business owners."

Additional businesses on Auburn Boulevard are continuing to get a boost thanks to Activate Auburn. This program has been offering old and new proprietors the opportunity to bring forth private development. With grants from SACOG (Sacramento Area Council of Governments) and the Economic Development Support Fund of Citrus Heights, merchants on Auburn Boulevard are receiving significant support to improve their businesses. Crepes and Burgers (8000 Auburn Boulevard) received design and façade assistance, creating a vibrant new dining experience for its patrons. A few blocks down,

PCH Property Management (8436 Auburn Boulevard) also received aesthetic help from Activate Auburn, including a new sign that adds to the snappy fresh look of the property.

Rodriguez maintains the importance of showing, not merely telling customers about the outstanding services available to consumers on Auburn Boulevard. She relates that Activate Auburn is about giving business owners incentive to open up shop on Auburn Boulevard, as well as bringing consumers to fulfill their needs in an attractive environment. Rodriguez asserts the importance of creating an appealing physical atmosphere for the customer. Through this program a design consultant will come out to a business free of charge and look over the location. The designer then collaborates with the merchant, elevating the space's attractiveness. It's more than merely making a building look good; it plays into what a passerby thinks about the physical surroundings.

Citrus Heights has a combination of old and new merchants, and through Activate Auburn, is rapidly becoming this region's consummate place to do business. Rodriguez also reminds business owners to seriously consider Citrus Heights when setting up shop. She promises an outstanding level of customer service from City Hall. "There's a lot of really great things happening in the business community of Citrus Heights," she emphatically declares. Meanwhile, Rodriguez doesn't seem to mind if there's a little extra noise coming from this normally quiet city. When it comes to putting the word out about commerce in Citrus Heights, "We want to shout it from the rooftops!" she proclaims. "You have to toot your own horn." ★

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