

# The Emerald

M A G A Z I N E



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*in*  
*Humboldt*





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# Letter from the Editor



Dear reader,

Welcome back to another edition of *The Emerald Magazine*. This quarter, we share with you what it means to spend your holidays in Humboldt. This issue features stories that bring holiday cheer into your homes by sharing memories, recipes and customs throughout the county.

While the sun may fade in the winter, Humboldt stands strong with endless opportunities to experience local music, Arts Alive and holiday traditions. This issue brings readers unique architectural designs for sustainable living, tips on how to stay healthy during the holiday season and travel experiences from around the world. If you would like to contribute your voice to *The Emerald Magazine*, we encourage you to contact us through e-mail or through our website. *The Emerald* is an outlet for all county residents to share their work with the community. From all of us at the magazine, we wish you the happiest of holidays and a great New Year!

Sincerely,


*Christina DeGiovanni*

*Editor-in-Chief*

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# The Emerald MAGAZINE

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# Mandala Homes

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Home



I had a conversation with a friend about what it's like to live in a round house. "How is it different then living in a traditionally shaped home?" she asked.

Behind the walls of Mandala Homes is a team of dedicated people with clear vision to build and design from "inspiration from the harmony existing within round spaces in nature and throughout human evolution." In 2000, Lars Chose started Mandala Homes, which became British Columbia's first Energy Star efficient home builder. Lars has been involved in designing and creating homes for over 20 years. He and his partner Rachel connect with the homeowners in a soulful way and secure the home's meaning and core values.

"Mandala strives to build with green technology by using sustainable and natural materials. Mandala's home and innovative "prefab" construction provides exquisite spaces with minimal impact on the environment and maximum benefit to you."

-mandalahomes.com

Well, let me count the ways... I feel held by the container of this space, gently. It's like a womb, like a hug from a home; it's a safe and inspiring place to be creative. It feels like there are no corners for "bad energy" to get trapped. I experience a profound sense of peace and harmony in this home. With the tall south windows, the huge center skylight and connected outdoor rooms, it feels like being one with nature.

- Rachel

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# *Native Gardening*

## *You Can and You Should*

*By Sarah Moore*

There are a lot of reasons to garden: for exercise, for fun, for food, for beauty. I honestly can't think of a bad reason to get on your knees and dig in the dirt, but if you need another good one, here it is: save the planet. If that seems a little overdramatic, then consider that by some estimates about 90 percent of the wild bee population in the United States has died out according to Target Health Inc. Figures are nearly as grim in Europe, and possible cases of colony collapse disorder (where large subsets of bee populations die off) have even been reported as far abroad as Taiwan.

You might also consider that the majority of plants we put in our gardens, while lovely, aren't native and are therefore unsupportive of the natural wildlife. Put simply, green lawns and exotic tubers are the equivalent of deserts to species that emerged in the company of native plants.

Luckily, gardening is not that hard. Plants that evolved in specific regions are guaranteed to be hardier, work with weather patterns, propagate quickly, and are more resilient to pests. They're also tolerant of predominant growing conditions, such as bright, direct sun in the Southwest or dappled shade and cloudy days in the Northwest.

Native plants in your region are probably also more diverse than you might imagine. Oregon, for instance, boasts a hefty 3,600 species of native plants, adaptable to such wide-ranging environments as sand dunes, old growth forests, high deserts, and more. Your climate is bound to support plenty enough species to create a verdant garden.

Gardening is a trend that's catching on. Universities and organizations – like the California Native Plant Society, for instance – offer classes on getting started and certification programs for the experienced. Best of all, you don't have to own a spare acre to do it; the National Wildlife Federation, one of several certifying agencies, will even certify your high-rise porch!

The proposition does not require you to tear out your existing garden, if you have one. Even planting one or two native species will provide much-needed habitat for animals that live in the area. If you like, you can always dedicate a corner of your yard as a “native zone,” or keep the front ornamental and devote the back to the birds and bees.

The best way to get started is to go online and figure out which plants will work in your habitat. A website like wildflower.org, for example, allows new gardeners to search for plants by inputting their region, amount of light, soil type, and so on. The database then spits out a list of suitable matches, and you're off!

Whether you've been looking to make the changeover for a while now or are just hearing about native gardening for the first time, it's definitely a favor to Mother Earth and to your yard. Try it, a plant at a time, and see where it goes. You may just be a convert.



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# Chris Parreira

## and the Lonely Road...

By Benjamin Fordham | Photo by Maia Cheli-Colando



“It was a learning experience,” says Parreira of his time in Austin, where he performed five to six nights a week. “I kind of had to throw myself to the wolves, but it was good for me.”

Since he’s been back in Humboldt, Parreira has performed at the North Country Fair and the Humboldt Folklife Festival, among other places. He was voted “Best Solo Artist in Humboldt County” by the North Coast Journal consecutively over the past two years.

In 2010 Parreira started Chris Parreira Presents..., which has allowed him to bring some his favorite acts here. “I get to bring my really good friends to town...it’s really rewarding,” he says. “You get to take it all in from a different angle.” He has also been able to bring several nationally acclaimed acts to the area, including Steve Poltz, who wrote “You Were Meant For Me”, made famous by Jewel; Dan Bern, whose songwriting was featured in the film Walk Hard: the Dewey Cox Story; and Carrie Rodriguez, who has performed on Mountain Stage and toured with Lucinda Williams. “Those are some of my heroes,” says Parreira.

Many of these artists were here for the first time. But things haven’t always gone smoothly. At one of his earlier shows, “I was under-staffed. I ended up cleaning up the whole place myself after the show.” Chris is currently calling Humboldt County his home, at least until he feels the pull of the road return. “This is a great place to be as a creative person,” he says. He’s taking full advantage and is becoming a fixture in the local music scene. “That’s my life right now, and I’m pretty happy about that,” Parreira says. “I’m really lucky to be able to do all I’m doing.”

So head out onto your front porch and bring your whiskey and banjo, like we did before television. Maybe Parreira will stop by and jam with you.

“If you look deep enough, you will see music”-Thomas Carlyle

For information on upcoming events go to Facebook at Chris Parreira Presents...

Local singer/songwriter Chris Parreira is a busy man these days. When he’s not playing shows with bands The Trouble or the Lonesome Roses, or bringing award-winning acts to town through his production company Chris Parreira Presents..., he’s doing solo shows and attending Humboldt State University.

A modern disciple of the school of Bob Dylan, Parreira doesn’t so much play music as tuck his guitar into the crook of his arm and allow the music to flow out. His songs speak of love and heartache on the open road; of whiskey on the front porch in the American Midwest. “Music is a release for me,” says Parreira, who cites Dylan, Ray Charles, the Avett Brothers and Ryan Adams as influences. “It helps me forget about any problems I may be having at the time.”

Where Parreira’s style is a modern take on classic folk/rock/bluegrass, The Trouble is good old-fashioned, loud-ass rock and roll. Along with Parreira, who contributes rhythm guitar and vocals, The Trouble consists of Marc Jeffares on lead guitar and vocals, Jeff Krider on bass and Sam Kaplan-Good on drums.

The Lonesome Roses, with Parreira on guitar and vocals, Claire Hashem-Hanlon on violin and vocals, and Amber Grimes on stand-up bass, are a little more introspective. Hashem-Hanlon’s violin and vocals add a soulful, wistful aspect to Parreira’s own soulful crooning, and the stand-up bass is always a nice touch.

The son of a professional jazz musician, Parreira became interested in pursuing a career in music at the age of 20. “I started really paying attention to the lyrics and how they made me feel,” he says. He found himself pursuing that dream, and he cut his first album, Before You Go, in 2009. He credits stop-overs in Ashland, Oregon and Austin, Texas with helping him further develop his solo act.





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# The Grape Expansion

Robert Goodman Expands His Winery Into A Fusion Of World Class Cuisine

By Christina DeGiovanni

Why drink one glass of wine when you can drink two? At the Robert Goodman Winery, that's the question on everyone's mind.

Humboldt County maintains a luscious reputation for wine, nature, and food. This is why it comes as no surprise when one of the most prominent wineries in the area builds on to its establishment with an authentic fusion of world class cuisine.

The exquisite and long existing tasting room on the corner of I and 10th street in Arcata has just embarked on a momentous expansion. The Machine Works is unlike any other restaurant in the area. With an extreme variety of flavors, Goodman has successfully fused a gusto of world class herbs and spices into delicately decorated entrees. "I've always had the intention to open a restaurant one day," says Goodman, "I came [to California] as a wine drinker and made my way from there."

From grapes to gratitude, Goodman's business began by crafting wine in his garage. Sixteen years later, he has moved his operation into the first Ford repair-shop building in Humboldt County; still a garage, but a refined one at that. And while wine will always be his sweetheart, Goodman's new love emanates in many different shapes, sizes, and smells. The current menu consists of plate entrees, boards, salads, soups, and desserts.

The Arugula salad is freshly tossed with blue cheese crumbs, grilled figs, and dressed with a broken walnut oil-balsamic dressing. The soups are a curried carrot or French onion. The carrot soup is drizzled with tarragon oil and the French onion is garnished with Cypress Grove cheese and topped with crispy roasted shallots. The Foggy mushroom dip has sautéed mushrooms with a cognac herbed cream, layered with Cypress Grove Fog, and topped with breadcrumbs. The beets are served roasted with Chèvre raviolis on the inside along with raw tomato sauce and pea foam. The scallops are lightly dusted in vanilla flavor and sautéed with a citrus gremolata and finally drizzled with olive oil.

Every ingredient on the menu is locally purchased ensuring you the most authentic experience around. All the entrées are carefully thought out by the chefs in the kitchen. No detail goes unnoticed and no spice goes untouched. By the end of the meal, it will be hard to choose which dish was your favorite. Everything is cooked and served with such rare uniqueness that it leaves your pallet excited and hungry for more.

While many people experience several tastes for the first time, it's always pleasant to end a meal with dessert. The apple fritter is fried and served with a caramel dipping sauce, while the caramel brownie is delivered warm with a scoop of vanilla ice-cream drizzled with chocolate sauce and sprinkled with sea salt. It is a perfect combination of salty and sweet that will leave you coming back for more. For now, The Machine Works is served out of the tasting room. The actual restaurant is under construction until the end of this year, but that should not deter you from coming in. Should you find yourself in the neighborhood, consider stopping in for a glass of wine or two, and enjoy the atmosphere, taste, and adventure of how this machine actually works.







Cuisine

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**Saturday**  
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# Stuffin' Muffins

Thanksgiving Day Treat

## Directions

Toast two loaves of bread and allow it to sit out for 24 hours.

Preheat your oven to 325 degrees F.  
Lightly grease your muffin pan.

Crush your bread into crumbs - a rolling pin helps!  
Place crumbs into a large mixing bowl.

Melt butter in a medium saucepan over a medium heat.  
Mix in onions and celery & slowly cook the mixture until it's soft.

Mix in two eggs and chicken broth into the bread crumbs.

The mixture should be moist by now but make sure it's not mushy! Use water, if necessary, to moisten the batch.  
Or drain excess liquid from the stuffing, if needed.

Mix in the onion, celery, rubbed sage and garlic powder,  
then add salt & pepper.

Scoop the mixture into the muffin pan

Bake your stuffin' muffins for 20-30 minutes,  
or until the top is brown and crispy.

ENJOY!

## Ingredients

30 slices bread, toasted lightly

2 tablespoons butter

1 large onion, finely chopped

2 stalks celery, finely chopped

2 eggs, lightly beaten

2 cups chicken broth

2 teaspoons rubbed sage

1 teaspoon garlic powder

Salt and Pepper (to taste)



# The Farmers Market

## Where To Go From Here

With each passing year, our local farmers' market blossoms into a conventional routine amongst Humboldt County residents. Arcata's Pastels on the Plaza marks the first weekend of October where local artists and businesses unite and support our county through creativeness and ingenuity.

While most of Humboldt's farmers' markets end in October, Arcata's last until November 17th. For people who are new to the county, there's always one lingering question: Where do we go from here?

The thought of a continuous farmers' market seems like a great idea, but in a place with a climate as dramatic as Humboldt's it's easy to predict how a year-round market would fare. For those of us who seek farmer-fresh food long after the market is gone, remember there are local co-ops and natural food stores located all around the county.

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# Southern Red Velvet Cake

## Ingredients

2 1/2 cups all-purpose flour  
1 1/2 cups of sugar  
1 teaspoon of baking soda  
1 1/2 cups of vegetable oil  
1 cup of buttermilk  
2 large eggs  
1 teaspoon of salt  
2 tablespoons of red food coloring  
1 teaspoon of cocoa powder  
1 teaspoon of white distilled vinegar  
1 teaspoon of vanilla extract  
Cream Cheese Frosting (see recipe below)  
and  
Crushed pecans, for fun

## Cream Cheese Frosting

1 pound of soft cream cheese  
4 cups of confectioners' sugar  
2 sticks of unsalted soft butter (1 cup)  
1 teaspoon of vanilla extract

In a standard size mixing bowl blend the cream cheese, sugar, and butter until everything becomes creamy.

Afterwards, add the vanilla extract and gradually mix it in until the frosting becomes fluffy. Place the bowl in the refrigerator for at least 30 minutes so the frosting can harden before using. This should give you enough frosting for a three layer cake.

## Directions

Preheat the oven to 350 degrees F.  
Oil and flour or spray your cake pans  
(9 by 1 1/2-inch round)

In a large bowl, mix together the flour, sugar, baking soda, salt, and cocoa powder. In another bowl, combine the oil, buttermilk, eggs, food coloring, vinegar, and vanilla.

Mix the dry ingredients into the wet ingredients and stir until a smooth batter is formed.

Divide the cake batter evenly amongst your cake pans. Put the pans in the oven and after 30 minutes give it the ol' toothpick test. After putting a toothpick in the center of the cakes, make sure the pick comes out clean and free of dough.

After removing the cakes from the oven place them on a plate and allow to cool completely.

After the cake has completely cooled, it'll be time to start the frosting. Using a knife or spatula, spread the cream cheese frosting over the top of the cake. After frosting the first layer, place the second cake on top and continue frosting. After all the layers have been frosted and stacked use the remaining frosting to touch up any missed areas.

## Enjoy!





# The Mad Brewers of Mad River Brewery

## Mad River Brew Review

Brewin' Mad Brew



By Benjamin Fordham | Layout by Marcus Kessler

Nestled by the banks of the Mad River in the sleepy town of Blue Lake lies the Mad River Brewery. It is a place where dreams come true. Especially if your dream is about great beer.

Feeling like kids carrying a golden tickets, we recently toured the brewery, guided by its own Willie Wonka, Dylan Schatz. As the brewmaster at MRB, Schatz and assistant head brewer Brian Brodkorb, are responsible for crafting the now-famous brews we have come to know and love, like Steelhead Pale Ale, Jamaica Red Ale, Steelhead Double IPA, Double Dread Imperial Red Ale, The Mad Belgian Golden Ale, and Serious Madness Black Ale.

Schatz fits into the typical brewmaster's mold, equally a craftsman and alchemist. He's modest yet deeply proud of his work. And he should be. Among the brewery's multiple awards

are a gold medal at the 2007 Great American Beer Festival for their John Barleycorn Barleywine, and a bronze for the Extra Pale Ale at this year's World Beer Cup. They were also named Small Brewery of the Year at the 2010 GABF.

It's not too shabby for a brewery started in 1989 by one man with a dream (and a few investors).The brewery sold 15,000 barrels this year, putting them into the category of "Regional Brewery," and you can grab a MRB brew in 28 states and Canada.

Even though you can get one almost anywhere, the best place to enjoy a Mad River brew is in the tasting room. It's extremely cozy and friendly, and you will get the freshest possible samplings from the tap. It also sports big comfy stools and a gorgeous bar. Plus, the tasting room offers special brews that buyers can't purchase anywhere else.

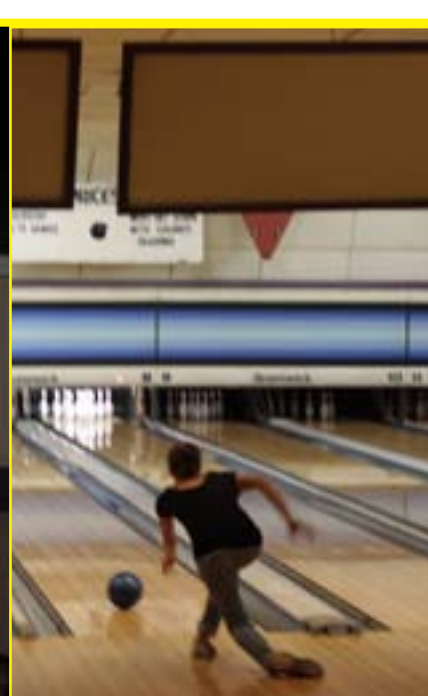
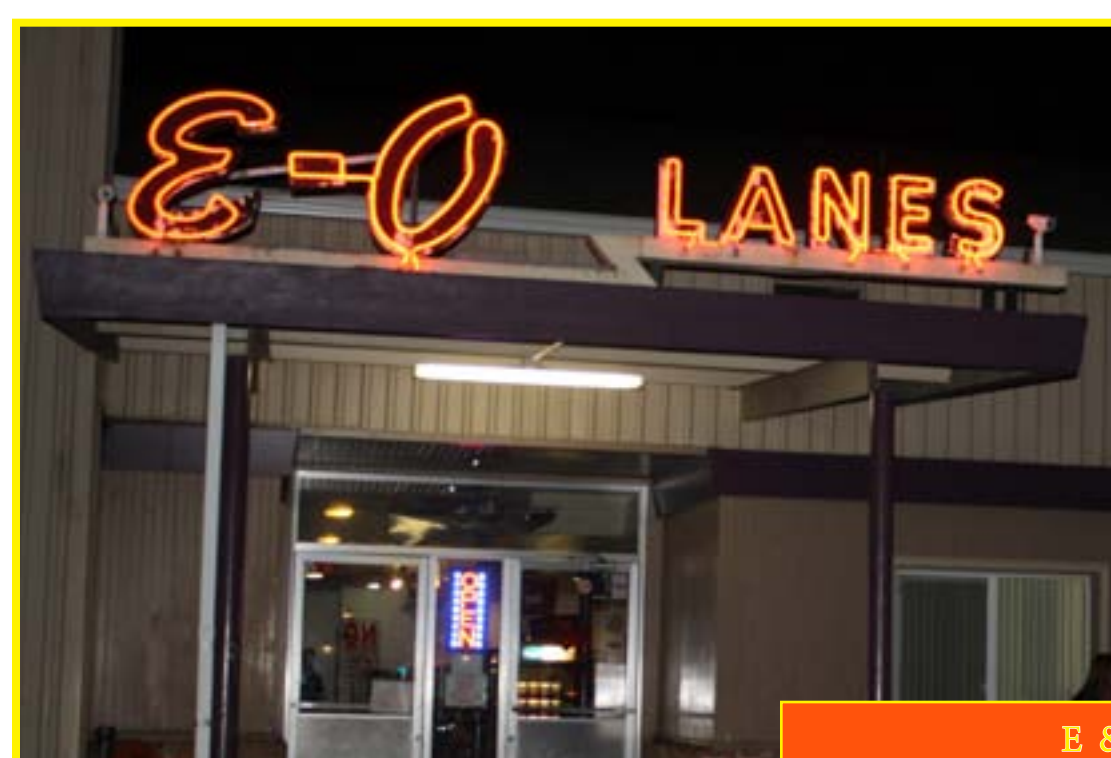
1. **Steelhead Extra Pale Ale** – The award-winner is light, crisp, and well balanced. Smooth and easy to drink, this is a great summertime beer. Alcohol content 5.6%
2. **Doppelbock** – This light brown and sweet-smelling brew starts out light but comes on with an amazing fun flavor. A new favorite. Alc. content 9.05%
3. **Saison du Humboldt** – This beer is the collaborative product between five North Coast Breweries. Light yet complex, there is an initial burst of flavor that lingers throughout. Very nice. Alc. content 7%
4. **Double Dread Imperial Red Ale** – This hopped red has a vibrant, smokey flavor. Similar to the Porter but with a favorable kick. Alc. content 8.6%
5. **Jamaica Style ESB (Extra Special Bitter)** – An English-style bitter that has a lively flavor. Smooth with a buttery pop. Alc. content 5.5%

- 6. **Fleur de Jamaica** – This is a bubbly, reddish-pink brew that looks like soda. The hibiscus flavor is not overly sweet, however, just slightly floral. Very refreshing. Available only in the tasting room. Alc. content 5.6%
- 7. **Steelhead Extra Stout** – This dark brown/black beer seems surprisingly non-pungent at first. A sip reveals a rich, smokey, almost coffee-like flavor. A beer that could sustain you through the winter. Alc. content 6.5%
- 8. **Steelhead Double IPA** – Bolder still and robust with a lively taste. Full of mouth-watering sensations, this one is a treat for the taste buds. Alc. content 8.6%
- 9. **Jamaica Sunset IPA** – Pouring a beautiful coppery color, this beer is still clean and crisp, well balanced yet slightly bolder. Nice finish. Alc. content 7%
- 10. **Jamaica Red** – This sweet, rich and somewhat spicy beer gets its name from its deep reddish color. Bring this to your next BBQ. Alc. content 6.5%

Drink one soon, and when you do, please take a moment to silently toast the man behind the beard, brewmaster Dylan Schatz and his crew. Without them, we'd probably be drinking Oly. The tasting room is open Monday through Thursday 1-9 p.m., Friday 1-10, Saturday 12-10, and Sunday 12-8. Happy hour is every day from 4-6 and features \$2.50 pints. For a calendar of events and more information about the brewery, including tours, you can visit [madrivbrewing.com](http://madrivbrewing.com).

Check out the full Brew Review online at [Theemeraldmagazine.com](http://Theemeraldmagazine.com)





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*In Loving Memory  
of  
Linda Renée Scott*

## Learning to Respond vs. React

*By Scott Lloyd Sherman, MA, LMFT*

When we are present we are fully aware of what is going on and of where we are. Much too often as Westerners we are *in our heads!* We are thinking more than we are realizing. We are not engaging in conversation with others but arguing and reasoning independently by spending more time with internal dialogue than with external dialogue. This usually happens with some kind of perceived threat, most often to our egos and not to our bodies.

Frequently those moments lead to distancing between people, especially in families. That leads to hurt and feelings of abandonment and disrespect. In my work with couples one of the most critical tasks is to help them learn to be active and reflective listeners. With couples just entering into the process of learning to take time-outs and be reflective, it is often the case that as one person, talks the other's eyes are roving around or they are looking down. These mannerisms are reflections of their internal arguing, excusing, or accusing. "Blanking out" is usually indicated by a blank staring quality.

At this point I begin to direct the interactions so that both parties can know when they are engaging in conversation and not deflecting into fighting, escaping or freezing.

Frequently for them to get back to being with each other one person (or both) must engage in the process of taking some time for themselves.

Here is what I teach and use almost daily in my own life:

Find a quiet place, or if not possible just go to a quiet place inside yourself. Take several deep breaths and come into paying attention to your senses.

What do you feel in your body? Take some time to do an inventory of major physiological experiences.

What do you hear? Near and far away. What qualities of sound? Usually by this time I am very much into awareness and not thinking.

What do you see? Near and far away. What qualities of sight?

When you are very much aware turn your thoughts to the dialogue that brought about the reaction and ponder: At what point did you "split off" from presence to reaction and thinking? Was it critical to your health and welfare? If so than find a new way to interact (more on this later).

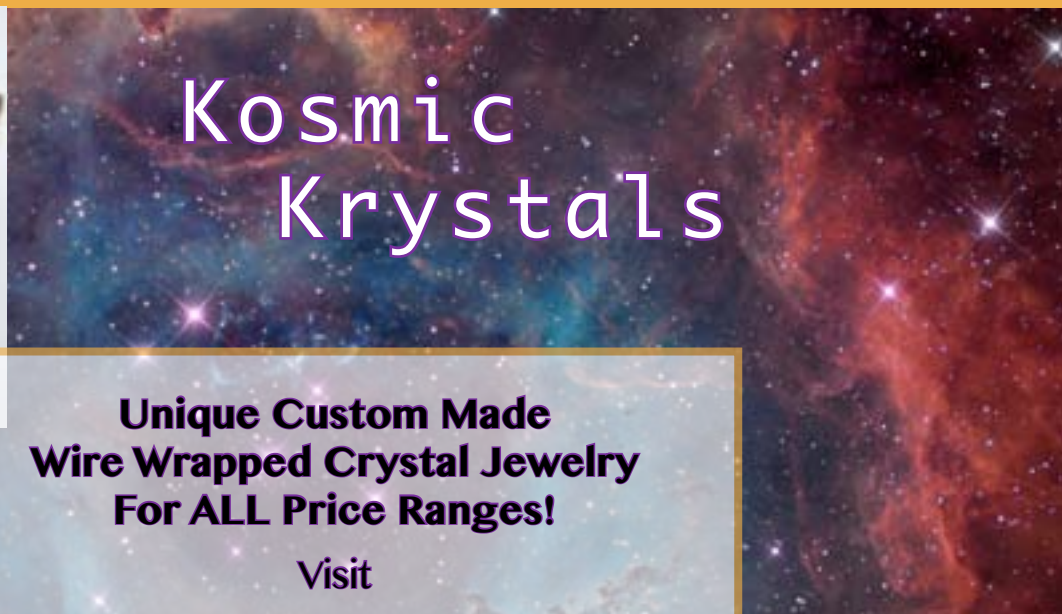


What kinds of feelings were you experiencing, particularly in your core? Regardless, what are your memories and reflections on other items you had similar feelings and experiences? What did that dynamic of interaction remind you of in your personal history? (This process leads to feelings as portals through which personal integration is facilitated!)

Notice that when you revisit some memories the feelings get stronger! Again, take some time out such that you can come back into the moment. Stay with that until you are feeling calm and secure.

Often the past is very much alive in our present. When that happens it is indicative of where some personal work needs to happen, either by yourself with calm personal reassurances to yourself or with others, professional or good friends. Both are capable of enabling you to return to fixating on the rightness or wrongness of what has happened and not healing. This process teaches watching your own internal dialogue when your working out past problematic areas.

Know that the Time Out Process is critical to our advancement emotionally, spiritually and as a species. Coming back to center is healing and allows for clarification and expansion of our awareness of our connectiveness to all of creation. It is in this space that we are able to flow with those grander energies and not fight the currents or truths that want and need to be honored.



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# A Pain in the Neck

## The Dynamics of Light Therapy

By Christina DeGiovanni | Photos by Ronele Herd



For years, I've had a pain in my neck. It stems from a gymnastics accident that occurred when I was 12 years old. I am now 22, and for the past ten years I have done nothing but crack my neck to avoid the problem.

Shortly after my accident, I picked up the habit of rolling my neck around in circles. The cracking noise sounded light at first so I kept on going. Eventually my mother took me to a chiropractor who gave me an adjustment. Over the next decade I mimicked the adjustment and cracked my neck every single day, until recently when I passed my one year anniversary of avoiding the temptation.

Trying to avoid adjusting my neck was just as hard as quitting cigarettes. Like a bad habit that needed to be broken, my neck wouldn't budge anymore. I had run out of carbon dioxide in between my joints. That's when I knew I needed to stop.

What I didn't expect after quitting was the new found pain I had by going cold turkey. At one point, I decided to get an X-ray. I could feel a vertebrae was out of line and I had to make sure I wasn't a jolt away from paralysis. After the X-rays arrived, I was finally able to see what was going on inside my neck. Sure enough, there were problems, problems from both cracking my neck and from years of using the computer.

Normally, people have a curve in their neck, however I have what's known as a *reverse curvature of the spine*. I attribute that issue to years upon years of lunging my neck forward to look at the computer. The loss of curvature in my neck is something that I don't expect to return any time soon because I continue to use my computer everyday. The other issue is from cracking my neck. Vertebrae disc three, four, and five in my neck have all shifted to the left and have begun rotating over.

For a while, I saw different chiropractors in the hopes that they could offer help. I also received frequent massages, hoping that it would loosen my inflamed tissue so that my vertebrae could fall back in place. After hundreds of dollars spent, I visited McKinleyville Neck and Back Pain Center to get their opinion. The owner was refreshingly honest with me. Instead of taking my money, she said I needed to fight the urge to crack my neck and let my body heal on it's own, "After all, you're only 22," she said.

From there, I was sent home with a list of neck stretching exercises, an inflatable beach ball (to push my head against the wall) and an air compressor donut to velcro around my neck. Once the donut was around my neck, I'd pumped it up with air and sit for 15 minutes in hopes that it would stretch my neck apart and my discs could move back in to place. After my first attempt with the air pump, I sneezed about 20 times. I took this as a good sign that the synovial fluid in my neck was livening up and moving around again. But as time passed, I fell in and out of routine with the donut. My boyfriend suggested that I try to build muscle strength in my neck by using a head band with a weight attached to it. This was an exercise he had commonly used in Jiu Jitsu which helped build muscle in the neck. This worked for a little while, until it made my neck sore.

After that, I tried a few basic methods of pain relief, like sleeping with a heating pad, using Biofreeze (or Icy Hot), brewed herbal inflammatory tea, took inflammatory pills (which hurt my stomach badly) and even purchased a tempur-pedic pillow. All of these options helped in the moment, but never for the long run.

After I got my X-rays, the doctor prescribed pain killers for muscular sclerosis. I rarely took them because when I did, it felt like the pain was twice as intense the next day. I knew there had to be a solution out there, I just wasn't familiar with non-traditional medicine. I didn't know where to start or if I even believed in the power of natural healing. I began my search by trying acupuncture, a common practice and something of which I had heard good things about. The session was expensive and the woman didn't even go near my neck. After that I tried hot yoga, thinking the heat would help loosen up my muscles. But I ended up blacking out and almost humiliating myself in the class. Then I tried swimming in addition to traditional yoga. I thought the combination of the two would help force my body to regulate itself better. In the end, I did feel better, but the pain in my neck was still there.

In May, I met a women by sheer accident. Her name was Kiernan Powers, and she was my miracle worker. "You should come by my office for a sample treatment of Dynamic Light Therapy," she told me, "I think it could really help the pain in your neck."


At first, I was extremely skeptical. After all, I had already spent countless amounts of money on massages, chiropractors, doctors, X-rays, external creams, neck exercises, adjustments, tools and braces to only find that nothing worked. I figured Kiernan's treatment couldn't hurt, and if she was offering it for free then I would be a fool to turn it down.



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After only one treatment I felt I was nearly cured! Why didn't anyone recommend this to me before!? I could of spared the last year of pain. Never before had I heard about, let alone tried this soul saving device.

Dynamic Light Therapy (DLT) is beneficial for several reasons; first of which it stimulates the production of collagen, an issue that most pain stems from. Secondly DLT increases circulation throughout the body. DLT increases RNA, DNA, stimulates fibroblastic activity (which helps the healing process in the body), stimulates tissue repair and most importantly, the light therapy stimulates the release of adenosine try-phosphate (ATP) which carries energy to all cells in the body.

The device is what's really miraculous in this form of therapy. Photonic Energetics (Model PE-1), is a sixteen hundred dollar device that delivers powerful effects to the body. PE-1 is a small apparatus that features LED light that produces specific wavelengths to provide therapeutic benefits without adverse side effects. Pulsing the LEDs at specific rates of frequency further enhances the therapeutic action.

Pain control is the most important aspect of this treatment. After my first session, my neck felt like it was swollen with water for three or four days, which I felt was a fair tradeoff since it removed the constant pain I had lived with for nearly a decade. According to the group, *A Perfect Light*, the photons of light energy enter the body as negative ions. This calls upon the body to send positive ions like calcium amongst others to go in to the affected area. These ions assist in firing the nerves, therefore relieving pain. In addition to pain reduction, DLT is also believed to reduce the amount of facial acne and emotional trauma. *A Perfect Light* also claims that some users of DLT said the device helped reduce the amount cancer cells in their body.

Living in constant pain is no way to go through life. Pain makes sleeping and every day activities a nightmare to endure. Driving and performing my job (which involves extensive computer work) makes living with a neck injury nothing short of horrible. Dynamic Light Therapy is the only form of treatment that has proven to be effective in my situation. I'll never forget driving home after my first session. I was at a stop sign, looked around, and proceeded to drive through. When I got home I realized that I made made the entire drive without thinking about my neck. There was no pain to distract me from what I was doing. It was the first time in 10 years that I hadn't felt the constant pain in my neck. DLT is nothing short of a miracle. If you've been living in pain, consider living with it no more.

*If you are interested in learning more, or to experience Dynamic Light Therapy, contact Kiernan Powers at (707) 496-8218*

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# 15 Ways to Keep Your Relationship Hot During the Holiday Season!

By Emelie Gagliardo

During the holiday season, it's easy to keep yourself cooped up with a special someone during the cold and rainy months here in Humboldt County. Spending some down time inside with your partner can be cozy and relaxing, but cabin fever is a surefire way to cool off a spicy sex life. You can find yourself bored or irritable doing the same thing indoors every day. Here are 15 ways that you and your partner can overcome those winter blues and keep your relationship fresh and fun through the icy chill.

1. Have a horror movie night. Head to Figueiredo's or Spotlight Video and rent some scary films. Horror movies are a fun way to snuggle up with a loved one and scare your pants off. Or maybe grab a flashlight and tell scary stories in true Halloween fashion.
2. Get a new toy. Head down to Eureka's Good Relations with your partner and discover a little something that will be sure to rekindle the fire back in your bedroom. Try out a new lubricant, rent a sexy flick, or perhaps invest in a fun new toy. The more adventurous, the better!
3. Turn up the heat. Have a beach date! Crank up your heater, slip on your cutest summer outfit, and drink refreshingly fruity tropical beverages while lounging in the living room. This is a fun way to blow off those winter doldrums. Being silly with your partner is a great way to break the ice.
4. Go on a friend date. Although cozying up with your partner is always relaxing when the weather is frightful, don't forget that absence makes the heart grow fonder! Take some time and hang out with a close friend or family member. Go on a "friend date" at Mazotti's or grab a few drinks with your peeps down in "Barcata."
5. Stay in bed. Spend a morning, afternoon, and evening in the cozy confines of your bed. Snag some intimate time with your loved one. Remember, lazy days can be fun, but don't make it a habit!
6. Surprise your partner. Everyone loves a good surprise. Whether you're waking your partner up with some smoothies from Wildberries or maybe writing a cute note to find later, nothing feels better than little gestures showing that you care. Swing by your partner's place with dinner or their favorite six-pack. It feels good to make your partner smile!

7. Game night. Invite some friends over for an old school game night. Pick up some board games at a thrift store and let the fun begin! Or take it to the next level and spice up the night with some strip poker alone with your partner.
8. Take a class. Learning together is a great way to spend time with your partner. Participate in a yoga class, art, or a cooking class together. Take a rock climbing class at the Far North Climbing Gym or check out Salsa Night at Robert Goodman Winery!
9. Go dance. The bars are always cycling through new DJs and awesome musical acts are frequently playing at Humboldt venues. Scope out the calendar in *The Journal* and pick some shows or dance nights that you and your partner can groove on together.
10. Try something new. Ever tried uni or unagi? Cruise over to Tomo and savor some raw seafood that you've never tasted. If that's not your style, hop in the car and venture to a personally undiscovered North Coast location, check out a restaurant that has good reviews on Yelp, or hit up one of our local breweries and try a beer sampler.
11. Get outside. Even when the weather's rainy, we still live in a beautiful place! Bring your jacket and an umbrella and hike up Strawberry Rock, take a stroll through the redwoods, or comb a local beach. It might be cold, but the scenery is amazing.
12. Exercise. Score gym memberships and get your sweat on with the treadmill. Stay in shape over the indulgent holiday season and spend some bonding time with your partner. What's more fun than a hot shower together after the gym?
13. Try a new recipe. Check on Epicurious.com for a recipe that looks new, exciting, and somewhat challenging. Who cares if you make mistakes or if it doesn't turn out perfect? It's the process of learning and working together that makes the experience fun.
14. Hot tub. Caffè Mokka's Finnish Country Sauna and Tubs are a steamy way to escape the cold. Order a coffee and cozy up with your partner in the tubs. Don't get too spicy, though, because you never know who's in the tub next door!
15. Play Truth or Dare. This is not the Truth or Dare you remember from 3rd grade because this game is even more steamy when you have a partner with whom you're comfortable. Dare your sweetheart to try something risqué and use Truth to uncover the answers to those questions that have always been on your mind. It's a good way to playfully learn more about each other and to test each other's limits.



## Italy, 1935

An excerpt from my grandmother's journal | Victoria Voss

I spent a great deal of my youth in Italy, although I was born in the United States. My grandparents were in the wine making business in the Northwest part of Italy known as the Piedmont. The Piedmont in Italian means, "At the foot of the mountains," which was where we were, at the foot of the Alps. Beautiful country, with rolling hills and smooth plains. The terrain and the temperature was very adapt for growing grapes. Summers are always hot in Italy and the grapevines face growing in the sun all day.

While the sun sweetened the grapes all day, I remember a time when a terrible hail storm hit. The church bells and those of city hall started to ring when the people could see a bad storm with intense winds were going to hit. Our elders believed that ringing the town bells would break up the heavy concentration of winds and would drop the temperature.

As the hail came during this particular storm, it destroyed the entire crop of grapes. A years work, gone. Nothing can be done except to keep on going - a farmers life! The Piedmont is known for its sparkling wines. A couple of my favorites are Nelbiolo (so good!), Asti Spumante, Barolo Chianti and Barlela d' asti.

The next year, in September of 1936, during harvest time I was put to work. I did everything from packing the grapes to stomping in those large vats. We had to stomp for hours so we could get all the juice out. All of my aunts and uncles were also put to work. Everyone worked, except my grandmother who got to watch the children - a daunting task!

There were ten of us working, plus a large vat filled with wine, complete with a spicket - a recipe for disaster! A bunch of us young kids would get drunk and go to the small river to cool off. My grandmother and my uncle would get a hold of us just in time! But alas, a lot of years have gone since then. I am a great-grandmother now with three grand children and a great-grand child. The memories of these days will live with me forever.

Italy 1935  
I spent a great deal of my youth in Italy, although I was born in the United States. My grandparents were in the wine making business in the Northwest part of Italy known as the Piedmont. The word Piedmont in Italian means "At the foot of the mountains" and we were at the foot of the Alps. Beautiful country, with rolling hills and smooth plains. The terrain and the temperature was very adapt for growing grapes. Summers are always hot in Italy and the grapevines face growing in the sun all day.





# Southern Fried Christmas

By Mike Marino

*In* New Orleans a Christmas conifer is not the classic tree. Instead, they adorn oak trees in the city park with a dazzling display of over 2,000,000 lights. You can hike it, bike it or travel through the display in a horse drawn carriage, southern style with southern class. Music to herald the holidays is also abundant. One thing for certain in New Orleans, music and musicians are as much a part of the landscape as is the Cajun cuisine, so make sure you take in one of the concerts or sing-alongs held throughout the city.

If Menorahs are more in line than Merry Christmas, then head to the Riverwalk for the lighting of Louisiana's largest Menorah, enjoy traditional Jewish music, and load up on a plate of latkes! There are many other Chanukah ceremonies that are also held throughout the city during the holiday season.

A Southern-Fried Christmas has to include a Santa Cruise and if you set a course, you can set sail for Santa-friendly Savannah, Georgia. Situated on the banks of the Savannah River where it empties into the vast Atlantic Ocean, it's the perfect holiday location and has beautiful and delightful as a big, juicy Georgia peach.

The Santa Cruise is ideal for families as well as those of us young at heart. You and the kids (and the child in you!) can enjoy a one hour sightseeing cruise on the Savannah River while getting up-close and personal with the Jolly Old Elf himself. It's a great way to meet and greet Santa, not to mention a photo op for the kids that they will treasure for a long time to come. Among some of the many events and holiday happenings, try your hand at Irish Dance at a dance academy that gives lessons for kids and adults. Soon you'll be "river dancing" like a true Irish lad or lass. You don't even have to bring your own bagpipes! They have plenty of those.

The Tree Lighting Ceremony fires up in Ellis Square and is followed by two holiday films. Both events are absolutely free of charge, a present from Savannah Santa and Company. There's entertainment galore on River Street while you sit back and enjoy the southern night air. Get a taste of the British Invasion with a dose of Beatlemania with a Beatles Tribute Band..yeah, yeah, yeah. Art and aesthetics are rampant in the city at this time of the year, including holiday productions and entertainment at the Savannah Theater which is in close proximity to the finer hotels and restaurants in the city.

The Crown Jewel of events is the annual Boat Parade of Lights on the river. The sparkling display is set in motion by the firing of a cannon, followed by a spectacular fireworks display lighting up the holiday skies like so much celestial mistletoe. Christmas in Savannah is scene right out of Frank Capra's "It's A Wonderful Life" and it certainly is a wonderful festival.



If the flavor of a small town holiday is more to your liking then why not pick the Christmas Festival that A & E Television network named "The Best Small Town Christmas Spirit" a few years ago. Canton, Mississippi may be small, but it is a giant when it comes to Holiday Festivities. Canton bills itself for the holidays as the "City of Lights," and for good reason. The Courthouse Square is not only the center of the towns' daily legal and governmental activities, but for the festival it becomes Santa Central throughout the duration of the Christmas season.

Visitors flock to Canton for the holidays from all 50 states in the Union and has it's fair share of international visitors from around the world. The square becomes a beacon to help guide Santa during his annual journey of good will, plush dolls, GI Joe's, bicycles and puppies as the square is ablaze with the illumination of 200,000 lights that when fired up are every bit as bright as a royal tiara of Christmas bulbs.

The Courthouse Square is transformed into a children's wonderland during the Holidays complete with miniature train and fire engine rides and a carousel with colorful horses and carriages to bring back memories of times long gone and forgotten from our own childhood. You can have a Merry Mechanical Christmas as well at one of the animation museums with over 135 automatons that move with clockwork precision depicting local history, Christmas themes and some of the worlds' favorite fairy tale characters who come to "mechanical" life as if by magic at a most magical time of the year. Christmas just isn't Christmas without a parade and Canton pulls out all the stops for the Santa Procession/Parade at night when the local streets come alive with lights and music to add to the ambience of one of America's favorite "small town Christmas towns."

Whether you choose New Orleans, Savannah or Canton, you can't miss the fun. Throughout the South there are Christmas festivals in every town and city in every southern state. Each is not only a festive affair but also unique. It is the South after all, and we do things a little different down here. So have a very Merry Christmas, but at the same time make it a very Merry Southern Fried Christmas.



# *Trippin' Out in Tahoe*

*By The Green Leafy Lefty*



orthern California is a delicious landscape of redwood forests and giant sentinel sequoias. For a pure orgasmic adrenaline rush of oceanic proportions, there is the blue vast expanse of the whale watching waters of the wide, deep blue Pacific - with its white foamy waves pounding the rocky California shoreline in a somewhat geologically sexy manner, punctuated with its in and out Lunar gravitational high and low tide motion. It's a natural high at sea level to be sure.

However, if you're looking for a natural high with altitude, then gas up the road machine, head to the Sierra Nevada mountains and get ready for a Sierra high in the High Sierra as you trip out in Tahoe.

Lake Tahoe has a North Shore Region and a South Shore Region. The South Shore is more cosmopolitan in nature, while the North Shore is more natural, naturally. The lake, at over 6,000 feet, was once the turn of the century playground of the rich and famous, and while they still come to enjoy the natural beauty of this mountain kingdom you don't have to pay a king's ransom to enjoy its bountiful pleasures. If you're looking to roll out the sleeping bag, there is plenty of camping, and while some motels and inns will extract \$200 plus from your wallet, there are quaint, smaller lodgings available that depending on season can be had for as little as \$49 bucks.

There is an avalanche of activity for the winter enthusiast, from downhill skiing and snowboarding on challenging slopes, to leisurely cross country trails. The back country explorer will also like to try their hand at snowshoeing, and for the young and young at heart, there is sledding, tobogganing and ice skating.

Once the snow melt has cleared the region and summer begins its solstice, there is still plenty to do in the outdoor arena. This time, leave the skis at home and hit the hiking trails. One in particular, the Tahoe Rim Trail, is a 165 mile challenging loop that runs along the rims and ridges of the high country surrounding the lake below. Other pursuits include biking, horseback riding, fishing, and boating.



Arts and culture are in abundance, including outdoor amphitheater concerts by well-known artists to the Autumn Food and Wine Festival, where you can find fine cuisine pairings that appear to be made in gastronomical heaven. The community is a haven for artists of all kinds due to the creative setting they live in, and their numbers seem to grow over time. You are more than welcome to visit their galleries, ask questions, and watch the creative process as it unfolds.

Foodies will be fond of the wide range available in local restaurants from steaks and seafood to Asian Fusion (for the more adventurous taste buds). As with most creative communities in California, there are specialty spas that cater to the yoga and massage crowd, or strip down and hop into a hot tub with your significant other, or others, or even make new friends. Now that is up close and personal! It is a great way to meet others and strip away any inhibitions, and that is what I enjoyed most of the Tahoe Experience.

One of the interesting aspects of the Lake Tahoe area is its penchant for pooches. It's about as canine friendly as it gets. There are dog friendly motels, inns, RV Parks and campgrounds. Some of the restaurants are fond of Fido too and have outdoor eating facilities. There is a dog park, dog events throughout the year, and even dog friendly beaches on the Lake that would make Scooby Doo proud. Want to get away for a few hours to hit the back trails or ride a horse? Put Rover in one of the North Shore doggie daycare facilities. It's the closest thing to a spa for paws that you'll find anywhere. They feature bathing and grooming, supervised 24 hour care and a vet on duty to meet your canines' medical needs.

Dining at the Donner's? Truck on up to Truckee and visit the site of the Donner Party's Last Stand, or at least where they got stranded during a harsh Sierra winter. There was originally 89 persons in the party and only 47 survived.

It had to be scene right out of Night of the Living Dead with flesh eating pioneers on the loose! There is the Emigrant Museum that looks at the history of the region and the Donner Party story. That leaves the question open: What wine goes with Hannibal Lechter's favorite cuisine? Oh yeah, a red Chianti with fava beans!

If Vikings are more to your liking, you'll want to grab your horned hat and head on over to Vikingsholm on the lake at Emerald Bay. It's a 38 room reproduction of a Viking fortress nestled in a surrounding of sweet smelling pines and cedar, and there are guided tours. In nearby Zephyr Cove there are riverboats rides on honest to goodness paddle wheelers that Mark Twain would be proud of. You can charter a sailing tour to cruise on one of the most beautiful lakes in the country, surrounded by magnificent mountain scenery. Of course, nearby is Nevada. Lake Tahoe is the gateway to Reno, the Biggest Little City in the World, and the old west mining town of Virginia City with train rides, the Bucket of Blood Saloon, shoot-outs and a ghost or two to spice things up.

Go rustic; go Tahoe. It's an affordable gem of a destination that you can't afford to miss. It's mountain serenity, urbane arts and culture in a rustic setting, and offers everything from the tranquility and peace of Yoga to the walking-dead zombie rush history of American Cannibals! For more information on getting a Sierra High, visit Go Tahoe North online at <http://www.gotahoenorth.com>.

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## *Small Towns and Rural Communities*

*By Nathan Butler | Photo by Lance Drill*

 In the 20th century, we saw the sharpest decline in rural and small communities in the history of humanity. The hardship, lack of opportunity and big city luxury drove people to seek the faster paced lifestyle of the cities. This has grown into a near resentment, at worst, between the urbanites and rural dwellers. At best, it is mutually considered a misunderstood life-style choice that breeds stereotypes and ill-repute. The fact is that America needs small towns and rural communities. We need them for more than we can fully measure.

Small towns can protect ways of life like living museums of the past. They show us more than where the milk comes from and give us an idea of who we are and what made us that way. Michael Crichton, author of Jurassic Park, puts it this way: “If you don’t know history, you don’t know anything. You are a leaf that doesn’t know it’s part of a tree.” If we lose touch with our past, we might as well accept that we will have no preparation for the future.

Rural communities provide glimpses into history, but with a special flavor. This is the realm of the artisan. Two great examples of this traditional, yet avant-garde craftsmanship are, in my opinion, the Loleta Cheese Factory and Eel River Brewery. Not large enough in production to dominate the Pacific seaboard, but small enough that rare and specialty creations can find their way into local dishes and mugs. Large cities would rather have brands like Kraft in their supermarkets than give an artisan shop the space where a new Best Buy store could be. Large brewery and dairy companies favor high production rates over quality or innovation. Anyone who has seen Budweiser’s vast array of organic ales and porters, or rather lack of, can agree.

Small towns are more capable of instilling a sense of community and togetherness among a populace than your standard metropolis. A city that never sleeps is one in which to sleep with one eye open. How many people in Los Angeles would say that they know their neighbors? How many people in Las Vegas could go next door for a cup of milk and an egg? There is a sense of unity in small towns that needs to be cherished and encouraged.

Humboldt County has more artists than you could shake a microphone at. It has more artists per capita than Los Angeles or San Francisco County. Small towns can have an awesome impact on the culture of their state. When you look at paintings and photos, do you see office buildings and freeways, or trees, rivers, and farm houses more often? The beauty of the small town and rural community has a powerful effect on the imagination and psyche.

If the rainforests are the lungs of the world, small towns would be the heart. Places like ours should be preserved and nurtured. The best way to preserve and nurture small communities is to support local business and encourage local organizations and charities. If we are going to make it to the 22nd century, humanity is going to have to stop running down the street without taking the time to see what it’s like in places like Humboldt County. The words of Gerard Manley Hopkins sum it up:

“What would the world be, once bereft  
Of wet and wilderness? Let them be left,  
O let them be left, wilderness and wet;  
Long live the weeds and the wilderness yet.”

‘Inversaid’ (written 1881)



# Fifth-Generation

## Dairy Ranchers

### COME CLEAN

By Sharon Letts

Long before back-to-the-landers fled there from San Francisco after the Summer of Love, the Humboldt County city of Arcata—otherwise known as “60s by the Sea”—regularly featured livestock competitions. In fact, prior to the industrial farm revolution of the 1960s, Humboldt County’s largest export was agriculture. Humboldt County is particularly gifted with dairy land, in part thanks to the Danish, Swiss, German, Italian and Portuguese settlers who arrived in the mid-1800s with dairy know-how in-hand.

Today, agriculture and all the ancillary businesses surrounding it are still booming. Some of the descendants of those original settlers are still there, too, working hard as ever. Stacey Leaton is one of those people; her great-grandfather migrated from Switzerland in the mid-1850s. Stacey got hooked on goats during an after school milking gig, then proceeded to set up a goat ranch in nearby Carlotta with then boyfriend—now husband—Chris Leaton. “They dated, fell in love, married and are now raising a family of, and with, goats,” said Sandra Frye, Stacey’s mother, of the happy couple whose flock now consists of more than 900 goats and four small children on the family farm.

The family goats supply milk for Stacey’s home-based business: Humboldt Hands soap. Stacey said she had wanted to make soap from the goats’ milk after she heard of its superior qualities. Her resin-eating creation was a happy accident that sprang forth from a need to get her husband’s farming hands clean. “I was working on a recipe for a scrubby bar for Chris in the shower,” she explained. “The book I was using for a reference indicated to add ground walnut shells until they floated. I did not get exactly what that meant, so I just kept dumping them in the pot of hot soap and we ended up with a soap that was way too aggressive for the shower, but boy did it clean hands!”

Chris sent the bars to buddies for testing—commercial fisherman, lumbermen, farm hands and the “guys in the hills,” all of whom approved by stating it cleaned up grease, epoxy, motor oil and that pesky resin from Humboldt’s finest crops. Goats’ milk is naturally lubricating and agricultural workers report the soap cleaned hands while keeping the skin soft and supple.

Stacey said the secret is in the ingredients and she works hard to ensure each batch is consistent. Starting at four in the morning, Stacey makes up to 70 pounds of soap before her four kids—as in children, not goats—hit the floor. What began in the kitchen now takes up a work room by the barn, which Stacey plans to expand. Original recipes for Oatmeal & Honey Goat Milk Soap, Hum Bug (a soap that bugs hate), Humboldt Scrub (which is scented with Mahogany), Goat Milk Lotion(s) (which are scented with honey, sweet pea, vanilla sugar, and cucumber melon) are all made daily and distributed to more than 26 retail stores and via the company’s website.

When the Leaton’s ranch hit overflow, Sandra made the switch to goats too, finding the animals more sustainable and easier on the land compared to cows. This also began Sandra’s longtime relationship with Humboldt’s own Cypress Grove Chevre, an internationally acclaimed goat cheese producer, as the business’ leading goat milk supplier.

Sandra, a fourth-generation dairy farmer, lives in the rich and fertile Eel River Valley—which is just south of the County seat of Eureka and about 26 miles from her daughter’s ranch. Although she once left the cozy confines of the rural North Coast to get married and have children of her own, Sandra returned to her roots and continued to live in the house where her father was born. “It is interesting, as we live our lives, that seasons change and the things that we think in our youth are not important become very important,” Sandra said. “I am very pleased to have my grandchildren growing up on the family farm, in a small community rich in a history of farming.”

This Article Was Originally Published In *Hydro Magazine*

For more information on Humboldt Hands, Humboldt Scrub and other Fern Valley Goats products, visit [fernvalleygoats.com](http://fernvalleygoats.com) or call 1-707-786-9664.



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# Rolling With Fire

By Christina DeGiovanni



The winter is a time where people retreat to the indoors, attempt to stay warm, and find time to enjoy the little things. When I think of the winter I sometimes think about Hollywood, when two admirers make love top of a bear skin rug, in front of a fire, after drinking champagne. How many people can say they've had the pleasure to roll around on the floor like this? In Humboldt, the only flame you should find yourself in front of, especially if your rolling around, is Humboldt Fire. Not only is this king and queen size rolling paper remarkable, but the story of how this paper met the flame is equally as hot.

We begin, like so many others do, with a dream that started in Humboldt County. It's never easy starting your own business, especially in the world of tobacco. Brandi Winch had a dream five years ago about creating a product that would not only sell, but become a cultural icon of Humboldt. What started out in the back of her van has blossomed into full blown smoke.

After working numerous dead-end jobs, Brandi decided she had to make a huge lifestyle change. Taking advantage of Humboldt's small business aspect, the idea of creating rolling papers simply popped into her head: "Within a week I had everything sketched out and drawn on to paper," said Brandi. "During that first week I figured out how my marketing strategy was going to work, decided how everything was going to look and thought about how I was going to distribute," she says, "All these ideas just poured out at once. I looked up Humboldt to see if it was trademarked on smoking products and it wasn't, so I knew right then and there that I had to come up with \$1,000 to trademark the name."

After Brandi got beyond the initial idea, she set out on making her dream a reality. "In the beginning I sold t-shirts with the logo on it. I hit the road and went to festivals, parties and different towns where I'd set up a table outside my van and tried to convince people to buy t-shirts for a company that didn't exist yet," said Brandi. "Think of 'Zig-Zag' papers, you've got the old guy which is their icon, the orange color which stands out and the fancy letters. It's really the art that sells rolling papers, that's why I knew I needed something that would pop. So I came up with the Pin-up theme."

After months on the road selling t-shirts and other Humboldt-Fire swag, Brandi was able to save enough money to buy her first shipment of papers.

Nothing rewarding ever came easy in life and Brandi knew it. She struggled at first to find a distributor who would sell her papers. "Manufacturers don't want to distribute orders that are less than half a million dollars. It was really hard to find someone who'd sell me an order worth \$20,000," Brandi said. But as luck would have it, Brandi prevailed and found herself a complex yet reliable way to place her shipment. The papers are made in either Italy or Brazil and assembled in China, then shipped out to the United States.

After the papers made their way into Brandi's hands her next obstacle was promoting her product. "Tobacco products can't use advertising online. The Small Business Development Center couldn't work with me on my business plan because they don't support smoking products. It was tough getting started," Brandi said. When the traditional routes of marketing couldn't work, Brandi set out guerilla style. "I made business cards that I would give to my friends and asked them to leave them at head and coffee shops around town. The card says 'If you carried Humboldt Fire, I'D HAVE BOUGHT SOME TODAY.'" And while word of mouth is a great way to market, Brandi would also leave packs of papers around town. When that wasn't enough, she'd host Humboldt Fire pin-up parties.



Slowly at first, but surely in the end, Humboldt Fire rolling papers caught on. Before Brandi knew it, she would spot people walking around town with her product on their shirt or hat. "You have no idea how good that makes me feel to know that people like Humboldt Fire." While Brandi was initially in pursuit of getting her papers distributed as far out as possible, she has decided to maintain quality over quantity to ensure that her papers provide the best smoke on the market.

Humboldt Fire rolling papers are made with an all natural premium blend of hemp, flax, rice & wood. There are no chemicals or burning salts added. The way you can tell is to try the burn test. When you burn a Humboldt Fire paper by itself it will incinerate in near milliseconds, which proves the clean nature of the paper. When you burn competitors' papers, you'll notice the pile of ash residue left behind.

As these winter months approach, the idea of rolling around in front of a flame might sound good to you. If it does, consider twisting up a Humboldt Fire paper. From the foothills of Humboldt comes an iconic lady that's ready to light your way. If on those cold and lonely nights you don't have a fireplace or bear skin rug to roll around in front of, think of Humboldt Fire to keep you warm.

To learn more about Humboldt-Fire, visit them online at [Humboldt-fire.com](http://Humboldt-fire.com)





# A Hasid in Humboldt

By Daniel Gelman

In the 19th century villages of Eastern Europe, there were lamplighters whose calling it was to light the wicks of gas street lamps, to illuminate the life of the public. The Biblical Book of Proverbs, says, “The soul of a man is a lamp of God.” For the past several decades, it has been the calling of thousands of young Chabad Rabbis and their wives, to light the souls of secular Jews, in the most remote areas of the Jewish diaspora.

Rabbi Eliyahu Cowen, 24, of Hartford Connecticut, and his wife Mushkie, 23, of Albany, New York, are two such people. They moved to Arcata a few months ago to light Lumberjack lamps and to find a home in “God’s Country,” as some of us like to refer to the region. The Hebrew meaning of Hesed, (the root word of Hasid), means loving kindness.

If you see a guy on the Arcata square wearing a black suit, white shirt, black fedora, no tie, and a big black beard, you may be tempted to welcome him to the county. That’s when Ellie will tell you that he’s actually an orthodox Jewish Rabbi, representing Chabad Lubavitch International, (pronounce the CH with a guttural throat emphasis), a large, worldwide, Hasidic Jewish movement.

Hasidim (adherents to Hasidic philosophy), were considered counter-culture rebels when they came on the Jewish scene in the 1700s in Eastern Europe. Their mystical ways were perceived as a threat to the traditional scholastic and conservative Jewish order. In essence, they were thought of as the hippies of their time and place.

What distinguished this movement, founded by Rabbi Israel Ben-Eliezer, was its’ emphasis on the value of prayer, good deeds, joy, enthusiasm, and dancing (male circle-dances), as vehicles to serve God. The status quo emphasized the superiority of a scholarly approach. Ben-Eliezer was a poor, pious orphan in Poland, who felt most comfortable communing with God in the woods.

Hasidism brought spiritual empowerment to the working class Jew, who had not the time nor facilitation to become a scholar, in a well-read culture. Hasidim cherishes studying as well, but the culture recognizes the equal value of simple acts of kindness and spirituality, as prescribed by the commandments (Mitzvos) of the Torah (Hebrew Bible).

Hasidic groups popped up all over Eastern Europe and were named after their region. Each one had a head Rabbi, or “Rebbe,” who established the ethos of the group. Chabad originated in the region of White Russia, in a town called Lubavitch. Each group also became associated with their dress, their music and their own traditions.

Chabad, an acronym for the Hebrew words representing Wisdom, Understanding, and Knowledge, has since become the rebel within a rebel. Sometimes other Hasidic groups view Chabad with a touch of skepticism, due to Chabad’s emphasis on Messianism and their acceptance of secular Jews. Rabbi Menachem Mendel Schneerson, America’s Rebbe of Chabad, studied Math, Physics and Engineering in Europe, and was a resident of Brooklyn, New York for decades. Schneerson began the tradition of sending out emissaries, or “lamplighters,” to stoke the spiritual fire within every Jew

worldwide. To him, it didn’t matter if a Jew wasn’t ready to take on the responsibility of the entire Torah. In the meantime, they could light candles on the Sabbath, give to charity and attend services with a smile. There are no denominations. A Jew is a Jew, and everyone is at some different point on a spiritual continuum.

The Rebbe also emphasized the potential imminent coming of the Jewish messiah. He explained that the messiah will come early, if the Jews summon him through their sincere craving for spiritual redemption. In Judaism, the messiah is not a God or a divine being. He is a mortal man, descended from King David (religious Jews keep their genealogies), who has great Torah knowledge, a kind heart and the ability to reach the hearts of the masses. Many Lubavitchers believed the Rebbe would ultimately be revealed as the messiah. He passed away in 1994, but some believe he is still with them in spirit.

A “Chabad House” can be a suite in a business park, a stand-alone building or even a trailer. As long as it has a Torah scroll, some prayer books, chairs, a Rabbi and 10 male congregants it operates as a spiritual community center. While Chabad emissaries may focus on the unaffiliated, they exist to serve Jews of any level of observance or knowledge, in non-judgmental fashion.

Rabbi Cowen heard about Humboldt from friends. He decided to take a pilot trip in March to check out the vibe. It was a match made in heaven. Cowen and his bride of one year, Mushkie, hit the West Coast with big grins, and even bigger plans. They are here to stay. Eliyahu is a scholar, a man of deep faith and practical action, and like most young people, he loves to have fun. In an interview, he referred to his first High Holy Day season in town as a “rocking” good time.

Chabad is famous for bringing the “Mitzvah” to you, if you can’t come to them. This fall, Ellie rode around town in a pickup truck with a traditional “Succah” in the back. It is considered a great deed for a Jew to sit in this temporary hut, which represents the dwellings of the ancient Hebrews while they travelled through the desert. Many students and town folk accepted the invitation.

Every year, Chabad lights a giant Menorah in a public space, to celebrate the ascending spiritual light of the Chanukah holiday. This December 9th, the Rabbi will do that on the Arcata Square. Many dignitaries will be present along with Mayor Michael Winkler who will be given the honor of lighting the first light. An outdoor party with Hasidic dancing, music, latkes and doughnuts will follow.

Judaism and Chabad Houses revolve around the weekly Sabbath. Every weekend, Jews greet each other with “Good Shabbos,” or “Shabbat Shalom.” From sundown Friday night until after sundown Saturday night, the Sabbath exists as an island in time. Jews pray, feast, walk, read from the Torah scroll, sing and visit. Eliyahu and Mushkie are looking forward to hosting new faces in their home, which doubles as a place of worship.

“I find that most people here are very spiritually oriented, and looking for ways to express it. Many may not realize that the Torah has that spirituality, and that a service is not a show to be observed, but rather a time to learn and participate,” Eliyahu remarked in a recent interview. He figures there may be as much as 1,500-3,000 Jews in the county.

When asked if he thought the Liberal traditions of the area would conflict with his own, he said it never crossed his mind because he doesn’t see others as political beings, but rather spiritual ones. In typical optimistic Hasidic fashion, the Rabbi sees nothing but amazing potential all around him.



A Public Menorah Lighting will be held  
Sunday, December 9, 2012 at 5:30pm  
on the Arcata Plaza

#### Humboldt County Synagogues

Arcata:

Chabad of Humboldt  
453 Bayside Court # E

Eureka:

Temple Beth-El, located on the  
corner of Hodgson & T Street

Mailing address:

P.O. 442 , Eureka, CA, 95502

Garberville:

Daishu-In West, 2428 Blue Rock Rd



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