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THE SEA RANCH Soundings

A QUARTERLY NEWSPAPER WRITTEN BY AND FOR THE SEA RANCH ASSOCIATION MEMBERS

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IN THIS ISSUE:

TRAILS

PHOTO CONTEST

DEL MAR GARDENS

KEITH WILSON

Mendonoma Health Alliance to improve health care access

By Tempra Board

As its name suggests, the Mendonoma Health Alliance (MHA), formed in 2016, is a collaboration among three entities: Coast Life Support District, Redwood Coast Medical Services, and St. Joseph Health System (the parent organization of Santa Rosa Memorial Hospital). Fueled by an initial short-term planning grant from the federal Health and Human Services Administration (HRSA) and a small grant from St. Joseph Health System, the MHA is a nonprofit rural health network whose mission is to “improve local access to wellness education, prevention services, and quality healthcare through creative solutions in collaboration with our community.”

Led by its Network Director, Bonnie Noble, PhD, RN, the MHA has been busy building its infrastructure and capacity to achieve its mission, using its grant funding to engage a dedicated core foundation of volunteers, including its governing board, creating a website and Facebook page, and reaching out to community stakeholders to identify the greatest healthcare access needs. MHA completed its fourth day and a half-long planning session in April, as well as two community forums (in Gualala and Point Arena), and a community needs survey. Based on information from this process, MHA is nearing completion of a strategic action plan for moving forward.

The challenge now for MHA is to continue its infrastructure and capacity-building, begin implementing elements of its action plan with the resources it has left, and continue to raise funds. The team has submitted three more grant requests to HRSA – an implementation grant that builds on the current planning effort, an Office of Women’s Health grant that would address opioid misuse, and a telemedicine planning grant. All are still pending,

→ Page 14

Noteworthy Sea Ranchers recognized at annual meeting

By George Calys

The routine business of the 2017 annual meeting of The Sea Ranch Association turned out to be anything but routine. That’s because in addition to the required board elections, treasurer’s report, and thoughts from the Community Manager, three very special Sea Ranchers were honored.

Anna Halprin has received worldwide recognition and honors for her contributions in choreography, teaching, and performance art. In so many ways, she has also helped shape both the reality, and the perception, of The Sea Ranch. During the late 1960s and early 70s Anna and her husband, Sea Ranch founder Lawrence Halprin, organized a series of “Experiments in Environment” workshops, including many here at The Sea Ranch, that brought together dancers, architects, environmental designers, artists, and others in an experiential process designed to foster group creativity through environmental awareness. On September 1, 2014, Anna led a Sea Ranch 50th birthday event, “Movement Score for a Walk on the Beach,” at Ohlson Beach. For Halprin, the role of the artist is that of “a guide who works to evoke the artist in us all.” The Sea Ranch Association honored Anna with a Lifetime Achievement Award in recognition of her arts leader-

ship worldwide, and at this very special place she helped create.

From 2008 to 2016 Claire McCarthy served as Editor of *Soundings*, The Sea Ranch quarterly newspaper. Having authored articles for many years, Claire stepped gracefully and competently into the editor’s shoes at a pivotal time, as long-time editor Kathi Gordon was retiring. Claire encouraged and strongly supported an increasing number of writers for the paper – making it exactly what it is supposed to be: a paper written by members, for members. She was thoughtful in developing well-balanced content, covering important Sea Ranch issues with an impartial voice, working with the broader coastal community, and fostering engaging human interest stories. Collaborative, easy going and sensitive in her approach, and always appreciative, she was a pleasure to work with for all. Taking on extra responsibility whenever needed, Claire dedicated herself to assuring that each edition was a well-crafted success, thus assuring a bright future for *Soundings*. Claire received a Special Recognition Award.

Eric Agnew’s contributions to the beautiful landscape of our community have been long noted. He has been involved with the Trails Committee since 2013, and chaired that group for two years. He helped develop the plans for the new



Claire McCarthy accepts a Special Recognition Award. Photo by Kelyn Denebeim.

Sea Forest Trail and Tallgrass Connector Trail, and then shepherded them through the public meeting process and worked to alleviate concerns of nearby neighbors. His contributions are not just administrative – he bushwacks, weedwacks, takes GPS coordinates, builds, and maintains the trails as well. Eric is rarely on a trail without his saw and pruners, and he monitors the Big Tree loop within the Central TPZ for the Trails Committee. His field work on CLC projects lessens the load on our F&R crew and assists the CLC in its management program for commons. Eric was recognized with the Community Service Award.

In the regular business of the Association, two members were elected to the Board of Directors. Tim Fulkerson and Jim Nybakken will serve three year terms. A total of 1027 ballots were cast, representing 46% of the total members entitled to vote. Other continuing members of the 2017-2018 Board are Jackie Garner, Jackie Baas, Marti Campbell, Nigel Blair-Johns and David Skibbins.



Anna Halprin received a Lifetime Achievement Award at the 2017 annual meeting. Photo by Kelyn Denebeim.



It must be assumed that all owners of property within The Sea Ranch by virtue of their purchase of such property are motivated by the character of the natural environment in which their property is located, and accept, for and among themselves, the principle that the development and use of The Sea Ranch must preserve that character for its present and future enjoyment by other owners.

From The Sea Ranch Declaration of Covenants, Conditions and Restrictions



Eric Agnew receives a Community Service Award from Jackie Garner. Photo by Kelyn Denebeim.

Placewares to sponsor

Soundings first photography contest!

Fancy yourself as the next Ansel Adams? Or are you a budding amateur photographer just waiting to be discovered? You should enter the first Soundings Photography Contest! Here are the details.

Theme: Land, Sea, and Sky. Photographs should explore and interpret this theme within the confines of The Sea Ranch. Photos taken from the air or ocean are permitted, so long as the subject matter is within or part of Sea Ranch.

Dates: Entries are due by August 25, 2017 and winners will appear in the Fall issue of Soundings (mid-September).

Entries: Both color and black and white photos are accepted. Photos must be original, unpublished images, taken by a Sea Rancher or their immediate family members at any time after January 1, 2016. No more than two photographs per person may be submitted. Professional and amateur photographers may enter, but Soundings committee members, Association staff, and contest jurors are not eligible.

Submission: Submit electronic images in JPG or TIFF format, minimum 300 dpi resolution. Thumbnail size photos will not be considered. Email submissions to soundingscontest@gmail.com. Include photographer's name and title of photograph, if any.

Jury: Jurying will be conducted blind (the photographer's name will be removed prior to jurying). The jury will consist of George Calys, Soundings Editor; Jim Alinder, professional photographer and owner of Alinder Gallery; and Tempa Board, grant writer and Soundings contributor. Decisions of the jury

will be final.

Prizes: Gift certificates from the contest sponsor, Placewares, will be awarded in both the color and black and white categories. Within each category, three winners (Honor, Merit, and Citation) will be selected. Honor, Merit, and Citation winners will respectively receive \$100, \$50, and \$25 gift certificates.

Copyright: Photographers will retain all copyright to their submissions, but agree to give Soundings, The Sea Ranch Association, and Placewares use of their photographs for publication or exhibition.

Questions? Email soundingscontest@gmail.com

Get your tripods set and your cameras snapping!

TwoFish transitions to Stewart's Point

By Jackie Gardener

By the time this article is printed and you receive it, the original TwoFish Baking Company site on Verdant View will be closed, and all operations moved to the Stewart's Point Store. This is a step-by-step transition, with dates for particular actions not set in stone and subject to delay or change. Working seven days a week adds a layer of difficulty to coordinating the movement of equipment, supplies and people, so owners Margaret Smith and Hilla Ahvenainen ask for your patience and indulgence in getting everything up and running under one roof.

TwoFish opened nearly 14 years ago, and the community has grown fond of, if not dependent on, their goods and services.

Place is the secret sauce for selling wares

By Kenneth Caldwell

First, the good news. Placewares is still Placewares. Yes, it's different since Shev Rush and Kevin Lane took over in February 2016. But not radically different.

The answer to some of the challenges facing the retail industry may be found in this small shop in our corner of the Northern California coast. Why do people prefer a store or a brand? What is the relationship between bricks and mortar and online shopping?

Maynard Hale Lyndon and his wife Lu Wendel Lyndon first found-

ed Placewares in 1978 after meeting at architect Ben Thompson's legendary store, Design Research. For many years, they operated Placewares as a small chain in the Boston area. After the Lyndons retired to Sea Ranch, they decided to reopen a small shop and gallery of the same name. They focused on what they found beautiful and useful; they catered to the other people drawn to Sea Ranch.

They understood a key idea from 20th-century retailing: know your customer. In other words, they started with what their shoppers might want or need. Using their extensive retail experience, they educated their clients about how well-designed wares could enhance place. When design professionals talk about Sea Ranch, they invariably use the word "place." The Lyndons knew how to find the stuff that went with geographic locale and lifestyle.

When the Lyndons decided to retire (again) in 2016, they sold the local store (and name) to design aficionados Kevin and Shev, who own the Hines House at Sea Ranch, designed by the late Bill Turnbull. Of course, they were frequent visitors to Placewares.

Both Shev and Kevin have been successful in other business ventures, but they kept returning to design. It started with the restoration of a unit in Gregory Ain's Avenel cooperative in Los Angeles, expanded to two Donald


→ Page 15

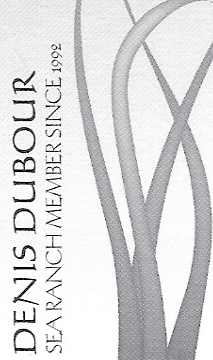
→ Page 8

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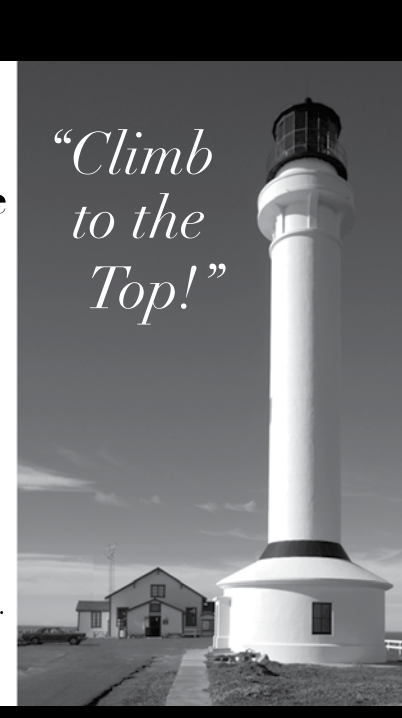
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Placewares...from Page 5

Wexler houses in Palm Springs, and now includes a Ladd and Kelsey house in Pasadena. They thought about starting a business restoring modernist houses, but when they heard that Maynard and Lu were selling, they jumped into design-oriented retail.

For the first year, they changed very little, seeing this as their apprenticeship. They began introducing small changes after careful observation and participation. Upon entering the store, the first thing a regular Placewares patron will notice is that the tall shelves have been removed, and you can see all the way across both wings of the shop. The low version of the old shelves (designed by Maynard) is still in use. Well-known Scandinavian brands such as Marimekko and Iittala are highly visible.

There are now several products from Japan, including high-end Hasami porcelain as well as everyday ceramics. Store manager Olivia Ford says, "Although Scandinavia and Japan are far apart geographically, they share some of the same aesthetic approaches. They are simple but well made. They appeal to the modernist ideal." Given that Sea Ranch draws folks with rarefied tastes, they seem to have found the right look for their clientele. The Aalto table in the middle of the store is still there and currently holds items from a recent trip that the owners made to Mexico.

In the gallery, which was dominated by fine art, they are currently exhibiting drawings and products by Jim Isermann, a Palm Springs neighbor of

Kevin and Shev's. His bold graphics recall the early Super graphics of Barbara Stauffacher Solomon here at the Sea Ranch. (A new book about Solomon will be at Placewares this summer.) Kevin and Shev have blurred the lines between art, craft, and product.

Future shows are being planned to center around design, according to Shev. "Maynard and Lu's last show was called Enduring Design," he says. "We want to do a couple of things in that vein. Over July 4th, we are planning on launching a show, Design Finds 2017, a collection of objects we found on our recent travels to Santa Fe, Merida, Maine, and Italy. At the end of the year, we are planning on doing a show around the Sea Ranch and the Sea Ranch aesthetic." Shev and Kevin also have two dogs, and there is now a "dog department." It's one tall shelf with the coolest leashes and dog bowls for the modern dog. You can't get more local than that.

The biggest change at Placewares isn't in the store itself, but in the ether. Shev and Kevin added a new website and online catalog where almost all of their 1,000 objects can be purchased. Maybe you weren't sure you wanted to spend \$87.50 on a rubber washing-up bowl and brush until you got home and a friend told you they are life changing (true story).

Since 2005, the store was a must see for Sea Ranch guests. A great deal of its patronage came by word of mouth. To support the online expansion, the new owners have also embraced technology to spread the word. You can find them on various social media channels, including Instagram, Pinter-

est, Tumblr, and Facebook. Great for fellow design nuts.

There are different ways to approach retail branding. Some high-end stores build a brand around a few objects, like a handbag or a saddle, and over the years use that precious status item to dictate taste to the customer. This was never the Placewares model. Here the wares were rooted in place. In Boston, that might mean modest and good-looking shelving for students. In Sea Ranch, it might mean beautiful yet rustic earthenware for the table. The needs and character of the locale have been the guiding forces.

Kevin says, "The idea remains the same. The opportunity is to bring that same experience to new audiences. We create experiences." Shev adds, "Maynard and Lu built something special with Placewares that resonates here and in the design and retail world. Our charge is to help people continue to engage with Placewares."

With the advent of technology, it is possible to build a website and online store that extends the happy memories of the special place called Sea Ranch beyond a few days. Rather than invent the need for an expensive trinket, responding to local tastes and also the ineffable quality of place may be the secret sauce for building a brand that can authentically translate from bricks and mortar to online. Who knows what other locale might work? Stay tuned. Like so many good things, it was already there, it just needs to be seen again.

(Kenneth Caldwell is a San Francisco based writer and consultant for the design industry.)

Coastal geology for everyman

Claire McCarthy

The dramatic convergence of rocky shoreline, gentle grasslands, rivers, streams and hushed redwood forests that make up the geography of the magnificent Mendocino coast have attracted countless tourists, hikers, explorers and artists of all stripes for years.

For anyone who has ever wondered how it got that way, now we have Shaping the Sonoma-Mendocino Coast: Exploring the Coastal Geology of Northern California by professional geologist Tom Cochrane.

A Sea Rancher for nearly thirty years who has consulted on geologic matters up and down the coast, Cochrane says he was inspired in part to write the book by the many folks who've approached him while he's collecting samples and data. As he explains what he's doing and answers questions, they often ask, "Why don't you write a book?"

The Book

Shaping the Sonoma-Mendocino Coast is the result of those encounters, and of Cochrane's personal fascination, curiosity and deep appreciation for the pristine coast he's enjoyed since the mid-70s.

It includes not only an overview of the area's unique geological history and features in language accessible to the layman (with enough background and detail to appeal to the more scientifically-minded), but also commentary on human history and impacts, an appeal for

→ Page 19


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