



RECYCLING AWARENESS WEEK

I recently read a now infamous article in the New York Times which condemned recycling as a national waste of time and money, designed to make do-gooders feel virtuous. The article gained a tremendous amount of national attention and created a huge backlash of criticism. Recycle bashing was denounced as myopic and selfish. Catering only to the interests of the current consumer oriented population. The New York Times exceeded all known records for written and verbal responses to an article. 85 to 90% of the responses were solidly behind the importance of recycling. Numerous television and radio shows blasted the author for his single minded economic approach that ignored the value of natural resources. Because October 5 through 12 is Recycling Awareness Week I would like to take a moment to reflect on why I know that recycling is an important behavior for each of us to embrace.

Appreciation of our natural resources is that soft fuzzy part of recycling that seems to draw the most criticism. We have all heard the tree hugger or whale jokes and chances are we even agreed or at least laughed at them. Fanaticism has that effect on you, even if you agree in principle you just can not condone the cause-at-all costs attitudes espoused by some of the more verbal groups who receive a lot of attention. I consider myself an environmentalist in the sense that I believe we should be stewards of the earth, preserving and protecting it for future generations. However, I will never make allowances for those who vandalize property or equipment and I am smart enough to differentiate between the concepts of environmentalism and recycling. Recycling can be a component of environmentalism but it also stands on its own as a behavior. You do not need to be a rabid environmentalist to believe that recycling is a good habit. We are all aware that it is prudent to conserve resources by using less and to reuse and share what we already have. Many of these concepts became unified with the WW II material drives. We all consume materials and those materials began as a natural resource somewhere. It is silly to think we will stop consuming, particularly in a country that is consumer driven. Therefore, recycling those materials into new products does make sense. Recycling, like all businesses has its' down side. Yes there are transportation and production costs, but those costs are there for virgin and recycled products. Yes, recycling products creates pollution, but less than when using virgin products. Recycling does help to save natural resources, provide jobs for people, teach good values to our children, and help to keep all of us a little more aware of our environment. I also believe that recycling helps us to identify areas in which we can reduce our consumption of products.

Here in Cannon Beach we have one of the longest running locally operated recycling programs in Oregon. We have been recognized by many State and National organizations for our programs. Other communities use Cannon Beach as measuring stick to evaluate the success of their programs. We have proven through our recycling that community involvement and grass root efforts can make a difference. Our program has continued to expand and serve the community. The first year that recycled materials were measured and documented was 1975. 34,000 pounds of materials had been collected. Half of that was newsprint. In 1995 the program recycled 727,020 pounds of material. 224,000 pounds were newsprint.

Our program works. I believe one of the reasons it works is because it is a locally operated program and we all have a vested interest in doing it correctly. It is a source of pride for most of our residents.

I think we can all be commemorated during Recycling Awareness Week for our continuing efforts to recycle.

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- Meet the following artists: Paul Landry, Lynn G. Berdeson, Katy Wilson, Barbara Mason, Gary Savage, Ronald L. Adamson, Mary Anne Radmacher-Hershey, Dave Barholet, Jeanne Warren, Patricia Shannon, Katy Grant Hanson, Tom Browning, Sarann Benson, Fred Dwello, Drenda Duff, Terrie Remington, William Steidel, Hans Schiebold, Deacon, & others!
- Live music by: Banjo 2, Altamira, Belles Anges, Akkord Flute Quartet, Gary Keiski, Doro & Morre, Jean Arnio, Road Less Traveled, Scott Warren, Lyle Ford, Doug Fulton, Mick Doherty, Ron Andrico Duet, Eric Kaplan, Southern Nights, Cannon Beach Chorus, North Coast Brass Quintet, & more!
- "Late Night Coffeehouse" hosted by Andrea & Cheth Rowe with an "Open Mike" featuring live music and poetry readings.
- Presentations by Maddox Dance Studio & Little Ballet Theater.
- "The Green Bird...A Mexican Story" by Oregon Shadow Theater.
- "Crimes of the Heart" at Coaster Theater Playhouse.

Pick up a program of scheduled events in mid-October!

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PC's Networks Help & Advice



This column will be very short this month simply because I am incredibly lame. It is the 25th of September (5 days past the deadline) as I write this, and I know that the Reverend Hults is tapping his fingers slowly and looking solemnly over the tops of his glasses. If you have ever had Billy look of the tops of his specs at you then you truly don't know what it means to be put in your place. So I hope he prints this and does not think too ill of me.

Recommended Wines for the Month: You see, the good thing about having to be abrupt is that I can get right to the wines. October is a great month to drink wine. You have your occasional brilliant, warm, Oregon October days that make you realize what great country this is, crystal clear and cool nights and, of course, as the month wears on, gray and rainy days that call out for warm fires, good company and soul warming wines. Let's all do some sun dances and send out positive vibes to the crop for now. Below you will find a selection of wines who meet the standard of "A wine's first duty is to be red."

Tyce 1993 Willamette Valley Pinot Noir: Tyce is a cool little winery owned by excellent people. They are a small place that churns out solid and often times very good wines. Their distinct Northwest art on the label makes them easy to pick out. This beauty from probably the best vintage of the 90's (don't let the splashy 94's fool you) is a great buy at \$13. Big, soft cherry fruits with some earthy tannins toward the finish make for a smooth sipper. Ready to drink now.

St. Innocent 1994 Seven Springs Vineyard Pinot Noir: Mark Vlosak made these pages for his wonderful demi-sec spakler last month and shows up again with with dynamite wine. Dark cherry fruits, good concentration, some smoky tobacco qualities all wrapped up in very tight tannins. Not really ready to drink now but a couple of years of cellaring will reward you with a complex beautiful wine.

Beringer 1993 Knights Valley Cabernet Sauvignon: I am breaking my own unwritten rule by mentioning a California wine. However, this Cab is such a great buy that I couldn't ignore it. Many California Cabs give you less than what you bargained for or are wines that aren't ready to drink for a while. This wine is plenty ready to drink and has lovely cherry-berry qualities, a nice touch of sweet oak, some earthy complexities and gripping but not overbearing tannins. For \$16 it is very hard to do better than this.

Chateau Benoit 1994 Pinot Noir: A big surprise here. The producer has been notoriously mediocre over the years but this wine may represent a new commitment to producing better quality wines. It has excellent intensity although there is a drop off in the mid-palate of the wine but the finish is bold and quite spicy. Nice bright fruits shine through on the end. A very good effort and definitely worth checking out.

I have been trying to seize the promises which they made me, but I cannot find them. Big Bear

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