



Wandering & Wondering

John Maybury

ReStore

ReStore is a resale business that sells new and used building materials, furniture, appliances, and home improvement items to the general public. All materials are donated by local retail businesses, building contractors, suppliers, and individuals, and are made available for sale to the public at 50 percent to 90 percent below retail prices. All donations are tax deductible, and proceeds go to the local Habitat for Humanity affiliate to build houses for families in our community. Each ReStore is operated by a local Habitat for Humanity affiliate and each one is unique. ReStores need donations, shoppers, and volunteers! Please contact your local Habitat ReStore for more information: 1411 Industrial Road, San Carlos. If you have something to donate, Pacifican Pierre Messerli says he will be happy to coordinate and lend a hand. Just email him at messerli@mindspring.com.

Online Voter Registration

On September 19, California Secretary of State Debra Bowen and State Senator Leland Yee launched California's online voter system, increasing security, reducing cost, and allowing easier participation in the democratic process. Yee's legislation created this new system, which is expected to increase voter turnout.

Social Media for Audience Engagement

More than 4 billion videos are viewed on YouTube every day. Twitter sees more than 340 million tweets every day. And LinkedIn, with more than 175 million members, is the most powerful business networking engine in the world. Social media are reshaping how we communicate, learn, share news, entertain ourselves, participate in politics and public life, search for new employees and employers, transact business, and create company-consumer relationships. Your participation, interaction, and collaboration in social media are required by your audience. Join up and leverage the power of social media and storytelling to develop and engage audiences, and build trusting relationships. "Social Media for Audience Engagement" will give you a founda-

tion in the strategic uses of social media and hands-on experience using the most current social media platforms, tools, and technologies. October 22-23 from 8:30 a.m. to 4:30 p.m., lunch included. UC Berkeley Graduate School of Journalism. Tuition: \$845. Contact Vicki Hammarstedt at 1-510-642-3892.

Surfrider Fights Seismic Tests

Surfrider Foundation (surfrider.org) is fighting to stop seismic testing slated to begin off the coast of Central California this November. Pacific Gas and Electric Company (PG&E) proposes the tests to assess the susceptibility of Diablo Canyon Nuclear Generating Facility to seismic activity. A 240-foot ship would tow powerful air cannons along a 50-mile stretch of the Central Coast, shooting deafening underwater explosions (upwards of 250 decibels) every 13 seconds for 42 straight days. This would be catastrophic to local marine life, especially marine mammals, which rely on their sensitive auditory capabilities for communication and navigation. The takings permit for the project estimates the amount of wildlife that could be killed includes 15 blue whales; 13 humpback whales; 1,652 bottlenose dolphins; 1,062 California sea lions; 1,485 southern sea otters; and thousands of other marine mammals, along with untold scores of fish and birds. This potential loss of wildlife is even more staggering, considering it would impact areas specially designated to protect marine life. There is also significant concern that the air gun noise may threaten the health of ocean recreationalists in the testing zones, including divers, swimmers, and surfers. Surfrider has submitted comments to the California Coastal Commission, and encourages public opposition to the project at the commission meeting October 10 in Oceanside. (Surfrider is a nonprofit grassroots organization dedicated to protection and enjoyment of oceans, waves, and beaches through a powerful activist network. Founded in 1984 by a handful of visionary surfers in Malibu, California, Surfrider has 250,000 supporters, activists, and members worldwide.)

SamTrans Ends BART PLUS?

SamTrans is holding a hearing to take public comment on proposed discontinuation of SamTrans participation in the BART Plus Ticket program, and proposed elimination of three underutilized bus schedules. The proposed changes would go into effect in January 2013. The public hearing is at the SamTrans Administrative Office, 1250 San Carlos Avenue, San Carlos on Wednesday, October 10 at 3 p.m.

Prior to the hearing, the public may submit comments in one of the following ways: snail mail to San Mateo County Transit District, District Secretary, P.O. Box 3006, San Carlos, CA 94070-1306; email changes@samtrans.com; telephone 1-800-660-4287 or 650-508-6448 (TTY for hearing impaired). Hearing-impaired and non-English-speaking attendees may arrange for sign language or foreign language translation by calling 650-508-6242 or 650-508-6448 (TTY for hearing impaired) at least three business days prior to the hearing.

Inner Ediot

"The budget savings would likely be little conciliation to the estimated 125 employees of the Golden Gate Transit bus system who would lose their jobs if Marin County elects to cut ties." (Bette Thomas and G-Man think that reporter Jeffrey Schaub of KCBS News, who wrote the above, meant to say "consolation," not "conciliation," but then who ever said that spellcheckers were supposed to think as well as spell? Isn't using the right words what writers and editors are supposed to do?)

You Can't Hide Online

Wanna see where you stand online? Check out your social media standing, reputation, identity, and privacy (or lack thereof) by googling yourself on Google's new Me on the Web. Also worth checking out: whostalkin.com, reputation.com, yasni.com. Caution: The results may surprise you, for better or worse.

Siteseer

- Election polls and surveys: politico.com
- San Mateo County Democrats rumble with Romney and Ryan: sanmateodemocrats.org
- Fun stuff for smart masses: thinkgeek.com
- Be creative online: drawastickman.com

Swami Sez

"When your work speaks for itself, don't interrupt." (Henry J. Kaiser; suggested by Scott McKellar, who harvests juicy Kaiser quotes online)

Mayburritoville

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