Winnemucca eatery's Basque dressing hits shelves

By Bill O'Driscoll, Reno Gazette-Journal

A bit of Winnemucca Basque cuisine has made it to the aisles of Northern Nevada's biggest supermarkets.

The Martin Hotel dressing, the house salad topping on the historic site's dining room tables, now can be found in Raley's and Scolari's supermarkets from Reno to Elko.

It's been a remarkable ride for Martin owner John Arant since the idea crossed his mind in 2010 to bottle the oil, vinegar and garlic concoction and sell it beyond the restaurant's doors.

"It's been interesting to watch the way the big companies reach out to help the little guy," he said. "We've really gone to school in so many different ways."

The dressing was first made by the Martin's former owners, the Uriguen family, in the 1950s. Arant's product bears a narrative of the dressing's history on the back and acknowledges cook Rosie Uriguen. Each bottle has a 1-ounce container of "prairie dust" – salt, pepper and garlic salt – attached by shrink wrap.

Arant said the dressing has been such a staple of the restaurant's Basque fare over the years that he began chatting up a possible mass production option with one of his food suppliers who, in turn, connected him with a Salt Lake City packaging firm.

With the requisite permitting and labeling analysis from University of Utah laboratories, Arant's staff made the first batch of 50 cases, six bottles to a case, and persuaded the

Uptown Market in Winnemucca to sell it.

“I thought that (50 cases) would last six months. It lasted three weeks,” he said.

Read the whole story

‘Miss Representation’ – a plea to stop exploiting women

By Kathryn Reed

OLYMPIC VALLEY – A mother of two young children is worried the 21st century is little better than the last 100 years when it comes to sexual stereotypes and the consequences that follow. Her daughter – the elder of the two – received compliments about her beauty when she was born in 2009. Her son (born in 2011) received letters from the president and vice president, and many predictions he would one day be president.

Jennifer Siebel Newsom told the more than 200 women at the Feb. 15 Queen of Hearts lunch at the Resort at Squaw Creek that she knows women have progressed, but fears the steps are not great enough to ensure her offspring will be offered equal opportunities.



Jennifer

Siebel Newsom speaks Feb. 15 about her film "Miss Representation" at the Resort at Squaw Creek. Photo/Kathryn Reed

She laments the fact that girls are taught at an early age that looks are important – especially to be successful, while boys are told they are natural leaders. And with those teachings boys learn to treat girls as though they are not equals.

Newsom wrote and directed the film “Miss Representation”. It debuted at the Sundance Film Festival in 2011. The 90-minute film was shown at the Wednesday lunch.

“This film is meant to be more than a film. It is meant to be a call to action,” Newsom said.

She spoke before the film was shown and then took questions afterward. Newsom shared stories from her youth. While she comes from a background of privilege, her life has not been easy. Being pretty did not shield her from tragedy or abuse.

But what bothers Newsom is the prolific exploitation of women in the media. The media being news outlets, television shows, Hollywood films – the whole spectrum.

“… the film exposes how mainstream media contribute to the underrepresentation of women in positions of power and influence in America. The film challenges the media’s limited and often disparaging portrayals of women and girls, which make it difficult for women to achieve leadership positions

and for the average woman to feel powerful herself," the movie's website says.

Newsom doesn't believe change will come until younger women – even girls – get involved in the discussion. That is why she and others involved with the film are promoting the movie to schools, with a curriculum component available.

She said it is time people standup to sexism.

The movie says women spend more money trying to look beautiful than they do on their education.

The film uses examples from most mediums to show sexism and sexual exploitation of women.

It also provides some statistics that aren't often reported in mainstream media.

- The number of youth getting cosmetic surgery tripled between 1997 and 2007.
- Seventeen percent of teen girls cut. Cutting is self-mutilation.
- Cuba, Iraq, China and Afghanistan have more women in politics than the United States.
- Nine states consider domestic violence a pre-existing health condition and therefore women can be denied health insurance.
- Films made in the 1920s, '30s, and '40s portrayed women as more capable and intelligent than what is produced today.
- G rated movies – especially animation – have female characters as scantily clad as R rated movies do.
- Twenty percent of teens have sex before age 14.
- More news outlets report on celebrity happenings and

gossip because it’s cheaper to produce.

“Miss Representation” also has interviews with Condoleezza Rice, Nancy Pelosi, Katie Couric, Rachel Maddow, Margaret Cho, Rosario Dawson, Dianne Feinstein and Gloria Steinem and others.

Pelosi talked about how when she ran for office and her youngest child was a senior in high school people asked her, “Who is going to take care of your children.”

In the film she says, “I don’t think men are ever asked that question.”

Feinstein expresses her frustration with the media using the verb “complained” for women who are quoted and “explained” for male respondents.

Rice said no male presidential candidate is asked if they are tough enough to be commander in chief, but women are.

The images of women delivering television news were like watching soft porn with all the cleavage. The point was made that what’s being said is not important, but the dressing or package that delivers it is.

Couric winced at images of herself in short skirts on the “Today Show” – even questioning if she contributed to this need to wear something that really isn’t appropriate for the job.

Then there were the comments about and photos of female candidates – on both sides of the political aisle – that their male counterparts are never subjected to. The film makes a clear case that women’s looks and sexuality are part of what they do – even if they are running for president or vice president of the United States of America.

When it comes to Hollywood, it’s advertisers who are saying what goes on. Men in the 18-34 bracket have money to spend.

Advertisers want the products those guys buy to be in films and the films to appeal to that age group. That is why there are so many films that lack substance.

Product placement is not new, but this line of advertising is a bit more covert. The movie points out how it's similar to the early 1950s after World War II when women wanted to keep working, but instead the government and corporations wanted them back in the home.

The television show "Father Knows Best" came out and with it came advertisers placing their products to appeal to women – demonstrating the latest appliances, showing a happy family is one where mom stays at home. This was a covert ploy to get women to get back to "where they belonged", according the men in power.

If change is to come, it will be from the consumer, the film pointed out.

"The consumer's voice is probably the most powerful voice, aside from the voters," the film says.

In other words, if people keep watching programs or movies, or buy print, or view online media that degrade women, then the practice will continue because there will be no financial incentive for the industry or corporate America to change.

Workshop by author of ‘The Glamour of Being Real’

Scholar, teacher, and artist Joanna Frueh will conduct a workshop at Sierra Nevada College (999 Tahoe Blvd., David Hall, 3rd floor, Incline Village) on March 2 from 1-3:30pm.

The workshop is limited to 25 people. There is a $10 fee that includes a copy of the book “The Glamour of Being Real”. The book and workshops focus participants on being true to themselves through practices of self-transformation and conscious self-creation.

“The Glamour of Being Real” evolved from Frueh’s work and performances to celebrate beauty and the body and is one of several books authored by the artist. Frueh’s multifaceted focus on those subjects includes research and experience, such as her study of emotions and sensations and of the female body in art and culture and engagement with yoga as a continuing education of soul-and-mind-inseparable-from-body. The book is a sutra, a series of concise, related statements, each one also being a sutra, whose aphoristic nature is intended to make possible memorization by a student.

To register for the workshop, go online. For questions about the workshop or program, contact Logan Lape at llape@sierranevada.edu.

North Shore daredevil must remove cable across American River

By Gus Thomson, Auburn Journal

A Squaw Valley daredevil looking for a new round of extreme viral video fame in the American River canyon has been shut down by authorities.

Citing concern over safety to aircraft passing through Giant Gap, near Alta, the Bureau of Land Management ordered Mike Wilson to reel in a 4,000-foot cable strung across the canyon over the North Fork American River.

David Christy, Bureau of Land Management spokesman, said the quarter-inch cable – with no markers on it and virtually invisible to helicopter or airplane pilots – was taken down Friday.

The bureau, the Placer County Sheriff's Office and the U.S. Forest Service are now looking at possible legal action against Wilson – a stunt skier who has expanded into spectacular, acrobatic rope-swing and BASE jumps for videos that have attracted hundreds of thousands of views online.

"We were concerned that a pilot could fly into it," Christy said. "We didn't know anything about it and called around to find out who could take it down, eventually finding out that it was Mike Wilson."

Wilson did not return a phone call from the Journal Monday. One of his most mind-bending recent stunts involved performing a quadruple back flip on a 99-foot rope swing from a rock cliff at Lake Tahoe. Another involved back flipping off a rope swing suspended 60 feet above the Truckee River.

Read the whole story

TRPA chief to speak at Sierra Nevada College

Joanne Marchetta, executive director of the Tahoe Regional Planning Agency, will give her third talk about the Regional Plan update on Feb. 27 from 6-7:30pm in Sierra Nevada College's Tahoe Center for Environmental Sciences, rooms 139/141, Incline Village.

The first meeting was earlier this month in South Lake Tahoe.

There is also a meeting Feb. 15 at 6pm at the Tahoe City Yacht Club.

USFS office in Truckee earns LEED gold classification

The U.S. Forest Service district office in Truckee has received gold level certification under the Leadership in Energy and Environmental Design program.

This is the first LEED certified building for the Forest Service in all of the Pacific Southwest Region.

The rating is achieved partly in the design process, partly in the construction process and will be confirmed in the

operation of the building over time. The site design was completed by Gary Davis Group and the building design was by Ward Young Architecture in collaboration with Beaudin-Ganze Consulting Engineers. The contractor was Geney/Gassiot INC General Contractors and the commissioning performed by Bender Engineering. They are all Truckee firms.



The U.S. Forest Service office in Truckee is LEED certified gold. Photo/Provided

The ranger district office building utilizes an open floor plan, which meets several objectives. It allows for easy communication, great use of natural light and by taking advantage of the site's southern exposure, it allows the design to maximize solar gain in the winter. The solar gain is achieved through a two-story south facing sunspace corridor, which has slate floors, concrete block half walls and high performance windows that allow high passive solar heat gain and minimize heat loss. The windows in the buildings were designed to allow the occupants to view the outdoors, including a view of Lookout Mountain from almost every part of the building.

Skylights at the ridge and light wells through the second floor bring natural light into the center of the building. Automatic lighting control systems measure daylight and dim

electric lights accordingly. The architectural, mechanical and electrical design projects savings of more than 50 percent for electricity and natural gas compared to California and industry standards.

During the construction, over three-quarters of onsite generated construction waste was diverted from the landfill and recycled products were used for structural steel, building insulation, aluminum doors, and other products. More than half of the materials were harvested or manufactured regionally and products used were within healthy indoor environmental standards.

Snow not stopping education process; more on the way

Schools in the Lake Tahoe Basin are open, but some are starting later than normal because of the several inches of snow that fell overnight.

All Douglas County schools will start one hour later. This also means buses are running an hour later.



Storm clouds will be over

Lake Tahoe for
several day.
Photo/LTN

All Washoe County schools are on a two-hour delay.

Lake Tahoe and Truckee unified school districts are on a normal schedule.

A winter weather advisory is in effect until 10 this morning for the Lake Tahoe Basin, Truckee, Reno, and Carson City areas. About 2 more inches are expected through Wednesday.

Chain controls are in effect for most California and Nevada highways in and around the basin. Find out specific road conditions by clicking on the state icons at the top of *Lake Tahoe News'* home page.

The white stuff is expected to return again Saturday. This means the three-day Presidents Day weekend should cover the slopes for riders, sledders and snowmobilers.

– Lake Tahoe News staff report

Opinion: Keep strong, independent media alive

By Kathryn Reed

The Fourth Estate. That has long been the media's role. We are

there to ask the tough and unpopular questions. We are there to report the answers.



What happens if no one asks those questions?

Now in my third decade as a professional journalist, I have seen plenty of changes through the years. Two things I embrace – the choice of news outlets beyond the three networks I grew up with and the ability to get real-time news instead of the three-hour tape delay TV news broadcast.

In some ways, those are also the two things that bother me the most about the changes in the news industry, too. Choice is great – but at what cost? With so many niche publications – online, print, TV – many people are not getting a breadth of news. It's focused, targeted – almost written just for them. I worry if people don't read things beyond what they are interested in, as well as things they disagree with, that we will have an ill informed society. And what happens when those people go to the ballot box?

Not every story is fun to read. Trust me, they aren't fun to report or write either.

If I could just write what I wanted, it would be food, outdoors and travel stories. But as much as I need to write about other things, I firmly believe we need to be reading all the other things.

Real-time news is great. But accuracy should come before being the first to report something. Old-school? Perhaps. But it's what is so often missing with the 24-hour news cycle. We equate "best" with being "first" – not "best" with having the "best" story.

It’s getting harder for news outlets of any kind to deliver in-depth stories. That 24-hour cycle is part of the problem. The media is in a bit of a game of trying to keep up with the Joneses. It’s not serving the public well.

The other problem is the lack of revenue media has. Newspapers blew it when they gave away their content for free on the Internet. It made entities like *Lake Tahoe News* unable to charge for content. It’s just not mainstream to do so or something the public has an appetite for.

But it takes money for all media outlets to survive. In-depth stories like the two-part series on drugs on the South Shore that will run on *Lake Tahoe News* Feb. 17-18 take money to produce. People forget that reporters still cost money. It doesn’t matter that their stories are online. The same amount of work goes into a well researched, well written, well edited story no matter the medium.

Today is Support Your Media Day. *Lake Tahoe News* is the only source for news about Lake Tahoe seven days a week and it is not affiliated with any other media. We are grateful to our advertisers. And we are grateful to our loyal readers who send in donations via the button at the bottom of the page or checks in the mail.

Thank you for supporting *Lake Tahoe News* today and every day – whether it’s monetarily, through story suggestions, news tips or being a reader.

Kathryn Reed is publisher of Lake Tahoe News.

LTUSD, teachers begin contract discussions

By Kathryn Reed

Lake Tahoe Unified School District teachers are willing to negotiate, but they want a contract. The last one expired in June 2010.

Carla Zezula and Jodi Dayberry with the South Tahoe Educators Association spoke at the Feb. 14 board meeting about wanting the board to be more engaged with negotiations.

"We want you to understand the process," Zezula said.

She said with the state deciding not to take away midyear transportation money that it frees up the $735,000 in the Ed-Job fund to be used elsewhere. The teachers intend to negotiate for those dollars.

Dayberry focused her comments on the rumors at schools that cuts to professional development are a done deal. That would be a violation of signed agreements.

"Staff development is a negotiable item," she said.

While this was a public hearing, no one else spoke. The board is expected to vote on a contract at the March 27 meeting.

More information about what the teachers' union is asking for is online.

In other action:

• The board agreed to an early retirement incentive for

teachers to leave at the end of this school year.

• The five voted to support Gov. Jerry Brown’s education initiative. Board member Larry Green said not passing the bill “will affect children in a terrible way.”

Douglas County libraries to close 2 days

Douglas County Public Library in Minden and Zephyr Cove will be closed Feb. 29 and March 1 due to budgetary constraints.

The Minden library will reopen March 2 at 10am. The Zephyr Cove Library will reopen March 2 at 9am.

For more information, call (775) 782.9841.