

MENDOCINO **Coast, Wine Country and Redwood Forests**

The Guide to Conscious Tourism

Vacations That Heal,
Inspire and Transform

Conscious Tourism sings
to the heart and soul of the traveler.

It is the relationship between
the traveler and the destination
which celebrates, promotes and affirms
all life.

Spirit is the master healer in nature.
Travel in Love and Gratitude

www.conscioustourism.com

www.northofsf.com

This book is dedicated to all the “mom & pop” businesses who believe in me and this project. Special thanks to Mendocino Coast artists Byrd Baker and J.D. Mayhew who’s courage helped to save the California Grey Whale. Their passion and spirit encourages those who love life to step into their inner radiance and live right livelihood.

Special thanks to Jenifer Todd who created the concept of “Conscious Tourism”. Special thanks to all the souls whose time, patience, and resources helped to make this book possible. Love is my reason.

PRICES & CHANGES: All listings in the various sections of this book were cross-checked for accuracy; however, the Publisher cannot guarantee the compilers' correctness of the information furnished them or the absence of errors. Prices mentioned in the features are subject to change due to fluctuations in the economy and management. Operating hours are also subject to change, especially on a seasonal basis in rural areas. As a rule of thumb, room rates may increase \$5 - \$10 per room per year.

30 YEARS of QUALITY: *Since 1975 Robert W. Matson has been publishing regional travel books of exceptional quality. Books that are extremely concentrated with valuable information and more than fairly priced. "Everything I write about I experience first hand," he states. The Mendocino Coast, Wine Country and Redwood Forests is his 5th title - bringing the total to 100,000 travel books in print!*

Whenever an illustration or photograph is integrated into the text of an individual destination, there was a fee charged. In order to participate in a paid feature in this book each destination had to pass specific criteria established by the author, Robert W. Matson. Each destination is exceptional in one way or another. Quality always comes before personal profits; in that way the consumer is assured of a top notch guide book to the best, whether moderate or expensive; accommodations, restaurants, galleries and general stores North of San Francisco.

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COVER PHOTOGRAPHS: The tallest trees on earth are depicted in Jon Klein’s photograph “Montgomery Woods” www.northcoastartists.org (see page 183). Lush bunches of organically grown - GMO free grapes from Mendocino Counties first organically grown vineyard was taken by Susie Lolonis (see page 186). Veteran photographer Bill Elliot of Gualala took the wrap-around sunset photo of “Havens Neck”. The photo of Robert and Zeus was taken by Ana Gamaza and Andrew Salop.

COVER DESIGN: by Pete Masterson. www.aeonix.com

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North of San Francisco Guide Book TM

The Mendocino Coast, Wine Country and Redwood Forests

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California State Highway Route 1 Mendocino Coast 1

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WELCOME! To The Mendocino Coast, Wine Country & Redwood Forests!

*This aquatic
stonehenge can be
viewed along State
Highway 1 off the
shores of Elk,
California.*



Photo by Jeff Gales

HOW TO USE THIS BOOK

Over three decades of travel and contact with knowledgeable residents and curious visitors to the north coast helped to field test and engineer this practical, unpretentious and easy-to-use guide book. This book is divided into four chapters. The maps beginning on Page 3 are laid out in co-ordinates to help you locate cities, landmarks and destinations. The alphabetized index beginning on Page 248 lists destinations by page number and map grid. For example, in the Coastal Communities Index (page 248), Mendocino is listed on Page 64 and has been assigned the Map Grid of B8. To find the location of Mendocino, go to the Maps (Page 3) and follow them up from San Francisco north to the 8th Coordinate and then go over to the B Column and you will locate Mendocino in the mid left hand corner of that Sector. Individual destinations follow the highways in geological order, usually from south to north and/or east to west. Happy Trails!

PRICES and HOURS of OPERATION

All listings in the various sections of this book were cross-checked for accuracy. Prices mentioned in the features are subject to change due to fluctuations in the economy and management. Operating hours are also subject to change, especially on a seasonal basis in rural areas. As a rule of thumb, room rates usually increase \$5 - \$10 per room per year. So what costs \$70 in 2005 will probably cost \$80 in 2006, \$90 in 2007, and so on. Menu prices usually increase about 10% to 20% per year. The following price rating symbols accompany each restaurant and lodge in the **DINERS and LODGING CHOICE** selections at the beginning of each community.

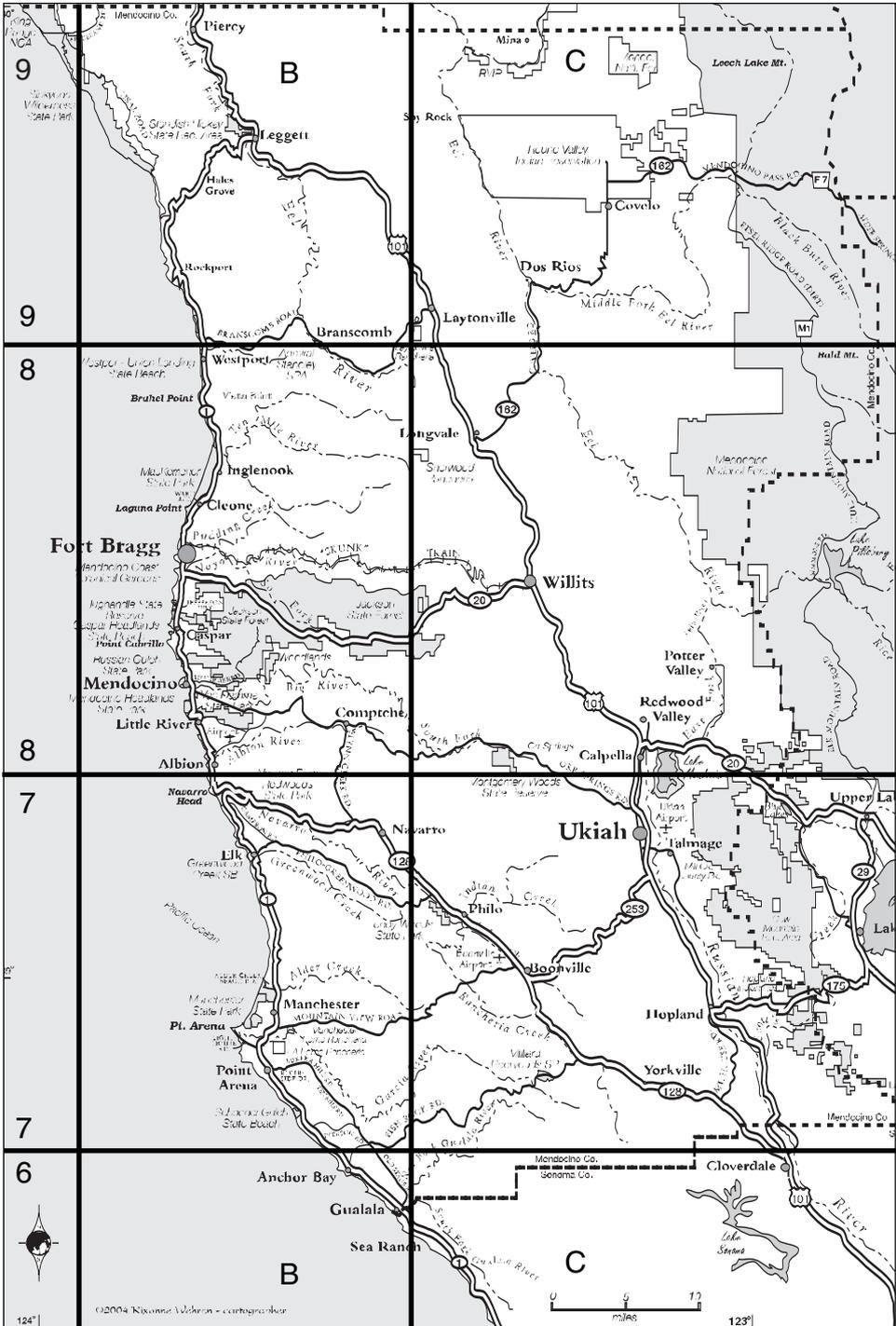
(\$) Inexpensive to Moderate: Meals under \$15, Lodging \$25-\$75/2
(\$\$) Moderate to Expensive: Meals \$16-\$30, Lodging \$75-\$200/2
(\$\$\$) Very Expensive: Meals over \$30, Lodging over \$200/2

A WORD ABOUT THE REVIEWS

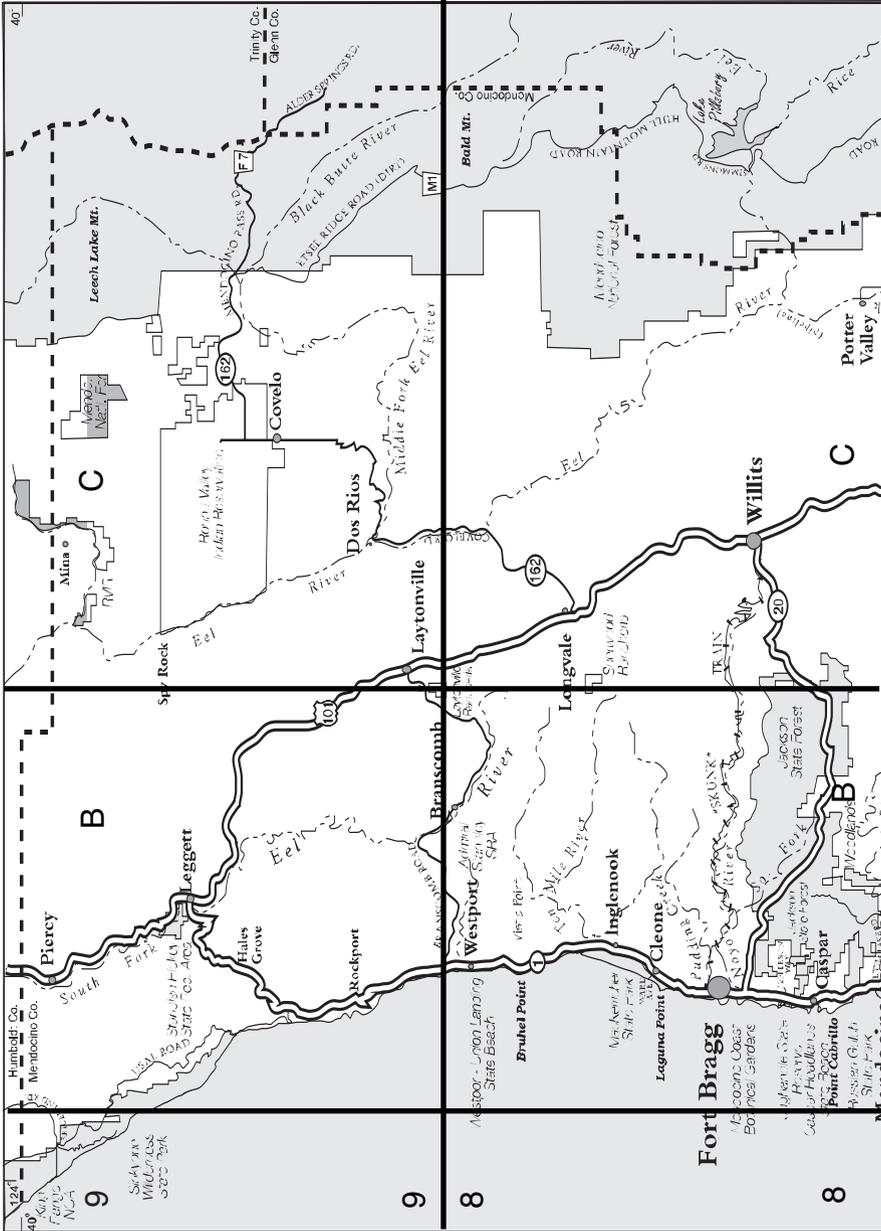
I have the opportunity to frequent the coastline, wine country, redwoods and mountains. These roads and the people who live here are well known to me and the reviews are accurately written with a depth of first hand experience few travel writers ever achieve. Shop and compare. This is also one of the most heavily illustrated travel guide books.

Each restaurant, accommodation, general store and winery is personally inspected and the proprietors are interviewed. Each restaurant has been dined at, 2 to 3 times prior to being written up. I have always personally inspected each accommodation and interviewed the proprietors for their amenities. I always pay my way, accepting little more than a cup of coffee on the house. However, on occasion I have sampled certain dishes to give the innkeeper or chef feedback. I also do marketing for many of the destinations I have written up, making the write-ups detailed and super accurate for you, the consumer.

SONOMA / MENDOCINO COAST MAP



Original Map by Rixanne Wehren - Modifications Robert W. Matson



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Conscious Tourist Regional Directory to Biofuels for the San Francisco Bay Area, Sacramento and Mendocino

As we enter into a period of higher prices for oil derived energy, especially gasoline, we see more people looking for relief in alternative forms of energy and fuel. The individual has entered a fork in the road. Do we take the red pill or the blue pill? You decide. If you choose to purchase a vehicle that runs on veggie oil, biodiesel, ethanol or electric batteries you have



Photograph Courtesy Redwood Empire Association

Gateway to Mendocino's Paradise - the Golden Gate Bridge.

made a good choice. In that spirit this special section on future transportation has been prepared for you. Fuel and energy sources have been researched, vehicles driven and regional locations where you can purchase biofuel so noted on the alternative fuels map to northern California (see page 8). One thing is very clear. When the price of gasoline reaches \$5.00 per gallon, mom & pop businesses the farthest away from tourist population centers have the most to be concerned about. The round trip drive from Sacramento to Mendocino is almost 400 miles and from San Francisco about 320 miles. See the chart for 500+ mile round trip cost and vehicle options.

Currently there is no comprehensive and inclusive alternative energy plan for northern California and Mendocino County. This lays the exciting ground-work for the individual and small group to take charge of their own fuel/energy production. There are pockets of alternative energy oriented businesses, groups and communities, but no real cohesive organization yet. Groups are fragmented and need to come together in a holistic manner. When they do many will enjoy less expensive travel. The success of Mendocino County will lie in partnership and collaboration, as opposed to domination. Sharing resources and networking powerful groups of action oriented paradigm shifters is the key. Selfish interests and ego must give way to the common good. This is not a new form of welfare or socialism. This is the decency of human hearts reaching out to others and creating heart to heart relationships that benefit all. Do this and you elevate yourself to hero status in your community and people will unite around you and those like you.



Leading Biodiesel experts Kimber and Eric at the Biofuel Station understand how important the partnership model will be in this time of paradigm shift. You can reach them at (707) 984-6818 or visit them at www.paxfuel.com

So, what are you going to be traveling in?

We can do this. As individuals we can lick our personal dependency on gasoline once and for all. But we have to start somewhere and it is here and now and it starts with YOU! A thousand mile journey begins with a single step and that first mile.

(See: www.journeytoforever.org)

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Vehicle Type	Range	Miles Driven	Cost Per Gallon	MPG	Round Trip Fuel Cost
ZAP electric car	30-50 mi. per charge	500	4-6hr recharge time	N/A	\$10-\$15 for electricity
Veggie Oil	Unlimited	500	\$1.00	30-55mpg	\$9.00-\$17.00
BioDiesel Car	Unlimited	500	\$3.50	30-55mpg	\$32-\$58.00
ZAP Hybrid	Unlimited	500	\$5.00	60mpg	\$41.60
Prius Hybrid	Unlimited	500	\$5.00	55mpg	\$45.45
Regular Car	Unlimited	500	\$5.00	30mpg	\$83.30

The diesel - electric hybrid would be ideal and could attain 70 to 100 mpg ratings depending upon the size of the vehicle. Zap World in Mendocino is certainly a solution oriented company with numerous such vehicles for sale or rent at their seaside showrooms in Mendocino and in downtown Santa Rosa, California (See: www.zapworld.com)

CONVERSION to SVO or STRAIGHT VEGGIE OIL

Veggie oil is a plant derived product. It does not come from underground oil reserves. The closer the fuel source is to the plant the cheaper. Early converters collected fryer oil from restaurants, filtered and refined it (today's French fries became tomorrow's fuel). To convert a diesel motor to veggie oil costs around \$2,500. All major car manufactures offer diesel powered vehicles. A few of the more abundant and popular are the used Mercedes Benz and Volkswagen Jetta.

A gallon of veggie oil purchased from "Blest", who founded the "Organic Mechanics" located in Ukiah costs no more than \$1 per gallon. He has vowed to keep prices low to customers he has completed conversions for. The problem is in gathering the oil and storing it for consumption. Kumar at Yokayo Biodiesel in Ukiah has contracts with restaurants to gather their veggie oil and convert it into biodiesel which he sells for around \$3.50 per gallon. Blest and Kumar are in competition with each other rather than in collaboration. This needs to stop so those who invested the \$2,500 to convert can access veggie oil fuel at \$1 per gallon. And those who don't want to convert can purchase Kumar's biodiesel at \$3.50 per gallon.

In order to burn veggie oil in a diesel it has to be filtered and heated to 140 to 200 degrees fahrenheit to thin it out for combustion. The heating and burning process kills all the fungus, bacteria and viruses that are in the organic veggie oil. The veggie oil conversions Blest supervises are backed by the good faith of the Organic Mechanics and the system design is superior. It is made of seals that won't break down in the 200 degree fahrenheit tanks. Other systems and do it yourself installations are cheaper and could break down in a short matter of time. Shop and compare!

Biodiesel is produced by chemically altering vegetable oil to replace its glycerin with methanol, resulting in lower viscosity and higher lubricity. Soybeans are the source for most of the biodiesel manufactured in the U.S.A. today. There are numerous ways you can get fuel. You can buy at an increasing number of service stations, which charge state and federal taxes per gallon or from local card carrying manufacturers and farmer coops. The real kicker is to buy tax-free fuel from Native American Reservations or make your own biodiesel. There are portable biodiesel plants on the back of trucks.

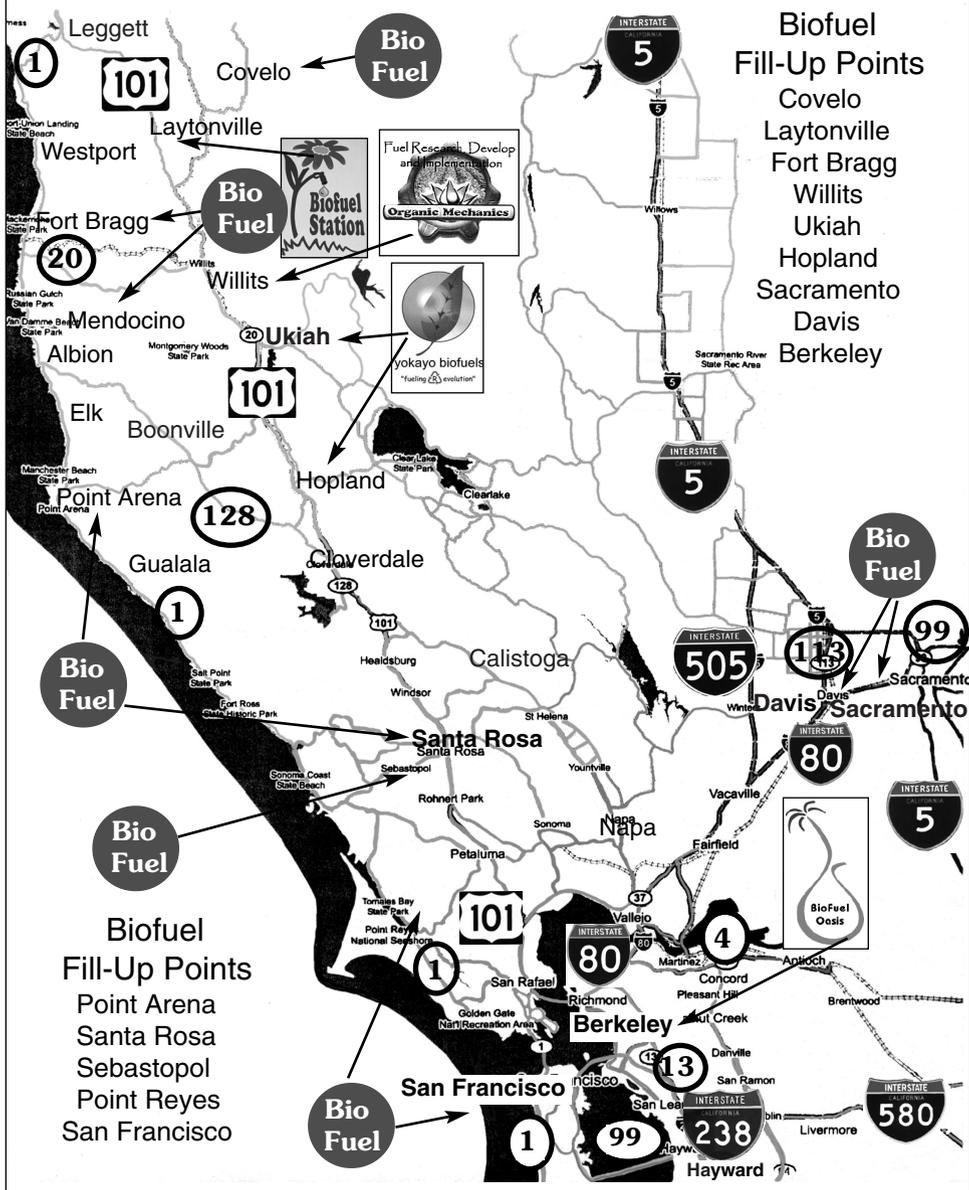


The \$2,500 conversion kit the "Organic Mechanics" install is guaranteed for the life of a diesel car. When that car dies they pull it out and put it in your next diesel car!!!

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ALTERNATIVE TRANSPORTATION MAP

Regional Directory to Alternative Fuels and Recharge Stops from the San Francisco Bay Area and Sacramento
 Visit www.conscioustourism.com for addresses and phone numbers of Biofuel fill-up points, mechanics & vehicle sales.



Biofuel Fill-Up Points
 Covelo
 Laytonville
 Fort Bragg
 Willits
 Ukiah
 Hopland
 Sacramento
 Davis
 Berkeley

Biofuel Fill-Up Points
 Point Arena
 Santa Rosa
 Sebastopol
 Point Reyes
 San Francisco

Biofuel
 Sacramento
 Davis

BioFuel Oasis

Bio Fuel

Bio Fuel

Bio Fuel

Bio Fuel

Bio Fuel

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\$1.00/gallon RUNNING ON HOMEMADE - TAX-FREE BIODIESEL

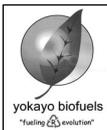
You can even buy a small biodiesel manufacturing plant that will fit in your garage and automatically make 100 gallons of biodiesel at a time while you are sleeping or working around the house. Cost varies, but plan on paying \$1,000 to \$5,000 per unit. See www.biodieselwarehouse.com for the Apleseed System visioned by Maria Girl Mark.



Biodiesel can be easily made at home by purchasing equipment.

THE BENEFITS and DANGERS OF MAKING BIODIESEL

When you create biodiesel you use methyl alcohol, sodium hydroxide and vegetable oil. It is just common sense that large amounts (500 gallons or more) are going to have to be regulated by the local fire district. Methanol is extremely toxic and combustible and sodium hydroxide (lye) is a skin/eye hazard. When you make biodiesel, you're creating a chemical reaction that involves those ingredients. It creates heat and often involves pressure, so someone who doesn't know what they are doing could blow their garage up. Nobody wants to come home to French fried kids or the char-broiled family parrot!



IMAGINE!

The folks at Yokayo Biodiesel put it well. "Imagine that your local metropolitan area produces hundreds of thousands of gallons of clean, safe fuel each year. The fuel is made from regionally collected waste vegetable oil (and farm crops) and would be essentially harmless to plants, animals, and humans: non hazardous and non-toxic. The fuel source would provide a comfortable security blanket from national or international shortages of fossil fuel, due to political, economic or military reasons. It would be a shining example that safe, local and sustainable energy is a real possibility, even for powering our trucks and tractors." Is this the kind of world you want to help create?! Once again it is up to you. So Keep Going, Stay Focused and Set Yourself Free! For more information please check out our website at www.conscioustoursim.com

TYPES OF TRANSPORTATION



This is a ZAP Zebra all electric compact fun car costing \$9,000 . Please see www.zapworld.com



This diesel Mercedes has been converted to burn veggie oil, diesel or biodiesel. Cost - \$5,000 and up + \$2,500 conversion to burn veggie oil costing \$1 per gal and up - 30mpg.



TOP Shopping with an electric golf cart. BOTTOM The ZAP electric cruiser bicycle for school, shopping or fun.



BELOW: gasoline/electric hybrid Toyota Prius - 50 mpg \$25,000



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Re-enchancing the land and blessing the "living water" at Big River watershed in Mendocino with "Love and Gratitude". A movement spanning the globe created

\$25.7 million to purchase 7,334 acres and protect 50 miles of the Big River Estero. Now you and your loved ones can hike these trails. From the child who gave a \$1 to the foundation that gave \$1 million - thanks. This was an act promoting conscious tourism. Conscious individuals give thanks for the four great Mendocino healers - 1. the clarity of light, 2. the purity of the air, 3. the energetics of "living water" and 4. the live organic and GMO free foods grown here. Nearby is the tallest tree on earth. Join us and celebrate life!



WHAT IS CONSCIOUS TOURISM?

Conscious Tourism is the relationship between the traveler and destination which celebrates, promotes and affirms all life. Conscious Tourism brings awareness of the interactions between journeyer and the journey and between human being and the natural environment. We are all travelers on planet earth. Where we go, what we think, what we consume has a powerful impact on the web of life we interact with. If we learn to motivate out of love in partnership with all life, we can contribute to creating paradise on earth.

A LOOK AT MENDOCINO COUNTY

The coastal purity of the air, the living water, the natural richness of the soil, the lush rain forests of evergreen and redwood all contribute to an environment for health. Rural in terms of population and development and rich with natural resources, Mendocino County is a womb for creativity. Artisans, farmers, healers, inventors, Native Americans, retiree's, visionaries, white & blue collar workers and lovers abound. A plethora of "mom and pop" businesses flourish here, mainly around tourism and along the highways. Many residents and visitors to Mendocino County are actively and consciously engaged in creating a sustainable world which supports farmers who grow crops organically, energy sources that catch the wind, the sun and crops that can be transformed into biodiesel and ethanol fuel and spun into a web of money and power that is not addicted to the petrol-chemical industry.

Mendocino County is a land of plant worshippers - redwood and oak forests, vineyards, marijuana, fruit orchards, vegetable and herb gardens - both wild and domestic - and now GMO free. Many are "re-enchancing the land". A wise person leads their loved ones to clean air, pure water and healthy natural foods. Purified water, unless it comes from a rarified mountain spring or artesian well is another subject. Only living water which has been drunk within 20 minutes of leaving the womb of mother earth contains the crystalline snowflake purity that a body requires to stay truly healthy. Mendocino County offers a plethora of wild and nature-crafted gardens for important sources of nutrition and genetic information for our bodies molecular structure. Menu choices are up to you. Choose love over fear, organic and living foods over processed, living water over treated, the partnership model over dominator and you will live a lot longer and be a lot happier.

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More than half the population of Mendocino County approved a ban on GMO's (genetically modified organisms) and more than half question the validity of government and political lobbyists who profit by restricting freedom and natural balance. This 55% are fashioning a local paradigm of community self-sufficiency that works for all involved. Spiritual teachers, healers and therapists are showing up to teach us how to motivate out of love, not fear - one person at a time, and the numbers grow daily. This vacationland could literally change the way you think about freedom and travel for the rest of your life. This is a great opportunity for you to begin your personal journey to optimal health, right-livelihood and perhaps step into your inner radiance as a sovereign human being.

OUT OF DENIAL - PROMOTING SANITY

When I interviewed Mendocino County Sheriff Tony Craver he asked, "Bob, do you know what the definition of insanity is?" I replied, "No Tony, what is it?" He replied, "The definition of insanity is when you do the same thing over and over and over, and expect different results." I thought a moment and reflected on the two party political system where we do the same thing over and over again, hoping for different results and getting the same thing - more lies, cheating, stealing and murder of the public trust and future generations. I also thought of the gold standard shifting to barrels of oil in 1971 and said to myself, "Time for a change in local, regional, national and world view." Time for Conscious Tourism and a new model.

To promote sanity we need to recreate balance and ignore the criminal element in various corporate and government levels. Citizens that are fully conscious and out of denial are full of love and promote all life. They demand responsible, yet unhampered freedom of movement to self determine their lives at home, at work, on the internet and while traveling.

PARADIGM SHIFT

It is not a matter of destroying the present system, but of empowering the people so that they have it within themselves to create a new culture - to become architects of a new reality and orchestrators of a transformed society. Physical, mental and emotional detoxification is absolutely necessary (See the Healing Arts Section beginning on page 226). Breathing clean air and drinking pure water is vital for paradigm shifters. A vacation along the coast is idea.

When enough people wake up and begin to withdraw their energy from the present system, and stop reinforcing it, a more clear-cut separation between the dominant culture (dominator model) and the people embracing health will become apparent. Then, all the people moving around in confusion and disease will be able to focus, to see the difference more clearly and make their choice as to which way they want to live. Those who choose freedom and life will naturally detox from the parasites and look seriously at personal sovereignty which is the highest form of personal responsibility.

The new paradigm embraces the partnership model and motivates out of love, not fear. It creates a sustainable partnership with life - opening up the possibility of creating a personal paradise on earth. Healing, balance, health and vision are then attained, first on a personal level, then in family and community. When we connect ourselves and our visitors to the very soul of the land we call home, we contribute to each others lives through honor and love.

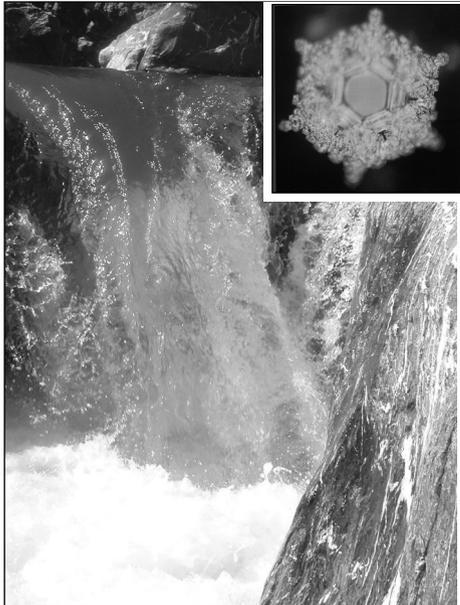


Photo by Denny Lopiano / North Fork Cafe

The "living waters" of the Middle Fork of the Eel River and a water crystal photographed by Dr. Masaru Emoto that has been infused with a prayer of love and gratitude. See Living Water in the Healing Arts Section.