

Marin, just a little out there



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⇒ FORWARD TO
A FRIEND

Member of the Month

February 2010

Extranomical Adventures

Extranomical Adventures is a San Francisco sightseeing tour company that specializes in tours for people that generally do not like to take tours. Our clientele is very independent and likes to venture to places where most tour companies do not. Due to the small size of our groups, our tours offer a distinct "traveling with friends" feel where most people interact with each other and we are able to visit locations larger vehicles do not; for example the Giant Sequoia grove on our one day Yosemite tour from San Francisco.

We train all of our guides one-on-one to make sure that they are knowledgeable, courteous and most of all, safe. We test drivers on a periodical basis on their knowledge of the areas we visit. We also maintain a training program and a resource library for guides to stay current on relevant material.



We carefully select the locations we explore on our tours to maximize your time and see the best of the best always maintaining an adventurous, yet easy-going atmosphere. On our tours we have a comfortable amount of time where you are with the group but we also give you enough time on your own so you can choose from different activities that interest you such

as hiking, shopping, museums or just taking in the beauty.

We know you work hard all year to take a vacation so we make sure to do everything in our power to make your tour a memory you'll treasure for a lifetime!
www.extranomical.com **415-357-0700**

Extranomical Adventures has been a member of the MCVB since February of 2007



Event Highlights for February

Monday, February 8: Marin Speakers Series with Paul Krugman
Marin Veterans' Memorial Auditorium, [Marin Center](#) at 8:00pm



As the 2008 winner of the Nobel Memorial Prize in Economics, New York Times Op-ed page columnist since 1999, and Princeton University Professor of Economics, he is a leader in the field of economic geography and founded the new theory of international trade. He is also the author several books, including his latest bestseller, *The Great Unraveling*, the (updated) *Return of Depression Economics* and *The Crisis of 2008*. Articulate, passionate and outspoken, he will bring us up to date on the state of the economy. For more information go to www.speakerseries.net

Saturday, February 13 and 14: Annual Marin Show: Art of the Americas
[Marin Center](#) Exhibit Hall, San Rafael 10 am - 5 pm

Instrument experts from all over the world will be here, along with dealers, artists, collectors, foreign buyers, authors and celebrities. The show will also feature exhibits of old, rare, celebrity-owned, new and used guitars, amps, banjos, effects, memorabilia and equipment. Previous attendees include Carlos Santana, Joe Satriani, Billy Gibbons, Neil Young, Huey Lewis, John Fogerty, Axl Rose, Albert Lee and Green Day. Participants are encouraged to bring items to sell, trade, or to have appraised. For more information go to www.texasguitarshows.com

If you are a member/partner of the MCVB, please continue to send us any event you would like to have listed on our [Event Calendar](#) web page. We will highlight a few county events each month in this section.



Point Reyes National Seashore News

Natural Happenings in Point Reyes - *Park Wavelengths* for January

Winter is full of action on the coast! Gray whales have been seen from the Lighthouse, but in fairly low numbers, with the numbers of whales seen averaging about a dozen per day. Northern elephant seals are on the beaches at Chimney Rock, with some males resting here and there on the Great Beach.

Rain has allowed the return of salmon to Olema Creek and Pine Gulch Creeks. Twenty live fish, six carcasses, and twelve redds (nests) have been observed in the main stem of Olema Creek. At Muir Woods in Redwood Creek, 12 live fish, 7 carcasses, and 13 redds have been observed. More studies are being conducted this Friday as the sediment settles. Hopefully, more rain to come!

The annual tule elk count has been completed for the Tomales Point range with a 2009 count of 441 elk. The ten year average is 445-good numbers for a species that once dwindled to just 14 individuals!

Amazing but the first wildflowers appeared in the warm spell early January - Milkmaids of the shady oak woodlands!

Loretta Farley, a ranger with the Point Reyes National Seashore, writes the [Park Wavelengths](#).

Hike West Marin the *green way*: via public transportation!

West Marin's public transit, West Marin Stagecoach (the Stage), currently travels past Five Brooks trailhead on Tuesdays, Thursdays, and Saturdays (www.marin-stagecoach.org). Five Brooks is not an official stop but if you ask, the driver will let you off at the entrance (just south of mile marker 23).

Hiking from Five Brooks to Bear Valley Visitor Center makes for a great day hike or overnight trip any time of year but especially in spring, when the landscape is green, the flowers are blooming, and the fog is at bay. Permits are required for camping and should be secured well in advance.



West Marin Stagecoach passing through Samuel P. Taylor State Park. Photo by Richard Blair, pointreyesvisions.com.

From the trailhead it's a steady uphill climb on Stewart and Green-picker trails to Firtop, elevation 1,324 feet. Watch for bikes and horses on the trails. At Firtop there are several options. Here is my suggested route: Continue on Stewart Trail to Ridge and then to Alamea. Then tighten your boots for the downhill on Old Out Road to the Coast Trail and on to Wildcat Beach. The terrain changes gradually on the western slope of the ridge from lush forest to coastal scrub. As you near the Coast Trail you'll be rewarded with exceptional views. Those "icebergs" off in the distance are really the Farallon Islands. At Wildcat, besides the pounding surf and the phenomenal sandy beach, you might be lucky enough to see a bobcat, so bring your camera.

From Wildcat it's back uphill toward Glen Camp via Coast to Glen Trail to Glen Loop. Alternatively, stay on the Coast Trail to Arch Rock. From Glen Camp continue to the Bear Valley Trail and the easy saunter back through the forest to the Stagecoach stop by the visitor center.

The whole hike is about 14 miles, though there are several shorter options, including an enjoyable five-mile hike staying on the east side of the ridge in the Olema Valley along the Rift Zone Trail.

Joe Soule, a resident of Point Reyes Station, has been hiking the trails of the National Seashore for over 30 years. The advent of the West Marin Stagecoach has allowed Joe and his wife Sue to take many of these hikes and leave their car at home.

Other great hikes throughout the Bay Area utilizing public transportation may be found on www.transistandtrails.org

California Travel and Tourism Commission Features Point Reyes

Featured in this month's California Travel and Tourism Commission's (CTTC) Newsletter was a wonderful article on Point Reyes Seashore, *Take a Family Vacation to Beautiful Point Reyes*. You are welcome to view that link [here](#)!



MCVB News

Social Networking is Taking Off    

The Marin Convention & Visitors Bureau is now updating the Fan Page on their Facebook with current events, coupons and trade show information. This way, the MCVB is able to promote their members and partners by linking directly to their websites if they have special packages and discounts. The Bureau has also extended their social networking to include more friends, fans of

the MCVB, Chambers of Commerce and CVBs nationwide. In this last week alone, our numbers have quadrupled. What really kicks this off is that what ever is posted on our Facebook is now directly posted onto our Twitter news. That is some fast networking!

MCVB Attends Meeting Planner International Northern California Chapter 22nd Annual Conference & Expo



The MCVB attended the MPINCC Annual Conference and Expo at Moscone West held on January 21st and 22nd in San Francisco. Christine Bohlke from the MCVB and participating hotel sales professionals manned our booth at the exhibition. We want to thank the following hoteliers for helping promote Marin County at the show: Embassy Suites - Tara McDonald Smith, Inn Marin - Kris Hillard, Larkspur Hotel, Mill Valley - Cassie McNair, and the Sheraton Four Points - David Tewelde.

Here is some information regarding MPI: Meeting Professionals International is the meeting and event industry's largest and most vibrant global

community. MPI helps its members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. As the global authority and resource for the meetings and events industry, MPI is powerful, with more than 24,000 members belonging to 68 chapters and clubs worldwide.



Meet Our New Board Member

The Marin County Convention & Visitors Bureau is proud to announce our newest appointment to our Board of Directors.



Richard "Doc" Klussman is currently the Business Development Consultant for IZZY'S Restaurant in Corte Madera. His appointment to our Board underlines the fact that we now have a restaurant representative on our Board for the next two years.

Dr. Klussman received his formal education in the Ivy League and practiced medicine in Marin County and San Francisco for more than 25 years. He eventually retired from active practice to accept consulting assignments with non-profit organizations in the Bay Area. According to Dr. Klussman, "After so many years in the medical field, I made the unusual transition from medical consulting to marketing quite by accident. I was recruited by associates during the 'dot.com' era to help build and promote a national on-line hotel reservation system and quickly realized that marketing suited my strengths; I have been assisting organizations in that capacity ever since!"

According to Blake Andros, owner of IZZY'S Restaurant, "We are delighted to have "Doc" representing us as the only

restaurant currently holding a seat on the Marin CVB Board of Directors. We are confident that his promotional creativity and hands-on business approach will be an asset to their operation."

During his medical career, Dr. Klussman was an associate clinical professor at UCSF Medical Center in San Francisco and served as Chairman of anesthesia at Marin and Ross hospitals. As an active alumnus of the University of Pennsylvania, Dr. Klussman conducts annual interviews of local high school applicants. A former Formula race car driver, Dr. Klussman now is a proficient golfer who enjoys organizing intimate wine tasting events at his family vineyards with the help of his wife Dana and three daughters, Kristine, Samantha and Dana.



Travel Trends

'Green' Hotels Juggle Conservation with Customer Service

It's a conundrum that many travelers face nowadays: They arrive in a hotel that boasts about its environmental credentials, only to see little evidence of them during their stay. When torn between offering conservation benefits and what they consider good service, hotels usually jettison conservation.

The Westin Dallas Fort Worth has a double shower head in its bathrooms, along with a note stating that the secondary one is set on "off" to save water. But both shower heads immediately went full blast when one Washington-based traveler tried them out last month. The International House in New Orleans has a towel reuse policy, but its housekeeping staff changed a guest's towels and linens daily during a recent visit. "Honestly, sometimes it just comes down to a training issue, which can be frustrating," said Amy Reimer, the International House's general manager.



Consumers are looking for green travel choices at the right price.

The fact that hotel managers are even worrying about such questions as when to wash towels or whether to place recycling bins in guests' rooms shows how environmentalism has begun to penetrate the hospitality industry. But the hiccups along the road show that green aspirations sometimes clash with popular conceptions of a high-class getaway, and that the same guests who want to patronize environmentally friendly establishments are often unwilling to pay extra for the greenness.

As a result, hotels often adopt approaches that cut costs or are relatively unobtrusive.

Among the big hotel chains, Marriott

International has adopted one of the most comprehensive green policies, which it developed in consultation with the environmental group Conservation International. Its strategy includes reducing waste, cutting water and energy consumption, buying more-sustainable supplies, urging workers and guests to engage in conservation and promoting construction of greener hotels.

International House in New Orleans goes to the trouble of pouring out unused shampoo, soap and lotion, sorting the bottles and sending everything to the nonprofit Clean the World, which then distributes the recycled cleansers and bottles to shelters in the United States and to children in poor countries overseas. The Pan Pacific Hotel Seattle also donates partially used amenities to a local women's shelter.

In many cases, hotels that deliver on their green pledges are the ones that have incorporated environmental planning into every aspect of their business strategy.

In the end, what hotels really want is to keep guests coming back, and for many clients, that means indulging in the sort of excesses they would never accept at home. But as Americans begin to feel increasingly guilty about their oversized carbon footprint, the hospitality industry might be able to dial it back a bit. And travelers will realize that the distinction between washing one's hair with luxe shampoo from a tiny plastic bottle and the same product from a bulk dispenser is no difference at all.

By [Juliet Eilperin](#)

Washington Post Staff Writer



The Marin Convention & Visitors Bureau February 2010 Newsletter

Our Mission is to develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.

Have fun in Marin County!

The MCVB staff: Mark, Christine, Deborah, Gina and Anuschka.



Every issue of our newsletter is also posted on our website, www.visitMarin.org



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