Thank you to all!
Volunteers, donors, business sponsors, attendees – and Frances Moore Lappé – for a spectacular event!

SAVE THE DATE!

SIMPLY LIVING'S

25TH ANNUAL MEETING
& CIVIC ENGAGEMENT AWARD

When:
Saturday, February 25
2:30-5:30 PM

Where:
Rambling House
310 E Hudson St, Cols, 43202

SEE PAGE 4 FOR DETAILS!
The NexT ecoNomy—WE'RE MAKING IT HAPPEN!

by Chuck Lynd

When listening to Thom Hartmann recently on the Green Renaissance community radio station (94.1 FM), he used the term “mother culture” to describe the comfort that we feel just by living day to day in familiar surroundings. Just as fish are unaware that their environment is water, mother culture wraps us in a warm security blanket and follows us everywhere.

We grew up in the consumer culture. Simply Living members are often the first to see the problems associated with consumerism — too much emphasis on material things, too wasteful, too much advertising, etc. Nevertheless, most of us drive to work, accumulate too much stuff, and enjoy convenient access to an enormous variety of goods and services.

If we seek to change Mother Consumer Culture, we are faced with a challenge: How do we extricate ourselves from the warm, security blanket of convenient access to material things, plus anytime, anywhere access to entertainment on our TV, computer, and smart phone screens?

If our goal is to transition from the dominant consumer culture to one that is rooted in our knowledge of ecological systems, we must first understand the economic underpinnings of what has become a global consumer culture. The global economy is driven largely by transnational corporations that are supported by investment capital from international banks.

The global consumer economy is a formidable system, but it is no longer sustainable. Its dependence upon fossil fuels is causing global warming and disruptive climate change. Its commitment to maximizing profit and minimizing labor costs is causing gross income inequality that threatens both middle income and working class wage earners.

This complex system is failing and requires a major systemic overhaul. To avoid catastrophic climate change,
Think Globally – Shop Locally!

If the Local Economy is the “New” or “Next” economy, the question becomes how do we make it the “Now” economy?

The reasons to love, patronize and promote your local small businesses are not complex or difficult to discover. We know that supportive communities attract entrepreneurs who create local jobs. These businesses in turn hire local people who know you and your unique needs. They bring multiple benefits, not just the economics of supporting local businesses, but also the aesthetic of supporting local economies. They help give our communities authenticity, personality and fun.

The economics are proven. Multiple studies show that independent, local retailers return 2-3 times as much money, per dollar of sales, to the local economy than the big-box chains do. As you have read in this newsletter before — a 10% shift from chain to local will create 5000 new jobs in Franklin County.

A little knowledge is a beautiful thing, but ACTION is proof of the pudding. This is where Simply Living comes into its wheelhouse.

Clearly, communicating the importance of the local economic multiplier effect or “local premium” is a key part of any effective “buy local” effort. We discover, embrace, support and promote outstanding local businesses, and bring that knowledge to you. Recent Simply Living Meet-ups at local businesses include the Crest Gastropub, Modo Yoga, The Wellness Forum, Brothers Drake Meadery, EcoHouse Solar, City Folks Farm Shop, Trager Movement, Worthington Optimal Wellness, Global Gallery and many others.

An analysis of studies shows that The Local Multiplier is comprised of three elements — the direct, indirect, and induced impacts.

- Direct impact is spending done by a business in the local economy to operate the business, including inventory, utilities, equipment and pay to employees.
- Indirect impact happens as dollars the local business spent at other area businesses re-circulate.
- Induced impact refers to the additional consumer spending that happens as employees, business owners and others spend their income in the local economy.

Our support matters. A community’s level of social capital, civic engagement and well-being is positively related to the share of its economy held by local businesses, while the presence of mega-retailers may undermine social capital and civic participation.

Let’s take the matter into our own hands as a community that supports local businesses. It takes a village, right? Or, as an MBA might put it “opportunity abhors a vacuum,” so let’s do our part now to shape the local and global economy of the future.

Let’s make the New Economy the Now Economy!

– With gratitude, Sarah

Next Economy - continued from page 1

we have only about two decades to: 1) shift to a new grid based on renewable energy; 2) invest in a green infrastructure of buildings, roads, bridges and transit systems; and 3) create a safety net that includes health care, jobs, and income stability for all. All this in the face of an administration that cares little about these issues?

The good news is, as Bernie Sanders says, "change happens from the bottom up, not from the top down.” This is not only true of the “Our Revolution” movement to change our political system, it is true of all systems, and is the way evolution works at all levels. Because we are largely unaware of the economic and financial systems that underlie Mother Consumer Economy, it is not surprising that it is hard to see that a new economy is emerging.

see Next Economy - page 6
MEET OUR NEW
Simply Living
Board Members

Lawrence Hendrix

Lawrence is the Business Development and Product Manager for Volunteers of America Greater Ohio Retail Operations. Volunteers of America focuses on helping individuals and families return to societal productivity and self-sufficiency. Lawrence has previously held positions in financial management, international banking, sales and marketing and operations.

Lawrence is passionate about social justice issues – especially those related to providing opportunities and sustained and stable support for homeless men women and families. Lawrence is working to provide life skills programs, job readiness skills and transitional housing for those in need.

Christine Hardin

Simply Living warmly welcomes Christine Hardin to the Board of Directors.

She is a longtime resident of northwest Columbus, has a rich history of serving on boards throughout the city, and embraces "hands-on" volunteerism.

We value her pragmatic approach to problem solving, along with her creative brain-storming spirit in collaborative planning and for outreach opportunities.

Come meet all of our Board Members at the 25th Simply Living Annual Meeting Saturday, February 25 See page 4 for more details

Solar Fair
Saturday, February 4, 3:30-5:30 PM at the Whetstone Library
A March 18 date is planned, with location TBD.
A joint venture with local solar installers and educator Catherine Hope-Cunnygham, founder of Green Gahanna. The brand new Central Ohio Local Solar (COLS) Solutions project will give residents detailed information about what’s involved, including home energy audits and the chance to meet with local solar companies.

Help support Simply Living by becoming a Sustaining Member and get Yes! Magazine.

DETAILS ON PAGE 11

BOARD OF DIRECTORS:
Dan Barash, President
Cassie Shearer, Treasurer
Christine Hardin, Secretary
Jenny Alberti
Amy Ceccoli
Kerry Griffith
Lawrence Hendrix
Chuck Lynd
Jenée Murphy

GENERAL INFORMATION:
Sarah Edwards, Director
Gloria Jones, Office Manager
Office: 614.447.0296
E-mail: hello@simplyliving.org
www.SimplyLiving.org
Office Hours: by appointment; give us a call!

Our office is located at 2350 Indianola Avenue in the Maynard Avenue United Methodist Church, on the upper level, where we are pleased to share office space with the Center for Compassionate Communication.

The Simply Living Transition Hub serves central Ohio and is affiliated with Transition United States.

Simply Living established the Support Our Local Economy (SOLE) Coalition, one of 80 networks affiliated with the Business Alliance for Local Living Economies (BALLE).

SIMPLY NEWS NEWSLETTER:
Jenny Alberti, Graphic Design
Diane Boston, Layout
Joanne Wissler, Proofing
Robert Studzinski, Photographer

THANK YOU TO ALL WHO VOLUNTEER!
SIMPLY LIVING EVENTS

DOCUMENTARY FILMS + LOCAL SOLUTIONS
A showcase of independent, documentary films addressing a variety of current issues. Often followed by Q&A with experts representing local organizations. Thanks to the Puffin Foundation West Ltd. for supporting these monthly public screenings. For questions, contact Chuck Lynd at Chuck.Lynd@gmail.com or 614.354.6172

MEETUPS/SOCIALS
Join Simply Living for “good green fun” at gatherings held in a different local business or organization each month. We learn from brief presentations by the owners or directors, followed by Q&A. We include plenty of time to socialize and network. Light refreshments are served. Free!

CARE + SHARE
SHARE TIME BANK
Share food, network, participate! Each potluck includes a program presented by a member or guest speaker. Topics vary each month. Potluck.
For more information, visit https://www.hourworld.org/bank/?hw=1057
First UU Church
93 W Weisheimer Rd, Clintonville

JANUARY

TUES 31 7 PM The Future of Energy
Gateway Film Center
1550 N High St, Cols, 43201
The film shines a light on the communities and individuals who are at the forefront of the clean energy revolution. The film highlights the broader citizen movements for clean energy, showcasing especially how the youth of today are helping to lead the change. Q&A to follow the film.

SUN 29 3-5 PM Tabletop Game Café
4316 N High St, Clintonville 43214
Games bring people together in ways that other activities don’t! Join us for an afternoon of fun and conversation at the newest game café in town, with espresso drinks, eclectic sodas and Argentinian empanadas! Hear from owner Aaron Brown about his journey from NYC to Clintonville, and views on the Columbus entrepreneurial spirit!

FEBRUARY

SUN 26 2 PM Before the Flood
Studio 35
3055 Indianola Ave, Cols 43202
Before The Flood is the product of an incredible three-year journey to every corner of the globe to document the devastating impacts of climate change and explore humanity’s ability to reverse this looming global catastrophe. Q&A after the film led by Sara Ward, Director of Ohio Interfaith Power and Light, and Sheila Fox, representing Citizens Climate Lobby.

MARCH

FRI 24 7 PM Love Thy Nature
Northwood High Bldg
2231 N High St, Cols, 43201
Free parking in the R spaces only in rear lot, or on adjacent streets.
Narrated by Liam Neeson. Love Thy Nature is a cinematic journey through the beauty and intimacy of our vital relationship with the natural world. And it shows that a renewed connection with nature is key not only to our well being, but also to solving our climate and environmental crises. Q&A to follow the film.

TUES 30 6:30 PM Potluck
First UU Church
93 W Weisheimer Rd, Clintonville
Program: Greg Pace, coordinator for the Clintonville Energy Collaborative, will give us a progress report on their initiative to prepare homes for solar panels.

FRIDAY 4:30-6:30PM Land Grant Brewery
424 W Town St, Cols, 43215
614.427.3946
Join us at Land Grant Brewery (a business supporter at GTBSI) for an afternoon of fine, fresh brew (+ root beer) and conversation. Hear about their commitment to the Franklin and Columbus community. We will be in the Kickstarter Room. Food trucks provide tasty meals! Later we will wander over to 400 Collective to join open art studios (7-10 PM).
UPCOMING CLASSES

New Year Bigger
Picture Discussion:
Healthier You
with Jason Singer and Beth Perera
Sunday, January 8
5-7 PM
By donation
Pre-registration recommended
Portia’s Café
4428 Indianola Ave, Cols 43214
Contact: Beth at 802.342.2946

Looking to build your sustainability knowledge and skills? Already an expert?
Get involved with Simply Living Sustainable U, an initiative that organizes workshops/classes that train and educate people about sustainability topics and practices.

Questions? For more information contact Sarah Edwards at: sedwards@simplyliving.org or call 614.447.0296.

For more details about these classes, visit Sustainable.SimplyLiving.org

Solar Electric (Photovoltaics) Certification Workshop
with Jay Warmke, Blue Rock Station
Monday, January 9-13
(5 days) 8 AM-5 PM
Call for rates
Pre-registration required
Zane State College
Advanced Science and Tech Center, Rm 105, Zanesville, OH 43701
Contact: Annie Warmke 740.674.4300 annie@bluerockstation.com

Syrups, Elixirs, & Honeys
Thursday, January 26
7-9 PM, $50
Pre-registration required
Boline Apothecary
614.517.0466 Bolineapothecary.com

Healthy Sweets For Your Sweetheart
with Beth Perera, Certified Food for Life Instructor
Wednesday, February 1
7-9 PM, $35
Pre-registration required
Boline Apothecary
614.517.0466 Bolineapothecary.com

Whetstone Library Community Room
3909 N High St, Cols 43214
Love your Liver!
Thursday, February 16
7-9 PM, $55
Pre-registration required
Boline Apothecary
614.517.0466 Bolineapothecary.com

Classes continued pg 6
THE NEXT ECONOMY IS EMERGING IN PLAIN SIGHT!

You can see it in the farmers markets, sprouting up in almost every neighborhood and small town. You can see it in downtown districts that are being revitalized with “buy local” pride. You can see it in the solar panels recently installed on your neighbor’s roof. You can see it in the local craft brew options at your neighborhood bar. You can see it in the urban farm that young men and women created on a vacant lot. You can even see it in those blue recycling bins that will soon grow bigger than their trash bin cousins.

These are just some of the new seeds sprouting within the existing economy. Your choices today help them grow until they begin to compete with the older, less sustainable, nonlocal, and fossil fuelish consumer culture.

THE LOCAL ECONOMY. The local food movement and “agro-ecology” methods are challenging Big Ag and industrial farming. The local economy movement is keeping more dollars in the community while providing more stable jobs. Locally owned businesses and start-ups are finding new niches from coffee shops with bookstores to vegan-friendly restaurants to co-working spaces for entrepreneurs. Solar energy jobs in Ohio now outnumber coal mining jobs. Wind energy is revitalizing local economies and farming communities in northwest Ohio. Renewable energy is emerging as the clear preference to power the next economy for home owners and businesses.

THE CIRCULAR ECONOMY. Recycling is opening up new business opportunities in textiles, reclamation of building materials, composting, and re-using and re-purposing materials that would otherwise end up in landfills. There is a new name for these businesses: the circular economy. Zero waste is the goal.

THE SHARING ECONOMY, with its high profile ride and room sharing services, is already a disruptive force in traditional taxi and hotel business services. The
Time Bank movement organizes the sharing of skills through the exchange of “hours” – not dollars. Participation in time banks builds relationships and strengthens communities.

THE CARING ECONOMY is yet another emerging trend that has its origin in the women’s movement. Rianne Eisler and others are challenging the traditional economy to recognize the value of child care and the benefits of nurturing future generations. Further, some critics of our consumer economy want to recognize the “Gift economy.” Most goods and services are exchanged through the market or bartering, but some people freely offer their gifts without the expectation of value in return.

THESE TRENDS ARE WRAPPED IN NEW FORMS that are emerging to supplant the traditional for profit business model. Social enterprises, for example, are organized to be profitable, but surplus revenues are used to support a cause or mission-driven business. Benefit corporations are now an official option in many states, though not yet in Ohio. These “B Corps” are specifically designed to provide goods or services that benefit the people and communities they serve. This overall trend is sometimes referred to as “Triple Bottom Line” companies that measure their success not just by Profit, but also by their benefit to People and Planet.

Taken together, these seeds are nurturing the soil and creating the compost to grow the next economy. The new economy will eventually supplant the unsustainable version of global capitalism in place today. Emerging from the bottom up, the next economy will be more local, more fair and just to workers, and it will run on 100% renewable energy.

OUR INDIVIDUAL CHOICES for living sustainably today are creating the foundation for the emergence of locally-based, internetworked economies supporting diverse ecological cultures around the world.

For more information about the new economy, see the blogs at ThinkColumbusFirst.org (reference the article: MMT Economics Offers Key to Funding New Economy and Green, Progressive Agenda).

NEXT ECONOMY EMERGING IN CENTRAL OHIO

Here is a mini-directory of local businesses (full directory on pages 8-10) that are leading the way to the next economy!

Back Room Coffee Roasters
Local, member of 1% for the planet

Bexley Natural Market
Retail food co-op, member owned

Brothers Drake
Local bar and meadery

Boline Apothecary
Natural organic herbs – traditional pharmacy

Celebrate Local
Distributor of Ohio made goods

Dabble & Stitch
A “sew op” – local, DIY to supplant Joanne Fabrics

Dental Alternatives
Mercury removal, attention to patient sensitivities

Dunigan Real Estate Group
The Green Realtor

Ecohouse Solar & Design Energy
Solar energy companies

KEMBA Financial Credit Union
Banking services, member owned

Portia’s Café & Clintonville Natural Market
Serving vegan community

Tong Da Auto Service
Environmentally friendly auto repair

Wellness Health Forum
Classes, nutrition, healthy food services

Wholly Craft
Locally made craft items for sale
Please support Simply Living’s local business members. In addition to yourselves, they help support our efforts to “build local.” You might also mention that you saw their listing in our directory!

**AUTOMOTIVE**

**TONGDA AUTO SERVICE**
Cols, 43214
614.262.1426
Auto Service | Sales | Lease | Rental
TongDaAuto.com

**BANKING**

**KEMBA FINANCIAL CREDIT UNION**
614.235.2395
Kemba.org

**ECO-SOLUTIONS**

**BIG GREEN HEAD**
Worthington, OH
bg@biggreenhead.com
BigGreenHead.com

**BLUE ROCK STATION**
1190 Virginia Ridge Rd
Philo, OH 43771
740.674.4300
bluerockstation.com

**ECOHOUSESOLAR**
614.456.7641
EcoHouseSolar.com

**DESIGN ENERGY**
4041 N High Street
Cols, 43214
614.507.3073
Community Power Builders
design-energy.net

**HEALTH & WELLNESS**

**KARYN DEIBEL**
Certified Senior Trager® Practitioner
614.261.6480
The Trager® Approach
Karyn.Deibel@gmail.com

**ALL LIFE CENTER FOR INTEGRATIVE WELLBEING**
123 Hyatts Road
Delaware, 43015
740.201.8242
AllLifeCenter.org

**CLASSES / WORKSHOPS**

**SIMPLY LIVING SUSTAINABLE U**
Community Education for Sustainable Living
SustainableSimplyLiving.org

**FLORISTS**

**ECOFLORA**
614.266.1618
EcoFloraDesign.com

**COMMUNITY MARKETS**

**BEXLEY NATURAL MARKET**
508 N Cassady Ave
Bexley, OH
614.252.3951
BexleyNaturalMarket.org

**CLINTONVILLE NATURAL FOODS**
4398 Indianola Ave
Cols, 43214
614.826.4357
Find us on Facebook!
HEALTH & WELLNESS (cont.)

BOLINE APOTHECARY
15 W Dunedin Rd
Cols, 43214
614.517.0466
BolineApothecary.com

DENTAL ALTERNATIVES
150 E Wilson Bridge Rd
Worthington, 43085
614.888.0377
Dentistry for better health
DentalAlternatives.net

columbusherbsandacupuncture.com

KELLER CHIROPRACTIC
422 Morse Rd
Cols, 43214
614.885.4480
KellerDC.com

SUSTAINABLE SERVICES, LLC
RANDALL LOOP, LMT, MLC, OM
1560 S 4th St
Cols, 43207
614.496.4595
erloop@gmail.com
Massage - Coaching - Workshops
RandallLoop.com

MODO YOGA
1042 Dublin Rd
Cols, 43215
614.817.1955
columbus.modoyoga.com

POSITIVELY PLANTS
Beth Perera, Certified Food for Life Instructor
beth.perera@gmail.com
PositivelyPlants.com

INTERESTED IN SIMPLY LIVING BUSINESS MEMBERSHIP?
Contact Sarah Edwards at sedwards@simplyliving.org or 614.447.0296 for more details.

LOCAL FOODS

CORNUCOPIA
COMESTIBLES, INC
2474 East Main St
Cols, 43209
614.231.6323

PERSONAL WELLNESS
INTEGRITY, LTD
Worthington, OH
IAmPWI@yahoo.com

THE KALE YARD
thekaleyard@gmail.com
740.808.9908
TheKaleYardOhio.com

TWO CATERERS
550 S High St
Cols, 43215
614.882.7323
twocaters.com

INTERESTED IN SIMPLY LIVING BUSINESS MEMBERSHIP?
Contact Sarah Edwards at sedwards@simplyliving.org or 614.447.0296 for more details.

HEALTH & WELLNESS (cont.)

WORTHINGTON OPTIMAL WELLNESS
6180 Linworth Rd
Worthington, 43085
614.848.5211
WorthingOptimalWellness.com

WELLNESS FORUM
510 E Wilson Bridge Rd
Ste G, Worthington, 43085
614.841.7700
WellnessForum.com

NATURAL LANDSCAPING

WILD ONES
COLUMBUS CHAPTER
Barbara Velez Barbosa: barb_carson@hotmail.com
WildOnes.org

LOCAL ECONOMY

ECONOMIC AND COMMUNITY
DEVELOPMENT INSTITUTE
1655 Old Leonard Ave, Cols, 43219
614.559.0115
Investing in people to create measurable and enduring social and economic change
ECDI.org

REGIONOMICS
Bill Lafayette, Ph.D.
614.443.3992
RegionomicsLLC.com

THINK COLUMBUS FIRST
an initiative of S.O.L.E.
(Support Our Local Economy Coalition)
614.354.6172
ThinkColumbusFirst.org

MARKETING / DESIGN

AMELIA STREET STUDIO
Columbus, OH & Chicago, IL
330.285.2569
“We Make Stuff”
AmeliaStreetStudio.com

ECDI.org

WCBE 90.5 FM
Central Ohio NPR
News & Music
WCBE.org

natural awakenings
CENTRAL OHIO EDITION

NATURAL AWAKENINGS
A monthly magazine for healthy and sustainable living. Produced locally and distributed for free.
NACentralOhio.com
Simply Living is a community organization that celebrates and connects people to learning opportunities that promote community sustainability, environmental awareness, and our local economy through educational outreach and partnerships within our community.
BECOME A MEMBER OF SIMPLY LIVING

Fill out and mail in the form below along with a check OR sign up online at SIMPLYLIVING.ORG.

<table>
<thead>
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<th>Please Print Clearly</th>
<th>Check One:</th>
<th>New</th>
<th>Renewal</th>
</tr>
</thead>
</table>

**LOCALIST LEVELS**
- $35 Individual
- $50 Family
- $20 Young Adult (<30) or Senior (>60)

**SUSTAINER LEVELS**
- $500 Community Builder
- $250 Idea Launcher
- $100 Friend
- Monthly Pledge ($8.50 or more) _________
  - Please send “YES!” Magazine (Monthly Pledgers)

**BUSINESS MEMBERSHIP**
Our members and the community at large refer to Simply Living for relevant and current resources. Join us as we build a vibrant local and supportive community for a resilient future! Questions? Contact Sarah Edwards at sedwards@simplyliving.org or call 614.447.0296 for more details.

Simply Living is a 501(c)(3) organization. Membership dues and contributions are tax deductible to the full extent of the law.

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CONTINUING OFFER . . .
GET A FREE SUBSCRIPTION TO YES! MAGAZINE! HOW?

- Support Simply Living by becoming a Sustaining member!
  - Become a Sustainer when you Pledge $8.50/month or more through your bank or credit card.
  - Monthly pledges mean no more requests to update your membership! Save Trees!
  - Call Sarah at 614.447.0296 for details.

WHO WE ARE
By Simply Living Board of Directors

Our members have been pioneers for 20+ years in learning to live responsibly and joyfully on the earth. Today, Simply Living is a hub of the wheel turning communities toward a sustainable future. We have a broad vision to co-create “a compassionate and sustainable world through personal, community, and cultural transformation.” As individuals, we encourage voluntary simplicity. As a community, we advocate for localization to rebuild our local economy, our food system, and transition to renewable energy. As a culture, we promote holistic approaches to living in harmony with nature.

The global consumer economy is not sustainable. Business as usual is not sustainable. Simply Living attracts cultural creatives working to change this status quo. We are a nonprofit, grassroots organization affiliated nationally with the Transition Town movement and the Business Alliance for Local Living Economies. We are intergenerational and welcome people of all ages, colors, creeds, sexual orientation or gender identity.

Please join us in our work to leave the world better than we found it for future generations.

E-mail: Hello@simplyliving.org.