If you are reading Simply News, chances are you have begun to change your lifestyle. You are mindful of the food you eat and where it came from. You recycle as best you can. You replaced your light bulbs with LEDs. You conserve energy. Maybe you drive a Prius or an EV.

All good, but you also know that serious policy changes are badly needed in our communities and in every level of government to speed up the bottom-up changes we make as individuals. If we don’t succeed in changing "business as usual" then carbon dioxide pollution is going to change it for us, and not in a good way.

Many people are just trying to get by in our booming Low Wage economy.

Let’s give them a pass. Those of us in the top 20 percent of middle and upper income earners, both here and in the expanding global economy, are most responsible for the excess CO2 that is creating the impending climate crisis. Scientists have explained the problem time and again but we as individuals and the institutions we have created are not taking action anywhere near fast enough to avoid catastrophe.

It’s as if we are living in a collective trance, unable to free ourselves from the clutches of this Frankenstein monster of our own creation. The global consumer culture has been so successful that almost everyone has...
BOARD OF DIRECTORS:  
Jenée Murphy, President  
Mac Crawford, Secretary  
Tim Montague, Treasurer  
Amy Ceccoli  
Lynn Stan  

STAFF INFORMATION:  
Lisa Kreischer, Bookkeeper  
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 752 High Street, Suite 2  
Worthington, OH 43085  
at COhatch co-working space  

SIMPLY LIVING serves as the Transition Hub in central Ohio to promote resilient, sustainable communities. We are affiliated with TransitionUS.org.  

SIMPLY LIVING is affiliated with the Northwest Earth Institute and offers all their courses on sustainability topics. Contact: Hello@simplyliving.org  

SIMPLY LIVING is affiliated with the local Care & Share Time Bank. SL volunteers may earn HOURS to exchange services with other members. Contact: VilviVannak@gmail.com  

SIMPLY NEWS NEWSLETTER:  
Jenny Alberti, Graphic Design  
Joanne Wissler, Proofing  
Robert Studzinski, Photographer  
Mayda Sanchez, Tech Support  
Rachel Schank, Social Media  
Chuck Lynd, Outreach Volunteer  
Email: Chuck@simplyliving.org  

THANK YOU TO ALL WHO VOLUNTEER!
been hypnotized by systems that have delivered exactly what was promised: a materialistic paradise of easy, convenient access to food, clothing, furnishings, energy and credit for everyone who can afford to participate.

The Simply Living community can offer clues that may explain why more people are not responding to urgent calls to address the climate crisis.

First, like our counterparts in the Minimalist and Voluntary Simplicity movements, we have always made the connection between our ecological lifestyle changes and the consumer culture. Much of that understanding comes from seeing that the marketing and advertising industries, along with the wasteful policies of planned obsolescence, have put our natural human desire for material comfort on steroids. The middle class lifestyle has become excessive - bigger houses, bigger lawns, bigger vehicles, fast fashion, fast food, and fast, easy credit.

We’re hooked. Yes, addicted. We have even invented a word for this contagious new disease: Affluenza. Look it up. Statisticians must work overtime to calculate the exorbitant number of times we are “touched” by commercial messages every hour of every day of our lives. Each ad is carefully constructed to entice us to try or buy a brand, effectively infecting our mental environment with what amounts to psychological propaganda.

Similarly, the success of multinational corporations in extracting, producing, marketing, and distributing products that magically appear on supermarket and Big Box shelves has hypnotized CEOs and the investment banks that fund their relentless expansion. The fact that their achievements are dependent upon the very fossil fuels that threaten the planet is largely ignored. It’s a rare publicly traded company that is not driven by quarterly numbers that must satisfy shareholders.

How might we break the trance of both individuals and institutions that have fallen under the spell of the global consumer economy? There are hopeful signs.

First, a small but growing number of political leaders are calling for real “systems change” -- a tax on carbon emissions, some form of Green New Deal, legislation to get money out of politics, health care as a human right, free college (or technical) education for all, and even a “homes guarantee.” These proposals are meeting stiff resistance from corporate institutions and investors who benefit from the status quo. It’s no secret that our political leaders have been “captured” by corporate lobbyists to ensure government inaction and thus continue corporate control of the economy. [Even former president Jimmy Carter now describes our struggling democracy as an oligarchy, governed by the interests of billionaires and the corporate elite.]

Second, many of us in our small Simply Living community support these new policies. We are actively changing our lifestyles to “walk the talk” and live our vision to “create a compassionate and sustainable world through personal, community, and cultural transformation.” Further, we support the revitalization of local economies based upon ecological principles that can minimize CO2 pollution and rising income inequality caused by the global economy. A commitment to protect our “ecosystem services” and include all members of society will support the goals of both social and environmental justice. A fair distribution of our collective wealth must ensure that everyone is able to live, work, and play in sustainable communities.

These are positive trends but only a small percentage (2-3%) of political and business leaders are challenging the status quo to change course. Similarly, only a fraction of ordinary citizens are actively transitioning to sustainable lifestyles. Again, perhaps only 2-3%.

Experts who study how change happens in society estimate that when only 10-15% of a population is committed to leading a change then a “tipping point” is reached, after which the majority supports the change. This process leads to a paradigm shift: i.e., a structural change and realignment of societal priorities.

This framework offers a rough direction and goal to push these trends with strategies designed to break the trance-like momentum of business as usual, and break our individual trance-like addiction to affluenza.

Further, polls show that the majority of Americans actually support game-changing legislative proposals like the Green New Deal, Medicare for All, a constitutional amendment to get money out of politics, and many others.

Ordinary citizens are beginning to elect representatives who respond to their interests, and reject funding from corporate lobbyists and dark money PACs.

Greta Thunberg’s challenge to our leaders has inspired young people to create the Sunrise movement and demand a Green New Deal.

Localization trends like the local foods movement, buy local campaigns, and support for entrepreneurs offers alternatives to the corporate driven, commodity based global economy.

How soon we reach the tipping points is now in our hands, and in our votes, and in our passion and creativity to transition to a culture rooted in ecological values. For those ready to make this transition and move away from business as usual, Simply Living offers a community of like-minded allies who can support, assist, and inspire. ✨
**SIMPLY LIVING EVENTS**

### FEBRUARY

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<thead>
<tr>
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<tbody>
<tr>
<td><strong>MON 24</strong></td>
<td><strong>7 PM - 9 PM</strong></td>
<td><strong>A New Economics of Happiness</strong></td>
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<tr>
<td>Kafe Kerouac</td>
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<td>2250 N. High St Columbus, 43201</td>
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<td>This award winning documentary film spells out the social, spiritual, and ecological costs of today’s global economy. Importantly, the film also highlights the many benefits of a shift towards the local and showcases some of the steps people are already taking worldwide. Simply Living’s book club selection, Local Is Our Future, will be available. Q&amp;A discussion after the film will feature local initiatives and how to get involved.</td>
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### MARCH

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<tr>
<td><strong>SUN 15</strong></td>
<td><strong>2 PM - 4 PM</strong></td>
<td><strong>Let Them Eat Dirt: The Search for Our Kids’ Missing Microbes</strong></td>
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<tr>
<td>Grandview Theater &amp; Drafthouse</td>
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<td>1247 Grandview Ave Grandview Heights, 43212</td>
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<td>Allergies, obesity, asthma, diabetes, auto-immune and intestinal disorders are all on the rise. New research points to changes in the ecosystem of microbes that live on and inside every one of us – our microbiomes – as a major cause. The film explores the role microbes play in the development, physical and mental health of our children, and argues that good health may begin with kids playing in the dirt. Q&amp;A discussion after the film with local experts.</td>
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### APRIL

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<tr>
<td><strong>TUES 14</strong></td>
<td><strong>7 PM - 9 PM</strong></td>
<td><strong>The Best of Both Worlds: Cohousing’s Promise</strong></td>
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<tr>
<td>Studio 35 Cinema and Drafthouse</td>
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<td>3055 Indiana Ave Columbus OH 43202</td>
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<td>THE BEST OF BOTH WORLDS explores the concept of cohousing as expressed through first-hand observations of residents of four cohousing communities – including the first one in the United States – and observations by architect Charles Durrett, who brought the concept to the US from Denmark. Q&amp;A discussion after the film will be led by Tim Cooke, who is leading two cohousing initiatives in Columbus.</td>
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**MEETUPS/SOCIALS**

Join SIMPLY LIVING at gatherings held in a variety of different locations each month. We learn, network, and usually enjoy food or share refreshments. From our book club discussions to exploring local issues and annual community events, we value our times to ‘meetup’ in person. Always free and fun!

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<tr>
<td><strong>SAT 22</strong></td>
<td><strong>1 - 4 PM</strong></td>
<td><strong>Simply Living’s 28th Annual Meeting</strong></td>
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<tr>
<td>Indian Oven Restaurant</td>
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<td>427 East Main Street Columbus, 43215</td>
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<td>Learn about plans for 2020! We are a work in progress, as ever, and we invite your input and ideas to help shape programs and strategies old and new become part of our mission to provide community education for sustainable living. Come meet new members of the Board and join us in honoring the work of retiring Board President, Dan Barash and former Board member and office manager, Chris Hardin, and Carol Fisher Community Service award honoree, Cathy Cowan Becker. See more details on pg. 5.</td>
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<td><strong>SUN 22</strong></td>
<td><strong>2 PM - 3:30 PM</strong></td>
<td><strong>Neighborhood Transition Strategies</strong></td>
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<td>Whetstone Library Meeting Room</td>
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<td>3909 N High St Columbus, 43214</td>
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<td>At this meetup you will have the opportunity to get involved in local initiatives to make your neighborhood more sustainable. Mac Crawford, leader of Simply Living’s Central Ohio Transition Hub, will facilitate the discussion. Meet leaders with experience in a variety of strategies to green our communities. Light refreshments will be available and there will be time for mixing and networking. Free.</td>
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<td><strong>SUN 12</strong></td>
<td><strong>2 PM - 3:30 PM</strong></td>
<td><strong>Earth Day 50 and Beyond: Creating the Eco Future</strong></td>
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<td>Bexley Public Library</td>
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<td>2411 E Main St Columbus, 43209</td>
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<td>At this meetup you will learn about upcoming Earth Day activities with the Green Columbus organizers. Chuck Lynd will present a slide show about Simply Living and our partners who are forging new paths to a future rooted in ecological values. Light refreshments will be available. Meet and network with like-minded people and learn how to get involved in creating the future we want. Free.</td>
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**CARE + SHARE TIME BANK**

Share food, network, participate! Each potluck includes a program or guest speaker. Topics vary each month. For more info, visit www.hourworld.org/bank/?hw=1057

*Interested in joining the Care and Share Time Bank? First, watch the following video recording of an “orientation” meeting: cstimeback.org (“video recording” on the right). Second, take notes with any questions you may have. Third, send an email to Vilvi Vannak, CSTB Membership Chair, at vilvivannak@gmail.com to arrange the completion of your membership application.*
**SIMPLY LIVING’S 28TH ANNUAL MEETING**

**SATURDAY, FEBRUARY 22, 1 - 4 PM**

**Indian Oven restaurant**

427 E. Main St., Columbus 43215

We had a wonderful time last year at the Indian Oven restaurant so will meet there again to reconvene over a special free buffet.

News! It's been an exciting and eventful year for Simply Living, and we have a lot of updates to share. Come meet new members of the Board and join us in honoring the work of retiring Board President, Dan Barash, and toast our new Board President, Jenee Murphy.

We will also announce our new Treasurer, Tim Montague, who has strengthened our fiscal operations together with Lisa Kreischer, our excellent keeper of the Quickbooks, and our new Social Media Manager Rachel Schank who has amplified our voice and reach throughout the community.

As we proactively envision an expanded role for Simply Living in this time of climate emergency, we recognize individuals who share and demonstrate our mission to facilitate and create a more compassionate and sustainable community. This year, Simply Living will honor Cathy Cowan Becker with the Carol Fisher Community Service Award. In her volunteer time, Cathy is chair of the Conservation Committee for Sierra Club Central Ohio Group, which is conducting a campaign to ask the city of Columbus, Ohio, to commit to 100% renewable energy by 2050. She was trained as a Climate Reality leader in 2015 in Iowa and served as a mentor at the Climate Reality leadership training in Denver in 2017. She is a past group leader for the Columbus, Ohio, chapter of Citizens Climate Lobby, and has made stellar presentations at several Green New Deal Town Hall events this past year.

With a bittersweet salutation, we will be delighted to honor Chuck Lynd, a Simply Living founding parent, who retired from the Simply Living Board this past autumn. We will share in recognizing the innumerable contributions and unwavering dedication he has pioneered and charged through his stewardship to Simply Living and his vision of “living joyfully and sustainably on the earth.”

Christine Hardin has resigned from the Office Manager position, and we will acknowledge her many contributions over the past 18 months.

The Simply Living Board will announce program plans for the coming year.

A complimentary buffet with pakoras (vegetable fritters), vegan lentil soup, salad and bread will be served. A full cash bar will be available for beverages.

The free program will begin at 2:15 pm. Please RSVP on Eventbrite.

---

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

*Become a Sustainer when you Pledge $10/month or more through your bank or credit card.*

Monthly pledges mean no more requests to update your membership! Save Trees! Call 614-447-0296 for details.

**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/MEMBERSHIP](http://www.simplyliving.org).

- Please Print Clearly
- **Check One:** □ New  □ Renewal

**NAME(S)**

**ADDRESS**

**CITY**  **STATE**  **ZIP**

**PHONE**

**EMAIL**

By providing your email, you will be added to our Community Update weekly email unless you opt-out below.

□ Do not add me to email list

In an effort to be both fiscally and environmentally responsible, we will send a full-color interactive newsletter via e-mail unless you request a hard copy be mailed to you.

□ I prefer a hard copy of newsletter

Make checks payable to SIMPLY LIVING and Send to:

Simply Living
PO Box 82273
Columbus, OH 43202

**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? Call 614-447-0296 or email hello@simplyliving.org for details.

SIMPLY LIVING is a 501(c)(3) organization. Membership dues and contributions are tax deductible to the full extent of the law.
SIMPLY LIVING’S
BUSINESS MEMBER DIRECTORY

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
3395 & 4100 Indianola Ave
Cols, 43214
614.262.1426
Auto Service | Sales | Lease | Rental
TongDaAuto.com

BANKING

KEMBA FINANCIAL CREDIT UNION
614.235.2395
Kemba.org

ECO-SOLUTIONS

COMMUNITY SHARES OF MID-OHIO
1699 W Mound St.
Cols, 43223
614.262.1176
CommunityShares.net

CLASSES / WORKSHOPS

SIMPLY LIVING
SUSTAINABLE UNIVERSITY
Community Education for Sustainable Living
Sustainable.SimplyLiving.org

COMMUNITY MARKETS

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

DESIGN ENERGY
421 W State St, Cols, 43215
614.507.3073
Community Power Builders
design-energy.net
Green Energy Pioneer Award Winner

OUR MISSION:

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.
Simply News, a publication of SIMPLY LIVING, is published on a quarterly basis.

PLEASE JOIN US FOR OUR 28TH ANNUAL MEETING SATURDAY, FEB. 22 MORE DETAILS ON PAGE 5

Earth Day
Green Columbus is super excited to celebrate Earth Day (April 25) and Earth Week (Volunteer Actions April 18-25) and Earth month! 2020 will be a very important year for the environment as Earth Day turns 50! “Trees and Bees” will highlight local events. Visit our Simply Living table.

Get all the latest info at earthdaycolumbus.org

Green on the Green 2020
SATURDAY, MAY 2, 2020 AT 8 AM – 12 PM
Worthington Village Green
951 High St, Worthington, Ohio 43085
Free family event! Meet local exhibitors promoting sustainability, healthy living, handcrafted items, native animals, and environmental stewardship. Enjoy local artisans, kid’s music & activities, demonstrations, and giveaways! Stop by the Simply Living booth.

More info at greenonthegreen.com