

Monterey Downs unreleased report shows more water for horses than humans. 17



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MONTEREY COUNTY WEEKLY



MOVIES Jude Law and crew plummet to the dark depths in *Black Sea*. 50

The Power of Parody



Cartoonist Dan Perkins (aka Tom Tomorrow) on the satirical life of *This Modern World*. 18

By Mary Duan

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Deconstructing the birth of The Press Club. 24

Send **Etc. submissions** to etcphoto@mcweekly.com; please include caption and camera info.



Moisture and succulents collaborate on a study in shapes and angles in a Monterey garden.

By Merve Girgin Yanar (Nikon D90, ISO 3200 105mm, f/5.6, 1/160)

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Highlights from Lewis Black's
bitter truth.



www.mcweekly.com/music
Listening notes as unique jazz-
poppy Spyro Gyra visits Carmel.

NIC COURY

On the Cover

Cartoon by Tom Tomorrow

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Enter The Press Club

How Monterey County's new space for media, music, art, conversations and nourishment came to be.

By Bradley Zeve

Like so many of you, we at the *Monterey County Weekly* have been riding the wild bull called change—and we've been at it for nearly 27 years now. We plugged that floppy disk into that first desktop computer and haven't stopped marveling at how this new world of email, Facebook, Twitter, Instagram, texting and lightning-speed Internet searches amaze, entertain and overwhelm.

We're aware all of us are trying to calmly integrate this free access to the entire universe of content as if somehow it is, well, normal (it is). And even though we often appreciate the excitement surrounding technology, the virtual domain often remains a virtual experience, and a lonely one at that.

Part of our company's mission is to build a more conscious community. For us, that translates to enhancing opportunities for more personal connections and conversations, etc. When the *Weekly* brings you together with others who share your interests or values, we all benefit. It may be to discuss the news. It may be to take in some arts event, some music. It may be breaking bread. When enough people gather in support of some event, that fosters others to do more of the same.

It may surprise the naysayers that say print is dead, but the readership for the *Weekly* (and our website, mobile platform and e-newsletters) is at its highest level ever, despite—and because of—that bull. As print journalists and long-time newspaper junkies we have a deep appreciation for well-crafted stories, and evidently, so do you. We get titillated when our graphic designers enhance a story with creative use of typography, striking graphic layouts and compelling photography, and fortunately, so do you. Clever, well designed ads make the wheels turn around here. We're fortunate they bring you together with the business community that supports independent media.

Enter The Press Club at *Monterey County Weekly's* headquarters. It's designed to be a dynamic, pub-

lic multi-use space inside our Charles Moore-designed building in Seaside, to put the face on the *Weekly*, to connect you to other readers and our staff, to help create and build community, to establish a third space.

Inside The Press Club you'll discover a cafe serving cold-press juice made by Perfectly Pressed, along with coffee, beer, wine and some nibbles; exhibit space for journalists, photographers and artists to show their creative work on the gallery's two-story concrete walls; a meeting and presentation space for speakers, arts and new media; and a stage area and sound system for live music. Add in big, beautiful redwood tables, along with WiFi access, that allow for studying, surfing, reading and all manner of gathering, and there's every reason to make The Press Club your new place.

It's not an exclusive "club;" in fact, it's open to any and all. You're all members of The Press Club.

The Press Club has been a creative notion on our to-do list for some time. Over the past two years, we've put this vision before the Seaside Planning Commission and Building Department, moved to the build-out, spent a bucket-load of money, and now, with you, are working out the kinks of a new multipurpose business.

We hope you'll attend an event, or simply come and take in the expression on the walls while nourishing yourself with delicious treats from Perfectly Pressed.

Next Thursday, The Press Club is hosting our longtime contributing cartoonist, Tom Tomorrow (*of This Modern World*). You can read Editor Mary Duan's interview with Tom Tomorrow's creator on pg. 18 and come to hear him share his personal tales from the eyes of an editorial cartoonist, while you view a special retrospective of his work on the walls.

See you at The Press Club Feb. 12. ★

Bradley Zeve is the founder and CEO of the *Monterey County Weekly*.

www.montereycountyweekly.com

DE-CONSTRUCTION OF THE PRESS CLUB

PHOTOS BY NIC COURY



Aaron Patch, Ancient Timbers



Mark Guderski, Runnoe Construction



Bill Long, Sr.



Grouting the tile — Tim Harris Tile Company



Concrete floors before sanding and refinishing



Dan Runnoe, Runnoe Construction



Jaret Torres and team, JT Plumbing

DE-CONSTRUCTION OF THE PRESS CLUB



Bill Long, Jr., Runnoe Construction



Garage door installation



Gabrielle 'Maryann' Schicketanz, Studio Schicketanz Architecture



Michael Boles, Monterey Peninsula Water Management District



Woodworker's hands



Mark Stander, Stander Painting



Glenn Hennington, True Fire Protection



CONGRATULATIONS TO BRADLEY AND THE WEEKLY ON OPENING THE PRESS CLUB.



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Mike Boeddeker, Pristine Concrete



Sal from Advantage Products Inc.



Jerome Vandebroucke, Sunshine Window Cleaning



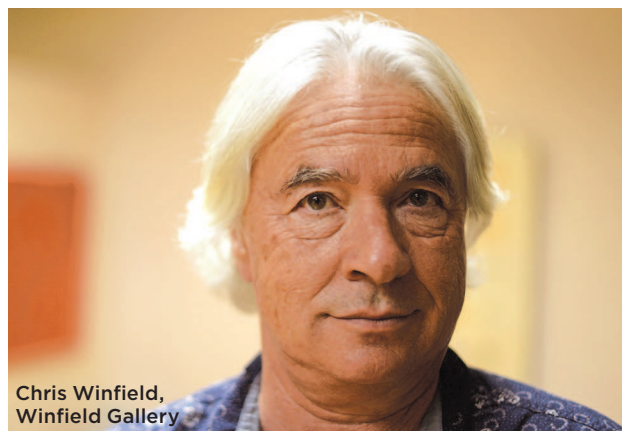
The approved plans!



Mark McClain, City of Seaside Building Department



Bradley Zeve with Gus Flores, GF Electric



Chris Winfield,
Winfield Gallery

DE-CONSTRUCTION OF THE PRESS CLUB



Andy Runnoe, General Contractor, Runnoe Construction



Paul Belisle, Sentry Alarm



Faema E61 cappuccino machine (1961)



Juice banner installation, from Monterey Signs



Monica Berriz, Perfectly Pressed Juice

CREDITS: THE PRESS CLUB

STARRING

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General Contractor Andy Runnoe, Runnoe Construction
Right-Hand Man/Son Dan Runnoe
Finish Carpenter, etc. Mark Guderski
Carpenter/Heavy Lifter, etc. Bill Long, Jr.
Plumber Jafet Torres, JT Plumbing
Electrician Gus Flores, GF Electric
Redwood Tables/Bar Aaron Patch, Ancient Timbers
Steel Fabrication/Fencing Russ Kammerdiener, API
Concrete Refinishing Mike Boeddeke, Pristine Concrete
Fire and Alarm System Paul Belisle, Sentry Alarm
Fire Suppression System Glenn Hennington, True Fire
Water Line Tap-in/Approach Monterey Peninsula Engineering
Windows Jack Tillotson, Blomberg Window Systems

INTRODUCING

Juice Bar & Café Monica Berriz, Perfectly Pressed Juice
Art Gallery Director Chris Winfield Gallery

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Building Official, City of Seaside Mark McClain
Senior Planner, City of Seaside Rick Medina
Battalion Chief/Fire Inspector, City of Seaside Paul Blaha
Regional Fire Inspector Art Black
Public Works Director, City of Seaside Tim O'Halloran
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Monterey County Health Department Amy Leff
Monterey Peninsula Water Mgmt. District Michael Boles
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Concrete Granite Rock
Concrete Work Felipe Galicie, Runnoe Construction
Doors (Interior) Visions Design Center
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Garage Door Brian Ellis, Overhead Door
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HVAC Pacific Air HVAC
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Lumber M & S Lumber/Hayward
Painting Mark Stander
Roofing SSB Roofing
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Signage - First Amendment Amae Odom, Signworks
Signage- Halo Backlite Signworks
Telephone Jay & Scott, Monterey Bay Telecom
Telephone Wiring Ed Salas
Wiring (additional) Hector Zavalla
Televisions Best Buy Marina
Tile Setters Tim Harris Tile Company
Window Installation/Pastry Display Central Coast Glass
Windows-Fire Titan Metals/VetroTech

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**As the architects of The Press Club,
we are proud to see this project
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