

PERSONAL PRACTICAL GLOBAL

6/08

SUN Monthly

Opera Time
Justice,
Merry Wives
and More

**Male
Persuasion**

**Michael Pollan's on
Eating in America**

**Chuck West's
Cowboys**

Inspirational Places



and squeeze it into a totally new direction. When hot tubs appeared in every backyard, I could create a deluxe private bathing environment with seated showers, 9-foot soaking tub and views of the mountains. When every hotel grew a spa, our spa grew an Airstream trailer for overnight stays. Now that massage is available at any salon, we'll be the only ones with "doctor fish" to eat dead skin off your feet.

Current Passion: Constant change keeps me interested and excited.

I love certain aspects of Japanese culture — the sometimes quirky, over-the-top venues they've created to satisfy the urge to bathe; the neighborhood bar/pub/restaurants called *izakaya*; the edgy film and anime. I'm really excited that Ten Thousand Waves is in the midst of doing a major expansion incorporating some of these things that are common in Japan, but rarely seen elsewhere.

Male Advantage: I'm thankful that it's easier in today's America to escape gender stereotypes. I can be a guy, but still wear pink. It's OK to cry. I don't always have to drive. I can work with strong women and not feel threatened (any more than I would be if it's a man doing something equally scary).

Being a man has its advantages: No changing messy tampons on a moving train. Not having to constantly fend off unwanted romantic advances. No visceral hormonal reactions at the sight of a baby.

Santa Fe Influence: Santa Fe is my place. I can be immersed in relative wilderness in five minutes, yet take my pick of the kind of culture, entertainment and food usually only available to city folk. My only regret: everywhere I look in this town, everyone is as old as I am!

Future Vision: We're tripling the size of our bathhouses and making the bathing process more of a Japanese-style ritual; we're adding an *izakaya* and new ceramic soaking tubs; we're doubling the size of our inn; we're showing Japanese movies every Thursday night. And it's all becoming much more Japanese — or not. At least it's turning into something different from what people know.

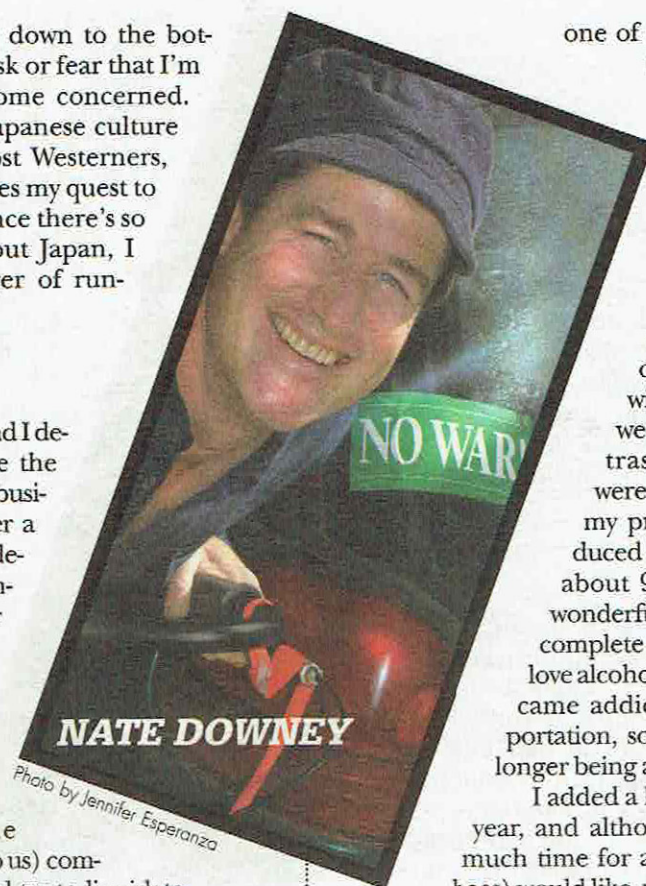
When I start getting down to the bottom of the pile on my desk or fear that I'm repeating myself, I become concerned. But, no worries. Since Japanese culture is a little obscure to most Westerners, stealing their ideas satisfies my quest to create the "only." And since there's so much I don't know about Japan, I realize there's no danger of running out of the "new."

NATE DOWNEY

My wife, Melissa, and I decided to change the direction of our business 21/2 years ago. After a dozen years as landscape design and installation contractors, we morphed our firm into one focused on landscape design. With two boys in diapers, we felt a need to spend more quality time as a family, so even though we enjoyed the community of the large (to us) company, we realized it should try to liquidate and streamline. Now, instead of having 21 weekly paychecks to sign, we pay ourselves and our extremely part-time bookkeeper every two weeks.

Although I think I was pretty good at it, right now I really like not having to hire, fire and then get up and go out and lead a score of people day in and day out, year after year — a lot of emotional energy goes into all of that. Someday I may want to do it again, but for now my "big boss man" days are mostly on sabbatical, and I like it.

Current Passion: My first books, *Harvest the Rain* (Sunstone Press) and *Roof-Reliant Landscaping™* (for the Office of the State Engineer) are both going to be published this year. The former explains how anyone can participate in the pending water harvesting revolution. The latter will be given away to New Mexico residents who ask for a copy. Since the OSE has decided to trademark



one of the titles I suggested, the cunning linguist in me has become fittingly titillated.

During the process of writing my books, one night (or was it a morning?) I realized that the beer or glass of wine I would have with dinner during the week (not to mention extras on the weekends) were getting in the way of my productivity, so I've reduced my alcohol intake by about 95 percent. It's been wonderful, but it has also been a complete surprise — I used to love alcohol. Simultaneously, I became addicted to bicycle transportation, so I'm happy about no longer being a 36-inch waist.

I added a hive to the garden last year, and although I haven't had as much time for apiculture as I (or my bees) would like, whenever I get my butt into that hive, it's a fantastic, natural buzz.

My diaper-changing days are, essentially, over. (Yessss!) Meanwhile, the four of us are really good at telling each other that we love each other, and that's incredibly exciting.

Male Advantage: Easy outdoor urination, no pressure to wear jewelry, having a deeper voice.

Male Difficulties: Since I bought into the whole women's lib thing in a big way long ago, I don't know that the difficulties I face have much to do with my gender. Although I don't always enjoy them, I value the goal-oriented pressures often associated with masculinity. Without pressure and goals, I'd be a couch potato.

Santa Fe Influence: I love Santa Fe. For a small pond, it's extraordinarily diverse, intensely

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PERSUASION . . .

progressive and pleasantly laid-back. But if it weren't for the breakfast burritos *con chile verde*, heaven only knows where I'd be right now.

Future Vision: Given three billion years of photosynthesis culminating in what we call "human consciousness," I look forward to doing my part to save civilization from itself while still maintaining time for family, friends and gardening.

LD BURKE

I used to say I was a "designer." Today I say I'm an "industrial designer" so you'll know I do more than pick out wallpaper and pillow covers. Starting out in San Francisco doing advertising, I progressed to graphics, then on to Chicago, where I designed textbooks and soon "corporate identity programs." Sick of slick office interiors, clever corporate in-town apartments, and an occasional private-jet interior, I switched to suburban development. I caught the tail end of the Texas oil boom in Houston, where it was suggested that since I was so weird Santa Fe should be my home, and I moved here in '83. The first year I sculptured and painted and did every "New Age" workshop and therapy available. I emerged with a changed consciousness.

Old New Mexican furniture caught my attention, and I began designing my own version. Soon it evolved into Western or "cowboy" furniture; that took off. I caught the cresting wave of the Western craze of the mid-'80s, geared up, hired some loyal, hardworking Salvadorians, and designed a workshop and showroom: the Pink Church on Pacheco Street.

The following years I designed the nursery behind the church, Fatally Coyote (a gargoyle building on Second Street), the Twin Towers at Jackalope, and the Granaries at Sixth and Hopewell.

Current Passion: An authentic "green" residence is very challenging and intriguing: solar electric, passive solar heat, aircrete block construction, rainwater and greywater collection, solar hot water, all natural materials, to mention a few of the real energy-efficient systems available.

Male Advantage: I like the freedom and power a man has in our culture. But being close to a woman is the best thing! Incidentally, I just finished a hormone treatment where my testosterone was replaced with estrogen. For four months I experienced the full "female" experience: hot flashes, night sweats, unexplained fat pockets . . . no crying jags — but men don't cry. Wrote some very touching poetry, fell deeply in love with our two Shelties, became *very* bitchy to my long-suffering wife, and realized clearly that I'd

much rather be a man.

Male Difficulties: The tough thing about being a man is not being able to cry or connect with other men in a soft and sensitive way. Yuck, that sounds so gay! Since I'm about past any goals, the speed and pressure of having to be "great" has become boring.

Santa Fe Influence: The only remarkable place left in the United States is Santa Fe . . . for me, having lived in 10 states and two other countries, this is it! Sure, this is the City "Indifferent" and the infrastructure is "dysfunctional," but there are so many great people and fantastic talents and people who don't think we should obliterate Iraq that I love it . . . and the climate and the access to the great outdoors and remarkable clear air!

Future Vision: At 73, I'm probably on to the final stage of my life. The direction

our country has been on is appalling! Can anyone imagine thousands of corporate executives who value profit over the lives of their children? I'm afraid our only hope is Barack Obama. The question is, can he wake up the Stepford culture to seize control of our country and wrench it away from the corporate greed control?

DARBY MCQUADE

I was born in Logan, West Virginia, on October 17, 1942, the fifth of 15 children. My father was a coal miner like his Irish ancestors. By age 3, I was learning mostly about things to fear and avoid, especially things like being poor, being "trash," as my father referred to some of our neighbors, being weak and being lazy.

About this time I decided that no one other than myself was going to define me. Resourcefulness became my best friend.

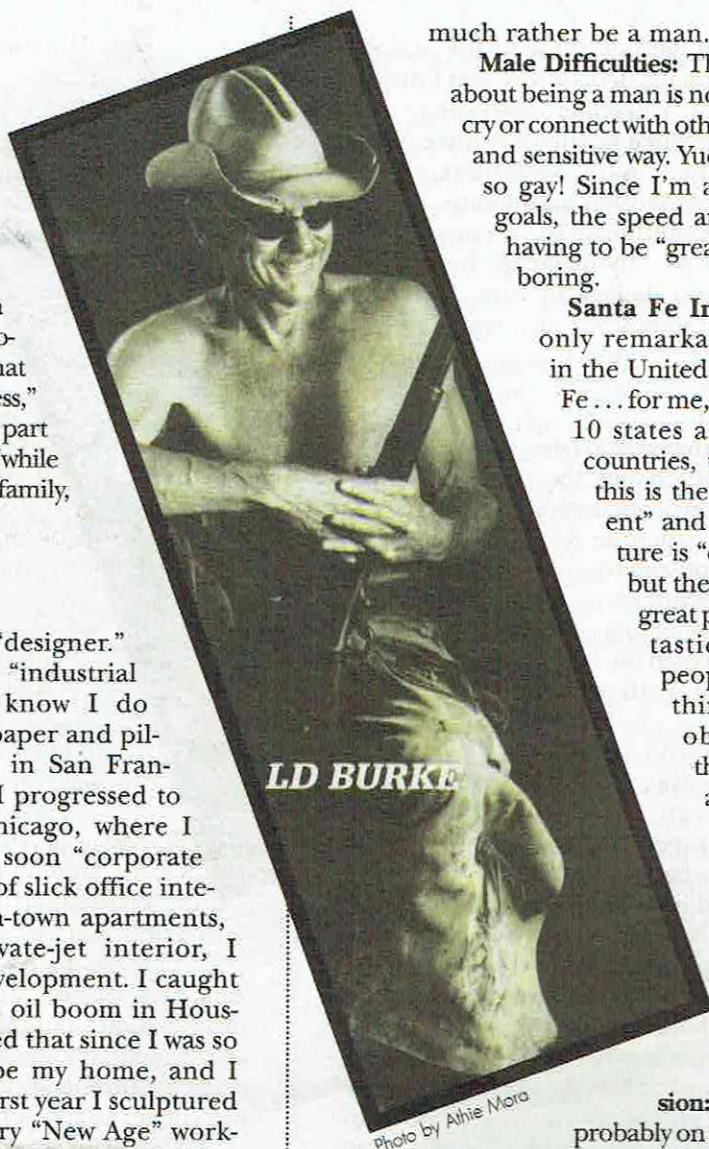


Photo by Athie Mora



Photo by Ann Mulhernadvertising Inc.

I began selling cucumbers from our garden to the neighbors and also learned that I could get a penny each for pop bottles at the grocery store. I had currency! I could buy a piece of candy if I wanted. This was magic! Possibilities, rather than fear, began to shape my thoughts.

In about 20 years my father and I would be commuting together from Westchester County to Manhattan, he as president of a major coal company to his office on Fifth Avenue and me, with an MBA, to a securities firm on Wall Street. Neither of us made a lasting impression in New York. The coal company went bust during an energy downturn, and I left on a motorcycle in 1968 to join the summer of love in San Francisco. I came to Santa Fe in 1976 and started Jackalope out of the back of a truck.

Current Passion: I am very interested in the spiritual possibilities of my life. I am interested in giving back by creating possibilities in the lives of others and ensuring that Jackalope is that kind of business.

I am excited that my sons are growing up to be wonderful, creative, heart- and passion-driven artists. I am excited about building a new house on a site that is rural and full of light — a place where I can spend less time on daily operations and where my dog, Buddie, can run.

I am excited about creating a Jackalope Internet business. I love the possibility of not being exclusively tied to buildings, location, real estate and cars driving by. I see e-commerce as more efficient, more flexible, more democratic and infinitely more green. I missed out on the excitement of the New Frontier when the

West was opened up. (I probably would have been

the guy in an apron sweeping the porch of my general store.) I believe the Internet is the new retail frontier for our generation. Watch for our new Web store!

The Male Question: I am excited about changes in my relationships with women — moving from fear of being controlled to the excitement of sharing. I love that my perception of being a man has changed to being inclusive and inventive.

Santa Fe Influence: I see creativity as the key element in my personal and business life. Santa Fe is fertile ground for creative endeavors.

Future Vision: I look forward to the new Railyard, the Rail Runner commuter train, Tom Udall in the U.S. Senate, and Barack Obama in the White House.