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The Connection Magazine

Healthy Living & Conscious Lifestyles



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'Green Living / Green Lifestyles'

Monterey Mattress

A Vision of Green Growth for All

by Stuart Koster

Monterey Mattress, the local San Diego purveyor of high quality mattresses and bedding products, has long been supporting the Arts and other worthy community initiatives and events throughout Monterey County through their highly respected *Monterey Mattress Marquee*. Founders Brian Gingerich and his father, master craftsman, Dale, are proud to continue in the spirit of community service they started so many years ago. *Monterey Mattress* continues to find new ways to benefit the communities it touches in the course of business.

Monterey Mattress has always manufactured and distributed the highest quality mattresses available in the US, and they have now 'greened' their products. Their products, now made with "natural, organic, chemical-free and sustainable features," are sought after by the most prominent members of the hospitality industry, including such well-known local hoteliers as the *Portola Hotel and Spa at Monterey Bay*, Doris Day's renowned pet friendly *Cypress Inn*, Clint Eastwood's *Mission Ranch* and his private *Tejama Golf Resort*, Big Sur's *Esalen Institute*, one of the leading human potential retreats in the world, as well as over 100 other high quality hotels and resorts in the region!

The business relation with each is conducted with a vigilant eye to mutual benefit beyond the product sold. For example, five years ago Esalen Institute gave Monterey Mattress an open purchase order for \$25,000 to enable the company to afford to begin buying materials to develop an 'organic bedding line'. This was before there was enough of a market to afford stocking such materials without charging exorbitant prices. *Monterey Mattress* reciprocated in kind by donating a large share of the value of the new *Natural Touch Organic Mattresses* being developed to Esalen so they could afford the significantly nicer organic, green and sustainable beds they wanted and deserved.

The *Portola Hotel and Spa* achieved a *Silver LEED* (Leadership in Energy and Environmental Design, the verified rating system for the US Green Building Council) rating for their facility as an existing building and for their operations and maintenance. This award is a signal achievement; *Portola Hotel and Spa* is one of only six in the whole United States to be so rated. *Monterey Mattress* recognized the importance of the endeavor during construction, and upgraded *Portola Hotel & Spa's* existing order to the not yet quite developed Green & Sustainable version to help contribute to the effort. Brian's team produced the 600 upgraded mattresses with many of the materials being airfreighted in to meet the unbelievably short deadline of six weeks so that *Portola's* staff and guests could celebrate the newly renovated hotel with their new Monterey Mattresses in keeping with their new green philosophy. The readers of *The Connection Magazine* have the opportunity to share the whole experience in the exciting sweepstakes *Monterey Mattress* offers in their advertisement in this edition (see back Cover)! You only live once, and this is the way to live!

The *Portola Hotel and Spa* wants to share their new digs, and *Monterey Mattress* wants to celebrate its new alliance with Hanseatic Bedding Products. *Monterey Mattress* has joined forces with Hanseatic Bedding Products, Inc. as



Portola Hotel and Spa, one of only six Silver LEED certified hotels in the USA, is proud to feature the Monterey Mattress Marquee 5 Diamond Bed Ensemble—resulting from the new partnership between Hanseatic Bedding and Monterey Mattress.

their marketing and distribution arm. Hanseatic Bedding also plans on partnering with *Monterey Mattress* for their US domestic manufacturing.

Monterey Mattress was introduced to Hanseatic Bedding when Chris Sommers, fresh back from five years in Europe and new to a management position at the *Portola Hotel*, ordered down alternative mattress toppers from them. Hanseatic Bedding, with Dr. Patrick Habertag at the helm, is the largest supplier of high-quality bedding products in Europe, and they are very green in their manufacturing and distribution. All three of the 5 Star resorts that Chris had worked at during his time in Europe used Hanseatic Bedding's pillows, comforters, mattress toppers and linens. Hanseatic Bedding had previously been unable to enter the U.S. market due to a non-competition clause with a former partner and the *Portola Hotel* was their first sale in the U.S. "Green is the right thing to do," stated Dr. Habertag, "and it is the only right thing to do..." Hanseatic Bedding, a family business since 1917, and having grown to supplying retailers and over 750 mostly 5 Star resorts and hotels throughout Europe and Asia, had thirty years of trouble entering the US market while trying to find a US manufacturer or distributor with similar views—*Monterey Mattress* knew about the only right thing and, in keeping with their strong small town Iowa Amish and Mennonite roots, values of closeness to the earth, the values of the Gingerich Family tradition, had always known it. *Monterey Mattress* now expects a very substantial increase in business over the next five years, and in order to meet projected US sales, will need to increase their manufacturing capacity to meet the anticipated demand for their 'high quality green mattresses and bedding'.

Conventional industrial development considers the single bottom line as the chief impetus to investment; would that single consideration speak to someone who habitually seeks to do "the right thing," let alone "the only right thing?" Brian Gingerich, most consistently, proposes to grow his local business in accord with the triple bottom line, and the question never really surfaced. He is planning to build a green factory adjacent to CSU-MB on the Building 4900 site in the Fort Ord part of

Marina, and the considerations of people and planet are being balanced with the profit motive. *The whole 18 acres will be green, including the housing proffered to the 300 new workers!* A "Live-Work Eco-Village," the very concept, is driven systematically by considerations of lived mutual benefit similar to

those driving business mutuality. And, a green company will generate more profit for everyone, from owner and workers to the surrounding community.

Monterey Mattress Marquee is the very strong right arm of *Monterey Mattress*, and as *Monterey Mattress* grows and prospers, so too will the community events, the music, the culture, supported by that right arm. The partnerships *Monterey Mattress* has formed with the *Monterey Mattress Marquee Media Partners* have generated the sponsorship of Merle Haggard at Sherwood Hall for Shelters Outreach Plus, Peggi Young (with husband Neil Young), Laurie Anderson (with husband Lou Reed), Patti Smith (at the Sunset Center doing poetry and Gospel) Ramblin' Jack Elliott (at the Henry Miller Library, Al Jardine of The Beach Boys, The White Album Ensemble with Santa Cruz Symphony at SC Civic Center, The Monterey Symphony, Terri Hendrix and Lloyd Maines, Collin Gilmore, Champagne Sunday, and Sand City's West End Celebration. These events are a few from the past; readers of *The Connection Magazine* will be pleased to know that Brian Gingerich and *Monterey Mattress* will be sponsoring many more events for them in the future. Green success for one will be green benefit for the whole community.

Stuart Koster is a freelance sustainability Journalist.



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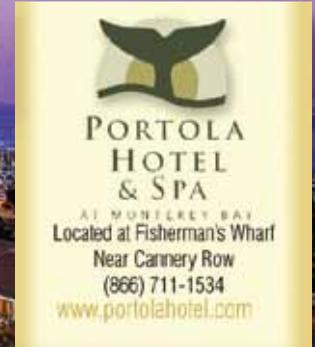
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Naturally Comfortable

*Monterey Mattress Company featured in
the LEED Certified Portola Hotel & Spa*



The Portola Hotel and Spa is the first and only 4 Diamond, Silver LEED EB hotel in Monterey County. The hotel is one of three in California and six in the United States with this distinction.



Portola Hotel & Spa
Features Monterey Mattresses

Monterey County's Only 4-Diamond, Silver LEED EB Hotel Features Monterey Mattresses

Monterey Mattress Company is proud to be included in Monterey County's first and only 4-diamond, Silver LEED EB Hotel, their commitment to the environment was the perfect match for our green and affordable mattresses and bedding products.

Setting the Standard for Affordable, Luxurious Mattresses

Monterey Mattress has been manufacturing only the highest quality mattresses at factory direct prices for over 25 years. Our beds are also in over 100 other fine hotels and resorts throughout Monterey County and beyond. If you've stayed in a Monterey area hotel, chances are you've already slept on a Monterey Mattress.

Highest Quality, Sensibly Sustainable, Factory Direct Pricing

Our mattresses are made with the highest quality materials and are available with natural, organic¹, chemical-free, and sustainable features. Our factory direct pricing saves you thousands of dollars compared to similar "Brand" name mattresses in the market.

Monterey Mattress Launches Luxury Bedding Line

The perfect companion to our mattresses is our new line of luxurious bedding products. Choose from a selection of comforters; duvets; fitted and flat sheets; mattress toppers; pillow cases; and pillows, all made with the finest craftsmanship and finest quality natural materials. High-quality natural cotton, double-stitched seams, and high thread counts just begin to tell the story of our new bedding line. Of course, all products meet or beat Oeko-tex certified standards.

Stop by today—for the rest of your life!

Monterey Mattress Company

1714 Contra Costa, Sand City, CA 93955 • Toll-Free 866-997-2632

www.MontereyMattress.com

1. Featured in our Organic Natural Touch line.



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