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**Phone: (503) 308 - 8223**

**email: [info@wlovillage.org](mailto:info@wlovillage.org)**

*Note from the editor: This long issue might get clipped automatically by some email programs. If that is the case for you, don't forget to click on the link at the end that says, 'read the entire message' or similar wording. Or just click on the top where it says, 'view this email in your browser'. Either way, we hope you will enjoy reading what's new and newsworthy with WLO.*





We were humbled and proud to see such great coverage in our local newspapers about WLLO Village. The article appeared in the West Linn Tidings and the LO Review. We are very grateful for the work of Holly Bartholomew, the reporter who spent a lot of time with us while doing her research. Thanks to all members and volunteers who had a hand in making this happen.

## News and Noteworthy

We want to start out by saying thank you to all our wonderful volunteers. Thanks to Karin M. for sending birthday cards out to everyone all year long!

Thanks to Lonnie S., Miriam F., Judy B., Sandy J., Ellen S., Claudine W., Nancy O., Vicci M., and Linda F. for the goodie bag deliveries this past month.

Also, thanks to Lonnie S., Vicci M., Jana L., and Judy B. for writing notes on the Valentines cards that went out to everyone.

We appreciate all of you members and volunteers who are recycling with our WLLO recycling program. The WLLO recycling team of Ginny H.,

Claudine W., and Terence S. are all happy to come to your houses for a pick up every month.

WLO is in the enviable position to be able to offer **financial support to potential members** who cannot afford to pay for a membership by themselves. We still have a limited number of partial scholarships available. If you know of anyone who might qualify, please reach out to the office.

WLO is gearing up towards our **annual meeting** on April 19. We'll have volunteers distribute goodie bags on Saturday, April 9. They include your ballot so keep an eye out for them.

We had a very successful **puzzle exchange**. If you are looking for new ones, call the office. We are sure we'll have something you like.

Last but not least, we are putting together a list of folks **who would like a check-in call** from us during any emergency kind of situation- power outage, extreme cold, extreme heat, snow, etc. We have started calling a few of you to ask but don't hesitate to give the WLO office a call or send an email if you would like to be on this list. (Or if you can assist someone who needs help during this time.)



We are welcoming Juli M. as our newest volunteer. A heartfelt 'welcome' and thank you for supporting our community!



## WLO is Giving Back to the Community

Spring truly is around the corner and our Adopt-a-Plot gardens at Luscher Farm await your input. We have seeds to plant and are eager to have everyone involved. Come April, we'll be setting up a couple of times a week when we can meet at the plots, weed, plant and just visit. There are a couple of benches next to our gardens for anyone who merely wants to watch the progress.

While we'll be growing for HungerFighters and Meals on Wheels, the plot will as well serve as a learning tool for the summer children's programs. We'll get to sample from all three of our plots. So, think about what you'd like to grow and let us know. You can always leave a message at the office and we'll call you back.



## March Birthdays

Our best birthday wishes to our March birthday ladies and gentlemen: Sherl R., Sandra K., Becky C., Terence S, Mark L, Tammi B., Nora S. and Lynn H. We wish you a very happy birthday and all the best for the year to come.



**What:** NEV: Electric Vehicle Meet Up (in-person)

**When:** Wednesday, April 13, 2022, 10:00 AM until 11:30 AM

**Where:** TBD - Somewhere in NE Portland, OR (in-person)

**Event Contact(s):** Lindsey D Oldani

503-895-2750 (p)

[programs@nevillagepdx.org](mailto:programs@nevillagepdx.org)

Registration is not yet open. Stay Tuned!

**Description:** Have you always been interested in Electric Vehicles? Have you contemplated owning an Electric Vehicle, but have questions or concerns? Come join us to see other members Electric Vehicles and ask all your questions.

Are you an EV owner? Please, reach out to NEV Programming Coordinator, Lindsey Oldani, at [programs@nevillagepdx.org](mailto:programs@nevillagepdx.org) to learn more about joining us in April. We would love to have you collaborate with us to spread the joy about EV ownership.

MARK YOUR CALENDARS NOW!!! MORE INFORMATION TO FOLLOW!



The NO-GUILT Book Club meets again on the second Tuesday of the month. Our theme for the beginning of the year continues to be Translations. Many of our favorite books were originally written in another language and translated to English. There are many lists out there of such books. You might be surprised to realize some of your favorite books are among them. Feel free to come discuss or just listen to conversation about our favorite books that originated this way.

Our Bookclub meets the 2nd Tuesday of each month at 10:00 am. See you on March 8th! As usual it is fun to chat with anyone who shows up even if you didn't read a book on our theme or anything at all. All are welcome!

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## **Greenwashing: Marketing in the Name of Sustainability**

As always, credit and many thanks go to our own Terence (Terry) Shumaker who puts this advice column together for the benefit of all of us, and the planet.

You've no doubt seen the label "natural" chicken. And I ask "as opposed to what? Unnatural chicken?" Truth in marketing would have rubber chickens displayed next to it for comparison. The word, "natural", is a prime example of

“greenwashing.”

Greenwashing is a marketing ploy to make products appear more environmentally friendly than they actually are. We are inundated by corporate efforts to sell products while doing little or nothing to insure they meet any definition of sustainability.

### **So what are we to do?**

Ask questions. Think critically. Know that almost 70% of consumers would spend more to buy a product that appeared to be a sustainable brand. So companies have a financial incentive to appear environmentally conscious.

Coca-Cola touted publicly how much plastic it is recycling, yet also stated that their customers want plastic bottles, so they keep producing them. But be suspect of the marketing hype because Coca-Cola is the world’s largest polluter of plastic. What about a label that reads “compostable?” If you have a compost heap you may say, “great, I can just toss it in.” Not so. Many Keurig-style coffee pods claim to be compostable, but may take years to decompose. The label may even say, “Where facilities exist.” But the facilities are few, and the pods cannot be put in curbside bins. This \$10 billion industry wants to paint itself green, but not in a sustainable manner.

“Biodegradable” means the breakdown of matter by living things such as microorganisms. But in marketing parlance it means, “this product is safe and will decompose naturally.” But this term is hollow. Everything is biodegradable, given enough time. Certain types of plastic containers are labeled as such, but you don’t want to put them in your compost bin because you’d be digging through plastic for many years.

Beware of clothing made of “ocean plastic” and “ocean waste.” Plastic floating in the ocean is often too degraded to be reused. So “ocean plastic” actually refers to plastic that may be bound for the ocean, or perhaps sitting on a shore waiting to be washed to the sea.

Often only a small percentage of the clothing item contains plastic, much less ocean plastic. Additionally, microfibers that come off during wear and washing, eventually enter the ocean and hence our food chain. Most plastic in the oceans will never be recovered, and when exposed to ultraviolet light, climate-warming greenhouse gasses are released. Since only 9% of the world’s plastic is recycled, the best solution is to drastically reduce our consumption of plastic.

Plastic “recycling bags” marketed to hold recyclables, actually contaminate the recyclables. Hefty brand recycling bags are a case in point. Any bag can “hold” recyclables, but is that bag recyclable? The bag by itself may be, but when

filled with recyclables and tossed in the recycling bin, it will most likely be sent to the landfill after processing at the materials recovery facility.

Paper products often proclaim "XX% recycled content." This is a meaningless number because in the papermaking process waste and trimmings fall to the floor and are then "recycled" through the system, but are not in fact recycled paper. The statement to look for is "XX% post-consumer recycled content."

Finally, a mathematical puzzler seen on some gas and hybrid automobiles is "PZEV", or "Partial Zero Emission Vehicle." Zero is nothing. Part of zero is zero. So how can a car have partial zero emissions? It either has emissions or it doesn't. It's like being partially pregnant. Either you are or you aren't.

### **So what can you do to sift through the noise of greenwashing?**

Sharpen your senses to the marketing hype generated by companies courting the green movement and don't be afraid to contact manufacturers regarding product labeling and marketing claims.

Now I'm going to cook myself a pot of natural chicken soup.

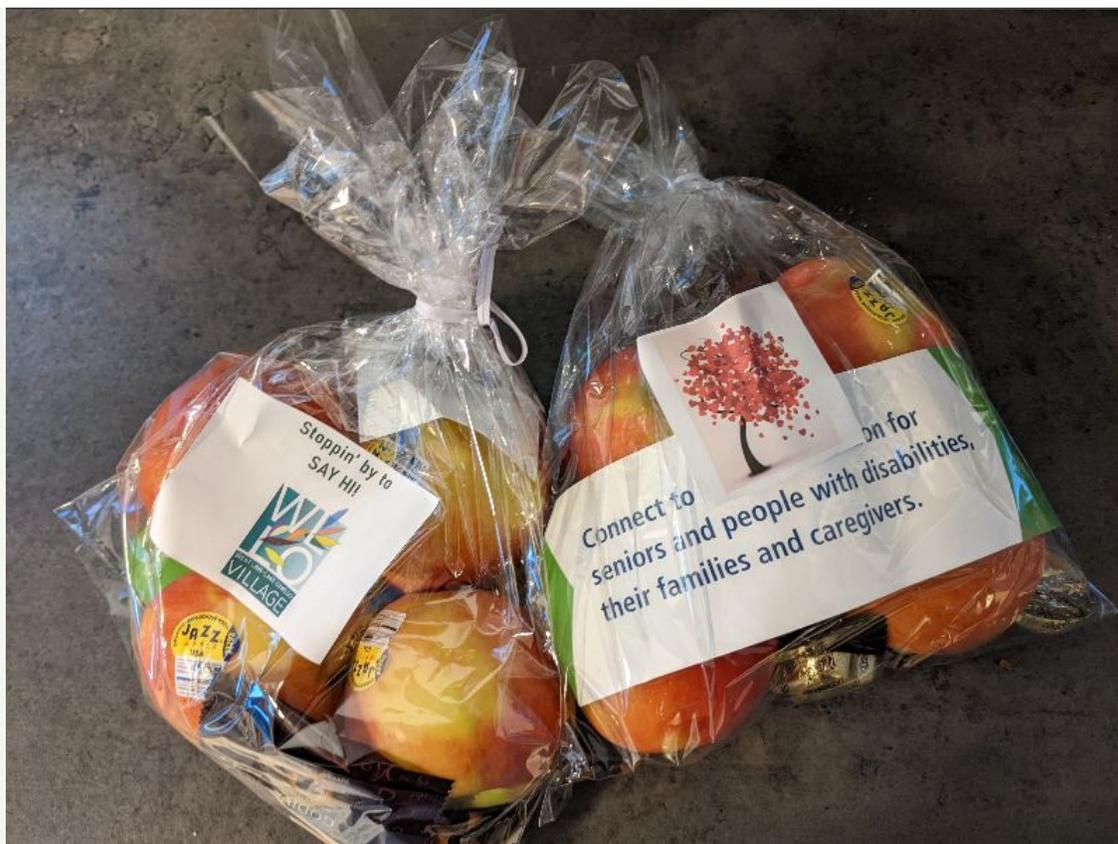
### **THE NEXT WLOO RECYCLING COLLECTION**

**March 8:** Furniture, household goods, linens, mattresses, kitchen utensils, artwork, rugs, bookcases etc. All items must be clean and free of stains. View the Community Warehouse website at [www.communitywarehouse.org/give-furniture/](http://www.communitywarehouse.org/give-furniture/) for a current list of acceptable items. We will also be accepting #6 PS plastic only.

Remember, every month we accept plastic film. Contact Suanne Jackson at [suannej@wloovillage.org](mailto:suannej@wloovillage.org) if you have items to be picked up on March 8.

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Thank you to everyone who made Valentine's Day special for WLO Village members and volunteers by dropping off these healthy, and sweet, treats. You're the best!

## WLO Events in the Month of March

If you know of any event that would be a great addition to our activities, or if you have comments or suggestions about an event you attended, we want to hear from you. Please email us at [info@wlovillage.org](mailto:info@wlovillage.org) or leave us a message at (503) 308 8223.

Please understand that some of these events are for members only. We welcome your interest and are always looking for ways to accommodate everyone as much as possible.

**Wednesday, March 2,  
16**

### Chat & Stroll

10:00 am

Luscher Park

Weather permitting we will be meeting at Luscher Farm's parking lot off Rosemont. Watch your email for an announcement. Members and volunteers are welcome to join.

**Every Thursday.**

Join us for our fun online gathering. Be prepared with

**March 3, 10, 17, 24,  
31**

### **Online Happy Hour**

5:00 pm

Online

your own beverage and snack and let's enjoy each other's company. Contact the office (503-308-8223) or email [info@wllovillage.org](mailto:info@wllovillage.org) to get log-in details and the password.

**RSVP required to get the dial-in information.**

**Every Friday. March  
4, 11, 18, 25**

### **Friday Coffee**

9:00 am

Online

WLLo is hosting a virtual gathering every Friday at 9 am. Contact the office (503-308-8223) or email [info@wllovillage.org](mailto:info@wllovillage.org) to get log-in details and the password.

**RSVP required to get the dial-in information.**

**Friday, March 4**

### **LO Library Learning Group**

7 pm - 8 pm

Online UPDATE

The group will meet on the **first Friday of each month at 7:00 pm**. To sign up for a session you are interested in, just go to the Library Events Calendar

[https://www.ci.oswego.or.us/calendar?](https://www.ci.oswego.or.us/calendar?og_group_ref_target_id=13)

[og\\_group\\_ref\\_target\\_id=13](https://www.ci.oswego.or.us/calendar?og_group_ref_target_id=13) and look for the first Friday of the month to find the Learning Group and click on the link to be emailed the invitation:

<https://www.ci.oswego.or.us/library/learning-group>

**Every Monday. March  
7, 14, 21, 28**

### **TED Talk & Discussion**

1:00 pm

Online

Each week we will choose a brief TED Talk to watch together then have a short discussion. Call or email the office for sign-in or call-in information!

**RSVP required to get the dial-in information.**

**Tuesday, March 8  
The No-Guilt Book  
Club**

10:00 am

Online

Join us for our no-guilt book club meeting where you can read whatever you want following a general theme.

Come prepared to talk about your favorite piece of literature. If you haven't read for a while, maybe you'll be inspired after our discussion! We will send out an email with the Zoom link to all members and volunteers a day or two before the gathering. Or call the office! 503-308-8223.

**RSVP required to get the dial-in information.**

**Tuesday,  
March 8**

This month we will once again collect household items for the Community Warehouse. Read the article above for

## Recycling

Registering required

more details. Just remember to call the office to make sure you are going to be on the list of stops.

**Wednesday, March 9, 23**

### Brisk Walk

9:00 am

George Rogers Park

Weather permitting we will be meeting at the lower parking lot of George Rogers Park. Watch your email for an announcement. Members and Volunteers are welcome to join.

**Tuesday, March 15**

### WLLO Village Council Meeting

5:00 pm

Online

This is our monthly working meeting where we discuss action items. It's open to everyone to sit in and listen. You'll never know. Maybe, you'll like it and you'll be a member of the Council Meeting yourself soon.



Have you been checking out our [YouTube Channel](#)? We keep on adding videos frequently. Learn about how we started, listen to members explaining WLLO and what it means to them in their own words, and relive how we managed through last year's turmoil together.

## Shared Village Events in the Month of March

### Journeys Online Age Café

Friday, March 4, 11:00 am

Hosted by Viva Village

"We delight in the beauty of the butterfly, but rarely admit the changes it has gone through to achieve that beauty." –Maya Angelou

Look around your home. Notice something that you delight in. Retrace the two or three steps that took place for it to be there.

Small group conversations exploring topics of interest to older adults. Co-sponsored by Viva Village, Beaverton ty Library, Beaverton Committee on Aging (BCOA), and Washington County (DAVS). (Visit [vivavillage.org](http://vivavillage.org) for more detail

and to register.) Register to receive the meeting link and password,  
<https://www.eventbrite.com/e/online-age-cafe-tickets-103554793174>

### **Climate Change Great Decisions 2022**

Saturday, March 5, 10:00 am

Hosted by Village Without Walls

The ideological divide in the United States about climate change has impeded progress in curbing greenhouse emissions. What role will the United States play in future negotiations on climate? Anyone is welcome to attend and participate in the discussion, you can also just listen. Zoom link: <https://us02web.zoom.us/j/84138707930>.

### **Villages NW Equity, Diversity and Inclusion Group**

2nd and 4th Tuesdays, March 8 and 22, 2:00 pm

Hosted by Villages NW

Join fellow villagers – including some from other states – for this semi-monthly discussion on equity, diversity and inclusion. Bring your voice and share an experience. Contact Jurie Lewis, [jlewis@villagesnw.org](mailto:jlewis@villagesnw.org) to be added to the distribution list.

### **Coffee and Conversation**

Friday, March 11, 11:00 am

Hosted by Village Without Walls

Grab a cup of coffee or tea and join in the discussion. We share information and opinions in a friendly atmosphere to encourage learning and social connection. This month's theme is Populism in U.S History. Populism is a style of politics used to mobilize mass movements against ruling powers. Populists claim to speak for ordinary people, taking an "us versus them" stance. How has the populist movement impacted the United States over the years? Zoom link: <https://us02web.zoom.us/j/86366674028>

### **Dream Horse**

Third Thursday Movie Discussion

Thursday, March 17, 10:00 am

This 2020 film tells the inspiring true story of Dream Alliance, an unlikely racehorse bred by a small-town bartender, Jan Vokes. With very little money and no experience, Jan convinces her neighbors to chip in the meager earnings to help raise Dream and compete with the racing elites. Their investment pays off as Dream rises through the ranks and becomes a beacon of hope in their struggling community. 'Dream Horse' is everything you could want: drama, uplift, comedy, and Toni Collette. Any takers?

To sign up for Kanopy: **Kanopy is free with your Multnomah or Washington County library card.**

<https://us02web.zoom.us/j/89016059225?>

[pwd=bmhESjNON3NhRUE3MXJWSWpVQ0Nrdz09](#)

Meeting ID: 890 1605 9225

Passcode: 486547

Attend by Phone: 253-215-8782

### **Eastside Village Rummage Sale**

Saturday, March 26, 9:00 am – 3:00 pm

St. Paul Lutheran Church, 3880 SE Brooklyn St, Portland

Hosted by Eastside Village

Come see the wonderful and interesting rummage. Big sale – come find your treasure!

### **Changing Russia**

Great Decisions 2022

Saturday, March 19, 10:00 am

Hosted by Village Without Walls

Russia and the United States have many areas of conflict and some possible areas of mutual interest. Arms control, Russian interference in U.S. elections and support of cyberattacks, the status of Ukraine, the fate of opposition politicians in Russia, all continue to be concerning. How will the new administration in Washington approach these issues? Zoom link

<https://us02web.zoom.us/j/84138707930>.

### **Online Viva Village Book Club**

Tuesday, March 22, 1:00-2:30 pm

Hosted by Viva Village

For meeting link, contact 503-746-5082 or vivavillageevents@gmail.com.

### **Everybody Reads GoodTalk Zoom Discussion**

Sunday, March 27, 2:00 p.m.

Hosted by North Star Village

Pick up your free copy of Multnomah Public Library's 2022 Everybody Reads book – Good Talk: A Memoir in Conversations - and read it before our group discussion of this graphic memoir. The discussion will be led by Anjala Ehelebe, a longtime fan of graphic novels, graphic memoirs and comics.

### **Garden and Art Tour**

Saturday, June 4, 10:00 am-4:00 pm

Hosted by Village at the Falls

SAVE THE DATE! And join us for the Village at the Falls Garden and Art Tour, Saturday, June 4, 10:00 - 4:00, visit 8 gardens and watch artists at work.

\$10:00. Details in the April newsletter.



Last but not least: While we had some sunny days, the weather is still not that great for most of the time. We put together a list of enjoyable activities on our website. Check out [our tips for PlayTime on our website](#). We're sure you'll find a distraction that will brighten your day.



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