

2014

Mayor Max and the Mayors of Idyllwild



And Pookie Too!



They're amazing!

Hello Everyone from the Offices of the Mayors of Idyllwild!

It's we Mayors of Idyllwild (Mayors Max Mueller, Mitzi Mueller, and Mikey Mueller) and our Puppy Rearing Professional, Pookie Mueller, wishing you the happiest of new years. We wanted to provide you with this little gift for the new year from us and our Chiefs of Staff, Phyllis Mueller and Glenn Warren, of the Offices of the Mayors of Idyllwild.

This is our 2014 calendar for you. The first six pages of this calendar also provide an overview about the Offices of the Mayors of Idyllwild and a brief recap of our activities to support the community during Q4 2013 (October, November, and December) with special emphasis on Idyllwild's 2013 Christmas Tree Lighting Ceremony.

The Charter, Goals, and Purposes of the Offices of Mayor Max and the Mayors of Idyllwild

We have Idyllwild Animal Rescue Friends (ARF) to thank for creating the idea to have a dog or a cat elected as the Mayor of Idyllwild. Mayor Max, the First, won a two-year term in office which concludes on June 30, 2014. This mayoral office transitioned to the new Mayors of Idyllwild when, on April 2, 2013, Mayor Max, the First, passed away peacefully in his sleep due to old age. The new Mayors, direct descendants of Mayor Max's lineage, took over on July 21, 2013, to continue his legacy and complete the two-year term in office.

The goal and purpose of the Office of Mayor Max is to convey unconditional love and to do as many good deeds for others as possible. We want to bring joy, happiness, and fun communication to everyone in the community. We believe that positive energy leads towards life, and by doing good deeds and spreading positive, upbeat communication throughout the town, we can help to increase the well-being and longevity of every member of the community. We have spent as much time as possible sharing the Mayors with everyone via visits downtown in Idyllwild and other cities and counties, making personal visits and house calls to any and all requests that have been made from people on and off the Hill, and conducting ongoing communications via Facebook, email, telephone, and U.S. Mail. We have received thousands of responses from people thanking us for the joy we have brought to Idyllwild and their lives.

Upon Mayor Max being inaugurated, this charter was expanded to also include being heavily involved in the community, its events, and to promote Idyllwild and the cause of animal rights / animal rescue on and off the Hill. We have taken all of these charters to heart and have worked extensively on each of these initiatives. Mayor Max, the Mayors of Idyllwild, and Pookie too, have attended as many as 20 events per month since July 1, 2012. We have promoted Idyllwild to more than half a million people via emarketing campaigns. We have conducted nationwide press campaigns to let people know about Idyllwild, and we now manage a global database of people who monitor the Mayors' activities on a daily basis via email and Facebook.



Q4 2013—Throughout October, November, and December of 2013, the Mayors of Idyllwild, staff, and Pookie too worked on many other events and activities. To mention only a few, these activities and events included weekly and often daily Tree Lighting meetings and activities, Idyllwild Gift Shop's 6th Annual Christmas Preview Event, Living Free Animal Sanctuary's "It's All About the Animals" Festival and Fundraiser, Rustic Theatre Children's Time Event, Idyllwild Fire Department's Open House and Fundraiser, Art Alliance of Idyllwild's Art and Wine Walk, Dog Day Sunday ARF Fundraiser at Baily Winery, Soroptimist Basket Festival Spaghetti Dinner Fundraiser, Heavenly Horse Haven's Chili Cook-off Event and Fundraiser, the Halloween Evening Event in Downtown Idyllwild, Idyllwild Village Market's Grand Opening, Forest Folk's Weekly Potluck Meeting, Peace

Light Ceremony at Camp Emerson, Rustic Theatre Popcorn Garland Measuring Event, Idyllwild Tourism Association's Initial Meeting, and Mountain Paws' Christmas Day Event, to mention only a few. In each month, we also (1) scheduled and conducted individual Mayoral visits whenever requested by visiting tourists, local residents, and for children's birthday parties and (2) scheduled time downtown daily at numerous locations to visit with and share the Mayors with local residents and visiting tourists.

The Mayors of Idyllwild, Pookie Mueller, and the Chiefs of Staff, Phyllis Mueller and Glenn Warren, each work long hours to provide joy to people, and we shall continue to do so to the best of our ability for the rest of our lives even when Mayor Max's mayoral term has ended.



Idyllwild's 53rd Annual Christmas Tree Lighting Ceremony

For the past two years, Phyllis Mueller has been the Head of the Idyllwild Tree Lighting Ceremony, leading a team of over 250 individuals and organizations that help to make this event a possibility for the community. We are happy to report that the Idyllwild Christmas Tree Lighting Ceremony was a great success on November 30th, 2013. An estimated 2000 people attended the Ceremony and had a wonderful time. Local shop owners also reported very high or highest-ever sales for their stores, and we are thrilled about that! The Mayors of Idyllwild and Pookie visited with everyone throughout the day.



The Tree Lights Go Up Team (L to R) FRONT ROW: Gary Weber, Tatum Eich, Joe McNabb; CENTER ROW: Phyllis Mueller, Enrique Sanchez, LuAnn Drury, Omar Solorio, Rafael Ramirez; BACK ROW: Mike Drury, Hal Dahlstrom, Paul Riggi. Photo by Jay Pentrack, courtesy of the Idyllwild Town Crier.

The Tree Lighting Ceremony Management Team—The Management Team for this event meets weekly for two months prior to the event and meticulously plans out every detail. The Master Plan (a written document) of running this event is over 100 pages long. Together, Phyllis Mueller, Marge Muir, Karen Doshier, Bryan Tallent, and John Stonitsch lead the Tree Lighting Management Team. This core team also includes Ken Dahleen, Denise Edmiston, John Edmiston, Mike Lackey, Brad Lauritzen, Virginia Lumb, Jim Manietta, Paul Riggi, Beth Severance, Marshall Smith, Omar Solorio, Gary Taylor, Chris Titus, Glenn Warren, and Wendy Watts. Thank you everyone for all your hard work. We appreciate your dedication of time and energy to help make this year's Tree Lighting Ceremony a great success.

Tree Lights—Over the past two years, Phyllis Mueller and Glenn Warren have funded the purchase of all new tree lights for Idyllwild. There are now 4000 lights on the tree. We were delighted to make this contribution to the community and to make the tree more beautiful than ever. We have received hundreds of compliments about the beauty of the tree this year via people just telling us, but also via Facebook, email, and Christmas cards we have received. Thank you everyone for your kind feedback. It really warms our hearts, and the Mayors and Staff are so appreciative of your kind thoughts.

Getting the Tree Lights Up and Down the 100-Foot Tree—The hardest part of managing the Tree Lighting Ceremony is actually getting the lights up and down the tree. Omar Solorio, our very brave local tree climber, risked his life again and spends more than six hours in the tree each time. We also have a crew of 10 people at the bottom of the tree to facilitate getting the lights up and down to Omar. This year's team included all of the following individuals: Enrique Sanchez, Gary Weber, Hal Dahlstrom, Joe McNabb, LuAnn Drury, Mike Drury, Omar Solorio, Paul Riggi, Phyllis Mueller, Rafael Ramirez, and Tatum Eich.

Keeping the Tree Lights Lit—Paul Riggi continues to be the most important person regarding getting the tree lights to all work well and then keeping the lights so they stay on when



Santa Claus, Mrs. Claus, and the Elves visit Idyllwild from the North Pole.

on the tree. There is quite a bit of ongoing work to do this, and Paul masterfully handles this area in every regard. This includes monitoring the tree and repairing tree lights as weather and wind definitely cause a great deal of movement on the tree, and this can cause damage to the lights and outages. Since the lights went up, Paul has made numerous trips to the tree to make the repairs—And the lights just look perfect and always on, right? You can thank Paul for that every time you see him!

Santa and Mrs. Claus and Their Workshops—Every year, Santa and Mrs. Claus make the trip from the North Pole to Idyllwild to visit over 300 children at Santa’s Workshops on Tree Lighting Day. We sincerely appreciate their time and also the time of Marge Muir who works tirelessly to create a beautiful and fun Santa’s Workshop for Santa and Mrs. Claus every year. Marge and her team of volunteers decorate the workshop trees, wrap packages, set up the workshop Christmas lights, and work it out so this is a delightful experience for all of the children who come to visit Santa. Santa and Mrs. Claus and their elves are to be commended for their tremendous contribution to the community. We want to thank Mike and Emily Pearson for being the truly excellent representatives of the true spirit of Christmas and for making their time available for this important event.

Event Promotion—Phyllis Mueller and Glenn Warren handled the creation, implementation, and funding of the promotional programs to ensure a great turnout at the Tree Lighting Ceremony. This includes outreach via email campaigns to 30,000 Southern California executives; a nationwide press release that was picked up by television, radio, and newspapers; communication to Mayor Max’s private database of contacts developed over the past two years; personal outreach to Mayor Max’s special media contacts that love the Mayors of Idyllwild and always generate press for us/Idyllwild; creating, copywriting, and distributing 2000 copies of this year’s Tree Lighting Ceremony Program; frequent promotion of the event on Facebook to Mayor Max’s 1400+ friends; and much more. Fundraising covered the cost of program printing and ads in the *Desert Entertainer*.

The Musical and Entertainment Program—The musical and entertainment program was created and led this year by Marshall Smith, who assembled and managed a team of highly-talented singers, musicians, and actors whose performances were truly wonderful and first-class in every respect. Our thanks to Marshall Smith (Program Director), Jacque Swerdfeger (Stage Manager), and Frank Ferro (Emcee) who managed the Musical and Entertainment Program on the day of the event. We have received countless comments about the high caliber of talent that made up the show, and we thank you one and all. Many let us know that this year’s program included the highest caliber of talent ever assembled.

The Volunteers and Contributors—The Tree Lighting Ceremony would not have been possible without the efforts of the volunteers and contributors to this event.

Listed below are over 250 organizations and individuals that contributed their time or money or both to make this Tree Lighting Ceremony a successful and tremendously fun event for everyone. We sincerely thank you, one and all, for your efforts. If you helped with this event this year, please take a close look at this list to see that you are mentioned on it. If you are not listed, let us know, and we will publish an update with your name in our next newsletter.

88 Far East Gifts
 A Cut Above
 Acorn Gallery
 Advantage One Home Loan
 Amber Booth
 American Legion
 Annamarie Padula
 Anonymous Donor
 Arriba’s Mexican Restaurant
 Art Alliance of Idyllwild
 Audrey Brown
 Avianna Jones
 Barb Reese
 Barbara Rayliss
 Barry Zander
 Beth Severance
 Beverly Jensen
 Beverly Johnson
 Bluebird Cottage Inn
 Bob Skaug
 Brad Lauritzen
 Bronwyn Jones
 Bryan L. Dunn, DDS
 Bryan Tallent
 Bubba’s Books
 Buckhorn Camp
 Café Aroma
 Caine Learning Center
 Carol Whitworth
 Caryn Gilbert
 Casey Abrams
 Castle Farms
 Cathy Mauge
 Century 21
 Charles Schelly, D.C.
 Chic Fojtik
 Chris Morse
 Chris Titus
 Cid Castillo
 Cigar Box
 Cindy Ifould-Dahlstrom
 Cindy Thompson
 Corrine Brown
 Country Farms
 Crohn’s Foundation
 Curves
 Danny Richardson
 Dave Fraser
 David Jerome
 Denise Edmiston
 Deputy Mayor Mikey
 Deputy Mayor Mitzi

Derrick Lewis and Friends
Diane Burt
Domino's Pizza
Don Doshier
Donna MacLean
Dora Dillman
Doug Austin
Dwight "Buzz" Holmes
Earth 'N Fire
Ed Hansen
Elizabeth Severance
Ellen Anderson
Emily Pearson
Enrique Sanchez
Everett Maxey
Everitt's Minerals and Gallery
Fern Valley Inn
Fireside Inn
Florina Maxey
Florist in the Forest and Gallery
Forest Folk
Forest Lumber
Frank Ferro
Gary Budnick
Gary Kuscher
Gary Taylor
Gary Weber
Gary's Deli
Gina Genis
Glenn Warren
Grace Haggard
Grace Reed
Hal Dahlstrom
Harvest Festival
Heber Dunn, DDS
Helen Zylar
Higher Grounds Coffee
Honey Bunns & Joe Bakery
Idyll Awhile Wine Shoppe Bistro
Idyllwild All Year Resort
Idyllwild Animal Rescue Friends (ARF)
Idyllwild Board of Realtors
Idyllwild Chiropractic
Idyllwild Community Acupuncture
Idyllwild Fire Department
Idyllwild Garage
Idyllwild Garden Club
Idyllwild Gift Shop
Idyllwild HELP Center
Idyllwild Inn
Idyllwild Master Chorale Chamber Singers
Idyllwild Nature Center
Idyllwild Pharmacy
Idyllwild PTA
Idyllwild Rotary
Idyllwild Shell
Idyllwild Town Crier
Idyllwild Village Market
Idyllwild Volunteer
Fire Department Auxiliary
Iris Davison
ISIS Theatre Company
Jacque Swerdfeger
Jacquelin Siff
Jan Murphy
Janice Murasko

Jeff Adams
Jeff Smith
Jeff Stover
Jim Billman
Jim Manietta
Jim Pizzey
Joann Lackey
Jo'An's Restaurant & Bar
Joe McNabb
John Edmiston
John Stonitsch
Johnson Construction
Karen Doshier
Kathy Bryson
Kathy Muir
Ken Dahleen
Kim Perry
La Casita
Lemon Lily Festival
Linda Mueller
Living Free Animal Sanctuary
Living Free Kennel Staff
Living Room Gallery
Lola Fisher
Lori Palmer
Lou Padula
Lou Padula's Famous Hot Dogs
LuAnn Drury
Lupita's Cleaning Service

Man Cave
Marge Muir
Maria Lehman
Maria Montoya
Marianne Day
Marlene Pierce
Marshall Smith
Marty Krieger
Mary Lou Prosin
Mayor Max
Mc Daniel & Associates
Melanie Faurie
Merkaba
Mike Drury
Mike Lackey
Mike Pearson
Mile High Cafe
Mimi Lamp
Mitch Minert
Mountain Community Patrol
Mountain High Pet Grooming
Mountain Paws
Mountain Quilters of Idyllwild
Mountain Top Liquor
Mueller Worldwide, Inc.
Muirs Mountain Realty
Nature's Wisdom
Nick D'Amico
Office of Mayor Max of Idyllwild

Omar Solorio
Oma's European Bakery & Restaurant
On Time Home Repair
Pam Fojtik
Pam Pierce
Pat Ruffner
Patrick Day
Patrick Reitz
Patti Berg Morgan
Paul Riggi
Perez Cleaning Services
Perry Emery
Perry Wood
Pete Capparelli
Phyllis Brown
Phyllis Mueller
Pine Cove Fire Department
Pine Cove Property Owners
Association
Pine Cove Water District
Pony Express Trading Post
Pookie Mueller
Prairie Dove
Quiet Creek Inn
Quik Stop / Quik Eats & Treats
Rafael Ramirez
Ray Frey
Reba Coulter
Restaurant Gastrognome





Richard Mueller
Right To Life
Rightway
Rob Merritt
Rob Muir
Robert Hewitt
Robert Muir
Rotary Club of Idyllwild
Rough Riders Sporting Goods Store
Salomon Quezaca
Sandi Wilkes
Santa and Mrs. Claus
Sarah Pizzey
Scott Fisher
Scott J. Foster
Shaves Barber Shop
Shawna's Boutique
Sheila Kloss
Shela Boynton
Show Time Video and Music
Silver Pines Lodge
Singerton Gallery
Sky Island Organics
Soroptimist International of Idyllwild
Stratford Players
Strawberry Creek Inn
Sue Capparelli
Susan Schumacher
Susie Weber
Suzy Cadham
Tarah Jade
Terri Brannan
The Caroling Company
The Cigar Box
The Deesing Family
The Grand Idyllwild Lodge
The Greek Place
The Johnson Family
The Lumber Mill Bar and Grill
The Olde English Theatre Players
The Rustic Theatre
The Spruce Moose
Thomas Pierce
Tiffany Brannan
Trish Tuley
Village Hardware
Village Nail Salon
Virginia Lumb
Waste Management
Wendy Watts
Woodland Park Manor
Wooley's
Yvonne Smith
Zora Schoner

*Thank you as well to
our anonymous donors!*







Our Journey to Idyllwild

Our journey to Idyllwild began July 12, 2013, when I, Mayor Max, was just 68 days old. I was born in Aguanga, California. I joined Phyllis and Glenn on a ROAD TRIP! by car (in the Mayor Mobile) to Ohio to pick up Deputy Mayor Mitzi and Deputy Mayor Mikey on July 15, 2013. We Mayors of Idyllwild, as Phyllis likes to call us, then began the trip to Idyllwild from Ohio and arrived at our home in Idyllwild-Pine Cove on July 21, 2013.

Traveling together by car for seven days was an amazing and exciting way to start our lives together. We found the hotel rooms to be delightful because we could only stay in dog-friendly hotels, and we were able to tell that our rooms had been visited by thousands of dogs before us. The sniffs were terrific in every room, and we liked to leave our messages behind for other visitors in the future because this was obviously a common business practice in each hotel we visited. Phyllis worked tirelessly to erase our messages from each hotel, but somehow, we know that our messages were safe to be observed by all future canines and felines.

We delighted in being mischievous, and we wish we had captured on video how difficult we made it for Phyllis to get us into and out of the hotel rooms. We absolutely refused to use a leash except in the extreme tangle mode. In the end, for the trip only, Phyllis gave up on the 3-dog leash idea, and just carried us everywhere.

Phyllis had been warned that gas stations and other public places could be a danger to young puppies who had not yet had all of their vaccinations, so she always drove around and found fresh fields of grass where we could run and play. This was fun for us, and we were incredibly frisky. We also roughhoused for 2-3 hours every night before bed in the hotel rooms. Phyllis calls it “making thunder.”

Before we could be allowed in the hotel rooms, Phyllis spent a half an hour every day in “baby proofing” the rooms. We were especially fond of licking electrical sockets and chewing on electrical wires, so Phyllis made sure this was not possible. We did try very hard though to break through her defenses. In the end, she thwarted our every move by purchasing many dog pens that she used to outline the entire perimeter of every room. We got even by getting hold of her tennis shoes and eating them. It was all great fun though!



We Mayors of Idyllwild and Pookie too love you very much and we always will.

January 2014

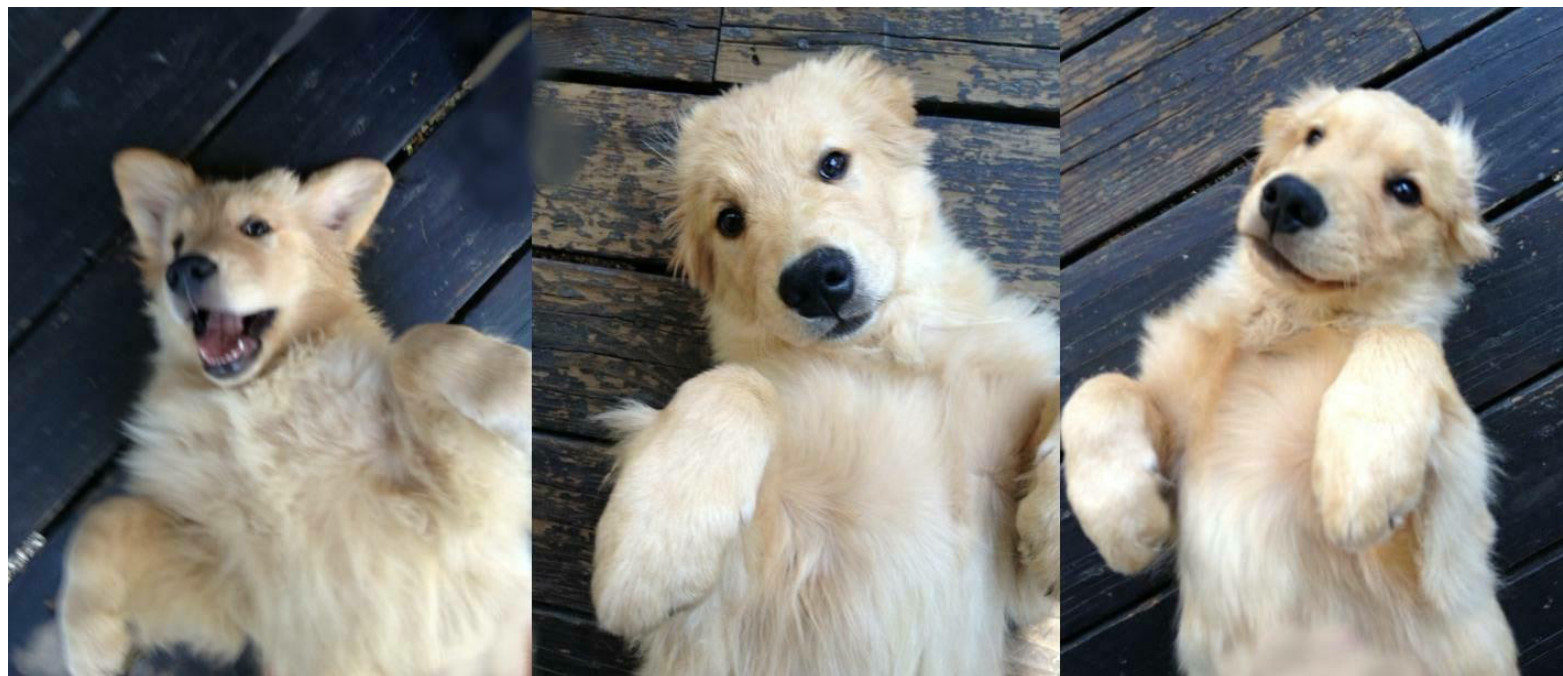
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1 New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Martin Luther King Day	21	22	23	24	25 
26	27	28	29	30	31	1



We Mayors love each other very much and cannot stand to be separated at any time. We sleep together in a pack, and we play together. At events, if one of us has to leave for even a minute for a separate walk, we watch and wonder about the missing Mayor until the other's return, and we often bark for their return as well.



We have been raised by Phyllis, Glenn, and our Puppy Rearing Professional (PRP), Pookie Mueller. Pookie is a rescue dog that Phyllis and Glenn adopted in April, 2013. We have always been exhilarated by Pookie and very frisky with her. That was fine when we were little, but now that we are double her size and soon to be triple her size, we are not allowed to sleep in the bed with her because we keep jumping on her. She's a senior dog and puts us quickly in our place... the very-large-cushy-but-separate dog pen. Phyllis tells us every day if we would just settle down, we could sleep in the main dog bed with Phyllis, Glenn, and Pookie. So far, no luck on that yet. We are just so frisky. Phyllis calls us, "Wild Dogs."



February 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14 Valentine's Day	15
16	17 Presidents' Day	18	19	20	21	22
23	24	25	26	27	28	1

Mayor Max



We Mayors of Idyllwild are all direct descendants of the lineage of the late great Mayor Max, the First. I, Mayor Max, was selected to be the Mayor because I had an uncanny ability to do most all of the things that Mayor Max, the First would do. I want you to know that I know I am the Mayor, and that's why I take posing for photos very seriously. I will always do my best to be a good and respectable Mayor for Idyllwild.

We love to communicate and share joy, affinity, and love with the community of Idyllwild and the world. Along with our Chiefs of Staff, Phyllis Mueller and Glenn Warren, we spend as much time as we can visiting with people and doing as many good deeds as possible for others.

We can be found downtown daily at one of our favorite locations. We also try to fit in a daily visit to the Idyllwild Dog Park because we know it's important that we stay in shape.

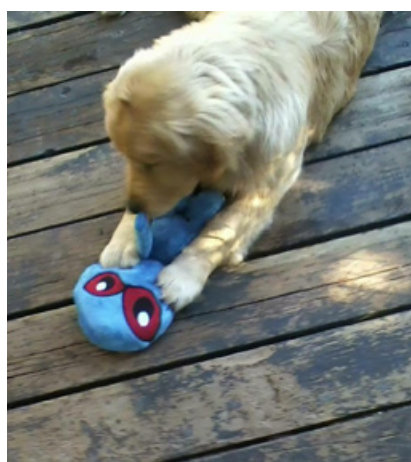
You can schedule a personal visit with us by calling our office at 951.659.0283, sending us an email at max@mayormax.com, or sending us a private message on Facebook.



March 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20 March equinox	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

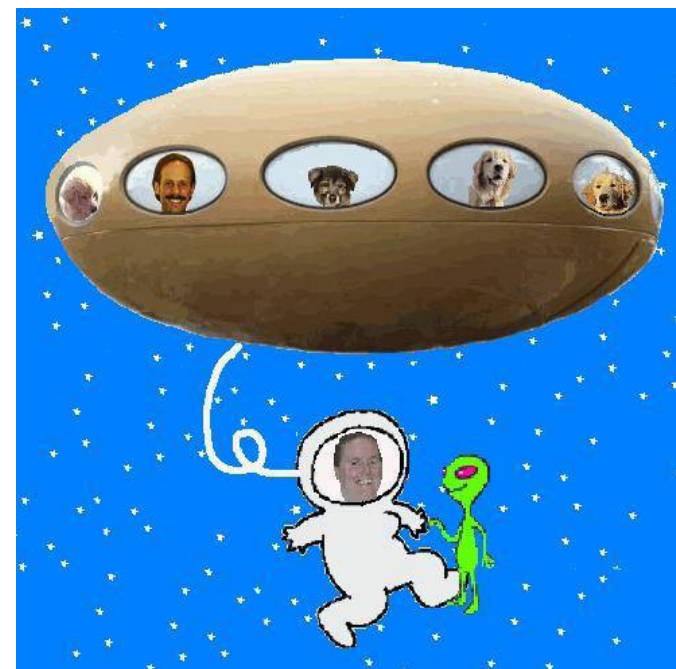
Mayor Mitzi was born with a cowlick on her head. One day, the sun was shining on her cowlick, and we decided that her cowlick was actually a magic beanie with secret powers coming from her lineage which also has a little bit of Martian in it. This led to a funny series of incidents (that we depicted in creative writing stories) with friendly but pesky Martians and Mini-Martians and getting beamed to a Martian spaceship and taken to Mars. These stories are on Facebook and will be added as a page on Mayor Max's web site for those that like to follow a little humorous science fiction—or is it science fact? These are communications that are created just for fun—or is it Pulitzer prize-winning journalism?



Martian
Deflector
Device



In brief, Mitzi started to use her secret powers and beamed Mikey to Mars for just a few seconds. She also beamed Pookie to the Martian space ship. In those seconds that Mikey was on Mars, he landed at the banquet of the King of Mars and disturbed the intergalactic party and ate all of the delicious green goo delicacy that is served on Mars. This caused an upset on Mars and a Martian delegate was sent to get Mitzi and Mikey under control. Mitzi roughed up the Martian delegate in a fun way, she thought. Then the Ambassador Mini-Martian came for a visit and was mis-identified as a tick and was flushed from the water closet. He was able to beam himself out of the water tank, but had a funny odor and was razed about it for six weeks on Mars. The Martian Review Board (MRB) decided that something had to be done about this. As of this writing, the entire staff of the Office of Mayor Max was beamed to Mars to stand before the MRB.



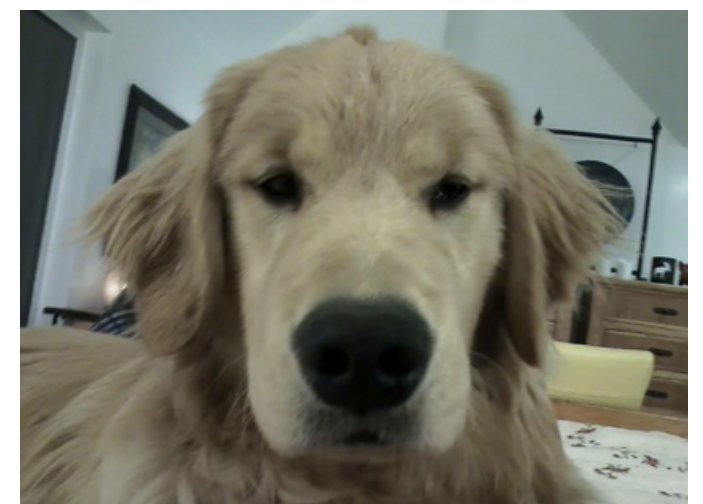
April 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13 Thomas Jefferson's Birthday	14	15	16	17	18	19
20 Easter Sunday	21	22	23	24	25	26 Pookie Mueller's Pet Adoption Date, Celebrated as Birthday
27	28	29	30	1	2	3





My Deputy Mayors Mitzi and Mikey are invaluable to me in fulfilling all of our duties and responsibilities as the Mayors of Idyllwild. I love them so much. I, Mayor Max, get asked all the time why I was selected as the Mayor rather than Mikey or Mitzi. Here's what Phyllis, the Chief of Staff, told me:



How I'm just like Mayor Max, the First:

- Phyllis could spot my similarities when I was only 4 weeks old, and she picked me out of a litter of 10.
- I pose for photographs.
- I know I'm the Mayor.
- I do a mountain lion crouch when waiting for a tennis ball to be thrown.
- I run down the field before a ball is thrown because I know it will be thrown, and I want to get there first.
- I shred stuffed animals, especially raccoon stuffed animals.
- I can change the shape of my eyes when I want to, and it makes me look like a bear. This usually happens when there's food around.
- If I don't want to do something that Phyllis and Glenn want me to do, I roll over on my back, look cute, wag my tail, and sometimes, I can get out of doing whatever I didn't want to do by looking so cute.

- I recognize the friends of Mayor Max, the First, and go over to those friends when I see them and greet them with a special greeting, a tail wag, a jump up, and licks to the face.
- I prefer to get all the attention over the other dogs.
- I bark when I get excited and really want something.
- I have a tractor beam that draws people in and gets people to want to pet me more than the other dogs. The other dogs get a lot of petting too, but I get a little more of the petting, as I should. I'm the Mayor. 😊
- I look the most like the original Mayor Max.
- I often take on the persona of a bear, a polar bear, a mountain lion, a lion, and a Clydesdale horse. As a Golden Retriever, I take on the persona as friendly in all cases. When I take on the persona, I look like them too, and especially walk like them. I can walk exactly like a lion on the Serengeti.
- I can make my face do a really cute look that's completely different than how I normally look.

- I get a little frisky when Phyllis approaches to pet me, and I get a little bit funny. It's hard to describe, but it's my sense of humor that shows up.



May 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
4	5	6 Mayor Max Birthday	7	8	9	10
11 Mothers' Day	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26 Memorial Day Mayor Mitzi and Mayor Mikey Birthdays	27	28	29	30	31



Hello! My name is Pookie Mueller. I am the Puppy Rearing Professional (PRP) for the Hooligan Mayors of Idyllwild that are now also known as the Hooligan Muelligans! I have raised these puppies since they were 8 and 10 pounds. They are wild dogs, that's for sure. I am proud of them.

When I first took charge of the Mayors in July 2013, they were little and liked to roughhouse with me. They liked to jump on me, bite my tail, bite me on the rump, and tackle me. I had very simple and effective tools for controlling them. All I had to do was show them my teeth, squint my eyes to look mean, thrust my mouth toward them, and give them a little bark or growl. This worked tremendously effectively at first. I should have read the "Nanny Clause" on my contract. I didn't realize the Mayors would outgrow me by 50 pounds EACH. As they got to be 20 pounds, their gang-like enthusiasm for me got to be too much. They were particularly fond of biting me on the rump. So I started a campaign in Idyllwild to garner support for my new initiative, "Don't Bite the Nanny on the Fanny!" I was able to generate tremendous support, but no compliance from the Mayors. So we have created two living spaces in our home, deck, and car. One is for senior citizens, that's me! One is for children, that's the Mayors!

It's all working out marvelously and at no inconvenience to me, just tremendous inconvenience to Phyllis and Glenn. That's OK!



Since I am a rescue dog, no one really knows my age, and I am not telling. In April, 2013, two vets estimated I am between 7 and 11. How convenient! Most recently, my Banning PETERinarian, Dr. Grover, updated my chart to say 8½ years old.

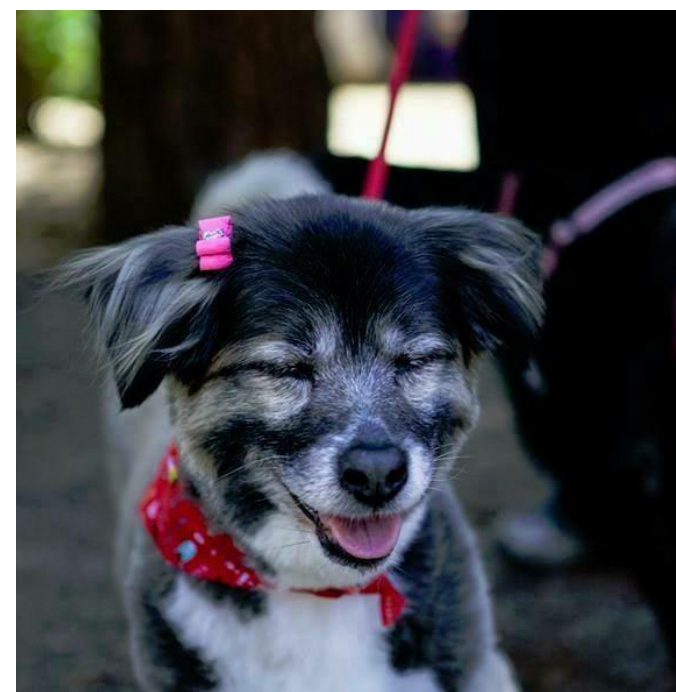
I am also now the official mascot for Wooley's, and you can find me downtown by the store getting pets and doing my best to draw in more shoppers! I am also helping out from time to time as the Assistant Manager of Mountain Paws helping Cindy Ifould-Dahlstrom, the new Owner, with her store. It's fun. I bark a lot.

I was adopted by Phyllis and Glenn on April 26, 2013 from Idyllwild Animal Rescue Friends (ARF). It was Marty Krieger that came down and caught me and saved me. Thank you ARF and Marty for saving my life. I cannot thank you enough. I am eternally and completely grateful in every respect, and I am fully enjoying life now.


Prior to my rescue, I was living in the wild at Lake Hemet. Someone had just left me there, and I was living with the coyotes for days. I was afraid and hungry. I learned to eat a lot of bugs. I also learned to be very aggressive with the coyotes who were always coming around. I was so aggressive, I scared them, so they would run off. I have even bitten them. I also got a bite wound from one and had to get three stitches, but the coyote went away limping, so I won that fight.

My BFF Forever is Tashi, which makes her my BFFF.

I love you for infiniti dot dot dot.



June 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7 Chief of Staff Phyllis Mueller Birthday 
8	9	10	11	12	13	14
15 Fathers' Day	16	17	18	19	20	21 June Solstice
22	23	24	25	26	27	28
29	30	1	2	3	4 Independence Day	5



We Mayors of Idyllwild are a team, and we love each other very much. We do play fight and only rarely do we get into a real skirmish. When we do, it's only for seconds, and then usually, I, Mayor Max, retain my alpha dog status. That's good!



We have entirely unique personalities. I, Mayor Max, am known as the calm one, and this is true unless I get grumpy. I don't get grumpy very often, but when I was little, I used to growl whenever Mikey or Mitzi would bump me when I was sleeping. I don't really do that anymore too much. If I get grumpy today, it's usually because Mikey is trying to snatch some food from me. This could even just be a leaf I picked up, a pine cone or a pine needle. I don't really like to share food. I take after Phyllis that way. Ninety-nine percent of the time, I am a perfectly calm and professional Mayor. I reserve the right as a 7-month old puppy as of this writing to have an occasional puppy moment.

I am a cousin to Mayor Mikey and Mayor Mitzi who are siblings. They are both incredibly frisky, rowdy, and mischievous all the time. It's a toss-up between the two on who is the bigger fun troublemaker.


Mitzi has developed a unique talent for pick-pocketing. She somehow knows how to remove items from your pockets

without you knowing it. This includes cell phones, money, tissues, and more. When meeting with visitors at the Mayor Mobile, she is ninja-fast on snatching your hats, gloves, glasses, jewelry, coats, food items, packages, and anything else you might be carrying. She gets a thrill out of running off with your stuff! She loves to play keep-away and to be chased.

I think that Mikey is the most mischievous. When he enters a room, car, or any place, his first thought is: What can I do here that I shouldn't do? Then, he immediately goes to doing just that. He was also the only one that could figure out how to get through the dog gate barrier Phyllis put in the Mayor Mobile to keep we Mayors in the back seat and NOT in the front seat. Until Mikey reached 55 pounds, he could always sneak through the gate. It was a mystery to us all. Now he's too big, but he continues to delight and entertain us with his ongoing mischief nonetheless.



July 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4 Independence Day	5
6	7	8	9	10	11	12
13	14 Tashi's Pet Adoption Date, Tashi is Pookie Mueller's BFF, Forever, aka: BFFF 	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2



We Mayors love to play fight, especially ear biting, leg biting, tail biting, and fur grabbing. This entertains us as much today as it did when we were just a few weeks old. Glenn captured an excellent video of us playing and roughhousing when we were only nine weeks old. If you would like to see it, just let us know, and we can email it to you.

We make a routine of playing roughhouse every day, and we do this for hours. We then get tired, take a nap, wake up, and get frisky again. If you happen to walk into one of our play sessions, we include you in the playing immediately, just as if you are one of the pack. So remember, these little bites are just love play bites, and your clothes can always use more holes in them because it's important for your skin to be able to breathe and take in the fresh air. We are always thinking of you!

We love you and long to see you and to hear from you. Please always stay in touch with us one way or the other. Our contact information is on the back of this calendar. Thank you.



August 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1 Labor Day	2	3	4	5	6

Hello! I'm Mayor Mitzi, but also known as Princess, Actress, Model, Martian, Mayor Mitzi. I found out very early in my life that I aspire to be a career woman with many different professional aspirations to thrive and survive. I will mention just a few of these below.

Princess: Phyllis knew the minute she put a strand of beautiful pearls on me that I was destined to be a Princess. I feel like a Princess every day, so I must be a Princess!

Actress: I plan to be a famous actress some day and will be playing the lead role as Mitzi in a new movie coming out in 2014 called *Wild Dogs*. Phyllis was thinking this would be a series of home videos of us being wild dogs during our roughhousing in the car, at the dog park, and at home. However, word got out, and Idyllwildians are submitting script ideas that we are currently reviewing.



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Model: I like to wear pretty things and costumes, and I love to be admired and hear the words, “good girl.” I am still pretty frisky as a pup, so I still chew up all my clothes, hats, and jewelry. But I still love it and consider myself to be a very feminine and beautiful girl dog!

Circus Dog: I let Phyllis know that I would be a good circus dog because I can stand on my hind legs and put my feet up on your chest ever so slightly and look into your eyes. Phyllis just loves this, and this is how I greet her every morning. I delight that the boys (Mayor Max and Mayor Mikey) are a little bit lazy in the morning, but I am NOT. So I grab all of Phyllis’ attention, and I get lots of one-on-one time while the boys continue their morning rest.

Martian: Well, it’s in my heritage, so it’s in my DNA. I can cause lots of magical effects. The primary purpose of my magic Martian beanie is to beam love beams to the universe on a 7-day by 24-hour basis. I feel this love beam can solve any problem if I just maintain it, so that’s what we do. If you are ever feeling sad and blue, just put your attention on us, and you will notice we are beaming love beams to you—because we love you.

Mayor Mitzi: My most beloved role is bringing good cheer, love, affinity, and happiness to everyone we meet. I love representing Idyllwild, and I love you too!



September 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 Labor Day	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22 September equinox	23	24	25	26	27
28	29	30	1	2	3	4



The Mayors of Idyllwild, staff, and Pookie too! all believe that positive energy leads towards life and that you can improve the fun, happiness, quality, and longevity of life by focusing on the positive, upbeat aspects of life and turning away from sources of negative energy as much as possible. When you look for and can spot the sources of the creation of negative energy, you can then elect to find and cultivate only the positive sources of energy, and you can create a plan for stepping aside from the negative. You will find that life becomes much more effortless and happy when you surround yourself with sincerely positive-energy, high-affinity, upbeat people.

The purpose of this calendar is to provide you with an upbeat source of communication to make you smile and to further increase the affinity, aesthetics, and happiness in your life even more. We hope you enjoy this calendar every day of the year. Nothing makes us happier than to put a smile on a person's face.



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This calendar is a gift from the Offices of the Mayors of Idyllwild. The Mayors, Pookie, Mitch, Phyllis, and Glenn all had an important role in providing this to you. We hope you enjoy it as much as we have enjoyed providing it to you.






The Mayors of Idyllwild want you to have the most extraordinary and wonderful life this year and in all years to come. We hope that all your positive visions for your life come true, and we know if you stay focused on those positive visions, your dreams will come true.

We are willing to help in any way that we can, and we are here to be a receipt point and acknowledgement point for your communications. We promise to respond to your communications, and please feel free to contact us at any time.

We love you for always and infinity!



October 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1 	2	3	4
5	6	7	8 	9	10	11
12	13 <small>Columbus Day</small>	14	15 	16	17	18
19	20	21	22	23 	24	25
26	27	28	29	30 	31 <small>Halloween</small>	1



Why We Love Idyllwild!

We Mayors of Idyllwild wanted to let you know a little bit more about some of the things we love about living in Idyllwild.

First and foremost, we love the sense of community and really getting to know people, and pets too—let's not forget the all-important pets! We love the fact that we can go on one 15-minute errand, see 20+ people (minimum) we know and love on any trip, and turn that 15-minute errand into a full 45-60+ minute trip. Why? Because all of these people have become friends on any number of levels, and it's wonderful to see them again, and it's wonderful to talk to them every time. It's always fun, and it always puts a smile on our faces to see you.

Pookie was working as the Assistant Manager at Mountain Paws on Christmas day, and Bobby from Hidden Village saw us all working there. Without saying a word, he made us some wonderful holiday Chinese food with turkey and included

Glenn's favorite dish. We were truly appreciative. He did it as a gift. He did it without our asking or placing an order. This is the type of thing that happens in Idyllwild.

I love the fact that as we drive, we keep a lookout for friends and acquaintances who are driving by us in the opposite direction. If they recognize us, they wave and sometimes honk as they drive by. If we recognize them, we wave at them. Don't miss the wave! We have gotten so that we have memorized license plates and car models so there's no chance we'll miss the wave. Then, we figured out, we have so many friends here, we are pretty much waving at everyone!

I like the fact that most of us are really involved in helping the community. It is a wonderful place to live, and it is set in one of the most beautiful surroundings and environments in the world. We love Idyllwild and its environment. Most importantly, we love you! Thank you one and all for being so wonderful to us. We sincerely appreciate it.



November 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31 Halloween	1
2	3	4	5	6	7	8
9	10	11 Veterans Day	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 Thanksgiving Day	28	29 Idyllwild Christmas Tree Lighting Ceremony
30	1	2	3	4	5	6





Hello and Happy Holidays Once Again!

It's me, Pookie Mueller, with Tashi, my BFF Forever. Tashi and I became best friends the minute we met each other. We were both rescued by Idyllwild Animal Rescue Friends (ARF) from terrible situations, and we have that in common. I met Tashi at the ARF Pet Expo on July 13, 2013.

Tashi and I think alike in every respect. I feel that she is like a big sister to me. I know that she knows more about life than I do. I can see it in her eyes even though she is much younger than I am. Tashi, as of this writing, is just a little over a year old, whereas I am eight times that age.

Tashi is like a very familiar person to me, and she is very spiritual and full of calm, tranquil, peaceful, gently-flowing quietly rhythmic harmonic energy. We don't have to bark at each other to communicate. We understand each other's thoughts by just the look in the eyes and the intention to move

our thoughts back and forth between us. I feel calm with Tashi, and I can feel her affinity always surrounding me.

Tashi makes me happy, and we like to sit around together and are comfortable doing nothing or just lightly sniffing around. She's not frisky and wild like the Hooligan Muelligan Mayors of Idyllwild. She walks my speed when we are together, and we are such good buddies. I am extra happy when she's around, and I am glad to have her as my dear friend. I know we are both very lucky to have each other as BFFs Forever, which makes us BFFFs.

Tashi and I love you very much and wish that all of your dreams come true forever and forever. We love that word, forever, and we love you too, forever.



December 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21 December Solstice	22	23	24 Christmas Eve	25 Christmas Day	26	27
28	29	30	31 New Year's Eve	1	2	3



Remember to Help—Please always remember that you can never do too much to save animals.

Hello again. It's me, Pookie Mueller, with my BFF, Tashi. We are both rescue dogs. I was rescued at Lake Hemet by Idyllwild Animal Rescue Friends (ARF) and adopted by Phyllis Mueller, Glenn Warren, and the Office of Mayor Max. Tashi and I would like to ask for your help in continuing to support ARF in every way possible so that more pets like us can have a wonderful life.

There are four things we need at ARF on an ongoing basis. They are: financial contributions, donations of pet food and pet supplies, volunteers to come in and work at the ARF office for a few hours a week, and fosters—individuals that can take a dog into their home and care for it until we get the dog adopted. ARF covers all the costs of fostering the dogs, including food and medical care. We always need more fosters. The more fosters we have, the more animals we can save.

Please help us at ARF in any and all ways that you can. Thank you so much for all your love and support. If you have ever helped ARF in the past, we consider you to be one of the individuals that helped to save us. Thank you for saving us.

To contact ARF at any time, call 951-659-1122, or email info@idyllwildarf.org

The ARF House is located at:
26890 State Highway 243
Idyllwild, CA 92549

Thank you for your help!

We love you.

Love always,

Pookie Mueller and my BFF, Tashi



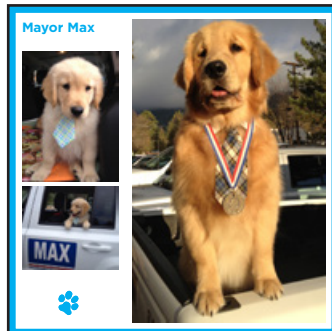
January



February



March



April



May



June



July



August



September



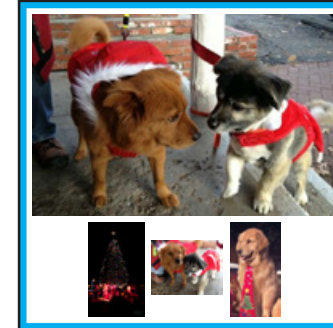
October



November



December



Contact Us

You can contact the Mayors of Idyllwild at any time for any reason. To find out more about the Mayors of Idyllwild or to arrange a visit with the Mayors, please contact The Office of the Mayors of Idyllwild via any of the following below:

- Send an email to max@mayormax.com
- Call the Mayors' Office at 951.659.0283
- Mail your request to Mayor Max, P.O. Box 1848, Idyllwild, CA 92549
- Send a private message or a friend request on Facebook to Mayor Max
- Visit the Mayor's website at www.mayormax.com
- Call the Chief of Staff, Phyllis Mueller, at 949.525.0100

We will get back with you right away.

The Mayors are available to attend special events or make visitations on and off the Hill, time permitting.

If you would like to receive future copies of our newsletter, just let us know at any one of our above contact locations.

