

# MAYOR MAX

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August 31st marks the end of my second month in office. It's hard to believe that time is flying so fast, but it has been another great month.

I continue to work diligently to keep all the promises of my job description as Mayor of Idyllwild. You can review my job description and many other details about my mayoral office on [www.mayormax.com](http://www.mayormax.com) and also on Facebook.

## Some highlights of the month:

### MAX GOES INTERNATIONAL

**August 3.** San Francisco and the beautiful state of California—I traveled to San Francisco to meet with my PR team to discuss media strategies for promoting Idyllwild, ARF, and the cause of animal rights on and off the Hill. We encountered people from all over the U.S. and around the world who were traveling the same route. To everyone we met, we promoted Idyllwild and ARF. We gave them our contact information and asked them to visit and stay in touch with us.

**August 11.** In between hail and rain storms in Pine Cove, we managed to slip away to a clear sky in Mountain Center and attend and support the Dennis Agajanian concert at Chapel in the Pines. What a fantastic guitar player! I was very popular with the kids there, and they liked



(L to R) Jeri Wilcox, Caesar, Reba Coulter, Phyllis Mueller, Max, Maizy, Sandi Wilkes, and Pat Ruffner at the Forest Folk Potluck during the last Thursday night of the Summer Concert Series.

Forest Folk's potluck. The food was fantastic, and I really liked the egg salad sandwiches that I managed to wrangle... I met lots of new Forest Folk friends, including Caesar and Maizy.

**August 18.** We attended the American Legion Ladies Auxiliary luau with Mike Reno, a very good friend of the family and an excellent contractor too! The food was definitely great and worth a repeat performance. Everyone was very friendly, and I also made a nice donation to this wonderful group! Phyllis and Glenn were delighted to see the Legion's "kinder, gentler" version of the traditional luau pig.

**August 23 and 30.** Forest Folk — We attended a second and third Forest Folk potluck and strategized options for ensuring the success of their upcoming Labor Day yard sale. Over the Labor Day weekend, we purchased several items from Forest Folk and other yard sales. You just can't visit too many yard sales.



The American Legion Luau Pig—very cute and tasty too!

**August 25.** I attended and supported the Idyllwild Town Jazz festival. As the event closed, I was able to visit with many of the people who attended the concert. People still love to find out that Idyllwild elected a dog as their Mayor. I always make sure I'm wearing my tie so I look official when I meet people, and I do shake their hands.

petting me. I lased in on the cookies the kids were eating, and this had a great result. They shared the cookies with me and some juice. Thank you very much!

**August 12.** We had dinner with fellow campaign manager Kathy Keane, and visited with Lucky, ARF Ambassador, at Café Aroma, and we discussed ideas for creating a bigger dog park. Kathy and Lucky are wonderful ARF supporters.

**August 16.** We had lunch with town security and crime consultant Tracy Philippi to discuss solutions to theft crimes. We discussed the costs associated with putting security systems in homes that link to a 7x24-hour local police force with immediate response times. I promise to help "take a bite out of crime."

**August 16.** I attended the Idyllwild Summer Concert at the Community Center and supported their fund-raising effort. The jazz was fantastic, and it was so pleasant being with everyone in the community at a venue like this. At this event, we also joined



(L to R) Doug, Erika, Max, and Marcela—my friends who drove all the way up to Pine Cove from Orange County to help us complete the ARF Direct Mail Campaign from the Office of Mayor Max. Hope you received it!

**August 1-31.** ARF Campaign Direct Mail Program (3000 units)—As promised, we completed a campaign to all of the people in Idyllwild and Mountain Center letting them know about ARF's need for more volunteers and fosters. Hopefully, you received this in the mail recently. If you did not receive a copy, please call my office and let me know your P.O. Box and/or contact information. We will add you to the database. We also sent the campaign via email to everyone where an email address has been provided. This includes our local, national, and international friends we have from our own contacts and those we have met while promoting Idyllwild on and off the Hill.

If you know anyone that would like to adopt a pet or foster a pet or simply volunteer at ARF for a few hours a week, please contact ARF at [www.idyllwildarf.com](http://www.idyllwildarf.com) or call 951.659.1122. Thank you.

**New Idyllwild Promotions**—In my ongoing meetings with Idyllwild's top

business and community leaders, I have learned that more visiting tourists from all of the southern California markets are highly desired. The areas specifically stated of interest are visitors from Los Angeles, San Diego, Temecula, Hemet, Palm Springs, and the Orange County areas. My office has created a database of 47,000 CEOs and top business executives in the southern California firms in these markets and will

be creating outreach campaigns inviting these companies to visit Idyllwild for their corporate meetings and events and also inviting their business contacts, associates, friends and family members to visit Idyllwild for the sheer pleasure of it! These campaigns will be implemented on an ongoing basis and will begin in September.

**Health Update**—I am doing very well on my health now, and my restricted diet has been paying off. I have regained some of the



(L to R) Gary Budnick of Gary's Deli and Max—planning dietary survival strategies and new great ideas for Idyllwild.

weight I lost, and I haven't been ill since my return to Idyllwild on the 13th of July. We stopped by Gary's Deli to meet with Gary and Chip to discuss my diet and health plan. Gary has been very helpful to me since I arrived in Idyllwild. Gary makes me special chicken that meets the requirements of my new diet. We love Gary and Chip and really appreciate them.



(L to R) Carlos Adames, Max, and Andrea Adames, newlyweds visiting Idyllwild.

**A Happy Life**—Please always remember, positive energy leads towards life. Surround yourself with positive-energy people, and you will find that life is full of fun, happiness, affinity, extroversion, smiles, simplicity, and abundance. To borrow a phrase, "smile and the world smiles with you." It's

easier to accomplish your goals when you are surrounded by positive-energy people, and life is simpler and more fun too. To sum it all up with a jingle: Don't let the negatives get you down. They only show and cause a frown. Always wear a smile in town. Only love and affinity should hang around.

And on that note, I love helping, and I will be helping and participating in the upcoming animal rescue charity events in town and regionally including the Living Free event on October 6th and the Heavenly Horse Haven event on October 20th. We are here to help. If you need help of any kind, please let us know by contacting my office. We will get back with you, and we look forward to hearing from you.

I love you.

Love always,

**MAYOR MAX**

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