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Life in LAMORINDA

The California Independent Film Festival Finds a Home in Moraga

13th Annual Festival Opens January 28th

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Left to right: Derek Zemrak, Sam McAlpine, Beau Behan, Casey Pirkle, Scott Byer, Leonard Pirkle Photo Andy Scheck

Iron Filmmaker is Back. The popular Iron Filmmaker event will showcase the efforts of up-and-coming local writers, directors, videographers, and actors. Last year, Lamorinda filmmaking teams came out on top taking first and third place honors in this contest, which challenges filmmakers to create a 3-minute movie on a specific theme in 24 hours. Contestants are encouraged to go to the CAIFF website to register to participate; the first 30 entries will be accepted. Films must include the "secret ingredients" that all participants will be given at the kick-off meeting on the morning of Saturday, January 22nd, and must be submitted by 11:00 a.m. on Sunday, January 23rd. All of the Iron Filmmaker films will be shown on the big screen in the main theater on Saturday the 29th starting at 10:00 a.m.

The Gala Slate Awards. On Sunday the 30th, film enthusiasts are invited to attend the CAIFF Gala Slate Awards. Brunch will be

served on the stage of the main theater and films will be recognized in a variety of categories. (Fans can attend the brunch and/or the award ceremony alone). Actor Lou Diamond Phillips, well known for his portrayal of Ritchie Valens in the film *La Bamba*, will be presented with a Maverick Award. And Shirley Jones, the star of several films including the musicals *Oklahoma* and *Music Man*, will receive a Lifetime Achievement Award. Most middle-aged (and older) Lamorinda moms will fondly recall watching Jones as the multi-tasking, singing, bus-driving mother of five in the television sitcom *The Partridge Family* and probably wonder today where she got all the energy! The film *Oklahoma* will be shown in the main theater following the awards ceremony.

Try a Short. Throughout the week, the Festival will also showcase a number and variety of movie shorts, films from three to thirty minutes in length. "Shorts are the

nucleus of independent film making. It is often the vehicle for inde-

pendent film makers getting started," says Behan.

The Closer. The final night of the Festival (Thursday, February 3rd) will feature the winning Shorts Showcase and the film *Mayor Cupcake*—the story of a hard-working cupcake-maker who is inadvertently elected mayor of a small town burdened with debt. Moviegoers will have another chance to catch the celebrity buzz and ask questions of the film's star Lea Thompson, who gained film fame in the *Back to the Future* series and on the television sitcom *Caroline in the City*.

"The whole community is rallying behind us. I think it is going to be a great success worthy of its 13th year," says Behan, who is keeping busy with the final preparations leading up to the Festival. "I hope the Festival will provide another opportunity to put Moraga on the map," he says, revealing his ubiquitous smile and adding, "We have found a home."

California Independent Film Festival 2011 Main Events—What's Not to be Missed

- Saturday, January 22nd 10:00 a.m.—Iron Filmmaker Kick off
- Sunday, January 23rd 11:00 a.m.—Iron Filmmaker Submission Deadline
- Friday, January 28th
5:00 p.m.—Opening Night Red Carpet Reception
6:30 p.m.—*The 5th Quarter* in the main theater
- Saturday, January 29th
10 a.m.—Iron Filmmaker Showcase
- Sunday, January 30th
11:30 a.m.—Gala Slate Awards and Brunch
2:30 p.m.—*Oklahoma* in the main theater
- Thursday, February 3rd
5:30 p.m.—Closing Reception
7:45 p.m.—*Mayor Cupcake* and Winning Shorts Showcase screening

For the complete CAIFF 2011 line up go to www.caiff.org. Tickets for all of the films and showcases are available online at the CAIFF website or at the theater. Advance purchase is advised for the opening night screening of *The 5th Quarter*, the Slate Awards, and closing night film *Mayor Cupcake*.

Putting Money in your RecycleBank

By Sophie Braccini



It all goes in the brown container: mixed paper, plastic bottles, cans, cardboard; (from left) Bart Carr, Janna McKay, Emily Carr, Paul Morsen. Photo Sophie Braccini

Beginning in January it pays to recycle in Orinda and Moraga, as the Central Contra Costa Solid Waste Authority launches a one-year pilot program called RecycleBank that offers a financial incentive for recycling. Residents who sign up and diligently use their

brown recycling containers will get points they can redeem at local stores or contribute to local schools; success will be measured by neighborhood, not by individual bin.

When Paul Morsen, the Central Contra Costa Solid Waste Authority's (CCCSWA)

Executive Director, noticed a decline in metrics for the recycling of residential waste, his team immediately started looking for ways to encourage residents to do more. "When we heard that RecycleBank, a company that monitors the weight of recycled materials and provides rewards for improvement, was looking for a pilot program participant on the west coast, we started a discussion with them," says Morsen.

The objective of the pilot program is to increase brown-bin recycling by 20% (by weight) within a year. Recycled material is measured and recorded for each recycling route so performance can be benchmarked and measured over the course of time. Recycling trucks will use a special GPS system to identify which homes have taken out their brown containers. If a home is signed up for the program, the customer will be credited with points according to the increase recorded on the respective route. So registering is not enough, residents must improve their total recycling performance to be credited with points.

This week, RecycleBank is mailing information to homes

in Orinda and Moraga. By mid-January, residents will receive a registration card with instructions for registering at www.recyclebank.com. Residents will also be able to go to this website to monitor and use accumulated points.

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