



What Makes Lucerne Valley Unique?



Recently we wrote a lighthearted article about our produce supplier OK Produce and their creatively humorous trucks whose graphics depicted beautiful pictures of fruits and vegetables, along with a tag line using a play on words relating to the picture. For example, the best (of course) is "Peachy Keen" for peaches. Other examples: "Have a Grape Day" for, duh, grapes, or "We're Jammin'" for berries.

Why did it matter enough to include in a commentary in this space? And what does it have to do with Lucerne Valley being unique?

As it turns out, quite a lot. Lucerne Valley has been a "Town of Character(s)" for decades, maybe over a full century. We have enjoyed a community culture of the Desert Rat mentality, which is a mindset that causes people to get out of the fast lane of American life and to resist the control and restraints that that kind of life tends to impose.

Actually, that's the traditional American mindset of ornery independence, initiative, and strong character that gave us the oomph to separate from Great Britain and then defeat their veteran troops in our Revolutionary War. That same fierce independence defines a Desert Rat. We're out here to live our lives as we see fit and want to be left alone by Big Daddy and Big Mama governments.

Our historic culture produced a creative energy that built the strongest, most prosperous nation in the history of our world. And not to forget, much of that energy sprang from our faith in the God of the Bible and His Son Jesus the Messiah.

For about two centuries, the United States was composed of many smallish family farms and family businesses in towns that dotted the landscape. One knew one's neighbors and business owners. Good service and personal relation-

ships were assumed. You could complain to the boss, who usually was the owner, and you often knew where he lived.



for the spirit of leftism that is destroying our nation.

Lucerne Valley has resisted that trend toward soul-less urbanization. We still have small businesses where you can talk to the owner, and where you often see neighbors and friends. Our small churches are far from the big-city franchises that have all but abandoned the living God and the Bible. They too are still personal and involved with each other.

Our official San Bernardino County Community Plan specifies that no chain-type businesses be approved here. No McDonalds. No big chain stores (which our relatively small population won't support anyway). The purpose of that was to maintain our small-town culture and feel as long as possible.

That's where OK Produce, and even Lucerne Valley Market and Hardware come in. Neither of us is perfect. But you still know who to feed back to – you know where the top is, and it isn't in some far-away corporate headquarters where you are a tiny molecule on the landscape, 2 or 3000 miles away. You don't have to call an overseas "help" desk or wait long minutes or even hours to talk to someone on the phone, if that's even possible anymore.

We're losing that special status even here in Lucerne Valley. Even here we have become targets of multilevel Big Government; we must compete with Big Business that sacrifices the personal for the "efficient", using their cost savings to suck people in. The complexities of modern life require costly complexities in response, so that smaller, more personal operations struggle to afford the lawyers, accountants, and experts in government mandates necessary to remain in business.

Even our marvelous little school district has to deal with Big Education and Big Government, making their stand for doing what's right for our students more and

more difficult to maintain. Our superintendent and school board are committed to the welfare of the students and therefore the community. They willingly face down the bureaucrats who would dictate to them how to run a school district at the expense of our students' welfare. Lucerne Valley is blessed to have such people in that position.

And of course, this is the bottom line. We ARE specially blessed. Our little town is off the beaten paths of freeways and traffic-clogged streets. Many of us residents are here because of our resistance to the pull of the faceless, nameless urban way of life. We have lost many great Desert Rats, some to long lives finally finished, others



to the necessity to move away. But many remain and work hard to keep this community special.

And as you might guess, I believe that Lucerne Valley is special in God's eyes. There remains a special spirit here, and I feel His protective hand on our town. It takes much effort on the part of the people who give their time to keep it that way, and whether they know it or not, they are serving His purposes.

Be glad you live in this OK valley. And you might even turn to the God Who gives us the gift of this unique and beautiful place to live.

Linda Gammel

LVEDA Meeting (Lucerne Valley Economic Development Association)

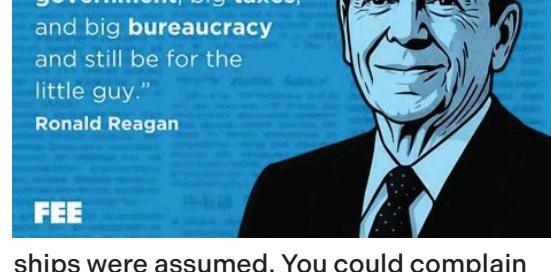
Monday, January 26th

5:00 pm at the Moose Lodge

on Foothill Road, just west of Tradepost Road.

LVEDA provides an important community forum recognized by County, State, and Local Representatives. Supports real economic development consistent with our rural goals. Opposes projects that harm our land-use integrity and quality of life.

**Is something bugging you?
COME TO THE NEXT MEETING
TO EXPRESS YOUR OPINION!**



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As the cities grew into the huge urban centers we now see throughout the country, the personal has transformed into the

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On The Lighter Side of Serious Stuff . . . from the Web

