

Hello from the Information Center & Bookstore!

by Jeff Darlington

When visitors to Mono Lake think of the Mono Lake Committee, it is often the Mono Lake Information Center & Bookstore that comes to mind. The building is a cultural and historical icon located in the middle of Lee Vining on Highway 395. It is easily identified by the colorful lake mural on the street façade, the inviting steps and picnic tables, and the big blue “Tourist Information” sign out front.



The Mono Lake Committee Information Center & Bookstore, located on the corner of Highway 395 and 3rd Street in Lee Vining.

Recently the staff took a closer look at the role of the Information Center & Bookstore, which is summarized below.

We strive to provide a fun and informative experience at the Information Center & Bookstore, whether visitors are simply inquiring about road conditions, purchasing a map, or talking to staff about Committee programs. Whether you're a new member or a long-time supporter, consider dropping by to pay us a

For almost 25 years, the Information Center & Bookstore has been a hub for Committee members and a rest stop for tourists and visitors. Through the quiet cold and serenity of winter and the busy excitement of summer, the doors are open an average of 360 days a year.

Bookstore contributes more to our mission and operations. The Bookstore is recognized as one of the best in the Eastern Sierra and generates income to help support the Committee's projects, and the Information Center spreads the message of Mono Lake and environmental responsibility.

visit to see the new merchandise, find out what's new at Mono Lake, and talk to Committee staff.

We'd love to see you! ❖

Jeff Darlington is the Committee's Office Director. He's been cleaning up on the Doppelkopf circuit so far in 2002.

Each year the Information Center &

The goals of the Mono Lake Committee Information Center

1. To educate the public about Mono Lake and the impacts on the environment of excessive water use. We strive to make friends of all visitors, and hope that when they leave they take with them a new appreciation for Mono Lake and the Mono Lake Committee.
2. To provide accurate, up-to-date and year-round tourist information about Lee Vining, the Mono Basin and the Eastern Sierra. This is our goal as personal representatives of the Lee Vining Chamber of Commerce.
3. To promote the Committee's education, membership, and policy programs through personally interacting with visitors.

The goals of the Mono Lake Committee Bookstore

1. To produce sales revenue to fund the Committee's programs. All profits made in our bookstore fund our efforts to protect and restore Mono Lake and fund our environmental education programs.
2. To carry a wide range of products that emphasize the Mono Basin and the Eastern Sierra, and promote sustainable outdoor recreation and visitor enjoyment. (See highlighted products on pages 12–13.)
3. To emphasize environmentally sound products in our purchasing, and promote them in our store. For example, we carry clothing made of organic cotton with soy-based inks, water conservation products, and products made of recycled materials.