

A letter from the Muir Hanna Estate regarding the proposal to have Highway 132 named as John Muir Highway (the route originating at the Highway 99 interchange and proceeding to Highway 120 via J132)

Dear Mr. Pulvino:

I am in receipt of your letter outlining your goal of having that portion of Highway 132 between Modesto and Highway 120 designated as the "John Muir Highway". We are always honored when my great-grandfather's legacy is recognized in this and other ways.

Per your request, please accept this letter as your assurance that the Muir estate has no objection to this usage of my great-grandfather's name. We wish you luck with your project and look forward to a scenic drive along the John Muir Highway in the near future.

Best regards,

Bill Hanna
Owner
Muir's Legacy Vineyards



Mariposa Economic Development Corporation ... "recognize and wholeheartedly support such sustainable development as an aspect of the State's efforts to address global warming, while continuing to enhance the economic prosperity of its residents." Les Marsden, President

Mariposa Tourism Bureau "extends best wishes for a successful journey of this amendment in the spirit of the adventures of a man so integral to our greatest of national treasures, our county's historical past, present, and future." Jeffrey Hentz, Executive Director

Mariposa Board of Supervisors (8/12/08)- Adopt a Resolution Supporting a Proposal from Ken Pulvino to Name Highway 132 and J-132 as John Muir Highway...direction was given to the Chair to move forward with the concept of renaming Highway 132 (5-0 in support)

Mariposa Chamber of Commerce "the area provides an unsurpassed opportunity for visitors to savor much of what John Muir saw as he journeyed to Yosemite Valley." Maryann Huff, President

Following in John Muir's Footsteps from his First Summer in the Sierra, **Creating a new Gateway** to Yosemite National Park's splendor along



John Muir Highway

Let us now reclaim John Muir's vision from those wonderful journal entries of 1869. We can share the glorious past still to be found by retracing his steps along Highway 132 and giving this corridor in California's Gold Country the name John Muir Highway.

Seeking support to preserve a cultural heritage venue, a unique rural lifestyle in harmony with Sierra ecosystems, the enhancement and economic vitality of an historic gateway corridor to Yosemite Valley, and honoring the man who has come to symbolize the protection of our environment and the beauty of America's natural treasures.

*This promotional document is not to be reprinted or copied without written permission (www.johnmuirhighway.org)
Photo courtesy of University of the Pacific - Holt Atherton Library

Why it is important to have Hwy 132 become John Muir Highway?

There are **two primary reasons** that can be easily seen as important to tourism, the health of communities along the highway corridor and the assertion of this route's historic claim to being John Muir's "Way" to Yosemite Valley.

John Muir is a lasting and important figure both in California's and America's history. Indeed, John Muir and what he represents is so fundamental to the California experience that his image was affixed upon the State's quarter beginning in 2005. It is only fitting, therefore, that his original route to Yosemite Valley - as described in his 1869 journals - be part of the official recognition in his honor.

Secondly, visitors and regional stakeholders want to maintain the quality of the ecosystems in the Sierra all the way from our glorious peaks to the ends of our watershed tributaries. Both constituencies value what John Muir represents to contemporary California: green, sustainable living with conservation of the natural environment. Economic development in the Hwy 132 corridor region continues to reflect respect for these beliefs. The manner in which residents of this area uphold the rural lifestyle very reminiscent of the 1860's while resisting the intrusion of large scale development make it a uniquely appropriate setting to honor John Muir's legacy of preserving the environment.

An important component of this naming event will include adoption of tourism promotion based upon the innovative approach now heralded as eco-, agri- or geotourism. This brand of tourism enjoys substantial interest for all visitors who seek immersion in nature for relaxation, and especially those John Muir admirers coming from abroad.

What do the experts say about potential benefits for the region and California?

*"The idea you have in mind is a solid one, if executed properly. **No single corridor on the way to Yosemite has identified itself as the "Green" route to Yosemite and the public is strongly interested in nature.** With strong geotourism values, you could promote the route successfully as that alternative..."*
John Poimiroo, Poimiroo & Partners (former California State Tourism Director)

*"The designation of a new John Muir Highway would undoubtedly generate worldwide interest in-and tourism to- the county. Renaming a highway after the famed naturalist is **an ideal way to remind visitors of John Muir's rambles here, and re-awaken interest in the natural beauty that drew him to this county.**"*
Lora Finnegan, former Sr. Editor, Sunset Magazine, now Editor of CaliforniaTravelGirl.blogspot.com

*"Your concept **sounds incredibly interesting.**"*
Barbara Steinberg, the California Travel Insider

Links for Information about the John Muir Highway naming project & his 1869 Journals

A temporary tab has been set for updates on the project at the **ToMarket** location (www.tomarket.net) until the www.johnmuirhighway.com site is complete. Additional John Muir historical information about his trip to the Sierra along Hwy 132 can be found at...

www.johnmuir.org/walk/ - where Peter & Donna Thomas chronicle their 2006 return to Muir's route

www.library.pacific.edu/ha/muir/ - The Holt Ather-ton Library of John Muir's papers- Univ. of The Pacific

How did this project get started & how can you help in making it successful?

Although proposals have been suggested in the past to recognize John Muir's contribution to the appreciation of the Sierra Foothills by naming a highway after him, none of these previous attempts have had the historic precedence of **his actual journal documentation verifying his "way" to Yosemite Valley** (see example quotes below from *My First Summer in the Sierra*).

"Found a lovely lily (Calochortus albus) in a shady adenostoma thicket near **Coulterville**, in company with Adiantum Chilense. It is white with a faint purplish tinge inside at the base of the petals, a most impressive plant, pure as a snow crystal, one of the plant saints that all must love and be made so much the purer by it every time it is seen. It puts the roughest mountaineer on his good behaviour. "...and,..."Saw some logs of, this species at the **Greeley Mill**. They are round and regular as if turned in a lathe, excepting the butt cuts, which have a few buttressing projections. The fragrance of the sugary sap is delicious and scents the mill and lumber yard. How beautiful the ground beneath this pine thickly strewn with slender needles and grand cones and the piles of cone scales, seed-wings and shells around the instep of each tree where the squirrels have been feasting!"

Up to this point (1-6-2009), all aspects of the project have been conducted and funded by me, Ken Pulvino. You can help by visiting the **ToMarket** site and offering useful assistance in networking with key contacts in county (i.e.Stanisluas/Tuolumne), state and federal government or introducing me to suitable non-profit organizations that could act as a funding channel for my efforts. **In 2009 I plan to meet with our state legislators. I believe it is a vital part of much needed economic revitalization for Hwy 132 and for the preservation of our ecosystems here.**
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