

**We Say NO to Bailouts & Bonuses
We Say YES to Making Local Loans**



THEY MADE IT HAPPEN! (left to right) - **David Dawson**, owner of Razor-Back Construction, **Beth Rudometkin** and **Russ Anger**, both of Community First Credit Union, are two local businesses that put the community first!

Beth can be found at our Guerneville Main Street office
(within the iconic Mercantile Building)
707/869-9063, brudo@comfirstcu.org

Deposits can be made at the same location via our "smart" ATM.



546-6000 ⇔ www.comfirstcu.org

any resident, student or business in Sonoma County can be a Member
all accounts Federally insured & guaranteed to at least \$250,000

Founded in 1961 by Sonoma County Teachers

**FREESTONE FERMENTATION
FESTIVAL**

SATURDAY MAY 16TH

A Celebration of All Things Fermented!

SALMON CREEK SCHOOL 1935 BOHEMIAN HWY

NOON TO 4:30 P.M. EVERYTHING FERMENTED

Sample a wide variety of Fermented Food and Drink

Alchemical Speakers - Exhibitors- Tastes - Demonstrations - Displays- Fun

NOON TO 8 P.M. - MUSIC STAGE - FESTIVITIES

Samba - Drums - Rock - Vocalists & Kid's activities

OPENHOUSE IN FREESTONE

Enduring Comforts - Osmosis Spa -Wild Flour Bakery

1/2 off Wine Tastes at Freestone Vineyard with this ad May 16

FREESTONEFERMENTATIONFESTIVAL.COM

2 - www.westcountygazette.com - 5/14/09

Dear Readers,

This evening, when I visited *Fred's Liquors* in downtown Forestville for my monthly energy drink to meet this deadline, Bobby and I chatted about the very subject of my lead story. He and his wife own two convenience stores. They write two paychecks and cash one. Every now and then they get to cash the other one. It's the nature of being self-employed. You don't always get paid...but you always have a job!

For those of us who create our own jobs, this insecure security is what drives us. It's kind of like buying lottery tickets. There's a chance the ticket will pay off. When you create your own job, there's a chance it will pay off., too! In the mean time, you have a purpose every day.

Psychologists will tell you that one of the most important happiness generators for people is a sense of purpose. It's one of the many reasons old people get depressed. All their lives they had purpose to their days. Age steals one ability after another, until they feel useless. What's the point of being alive if you can't accomplish anything?

I remember my grandmother taking to the halls with her walker in the elder care facility she ended up in around 92. She could no longer take care of herself, but she could take care of others. It's how she lived her life and she wasn't about to stop. It didn't

matter what she did, as long as she did it. Self-employed people are like that. Going to work every day is more important than getting paid. There's always a goal in front of you to be achieved. That's the reward. Meeting that goal, and then the next, etc.

I have an essay running around in my head about how to beat the recession and come out ahead. I'm too busy working to get it written - like so many other essays in my head. One of these days I'll make enough money to write! In the mean time - I can at least take notice of entrepreneurial heroes and let you know about them because they are blazing a yellow brick road of optimism into the abundant future. It's not abundance like material money-seekers want. It's abundance of accomplishment. It's goals met and tasks checked off the list.

It takes a certain kind of person to create their own job! One thing for sure. They have to be self-disciplined and motivated! See Jimmy in the ad below? He loves what he does to make a living and it shows in his products. The people in my article on **Economic Optimism** love how they spend their days as well. You look at the ads in this newspaper and they are all about people making their own jobs. Many of them employ your neighbors as well. They are heroes to me because they contribute to society we all enjoy. ...and that's another subject!

**It Pays to Advertise in the
West County Gazette**



Jimmy with Gentleman

*"Vesta...your paper is GOLD!
I can't believe how you've
changed my business!
I got a BIG order from a B&B,
another guy bought a dozen
chairs, I'm getting orders left
and right! I'm busy!!
And you know what?
I can even afford to pay for
my ads now! Thank You!"*



**Jimmy Matlock
Cloverdale Chairs
4573 Todd Rd
Sebastopol
707-824-8948**

Reach our Loyal Readers by contacting Vesta
at 707-887-0253 or vesta@sonic.net