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"Service above Self"

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Dear Readers,

As always, there's a lot happening across Sonoma County. We're heading into another election season so you'll see politicians running for office at every community event. Faces you may know by name now become familiar as information, advertisements and roadside signs bloom along with our flowers.

Each election offers us an opportunity to put someone into office who represents your value systems. At least that's the way I look at it. Will this person examine the issues and decide to support what I want, or vote against what I don't want?

So along with spring rain, spring green grass, spring flowers...we have spring politics. If you can muster as much enthusiasm for politics as you do for cleaning your yard and setting fresh plants in the ground to watch them blossom into things of beauty, you'll be ready when the ballot is in your hands.

So let's get busy! It's spring!

Inside this issue of the Gazette is my 7th annual **Nursery Tour & Gardener's Resource Guide** full of information and a comprehensive list of nurseries to purchase plants,

landscaping services to hire and places that specialize in landscaping materials. Every one of them is a local business with roots planted deep into Sonoma County soil.

It is my mission with this guide to encourage readers to stay out of the Big Box stores that import insects and disease along with their plants. I want you to visit Susan, Paul, Dorothy, Michael, Bill, Rick and all the other people who are in love plants and gardening. These are good people who put their energy into what brings joy to their hearts so when you take your dollars to the counter, you take home a piece of their joy for your garden.

Please check out all our new **Community Columns** - our mutual gift to Sonoma County so we can know the neighbors who share our home. Yes, they are taking up many pages which is challenging in the special issue with less pages for the regular Gazette. Next month we'll be back to our regular format. In the mean time please visit our web site where we will be posting all the articles and columns that didn't make the print edition.

Enjoy this stunning spring..

It Pays to Advertise in the Sonoma County Gazette

The Gazette is more than an advertising medium - it is my connection to our community.

Advertising in the Gazette has changed the way I do business. I used to rely upon Word of Mouth, then I took a chance with a 1/4 page ad in Vesta's paper. By now, 90% of my calls come from Gazette readers! As a result my business has grown over the last year.

With Vesta's encouragement, we established a consistent advertising campaign for Fine Tree Care using Rik Olson's art combined with Vesta's copy.

What I've learned is that the Gazette not only connects me to clients...it connects individuals to each other, to their communities and to issues that impact their lives.



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"This paper is a powerful tool for both readers and advertisers!"

Reach our Loyal Readers by contacting Vesta
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