

Only in Guerneville

By Valerie Munthe
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Attitude is Everything.

You might have heard the saying "Attitude is Everything," and yes, it truly is. If one is going to go through life with a bad attitude, then it's understood that that person carries negativity with them, creating negative situations for themselves and those around them. What would happen if, instead of carrying a negative attitude, people had positive attitudes about even the most daunting of situations? Logically, we'd assume that positive energy would create positive situations.

Well, Guerneville, here's some food for thought: Businesses are closing left and right, potential new members of the community are being deterred by the increase of illegal activity in public places, an increase of vandalism, dog feces and trash seems to be consuming downtown, the increase in homeless persons and juvenile dawdlers is enough to make even those who know them uncomfortable, the tentacles of the restaurant-chain Subway reaching into our neck of the woods, and of course the seemingly massive exodus of families with young children in the past 20 years creating a black hole in our once-proud family/pet-friendly environment. Looking at this list of issues we're faced with on a daily basis can be daunting. However, with the right attitude, one could look at this as a genuine opportunity for growth.

When One Door Closes, Another Opens.

Regarding the businesses closing, it's easy to get discouraged and frustrated about the conditions of our commerce; however, look at it this way: it's creating opportunities for new businesses to come in that'll "click" with the atmosphere of the town and it's forcing the existing businesses to get "creative" to keep their heads afloat. I've never seen so many sales or specials before, and let me tell you folks, you can get a KILLER deal on some much needed items (like warm wool socks from King's) just by knowing the people you're buying it from! And for business owners, for the love of your own business, take advantage of the business help and solutions that are available to you!

The **Small Business Development Commission** is hosting yet another Seminar (this time on merchandising) on March 10th. RSVP to the Chamber.

One business in particular that's getting creative is **Rainbow Fabrics**. What?! We have a fabric store? Oh my God, YES! And it ain't no JoAnn's, that's for sure. Shannon Hartlep, owner, has taken the initiative in shifting her business from fabrics to craft-store wonderland, including classes and contests (that are FREE to participate, btw). She has great quality fabric with really unique and modern prints (like I said, this ain't no JoAnn's) for awesome prices as well as a great selection of crafting supplies. Best thing, if she doesn't have it, she'll get it for you (all you got to do is ask!). So where is Rainbow Fabrics? In the unfortunately-poorly lit, former Frame Shop across the street from Coffee Bazaar (next to the former Pauper's Place/Pet Store/Pot Club). Ah, only in Guerneville.

Get Down with Up with Downtown Guerneville.

Now that's just one out of dozens of examples of how businesses are keeping themselves going. But if you're still having a hard time changing your attitude about business, maybe you should consider joining the **Up with Downtown Guerneville** committee. They meet the 4th Tuesday of the Month, at 1:00pm at the Chamber Office to talk about strategies on keeping downtown beautiful, fun and safe. Sometimes just attending a meeting can get those positive juices flowing.

Art is in the air! We've got Ted Babcock's beautiful oil paintings going up in **Coffee Bazaar** and the **Russian River Art Gallery** is moving. Yes! Finally, the old River Mist location will be filled to the brim with beautiful, local art. They expect to be done with the move and open in April. Oh and I hear there's a new book coming out about the Russian River Area. Go check out www.arcadiapublishing.com and search "Russian River."

So that's it for this month. **Remember, it's up to US to change this town**, and it starts with a good attitude. Peace be with you and don't forget to smile.

Rockin' Rio Nido

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Although it appears spring has sprung, Jack Frost has been doing a lot of nipping on our noses! Mother Nature has decided to play a little hooky with us. The rains have returned, but the cherry blossoms are in full bloom ... go figure.

Pre-spring cleaning

Speaking of winter rain ... instead of raining cats and dogs, it often rains shabby furniture and other junk here in Rio Nido. Neighbors took up a collection so Fred Beeler could haul the mildewed mattresses and other items piled along the back of Rio Nido Road to the dump. Beautification Committee members also contacted the Roads Department, which promptly removed the collections of soggy sofas and old tires from the ravine at the base of Canyon Four. Once again, we can enjoy our sylvan scenery.

Help keep Rio Nido beautiful!

- Schedule a FREE bulky waste pick-up. Northbay Corporation customers can have large items removed up to four times a year, free of charge. Call Jill at 585-5263.
- To report random trash, call (877) 565-DUMP and the Roads Department at 565-5101.
- To report illegal dumping in progress, call the Sheriff at 869-0202 or 565-2121.
- To remove old vehicles from your property – free of charge and the usual DMV paper work, contact Dale Hawley at 565-2153.
 - To report abandoned vehicles on public property and roadways, call California Highway Patrol (CHP) at 588-1400.

Friends of Rio Nido (FRN—formerly known as the Task Force)

Bright new road signs keep appearing, courtesy of the County, so folks no longer get lost in our canyons. Matt Malik reports that the folks at Sweetwater Springs have agreed to power wash our fire hydrants and provide paint, so volunteers can paint them a cheery school bus yellow. Jennifer Ostrom and Doug Misner are working with Mike Lockwood from Northbay Corporation to plan our annual spring clean-up for late April or early May. Due to major funding cuts, we'll need volunteers more than ever. Our slow-but-sure efforts towards creating a 501 c(3) non-profit

continue. Candidates for FRN's Board submitted their applications, and we will soon take a vote. Find out more at our next meeting on March 26th, 11am at the Roadhouse.

Featured personality

Where can you go for the latest local gossip, a cup of cappuccino, your complete astrological chart, and perhaps even to pick up your mail? The Rio Nido Post Office, of course. Our friendly and multi-talented postmistress, Patty Roland James, has seen many positive changes in Rio Nido since she started in 1987 – including redevelopment-funded construction of the new Post Office and Fire Station.

Patty also organizes our annual summer **Arts Festival** with Beverly Misner. She enthuses, "Rio Nido has a lot of special and interesting people and a close community." Patty writes engaging occult novels set in the area, including *Something Wicked in the Land of Picatrix* and *Raven: The Praying Bird*, and also has a collection of short stories, *Weird River Tales*, underway. Visit her Web site at, Aquila Ink, at www.aquilaink.com.

Winter comfort food

Seems that every restaurant we've dined at is serving Mac 'n' Cheese ... the ultimate comfort food for these chilly winter days and nights! Our favorite recipe is guaranteed to put a smile on your face:

Ingredients: 1 can condensed cheddar cheese soup; 3/4 c. milk; 1 tsp. mustard; 1/8 tsp. pepper; 6 oz. (1 1/2c.) elbow macaroni cooked and drained; 2 c. shredded cheese; (cheddar, monterey jack or american); 1 c. french fried onions or crushed potato chips

Instructions: In 1 1/2 quart casserole, combine soup, milk, mustard and pepper. Stir in macaroni and 1 1/2 cup cheese. Bake at 400 degrees for 25 minutes until bubbly and stir. Sprinkle with remaining cheese and top with either french fried onions or crushed chips. Bake 5 minutes or until cheese melts. Yields 6 servings.

Kids love this recipe!

Got news? Email Elisabeth Parker at RussianRiverRattina@gmail.com and Elena Chronis at elenachronis@yahoo.com. For up-to-date information about Rio Nido, visit the Web site at <http://www.rionido.net/>.