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“Recessions make the strong stronger and the weak weaker, since the strong can afford to keep investing while the weak have to devote all their energies to staying afloat.” - James Surowiecki



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water. This will help identify illegal agricultural water users.

While normal flows in the lower Russian River are at least 125 cubic feet per second (cfs), and can actually run over 200 cfs, the Emergency Order calls for flows of 85 cfs before July 6th and 35 cfs after July 6th. This is as much as a 75% decrease and probably means there will be no canoeing or swimming. It may mean no beach use altogether. The Water Agency will be required to do a lot of water quality monitoring, and if bacteria counts get too high, beaches may have to be closed. Since the 1950's, we have heard that there has never been a sustained period when Russian River flows were as low as 35 cfs for an entire summer.

Great concerns about water quality were expressed in many of the letters Board staff received from lower river citizens. There was strong support for the ambitious monitoring and reporting program recommended by the North Coast Regional Board. While no other river business people attended the State Board workshop in Sacramento on May 6th, Linda Burke spoke eloquently on behalf of not only her own canoe business, but the whole lower river economy. She vividly conveyed the hardships that businesses and recreationists would experience if the 35 cfs were sustained.

Towards the end of May, the State Board will be distributing a revised Order that will spell out their expectations on the fulfillment of the above requirements. State Board members had listened very intently and respectfully to all speakers at their meeting on May 6th in Sacramento. In spite of fervid requests to lower conservation requirements and do away with the ban on commercial turf watering, they showed strong support for meaningful limits. We are running out of water and we no longer have a choice. We must conserve, or we will literally end up with nothing coming out of our taps.

Brenda Adelman can be reached with questions at rrwpc@comcast.net



Sonoma County Hall of Justice lawn is one of many lawns that need to be replaced by drought-tolerant plants, which will benefit the landscaping business!

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The Culling Process

My neighbor Marty looks at how I live and work – all the time – and wonders why I don't get a job so I can pay my bills and have time off to play. "Look at all the skills you have! Anybody would want to hire you!" Not so, Marty.

There are those among us who simply can't work for someone else. We're the "gotta do it my way"... "I have to be free" risk-takers. And we pay a price for all that, it's true. But we're the ones who create the jobs others enjoy. You don't get to have a job unless some person is willing to take full responsibility for not only their own lives, but everyone's life who works for them as well. Some dreams can't be accomplished by one person. It takes a team of people. That team are employees.

And the person at the top of that heap has to be a brave individual and think like a leader, putting themselves on the line all the time. They make decisions large and small and live with the consequences. In this economy, many people in business are trying to survive and they take one of two paths...risk-taking or playing it safe.

Playing it Safe

Leaders on this path cut back on expenses and some times that means laying off employees. They take a look at their big picture and decide where to make cuts so they can meet the bottom line and survive. What they hope for is to come out the other side of this recession alive. Many will stop promoting their businesses to save money, pull back into their shells and hope to weather the storm. This is the mama hen calling her baby chicks to huddle under her wings while she shuts her eyes to the rain and hunkers down. Some chicks don't fit so they get left out in the rain.

Taking Risks

Other leaders look around and see wide opens spaces being revealed as competitors seem to disappear into the fog. They turn their lights on and shine it into the darkness. Anyone out there? That bright light attracts attention! A little crowd gathers around the light seeking brilliance and the comfort of confidence. These are the leaders who announce to the world that all is going to be just fine...you wait and see. They move, they expand, they paint their world in bright colors and they smile. It's a genuine smile – not put on their face for appearances. These are the people who see opportunity

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