

## Letters to the Editor



Dear Editor,

Just wondering if there are any other Orangevale residents that are disturbed by the atrocious colors that were painted on the historic E.W. Calder home on the corner of Pecan and Greenback?

This restaurant location has had many occupants, but the latest business to move in has deeply disrespected the historic value of this home by painting it broccoli green and pumpkin orange, in my opinion.

Seems there should be some kind of protective order for what's left of Orangevale's few historic buildings to keep them as close to the original state as possible. Do you know if such an order exists?

Thank you Editor, in advance, for any info...

*Eyes hurting from the Eye Sore.*

Dear Hurting Eyes;

I couldn't agree more. Unfortunately, this is just one more example of what can happen to a community when no one is paying attention to what is happening around them. Businesses come and go because they couldn't last long enough to become popular, acreage turns into R-20 and even R-30 condos and high-density housing, etc, etc, etc.

There may have been a solution before the Calder home turned into a Halloween "mansion." There are registries of historical sites on both state and federal levels. Or, perhaps, it might have been turned into a museum ... but, then, we haven't even been able to raise enough to build a stand-alone library.

It is a proven fact that communities only protect what they hold dear ... and in Orangevale it becomes more difficult because all of the land use (and a lot of other) decisions are made about twenty-five miles away, by five supervisors who don't live in our community.

I'm writing in response to two articles in the August 22<sup>nd</sup> issue of the Orangevale Country Journal. "Too busy for a friend" (submitted by Don Werve, Editor) and "The death of Common Sense" (submitted as Author Unknown). Another article of interest in the same issue entitled "How we are" under the "Lifting The Vale" column which I believe is in each issue and written by Jim Follis. I salute him for a very factual truth. All the articles are stark reminders of just how "rushed and frantic" our world has become, very seldom stopping to, nor taking the time to assess just what we are "frantically rushing" to achieve. I, for one, Don am very appreciative of your efforts, convictions and courage in bringing to light the things of importance, (or should be) that we take so for granted each day and seem to have forgotten at times. We need to be reminded from time to time of just what our purpose here on earth is all about and remember the principles and values our lives are supposed to have.

Thanks again Don, for your wonderful articles and reminders of this. Keep them coming.

A very devoted and grateful recipient of the Orangevale Journal

*Doris C. Eutzler*

P.S. I'd also like to comment on your article "Our Cynicized Media" which I feel you sure hit the "nail on the head" and also prompted I'm sure the negative response from a reader, which I'm sure was one of the media world- and your response to that writer in the current issue of the Journal really set the record straight, and I trust really set the writer straight as well. Bravo!!

## Subscription Project Begins

As previously announced, the Orangevale Country Journal is implementing some temporary changes in the way we are circulated starting with this edition. We are starting to move toward having a significant number of our mailed circulation to subscribers only. This will not influence our commercial drops, except that we may add more of them. The paper will also be available at the newspaper office.

There are several reasons for this, but one of the primary is our intention to acquire adjudication—the process which allows newspapers to print legal advertising as part of its regular program. This requires an unbroken record of circulation for within a specific time frame and that the newspaper has a certain minimum percentage of paid circulation.

Another reason is that this gives us the ability to expand our circulation into several of the areas which surround Orangevale—expanding the opportunity for our advertisers to reach into these areas and expand their market.

Implementation of the change in mailed circulation will be accomplished by mailing approximately one-fourth of our current distribution area on a rotating basis. This notice will be repeated in each successive edition for one distribution cycle (through the end of October).

Some of the other changes we are planning is active expansion of local news coverage. For part of this, we still need to rely on our readers to give us advance notice of upcoming events for inclusion into Community Calendar as well as significant personal life events—marriages, births, "happy times," and deaths—that are all part of Orangevale's Living History. We especially want to be able to report on positive youth sports and positive recognition for their other achievements. We need to hear from you about what you like (or don't like) about the paper—after all, it is your paper! You are the reason we are here.

We will continue providing electronic access to the newspaper through our web site ([www.orangevalejournal.com](http://www.orangevalejournal.com)) which will also be upgraded over the next few weeks. When the upgrade is fully active, you will be able to access the classified advertising section—to view or to place ads—in real time. Archives of each printed edition will also be carried on this site as will participating advertisers.

Our entire purpose is to report on the positive and uplifting things about which you want to know. We cover the things you won't see on the 5:00 News or read about in the larger papers (which aren't so large any more). We want to provide other things as well—articles on living, education, cooking, local restaurants, local residents, businesses, and service clubs who are having a world-wide impact and bringing positive recognition to our community.

We also need you to let our advertisers know that you appreciate their decision to do business in the area—to bring their source of goods and services closer to your home.

And, of course, we need your support in the form of subscriptions. They serve many purposes other than just delivering the paper. They tell us you are reading Orangevale Country Journal and you like what you are reading. They tell our advertisers that you appreciate receiving their messages—and are interested in keeping your business close to home (especially in these tough times).

If you have any questions, we will be in the office from 8:30 until 5:00 Monday and are available, by appointment, to meet with you at other times and places. We can be reached on the Internet, at [editor@orangevalejournal.com](mailto:editor@orangevalejournal.com), or by phone at (916) 990-9988.

We enjoy being part of your life.

### Why Should I Advertise ~ Continued from page 2

greatest impact because of the informational content and readership.

Local newspapers, like the Journal, are more responsive and supportive of their communities as a whole.

Customers tend to shop where they are invited, and to stay where they are appreciated—as individuals instead of simply as customers. This should give you a few ideas on how to present your "invitation" message.

Newspapers which are also available on the Internet are considered 2 to 3 times more effective.

Orangevale Country Journal staff members are readily accessible. We maintain regular office hours and are listed in the local telephone books. We also actively support the community as members of the Orangevale Chamber of Commerce and several other service organizations.

Like you, we are a local business, and we share a common purpose, to get your message—your story—out to your community. We are in the community, for the community.

### CONSUMER ALERT!

Cell phone numbers went public as of September 1st.

REMINDER: As of September 1st, cell phone numbers were released to telemarketing companies. You can expect to start receive sales calls.

**You will be charged for these calls!**

To prevent this, you need to call the following number from your cell phone: 888-382-1222.

It is the National DO NOT CALL list. It will only take a minute of your time. It blocks your number for five (5) years. You must call from the cell phone number you want to have blocked. You cannot call from a different phone number.

Help others! Pass this information on to your friends. It only takes about 20 seconds.

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