

Outsourcing, downsizing, and streamlining

The number of companies that are streamlining their operations by outsourcing labor to third world countries and downsizing facilities at home is alarming. Anything manufactured in America is practically a collector's item.

I knew things were not as they should be when, less than a mile from my house, I purchased an American flag that was made in a South American country. I think I saw people from the same country burning one in the news. The experience was disturbing.

As far as I can tell, the only industries that have been unscathed are word-related businesses. Outsourcing has yet to affect newspapers and other media. The legal business also appears to be surviving nicely. Attorneys are rarely at a loss for words, and I doubt that will change in the near future.

However, we still have cause for concern, particularly when considering the mindset of big business. "Tease them with something free, then fleece them when they want the real thing," appears to be a tidy summation of the latest consumer related business policy.

We will know that summation applies to the word industry when 28-page weekly newspapers are reduced to four pages. That is the first clue that a paper has bit the dust and joined the ranks of the streamlined, downsized and outsourced. Each page will be written in a different language and all will say the same thing, so the paper will really be reduced to only one page.

Use rainwater for a lush garden

It is estimated that as much as 55,000 gallons of rain falls on each square foot of roof in New England every year.

Learn how to make a rain garden at Blithewold Gardens on Saturday, May 5, from 10 to 11 a.m.

Rainwater harvesting is as simple as connecting a barrel to your downspout to catch the roof runoff. Rain gardens capture rainwater and allow the rain to seep naturally into the ground. Master Gardener Beverly O'Keefe will explain how to build a lush rain garden and incorporate water-harvesting techniques into a gardening regime.

As water becomes a precious commodity and a limiting factor for gardeners, now is the time to learn about cutting-edge solutions and practices. Come away equipped to transform a garden into a more sustainable, functional, and dynamic space.

Pre-registration is required, and admission is \$12 for Blithewold members and \$15 for non-members. For more information or to register, call 253-2707.



You can't beat a system you can't understand

By Sam Bari

The page that is allegedly written in English will actually just resemble English, but not closely, certainly not as we understand it to be spoken or read. Each page will consist of a list of headlines — nothing more. No stories, no editorial text, not even the advertisements will offer more than a single line of copy.

The headlines will be designed to tease the reader. "Is your job next to be outsourced?" could be one of them. The next line will read: "For the complete story go to www.(insert Web address here).com, or call a 1-800 number.

A headline like that could frighten most people. That is the intent. Of course readers are going to call or visit the Web site. They're not stupid. The callers will hear an automated voice that says: "Since you are too lame to have Internet access, give us your credit card number and we will charge \$36 to your account for a one-year subscription mailed to your house, unless you are too cheap to buy the subscription and only want a copy of this edition. In that case, give us your credit card number and we will charge \$7.99 to your account and you will receive it after it passes through customs in about three months. Something similar will be on the Web site, only the service will be slightly faster.

Advertisements could read something like: "Giant sale at Mack's Market. Join Mack's Club at our Web site for details or call

1-800, etc." If you want to know what's on sale, you'll have to pay.

Let's go back to the editorial copy for just a minute and see what you can expect from, "Is your job next to be outsourced?" The following is what the outsourced writers in some foreign country would like to say: "Are you worried about losing your job? Have your friends lost their jobs to third world countries? The reason is simple. We work faster and cheaper, and produce a better product than you can make at home."

This is how the article could be written if it is outsourced to the standard foreign countries: "You are worried about the loss of your work? Did your friend lose their works in third worldwide country? The reason is simple. As for us at home. To be fast and a cheaper uses, better product where it is possible to make, is created at times."

Now imagine an entire newspaper written like that. At the end you will read: "Foreign press writers Miguel Sanchez, Abdul al Quasar, Choi Soon Yong, and Baozhai Huang contributed to this report." I find this painfully similar to the instructions I received from the help window on how to troubleshoot my new computer. They are probably very nice people. Unfortunately, English is more than likely their third or fourth language.

Now, try to picture what life will be like if the legal profession is outsourced to questionable destinations. If you're on trial for any infraction of the law that is worse than a traffic ticket you could have serious problems. When it happens, and it most likely will, just add it to the long list that makes up this wonderful system we just can't seem to understand.

There's a greenhouse for every Jamestown home

When you talk with just about any dedicated gardener in this northeastern climate, the conversation will eventually come around to greenhouses.

A greenhouse will extend your growing season. An avid gardener who doesn't have a greenhouse is usually looking forward to acquiring one. The green thumb expert with a greenhouse will tell you it nearly makes the gardening experience complete.

To that end, the book "How to Build Your Own Greenhouse: Designs and Plans to Meet Your Growing Needs" by Jamestown Roger Marshall will merit the attention of most gardeners.

Marshall is the gardening columnist for the Jamestown Press. He is a gardener's gardener who actively cultivates not just one but several greenhouses. A naval architect by training, Marshall has written 11 books on marine-related topics. A book related to his gardening passion is a natural.

The recently published soft cover book is issued by Storey Publishing and is available from most of the larger booksellers.

Marshall's book is targeted to those who are considering a greenhouse. But, it is also an informative read for those who already have a greenhouse. The book is illustrated with many drawings.

Logically organized, the book starts with the important questions to ask yourself before you begin. It

reviews the time required to maintain a greenhouse (more than you think), and asks whether you should build or buy a greenhouse.

Next, Marshall covers the history of greenhouses and reviews the basic types of greenhouses.

Gardeners who are considering building their own structure will benefit. Marshall has provided important information about choosing a site for your greenhouse, and determining the size and type of

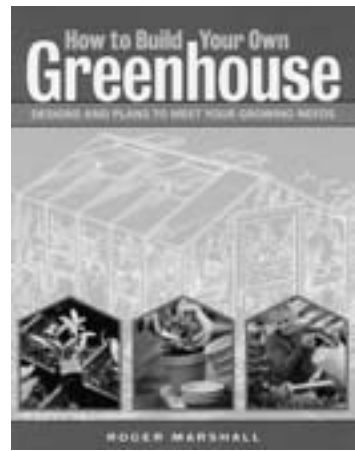
greenhouse to build.

Then he covers the various building materials and glazing that can be used in a greenhouse. The greenhouse foundation, building techniques, and plumbing are properly explained. Greenhouse accessories and maintenance tips follow.

Finally, there are the design and building plans. Remember, Marshall is a naval architect and is skilled with pen and ink. There are many detailed plans for various types of greenhouses — from cold frame to hoop house to much more sophisticated designs. If you are handy with tools and want to build your own greenhouse, this sensible book will make the job easier.

A native of England, Marshall has lived in Jamestown for 26 years. He is the U.S. editor of the Yacht Report, the leading super-yacht magazine. He is also the editor of Boat Builder magazine, and currently serves as president of Boating Writers International.

— Jeff McDonough



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