

# Freedom-Zine America

The Cepia Club LLC's

## Business & News Reports

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Serving Centuria, WI and Surrounding Communities

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## Does Your Community Serve You? Do You Serve It?

### The Cepia Club's Commitment Principle

The Cepia Club LLC has operated for three years according to our "Four Commitments." They are:

**First Commitment: "To do only that which is good and necessary for peace, justice, liberty and freedom."**

**Second Commitment: "To find a way to benefit the common good by well-thought acts."**

**Third Commitment: "To work to create a mutual effect of one person's good fortune contributing to the well-being of the community."**

**Fourth Commitment: "To help others in order to help ourselves."**

They are best summed by a simple "Prime Principle:" **We can only succeed as a business if we promote and empower the community which we serve.** And that community includes families, other businesses, and the organizations and institutions that make a better, easier, enjoyable, and prosperous life for the people in that community.

Our business model based on this principle must support—with neighborly positive help, goodwill, and best wishes—those who compete directly or indirectly with the Club for the limited amount of consumer dollars. Does that sound radical? We are a business that actively wants its competitors to succeed, equally or better than ourselves. For example, we compete with the public library's book loans with the sale of books; we compete with area newspapers with our publications; we compete with the local restaurants for the daytime coffee crowd (our coffee is always free, however); and directly, we compete with the variety thrift store on everything from apparel to collectibles in our Bizarre Bazaar store.

Since The Cepia Club moved into its Clubhouse on the main drag (Fourth Street) in Centuria in December 2007, we have done what we humbly and modestly can to support the other businesses, everything from ordering and buying food, buying things, posting their fliers, making them fliers for free, and sending our visitors to

support them. If we can find anything that we need in our community, we obtain it here. For things like free flier design and "some" free printing, we owe a commitment of deep gratitude because of what they have done for us in promoting and supporting our Club, including posting our fliers and encouraging their customers to visit us.

Why on earth would any businesses think that they could survive if they support each other, in kind without payment, up to and including sharing a limited amount of consumers and the consumers' disposable income?

The answer to that defines what the Club means by its theory of a "Post-Historical Political Economy."

Excluding for now institutions and organizations not in direct competition with ourselves, like churches, local government, etc., we shall focus how businesses supporting businesses is the best way for any small enterprise to succeed in the present and future.

Businessperson associations, commercial leagues, and local chambers of commerce are not new.

But how many local businesses would wish to drive out their competitor and take over his or her customer base. After all, competition is good for the consumer, but a hostage market brings higher margins of profit to a monopoly. At least, this has been the norm in capitalism. "Screw your competition; exploit your neighbor."

As the world undergoes a reordering of politics and economics with globalization returning where it began in China several thousand years ago (see what we mean at [www.cepiaclub.com/cepiaglobal.htm](http://www.cepiaclub.com/cepiaglobal.htm)), the world is entering a new and scary phase, scary for the huge number of unknown outcomes. It might be a short recession. It might even be known as the Greatest Depression. It might new wars expanded beyond the current ones in Iraq and Afghanistan. Not to fear, though. Once the change happens, growth and development for a better world of Liberty, Freedom, Justice and Truth take root. **Everything will be okay.** But first, things globally have to sort themselves out. The gripped struggle of the *ancien regime* dying is the inevitable consequence of humanity's moral corruption due to fear and greed. The change just beginning is the ultimate form of competition on a world-scale as a globalized world now understands that there are limits to resources and wealth (oil, arable land, even drinking water, and much more). The fear and greed of humanity to "beat the competition" is, perhaps, entering a terminal struggle for control and power.

What comes out of it, we believe, will be a new Post-Historical Political-Economy with a new social system based on the two enduring facts of human culture: First, personal liberty as given by nature and nature's god is the best source and exercise of legitimate power. Second, freedom in the market place—free choice, free enterprise, and commerce free of most rules and regulations that so far have ONLY benefitted special interest

(that is, the rich folk), is the best way to create spontaneous wealth and financial security for families and local communities everywhere.

The Cepia Club LLC bases its prime principle on an underlying idea that all human wants and needs can be found, obtained and secured by the rich diversity of "free-minds and free-markets creating unity and peace." The freedom of people to decide the best interest of their families, and exercising that free choice as both entrepreneurs/business owners (with the "traditional" family household as a business itself; for example, the "family farm" concept) defines how politics and economics will be re-ordered in the new future on earth following the "Greatest Depression" since the fall of Rome 1600 years ago.

**Enough of the scary near-term reality. How can a community create a local society and culture of cooperative neighbors for a better and more prosperous future?**

Take Centuria as a case study. A small village of around 1000 people in a rapidly growing county near a major metropolitan area, Centuria's business district has been nearly wiped out. The "big store" just west of here drove out locally-owned businesses for a simple reason: Globalized price competition on cost of goods sold and wage competition on labor expenses forced the closure of local businesses—the hardware store, the grocery, etc. There was no way the local businesses could compete with the limited consumer dollar finding a better price elsewhere.

What has been the result? The store fronts, some of them really nice locations and buildings, are now housing. The housing overall is cheap. There are few jobs relative to the size of the population. And hence there is not a lot of disposable income, or very little income per capita compared against county-wide or state-wide averages. Centuria is a town already suffering

a great depression. **But there is hope.**

Macro-economic realities will dictate certain courses of consumer choices. The most basic is, would it be better for people to use gas and car wear and tear to go to another city's "big store," if everything else remaining the same, the price-plus-cost incentive makes it no more expensive, if not easier and cheaper, to buy needed and wanted things here? Add viable substitutes available locally, and everything comes down to dollars and common sense. The right to vote is not as powerful as the right to spend one's own money to greatest effect. Everyone can look into their wallets and see the state of things. No one can ever see progress in Madison or Washington, DC. People will notice when Centuria builds itself up.

On a "big picture" level, competition in a fair way is good; costs and benefits usually balance out in the market of ideas and commerce for the best of all concerned. On that level, The Cepia Club LLC can survive and indeed do well enough. Also, we do things no one else does (check us out at [www.cepiaclub.com](http://www.cepiaclub.com) to see).

But if no other businesses in town do well, there are not more jobs for the people here. People with jobs are consumers who spend more money. On the same coin, if there are more and better things here to attract people from outside of Centuria, (not only businesses, but those other organizations, institutions we mentioned—churches, entertainment, etc.) the more visitors who might wander into the Club and its "Bizarre Bazaar" free-minds and fair-market store.

Even in the market place, our business does better if other businesses, even direct competitors, do well, too. It is in our interest to help others in order to help ourselves as long as we can do so and pay our bills. All towns like Centuria can come back—if the work is done by their own people, first.