

This is Erin Dunn from the Fortuna Chamber of Commerce with a Community Comment.

It's a fact of life that things change. It's said the only thing constant in life is change. It's also true in business. Businesses leave for lots of reasons. Sometimes it's because the need for their service has ebbed--like the buggy whip maker at the turn of the 20<sup>th</sup> century. Some businesses close because there isn't anyone to carry on. Businesses OPEN today with services that weren't even dreamed of 30 years ago. Like Cell phone repair, internet streaming.

We have seen our share of businesses come and go this year in Fortuna and the Eel River Valley.

We're saying good bye to Fortuna Motors. Ed Tanferani and his father created a business that not only sold cars, but supported the community in countless ways. They volunteered, they donated, they served on boards. Ed was the Chamber's Citizen of the Year this year. But the way cars are sold has changed over the years...like so many traditional businesses. And, Ed is retiring. He's earned it. I'm not going to say he'll be missed because we better still see him on Mondays at the Chamber meetings.

At the same time we're saying hello Humboldt Repurposing in Rio Dell. An enterprising group of people, including our current Chamber Chair, his wife and brother have identified a new business opportunity born partially from the hot internet trend of pinterest. The do it yourself crafting craze is back and Humboldt repurposing can help you find that old door, window frame, iron bed frame that you have been looking for.

Fortuna has said goodbye to Fortuna Music Mart. They found they had to change with the times and consolidate. They recreated themselves as

Redwood Music Mart and found a great location in Eureka. It works better for them in this particular business climate.

We are saying hello to Humboldt Distillery. Distilleries are the new micro breweries. Fortuna's distillery is the first to open and be operational in Humboldt County. Look for the black-and-white crab on the vodka label.

We're saying goodbye to Kozy Korner, the place to go for locally crafted gifts. Not only was it LOCATED in the heart of downtown, Heather WAS the heart of downtown this year. She chaired the downtown business association and was instrumental in helping pull off our first Harvest Market—the second day of Apple Harvest. We know we will see Heather again soon.

Coming soon to the Kozy Korner location in downtown will be Bows to Toes, a tumbling and cheerleading incubator of sorts created by Angi Caudill. She has taken a passion and avocation and turned it in to a career.

Change is hard...change is inevitable. It's not easy, even when we're prepared for it. We have no choice but to move forward, adapt and grow. While it's easy to resist the idea of change...we might as well embrace it, nurture it and step out of the way. The only thing constant is change.

This is Erin Dunn with a Community Comment.