

Community Comment August 4<sup>th</sup>, 2014

By Jon Sapper

It's About Attitude

This is Jon Sapper for Community Comment.

During my last comment I talked about the leadership that is growing in the Eel River Valley to strengthen the economy and develop quality jobs that can support families. I also mentioned the importance for everyone to get behind this effort because there is no community in this country that is a great place to live, and is healthy and vibrant..... without a strong economic foundation underneath it.

I received quite a few comments with one person saying, "Nice words, but it won't happen. There's nothing you can do about it. This economy is only supported by pot and once that becomes legalized, then we'll see how healthy the economy is." I completely disagree with that fatalistic attitude that there's nothing that can be done to build a better economy, community and quality of life.

This conversation could have been about "Any Town, USA". Attitude plays a big part in what can be accomplished and what won't be accomplished. Some people have become downright negative. It's not completely unfounded, though, given the difficulty to start and grow legitimate businesses. But look what our forefathers faced. They chiseled out a livelihood through hard work, grit and determination. The future economic foundation for the North Coast will come about in the same way.

I think about a story of the families that crossed the country years ago in covered wagons looking for a town to settle in and make home. There was a cowboy sitting on a large rock on the outskirts of this Kansas town in the 1880's. A family in a covered wagon stopped and struck up a conversation. "We're looking for a place to settle down and raise our family and we've heard this town is a miserable place to live, folks fight'n and treat'n others terrible. Is that true?" The cowboy thought for a moment and said, "I've lived here all my life and yes, you're right, that's the kind of folks you're gonna find here." They said goodbye and the family headed west. A short while later another wagon pulled up and repeated that

they are looking for a place to live and have been told this is a wonderful town with good families and people who are kind, considerate and hard working. They asked, "Is this true?" The cowboy said, "Well,..... I've lived here all my life and yes, you're right, those are the kind of folks you'll find here." The moral of the story is you'll find what you're looking for.

For the gentleman from Fortuna who doesn't think anything positive will happen in that community for local folks who really want to roll up their sleeves and do what's necessary to build a strong economy, I reflect on the statement from Henry Ford....."Whether you think you can or whether you think you can't,..... you're right." Have a good day.

This has been Jon Sapper for Community Comment.