

MAY 12, 2015

THIS IS ERIN DUNN OF THE FORTUNA CHAMBER OF COMMERCE WITH A COMMUNITY COMMENT.

LAST THURSDAY, FORTUNA CELEBRATED FORTUNA, AT THE CHAMBER ANNUAL DINNER.

BUSINESSES, INDIVIDUALS AND ORGANIZATIONS WERE RECOGNIZED FOR THEIR GOOD WORKS, COMMITMENT TO OUR COMMUNITY, AND A JOB WELL DONE.

OUR BUSINESS OF THE YEAR WAS STREHL'S FAMILY SHOES. DOUG AND MARILYN STREHL HAVE WORKED ENDLESSLY FOR 35 YEARS IN FORTUNA. AND HAVE PROVEN THAT THE PATH TO SUCCESS ISN'T ALWAYS A STRAIGHT LINE AND THAT HEARING AND THEN ADAPTING TO YOUR CUSTOMERS' NEEDS IS THE MOST IMPORTANT ELEMENT OF STAYING IN BUSINESS. THEY STARTED AS AN INDEPENDENT STORE OF A NATIONAL CHAIN. WHEN THE CHAIN CHANGED THEIR POLICIES, DOUG & MARILYN CREATED THEIR OWN SHOE STORE AND ADDED SHOE REPAIR. WHEN THE TIMBER INDUSTRY SLOWED DOWN, THEY EXPANDED TO BE THE LOCAL AUTHORITY ON ORTHODICS. WE ARE PROUD OF YOU DOUG AND MARILYN.

LON WINBURN, CHIEF OF THE FORTUNA VOLUNTEER FIRE DEPARTMENT, WAS NAMED CITIZEN OF THE YEAR. HE IS A SHINING EXAMPLE OF A HUMBLE LEADER, COLLABORATOR, DOER, HUMANITARIAN AND ALL-AROUND GREAT MAN.

ONE OF THE HONOREES JUST TURNED 21 YEARS OLD— PROVING THAT MEMBERS OF THE YOUNGER GENERATION DO HAVE BUSINESS SAVVY AND KNOW HOW TO WORK LONG HOURS.

CASEY EICHOLTZ OF LIGHTNING BOOM PRODUCTIONS WAS AWARDED HOME-BASED BUSINESS OF THE YEAR. CASEY GRADUATED FROM FORTUNA HIGH SCHOOL AND HAS BEEN BUILDING AND EXPANDING HIS DJ BUSINESS SINCE HE WAS A TEENAGER. HE'S ALWAYS LOOKING FOR THE NEXT TREND AND EQUIPMENT TO ADD TO HIS BUSINESS. THESE AWARDS ARE FOR 2014, AND AT THE BEGINNING OF THIS YEAR CASEY MOVED TO A STOREFRONT ON MAIN STREET.

CASEY WAS ALSO ELECTED TO SERVE ON THE CHAMBER BOARD OF DIRECTORS FOR THE NEXT THREE YEARS.

MY FAVORITE CATEGORY, BEST CUSTOMER SERVICE, WENT TO MOTHER AND DAUGHTER BUSINESS PARTNERS BECKY COULOMBE AND NICOLE GENERO. THEY OWN AND OPERATE GLAMOROUS BOUTIQUE IN STRONGS CREEK PLAZA AND DO A SUPURB JOB TAKING CARE OF THEIR CUSTOMERS AND SET A GREAT EXAMPLE FOR ALL OF US.

LOTUS MOUNTAIN WAS NAMED NEW BUSINESS OF THE YEAR. THEY MOVED UP FROM SOUTHERN HUMBOLDT A YEAR OR SO AGO. THEY COULD HAVE TAKEN THEIR BUSINESS ANYWHERE. (THEY ARE A T-SHIRT SILKSCREENING BUSINESS WITH A TOP OF THE LINE MACHINE THAT IS AMAZING TO WATCH.) THEY CHOSE FORTUNA AND WE ARE LUCKY THEY DID. CARA AND GREG ARE A WONDERFUL ADDITION TO THE COMMUNITY.

SHOTZ COFFEE SMALL BUSINESS OF THE YEAR, THE FORTUNA GARDEN CLUB NON-PROFIT OF THE YEAR, KEVIN JOHNSON, VOLUNTEER OF THE YEAR, AND DEBBY TUCKER AMBASSADOR OF THE YEAR.

AND OUR LEADERSHIP FORTUNA 2015 CLASS OFFICIALLY GRADUATED LAST THURSDAY EVENING. THEY HAVE BEEN MEETING SINCE THE FIRST THURSDAY IN JANUARY. THEY CHOSE AS THEIR GROUP PROJECT TO “SPRUCE UP FORTUNA” ON SATURDAY, MAY 30. THEY WANT YOU TO JOIN THEM. MORE ABOUT THAT NEXT TIME.

THE ANNUAL DINNER WAS ALSO A CHANCE TO THANK CURRENT CHAIRMAN LISA HUMMEL FOR A JOB EXTRAORDINARILY DONE AND WELCOME INCOMING CHAIRMAN CHUCK SCHAGER

SUCH A WONDERFUL EVENING OF CELEBRATING WHAT MAKES FORTUNA SPECIAL—ITS PEOPLE.

THIS HAS BEEN ERIN DUNN WITH A COMMUNITY COMMENT.