

This is John Gullam with a Community Comment on KINS

There has been a lot of talk recently about shopping local. That we should shop local so that our Cities and County get sales tax revenue, we should shop local because a dollar spent here stays here, because our local business owners are generous supporters of local programs like Big Brothers / Big Sisters and the Betty Chin Center. But I've found that, whether for personal or business purposes there is another reason to look to local business.

Whether it's electronic-

A Sony Bravia 40" LED TV on Amazon is \$469 at Northcoast Audio \$431

Nikon 50mm f1.8 VR lens on Amazon \$196 at Swanlunds \$193

Or Transportation-

88 Octane Unleaded National Chains \$3.59/gal Renner Petroleum \$3.39/gal

For your Business-

1,000 Full Color Tri-fold Brochures Internet \$350 Times Printing \$262.50

Or lunch-

Loco Moco Bananna Hut \$10.28 w/ a side of macaroni salad

That's a pile of rice with a hamburger on it with grilled onions and a fried egg on top slathered in gravy

You're not getting that off the internet So...

We all "know" we should shop with local merchants because it's the right thing to do even though it will cost us more money – But will it? Not always

We can employ our friends and neighbors, contribute to our local municipal services and sometimes even save a buck or two. Members of our local business community are creative, resourceful individuals who have chosen to build their businesses in Humboldt and found ways to make that work. Whether by matching prices, carrying or creating multiple product lines or offering customized services, these folks are finding ways to meet consumers half way, and in some cases meet or beat their on-line or out of area competitors. If you don't see what you want – Ask someone.

Like the sign says – If you want it – we've got it.

If we don't have it - we can get it

Most local businesses will go out of their way to get you what you're looking for.

So, shop local, feel good about it and save a buck – what a deal.

I would also like to take a moment to recognize another local resource that we have in Humboldt that we export to the rest of the state when the need arises – our firefighters. Thank you for all you do around the state and here at home. Stay safe.

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