

Humboldt Countians often complain about the lack of jobs in our area—especially good paying ones. I get it. I've seen a lot of people leave Humboldt in order to chase down a good job. Others, they leave after retirement to chase their kids and grandkids around the country—because they couldn't find jobs here!

There may not be a lot of jobs, or grandkids, but there is a lot of beauty here. And that's our ace in the hole—I would say Trump card, but.... I digress... I think we need to cultivate a deep love for the rugged outdoors of the north coast; if we inculcate that into the hearts and minds of our kids, they may come back. For examples:

A few weeks ago my kids drove north from the Bay area to climb and ski Mt. Shasta: everyone marveled that that was still snow at the end of May—yep, plenty of it, I said!

Then 2 weeks later they came back and hiked the Lost Coast. We have one of the most dramatic unspoiled strips of coast in the United States! If you can walk, you can hike, if you can hike you can see some of the most beautiful seashore anywhere. I've been to Maui, Oahu and Kauai, and I think the Kings Range on a sunny day compares well to any of those beautiful islands with their dramatic landscapes dropping into azure waters of the Pacific ocean—granted—the Hawaiian waters are a lot warmer!

So pry your kids away from the TV and throw out their smart phones, give them a rucksack, or paddle and a kayak, a surfboard, snowboard or a climbing rope and send them outdoors. There's beauty to be perceived and adventures to be had here—almost unbounded!

jobs, shmobs. They are a dime a dozen...But What about this: "Everybody needs beauty as well as bread" ~~and~~ <sup>there is</sup> a lot more good paying jobs than there are wild and beautiful places left on the planet. I say, Humboldt is a great place to live, not because there's a lot of riches here, but because there is a unique confluence of ocean, forest, lakes and rivers—alongside a <sup>lower</sup> population density that makes for good living. Marin or Contra Costa county <sup>you</sup> can have the traffic jams and million dollar houses—I'll take the Redwoods, beaches and the Trinity Alps any day.

And another thing, in an age of global warming, we've got the climate of the future. I recently picked up a young man who's looking for a job right out of college and brought him to Eureka. He had flown from Phoenix, AZ where high temperatures have been hovering ~~above~~ above 110F. We met at the Medford Airport where it was 98F and I thought getting pretty hot!. He relished the cooler weather. "Really? I marveled: you think 98F feels cool? Wait til we hit the coast!" When we arrive in Eureka it was evening and about 62 degrees F. He asked if it was often this cool. I hung my head and confessed: yes, it's often 60 here. He got a gleam in his eye then said, "I could wear shorts and T-Shirt here all year round." "Yes," Yes, you could."

This has been Dan Price for Community Comment