



Fwd: Copy of Recording 102

1 message

Dec 11, 2018

(audio attached)

THIS IS AM WITH YOUR CC

A CHANGING HUMBOLDT ECONOMY HAS ROCKED THE WORLDS OF LOCAL RETAILERS. THOSE OF US RUNNING SMALL BUSINESSES HAVE HAD TO COPE, MAKING THE BEST OF AN ECONOMY WHERE BLACK MARKET CASH IS DOWN, THE MIDDLE CLASS IS GETTING CRUSHED AND OF COURSE SHOPPING ONLINE IS THE NORM.

THE LIST OF PROBLEMS GETS HEAVIER WHEN YOU CONSIDER THAT HERE IN HUMBOLDT COUNTY, PEOPLE ARE LEAVING FOR GREENER PASTURES. I RECENTLY RAN FOR EUREKA CITY COUNCIL BECAUSE I WAS HOPING THAT MAYBE I COULD DO SOMETHING TO KEEP PEOPLE FROM LEAVING. THIS IS AN IMPORTANT POINT, BECAUSE THE PEOPLE LEAVING ARE 3rd, 4th, and 5th GENERATION HUMBOLDT FOLKS. THE PEOPLE LEAVING ARE MIDDLE CLASS FAMILIES. THE PEOPLE LEAVING ARE TAKING THEIR HARD WORK DETERMINATION AND VISION ELSEWHERE.

USUALLY ONCE A YEAR I QUOTE THE TAX FOUNDATIONS' STATE BUSINESS TAX CLIMATE REPORT, WHICH RANKS ALL 50 STATES FROM BEST TO WORST. THE REPORT TAKES INTO ACCOUNT THE SALES, CORPORATE AND INCOME TAX RATES OF ALL 50 STATES. USUALLY, CALIFORNIA FARES VERY POORLY, NEAR THE END OF THE LIST. THIS YEAR CALIFORNIA ONCE AGAIN DID NOT SURPRISE, RANKING A SOUR 49TH WORST STATE IN THE UNION! THE ONLY STATE MORE BACKWARDS IS NEW JERSEY, AT 50TH!

WITH ALL THESE CHALLENGES, WHAT DOES A RETAILER NEED TO DO TO STAY IN BUSINESS IN HUMBOLDT?

EXPANDING YOUR ONLINE SALES IS KEY. FOR MY BUSINESS, WE HIRED AN EMPLOYEE TO WORK AS A PHOTOGRAPHER--AND VIDEO GUY--GIVING OUR ONLINE PRODUCTS A BETTER REPRESENTATION THAN THAT OF MOST STORES. WE ALSO HIRED ANOTHER EMPLOYEE TO OVERSEE ALL ONLINE OPERATIONS, A STRONG MOVE THAT HAS INSURED SOUND YEARLY GROWTH. BEYOND THAT, MAINTAINING AN INVENTORY THAT CLOSES MATCHES THE NEEDS OF YOUR CUSTOMERS, WHILE CUTTING OUT ANYTHING THAT DOESNT SELL.

HIRE EMPLOYEES THAT ARE OBSESSED WITH AN ASPECT OF THEIR JOB. AND GET COMFORTABLE CHALLENGING YOUR CUSTOMERS TO BUY WHAT THEY WANT.

FOR THE 7TH YEAR IN A ROW WE ARE STILL SHOWING GROWTH AND IM REALLY HAPPY TO SEE IT.

DESPITE THE VERY POOR DECISIONS OUR FRIENDS AND NEIGHBORS MADE IN THE LOCAL ELECTIONS, IN WHICH THEY RE-ELECTED AN EVEN MORE LIBERAL CITY COUNCIL, AND DESPITE THE VERY SORRY STATE OF CALIFORNIA AND THE CHANGING ECONOMIC TIDE OF HUMBOLDT COUNTY, THERE IS STILL A PATH FOR A RETAILER TO MAKE A LIVING. IMPROVE YOUR UNDERSTANDING OF THE ONLINE SALES PLATFORMS AND KEEP AN EYE ON THE BOTTOM LINE AND YOU'LL BE OK.

