



Fortuna  
Business  
Improvement  
District

# Newsletter

## August 2011

610 Main Street, Fortuna CA 95540 | 707-725-9261 | www.fortunabusiness.com | fbid@fortunabusiness.com

### FBID is located in the Monday Club at 610 Main Street, Fortuna

Fortuna Business Improvement District Board of Directors:

**Dan Weber** has been appointed the Chamber of Commerce/Professional -Service representative. Dan is the owner of Eel Valley Lawn Care. Term expires June 2013.

**Nico Kilmer** has been appointed the City Council/Professional-Service representative. Nico is a CPA. Term expires June 2012.

**Kevin Johnson** has been appointed the Downtown/Professional/Service representative. Kevin is the General Manager of Beverage Plus Foods. Term expires June 2013.

**Annette Stainbrook** has been appointed the Redwood Village/Retail representative. Annette is owner of Reel Videos. Term expires June 2013.

**Jeana McClendon** has been appointed the Hospitality/At large representative. Jeana is the owner of Long Board Subs. Term expires June 2012.

**Elan Puno** has been appointed the City Wide/Professional /Service representative. Elan is Mortgage Lender at Umpqua Bank. Term expires June 2012.

**Ivan Brownell** has been appointed the City Wide/Professional /Service representative. Ivan is the owner of Techome Innovations. Term expires June 2013.

**Mike Losey** has been appointed the Council Liasian/Councilperson representative. Mike Losey is retired from the Humboldt County Sheriff's Department.

**Dianna Crow** is the FBID Coordinator.  
610 Main Street, Fortuna | 725-9261 phone | 725-0806 fax  
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### Local Business Says Goodbye After 58 Years

Low's Furniture of Fortuna has announced it is closing. Owner Travis Low, whose father started the business in 1953, says it's the hardest decision he's ever had to make.

As a mainstay merchant at the corner of 9th and Main in Fortuna, Low's Furniture Company has played an important roll in the history of the community. Travis Low took over operation of the store when his father, Roger, retired in 1988, and added the Sleep Center in the old Eel River Justice Court building in 2002.

Low says his business's success has been built on friendly service, fair prices, quality furniture and small town hospitality. "The tough economy we are all facing today has definitely taken its toll on the furniture industry," he added. "We have had a great run, but it's time to say goodbye and thank you to everyone."

It has yet to be determined if the Sleep Center will be closing.

### 2011 Seminar Series: The Cycle of Business Success A Series of Discussions Designed To Take Your Business To The Next Level Upcoming Seminars...

#### Secrets of Success - The Business Case For Going Green

**Content:** Does going green push the pencil? Our panel will discuss the innovation and incentives out there that can make sustainability an economically viable strategy and set your business apart from the competition.

**When:** Tuesday, August 16th from 4:00 to 5:30pm, with additional time for Q&A as needed

#### Secrets of Success - Growing Your Business

**Content:** You've achieved success and are now bursting at the seams. Our panel discusses the expansion of your business - strategies, portential pitfalls, finding capital, tax incentives, cashflow considerations etc.

**When:** Tuesday, October 18th from 4:00 to 5:30pm, with additional time for Q&A as needed



TAYLOR MADE ORGANIZING



All seminars will be held at the River Lodge in Fortuna and are free of charge. RSVP by phoning Anderson, Lucas, Somerville & borges at 725-4442 or email [jeanne@alsb.com](mailto:jeanne@alsb.com)

Is there a topic that would benefit your business? Let us know. Contact Dianna Crow at 725-9261 or [fbid@fortunabusiness.com](mailto:fbid@fortunabusiness.com)

### Core Areas

Downtown Merchant meetings are held the 4th Wednesday every month at 6:15 at City Hall.

Strong's Creek Plaza Association meetings are held the last Monday every month at 3:30pm at Redwood Capital Bank. May's meeting has been postponed to Monday, June 6th.

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on Facebook to be updated about what is going on!**