

**FOR IMMEDIATE RELEASE**

Contact: Angeline Schwab  
707-388-3010  
Humboldt Made

**Passing the Torch of Humboldt Made**

ARCATA, CA  
June 18, 2014

Angeline Schwab, the founding director of Humboldt Made will be moving back to her home state North Carolina in mid-July.

Schwab's husband, a professor of geology at HSU, was recently appointed associate provost at Western Carolina University, necessitating the move. Schwab admitted that it's going to be difficult to let go of Humboldt Made, an organization she helped launch as part of the County of Humboldt's economic development division. It began as a branding effort dedicated to “creating a competitive advantage” for Humboldt County products, which has grown into an independent membership-driven organization over the last year. Humboldt Made provides marketing services for member businesses; sales-acceleration events, including a buyer tour with regional and national retailers; trade show support in metropolitan markets; and matches fledgling business owners with mentors and business counselors who are experienced entrepreneurs.

Schwab is passing the torch to Kathleen Moxon, former director of community strategies for Humboldt Area Foundation and the director of the Redwood Coast Rural Action. “Angie created a firm foundation under Humboldt Made. We've come very far in the last year and I'm confident that we're going to move forward in a positive direction,” says Kathy. In order to ease the transition, Schwab will continue to work remotely on key elements of upcoming projects and events while some administrative duties will fall to current staff members.

Those interested in learning more, greeting Kathy Moxon and wishing Schwab well, are invited to attend a potluck at The Link on June 30<sup>th</sup> from 4:30-7pm.

“It's not a goodbye party,” says Schwab, “It's a passing of the torch party.”

