



On February 23 - March 1, 2008, the [Consortium for Entrepreneurship Education](http://nationaleweek.com/) is sponsoring the second annual National Entrepreneurship Week, a celebration of the heritage of entrepreneurship in America and new opportunities for a new generation. The Consortium is a national membership organization composed of 90+ agencies and institutions supporting entrepreneurship education as a lifelong learning process. Member organizations represent over 40,000 teachers that annually reach at least 2 million students nationwide. For more information, go to <http://nationaleweek.com/>.

In celebration of National Entrepreneurship Week a number of local economic development groups and education institutions are working together to promote entrepreneurship in Humboldt County schools and throughout the community. These groups include:

Arcata Economic Development Commission  
College of the Redwoods  
County of Humboldt Community Development Services  
Economic Fuel  
Humboldt County Office of Education – Rising Stars Foundation  
Humboldt State University  
North Coast Small Business Development Center  
Redwood Region Economic Development Commission  
St. Bernard’s High School

## *National Entrepreneurship Week Events*

### **Prosperity Business Tour for Aspiring Entrepreneurs**

**Date:** Thursday, February 28<sup>th</sup>

**Time:** 3:30 – 5:30

**Start Location:** Coco and Cuvee, 531 Third St, Old Town Eureka

The Prosperity Network, Rising Stars Foundation and Economic Fuel will host a walking tour and open house for aspiring entrepreneurs. The tour will make brief visits to Coco and Cuvee, The Booklegger and Humboldt Bay Coffee Company. The group will then

continue on to the Prosperity Center to discuss how they can prepare to work in, or own, a business like the ones they just saw. A business counselor from the SBDC will lead the tour. For details, call Michael Kraft at 445-1163.

## **Humboldt County Entrepreneur's Forums**

Economic Fuel and the Humboldt County Office of Educations' Rising Stars Foundation are presenting Humboldt County Entrepreneur's Forums at 8 Humboldt County high schools during National Entrepreneurship Week. Each school that is hosting a forum will have the pleasure of welcoming back 5 school alumni that are also entrepreneurs. The alumni entrepreneurs will be talking to students about their experiences starting and running a local business.

The following forums will be live streamed and available for viewing on the internet as it is happening. If you are interested in viewing the forums, you can connect from the link below shortly after the event start time:

### **Monday, February 25th - Entrepreneur's Forum**

**Hoopla High School, 10:00 - 11:00am**

**[Watch it Live](#)**

#### **Hoopla High School Entrepreneurs**

Marc Rowley	Bigfoot Rafting
Josh McKnight	Trinity Valley Consulting Engineers
Lorencita Carpenter-Lavine	Tribal Grounds
Erick Ammon	Erick Ammon, Inc.
Toni Burchard	The Whole Enchilada

### **Wednesday, February 27th - Entrepreneur's Forum**

**Eureka High School, 11:45am - 12:40pm**

**[Watch it Live](#)**

#### **Eureka High School - Wednesday, February 27th**

Dan Johnson	The Danco Group
Mike Retzloff	Mike Retzloff Appraisal Service
Liz Scott	Scottie Dog Quilts
Ron Biasca	B Mobile Wireless
Liana Simpson	Sequoia Personnel Service

**Thank you to StreamGuys for setting up a promotional account for Economic Fuel. We will be able to stream our events live, courtesy of StreamGuys, for the**

remainder of this year's competition. For more information regarding StreamGuys services please visit their website at: <http://www.streamguys.com/>

## Arts! Alive Displays Highlight Local Businesses

**Date: Saturday, March 1**

**Time: 6:00 – 9:00pm**

**Location: Gaia Imports, 426 Third St, Old Town Eureka**

**Moon's Play and Learn, 440 F St, Old Town Eureka**

On March 1, selected locations at Arts! Alive will highlight local businesses for National Entrepreneurship Week. **Gaia Imports** will display posters that highlight businesses from the nine "base" industry clusters supported by the Prosperity Network's economic development strategy. Gaia Imports will also be hosting belly dancing shows performed by local troupes at 7:00 and 8:00pm.

First 5 Humboldt and Arcata Economic Development Corporation will have a display of posters at **Moon's Play n' Learn** on the corner of Fourth and F Streets. The posters will examine the role of child care in our local economy, from supporting the workforce to owning a child care business.

## Internet Marketing Workshop

**Telling your Story on the Web**

**Date: Tuesday, March 4**

**Time: 6:30 – 8:00pm**

**Location: College of the Redwoods - Eureka Downtown Site, room 111**

David Hamilton of David Hamilton Designs presents: A beginners course in web marketing. Learn how the personality of your business can bring in sales and discover basic search engine optimization tricks that can get you seen on the World Wide Web. To learn more about David Hamilton Designs visit their website at: <http://www.davidhamiltondesign.com/>

## North Coast SBDC Basics of Business Workshops

The "Business Basics Seminar Series" is designed for the start-up business operator. Seminars do not have to be taken in order, but together provide a good legal/financial/operational foundation for the entrepreneur. Attendees who go to all five workshops receive a certificate of completion which can be helpful in securing financing. The workshops are free, to reserve a space please visit: <http://www.northcoastsbdc.org/pages/news-events/calendar.php>.

## National Entrepreneurship Week “Boot Camp” Schedule

### **Marketing Basics**

520 E St, Eureka                      Tuesday, February 26th                      6:00 – 8:00pm

### **Basics of Books and Records**

520 E St, Eureka                      Wednesday, February 27th                      6:00 – 8:00pm

### **Business Plan Basics**

520 E St, Eureka                      Thursday, February 28th                      6:00 – 8:00pm

## ***Thank You to our Economic Fuel Advisors***

*We cannot seek achievements for ourselves and forget about progress and prosperity for our community...*

*Our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own.*

*Cesar Chavez*

The generous donation of an advisors time and expertise embody the spirit of the message in Cesar Chavez’s words. By supporting the aspirations of our next generation of Humboldt County Entrepreneurs they are providing for progress and prosperity for the entire North Coast Community.

Thank you -

### **Phil Ayers**

**Co-Owner/Founder  
Ayers Distributing**

### **Heather Bonser-Bishop**

**Owner/Founder  
Bonser Bishop and Associates Consulting**

### **Suzanne M. Burcell**

**Director, American Indian Education  
Associate Director, Indian Economic and Community Development  
Humboldt State University**

## **Andrew Cooper**

**Owner/Founder  
Footprint Recycling**

## **Lane DeVries**

**President, CEO and Part-Owner  
The Sun Valley Group**

## **Deborah Downs**

**Controller  
Humboldt Area Foundation**

## **Jason Eads**

**Attorney / Partner  
Bragg, Perlman, Russ, Stunich, Rudolph & Eads LLP**

## **Thomas Frank**

**Director of Gaming Operations, Blue Lake Economic Development Corporation  
General Manager, Blue Lake Casino**

## **Larry Goldberg**

**Owner/Founder  
Sequoia Technical Services**

## **Barbara Groom**

**Owner, Founder, Brewmaster  
Lost Coast Brewery**

## **Scott Guild**

**Certified Public Accountant  
Aalfs, Evans and Company**

## **Russ Harris**

**Regional President  
North Valley Bank**

## **Jim Hight**

**Independent Consultant, Writer, Editor**

## **Scott E. Hunt**

CPA

Hunter, Hunter, & Hunt, Certified Public Accountants

## **Richard A. Hutchison**

CPA

Martin & Hutchison CPA's

## **Steve Jackson**

Director of Printing Operations

The Eureka Reporter

## **Susan Jansson**

Owner/Founder

HealthSPORT

## **Dan Johnson**

CEO

The Danco Group of Companies

## **Arby Karnes**

Owner/Founder

The Bead Shoppe

## **Kurt and Kim Kramer**

Owners/Founders

Kramer Properties, Inc.

## **Stacy D. Lane**

Executive Director

North Coast Schools Insurance Group

## **Tim Lorenzo**

Mortgage Advisor/ Property Developer

RCI Mortgage/ Lorenzo Properties

## **Paul Lubitz**

Owner and Founder

Holly Yashi

## **John McClurg**

**Owner  
Fire & Light**

## **Fred Moore**

**Chief Financial Officer  
Redwood Capital Bank**

## **Leslie Morris**

**Small Business Relationship Manager  
US Bank**

## **Mike Munson**

**Financial Consultant  
AG Edwards & Sons**

## **Sandy Neal**

**BizNet Coordinator  
North Coast Small Business Resource Center**

## **Scott Pesch**

**Broker/Owner  
Coldwell Banker Commercial Pacific Partners Real Estate**

## **Paul Picciotta**

**Common Management Systems Director  
Humboldt State University**

## **Bryan Plumley**

**Investment Counselor  
Edward Jones Investments**

## **Bill Ruff**

**President, CEO  
Vector Rehabilitation**

## **Maureen Smithey**

**Founder/President/Designer  
Pacific Rim Manufacturing  
Castleware**

## **Jonathan Speaker**

**Principal, Chief Operating Officer Company  
StreamGuys, Inc.**

## **Jill St. Claire**

**Owner/Founder  
JSC Marketing, LLC**

## **Jon F. Stocum**

**CPA  
Aalfs, Evans and Company LLP**

## **Tim Storey**

**Allstate Insurance**

## **Nancy S. Streufert**

**Attorney at Law**

## **Troy Vizenor**

**Controller  
George Petersen Insurance Agency**

## **Stephanie Witzel**

**Controller  
Arcata Economic Development Corp.**

## ***AEDC & First 5 Humboldt Child Care IQ Program***

Child Care I.Q. (Invest in Quality) is a new program to be launched by AEDC and First 5 Humboldt that will provide the resources for existing family child care providers and child care centers to enhance their child development environment. Child care providers can qualify for a loan from AEDC up to \$5,000 for equipment, materials or professional development and have that loan re-paid by First 5 when they meet their program enhancement goals.

“This partnership will allow child care programs to access small business funds. They don’t have to sweat the repayment on their own. They just need to focus on making measurable improvements,” said Helen Love, program coordinator for the First 5 Child Care I.Q. Program.

Child care providers will work with First 5 to develop an improvement plan, secure a loan from AEDC and have that loan re-paid by First 5 when they meet their enhancement goals.

While other communities have similar programs to encourage improvement in facilities, this may be the first partnership of its kind between child care and an economic development entity.

“The program supports the good work of the business owners in the child care profession, and they in turn support all of the people in the community who rely on quality child care services,” said Barbara Garza, executive director of AEDC. “We are very happy to work with First 5 on this unique program.”

“First 5 Humboldt looks for ways to invest in the quality of child care programs, and AEDC wants to help businesses become more stable, so the Child Care I.Q. Program is a blend of our interests and missions,” said Love.

For program applications and more information, contact Helen Love at First 5 Humboldt, 445-7385.

[www.economicfuel.org](http://www.economicfuel.org)

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