



Economic Fuel March Highlights

Business Plans are Due Monday, March 26th by 5:00pm at the Eureka Reporter Headquarters

March Events

Entrepreneur's Forum

Date: Wednesday, March 7th

Time: 6:30 – 8:00pm

Location: The Kate Buchanan Room, HSU

Find out what it takes to start and run a successful business in Humboldt County from our panel of local experts. Each of our speakers will spend time talking about their experience starting and running a successful business in Humboldt County. The evening will conclude with a question and answer session.

Featured Speakers:

Richard Borough

Owner/Founder, Master-Mind Alliance

Kim Class

Founder/Executive Director, Companion Animal Foundation

Bob Crane

Owner/Founder, C. Crane

Paul Lubitz

Co-Owner/Co-Founder, Holly Yashi

Eric Spieth

CEO, Mad River Brewing Company

Women's Entrepreneur's Institute Networking Social

Date: Thursday, March 15th

Time: 5:30 – 7:30pm

Location: The Avalon Restaurant, 3rd & G Street, Eureka

Cost: \$20.00 with pre-registration, \$30.00 if not pre-registered

To Register: www.northcoastsbdc.org

Treat yourself to an elegant evening:

- * Meet and network with other women in business
- * Have an opportunity to meet with women who could benefit from your product or service – bring your business cards to share
- * Give yourself the opportunity to support other women owned business

Elevator Pitch Practice

Date: Tuesday, March 27th

Time: 6:00 – 9:00pm

Location: Room assignments TBA

This evening is a dry run for competitors to practice their two-minute elevator pitch in front of a team of Toastmaster evaluators to get feedback. There will be four rooms with 3 Toastmaster evaluators in each room. The three evaluators in each room will have the individual presenter and their team come in one team at a time to present their elevator pitches. The evaluators will time the presentation and provide immediate feedback. Teams will present in each of the four rooms, as they move to subsequent rooms they will be incorporating the feedback they have already received.

Judged Elevator Pitch Presentations

Date: Wednesday, March 28th

Time: 6:00 – 9:00pm

Location: The Kate Buchanan Room, HSU

The Premise: You are in an elevator and in walks a potential investor. You have only the elevator ride to pitch this investor on your business idea and get them to say “Tell me more!”

Each team that turns in a written business plan will be giving an elevator pitch presentation. This will be the first opportunity for the judges to hear about the proposed business ventures.

Thanks to The Rotary Club of Southwest Eureka

The Rotary Club of Southwest Eureka voted to offer an honorary one-year membership to a 2007 Economic Fuel Winner. All costs associated with membership will be paid by the club and the recipient will enjoy the full benefits of membership, including the opportunity to serve the community while networking and developing relationships with local business people.

One of the objectives of the Economic Fuel Competition is to build bonds between local academic institutions, businesses and the community. Thank you to The Rotary Club of Southwest Eureka for helping us accomplish that goal!

The Rotary Club of Southwest Eureka meets Fridays at noon at the Red Lion Hotel in Eureka. Visit www.swrotary.org for additional information.

Thanks to Local Toastmasters

Volunteers from 3 local Toastmasters' groups will be serving as evaluators at the Elevator Pitch practice on March 27th. Toastmaster evaluators will be asked to evaluate the pitch in regards to meeting the pitch objectives and will be asked to utilize their expertise by including further evaluations in basic presentation skills i.e. voice, gestures, misuse of words, etc.

Toastmaster members develop communication and public speaking skills by presenting prepared speeches, giving impromptu speeches and offering constructive evaluations of other members' speeches. Guests are always welcome at the following local club meetings:

Lunch-Bunch Toastmasters – Eureka Chamber of Commerce, 12:00pm 1ST & 3RD
Thursday

Eureka Toastmasters – St. Joseph Hospital, 3rd Floor, room 2, 7:30pm 1st & 3rd
Thursday

Eel River Toastmasters – Fortuna City Council Chambers, 7:00pm 1st & 3rd
Wednesday

Visit www.toastmasters.org for additional information.

Reserve These Dates on Your Calendar

Tuesday, April 24th – Finalists Announced in the Eureka Reporter

Friday, April 27th – Finalists Submit Electronic Presentation Materials

Monday, April 30th – Formal Presentations, Finalist Teams 1-4

Tuesday, May 1st – Formal Presentations, Finalist Teams 5-8

Visit the Economic Fuel Website for more information about the competition!

www.economicfuel.org

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