



Economic Fuel March Highlights

Business Plans are Due Monday, March 24th by 5:00pm at the Eureka Reporter Headquarters

March Events

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/>

2008 Educational Summit for Women Entrepreneurs

Date: Saturday, March 15th

Time: 9:15am – 4:00pm

Location: Wharfinger Building, #1 Marina Way, Eureka

The Leap...Taking Your Business to the Next Level is the theme of this year's all-day event. The Women Entrepreneurs Institute and the North Coast Small Business Development Center have teamed up with Wells Fargo Bank and Redwood Region Economic Development Commission to sponsor this regional event. The focus for this Educational Summit is **Education, Inspiration** and **Networking** with an emphasis on being innovative and creative in meeting the challenges of these turbulent economic

times. Rhonda Abrams, one of the nation's leading business columnists, is the keynote speaker.

Seating is limited; please pre-register by Thursday, March 13. You can register at www.women-entrepreneurs.org or mail your check (made out to WEI) with the registration form in the attached Event flyer.

Elevator Pitch Presentations & Showcase Exhibits

Date: Thursday, March 27th

Time – Showcase Exhibits displayed from 5:00 – 9:00pm

Time – Elevator Pitch Presentations start at 6:00pm

Location: Kate Buchanan Room/Karshner Lounge, HSU

Economic Fuel teams will have 2 minutes to give their elevator pitch in the first judged round of the 2008 competition. **The race for \$117,000 is on!**

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!”

To learn more about “The Pitch” check out our Economic Fuel video How to Give an Elevator Pitch at: <http://www.economicfuel.org/vidgallery.html>

Showcase Exhibits will be displayed from 5:00 -9:00pm in the Karshner Lounge outside of the Kate Buchanan Room. Come and learn more about the Economic Fuel Entrepreneurs and their business products and services.

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 four workshops receive a certificate of completion which can be helpful in securing financing. All workshops are held at the Prosperity Center, 520 E St, Eureka. The workshops are free, please visit: <http://www.northcoastsbdc.org/pages/news-events/calendar.php> to reserve a space.

March Schedule

Financial Basics

Tuesday, March 4th

6:00 – 8:00pm

Start Up Basics
Wednesday, March 12th 6:00 – 8:00pm

Marketing Basics
Tuesday, March 18th 6:00 – 8:00pm

Basics of Books and Records
Wednesday, March 26th 6:00 – 8:00pm

Business Plan Basics
Thursday, March 27th 6:00 – 8:00pm

Redwood Outfitters Up and Riding

Gregory and Samantha Hufford, 2007 Economic Fuel Finalists, have started their business Redwood Outfitters. Redwood Outfitters provides guided horseback tours of Redwood National Park from the business' base in Orick. The tours range from two to six hours and will provide riders with an unforgettable experience riding horses through the beautiful redwoods. For more information or to book a tour, visit their website at www.redwoodoutfitters.com or phone (707) 954-8702.

To read more about their story, visit: <http://eureka-reporter.com/article/080229-couple-puts-economic-fuel-winnings-to-good-use>

Entrepreneur's Forums a Success

Economic Fuel hosted Humboldt County Entrepreneur's Forums at 8 local high schools last week in celebration of National Entrepreneurship Week. The forums were intended to inspire young people to consider starting their own businesses as an opportunity to create a meaningful career for themselves. By the end of the week we had the opportunity to reach over 1,000 students.

Thank you to the Humboldt County Office of Education's Rising Stars Foundation and the high schools for supporting the Economic Fuel Entrepreneur's Forums.

* To learn more about the Hoopa High Entrepreneur's Forum, visit: http://www.times-standard.com/ci_8426720.

* Ferndale residents should be on the look out for an article about the Ferndale High Forum in the Ferndale Enterprise newspaper.

* Be listening for the South Fork High School Forum will air on KMUD sometime in the next few weeks.

* We also taped a few of the forums which will be submitted to air on Access Humboldt.

Reserve These Dates on Your Calendar

Tuesday, April 8th – Financing Forum

Wednesday, April 16th – Venture Capital Forum

Friday, April 18th – Finalist Teams Announced

Monday, April 28th – Finalist Presentations, Teams 1-4

Tuesday, April 29th – Finalist Presentations, Teams 5-8

Thursday, May 1st – Awards Ceremony

SBDC Basics of Business Series

Tuesday, April 1st – Financial Basics Workshop

Wednesday, April 9th – Start Up Basics Workshop

Tuesday, April 15th – Marketing Basics Workshop

Thursday, April 24th – Business Plan Basics Workshop

Wednesday, April 30th – Bookkeeping Basics Workshop

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

www.economicfuel.org

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