

**** Teams Register ****

***Registration is officially closed for the 2012 competition
with teams committed to the challenge!***

Economic Fuel February Highlights

February Events

Gallery Walk

Date: Saturday, February 4th

Time: 6:00 – 9:00pm

Location: 421 Third Street, Eureka (former Cin Cin Restaurant)

This event features a fascinating look at the ever changing economy of Humboldt, what the future might hold for us, and free brick oven pizza baked right there! For more information, call Don Ehnebuske at (707) 839-9321 or email dehne@suddenlink.net.

This event is presented by The Prosperity Center of Humboldt County, North Coast Small Business Development Center, Arcata Economic Development Corporation, Redwood Region Economic Development Commission, HCEDD, and PG&E.

Northcoast Youth Summit

Date: Saturday, February 11th

Time: 9:00am – 4:00pm (check-in begins at 8:00 am)

Location: College of the Redwoods

Full details and registration forms can be found at: www.ysummit.org

Get inspiration for this year's local business competition: Young Entrepreneurs Business Challenge and the Youth Entrepreneurship Program (YEP: Humboldt). 7th – 12th graders can choose from more than 30 dynamic, interesting, and fun workshops. Build your entrepreneurial skills and 'Target Tomorrow' with the entrepreneurially themed workshops:

Something Different: A Crazy Idea Workshop

Learn ways to turn your CRAZY ideas into new and creative solutions for everyday problems. This workshop will help develop a brainstorm process, and provide tools for taking ideas to the next level.

Lemons to Livelihood

This interactive workshop will help you create a business plan for a lemonade stand. From product creation to marketing and determining your price, you will learn all the lessons you need to run a business now.

How are YOU Going Rock Your World?

Learn how to take the thing you love and make money doing it! Presented by Madi Seaman, a Eureka High School sophomore and winner of the 2011 Young Entrepreneurs Business Challenge... Check out 'Maditude Adjustment' online at <http://www.facebook.com/pages/Maditude-Adjustment/131472073561571>.

Know Opportunity

Get ready to play the "Know Opportunity" entrepreneurship board game! Manage your business best and your "fantasy" business will grow faster than every one else's.

Think Like An Investor Workshop

Date: Tuesday, February 15th

Time: 6:00 – 9:00pm

Location: TBA

When writing a business plan it is important to keep in mind the audience. Whether it is a prize from Economic Fuel or a bank loan, your readers are potential investors in your business. This workshop will focus on understanding what an investor is looking for when they are reading business plans. Learn how to create your plan to anticipate their questions, understand their priorities, and address their concerns.

Workshop Facilitator: Gayle Abramson, Management Consultant with Insight & Strategies (www.insightandstrategies.biz), Advisor to two Economic Fuel grand prize winners.

Email theteam@economicfuel.org to register!

QuickBooks Bootcamp for Beginners

North Coast SBDC and College of the Redwoods present a 6 hour beginning QuickBooks training.

Date: Friday, February 17th

Time: 9:00am – 4:30pm

Location: CR Downtown Instructional Site, 605 K Street, Eureka

Cost: \$129

Learn to navigate the basics of QuickBooks. The training is best suited for those who have not used QuickBooks. The very basics will be taught, such as navigating the program, creating simple entries, producing basic reports, etc. Attendees should have some computer experience prior to class.

Workshop Facilitator: Colleen Trask, Controller and Business Business Advisor at the NCSBDC. Colleen has over 20 years of experience and specializes in accounting and bookkeeping help for small businesses and setting up bookkeeping systems for new ventures.

Register online at: <http://nc.ecenterdirect.com/ConferenceDetail.action?ID=21264>

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, please call 445-9720 or visit: http://northcoastsbdc.org/eureka_workshops to reserve a space.

February Schedule

Financial Basics

520 E St., Eureka

Tuesday, February 7th

6:00 – 8:00pm

Start Up Basics

520 E St., Eureka

Wednesday, February 8th

6:00 – 8:00pm

Marketing Basics

520 E St., Eureka

Tuesday, February 21st

6:00 – 8:00pm

Business Plan Basics

520 E St., Eureka

Thursday, February 23rd

6:00 – 8:00pm

Books and Records

520 E St., Eureka

Wednesday, February 29th

6:00 – 8:00pm

Other News

Two New Types of Corporations effective January 1, 2012

As of January 1, 2012 there are two new subtypes of stock corporations in California – a “flexible purpose corporation” and “benefit corporation.” The new corporation subtypes allow entrepreneurs and investors to organize stock corporations that can pursue both economic and social objectives.

The new stock corporation subtypes differ from traditional for profit corporations that are organized to pursue profit and nonprofit corporations that must be used solely to promote social benefits. To form a benefit corporation or a flexible purpose corporation, customers will need to draft free-form Articles of Incorporation. This is similar to other stock corporations that do not fit into the simple Articles of Incorporation form that is available on the Secretary of State’s website.

To learn more visit: <http://www.sos.ca.gov/business/be/forms/flexible-purpose-corp-and-benefit-corp.pdf> and <http://pulse.me/s/5fECz>.

Coming in March

Marketing to Government Workshop

Date: Wednesday, March 7th

Time: 9:00am – 12:00pm

Location: Prosperity Center, 520 E. Street, Eureka

Cost: FREE

Offered by the Federal Technology Center, this introductory class will describe how to: decide if the government marketplace is the right customer for your company, understand the government customer, evaluate the government market, evaluate your capabilities, apply four key marketing principles to government sales, and make contact.

Please visit the Federal Technology Center’s web site at www.TheFTC.org for more information and to register.

SBDC Flights

These industry-specific business assistance programs will provide participants with business counseling, industry-specific workshops to attend. Participants in SBDC Flights will participate in business planning, marketing, and other intensive projects aimed at assisting business owners to reach their goals. Participants will also complete a business plan and attend all Business Basics Series workshops during the program.

This program is tentatively scheduled to begin in March 2012. To learn more visit <http://northcoastsbdc.org/flights> or call (707) 445-9720.

Reserve These Dates on Your Calendar

March 19th - Business Plans Due

March 20th - Elevator Pitch Practice with Toastmasters

March 22nd - Elevator Pitch Night with Showcase Exhibits

March 29th – Women Entrepreneurs Institute networking event “The Many Hats We Wear” visit: women-entrepreneurs.org for more information.

SBDC Basics of Business Series

March 14th - Start Up Basics

March 20th - Marketing Basics

March 22nd - Business Plan Basics

March 28th - Books and Records

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

www.economicfuel.org

If you would like to be removed from this email list, please send a note to theteam@economicfuel.org