



Economic Fuel March Highlights

“Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage.”

-Niccolo Machiavelli

Business Plans Due Monday, March 21st!

Elevator Pitch Presentations & Showcase Exhibits

Date: Thursday, March 24th

Time: Showcase Exhibits starting at 5:00pm, Elevator Pitches begin at 6:00pm

Location: Kate Buchanan Room, HSU

The race for \$117,000 is on!

Cheer on Humboldt County’s aspiring entrepreneurs as they pitch their business in the first judged round of the 2011 competition.

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!”

Check out our Economic Fuel video “How to Give an Elevator Pitch” at:

<http://www.economicfuel.org/vidgallery.html>

Showcase Exhibits will be on display starting at 5:00pm in the Kate Buchanan Room. Elevator Pitch presentations will begin at 6:00pm. Come meet our Economic Fuel entrepreneurs and learn about their business products and services.

We will be live streaming the Elevator Pitch Presentations courtesy of StreamGuys. Visit www.economicfuel.org/vidgallery.html and click on the “**Watch it Live**” link just before 6:00pm.

Upcoming Events

Women Entrepreneurs Institute Education Summit

Date: Saturday, March 12th

Time: 9:00am – 4:30pm

Location: River Lodge, Fortuna

Registration: Pre-register for special early bird pricing

“**Showcasing Women Entrepreneurs on the North Coast**” is the theme of this year’s 5th Annual Women Entrepreneurs Institute’s (WEI) Educational Summit.

This full-day conference is an opportunity for women entrepreneurs on the North Coast to come together for inspiration and support. Dr. Dawn Walls-Bain is the keynote speaker. For registration details, go to www.women-entrepreneurs.org.

Arcata Economic Development Corporation Spotlight on Success

Date: Tuesday, March 15th

Time: 5:00pm – 7:30pm

Location: Arcata Theatre Lounge

Celebrate small business success with the AEDC! This year’s Spotlight on Success will honor the Headwaters Fund and the Humboldt County Office of Education for the Decade of Difference: 2020 Initiative. Local businesses will have displays and demonstrations throughout the evening. Call 822-4616 or email susans@aedc1.org for your free tickets!

Plan It Green’s Building Green Communities Conference

Preconference Youth Innovation and Entrepreneurship Workshops

Date: Friday, April 1st

Time: 9:00am – 3:00pm

Location: Arcata Community Center

Building Green Communities Conference

Date: Saturday, April 2nd

Time: 8:00am – 10:00pm

Location: Arcata Community Center

Plan It Green is gearing up for the fifth installment in their Building Green Communities Conference series. This year's theme is "The Next Generation". The conference will focus on the next generation of technology *and* the next generation of innovators, entrepreneurs and leaders that will help usher in the emerging green economy. The keynote address will be delivered by David Hopkins, and will address social entrepreneurship and the concept of "doing well by doing good". Go to <http://www.humboldtplanitgreen.org/home> for more details.

New to the event this year is a day of preconference workshops and seminars on youth innovation and entrepreneurship. Check out the attached workshop descriptions. Preconference workshops are free and open to the public. Call 826-0665 to register.

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/events2> to reserve a space.

March Schedule

Financial Basics

520 E St, Eureka Tuesday, March 1st 6:00 – 8:00pm

Start Up Basics

520 E St, Eureka Wednesday, March 9th 6:00 – 8:00pm

Marketing Basics

520 E St, Eureka Tuesday, March 15th 6:00 – 8:00pm

Business Plan Basics

520 E St, Eureka Thursday, March 24th 6:00 – 8:00pm

Books and Records

520 E St, Eureka Wednesday, March 30th 6:00 – 8:00pm

Reserve These Dates on Your Calendar

April 1st & 2nd – Humboldt Plan It Green Conference

April 12th – Getting Started with Government Contracts Workshop

April 14th – HSU Chung Watson Lecture Series

April 25th & 26th - Finalist Presentations

April 29th - Awards Ceremony

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

