



## Economic Fuel April Highlights

### *Congratulations to our Economic Fuel Entrepreneurs*

Whew...after months of late night research and writing, our Economic Fuel entrepreneurs are waiting with great anticipation to learn which teams will make it to the finals. Many of our teams are gearing up for presentations in hopes of being one of the eight finalist teams. Look for our announcement on April 16<sup>th</sup> and plan to come to the presentations.

On behalf of Economic Fuel and our community partners - Best of luck to all of our 2010 Economic Fuel Entrepreneurs!

### *Finalist Presentations & Awards Ceremony*

#### Finalist Presentations

##### **Finalist Teams, 1-4**

**Date:** Monday, April 26<sup>th</sup>

**Time:** 6:00 – 8:30pm

**Location:** Kate Buchanan Room, HSU

##### **Finalist Teams, 5-8**

**Date:** Tuesday, April 27<sup>th</sup>

**Time:** 6:00 – 8:30pm

**Location:** Kate Buchanan Room, HSU

The finalist teams will give 10 minute formal presentations before the judge's panel and will have 20 minutes of questions and answers with the judges. The formal presentations will be judged on both content and quality of the presentation. The judges evaluate the teams based on whether:

- Speakers make a compelling presentation that sells the business idea.
- Speakers effectively answer questions to add credibility to the business venture.

Come and learn more about the finalist teams and the new businesses that will be opening in Humboldt County.

We will be live streaming the Finalist Presentations courtesy of **StreamGuys**. Visit [www.economicfuel.org/vidgallery.html](http://www.economicfuel.org/vidgallery.html) and click on the "Watch it Live" link just before 6:00pm.

# Awards Ceremony

**Date:** Friday, April 30<sup>th</sup>

**Time:** 6:30 – 8:00pm

**Location:** The Wharfinger Building, 1 Marina Way, Eureka

The eight finalist teams will be awarded up to \$117,000 in cash awards to be used as seed capital to help them start their businesses.

**We will be live streaming the Awards Ceremony courtesy of StreamGuys.** Visit [www.economicfuel.org/vidgallery.html](http://www.economicfuel.org/vidgallery.html) and click on the “**Watch it Live**” link just before 6:30pm.

## *Plus Modes Opens in Old Town*

### *Creating Confident Sexy Women*

Danielle Jacobson and Megan Buck have a mission – to bring fun, sexy fashions to plus size women in Humboldt County. Since writing a business plan for Economic Fuel last year, Megan and Danielle have been saving money, purchasing inventory and racks, and preparing to start their dream business.

All the preparations helped them get the business open just 2 months after finding a store location in Old Town. Plus Modes held their ribbon cutting ceremony of Friday, April 2<sup>nd</sup> and held their grand opening Saturday night during Arts Alive!

Visit Plus Modes at 527 2<sup>nd</sup> St. in Old Town, next to Kokopilau, Tuesday through Saturday from 10-7 and 10-4 on Sundays. In addition to fabulous fashions, Plus Modes carries purse, scarves and jewelry for ladies.

The partners have divided up their work responsibilities with Megan handling marketing and inventory and Danielle overseeing operations and doing the books. Good luck, Danielle and Megan!

## *Junior Achievement at Zane*

Thanks to the efforts of Eureka High School Junior Jasmine Phiengsai, students at Zane Middle School learned lessons in entrepreneurship with JA’s “It’s My Business” program. Jasmine went through the JA program as a middle school student in South Dakota. As a student at Eureka High, Jasmine joined DECA, an international group of high school and college students studying marketing, management and entrepreneurship.

DECA participants create and manage entrepreneurship projects in their community. Jasmine chose to coordinate a JA program because “The program promotes education about the business world in a way that doesn’t feel like learning because the activities are so much fun,” she said. With partial funding from the Humboldt County Office of Education, Jasmine was able to set up a JA program in Scott Robbin’s classes at Zane. Local volunteers for the program included:

Matt DeShazo, owner of Far North Climbing

Manny Mello, a partner with Northwest Insurance

Carole Crossley, owner of Original Basket Boutique

Susan Seaman, co-owner of Fieldbrook Family Market and local JA Coordinator

Jasmine recently went to the California Career Development Conference and competed with other California DECA participants in the category of Entrepreneurship Promotion. She won first place in the written and oral presentations for that category. She will be representing California at Nationals in Louisville, Kentucky.

Good Luck Jasmine!

## *Thank You Toastmasters*

What do most Americans fear more than death? Public speaking. 32 aspiring entrepreneurs faced their fear and gave elevator pitch presentations to an enthusiastic crowd on March 25<sup>th</sup> thanks to the support of 10 volunteers from our local Toastmasters clubs.

The Toastmasters served as evaluators at our 4<sup>th</sup> annual Elevator Pitch Practice on March 23<sup>rd</sup>. They evaluated competitor's pitches and helped competitors make improvements prior to the judged event on March 25<sup>th</sup>. What a difference a little practice makes, great job Toastmasters and competitors!

Thanks to the following Toastmaster volunteers:

Peter Jermyn  
Rebecca Kimbel  
Michael Kraft  
Vina Lewis  
Manny Mello  
Genevieve Miller  
Susan Seaman  
Jeff Smoller  
Michelle Tourne  
Nicole Vincent

Thanks, also, to our volunteer timers Cedric Seaman, Jessica Miller and Joshua Miller.

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** – The Prosperity Center, 520 E St, Eureka, 12:00pm, 1<sup>st</sup> & 3<sup>rd</sup> Thursday of the month. 445-2827

**Eureka Toastmasters** – Prosperity Center, 520 E St, Eureka, 12:00pm, 2<sup>nd</sup> & 4<sup>th</sup> Thursday of the month. 445-2827

**Eel River Toastmasters** – Fortuna City Council Chambers, 7:00pm, 1<sup>st</sup> & 3<sup>rd</sup> Wednesday of the month. 407-7889

Visit [www.toastmasters.org](http://www.toastmasters.org) for additional information.

## *Thank You Maureen McGarry*

Thanks to Maureen McGarry for volunteering to videotape the elevator pitch presentations. Maureen has been a painter in Humboldt County since 1975. In addition, Maureen owned a video production business for several years, and has won awards for her work producing documentaries. Her career as a documentary videographer has taken her to Europe and the Middle East, as well as the mountain communities of our region. Thank you, Maureen, for sharing your talents and volunteering your time to film our Economic Fuel event!

## *April Workshops*

### Essentials of Business Websites

**Date:** Wednesday, April 7<sup>th</sup>

**Time:** 6:00 – 8:00pm

**Location:** Prosperity Center, 520 E St, Eureka

**Cost:** \$20.00

The use of a website as a business informational, marketing and even selling tool is nearly ubiquitous today. This workshop is designed to help the novice understand the basic considerations and technologies related to launching and using a website. Register online at <http://northcoastsbdc.org/node/4624>.

### 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, visit <http://northcoastsbdc.org/events2> to reserve a space.

#### April Schedule

##### **Financial Basics**

520 E St, Eureka                      Tuesday, April 6<sup>th</sup>                      6:00 – 8:00pm

##### **Start Up Basics**

520 E St, Eureka                      Wednesday, April 14<sup>th</sup> 6:00 – 8:00pm

##### **Business Plan Basics**

520 E St, Eureka                      Thursday, April 22<sup>nd</sup>                      6:00 – 8:00pm

##### **Marketing Basics**

520 E St, Eureka                      Tuesday, April 27<sup>th</sup>                      6:00 – 8:00pm

##### **Books and Records**

520 E St, Eureka                      Wednesday, April 28<sup>th</sup>                      6:00 – 8:00pm

## ***Reserve These Dates on Your Calendar***

**May 18 – AEDC Spotlight on Success**

### ***SBDC Basics of Business Series***

**May 4<sup>th</sup> - Financial Basics**

**May 12<sup>th</sup> - Start-Up Basics**

**May 18<sup>th</sup> - Marketing Basics**

**May 26<sup>th</sup> - Books and Records**

**May 27<sup>th</sup> - Business Plan Basics**

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

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

If you would like to be removed from this email list, please send a note to [theteam@economicfuel.org](mailto:theteam@economicfuel.org)