

**Economic Fuel Events Kick Off 2007 Competition  
by Courtney Hunt-Munther, The Eureka Reporter  
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In anticipation of the Feb. 2 registration deadline, Economic Fuel, the Humboldt County Student Business Challenge, has scheduled a series of workshops and forums to help participants perfect their business plans.

On Wednesday, the North Coast Small Business Development Center will host a workshop focusing on capitalization and angel investors at Humboldt State University's Siemens Hall, Room 109, from 6-9 p.m.

Designed to introduce participants to a variety of financing methods for capitalizing a new business, the event will include presentations by local CPA and financial strategic consultant Suzanne Dockal, Redwood Capital Bank VP/Commercial Loan Officer Jennifer Budwig, Redwood Regional Economic Development Commission Executive Director Gregg Foster and North Coast SBDC Lead Center Regional Director Kristin Johnson.

On Thursday, the SBDC will hold a financial forum from 11 a.m. to 4 p.m. at the Wharfinger Building in Eureka. This workshop, titled "Show Me the Money," will provide information for small business owners and potential entrepreneurs about loan options and lending criteria. The "Five Cs" of credit will be covered, as well as cash flow fundamentals and information about Small Business Administration loans will also be covered.

The \$20 event fee includes lunch, a keynote speaker and bank informational presentations.

"This will be at most a once-in-a-year-opportunity to get this much information," said SBDC Executive Director Michael Kraft of Thursday's workshop. "A base understanding of how money works is essential to surviving and succeeding. If you don't stay current, you're going to miss things that are going to help you or hurt you. Cash flow is really everything to the small, growing business."

The presentations will be held from 11:30 a.m. to 12:30 p.m., followed by lunch from 12:30 to 1:30 p.m. From 1:30 to 2 p.m., renowned financial and motivational speaker Mary Ann Campbell will present "Believe in Your Magic for Life and Business Success," touching on personal finances and their affect on business finances.

From 2-4 p.m., participants can choose between browsing bank and lender informational booths or seek a free one-on-one counseling session with Campbell. Participants need not be interested in getting involved in Economic Fuel. To preregister for this event, visit [www.northcoastsbdc.org](http://www.northcoastsbdc.org) or phone 707-445-9720, ext. 308.

Other important upcoming Economic Fuel events include a financial plan check on Wednesday, Jan. 31, from 6:30 to 8 p.m. at Humboldt State University's Kate Buchanan Room. There, competition advisers will be on hand to meet with teams regarding the financial section of their business plans. According to Economic Fuel coordinators, the financial section of last year's submitted business plans was the weakest section, so all teams are encouraged to attend the Jan. 31 event.

Also on the horizon is the final registration deadline for students interested in participating in Economic Fuel. Registration materials are due to The Eureka Reporter by 5 p.m. on Friday, Feb. 2. Interested teams are encouraged to submit these materials as soon as possible.

On Feb. 7, founder and managing director of DFJ Frontier David Cremin will speak at HSU's Kate Buchanan Room about features that make attractive businesses, particularly venture-backable ones. The Venture Capital Forum will take place from 6:30 to 8 p.m. and the community is invited to attend.

For more information about upcoming Economic Fuel events, visit [www.economicfuel.org](http://www.economicfuel.org).

Economic Fuel: The Humboldt County Student Business Challenge, sponsored by The Eureka Reporter LLC, is designed to create unprecedented entrepreneurial opportunities for local college students, recent college graduates and community members with the disbursement of more than \$100,000 in seed money for new Humboldt County businesses.

The mission of the competition is to nurture local economic development by inspiring and supporting the pursuits of Humboldt County's entrepreneurs.