

Fueling Humboldt County's Economy
The Eureka Reporter
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The Eureka Reporter is committed to student-driven entrepreneurship and will therefore be dedicating part of its Business section to Economic Fuel: The Humboldt County Student Business Challenge. Continuing this week, Humboldt State University and College of the Redwoods professors and local businesspeople are featured as part of their participation in the challenge. For more information about Economic Fuel, visit www.economicfuel.com.

This Thursday, from 6-7:30 p.m., Economic Fuel will host the first session in the competition's schedule of Entrepreneurial Thursday events. Located at Humboldt State University in Founders Hall 118, "The Effective Executive Summary" event will help participants prepare executive summary drafts, which are due with registration packets to The Eureka Reporter on Monday, Feb. 13.

An executive summary is one of the most important parts of a successful business plan. It is a summarized version of all the crucial sections of a business plan and is often the only part of the plan that will be seen and scrutinized. Likewise, Economic Fuel entries will be judged based on participants' final executive summary, as well as on the elevator pitch. Elevator pitches are intended to be very brief verbal descriptions of businesses that a person could use to pitch an idea to his or her superior in the time it takes to share an elevator. All Economic Fuel teams will deliver an elevator pitch and turn in their executive summaries on Thursday, April 13.

For more information, visit www.economicfuel.org.

Timeline of Events
February 2006

- Thursday, Feb. 9: Entrepreneurial Thursday: "The Effective Executive Summary" lecture. Humboldt State University, Founders Hall 118, 6-7:30 p.m.
- Monday, Feb. 13: Registration packets due no later than 5 p.m. to The Eureka Reporter front desk, 215 Fourth St., Eureka.
- Thursday, Feb. 16: A Fireside Chat with Local Entrepreneurs. Humboldt State University's Kate Buchanan Room, University Center,

6-7:30 p.m. Guests will include Jitter Bean Coffee Company owners Rick and Chris Roberts. Plaza Design owner Julie Fulkerson, Wing Inflatables, Inc. CEO Bruce Hamilton and Lost Coast Brewery owner Barbara Groom.

- Feb. 23: Entrepreneurial Thursday: "Ideation, Feasibility & Strategic and Competitive Advantage" lecture. Humboldt State University, Founders Hall 118, 6-7:30 p.m.