

## MIXER



FUN!

## Bring Your Business Cards!

The next Mixer will be Thursday August 18TH, 5:30 PM at the Morris Graves Museum of Art, 636 F Street, Eureka

# Eureka

CHAMBER REVIEW

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AUG 2011

A MONTHLY PUBLICATION OF THE GREATER EUREKA CHAMBER OF COMMERCE

## CHAMBER BRIEFS

### Wild Times at Sequoia Park Zoo

*By Anthony Antoville, Chamber Ambassador from Champion Advocates*

A wildly enthusiastic yet relatively tame group gathered at the Sequoia Park Zoo in July for the Eureka Chamber of Commerce's monthly mixer. Co-hosted by the North Coast Journal and the Sequoia Park Zoo Foundation, attendees were warmly welcomed by Judy Hodgson and Nicole Spencer. With a wide variety of delicious food and drink supplied by the Zoo Café, Fieldbrook Winery and Lost Coast Brewery, herbivores and carnivores were equally well fed with such treats as fried mushrooms and beef and cheese sliders.



Always a popular annual event, the mixer at the Zoo is one of the rare gatherings to take place outdoors in a natural setting. July's event was well attended and included appearances by City Council Members Mike Newman and Marian Brady. A special introduction was made by Eureka Chamber of Commerce Board Member, Dennis Hunter for California State Assembly Member, Wesley "Wes" Chesbro, who addressed the crowd of well-wishers.

During the evening, Sequoia Park Zoo's Nicole Spencer announced the recent award of a \$2.3 million grant to bring river otters, salmon, and bald eagles to the Zoo as well as an interactive, interpretive trail and state-of-the-art educational classroom. The nearly completed Flamingo Exhibit was just one of many signs of changes happening at the Zoo. Visit sequoiaparkzoo.net to learn more.

*Continued on page 7*

## Chesbro Talks Budget/Redistricting with Chamber Representatives

North Coast Assemblyman Wes Chesbro sat down with the Chamber Business & Industry Committee in July to talk about the recently passed State budget and other issues that stand to affect business.

Members discussed the ongoing redistricting proposals that would have a dramatic effect on senate, assembly and congressional districts in California. Chesbro said that current mapping proposals would likely include Marin County that would replace Humboldt as the most populous and politically active region in the District. Additionally, the assemblyman spoke about the local impacts of the elimination of redevelopment agencies in the recent budget compromise.

Other items discussed were the legal challenge to the realignment project at Richardson Grove, the marine highway proposal that would spur economic activity at the Port of Humboldt and the costs of doing business in California as compared to neighboring states.



*Assemblyman Wes Chesbro discusses business issues with Chamber representatives*

## August New Members

### **CRAIG C. HANSEN INSURANCE**

Craig Hansen

### **THE VANCE CAFÉ**

Marguerite Wheeler and  
Phyllis Persechini

### **ALL DOGS BISCUIT BAKERY & OLIVIA'S BEASTRO**

Linda Reed

### **SAFeway, INC.**

Susan Houghton

### **FIRE & LIGHT**

John McClurg

### **RENTAL HELPERS**

Misty Morgan

## Chamber Mixer Calendar

### **AUGUST 18**

Morris Graves Museum of Art/  
Humboldt Arts Council

### **SEPTEMBER 15**

Redwood Curtain Theatre

### **OCTOBER 20**

Coast Central Credit Union

### **NOVEMBER 17**

Red Lion Hotel

### **DECEMBER 15**

Vance Hotel Lobby  
Nylex.net/Spa at Personal  
Choice/The Vance Café/  
Eureka Main Street/United  
Way of the Wine Country

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# What's NEW?

Eureka Chamber Membership News

Send submissions to [susan@eurekachamber.com](mailto:susan@eurekachamber.com)

## Maurices Opens in Bayshore Mall

A new, upscale clothing outlet has opened its doors at the Bayshore Mall. The occasion was celebrated with an assist from the Board and members of the Eureka Chamber of Commerce. New business manager, Pamela Notter thanked community members and customers. Members of the Eureka Chamber Board, Ambassadors and community leaders welcomed the business with a ribbon-cutting, kick-off event.

Maurices is a leading national specialty store for savvy, fashion-conscious customers, an inspiring and welcoming store offering the latest fashion at the best value. Whether jeans or jewelry, Maurices offers everything young women need to fill their closets with



the latest trends for school, work, evenings out and evenings in. The store features exclusive Maurices brands of Studio Y and Wear @ Work, plus some of the best-known brands in denim, including Silver®.

What started in 1931 as a small women's fashion shop in Duluth, Minnesota, has grown into more than 770 stores across the country, and has stayed true to their high standards for fashion, value, and great customer service.

Ribbon Cutting ceremonies are sponsored by the Eureka Chamber of Commerce to celebrate the investment and vote of confidence demonstrated by new and expanding business members.

## Leon's Car Care Celebrates 50th

Leon's Car Care Center is celebrating its 50th anniversary! The company was founded in 1961 by Leon and Elaine Warmuth and originally provided muffler and custom exhaust service.



Leon's in 1961

Today, Leon's son, Dale Warmuth manages the business and offers a host of expanded services for automobiles. Leon's is an AAA approved auto care center and a NAPA Auto Care Center. According to Warmuth services include: most automobile engine service, brakes, air conditioning, lube, oil and filter services, factory scheduled maintenance and still offer muffler and custom exhaust and a brand new service, smog certification. Warmuth added, "We are very excited to announce that we are offering smog certification at Leon's Car Care Center just in time for our 50th anniversary celebration."



Leon's in 2011

In addition to quality service, Leon's Car Care Center is known for homemade cookies baked by Warmuth's mother Elaine that customers enjoy while waiting for their automobiles. They are located at the giant muffler, 929 Broadway in Eureka at the corner of Washington and Highway 101. For more information regarding an evening with Leon & friends, as well as specials regarding their 50th anniversary, please call 444.9636. On the web, [www.leons-carcare.com](http://www.leons-carcare.com).

# Much about Nothing

**...or why we are all ambassadors for the local area**

A few years ago, a Chamber Board member was shocked to overhear a server's response to a visitor's question. In a popular local restaurant, the visitor asked "We're from out of the area, what is there to do around here?"

The reply?... "Nothing."

At a time when the economic impact of visitor spending is becoming an increasingly significant contributor to local communities as well as the State itself, encounters such as the one described above are nothing more than sadly lost opportunities. There is no question that the positive impacts of tourism are felt far beyond hotels and restaurants. The staff at the Chamber Visitor Center are frequently asked for recommendations and referrals to an array of services and products including groceries, auto repair, medical care, tools, equipment, clothing, equipment and supplies. Every precious moment that a visitor spends in the local community is a fresh opportunity for local businesses.

Statewide, the travel industry accounts for billions in taxes and nearly a million jobs to the state. While the California economy suffered a general downturn in 2010, tourism-related spending in California grew 7.4 percent from 2009 to 2010. Last year, California tourism generated \$95.1 billion in travel-related spending and \$6.1 billion in direct state and local tax revenues. Travel also creates employment for area families — employing 873,000 people in California with earnings of \$29.9 billion.

In a recently published article, Caroline Beteta, CEO of the California Travel and Tourism Commission wrote, "Californians value and protect its innovative industries such as software development, technology and biotech. It is time that travel and tourism is valued and acknowledged as the significant economic driver that it is. In a climate where many industries are being subsidized or floundering and laying off employees, the travel industry brings tourism dollars to our state's economy with a minimal impact on the general fund."

She is right on target when describing the value of tourism to the State and local economies. "It is a service-related industry which means work can only be done by employees and the work cannot be outsourced to other states or countries. In fact, tourism spending in the state has more of a direct impact on jobs than in most other industries."

Clearly, even in a post-recession economy, people still take vacations making travel a big business for California and its communities. Eureka and the North Coast is no exception.

In the last fiscal year and in the middle of a crushing economy, the City of Eureka enjoyed a near 14 percent increase in Bed Tax receipts reflecting more than \$20 million spent with the City's lodging establishments.



**BY J Warren Hockaday**  
Chamber President/CEO

The TOT or Bed Tax is money that comes from out of the area and creates economic and employment benefits with every transaction. The \$2 million in Bed tax revenues are used to increase public safety and other essential public services. It is money from visitors that helps maintain our city's streets, keep police and fire departments responding to our calls, and support children's services. Every time a server, cashier or clerk engages with a visiting traveler, there is an opportunity to 'sell' the local community and its abundance of things to see and do. Indeed, our front line employees are the best ambassadors for the area and their enthusiasm when making suggestions to a customer, pays significant dividends.

How many times while traveling have you inquired of a desk clerk or a server as to where there is to go or what to do? Didn't it make a difference when the employee responded with an interest in your experience that conveyed pride in the home community? It is a tangible economic reality that results in more visitor dollars working in the local economy. When employers encourage their workers to make the most of these opportunities, everybody benefits. The proposition begins with front counter employees who are knowledgeable and excited about the attributes of the local area. When traveling we value the opinions of the locals we encounter in a community much more than any brochure or advertisement. The same principle exists here when we and our employees are the 'locals.'

Local employees can play a meaningful role though their knowledge of the history the area and their enthusiasm for recreational, sightseeing, dining and entertainment favorites.

Later this year, the Eureka Chamber will launch an expanded workshop opportunity for members and their employees. The idea is simple; to acquaint local people with a better sense of what there is to see and do locally and the rich heritage and history of the area.

If we are successful, never again will a visitor hear "nothing" when they ask about what this area has to offer.

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## CHAMBER REVIEW

*Newsletter Design*

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TIMES PRINTING

## Honor Flight Pays Homage to Humboldt County WWII veterans

By Gregg Gardiner  
Chairman, Eureka Chamber Board of Directors

*"Our debt to the heroic men and women in the service of our country can never be repaid. They have earned our undying gratitude. America will never forget their sacrifice."*

—Pres. Harry S Truman

North Coast Honor Flight is an organization that is devoted to paying tribute to those who gave so much. Our next trip to honor our World War II veterans will be on October 5 where we will take up to 110 veterans on a charter flight from Eureka Arcata airport to Washington DC.

North Coast Honor flight working with the local Marine Corps League, was created solely to honor American veterans for their sacrifices. We transport our heroes to Washington DC to visit and reflect at their memorial.

With some 1,000 World War II veterans dying each day, our time to express our heartfelt thanks to these brave men and women is running out.

Our first flight was on May 12 this year where we took 37 veterans back to Washington. It cost approximately \$1000 for each veteran and we are still short approximately \$50,000 to complete the next flight.

Our goal: helping every single World War II veteran in Humboldt County, willing and able to get on a plane to visit their Memorial.

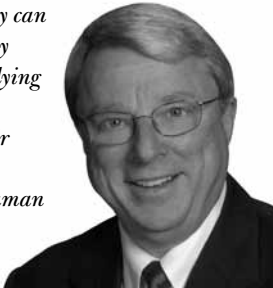
How Can You Help? North Coast Honor Flight works under the umbrella of the Eureka Rotary club's 501(c) 3 nonprofit organization and it receives no government funding and relies on individual, corporate and organizational donations.

For more information please call 707-677-0490.

Tax-deductible donations may be sent to:  
North Coast Honor Flight  
710 E. St. Suite 100 Eureka, CA 95501

World War II Veterans comments on our last Honor Flight movement

Marine Jack Foster, 84, of Willow Creek said, "For the rest of our lives, it's something we'll never forget; I think every one of us had tears in our eyes. One of the most moving parts of his trip east was seeing the part of the monument engraved with the names of the fallen". The



veteran said he also was moved by the Wall of Stars, where 4,048 gold stars stand etched into a wall, each representing 100 Americans killed in the war. "Our freedoms are not free," he said. "They cost a lot of lives."

## Shamus T. Bones Comes To Eureka

Members of the Eureka Chamber Board of Directors and Ambassadors, and City and County officials celebrated the groundbreaking of Eureka's newest restaurant, Shamus T. Bones. The ceremony took place on July 27, at their new location on the bay side of the Best Western Bayshore Inn, 3500 Broadway in Eureka.

Chris Barry, owner, designed and remodeled the existing restaurant in Carlotta where the restaurant has been in business since July of 2008. The restaurant has experienced steady growth over the past three years, serving true southern slow-cooked barbeque as well as steaks and other grilled entrees.

Barry said, "We are breaking ground on our new restaurant and we hope to open within 6 months. The restaurant will be behind the Best Western Bayshore Inn and will have views of the bay and ample parking. The menu will feature fresh seafood entrees in addition to the existing menu."

Barry's goal has been to keep as much of the character of the existing restaurant as possible. Shamus T. Bones will remain open in Carlotta until the new restaurant is close to completion.

The project benefits from strong support from **Umpqua Bank**, which provided financing and **Pacific Builders**, the project contractor.

"We are always encouraged with the investment made by our member businesses in expanding their operations, creating jobs and invigorating the local community," said Eureka Chamber of Commerce CEO, J Warren Hockaday.

## Humboldt Association of Realtors Holds Bowling Tournament for Housing Affordability

On Saturday, August 6, 2011 the Humboldt Association of Realtors sponsored a "Bowling for the American Dream" bowling tournament benefitting housing affordability.

A fundraiser for the CAR Housing Affordability Fund, a non-profit affiliated with the California Association of Realtors, the tournament supports programs that assist workforce families to obtain homeownership.

This statewide program grants funds to projects in various communities. Humboldt County has benefitted in the past with grants to the Humboldt Bay Housing Development Corporation for their land lease model which has been copied by other communities as well as grants to support pre-approved plans for second units in the county. In addition, this program has sponsored a mortgage protection program for first time homebuyers, and is currently reimbursing qualified buyers for energy audits through its REAP (Realtor's Energy Audit Program).

The proceeds from "Bowling for the American Dream" will enable HAF to continue these projects and others to make homeownership achievable for more of our workforce families.

The bowling tournament was held on Saturday, August 6th at Harbor Lanes in Eureka.



Groundbreaking for Eureka's newest restaurant, Shamus T. Bones

# Reprop Financial Offers New Loan Program for Small Business

A California-based real estate collateral lending company, ReProp Financial, has expanded its array of financial services by offering loans that make commercial real estate purchases incredibly easy.

With its new Equity Advantage Program that features the SBA 504 Owner-Occupied Real Estate Loan Program, small business owners can now take advantage of historically low interest rates to purchase commercial real estate property for loan amounts from \$200M-\$1.9M, with interest rates near a standard bank rate.

*“...small businesses had been widely recognized as the real driver of economic growth...”*

For as little as 10% down, small business owners may be able to take advantage of the SBA 504 loan program. Total financing up to 90% of the purchase price or current value of commercial real estate is available for borrowers with good credit, or even poor credit with acceptable explanations.

“When our loan is combined with a low cost fixed rate SBA loan - which we help arrange — the resulting monthly payment may be near or less than their monthly rent payment,” says Glenn Goldan, founder and CEO of ReProp Financial.

ReProp, which is organized and licensed in California and also does business in several western states, is currently actively seeking to make commercial real estate loans available to small business owners.

“We gather the necessary information and act quickly,” Goldan said, adding that “with a complete client file, generally our initial review is returned in 24-48 hours.”

“If we are not able to make the loan, and we believe another lending source would be a better fit for the borrower, then we will refer the client to a preferred lender,” he stressed.

Goldan’s first-hand experience with the many facets of commercial mortgage lending provides a unique underpinning for ReProp’s specialty lending. With over 30 years of experience in commercial real estate, ReProp can usually find a creative solution for even the most difficult collateral.

Another program is the short term

“transitional” financing where ReProp aims to bridge the gap in the borrower’s needs.

“For years, small businesses had been widely recognized as the real driver of economic growth, and with the challenges and opportunities that lie ahead, ReProp stands ready to bring small businesses to greater heights,” Goldan concluded.

For information or an interview, contact Glenn Goldan at 444-7711 or through the ReProp website at [www.repropfinancial.com](http://www.repropfinancial.com).

## QR Codes: Exciting New Way to Reach Customers

QR codes are an important marketing tool that businesses are increasingly using to reach consumers. QR codes (abbreviated from Quick Response codes) are two dimensional barcodes that can be scanned with a smartphone, or other web capable mobile device. Once scanned, the QR code can link consumers directly to a company’s website for more information, to gain access to coupons, to sign up for contests, as well as many other possibilities. Free QR code readers, such as ScanLife, are available for download.



*“Our advanced techniques allow us to actually place a wireless computer interface right onto your printed pieces.”*

Times Printing, a local business established in 1854, now has the ability to generate and print these for customers. Their own QR code is linked to a mobile website; which gives people access to short videos that explain what Times Printing does, and introduces the people that work at the company. There are also links to call or e-mail Times Printing, and a link to a map with directions to their shop.

QR codes provide a critical connection between the traditional print media and web based portions of a company’s marketing program. Lane Strobe, owner of Times Printing said, “Our advanced techniques allow us to actually place a wireless computer interface right onto your printed pieces.”

Please contact Times Printing at 442-5741 with questions about QR codes, or for ideas on how to incorporate them into your marketing campaign.

For more information, or to schedule an interview with a representative at Times Printing, please contact Lynn Dugaw.

## California Redwood Adapts to International Market

More Humboldt County trees are bound for Asia. Unlike recent whole-log shipments out of Humboldt Bay, the wood will be milled locally and trucked to container ships at the Port of Oakland.

The California Redwood Company has agreed to sell 23 million board feet of Douglas fir lumber to China. That volume can’t be shipped out of our local bay due to infrastructure limitations, explained Carl Schoenhofer, California Redwood’s Vice President and General Manager.

“First of all, the log ships that have gone out of [Humboldt Bay] handle about six million feet of logs,” he said. “The containerized ships are much bigger. They hold like 26 million feet of lumber.”

The company has recently figured out how to cut Douglas fir logs in varying sizes, some of which can be sold domestically while metric-sized cuts can be sold to customers in booming Asian markets like China, India and Japan. The thin-cut lumber will primarily be used as forming boards for concrete, which is the primary building material being used in the rapidly developing inland areas of China.

Schoenhofer said that with housing starts still slow, the domestic lumber market is simply not able to absorb the amount of lumber his company is selling to China. California Redwood also has a trial shipment of one million board feet headed to India soon.

“We’re selling a mixture of domestic and foreign. That’s giving us the highest return,” Schoenhofer said. Ideally company management would prefer to handle the entire process as locally as possible. “I would like to export out of Humboldt Bay and create more jobs here locally,” he said, “...it’s challenging.”

Short sea shipping could provide a partial solution by allowing smaller shipments of lumber and fiber to come in and out of Humboldt Bay. For the time being, Schoenhofer added, anything that keeps local loggers, truckers, scalers and longshoremen employed is a good thing.

# Member Legislative Briefing



BY Keith Dunn  
EUREKA CHAMBER LOBBYIST  
*Dunn Consulting, Sacramento*

Eureka Chamber members are aware that it has been only slightly over a month since Governor Brown signed the state budget. What may be surprising is that the battle over spending cuts and fees continue in Sacramento, despite or more likely because of the newly signed budget. The uncertainty is the result of a hopeful increase in tax revenue due to an improving economy (that is optimistic) and a collection of proposals which are being challenged in the courts and at the federal level.

The most recent effort to unravel the \$85.9 billion general fund budget is being led by some doctors, insurers and low-income patients who are in the process of asking federal officials in Washington DC to reject \$1.3 billion in Medical cuts they say will hurt the most vulnerable Californians.

However, the doctors effort is not alone as some Cities have initiated a legal challenge with the California Supreme Court to halt a \$1.7 billion state grab of redevelopment agency funds. The lawsuit is being led by the League of California Cities, the California Redevelopment Association and the cities of San Jose and Union City, their petition challenges the constitutionality of AB 1X 26 and AB 1X 27, the two redevelopment bills passed as part of the state budget in June. AB 1X 26 eliminates redevelopment agencies. AB 1X 27 allows agencies to continue to exist if they agree to pay their share of \$1.7 billion this year and \$400 million annually in perpetuity. The lawsuit also requests the California Supreme Court to issue a stay to prevent the legislation from going into effect until the Court can rule on the merits of these claims.

The central claim in the lawsuit is that AB 1X 26/27 violate Proposition 22, the constitutional

amendment passed by 61% of California voters in November 2010, just eight months ago. Proposition 22 was passed by voters to “conclusively and completely prohibit State politicians in Sacramento from seizing, diverting, shifting, borrowing, transferring, suspending, or otherwise taking or interfering with” revenue dedicated to local government. The revenues protected by Proposition 22 specifically include the annual increments of property taxes allocated to California’s 400 redevelopment agencies.

Unless nullified, AB 1X 26/27 will result in the elimination of redevelopment agencies or force payments by local governments that will greatly reduce the ability to pursue revitalization projects. If that was not enough, in response to the budget deal to force Amazon.com to collect and pay California sales tax an effort is underway to gather signatures to reverse the \$200 million scored in the budget.

It seems that in lean budget years, groups that lose in the Capitol budget fight are not walking away quietly. This year has many groups fighting the budget deal which could result in continuing changes as their efforts move forward. While the many legal challenges could drag on for months and fold into next years budget, the next shoe to drop which does not require any effort may be the lack of anticipated revenue that was included in the budget. If the anticipated revenue does not appear, additional mandatory cuts will be forced on California, and that is not good for anyone.

## California Business Pays Most in Taxes

California businesses paid \$85.4 billion in state and local taxes in the 2010 fiscal year, according to a new report from the Council on State Taxation (COST) and Ernst & Young LLP.

California’s corporate income tax revenue declined 18% from July 1, 2007 through June 30, 2010, and its property tax revenue plunged 27%, reflecting the state’s real estate woes.

Each state has a different mix of taxes on property, sales, excise/gross receipts, corporate income, personal income paid by business owners, unemployment insurance and licenses.

Note that California depends more on businesses’ income and sales taxes and less on property and excise/gross receipts taxes than the national average.

Reflecting the fact that California has the most businesses and is a high-tax state, businesses in the Golden State paid 40% more into state and local coffers than the second highest state, New York, the report shows.

The top 5 states in business tax collections are:

California \$85.4 billion  
New York \$60.9 billion  
Texas \$53.7 billion  
Florida \$40.6 billion  
Illinois \$29.1 billion

Nationwide, total state tax revenues from businesses in FY 2010 were \$619 billion, down 0.3% from 2009, which had been 0.9% below 2008.

“The level of tax collections in FY 2010 reflects both the positive impact of the economic recovery on businesses and the lingering effects of the recent recession on state and local government,” the report said.

California’s high unemployment rate — peaking at 12.5% in 2010 and still 11.8% in June — has put the state’s unemployment insurance trust fund \$11 billion in debt, almost three times the debt of the next highest state, Pennsylvania, the report said.

(Source: COST is a nonprofit trade association whose membership is 600 multi-state corporations, and Ernst & Young is an international professional services and accounting company.)

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Formal announcements were made to welcome new chamber members, **Craig C. Hansen Insurance Services, Inc.** and Marguerite Wheeler and Phyllis Persechini of the **Vance Café**. Wonderful gifts ranging from baskets filled with specialty foods and wines to gift certificates for local restaurants and health spas were presented to lucky winners, who had their business cards drawn and braved the evening's cool winds.



Gift prizes were won by Chamber members and non-Chamber members, alike; including: Gary Todoroff, Patrick Shanahan CPA, Aron Blanchard and Eureka High School Principal, Rick (Is he really old enough to keep that bottle of wine?) Jordan. If you missed the opportunity to attend this mixer, you're in luck because the next event is scheduled at the Morris Graves Museum of Art on Thursday, August 18!



## Benbow Hotel Hosts Mollydooker Wines Celebration

On Friday, September 2ND, the Benbow Inn is excited to invite guests to stay for a very special "Blend a Hand Celebration". Sparky Marquis, awarding winning winemaker and owner of Mollydooker Wines, will be visiting from South Australia to share a special evening with us. He will lead us through a tasting of the 2010 Mollydooker Leftys and a fun wine blending session.

The night will begin with a welcome hors d'oeuvres reception with a tasting of The Violinist. Volunteers will be able to do the "MollyDooker Shake" leading into a tasting of The Scooter, The Maitre D' and The Boxer wines. Guests will then be able to create a blend



of wines in pairs which the group will vote on and prizes will be awarded.

A "Simple Steak Dinner" follows the event with another round of tastings including the Giggiepot and Blue Eyed Boy, Enchanted Path and Carnival of Love, as well as The Velvet Glove.

This event is open to only guests of the hotel staying on our "MollyD" package. The package will include the event and dinner with your room for one night.

The event is limited to a total of 60 guests so space is limited! Call for more information and to book your room: 800-355-3301

August Chamber Mixer  
at the  
Morris Graves Museum of Art

Thursday, August 18th  
5:30 to 7 p.m.

636 F Street  
Eureka  
707-442-0278

\*Morris Graves Museum of Art. Photo by Jan McVicker from the HNC Permanent Collection.

Hosted by the Humboldt Arts Council  
Hors d'oeuvres by Chapala Cafe  
Beverages by Eureka Natural Foods

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C H A M B E R



R E V I E W

AUG 2011

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## Pre sale tickets available for 15th Annual event BLUES BY THE BAY COMING SOON

This year's Blues by the Bay brings another great lineup to our area. Saturday's acts are: Laurie Morvan, The Kaye Bohler Band, Deanna Bogart, Joe Louis Walker and Tommy Castro's Legendary Rhythm & Blues Revue. Sunday starts off with the Arcata Interfaith Gospel Choir, Twice as Good, Tom Rigney & Flambeau, Earl Thomas & The Blues Ambassadors, John Nemeth's Soul Revue and Tower of Power will finish out the weekend.

New this year is a special Saturday night show, 9:00 — Midnight, at the Blue Lake Casino featuring Shane Dwight and special guests from Blues by the Bay. Admission is \$15 with *any* Blues ticket or \$30 without.

Tickets are available at the Eureka Chamber Office. This year's prices continue to be one of the best bargains for entertainment in our community.

Don't forget to bring nonperishable food items to help kick off Suddenlink's Food Connection Drive. All items will be given to Food for People. Together, we are making music and a better community!

**Tickets Are on Sale Now  
at the Chamber Office!**

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