

**MIXER****FUN!**

## Bring Your Business Cards!

The next Mixer will be Thursday June 16<sup>TH</sup>, 5:30 PM at the Redwood Acres Fairgrounds, 3750 Harris Street, Eureka

# Eureka

CHAMBER REVIEW

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JUNE 2011

A MONTHLY PUBLICATION OF THE GREATER EUREKA CHAMBER OF COMMERCE

# Members Celebrate in Style at May Chamber Mixer



*Jack Nash welcomes Chamber Mixer attendees to Living Styles Fine Furniture*

The May 2011 mixer was the most comfy mixer of the year, held at Living Styles Fine Furniture, mixer attendees enjoyed the luxury of home (a very chic and well decorated home). Mixer co-hosts Living Styles Fine Furniture and KIEM-News Channel 3 offered an atmosphere that conjured feelings of an intimate dinner party with good friends, excellent food, and a favorite chair.

Dutch Brothers Coffee was present featuring an assortment of blends, and coffee cards for use at their drive-thru locations, which could be acquired by testing out the beds Living Styles offers. Food was provided by The Trailer and included a deliciously wide variety ranging from meatballs and mini-quiches to fantastic mini-cupcakes. Everyone relaxed into the plush furniture with their beverages and food, relaxed if not a little cautious so as not to spill on any of the beautiful pieces.

Rick Breen, owner of Living Styles Fine Furniture, shared his excitement at hosting a mixer for his fellow Chamber members. Living Styles' longstanding reputation of excellent service, from browsing to buying to delivery is well known, and having an opportunity to enjoy the store and its unique character was a real treat. Jack Nash, manager of Living Styles continued the theme when he spoke during the program about the family atmosphere of the staff. Most members have been with the store since the very beginning.

Roy Frostenson, General Manager of KIEM-News Channel 3 was delighted to remind the members that News Channel 3 continues to provide our community with excellent local news coverage to keep us all connected and informed. He also informed us of the Oprah show's imminent finale, which took place the last week of May.

The program, always full of surprises, delighted mixer guests with vocal performances by two of the winning local contestants who will be traveling on to compete for a spot on the FOX television talent show The X Factor. As usual, the line for the popular member-only announcement portion weaved through the spacious showroom as members took the



*"Mixer attendees enjoyed the luxury of home (a very chic and well decorated home)."*

opportunity to share news and announcements with one another, keeping our business community aware, informed and engaged.

Four new member businesses were welcomed by the Eureka Chamber of Commerce family as we continue to grow our ranks of active and involved members: Humboldt Republic Clothing & Print Company, Edward Jones, Z&J Asian Subs, and Mobile Lab Services.

Business cards were drawn for folks to win an array of quality local gift items. Mixer co-host KIEM-News Channel 3 donated Dutch Brothers Coffee Cards and co-host Living Styles donated a Tempurpedic pillow as well as store gift certificates. Other donations included a gift certificate to Swanlund's provided by New Life Service Company, Robert Goodman Wine donated by Eureka Payments, and Organic Green Tea Oil from Bien Padre.

Missed the May mixer? What a shame! You've missed out on a terrific time in a one of a kind environment. Don't let it happen again! The June mixer promises to welcome summer officially as the fairgrounds prepares for the Redwood Acres & Humboldt Made Fair June 23<sup>RD</sup> through 26<sup>TH</sup>. They'll welcome us all to mix and mingle at Redwood Acres Fairgrounds on Thursday, June 16<sup>TH</sup> at 5:30 PM. See you at the fair!



## June New Members

### MOBILE LAB SERVICES

Dalana Simpkins & Kris Ison

### Z & J ASIAN SUBS

Zhimei Jin & Joe Bean

### EUREKA HIGH SCHOOL

#### DECA

Marcie Chelgren-Smith

### KISS FM 99.1 & MIX 95.1

Randy Flevaras

### HUMBOLDT

#### WASTE MANAGEMENT

#### AUTHORITY

Jim Test

## Chamber Mixer Calendar

### JUNE 16

Redwood Acres Fairgrounds

### JULY 21

Sequoia Park Zoo

### 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

Redwood Acres Fairground

The Greater Eureka Chamber of Commerce welcomes submissions from its members. All submissions become the property of the Eureka Chamber. Due to space limitations there is no assurance of publication. All submissions may be edited or modified. While every effort has been made to ensure the accuracy of the information supplied herein, The Greater Eureka Chamber of Commerce cannot be held responsible for any errors or omissions. Unless otherwise indicated, opinions expressed herein are those of the author/writer and do not necessarily represent the views of The Greater Eureka Chamber of Commerce, the editor, its agent(s), board officer(s), or employees.

# What's NEW?

## Eureka Chamber Membership News

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

## Builders Exchange Awards Scholarships

The Humboldt Builders Exchange Community Fund (HBECE) awarded Scholarships to three very deserving students from Humboldt County High Schools. The students selected include Tyler Stodder from Saint Bernard's High School, Kyle Hamblin from Arcata High School and Shalee Roane from McKinleyville High School. These students received their scholarships at the recently held Humboldt Builders' Exchange Annual Meeting and Awards Dinner.

*“The Exchange has been serving the North Coast and the Construction Industry since 1959”*

The three \$500 Scholarships were awarded to, Tyler Stodder of Saint Bernard's High -Tyler enjoys math and science and figuring out how things work so he has chosen the path of engineering. He is a Scholar-Athlete and has been accepted to Cal Baptist University in Riverside.



Left to right: Tyler Stodder, Kyle Hamblin and Shalee Roane

Kyle Hamblin of Arcata High -Kyle was able to get positions at Thomas Home Center and The Mill Yard though the workability program at school. He feels that this experience gives him more opportunity to learn about wood and to become more familiar with things he will need to know when going into construction.

Shalee Roane of McKinleyville High -Shalee has maintained above a 3.6 grade point average receiving honor roll and principal's list honors for all four years of high school. She will use all of her positive experiences to ensure her success next fall where she is excited to begin the next phase of her education at Sacramento State University.

These scholarships are awarded for academic performance and community service during the high school years. The awards are designed to aid the students in continuing their education. Application is open to all Humboldt County students graduating high school and enrolling in college or university to continue their education in the construction industry.

The HBECE is a charitable organization established to administer our scholarships and other community donations. It's sister corporation, the Humboldt Builders' Exchange, Inc., is a member owned, nonprofit association of licensed contractors and subcontractors, design professionals, material suppliers, and associated businesses. The Exchange has been serving the North Coast and the Construction Industry since 1959. They offer group services for members, construction forms, publications, information regarding the industry and we are a referral service of 'licensed' contractors and design professionals for our entire community.

Our Exchange is conveniently located in downtown Eureka at 624 C Street. Members are welcome to drop by and discover what the Builder's Exchange can do for you.

# Paving The Way

No one has to remind local businesses about the economic importance of reliable transportation channels. Highways, shipping and certainly air service are critical not only to local business success but also to efforts to recruit new and expanding businesses to the region.

It wasn't that long ago that three airlines offered flights out of the local airport, but Horizon Airlines pulled out in April and Delta stopped offering flights out of the municipal airport in 2009. The only remaining airline is United and Skywest Airlines, which has served the area since 1974 and offers flights to San Francisco. Although the two airlines pulled out, passenger counts had been increasing, but the high cost of fuel and other factors contributed to the reduced service.

Marketing Humboldt County as a profitable location for expanded air service is the goal of a newly formed group of business and governmental organizations. Over the summer, delegates from the Fly Humboldt Coalition will be meeting with airline representatives to make a case for expanded operations from the local airport.

Currently an effort is underway to build business and community support to help make a case that the market and profitability exists here that justifies the investment in expanded service. The fact is that with greater competition and more route and destination options, more people will fly from the local airport. The trick is to illustrate the number of people who currently opt to drive to the Bay Area to begin their air travel. That amounts to a lot of lost business that would otherwise be directed to the Arcata Eureka Airport. Air service providers seeking to capture that missing piece of local market share have done very well in the past and the opportunity is certainly there as a selling point for new and expanded services.

But the reality is that attracting the interest of airline companies is a highly competitive process as carriers are used to being 'courted' for investment in local markets. Clearly there is a cause and effect for local businesses as even at the current levels, some business people have to hold their noses and pay the high prices to conduct necessary business outside of the area. With additional service capabilities and destination options, the cost of business and personal travel declines, more people fly creating increased profitability for the airlines. Which is after all, the bottom line.

The idea here is straightforward; to bring together as many tools as possible to make a persuasive case in order to secure new and expanded service capabilities. Members are being urged to log on to [www.flyhumboldt.com](http://www.flyhumboldt.com) and participate in the survey and complete a non-binding pledge sheet so that we can demonstrate the level of local business interest in



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

more flights to more places. So far businesses and individuals have responded as follows:

- 199 individuals and businesses have signed the pledge form
- 44 business have made the non-binding dollar pledge in excess of \$100,000.
- 397 individuals have filled out the passenger survey.
- 75 businesses have filled out the business survey.
- 610 individuals have "liked" the Fly Humboldt Facebook page.

Member involvement in this effort will go a long way to improve needed services to local business and drive down a significant cost of doing business in the region. This is no different when, in your business you have to be confident that the market is there before you make an investment. The local airport is an essential local economic driver that is not fully utilized. We have an opportunity to change that.

This is truly a use it or lose it scenario where we have to bring a compelling case to a highly competitive process.

**Public Safety Member Update** – Please take a look at the meeting notice on page 7. The Chamber, in cooperation with the District Attorney, Eureka Police Chief and Probation Department will be hosting an informational forum on public safety issues that are critical to member businesses. In these tough budget times, Chamber members are significantly impacted by law enforcement and public safety considerations. The forum is free for members and there will be ample opportunity for questions from the audience. Please RSVP if you would like to attend as we will be arranging for refreshments and seating. The forum is on Friday, June 17, 2011 beginning at 8:00 AM at the Eureka Woman's Club, 1531 J Street. I hope to see you there.



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## CHAMBER REVIEW

*Newsletter Design*

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## Local CPA Earns Accreditation in Business Valuation



**T**ina (Bertelsen) Conti, a CPA and valuation expert with Aalfs, Evans & Company, LLP located in Eureka, has recently been awarded the Accredited in Business Valuation (ABV) Credential by the American Institute of Certified Public Accountants (AICPA), the ABV Credential, established in 1998 by the AICPA, is granted to qualified CPAs with considerable professional experience in business valuation.

*“the ABV Credential... is granted to qualified CPAs with considerable professional experience in business valuation”*

Ms. Conti, CPA/ABV passed a rigorous exam, demonstrated significant business experience in the area of financial forensics, and completed more than 75 hours of education activities in the area of valuation. The ABV Credential is granted exclusively to CPAs who are members in good standing of the AICPA which binds them to the AICPA Code of Professional Conduct. CPAs who have earned the ABV Credential must be recertified every three years to maintain their credential.

Aalfs, Evans & Company, LLP is a full service certified public accounting firm serving the North Coast and beyond for over 36 years. They specialize in tax planning and reporting, accounting and auditing, management and computer consulting, financial planning, full service payroll and litigation services including business valuations, expert witness and marital dissolutions. Tina is a senior accountant at the firm and has been a member of the Aalfs, Evans & Company team for over 6 years.

## From the California Chamber of Commerce Governor's Budget Offers Comprehensive Solution

**T**he Governor's May Revision confirms that a comprehensive budget solution is necessary for California's economic recovery.

“Certainty is the foundation for economic recovery and a comprehensive budget solution will create the certainty that job creators need,” said Allan Zarembeg, President and CEO of the California Chamber of Commerce in a statement release yesterday. “Clearly, any long-term solution to the state's fiscal challenges will be found in growth and economic development.”

The May Revision demonstrates that future revenues will be volatile and uncertain. While personal income taxes are above forecasts, revenues from sales and corporate taxes are weak. According to Zarembeg, the only path out of this on-going crisis is a bi-partisan, comprehensive budget solution that solves both short and long term budget issues. The elements of a comprehensive solution will do several things:

Recognize and correct the costly impact that our regulatory climate has on jobs here;

Greatly improve our ability to compete with other states and globally, including support for K-12 and higher education;

Reform state government; and,

Ensure that California's budget only relies on sustainable revenues and that we cannot and do not spend more than we have going forward.

“The Governor and legislators face a unique opportunity to restore confidence to an economy and an electorate both worn out from this seemingly endless budget crisis,” said Zarembeg.

## Advanced Security System Celebrates 40 Years

**A**dvanced Security Systems is celebrating 40 years in business serving northern California. Established in 1971 by Bob and Lois Bester, Advanced Security Systems continues to offer expert customer service and support. Purchased by John and Rose Petrusha in 1979, the business continues to develop with emerging technologies.

Advanced Security Systems continues to be family owned and operated by Rick and Chuck Petrusha, serving customers from the Golden Gate to the Oregon border. Offering a state of the art local company owned central monitoring station, Advanced Security Systems is always there; providing 24-hour monitoring, technical support, and local friendly service.

“Our company is turning 40, and our commitment to quality service continues. Now more than ever, new products and services make it easier to install and operate a Security System while enhancing the “peace of mind” experienced when using any of our services,” said President and CEO, Chuck Petrusha.

The Petrusha Family and their great staff of professionals look forward to serving you and the community for at least forty more years. Current products include quality Surveillance, Security and Fire Alarm Systems, as well as Personal Emergency Response Systems operating under the brand name Life+Guard™. Visit us online at: [www.advancedsecurity.us](http://www.advancedsecurity.us).

## Service Clubs Join Forces to Aid Russian Children

**E**ureka Host Lion's Club, Past District Governor, Marty Van Zandt and some of his fellow Lion members recently attended a meeting of the Rotary Club of Eureka. The two clubs have joined forces to assist blind children in Russia.



*Photo Caption: Pictured at podium, Marty Van Zandt, Past District Governor, Lion's Club of Eureka; in background, J. Kim Bauriedel, M.D., past President Rotary Club of Eureka*

According to Rotary Club past President, Dr. Kim Bauriedel the City of Biysk in Siberia, Russia is home to a school of 150 sight impaired and blind children. Biysk is a city of 200,000 in a mining area of Russia, where the average income is about \$6000 annually. Bauriedel stated, "Many of these children are talented musicians, linguists, etc. but many are relegated to a life of beadwork or other handwork that will never allow them to make a living of any significant means."

*"...we have to look for nontraditional ways to collaborate with others to fund some of these very important projects"*

A goal of \$30,000 was set to purchase braille-compatible computers and accessories that would allow the children to gain computer skills. Potential employers in Biysk have already stepped up to the plate, saying there are jobs available for trained students.

Bauriedel said, "With money being tight we have to look for nontraditional ways to collaborate with others to fund some of these projects." That's when Bauriedel contacted Marty Van Zandt from the Eureka Host Lions Club and asked if there was a possibility of working together on this project. The Lions International organization has focused on helping those with impaired sight since 1987. The Lion's Club generously donated \$5,000, completing the funding for the equipment, which is now in the process of being purchased and will be provided to the school in the near future. This has been the first time that these two clubs have collaborated together on a project, even though they both have been serving Humboldt County since the 1920s.

Marty Van Zandt summed up the project by saying, "This is an important example of how collaboration can make the seemingly impossible possible."

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# Member Legislative Briefing



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

The month of June is supposed to bring hot weather and deadlines to Sacramento, both seem to loom in the background while interesting policy questions are debated at the State Capitol. This summer Legislation which would provide local governments the authority to tax, and one of the most interesting and debated issues in the Legislature in recent memory, what to do with Redevelopment Agencies (RDAs) remain on the front burner and have yet to be decided.

SB 653 introduced by the Senate Pro Tem Darrell Steinberg (D-Sacramento), would give local governments the power to enact a variety of new taxes was amended and inserted into budget trailer language after it appeared it could not gain the necessary two-thirds vote off the Senate floor. While a broad coalition of business organizations oppose the bill, some local governments support the efforts to collect new revenues.

*“Many hope that better legislative districts will result in better representation...”*

Assemblyman Luis Alejo recently introduced AB 1250 with the goal of increasing accountability and effectiveness of redevelopment in California, in an effort to make sure the authority is not eliminated. AB 1250 seems to acknowledge some of the criticism from those seeking to eliminate RDAs. Some of the key reforms in AB 1250 include seeking to amend the Health & Safety Code to require RDAs to document fact-based and quantifiable evidence of blight based on evidentiary standards specified by the courts. The new standard would require empirical and quantifiable evidence demonstrating prevalence of specific conditions of blight so substantial they prevent proper utilization of a proposed redevelopment area. It remains to be seen if this will appease those that believe RDAs exceed their authority in how they define blight. In an

effort to address the concerns of schools who believe RDAs take from their pot of funding, AB 1250, if passed, would state that beginning January 2012, any new redevelopment project area or addition to an existing project area would be prohibited from receiving the school share of local property tax or tax increment. RDAs would also be required to adopt specific, performance-based goals to ensure at least 50% of their non-housing expenditures address job creation; transit-oriented development; remediating contaminated property; military base conversion; basic infrastructure needs; or affordable housing. The growing list of supporters of AB 1250 seems to indicate (although nothing is ever certain) that RDAs will not be eliminated but rather be refined and held to a higher standard.

June also brings the first look at the 14-member Citizens Redistricting Commission that recently released its first draft of statewide maps. Commissioners are supposed to work independent of elected incumbents' whereabouts and regions' political leanings and paying much more attention to combining like-minded communities, which were described in a voter-approved proposition as areas with “contiguous population which shares common social and economic interests that should be included within a single district for purposes of its effective and fair representation.” Many hope that better legislative districts will result in better representation — a theory which has yet to be tested.

## Suddenlink Enhances Local Service

Suddenlink recently announced an agreement to use a new, 121-mile fiber-optic route that San-Francisco-based IP Networks, Inc., plans to build in Humboldt County, running from Cottonwood west to Eureka.

Suddenlink is the first local cable company to announce an agreement with IP Networks for use of the new route. IP Networks expects to complete construction in late September, with Suddenlink moving traffic across the route soon thereafter. The construction is being financed, in part, with a grant from the California Advanced Services Fund (CASF), which was established in late 2007.

*“We’re dedicated to enhancing broadband connectivity in California”*

“Once completed, the IP Networks project will give us what is commonly known as ‘redundancy’ – a second route for Internet and video traffic in and out of the communities we serve, further enhancing the reliability of our services and giving us additional capacity to launch even faster Internet speeds and additional high-definition TV channels,” said Wendy Purnell, Suddenlink’s Director of Operations in Humboldt County.

“We’re dedicated to enhancing broadband connectivity in California, and we’re very pleased that Suddenlink will be using our new fiber network,” said IP Networks Vice President Mary-Lou Smulders. “IP Networks’ unique relationship with the power utility enables us to more easily reach less accessible communities. As broadband demand increases, we look forward to similar projects delivering broadband to rural and other remote communities in the near future.”

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## Humboldt Association of Realtors Scholarships Awarded

The Humboldt Association of Realtors recently announced the recipients of their local Association Scholarships totaling \$3,000 in awards.

Receiving \$500 Scholarships each were Kevin Suiker, Peyton Imperiale, Matthew Brown, Joshua Ziegler, Jordan Ludtke and Shalee Roane.

- Recipient Kevin Suiker is currently attending Eureka High School with plans to attend Sonoma State College pursuing an engineering career.
- Peyton Imperiale is a senior at Ferndale High School. He will be attending Chico State University pursuing a career in real estate finance.
- Upon graduating from Fortuna Union High School in June, Matthew Brown will be attending Humboldt State University where he has been accepted into its Environmental Resource Engineering program.
- Joshua Ziegler, a senior at Arcata High School has a passion for math, science and computers is anticipating attending Cal Poly San Luis Obispo pursuing a career in engineering.
- Jordan Ludtke is currently attending Eureka High School with plans to attend Humboldt State University as part of the Environmental Resources Engineering program.
- Graduating from McKinleyville High School this year, Shalee Roane will be attending Sacramento State University. Excelling in mathematics and science, she will be pursuing a career in the civil engineering field in the Fall.

The Humboldt Association of Realtors scholarship fund is generated through their annual community golf tournament held in September and from generous member donations.

For Greater Eureka Chamber of Commerce Members:  
Community Outreach Meeting

# IMPORTANT LOCAL SAFETY ISSUES

Agency Roles • Public Safety Concerns • Current Budget Issues



Panel Members:

Paul Gallegos, District Attorney

County of Humboldt

Garr Nielsen, Chief of Police

City of Eureka

Bill Damiano, Chief Probation Officer

County of Humboldt

Friday, June 17

8:00 – 10:30 AM

Eureka Woman's Club 1531 J Street, Eureka

For reservations call the Chamber:

442-3738

Pastries, fruit and beverages will be served

# HUMBOLDT MADE FAIR

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## Eureka Chamber Mixer

Thursday June 16TH 2011 • 5:30 – 7:00 PM

Hosted By Redwood Acres Fairgrounds

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## Bring Your Business Cards!

The next Mixer will be Thursday June 16th, 5:30 PM at the Redwood Acres Fairgrounds, 3750 Harris Street, Eureka

### MIXER



### FUN!

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[www.eurekachamber.com](http://www.eurekachamber.com)

# Eureka

The Greater Eureka Chamber of Commerce

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C H A M B E R

# Eureka

R E V I E W

JUNE 2011

A MONTHLY PUBLICATION OF THE GREATER EUREKA CHAMBER OF COMMERCE



*Eureka Councilman, Mike Newman does the honors at the grand opening of the Teen Challenge book and coffee shop*

## Redwood Teen Challenge Celebrates Grand Opening

The Greater Eureka Chamber of Commerce celebrated a grand opening and ribbon cutting at Redwood Teen Challenge Club 5:17, at 2212 Second Street in Old Town, Eureka. Members of the Chamber Board of Directors, Ambassadors, local officials and business leaders gathered to celebrate this new Eureka business.

Redwood Teen Challenge has been changing lives locally since 2005; assisting men, women and entire families in regaining control of their lives and becoming productive citizens in our communities. Recently opening as an extension to the program is Club 5:17, a bible bookstore and coffee shop, offering coffee, juices, books, bibles, music, accessories and more.

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

For more information about Redwood Teen Challenge call (707) 601-6792.

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