

MIXER



FUN!

Bring Your Business Cards!

The next Mixer will be Thursday November 17TH, 5:30 PM at the Red Lion Hotel, 1929 Fourth Street (between T and V) Eureka

Eureka

CHAMBER REVIEW

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NOV 2011

A MONTHLY PUBLICATION OF THE GREATER EUREKA CHAMBER OF COMMERCE

Chamber Briefs

Coast Central Chamber Mixer Draws a Crowd

By John Ford, Chamber Ambassador

The October Eureka Chamber of Commerce Mixer took place to the delight of hundreds of local business persons. The Five Star rated, Coast Central Credit Union on Harris Street was the site of the monthly business gathering. Some 200 members had the opportunity to catch up on the latest news and network with other business people. Business cards were exchanged and new contacts were made.

Food was catered by the always accommodating and lovely Beverley Wolfe and the staff from Avalon Restaurant. Everything was delicious!

Thompson Talks Business with Chamber Members



North Coast Congressman, Mike Thompson met recently with members of the local business community for a wide-ranging discussion of local, State, and federal issues.

At the Chamber sponsored, Business Roundtable Thompson addressed member questions on health care reform, Social Security, tort reform, conflicting State and federal environmental regulations, medical marijuana and the federal deficit.

Thompson maintained that the Social Security system is intact and noted that in the upcoming presidential election such issues as retirement and

health care will take a dramatic center stage. Saying that a resolution of the national health care crisis will necessarily involve a single payer system.

Thompson applauded the ARRA recovery act investment in 'shovel ready' public works projects that worked to create employment and investment in local communities.

With the recent redistricting of California Congressional Districts, Thompson will no longer represent the North Coast after next year. "Even if I am representing another District, I'll always be your Congressman," Thompson said.

Foot Patrol Returns to Old Town

Interim Police Chief, Murl Harpham announced the appointment of Officer Drake Goodale to work the Old Town/Down Town area on foot and bike patrol. This area is where the highest number of calls for service in the City occur. Officer Goodale brings a combined 16-plus years of law enforcement experience with him to the City.

Due to staffing shortages, the Old Town position has not been funded for the past two years. With the addition of three officers recently sworn in the

department is at the highest number of officers since the 1990s.

Interim Chief Harpham said. "This comes at a good time with the recent implementation of AB 109, the Public Safety Realignment, which will put a burden on county law enforcement,"

Harpham also anticipates that within about a month the department will fill the "NOP" position which will supplement the popular POP (Problem Oriented Policing Unit) program. The new

It was also International Credit Union Day. This year's theme, "Credit Unions Build a Better World" highlights the economic and social contributions credit union members make to their communities throughout the world. Coast Central Credit Union has been a leader in the local business community since 1950; serving the financial needs of its members. While other lenders are charging more for their services, CCCU has stayed away from increasing fees.

Most attendees showed up a bit early

Continued on page 7

Continued on page 2

October New Members

WORDS WORTH

John Chiv

KIWANIS CLUB OF THE NORTHCOAST

Carole Crossley

Chamber Mixer Calendar

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

What's NEW?

Eureka Chamber Membership News

Send submissions to susan@eurekachamber.com

Old Town Foot Patrols from page 1

appointment will be called NOP (Neighborhood Oriented Policing) and will address neighborhood nuisance and quality of life problems, particularly in the west side, the area with the second highest amount of calls for service. Presently, according to the Chief, the POP Unit focuses their efforts primarily on drug houses and dealers, with the majority of those on the west side. The NOP officer will focus more on the residual effect of the neighborhood problem because of the existence of these drug houses.

Eureka Police Issue Scam Warning

Members Cautioned About Phone Scams

Recently a local resident received an automated phone call from 718-683-3104, in which the caller falsely identified themselves as Chase Bank.

The caller advised the potential victim that their security had been breached, his account with the bank had been compromised, and his debit card had been deactivated. He was instructed to enter his account number. He wisely ended the call and contacted his local bank. They informed him that this phone number was associated with a scam. This number was associated with other similar bank scams, including

text messages in place of the automated phone calls to victims' cell phones. Other bank names are being used in the scam. The scam is designed to obtain your account and personal information and ultimately your (or the bank's) money. The suspects are phishing for information to be used to steal your identity.

Your bank will never initiate a call to you in which they ask for this kind of information, as they already have it.

Beware of "Bank Security Agents"

The caller provides the victim with all the information, except the one piece they are after. Simply, the callers do not ask for your card number; they already have it.

The person calling says, "This is (name), and I'm calling from the Security and Fraud Department at VISA. My Badge number is 12460. Your card has been flagged for an unusual purchase pattern, and I'm calling

to verify. This would be on your VISA card which was issued by (name of bank). Did you purchase an Anti-Telemarketing Device for \$497.99 from a marketing company based in Arizona?" You say 'No', and the caller continues, "Then we will be issuing a credit to your account. The charges are just under the \$500 purchase pattern that flags most cards. Before your next statement, the credit will be sent to (your address).

The caller continues, "I will be starting a fraud investigation. If you have any questions, you should call the 800 number listed on the back of your card and ask for Security.

The caller then says, "I need to verify you are in possession of your card" and asks you to "turn your card over and provide the numbers. There are 7 numbers; the first 4 are part of your card number, the last 3 are the Security Numbers that verify you are the possessor of the card."

The caller will not ask for the card number. What the scammers want is the 3-digit PIN number on the back of the card. If contacted with such an inquiry, do not disclose anything and call your credit card issuer.

Nominations for Chamber Board Sought

Letters of interest and/or nominations are being accepted at the Chamber offices from members interested in serving on the Eureka Chamber Board of Directors. Six new board members will be elected to three-year terms which begin on January 1, 2012. Written nominations must be received at the Chamber on or before Friday, December 2. Once nominations are received, the Elections Committee will present six candidates for the position of Director. Additional candidates may be nominated by a petition bearing signatures of at least fifty members in good standing with the Chamber. Following the nominations process, a slate or ballot will be mailed to all members.

Eligible nominees must be members in good-standing who are business leaders with independent decision-making authority. Board Members are business owners, senior managers and/or executives.

More information can be obtained by calling the Chamber offices at 442-3738

Henderson Center Holiday Open House

Chamber members have two quality events to attend on Thursday, November 17. Of course there is the November Chamber Mixer at the Red lion Hotel and also the Henderson Center Merchant's Association, Holiday Open House.

The annual holiday celebration in Henderson Center features fun and merriment for all with trolley car rides, carolers, refreshments, special sales and more. Children will be able to visit with Santa Claus while attending the Open House event.

Members are urged to find a way to attend both events.



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.

The Thanks in Thanksgiving

Reading the papers or watching the news these days, one wonders; is there anybody out there who isn't ticked off at somebody about something? There is a lot of anger out there.

As the upcoming election season approaches, we can expect even more hyperbole and angst... world-class angst. An author whose name I do not recall, once wrote, "If you argue your limitations, they're yours." The point as I understand it is that the things that you focus on, own you. Similarly, those who occupy themselves primarily with unfairness and distrust, perceived or otherwise, tend to abandon trust and fairness in their lives.

When we rely on a sound bite and talking point analyses, critical reasoning suffers. For businesses, it becomes easy to lose confidence. The majority of the news that is covered is more about what has gone wrong. So, some are consumed with accounts of failure and lose sight of success and opportunity.

New business openings and expansions receive fleeting if any notice. Let a business close and it is front-page news. But, in the midst of all that, I am constantly amazed with the resiliency and determination of those who do the work; employers and employees alike. It's easy to gripe about perceived unfairness and unfair practices; it's a lot harder to get up in the morning, make a payroll and a mortgage payment, support employees, a family, pay taxes, and accept responsibility. I will never understand those who confuse business success with greed. With all of this Wall Street contempt, distrust in government in general and the intense exercise in ideological accusation and denial, it has become easier to condemn than it is to applaud.

The point if there is one, is that the pressures and complexities of doing business have never have been more difficult. The temptation to succumb to the negativity is sometimes alluring. But, I believe that those who place their focus on the small successes of life are less likely to be consumed by the daily deluge of external negativity.



BY J Warren Hockaday
Chamber President/CEO

My happiest memories of childhood were Thanksgiving holidays. It was always a special day for us when aunts and uncles, cousins and neighbors would gather and at the table, my father would ask; "What are you thankful for this year?" The answers varied with the times and maturity but, almost always involved being thankful for each other. It is a tradition that my family enjoys today. With any holiday, the commercial demands often extend to artificial values that involve the expectations of the season.

Still, it is a time when we can focus on what we have, instead of what we lack.

I have the honor of representing an organization made up of skilled and vibrant professionals. Most often, my efforts go to dealing with and addressing the problems of the day. This is a time when I want to put all that aside and say thank you.

It is a time when those who are consumed by their anger and negativity may own their limitations.

The Chamber is a membership organization that relies entirely on the support and involvement of individual businesses.

From all of us here have the happiest of Thanksgivings. And for all the other times.... Thanks.



2011 BOARD OF DIRECTORS

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101 Things to Do

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Treasurer
Redwood Capital Bank

GREG DALE

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North Valley Bank

DENNIS HUNTER

Coast Central Credit Union

DAVE KUTA

The Times Standard

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Visitor Center Services

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CHAMBER REVIEW

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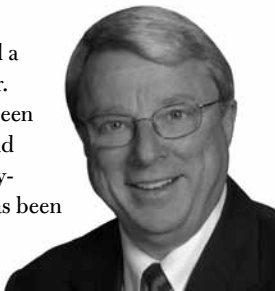
Printing

TIMES PRINTING

Chamber Visitor Center Gets Makeover

By Gregg Gardiner
Chairman, Eureka Chamber Board of Directors

Your Chamber of Commerce has had a complete makeover. Our building has been repainted inside and out and new energy-efficient lighting has been installed, making it much brighter and cheerier.



The outside has been painstakingly re-landscaped with plans from Landscape Architect Amy Berkowitz. Based on her designs, we now have an open flowing design using materials that are specifically grown for our climate. She captured the spirit and vitality of Eureka.

The newly renovated Chamber of Commerce and Visitor Center serves as both a focal point and gathering place for our residents and visitors. Its beautiful design sets the scene for relaxing and meeting with fellow chamber members and visitors to our area.

There was minimal cost to the Chamber for this landscaping upgrade as everything was donated. The project included the removal of all the old plants that were overgrown and past the end of their lifespans. New plants will be low in height and maintenance, creating better sight lines and better security.

Additional planted areas were created along the back property line, adjacent to the transfer station and along West Hawthorne Street. The existing flagpole and nearby planter are now tied into the main walkway with a concrete walk built by Pierson Construction. The existing brochure rack to the right of the front door is being refurbished courtesy of Blue Ox Millworks. A new automatic irrigation system has also been installed.

Soon-to-be added is landscape lighting along with a new Visitor sign courtesy of Blue Lake Casino. An additional new low monument sign will be installed in the planter near the corner of Broadway and Hawthorne, courtesy of Allpoints Signs.

Everyone involved donated time and materials to make this project happen. I want to thank landscape architect Amy Berkowitz for her great design work, and Teen Challenge's dependable hard-working crews. Without their help and efforts there's no way this project could have ever been completed. Jack Rieke

of Schafer's Ace Hardware supplied a huge majority of the landscaping materials, including the sod and all of the paint for the interior and exterior of the building. Thomas Meagher of Riverbend Cellars spent countless days working on the project and helping direct all the volunteers in accordance with landscaping plans. While I may have singled some out, this is in no way decreases our appreciation for all the other individuals who offered support, materials and dollars to upgrade our Chamber and Visitor Center:

Advanced Security: Chuck Petrusha
All Point Signs: Chuck Ellsworth
Berkowitz Landscape Design: Amy Berkowitz
Blue Lake Casino: Michael Laffey
California Redwood Company: Jackie Deuschle Miller
Campton Electric: Bert Campton
City of Eureka: David Tyson
Danielson Construction: Steve Danielson
Don's Rent All
EarthScapes Landscaping: Rudy Gutierrez
Eureka Ready Mix: Rob McLaughlin
Greater Eureka Chamber of Commerce Staff
Hilficker Pipe
Humboldt Waste Management Authority: Patrick Owen
McDonald's: Jesse Klair
Pierson Construction: Greg Pierson
Pierson Management: Hank Pierson
Pierson's Hardware: Bill Pierson
Redwood National Bank: John Dalby
Rex Bohn
Riverbend Cellars: Thomas Meagher
Shafer's Ace Hardware: Jack Rieke
SHN Engineering: Greg Williston
SWOP: Sheriff Mike Downey
Teen Challenge: Fred Lamberson and Larry Ratcliff
United Rentals: Janice Clements

With sincere appreciation and gratitude to our community and to all of these individuals for their willingness to invest in our Chamber of Commerce and in our community, I can only say Thank you.

Hunter Honored for Distinguished Service

Chamber Board member and local business leader, Dennis Hunter recently received a Distinguished Service Award from the Humboldt County Board of Supervisors. The award was presented in honor of Hunter's dedication to the people of Humboldt County, his tireless work for charities, the Humboldt Bay Harbor Recreation and Conservation District and the business community.



Dennis Hunter (Center) accepts a distinguished service award from County Supervisors Virginia Bass and Jimmy Smith.

Humboldt County Supervisors Jimmy Smith and Virginia Bass presented the award during a Eureka Chamber of Commerce mixer at Coast Central Credit Union where Hunter serves as Vice President of Marketing.

According to Smith, "Hunter has been an invaluable asset to the community and has

"Hunter has been an invaluable asset to the community..."

donated countless hours of time for the good of the local area." Smith added, "I am especially touched by this award as I have worked with Dennis on many projects and hold him in the highest regard." Bass echoed those sentiments in her praise of Hunter.

The presentation was a surprise to Hunter who had no inkling that he would be receiving the award.

Hunter's work in the community includes hosting the local Easter Seals Telethon for over 30 years for which he received the 2008 Outstanding Advocate Award for an Elected Municipal Official at the Easter Seals National Convention in Orlando, Florida.

Hunter was also elected to serve four terms as a Commissioner on the Humboldt Bay Harbor, Recreation and Conservation District serving as President, Vice President and Secretary of the Board. He served on the Redwood Region Economic Development Commission (RREDC) from 1992 to 2007. He is the Past President of the Rotary Club of Eureka, Past President of the Eureka Chamber of Commerce and has been honored by the Boy Scouts of America as their Distinguished Citizen of the Year.

Winzler & Kelly Opens Impressive New Facility

Winzler & Kelly has completed construction of its innovative new office space at 718 Third Street. The Chambers of Commerce from Eureka, McKinleyville, Fortuna, Trinidad, Rio Dell, Ferndale, and Arcata joined forces to celebrate the ribbon cutting.



The new office building is a renovation of what was previously a vacant retail building. The project was designed to meet the requirements for certification under the Leadership in Energy and Environmental Design (LEED). Key sustainable design features include highly efficient space and water heating systems, “intelligent” lighting that capitalizes on both natural light and occupancy sensors, paint and carpet with low volatile emissions, and an electric vehicle and associated charging station.

“We will continue giving back to the communities we serve. For example with our newly completed office, we were able to offer space to United Way,” said Steven Allen, Office Managing Principal.

From the California Chamber of Commerce New Labor Laws in 2012

Several new employment laws will affect California employers’ day-to-day operations and policies in 2012.

Credit Check Ban

AB 22 prohibits employers and prospective employers, not including financial institutions, from obtaining and using consumer credit reports about applicants or employees.

The prohibition does not apply to “managerial positions. This reinforces the need to make the correct exempt/nonexempt classification at the time you decide to recruit for an open position.

The prohibition against obtaining and using credit reports also does not apply to the following:

- Law enforcement positions and positions for which the information is required by law
- Positions that involve regular access to bank or credit card information, Social Security numbers, and date of birth
- Positions in which the person is a named signatory on the employer’s bank or credit card account
- Positions that involve access to confidential or proprietary information, as defined
- Positions that involve regular access to cash totaling \$10,000 or more

Willful Misclassification of Independent Contractors

SB 459 provides new penalties between \$5,000 to \$25,000 for the “willful misclassification” of independent contractors.” Willful misclassification is defined as: “avoiding employee status for an individual by voluntarily and knowingly misclassifying that individual as an independent contractor.”

The law also imposes joint liability on consultants who knowingly advise an employer to treat a worker as an independent contractor to avoid employee status.

Written Commission Agreement

AB 1396 requires employers who have commission pay arrangements to put those agreements into a signed written contract.

Notice of Pay Details

AB 469 requires employers to provide nonexempt employees, at the time of hire, a notice that specifies:

- The rate of pay and the basis, whether hourly, salary, piece commission or otherwise
- Allowances claimed as part of the minimum wage, including meal and lodging allowances
- The regular pay day
- The name of the employer, including any “doing business as” names
- The physical address of the employer and any mailing address, if different
- The telephone number of the employer
- The name, address and telephone number of the employer’s workers’ compensation carrier

The Labor Commissioner is to provide a template. If there is any change to the notice, the employer must notify employees within seven calendar days of the changes, unless such changes are elsewhere reflected.

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Hunter, Hunter & Hunt CERTIFIED PUBLIC ACCOUNTANTS

Announces Jeremy Van Gulp Obtains a Master’s of Business Administration



Jeremy Van Gulp, MBA
Accounting Associate

Hunter, Hunter & Hunt Certified Public Accountants, a local accounting and consulting firm, is pleased to announce that Jeremy Van Gulp has obtained a Master’s of Business Administration degree from Humboldt State University. Jeremy joined Hunter, Hunter & Hunt in January of 2010. Jeremy focuses on personal and business entity tax preparation, accounting and auditing, bookkeeping, and consultation. Jeremy will sit for the CPA examination in

2012. Jeremy is originally from Pleasanton, California. Jeremy lives in Arcata and enjoys hiking, cooking and fly fishing.

Education: Bachelors of Applied Arts and Sciences, Business Administration, Management, San Diego State University, 2006.

Master’s of Business Administration, Accounting, Humboldt State University, 2011.

Recognitions: Recipient of the Orange County Fire Authority’s Certificate of Heroism and City of Dana Point’s Certificate of Recognition for his role in preventing a possible drowning.

We congratulate Jeremy on his accomplishments.

Member Legislative Briefing



BY Keith Dunn
EUREKA CHAMBER LOBBYIST
Dunn Consulting, Sacramento

The big news in Sacramento since the legislature adjourned for the year is the pension reform plan Governor Brown has unveiled in an effort to reform the skyrocketing costs of California's retired workers'.

Governor Brown stated that his plan will begin to reduce the taxpayer burden for state retiree health care costs and will put California on a more sustainable path to providing fair public retirement benefits. The Governor recently laid out a 12 point plan which has been praised by many republicans in the legislature and promised an 'open discussion and review' by legislative democrats. However, there are some that believe many of the public union advocates whose membership receives the benefits of generous retirements will make efforts to pressure the legislature to reject most if not all of the Governor's proposal. A brief overview of only a few of the elements of Governor Brown's plan demonstrates the potential savings to the State and would require a paradigm shift in Sacramento.

The Governor's plan would require that all new and current employees transition to a contribution level of at least 50 percent of the annual cost of their pension benefits. This is a huge change. Currently, public employees receive a defined benefit pension plan. The employer (and ultimately the taxpayer) guarantees annual pension benefits and bears all of the risk of investment losses under those plans. As Eureka Chamber members will know, private sector employers, offer 401(k)-type defined contribution plans that place the entire risk of loss on investments on employees and deliver no guaranteed benefit.

The Governor's proposal would also attempt to balance between a guaranteed benefit and a benefit subject to investment risk. The "hybrid" plan would include a reduced defined benefit component and a defined contribution component that would be managed professionally to reduce the risk of employee investment loss.

The Governor's plan also increases the retirement ages for (with exceptions for public safety) state workers from 55 to 67, aligning with the federal social security retirement age.

Governor Brown's proposal would add two independent, public members with financial

expertise to the California Public Employee Retirement System (CalPERS) Board. The Governor defines "Independence" as "neither the board member nor anyone in the board member's family is eligible to receive a pension from the CalPERS system, is a member of an organization that represents employees eligible to or who receive a pension from the CalPERS system, or has any material financial interest in an entity that contracts with CalPERS." That sounds pretty good.

The Governor would also propose to reduce the taxpayer burden for health care premium costs by requiring more state service to become eligible for health care benefits at retirement. New state employees will be required to work for 15 years (as opposed to the current 10 years) to become eligible for the state to pay a portion of their retiree health care premiums.

The Governor should be commended for what even his critics admit is a very serious proposal to address this difficult issue. There is no doubt it will likely take all the political skills of one of the most veteran politicians in California history to pass even a few of the elements of this proposal.

Fourth Quarter Strategy

Submitted by Carole Crossley, Original Basket Boutique

October marks the beginning of the 4th quarter along with thoughts of how to finish up the year successfully. Most businesses see this as an opportunity to surge toward a strong finish- with renewed attention and activity but, extended holiday celebrations serve to complicate and reduce availability. Strategy is a key to making it all come together.

Fourth quarter business action requires effective focus. You might find yourself in a comfortable position heading into the home stretch, or you may feel like only a miracle will save a less than stellar business year.

You should identify those opportunities that



Carole Crossley, right, of Original Basket Boutique

will make your year, says Max Schroeder of FaxCore, Inc. "...targeting all sales in the pipeline is fundamental, but prioritizing the opportunities that can close by Dec. 31 is crucial ... stay focused on the closable sales."

George Ludwig's Power Selling: *Seven Strategies for Cracking the Sales Code* advises "Be A Time Management Master," emphasizing the creation of a short list from which you can pick the low-hanging fruit. Ludwig also recommends, "One way to save precious time in Q4 is to reach out to your customer and prospect database, especially identified targets, using a variety of time-saving communication tactics. Email, snail mail, faxes, and telephone will all complement the direct sales efforts and keep the company top of mind, which is extremely helpful when trying to close business as quickly as possible."

Whatever strategic business decisions you make for the 4th quarter, remember that **The Original Basket Boutique's** mission is to assist you with maintaining quality relationships that lead to business success. Check with your OBB gift consultant for innovative ideas that support your efforts to maintain strategic business momentum.

Email us at carolec@obbgifts.com or call 707.444.2509.

Free Workshop on Energy Pricing

Learn how your business can save electricity now. Beginning in November 2012, many businesses across California will move to Time-Varying Pricing, a statewide energy plan designed to protect the state's electricity resources. During weekday afternoons, when demand is highest, rates will be higher; at all other times they will be lower.

PG&E and the Redwood Coast Energy Authority invite members to attend a free information session, Thursday, November 17, 10 to 11 AM, at the Redwood Coast Energy Authority, 517 Fifth Street in Eureka. For more information about this informative workshop call Julie Jurkowski, Redwood Coast Energy Authority at 269-1700.

September Mixer from page 1

and walked right past the food and beverages to jump in line to get a beautiful, one of a kind 2012 calendar signed by the renowned local artist Floyd Bettiga. Best of all, it was free!

It was a very special evening for Dennis



Hunter, V.P. Marketing, who was given a Distinguished Service Award by Humboldt County Supervisors Virginia Bass and Jimmy Smith. One of the great benefits to becoming a Chamber Member is the recognition through ribbon cuttings and business announcements at the mixers. For the month of October, we welcomed Rita's Margaritas and Mexican Grill, J Rophe Medical, Sewell Gallery of Fine Art, Redwood Parks Association and The Headwaters Fund.

The ever popular 30-second spot was fun and informative. Many people had the opportunity to talk up their business or event to a semi-captive audience for only \$1!

Let's not forget about the door prizes! There were prizes from Original Basket Boutique, Visiting Angels, Tesori Gift Shop, Bella Baskets and of course from Coast Central Credit Union.

Don't miss the next mixer at the Red Lion Hotel on November 17th.

Redwood Capital Reports Record Earnings

Redwood Capital Bancorp has reported record year-to-date earnings during its sixth consecutive year of profitability. The only locally-owned and operated community bank recently announced unaudited consolidated financial results for the three and nine month period ended September 30.

John Dalby, President and CEO of the company, commented, "We are proud to again report such strong financial results to our loyal shareholders and the greater Humboldt County community. In spite of the many economic challenges that continue to plague our local and state economies, our track record of outstanding financial performance and our proven ability

EUREKA'S PREMIER COMMUNITY MEETING PLACE IS HOSTING AN ELEGANT MIXER YOU WON'T WANT TO MISS!

November 17, 2011 • 5:30 PM

- Sample delicious hors d'oeuvres and fine beverages
- 4,000 sq. ft. of flexible meeting space
- See our all-new bedding package



- Free high-speed wireless Internet
- Restaurant and lounge
- Fitness center, whirlpool & outdoor heated pool
- Complimentary airport transportation



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to adapt to the realities of today's financial marketplace has enabled us to outperform our competitors. We continue to grow and expand as our peers shrink or turn their attention to other markets. Redwood Capital Bank is banking

strategy assures our shareholders and customers that the franchise is well-positioned to be successful for many years to come."

The company's continued strong performance hasn't gone unnoticed. Earlier this year,

The Findley Reports, a respected California bank research and rating firm, designated the Bank a *Super Premier Performing Bank*. The rating is the highest designation possible for California community banks and

places them in the top 10% of all banks in the Western United States.

For more information regarding Redwood Capital Bancorp, visit their website: www.redwoodcapitalbank.com or stop by the main office at 402 G Street, Eureka.



Redwood Capital Bank

on Humboldt County and we are grateful that Humboldt County is banking with us."

"Redwood Capital Bank continues to maintain its pro-active and conservative approach with regards to economic uncertainties by adding to our loss loan reserves," stated Dalby. "This

Order 2012 California Employment Posters from the Chamber & Save!

Failure to post the new 2012 compliance posters can result in fines and penalties. All California employers, regardless of size, are required to display a current employment poster in a conspicuous place. Members with more than one branch or satellite office need a poster at each location. California is *very strict*. Failure to post may result in penalties of up to \$17,000.

Reserve your 2012 compliance posters: (707) 442-3738 or stop in at 2112 Broadway, Eureka. www.eurekachamber.com



Bring Your Business Cards!

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MIXER



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The Greater Eureka Chamber of Commerce

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R E V I E W

NOV 2011

A MONTHLY PUBLICATION OF THE GREATER EUREKA CHAMBER OF COMMERCE



Humboldt County Supervisor Virginia Bass and Safeway Store Manager, Amber Ball are surrounded by Chamber and local officials to officially open the new store

Safeway Ribbon Cutting and Grand Opening Event

Chamber members flocked to the Grand Opening event for the new Safeway Eureka location, which features a full-service seafood and meat department, expanded organic produce, a Starbucks, olive bar, sushi bar and a pharmacy on almost six acres, with about 1.5 acres reserved in a 'natural state' for storm water settling and wetland habitat preservation.

Construction started in May 2010 for the new 49,000 square foot store. Safeway

officials brought in local artist Jessie Groeschen to create a dramatic entryway using timber harvested from the site. According to company spokeswoman, Susan Houghton. "Because we removed a significant number of trees in the process of construction we wanted to find a way to re-use them. So, we're using this timber to frame our entry and in the canopy area."

The new store manager is Amber Ball.

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