

MIXER



FUN!

Bring Your Business Cards!

The next Mixer will be Thursday, February 20th, 5:30 p.m. at the Morris Graves Museum of Art, 636 F Street, Eureka



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FEBRUARY 2014

A MONTHLY PUBLICATION OF THE GREATER EUREKA CHAMBER OF COMMERCE

Chamber Briefs

Benbow Inn hosts All County Chamber Mixer

The historic Benbow Inn has invited members from area chambers of commerce to gather for the annual mixer, slated for Friday March 7, 2014. This event runs from 5:00 to 7:00 p.m. and will be held in the main lobby of the inn. Please join us for delicious food, libations and animated conversation as members share "best practices" with each other.



For those wishing to spend the night, a block of guest rooms have been reserved at special pricing. For reservations call 923-2124 and ask for the "chamber" rate. Make your reservation early as rooms are filling quickly for this popular event.

Please contact the Greater Eureka Chamber of Commerce as each chamber will be providing the Benbow Inn with the estimated number of attendees. We look forward to seeing you there!

Your business card is your "ticket" to this lively event and we encourage you to consider enhancing your experience by making a reservation for overnight accommodations.

Business leaders honored at Chamber Annual Meeting

Six local business leaders were honored by the Eureka Chamber of Commerce for meaningful contributions in 2013 to the best interests of the community and in furtherance of the Chamber mission. The awards were presented before a sold out crowd at the 124th Annual Eureka Chamber Membership Dinner.

The 2013 Business of the Year honor was awarded to 101 Things to Do. Business owner Gregg Gardiner has consistently demonstrated a genuine commitment to making a difference in the local community. 101 Things to Do provides regional visitor guides that are popular with both tourists and community members for the wealth of information they afford. 101 Things to Do has expanded the reach of this popular publication and is now in 23 market areas and will soon launch a national website.



Eureka Chamber 2014 Board Chair, Dan Opalch, presents the Business of the Year Award to Gregg Gardiner and Carlton Nielsen of 101 Things to Do.

The Lifetime Service Award was presented to a business representative that best exemplifies commitment to the community. The award was presented to Dennis Hunter in honor of Hunter's service to the Eureka Chamber of Commerce and the business community. It also honored his commitment to the residents



John Driscoll, District Representative for Congressman Huffman and Zuey Goosby, District Representative for State Senator Evans present Dennis Hunter the 2013 Lifetime Service Award

of Humboldt County through his volunteerism for local charities and serving four terms as a Commissioner of the Humboldt Bay Harbor Recreation and Conservation District.

The Business Person of the Year Award was conveyed to Fred Sundquist, President of City Ambulance of Eureka. Sundquist has been with City Ambulance for 38 years and is a current director of the California Ambulance Association. He has served on the Humboldt Fire District and Eureka Chamber of Commerce Boards and is an active supporter of the College of the Redwoods and the Humboldt State University athletics programs.

Continued on page 7



Fred Sundquist, President of City Ambulance of Eureka awarded the 2013 Business Person of the Year.

**CHANGE
OF ADDRESS?**
Please let
us know!

February New Members

A-1 Cleaning Service, LLC
William Hardwick

Eureka Media and Design
Ellen Coats

Redwood Broadcasting Co., Inc.
Pattison Christensen

Humboldt Beer Tours
Jonathan Ward

Hansen & Pereira, Professional Feduciaries
Lisa Hansen

Chamber Mixer Calendar

February 20th
Morris Graves Museum of Art

March 20th
Redwood Capital Bank

April 17th
Eureka North Coast Co-Op

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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.

Look for the latest Chamber news on Facebook!

What's NEW?

Eureka Chamber Membership News
Send submissions to susan@eurekachamber.com



Mayor Frank Jager prepares to cut the ribbon at Jamie Corsetti's new downtown Eureka location

Jamie Corsetti, CPA celebrates move

The Eureka Chamber recently sponsored an open house and ribbon cutting event for Jamie Corsetti, CPA at the new downtown location, 815 Seventh Street (corner of 7th & I) in Eureka.

Corsetti has been a licensed CPA since 1999 and has over 20 years experience working in the field of tax and accounting. Corsetti and her staff offer tax planning and preparation, accounting, bookkeeping, payroll, and QuickBooks consulting.



Corsetti said, "Our mission is to help our clients meet their goals and maintain a personal relationship with each of them while maintaining a high-quality of excellence and professionalism."

Los Bagels Marks 30th Anniversary

Local bakery and café, Los Bagels, marks its 30th anniversary this year and as part of their celebration, the cafés located at 403 2nd Street in Old Town, Eureka, and 1061 I Street, in Arcata, will offer in-store specials and a host of giveaways during the entire month of March.

Founded by Dennis Rael, Paul Hebb, and Peter Jermyn in March 1984, Los Bagels' original

location is the building which was "Roys Quality Meats" in Arcata. They opened their Eureka shop in 1989, and their third location, the DEPOT, at



HSU in 1996. Los Bagels has become known as a community gathering place, where friends and family can enjoy a great cup of organic coffee along with their traditional boiled and baked bagels and Mexican treats. Los Bagels is excited to celebrate 30 years in Humboldt County, and owner, Dennis Rael, attributes the success to their strong support of the community and effort to use quality, fresh, wild, organic, and local ingredients whenever possible. "When we opened 30 years ago I was just hoping to fill a little niche and incorporate a some of my unique experiences growing up in a Jewish and Latino household, but it's become so much more." Rael said. "We are proud to have been able to weave ourselves into such a supportive and diverse community, where a little Jewish, Mexican Bakery has been able to thrive these past 30 years and beyond.

Los Bagels employs just fewer than 50 people and has a following, not just in Humboldt, but all over the world. They have sent bagels from Japan to Afghanistan and all 50 states through their online store at losbagels.com.

Visit them in Arcata or Eureka or go online to www.losbagels.com, and get ready for a month long celebration including online deals, giveaways, kids coloring contest and much more.

¡Adelante con los proximos 30 anos!

Let's get to work



Don Smullin
Chamber Executive Director

We started the year with a bang. By all reports our annual dinner was highly successful and fun! We actually sold out the week before and had more show up than technically there was room for. This leaves us a challenge for next year as it will be our 125th Anniversary and we expect to see an even larger attendance.

Many of our projects have had new activity:

- “Cold Storage” has been turned down by EDD and the Headwater’s Fund, and will now be resubmitted for a smaller amount.
- “Punitive ADA Suits” has been turned into a subcommittee of the Humboldt County Supervisors, headed by Supervisors Bass and Lovelace. Research was done for them by the area chambers.
- “Eureka’s Minimum Wage Ordinance” request for grant funding for research was turned down by the McLain Foundation. I continue to work separately from the Chamber with Fred Sundquist, Jennifer Budwig, Sally Hill, and Jaison Chand.
- Under “Infrastructure”, the Courts sent CalTrans back to the drawing board on the Richardson Grove project.
- We are working with Councilman Chet Albin on Cruise Ships and the Timber Heritage Association on a passenger train between Samoa and Rio Dell, with Loleta to Rio Dell imminently possible and Samoa to Loleta further down the road.

- Our City contract is up for renewal in June. We should have a seated city manager by May, and four Eureka City Council members are up for reelection in June.
- We are opening a Chamber Tourism annex in Old Town thanks to Thomas Meagher of Riverbend Cellars.
- Our Youth Ambassador Scholarship program is ready to go with the program kick off slated for March 5th.
- Our new Board Members attended an informational meeting and are now ready to go to this year’s first board meeting on February 27th.
- See you Thursday, February 20th, 5:30 PM for the first 2014 Mixer at the Morris Graves Museum.

PS: Sunday, April 27th is Eureka’s 6th annual MS Walk, an event run solely by Eureka High School students. Since 2009 they have raised \$160,000. This year, my daughter Angelica is the event organizer and if you would like to help this worthwhile effort, you can contact her at 601-5411.



2014 BOARD OF DIRECTORS

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CHAMBER REVIEW

Printing
TIMES PRINTING

Healthcare's impact on hiring decisions in 2014 and beyond

Submitted by Randy Hansen, Express Employment Professionals

For almost six years, healthcare has been one of the most highly debated topics among politicians, the news media, and the general public. Even after the Patient Protection and Affordable Healthcare Act (ACA) was signed by President Obama in 2010, the debate raged on as some people trumpeted its positives, some highlighted its negatives, and many felt uncertain of its real impact. Employers, especially those with small businesses, generally fell into the uncertain category as they waited to see the ACA's effects.

Now that we've entered 2014 and have seen many of the act's elements implemented, there's still a general feeling of confusion among small businesses that make up more than 99% of U.S. employers. However, one thing is clear, healthcare reform is impacting how small businesses think about and approach hiring. A study from the U.S. Chamber of Commerce and Harris Interactive found that 71% of the small business executives surveyed said the ACA "would make them less likely to hire employees."

Staff Size Matters

The primary reason for this is that many parts of the healthcare law are tied to the number of employees a company has. The most common breakdowns, according to the U.S. Small Business Administration, are 1-24 employees, 25-49 employees, and 50+ employees. Of all the aspects of healthcare reform that are linked to staff size, small business owners need to be especially aware of two specific areas.

Employee Health Coverage

Employers who have 49 or fewer full-time employees are not required to offer health insurance. However, those who do want to offer their staff health coverage can do so through the Small Business Health Options Program (SHOP). Currently, the SHOP Marketplace is only available for businesses with 1-49 employees, but in 2016 it will be opened to companies with up to 100 employees.

Due to some program difficulties, the federally run SHOP exchange, which was slated to have already been opened, has been delayed a year. According to the Huffington Post, small businesses that planned to acquire their insurance through the marketplace can instead sign up through an insurance broker or health insurance company. And while small business employees were originally going to be able to choose from any plan available on the exchange, for 2014, the employer will have to select the coverage for everyone.

Beginning in 2014, there are two additional changes to employer-provided health coverage that were highlighted on Healthcare.gov's small business page.

Insurance companies can no longer deny your business coverage due to the health status or pre-existing conditions of any of your employees or their dependents. They also cannot raise premiums for employees with higher-than-average medical costs or

those who are women. These two new rules do not apply, however, to grandfathered plans.

Healthcare Tax Credit

Employers who fall below the 25-employee mark, with employees making an average of \$50,000 a year or less, and provide health insurance to their staff, may be eligible for a small business healthcare tax credit. Beginning this year, small businesses could be reimbursed for as much as 50% of their contributions toward employee premiums. The health coverage must be through the SHOP Marketplace, but there are salary restrictions. Because of the delay of the SHOP exchange, businesses that want to apply for the credit can submit their application when they file their taxes for 2014.

As small business owners plan for the future and create a strategy to grow their businesses, employee-count is a key factor to consider. And, due to increasing connections between healthcare coverage requirements and company size, this factor will require even more scrutiny this year and in the years to come. Whether businesses will choose to slow their growth, accept more health coverage responsibilities, or utilize temporary/contract workers who aren't factored into their employee counts remain to be seen.

Accrediting commission removes CR from all sanctions

College of the Redwoods was notified by the Accrediting Commission for Community and Junior Colleges



(ACCJC) that it has been removed from probation, and all sanctions, and that its accreditation has been reaffirmed.

"All CR employees and Trustees worked as a team to achieve this important milestone," said CR President /Superintendent Kathy Smith. "Everyone at CR united over the past two years to make hard decisions and do what's best for our students and for the future of CR."

The ACCJC's action means that CR is off all sanctions for the first time since February 2012. At that time, the commission placed CR on Show Cause, it's most serious sanction. In February 2013, CR's status upgraded to probation.

"It is important to note that the commission never questioned the quality of instruction at College of the Redwoods," said CR Board of Trustees President Colleen Mullery. "The Board of Trustees is grateful for the substantial financial and work sacrifices all College employees made to improve our institution. Having our accreditation reaffirmed by the ACCJC is further affirmation of their dedication to CR."

The ACCJC letter states that CR has fully addressed a number of concerns the commission detailed a year ago. While the ACCJC recognizes that CR has addressed its immediate financial issues, it is requiring that CR submit a Special Report regarding finances to the commission by April 15, 2014. The report must detail a three-year budget to address Other Post-Employment Benefits (CR's Retiree Benefit Trust Fund) and an institutional cash-flow plan that demonstrates how CR will maintain its fiscal stability.

"...healthcare reform is impacting how small businesses think about and approach hiring."



American Red Cross honors local heroes

The 12th Annual Humboldt Heroes Luncheon will honor 18 men and women from Humboldt County for acts of heroism, compassion, and selflessness. This reservation-only fundraiser will be held on Friday, February 21, at the River Lodge in Fortuna.

Heroes this year include a quick-thinking woman who saved the life of a man who had just been stabbed, a man who saved the life of a young woman by preventing her from going into hazardous surf to try to save her family, and a woman who has dedicated her life to helping our community be prepared for emergencies.

“The Humboldt Heroes Recognition Luncheon is the only fundraising event the chapter holds each year,” said Barbara Caldwell, executive director. “It is an honor at the same time to provide the chance for all of us to hear and recognize the generosity, kindness and courage of the people our community.”

Heroes to be honored at this moving event were selected from nominations submitted by the community.

Dennis Hunter is the emcee for the luncheon. More than 20 businesses and organizations are sponsors. This year, more than 200 business and community members are expected to attend to honor the heroes. Those wishing to purchase a table for eight or individual reservations should call Barbara Caldwell or Donna Wildearth at (707) 443-4521; reservations are required.

Redwood Capital Bancorp announces year end earnings

Redwood Capital Bancorp, the only locally owned and operated community bank holding company in Humboldt County, announced unaudited financial results for the three and twelve month periods ended December 31, 2013. The community bank holding company reported record annual profits and reaffirmed its ongoing quarterly cash dividend.

President and CEO John Dalby stated, “We continue to be pleased with the performance of the company. Likewise, we remain proud of our dedicated staff who continually contributes to the growth and profitability of our organization. This March, Redwood Capital Bank will celebrate ten years in business. As we look back on our numerous firsts, we do so looking ahead to the next ten years – one customer at a time. We look forward to expanding our reach within the Humboldt County marketplace with the opening of our third branch in Arcata later this year.”

The Board of Directors declared a quarterly cash dividend of \$0.055 per share, payable on January 31, 2014 to shareholders of record at the close of business on January 27, 2013. The dividend is equivalent to an annual rate of \$0.22 per share or 2.47%, based upon a market price of \$8.90 per common share, as of January 28

“2013 was a milestone year for Redwood Capital Bancorp and the community we serve. Bucking the industry trends, Redwood Capital Bank built upon its fortress balance sheet with strong loan growth and an improved deposit mix which

should result in greater future earnings potential. On behalf of our Board of Directors and staff, we look forward to serving our community for another ten years.” Dalby concluded.

For more information regarding Redwood Capital Bancorp, please visit our website at www.redwoodcapitalbank.com, contact Fred Moore, CFO, at (707) 444-9840, or stop by our headquarters and main office at 402 “G” Street, Eureka, CA 95501.



Express Employment Professionals presents popular Refresh Leadership Live Simulcast

Express Employment Professionals is excited to offer the business community another Refresh Leadership Live Simulcast on Wednesday, April 16th. This year’s speakers include the following:

John Mackey, Co-founder and Co-CEO of Whole Foods Market – speaking on “Conscious Leadership”

Dick Vitale, legendary sportscaster and former coach – speaking on “The Game of Life”

Christine Cashen, professional speaker – speaking on “Stop Global Whining”

The event will be held at the Humboldt Bay Aquatic Center and space is limited. Contact the Express office at (707) 268-1866 for more information. See the attached newsletter flyer for more details.

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Member Legislative Briefing



by Keith Dunn
Eureka Chamber Lobbyist
Dunn Consulting, Sacramento



The Greater Eureka Chamber of Commerce

Eureka Chamber presents 2014 Labor Law updates at March Seminar

Although the man-made disaster of budget deficits seems to be a thing of the past, (for now) other natural disasters seem to consistently arise here in the golden state to create potential economic and human impacts on our economy.

The current crisis, which continues to expand its impact and has far reaching consequences, is the drought. The drought's impacts have begun to touch California in new ways, as dozens of streams have been closed to fishing. State wildlife officials have banned recreational fishing on dozens of streams across the state as a result of low water flows and more such closures could come in coming weeks. The California Department of Fish and Wildlife stated that they took these actions with intentions to protect threatened salmon and steelhead fish. They say the statewide drought has shrunk aquatic habitat for these species, subjecting them to intensified fishing pressure.

Similar closures occurred during the 1976-1977 drought, but never so many at the same time across such a wide area of the state. Local communities whose economies depend heavily on the sport fishermen are surely to feel the pressure brought on by the lack of water.

While rain would be the most effective cure, Sacramento legislators are trying to offer some economic relief and solutions to the current water crisis. Both houses of the legislature are in the process of debating water bond proposals to fund various components of conservation, reclamation, recycling and perhaps even some funding for storage. It is not yet known if a legislative consensus can be reached on

a funding package, or even if the voting public would be willing to pay the bill for a new water bond. One thing is for sure, we need more rain and snow in the mountains.

The dry conditions in the mountains have led to early fears of a horrific fire season and a focus on fire prevention funds.

Debate continues around the passage and initial collection of SRA (state responsibility area) the controversy surrounding the fire fee just doesn't seem to want to go away in Sacramento. Senate leaders are concerned that the state is leaving millions of fire-prevention dollars unspent. The controversy has escalated to the level that Senate President Pro Tem Darrell Steinberg has

"...legislators are trying to offer some relief and solutions to the current water crisis..."

held off a Senate vote to confirm two appointees of Governor Jerry Brown to the California Board of Forestry and Fire Protection. The Senate Rules Committee recommended the confirmations of forestry board members of Stuart L. Farber, Jr. of Redding and Mary E. Rickert of Fall Rivers Mill. Governor Brown appointed both last March in 2013. Senator Steinberg has stated that the full Senate will not consider the appointments until the Brown administration provides more information about how it proposes to spend the money generated by a \$150 fee on properties in 31 million acres of state responsibility area. The fee will raise an estimated \$76 million in 2013-14, according to the Governor's budget plan.

Governor's appointees must be confirmed within one year. Farber's 365th day is March 19 and Rickert's is March 20.

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In response to member requests, the Eureka Chamber is again holding a labor law compliance seminar for employers. The workshop has been developed for Chamber members and is aimed at helping to protect them from lawsuits, fines and penalties. There are literally hundreds of rules and regulations that can cost employers plenty even if an alleged violation is unintentional. Labor law requirements for employers change with every session of the legislature. Members often are unaware of the risk they incur when they are not up to speed on the latest regulations.

Retired Deputy Labor Commissioner, Kurt Barthel will provide detailed, up-to-date information on important changes in labor laws and regulations. The 2014 update will include changes to sections of the labor code that pertain to anti-harassment, Equal Employment Opportunity, domestic violence, victims of crime, minimum wage, electronic and social media, heat illness and prevailing wage. Barthel brings a wealth of knowledge and expertise on critical compliance issues for local business. Kurt is a walking encyclopedia on California labor law. His presentations allow plenty of time for individual business questions as well as tangible examples of well-meaning employers who did not know all the rules and ended paying the price.

The session is scheduled for Tuesday, March 25 at the Eureka Chamber of Commerce, 2112 Broadway, Eureka, from 8:30 to 11:00 AM. The admission is \$10 for Chamber members and \$20 for non-members. Continental breakfast is included.

For more information or to sign up for the seminar, please call the Chamber at 442-3738.



Zuey Goosby congratulates Susan Jansson

The Small Business of the Year Award went to HealthSPORT for its longstanding support of Chamber programs and community involvement. Owner, Susan Jansson has grown the business since its beginning in 1992 and now operates with locations in Eureka, Fortuna, Arcata and McKinleyville.



L to R: Sequoia Park Zoo Foundation Board Members Jeff Lamoree, Marian Brady and Chuck Dominick

The Award of Merit was presented to the Sequoia Park Zoo Foundation for its efforts to promote and support the Sequoia Park Zoo's development, operation and educational programs. The Foundation has secured the necessary funding for many capital projects at the zoo, providing an enhanced experience for residents and visitors alike.



Board Chair Dan Opalach presents the Tom Cooke Award to Jon Sapper

The Tom Cooke Award is reserved for a public sector official that has demonstrated the understanding that the interests of business and government are not in conflict. Jon Sapper, Assistant Superintendent for Educational Services for the Humboldt County Office of Education was honored with this recognition.

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CHAMBER MIXER

Thursday, February 20, 5:30 to 7:00
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Morris Graves Museum of Art



Hosted by the Humboldt Arts Council,
Chapala Cafe, and
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C H A M B E R



R E V I E W

FEBRUARY 2014



Benbow Historic Inn names employee of the year

The Benbow Historic Inn is pleased to announce that Jennifer Springer-Vallance was recently recognized as its employee of the year.



Pictured with Jennifer is General Manager/ Director of Food & Beverage Mark McGowan, Executive Chef Dustin Vallance, Sous Chef Kemy Dove and Managing Partner John Porter.

A 2003 graduate of Fortuna Union High School, Jennifer joined the Benbow Historic Inn family in 2012 and was promoted to Sous Chef in early 2013.

According to John Porter, Managing Partner, "In her dual role as Sous Chef and Pastry Chef, Jennifer has consistently exhibited the qualities of an outstanding employee demonstrating her positive attitude, constant pursuit of improvement and a true love for producing only the highest quality cuisine. Guests rave about Jennifer's sumptuous desserts and skilled use of seasonal ingredients."

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