



Eureka

CHAMBER REVIEW

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SEPT/OCT 2019

A PUBLICATION OF THE GREATER EUREKA CHAMBER OF COMMERCE

Chamber Briefs

Still time to enter to host a 2020 mixer!

Chamber Mixers are a perfect way to gain exposure for your company. Would you like more visibility for your business? Showcase what you do and how you do it by bringing area professionals into your business for an evening of networking, fun and camaraderie.

Applications are now being accepted for the 2020 Eureka Chamber Mixer Hosts. You will find the application form attached to this newsletter. To enter your business please submit your application no later than October 31, 2019.

Hosts must be current member of the Eureka Chamber of Commerce

Hosts must be able to accommodate 125+ guests. Small businesses wishing to host that do not have adequate facilities may use an appropriate alternate site for their mixer. Co-hosting is permitted and provides a way for smaller businesses to participate.

The host provides the food and beverages, and prizes for the business card drawing.

Call 442-3738 now for more information.

Eureka Chamber holds grand opening celebration for new downtown office

The Greater Eureka Chamber of Commerce has entered an exciting era with a new home, and more tools to promote members than ever before. With the move to a modern location in downtown Eureka, deemed "Business HQ", the Chamber is set to host members in a space that serves as an extension of existing businesses, and as a center for entrepreneurs growing new businesses.

Chamber and community members gathered to celebrate this new space with a grand opening and ribbon cutting event during the Eureka Street Arts Festival in August. The Chamber unveiled its new mural by artist Madelyne Templeton, showcasing and thanking our valued sponsors.

The new chamber office includes facilities that can be used by members who need a meeting rooms with state-of the art technology or simply a means to cost-share expenses like office space, office equipment and all utilities.



Templeton mural honoring Business HQ investors.

According to Chamber CEO, Donna Wright, "It's a place designed to offer a collaborative and affordable workspace for a variety of businesses including start-ups. We want to assist business development in as many ways as possible."

Stop by the new chamber office at 612 G Street, Suite 101, pick up a brochure and take a tour, or call 442-3738 to learn more.

Photo by Jose Quesada



New Members

Plastic Uniquely Recycled

Jenifer Sherman-Ruppe

Lucky Star Realty

Thavisak Syphanthong

Surfside Burger Shack

Amanda Fernandez

Cavaletto Vineyard Estate

Lynn Martinez

Altruist Consulting

Nancy Olson

SISU Extracts

Bryan Smothers

Tri-County Independent Living

Anisa Escobedo

Shenanigan's Pizza Cafe

Kelly Erben

Kiskanu

Gretchen Miller and Allie Seeger

Pure Makeup Boutique & Spa

Maria Brandon

Kate Pinter International

Kaitlyn Pintor

Soul to Soul Spa Eureka

Kathryn Mendlik

Suzy Smith Realtor, Community Realty

Suzy Smith

Chamber Mixer Calendar

October 17th

Coast Central Credit Union
402 F Street, Eureka
5:30 pm to 7:00 pm

Submissions

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



Celebrating the new home for the J. Rophe Medical Mobile Medical Unit

The Pregnancy Care Center of the North Coast and J. Rophe Medical held a ribbon cutting event to celebrate the completion of the new garage to house its Mobile Medical Unit. A local church donated the land and many business owners donated services or gave discounted products to make this a reality.

The Pregnancy Care Center is a faith-based non-profit that has been serving women and families providing education and material support to help equip and encourage good parenting. All services are free and confidential to anyone who walks through their doors. The Pregnancy Care Center is 100% community funded.

In 2011, they expanded their services to include J. Rophe Medical, a State licensed medical clinic. Registered Nurses, under the supervision of a Medical Director, provide no cost pregnancy testing, ultrasounds, prenatal vitamins and referrals to medical and social services.



Compass CCU opens new Eureka branch

Compass Community Credit Union celebrated the grand opening of its new Henderson Center branch located at 2861 E Street, serving members in Eureka and the local community. The new Henderson Center branch marks the second branch opening for Compass Community Credit Union this year, who opened the doors to its Arcata branch, located at 1033 G Street, in May.

Compass Community Credit Union serves members in Humboldt, Del Norte and Trinity counties. Membership is open to anyone who lives, works or worships in these three counties. For more information, visit www.CompassCCU.org.



Pure Water Spas opens new showroom

Pure Water Spas Showroom located at 3750 Broadway recently celebrated the business remodel and new showroom with grand opening event.

Founded in 1986 by Jay Sooter, Pure Water Spas specializes in energy efficient, fully insulated hot tubs with alternative water purification systems. In 2017 Amos Sooter took the helm with the deep commitment that Pure Water Spas remains dedicated to providing the services and community support set forth by Jay Sooter. Pure Water Spas showroom now features a modern and less cluttered space, allowing the hot tubs to stand alone and present themselves.

Key areas of focus for the Chamber in 2020

As President-CEO of the Greater Eureka Chamber of Commerce, I have seen first hand the value chamber membership has brought to many in our business community.

Over the last 128 years, the chamber has built a reputation as an articulate, respected and effective advocate for the wide ranging Eureka business community. We hope to leverage that reputation to fulfill our mission of stimulating economic prosperity and fostering a vibrant and healthy community. We believe that a successful business environment is a key element of a robust quality of life in our community.

We have a mission, “The Greater Eureka Chamber of Commerce is an organization that promotes and advocates for trade, commerce, jobs and tourism” and a voice – and we are well versed to support you, the members of that important community.

To this end, we have identified key areas of focus for 2020 that we believe will position the chamber as a catalyst for business growth.

Workforce Development: We believe that our businesses need access to a deep pool of human talent in order to thrive. We have created a Workforce Development Task Force that will continue to build upon our efforts in the past to collaborate with educational initiatives and deepen the talent pool available to assist businesses and increase the opportunity to grow and prosper.

Tourism: This is a key economic driver for Eureka, Humboldt County and our business environment. So we work closely with the Eureka Visitors center, Eureka-Humboldt Visitors Bureau, Eddy Alexander, local businesses and other entities through our Tourism Committee.



Donna Wright
President and CEO

Advocacy: In a recent survey, our membership indicated that it was important for the chamber to take a leadership role in the community. The

Eureka Chamber understands the importance of a unified partnership in dealing with business issues that affect our diverse membership. We remain increasingly dedicated to identifying issues that matter to our members so that we can effectively advocate for local business interests at the local, state and federal levels,

We will continue our efforts as a convener of local business and community leaders by providing effective networking and educational forums. Our relationships with the City of Eureka and the County of Humboldt could not be more unified in working in unison to strengthen and develop programs for our business community.

Your chamber has an aggressive agenda and is absolutely passionate about the fulfillment of our mission in service to the Greater Eureka community. That said, member engagement will be a critical facet of our success. I encourage members to be partners in this endeavor. Join us and share your experience, your knowledge and your passion.

Lastly, I thank you for your membership and continued support. This year brought many changes. A new office, a new effort to develop small business through our Flex Work Space and Incubator and a new energy of involvement. None of this would have been achieved without your physical and financial support. Together, we'll make amazing things happen!

2019 Board of Directors

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BRITTANY STUCKEY
Marketing Specialist

PHONE (707) 442-3738
612 G STREET, STE. 101, EUREKA
www.eurekachamber.com





Business & Industry Committee brings decades of experience to the table

By: Steven Lafferty, Chair, Eureka Chamber Business & Industry Committee

I have had the privilege of serving on your Board of Directors since 2015. The Board is supported, in part, by the efforts of the men and women that serve on one or more of seven committees. I have had the honor of being the Chair of the Business & Industry Committee for the past three years, and I do mean honor. What a talented, dedicated, and involved group of folks that I get to convene with each month for the purpose of reviewing, evaluating and recommending action on issues of concern to chamber members. Our committee members also work with local governments and agencies to improve business conditions with local regulatory issues.



Each month we invite a guest to come in and educate our committee on a topical or pertinent subject related to infrastructure, business development, and, occasionally, international trade. This year's guests have included Dave Schneider, local business owner, who spoke to us about sensible Coastal-Dependent Industrial Land Use Reform; Cody Roggatz, Director of Aviation for County of Humboldt, spoke about the then upcoming Denver route, airport compliance issues and the micro-grid project at ACV; and Jana Ganion, Director of Sustainability and Government Affairs at Blue Lake Rancheria, informed and enlightened our committee on the Rancheria's renewable energy micro-grid and the related benefits to emergency preparedness, job creation, greenhouse gas reductions, energy cost savings, grid reliability, and improved resilience. Also speaking to the committee Jon O'Connor, Chief Compliance Officer at Papa & Barkley, let us know why Papa & Barkley

founder, Adam Grossman, chose to base his California operations in Eureka. Jon also spoke on the potential growth of the Cannabis Industry and what that means for our area. Erik Heim, Founder & US Operations President at Nordic Aquafarms, let us know why Eureka and the Samoa Peninsula was the ideal place for his company to build a Recirculated Aquaculture Systems plant. Connie Stewart, Executive Director for California Center for Rural Policy (CCRP), shared the importance of and the continued steps being taken to ensure that all Humboldt communities receive high speed data services. And most recently Brian Heaton, Senior Planner for City of Eureka, stopped in to share some details about the City's proposed Housing Plan that must meet certain State requirements to create new housing.

In each meeting, Business & Industry Committee members bring decades of experience and knowledge with them, along with a critical listening ear, to parse and sort the information presented. Questions are posed, a round table discussion is had, and by the end of the meeting, we are tasked to recommend action and positions for the Chamber Board of Directors that will best benefit the majority of Chamber members, the greater Eureka area and Humboldt County.

centered in town, there are incredible exhibits and more slated to come in the future. The Watershed Heros Neighborhood for example has been an amazing addition to the zoo and creates a warm and welcoming exhibit as you enter the zoo. A Redwood Canopy Walk is set to open in the Summer 2020 and will offer an extraordinary attraction to visitors and locals, making it possible to walk amongst the beautiful Redwood canopy.

The Chamber Ambassador team decided it was time to hear from the Chamber members as to how they value and enjoy the structure of the mixers. We enlisted members to fill out a brief survey and we had great participation. The findings were even more phenomenal. The members have spoken and it was rewarding to hear that members are enjoying the Chamber mixer program therefore no significant changes will be made. We hope to poll members periodically to assure we are offering an event that offers promotion and support to one another's business.

Mixers are a great way to get to know people and other business members within our community. We strongly encourage you to attend and get involved in the Chamber.

For more information on the Eureka Chamber or the upcoming events visit the Chamber website at eurekachamber.com or their Facebook page. The only cost of admission to a traditional mixer is your business card. We hope to see you at our next event!

June Mixer at the beautiful Sequoia Park Zoo

By: Teresa Conley, CFP®, Eureka Chamber Ambassador, Principal and Vice President of Premier Financial Group, Inc.

The June Eureka Chamber mixer was a well-attended and wonderful evening at the zoo. The hosts, Ashley Mobley, Director of Marketing and Events and Leigh Pierre-Oetker, Executive Director of the Sequoia Park Zoo Foundation, and their team, at the Sequoia Park Zoo, sure did a great job of showing off the beautiful grounds and exhibits.

The Sequoia Park Zoo is one of Eureka's crowned jewels. Not only is it located amongst a rare 67 acre redwood forest





For more photos from the Sequoia Park Zoo Mixer event, please click on the link below.

[MORE INFO](#)

ADVERTISEMENT

COMMUNITY-MINDED FINANCING *for Businesses*



Pictured above (left to right): Chris Nelson, Denise Marshall, Mandy Marquez, Lauren Correll, Dennis Scott, Bob Moore

"I didn't think a credit union had resources like banks, so Coast Central wasn't even on our radar. They were a pleasant surprise, and it's been a great relationship."

Dennis Scott, President
McLean Foundation

Upholding the wishes of Mel and Grace McLean was a huge responsibility; one that Dennis Scott knew he had to accomplish — one way or another. The McLeans left their legacy to ensure the health and wellness of the community and the dream of "a gathering place", the Gene Lucas Community Center.

What started as an \$8 million project grew to \$19 million, and the Foundation knew they needed strong funding. After meeting with several banks and then the team from Coast Central, they knew they'd found the perfect teammate. "Every step of the process was easy. They never told us 'no', it was always 'let's figure this out for you'."

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HCOE Education at Work supports workforce development

Career Technical Education is alive and well through the Humboldt County Office of Education's Education at Work program. The program infuses school-based skill development with real-world work experience and knowledge—and the Eureka Chamber of Commerce recently stepped in to help.

"Skilled trades are in demand in Humboldt County and promoting trades is a priority of the Business and Education Committee at the Eureka Chamber," explained committee chair Kathy Miller-Wells. "What better way to do it than to connect chamber businesses with students, both in the classroom and on jobsites. These connections allow students to envision a career and future here in Humboldt."

Individuals and businesses can sign up with the program to volunteer to participate in panel, speak at an event or in a classroom, provide mentoring or host student visits in their place of business—all of which provides career inspiration and supports career pathways for local students.

"The chamber saw this as a good opportunity for a collaborative partnership," Miller-Wells added. "We are encouraging our members to get involved and become a resource that schools can draw from."

For more information or to volunteer, please contact: Jim Ritter at 445-7020 or email, jritter@hcoe.org



Simplifying Social Media Workshop

Social media definitely changed the way we approach marketing, and while there are unlimited opportunities to connect with customers, social media can often be overwhelming and remain a lingering item on a long to-do list.

In this six-week workshop series, Allie Heemstra (marketing consultant and owner of Allie Illuminates) will provide an in-depth and practical look at how to best leverage social media for your business. The classes are designed to equip business owners and/or their employees with the skills and tools necessary to build, grow, and maintain a thriving online presence. We'll cover essential marketing and branding strategies and create systems to streamline the process to work smarter, not harder, with built-in accountability and check-ins along the way.

When: Monday Evenings from 5:00 to 6:30, October 7, 14, 21, 28, November 4 & 11

Where: Eureka Chamber Business HQ, 612 G St. Suite 101, in Eureka.

Cost: \$350 (\$75 for an individual class)

To sign up, fill out this form, or email Allie at allie.heemstra@gmail.com

For more info: www.allieilluminates.com/simplifyingsocialmedia

Advanced Security Systems announces promotion of Syd Lemmon

Advanced Security Systems proudly announces the promotion of Sydney Lemmon to the position of Field Services Manager. This position oversees all technicians and field work and is tasked with ensuring all customer needs are met within Advanced Security Systems' Northern California service region.



In his three years with the company, Lemmon has served as both a service and installation technician.

"Syd brings a unique leadership ability that truly supports our ability to deliver peace of mind. With Syd overseeing field services, our customers are sure to get an outstanding quality of service," says Chuck Petrusha, President and CEO of Advanced Security Systems.



Estate Planning Essentials Workshop

In this free workshop, local attorney Angela Petrusha will demystify the estate planning process, reveal the 5 essential elements of a complete estate plan, and explain how these elements can be applied to your unique circumstances. Topics will include Revocable Living Trusts, Wills, Powers of Attorney, Advance Health Care Directives, Guardianship of Minor

The workshop is set for Thursday, October 3, 2019, from 4:00 – 5:15 pm, at Hospice of Humboldt Conference Room, 3327 Timber Fall Court, in Eureka. A big thanks to Hospice of Humboldt for cohosting this event.

Registration is required – sign up today! You can register online at: www.petrushalaw.com or call 798-6030.



54th Annual Humboldt Sponsors Rummage Sale

The sale you've been waiting for all year is just around the corner, it's the 54th Annual Humboldt Sponsors Rummage Sale at Redwood Acres Fairgrounds, on Saturday, October 5, 9:00 am to 3:00 pm.



You'll find three buildings full of great bargains for the entire family on housewares, furniture, electronics, tools, books, clothing, jewelry, tools & sporting goods, and even new items generously donated by local merchants.

This is our major fundraiser of the year! As always, there is no admission charge & plenty of free parking at Redwood Acres.

Humboldt Sponsors is a local charitable, non-profit organization, dedicated to raising funds SOLELY to benefit the youth of Humboldt County.

Since 1973, Humboldt Sponsors has awarded \$2,450,000 in grants to youth-related programs and organizations serving local children. All proceeds from this annual sale stay in Humboldt County!

To learn more about Humboldt Sponsors and to find out how to become an associate member, send an email us at humboldtspnsors@gmail.com, visit our website: www.humboldtspnsors.org, or find us on Facebook: www.facebook.com/humboldtspnsors.

C.R.A.B. Fair focuses on starting and growing your business

Have you always wanted to start your own business, but didn't know where to start?

Do you have a really great business idea and want to find out the next steps to make it a reality?

Come to the Community Resource and Access for Businesses (CRAB) Fair on Saturday, November 16th starting at 11 am at the Humboldt County Main Library in Eureka, at 1313 Third Street.

The all-day CRAB Fair will include free workshops and classes on the ins and outs of starting and growing a business; panel discussions with local business owners and experts about their experiences; and informational booths from a wide variety of businesses and organizations who can help those wanting to learn about starting their own business.

The CRAB Fair culminates with THE CRAB TRAP, a fun and exciting opportunity to pitch your one-of-a-kind ideas to a panel of judges for the chance to win prizes to help you start their business off on the right foot.

For more information visit: www.humlib.org.

Have you always wanted to start your own business, but didn't know where to start?



C.R.A.B.

COMMUNITY RESOURCE
AND ACCESS
FOR BUSINESSES

FAIR

SATURDAY, NOVEMBER 16TH
STARTS @ 11:00 AM
EUREKA LIBRARY 1313 3RD ST.

<p>Workshops on the ins and outs of starting and growing a business</p>	<p>Exhibitor booths specializing in financial management, employment law, marketing and more!</p>	<p>Panel discussions with local business owners and experts</p>
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5:00 P.M.

THE CRAB TRAP

BUSINESS CHALLENGE

Pitch your one-of-a-kind ideas to a panel of judges for the chance to win prizes to help you start your business.



Want to participate? Find out how to apply at:
humlib.org

Sponsored by:





Harassment training deadline extended

By Bianca Saad, CalChamber

Some California employers now have until January 1, 2021 to train employees on sexual harassment prevention—a one-year extension of the original January 1, 2020 deadline.

The deadline was not extended for employers of seasonal and temporary employees, who are hired to work for less than six months. Starting January 1, 2020, these employees must be trained within 30 calendar days after their hire date or within 100 hours worked, whichever occurs first. Employer Training Deadlines

Under the new law, SB 778, all employees—supervisory and nonsupervisory—must be trained by January 1, 2021.

Below is a quick breakdown for employers who've trained employees this year or in previous years.

If you last trained in 2019 the next required training year is 2021. SB 778 clarifies that employers who train their employees in 2019 aren't required to provide refresher training until two years from the time the employee was trained.

If you last trained in 2018, the next required training year is 2020. SB 778 allows those employers who trained employees in 2018 to maintain their two-year cycle and still comply with the new January 1, 2021, deadline.

If you last trained in 2017, the next required training is 2019. Employers who trained supervisors in 2017 under prior law, known as AB 1825, should still train those employees this year in order to maintain their two-year cycle.

Background

Last year, Governor Edmund G. Brown Jr. signed SB 1343, requiring all employers with five or more employees to provide sexual harassment prevention training to all employees—supervisors must receive two hours of training and nonsupervisory employees must receive one hour. Training must take place within six months of hire or promotion and every two years thereafter.

Shortly after SB 1343's passage, many questions arose about how to coordinate the newly imposed training requirements

with trainings provided earlier. As previously reported, the Department of Fair Employment and Housing (DFEH) took the position that in

order to comply with the January 1, 2020, deadline, employers who trained their employees in 2018 would need to train them again in 2019, resulting in those employees being trained twice within a two-year period.

Listening to employers' concerns about this law's unintended consequence, on August 30, 2019, Governor Gavin Newsom signed SB 778—emergency "clean-up" legislation that took effect immediately, extending the sexual harassment prevention training deadline under SB 1343 from January 1, 2020, to January 1, 2021.

Employers who trained their employees in 2018 can now maintain their two-year cycle and provide subsequent training in 2020 while still complying with the deadline. SB 778 also clarifies that

employers who train their employees in 2019 aren't required to provide refresher training until two years from the time the employee was trained.

The bill, however, does not affect the portion of the law addressing seasonal and temporary workers.

CalChamber Resources

The California Chamber of Commerce makes it easy to effectively train employees and fulfill compliance obligations. Learners can take their individual, self-paced training in English or Spanish when it best fits their schedules. The CalChamber has both a 2-hour Supervisor version and a 1-hour Employee version.

Also available is an updated free Required Harassment Prevention Training FAQs white paper, which answers many employers' questions about complying with the new training requirements.

Bianca Saad

Bianca N. Saad joined the CalChamber in April 2018 as an employment law subject matter expert. She oversees CalChamber coverage of the ever-expanding area of labor-related local ordinances and serves as a co-presenter for CalChamber compliance seminars and webinars. Saad brings to the CalChamber legal affairs team the perspective of an employee representative, coming from nearly eight years in private practice as an employment law and litigation attorney. She graduated with honors from the University of Miami with a B.B.A. in business management. She earned her J.D. from California Western School of Law.

ALERT

presented by CalChamber

WE APPRECIATE THE GENEROUS SUPPORT OF OUR

PREMIER MEMBERS



The Eureka Chamber of Commerce recognizes and thanks our Premier Members for their commitment to our organization and investment in the North Coast business community.



How To Enter

Yes, I want to host a mixer in 2020. Please submit my business for the months shown below. If selected I agree to abide by the criteria established by the Board of the Greater Eureka Chamber of Commerce for hosting a mixer.

Contact Name: _____

Business Name: _____

Phone Number: _____

Email: _____

Please select the month(s) you would like to host a mixer:

February ☐ March ☐ April ☐ May ☐ June ☐ July ☐

August ☐ September ☐ October ☐ November ☐ December ☐

Any ☐

My business is interested in co-hosting with another business: ☐

- You may mail, email or fax the application form.

Mail: Eureka Chamber of Commerce
612 G Street, Ste. 101
Eureka, CA 95501

Email: susan@eurekachamber.com

- Due to the popularity of this event we often receive more applications than available mixer dates.
- **The entry deadline is October 31, 2019.**