



A MESSAGE FROM YOUR CEO

In past years, I have recapped the year in this edition of our newsletter. This year, one which many of us might prefer to forget, I am going to break with that tradition, so that I may share that retrospective in our virtual Annual Dinner and Membership meeting.

We have recently been busy creating new programs and opportunities to support you, our members. We have also been reviewing and choosing the programs launched in the past year that are worthy of an encore in the upcoming year and I would like to share our conclusions.



Campaigns we have created and others which we supported in 2020 have been very impactful for many of our membership businesses. These campaigns have been effective in driving clients to your stores and websites and enabled you to grow your audiences. As I write this our social media reach has exceeded 60,000 per month. We changed gear this year and moved our grant funded Business HQ Flex Work space coordinator Sierra Dillon from her normal duties of training and coordinating to being full time promotions specialist. This was a huge undertaking and will not be continued in the current capacity as we head into 2021 and funding ceases.

That does not mean that we want to stop promoting you. We will continue to do basic social media sharing as we did previously, and for those businesses that have appreciated the additional campaigns like Business of the Day and Families and Faces, that are more labor intensive with the graphics, videos and script writing we have created **Membership Plus** for an additional \$95 per year. We would like to add more campaigns to promote you and this is your way of ensuring we can.

I mentioned that we are holding our **Annual dinner and membership meeting** virtually this year. Our goal is to not only share what we have accomplished in 2020, induct our new Board and honor our Businesses of the Year but to also have our largest fundraiser of 2021.

In addition, we feel there is an opportunity to support our local restaurants and with that in mind, we have invited our hospitality members to participate. We would love for you to invite some friends, buy some dinners and sit back, enjoy and celebrate with us all. Not only will you hear news about the Chamber & our business community and join us in celebration of outstanding 2020 businesses, but you will be supporting the Chamber in continuing the important work we do, while also supporting local restaurants and hospitality partners.

We have chosen this year not to solicit donations from our members for an auction. You have given a lot this year in your own businesses to survive and hopefully thrive. Our hope is that you will get behind this fundraising dinner, buy some raffle tickets and check out the ArtBiz Auction that was created as a partnership to help support our local amazing artists. You don't have to be a member to come this year; invite your friends to buy tickets too.

Before I close, I would like to give a heartfelt thanks to you all, our local businesses, that have extended themselves like never before to insure that our community has a distinct character with products and services and job opportunities.

Happy Holidays to you and your families.



You are invited to attend the

***130TH
ANNUAL DINNER &
MEMBERSHIP
MEETING***

*A virtual gala event
Wednesday, January 27, 2021*

[CLICK TO LEARN MORE AND RSVP FOR THE 2021 ANNUAL DINNER & MEMBERSHIP MEETING](#)

Standard Benefits

- SEO Enhancement
- Education Partnerships
- Committee Opportunities
- Monthly Newsletter
- Business Advocacy at Local, State and Federal Levels
- Business Referrals
- Business Directory Listing
- Internet Listing & Linking
- Business After-hours Mixers
- Leadership Development Programs
- Discounted Use of the Chamber Business HQ Co-working Space, Conference & Meeting Rooms
- Business Training Opportunities
- Bulk Mailing Privileges
- State Chamber Affiliation
- Business Counseling
- Individual Business Intervention
- Certificates of Origin
- Sponsorship Opportunities
- Basic Social Media Sharing



The Greater Eureka Chamber of Commerce
612 G Street, Suite 101, Eureka, CA 95501



@EurekaChamber
www.EurekaChamber.com

Membership PLUS

In addition to the standard membership benefits, for only \$95 annually Membership PLUS offers you increased social media engagement & specialized campaigns to increase your online presence.

20,000 - 40,000 PEOPLE REACHED MONTHLY TO EXPAND YOUR AUDIENCE

- Connect with Customers
- Attract a New Customer Base
- Build & Enhance Your Brand
- Drive Traffic to Your Business



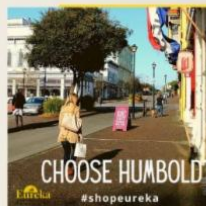
Business of the Day

Every weekday a member business is highlighted, sharing photos and info on the products or services they have to offer.



Families & Faces

Share your story and forge a personal connection with the community, which enriches the experience of doing business.



Choose Humboldt

Increases support local efforts and outreach while featuring local businesses and their services or products.



New Member Spotlight

A Eureka Chamber welcome showcasing your business, plus get a Ribbon Cutting video promotion for new businesses.



Choose Humboldt Photos

This holiday season, remember that when you shop local it's not only a special gift to the recipient, but a gift to our friends that own and work in local businesses. So this year, we ask you to choose Humboldt and shop local. Search social media and businesses use the hashtags in your posts - #choosehumboldt #shopeureka or #shop(your town) - and tag the Eureka Chamber so we can share your holiday message. Happy Holidays!

Facebook Photos

Choose Humboldt Video

Are you a local business? You can share your Choose Humboldt and Shop (Your Town) video too, for a chance to be featured! Just email your 30 - 60 second video (horizontally filmed preferred) to lynette.mullen@gmail.com. Or/and post it online and don't forget the hashtags!! #choosehumboldt #shopeureka #shop(yourtown) #shophumboldt

Facebook Videos



MEMBERS SELECT 2021 BOARD

Members of the Eureka Chamber have overwhelmingly ratified six local business leaders as new members of the Chamber Board of Directors for 2021. The new Chamber Board members are:

Kristin Blair - VP Member Services, Coast Central Credit Union

Michael McLaughlin - Vice President, Bettendorf Trucking

Richard Murphy - Operations Manager, Murphy's Markets

Leigh Pierre-Oetker - Executive Director, Sequoia Park Zoo Foundation

Darus Trutna - President, Real Property Management

Kathy Wells - Operations Manager, Express Employment Professionals

Chamber Board members serve three year terms and each year six of the 18 member Board complete their service. Those moving off the Board this year and who deserve a hearty thanks and 'job well done' are Steven Lafferty of Stewart Telecommunications; Shelley Nilsen of Express Employment Professionals; and 2020 Chair of the Board, Jennifer Budwig of Redwood Capital Bank. Current Board Members Richard Murphy of Murphy's Markets and Kathy Wells of Express Employment Professionals will serve a second term.

Board Officers for 2021 are Chair, Scott Pesch of Coldwell Banker Commercial; Vice-Chair, Linda Wise of Recology Humboldt; and Treasurer, Dane Valadeo, of ReProp Financial.

The new board will be officially sworn in at the Chamber Annual Membership Meeting on January 27, 2021. Members are encouraged to contact the Chamber for more information.

ART BIZ VIRTUAL ART AUCTION

Humboldt county is rich in culture - having the distinction of being the location where there is the highest numbers of artists per capita in the United States, along with the city of Eureka being designated by the state of California as a cultural arts district.

Our local artists have been hit hard in 2020, many who have lost their outlets to show and sell their art.

This is why the Eureka chamber came in and collaborated with these local artists, many of whom are internationally recognized. You now have the opportunity to support and own Humboldt art.



ART BIZ Virtual Art Auction
October - January 2021

Now is Your Chance to Purchase Original & Limited Edition Local Art for Your Home or Office!

Art Biz is a collaborative effort of the Humboldt arts & business community supporting local participating artists & the Greater Eureka Chamber of Commerce.

Visit EurekaChamber.com/Art-Biz

Eureka
The Greater Eureka Chamber of Commerce
Business HQ



ART BIZ Virtual Art Auction

**SUPPORT HUMBOLDT ARTISTS
BID NOW!!!**

www.eurekachamber.com/art-biz

Whether you are a seasoned collector or this is your first art purchase - everyone is welcome to browse and place bids.

With the holidays approaching this is a great opportunity to find a truly unique and memorable gift for your loved ones or yourself.

[Browse & Bid Now!](#)

VIRTUAL MIXER

OCTOBER VIRTUAL MIXER



Virtual Mixer

JOIN US
Thursday, October 15, 2020
5:30-7:00 PM

HOSTED BY:

Featuring Guest Speaker
Kelly Sanders of the Humboldt County Office of Elections

Belonging Never Felt Better
Coast Central Credit Union
Federally Insured by NCUA | Equal Housing Lender

EUREKACHAMBER.COM/COAST-CENTRAL-VIRTUAL-MIXER

Eureka
Business HQ

October Virtual Mixer Recap:

Networking | Guest Speakers | Education

The October virtual mixer was hosted by Chamber Premier Member - Coast Central Credit Union with featured guest speaker, Kelly Sanders of the Humboldt County Office of Elections.

Unable to attend? Just click the link below to read the written recap or watch the event recording.

Click [HERE](#) to read the written recap

View recordings of the virtual Mixers [HERE!](#)

RIBBON CUTTING EVENTS

Flip Flop Shops Humboldt

Eureka, you've never seen a shoe store like this one! Flip Flop Shops Humboldt is owned by a brother-sister team that wanted to bring the unique specialty flip flop franchise to Old Town Eureka, and we're so happy they did!

Flip Flop Shops Humboldt carries Olukai, Chaco, Rainbow, Reef, Roxy, and much more. So don't forget to swing by this holiday season and support this new business.

Virtual Ribbon Cutting



Sisters Clothing Collective

Sisters Clothing Collective is an all-inclusive women's boutique that buys, sells and trades gently used clothing, shoes, handbags and accessories.

Sisters Clothing Collective features quality name brand and designer items and specialize in women's sizes large up to 6X, but offers any array of items for everyone!

Virtual Ribbon Cutting

Watch Recent Ribbon Cutting Ceremonies [HERE: Ribbon Cuttings 2020](#)

NEW MEMBERS



Amy's Almost Perfect

ABRAXAS
SHOES & LEATHER

Michelle Murphy-Ferguson Art



Rickard Art

WHAT'S NEW

Host a 2021 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 and camaraderie.

The February through June mixers are planned as virtual events. This is a special opportunity for those businesses that wish to host a mixer but do not have the facility to host 120+ guests in-person. Now is your chance to showcase your business virtually!

Want that traditional event in your business? Apply for the July through December events.

[Apply](#)



Compass Community Credit Union Earns “Best of the North Coast” Honors

Compass Community Credit Union earned a spot among the “Best of the North Coast” in 2020!

[Learn more](#)



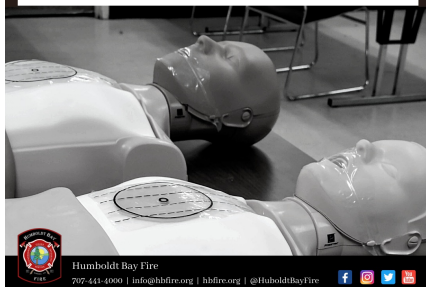
City of Eureka Upgrades its Community Notification System

Residents and Businesses Can Sign Up to Receive Critical Communications and Emergency Alerts. Sign up now -it's simple, as it only takes about a minute to enroll.

[Learn more](#)

HBF ENCOURAGES ONLINE CPR TRAINING

In light of the novel Coronavirus pandemic



HBF and HSI Encourage Leniency on CPR Recertification

In light of the COVID-19 pandemic and its impacts on in-person contact, we have pivoted from providing fully in-person CPR & First Aid instruction to offering a hybrid model consisting of online instruction and a brief in person skills examination.

[Learn more](#)

State Fund Offers Low-Interest, Short-Term Loans to Help Small Businesses

The California Rebuilding Fund is offering flexible, affordable loans and free advisory services to small businesses impacted by the COVID-19 health and economic crisis.

Learn more



3 New Labor Laws Employers Should Know

In this episode of The Workplace podcast, CalChamber Executive Vice President and General Counsel Erika Frank is joined by employment law experts Matthew Roberts and Bianca Saad to highlight three important new labor laws passed this fall: SB 1159, AB 1867, and SB 1383.

Learn more

Career & Volunteer Expo 2021

PLEASE JOIN OUR 2-DAY VIRTUAL EVENT HOSTED THROUGH HANDSHAKE!

WEDNESDAY, FEBRUARY 10, 2021, 12PM TO 4PM - JOBS AND INTERNSHIPS DAY

tinyurl.com/2021EXPOcareer for For-Profit Businesses, Government Agencies and Nonprofits with Paid Opportunities

THURSDAY, FEBRUARY 11, 2021, 12PM-4PM - VOLUNTEER DAY

tinyurl.com/2021EXPOvolunteer for Nonprofits and Government Agencies with ONLY Volunteer Opportunities

At our virtual fair, you'll be able to engage with students in a variety of formats, including:

- Video, audio, and chat communication with students
- Group presentations with up to 50 students
- 1-on-1 meetings scheduled in advance or after a group session

THE DEADLINE FOR REGISTRATION IS FRIDAY, JANUARY 22, 2021

If you have any questions, please contact amy.martin@humboldt.edu (Jobs & Internships Day) or stacy.becker@humboldt.edu (Volunteer Day)



THE CENTER FOR
Community Based Learning
Learning in Action

academic
& career ADVISING CENTER

HUMBOLDT
STATE UNIVERSITY

SUBMIT YOUR ARTICLE FOR THE CHAMBER REVIEW

Chamber Members are welcome to submit articles to the Eureka Chamber Review. The Eureka Chamber Review is published monthly and has a distribution of over 1,100 subscribers!

Chamber news submissions should be emailed to susan@eurekachamber.com.

Learn More



PREMIER INVESTORS

We recognize and thank all our Premier Members for their commitment to our organization and their investment in the North Coast Business Community.

DIAMOND



PLATINUM



GOLD



SILVER



Visit our Website

