



The Sou'wester

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SEPTEMBER 19, 2008

Small Business Has Help in Humboldt

President John welcomed us to the 11th meeting of the 40th Rotary year of our universally superior Rotary club. Bob Burchit led us in the pledge and John Gullam read an invocation by Jimi Hendrix. "When the power of love overcomes the love of power, we will have peace." Good choice John!

Past President Greg Dale was our greeter for the day. Visiting Rotarians were Helen and Zoran Sajovic from Lafayette, LA. Guests introduced were Michael Kraft,



from SBDC, and David Sharp from North Valley Bank. Member Bob Coffey was also welcomed as we haven't seen him in awhile! Greg Hufford introduced his wife Samantha, son William and attending her first meeting..... baby Myrcedes.

Under the Sunshine category, Mark McGowan reported that wife Karen and kids, along with the club's exchange student Karo were in Southern California to attend a memorial for Karen's step father this very day. A card was circulated to be sent to her mom and family.

Bob Burchit reported on possible projects for Easter Seals facility in Eureka that we organizing for a community project. Bob also ran into Sir Elton John in Ferndale yesterday. Turns out he was a great friend of Hobart Brown and was perusing his gallery



Southwest Rotary is having a shindig to celebrate our 40th anniversary on March 13, 2009. Past presidents are throwing the party honoring the club on March 12th

at the Ingomar. Save the date!

Denise Jones reported that Interact had its first meeting of the year. It was attended by 40 students! Plenty of brainstorming took place. A seven member board is now in place. Areas of interest for the group are mentoring and activities to assist the homeless in our community. Prez John would like to include Interact in our annual fundraiser for youth day.



Terry Clark sent a University of Michigan item for Chuck Smith, which he paid \$10 to obtain. Your bulletin writer had a hard time seeing just what it was!

Cindy Sutcliffe's photo was in the newspaper and she also reported on Cycle Oregon where she rode 250 miles over five days. A contribution of \$100 was made for both. Cindy reported there were no deaths during the event but a cyclist did hit a cow and broke his tailbone. He had cow hair on his handlebars. John Moore said that was what he would call tenderizing the beef! John then paid \$20 for having a birthday (he is



old enough to qualify for a reverse mortgage) and spending five days eating at restaurants in Mendocino.

Ken Singleton has a birthday

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coming. He celebrates on September 24th because that is the day on his papers, but it is really August 15th (Independence Day of India). I think that is what he said, anyway! The thing is, John Goff is older than Ken and that will never change.....



When Bob Coffey was asked what's been happening lately he reported on his trip to the "Old Country" meaning Little Rock and Springfield, which cost him \$20.

Raffle winners were Kathy Miller who won \$50 toward her Paul Harris and Bob Coffey who tried for the \$315 pot by drawing the Three of Clubs. Sorry Bob, wrong card.

Kathy Miller introduced Michael Kraft of the Small Business Development Center, who started our program with

an analysis of market trend lines that ended up in the shape of a question mark! Ya think.....SBDC is a non profit that since 1985 has assisted small businesses with everything from writing business plans to marketing strategies. Services are grant funded and in most cases free to the participant. Our local SBDC was

at the top of the state's 35 SBDC's as far as clients served in 2007.



Some of the success stories shared included Mad River Brewery, Coco & Cuvee, Jessicurl and Advanced Display Signs.

Programs are Biznet for answers to quick questions and business basics workshops including recordkeeping, marketing and business plans. They have business counselors, a library, a rapid response team and are an Economic Fuel partner. SBDC helps businesses access capital and solve problems with their low or no cost programs. Businesses are then tracked for two years to ensure a good success rate.

John closed the meeting with a quote from J Paul Getty, "Money isn't everything but it sure keeps you in

touch with your children."

Marie Liscom wrote this week's bulletin. Photos were provided by Liz Ennis..

Board of Directors

2008-2009

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UPCOMING:

Sep 26 *Barbara Browning, Improving Productivity*

Oct 3 *Matt Malkus, principal, Academy of the Redwoods at CR*

Oct 10 *Jack Alderson, Project SHAD*

Oct 17 *Tony Smithers, Humboldt Cty Convention and Visitor's Bureau*

Oct 18 *Foundation Dinner North-River Lodge*

Sunshine Reports

Don't be shy about sharing news about yourself or other members.

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