



Fortuna  
Business  
Improvement  
District

# Newsletter

## May 2011

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### 2011 Seminar Series: The Cycle of Business Success A Series of Discussions Designed To Take Your Business To The Next Level Upcoming Seminars...

#### Secrets of Success - Human Resources / Fraud

**Content:** The right people and proper management have a huge impact on your success. We'll go over strategies and incentives related to hiring and maintaining a productive work force and retaining top talent. We'll outline common fraud schemes and internal controls that you can implement to help mitigate fraud risk.

**When:** Tuesday, June 21st from 4:00 to 5:30pm, with additional time for Q&A as needed

#### Secrets of Success - The Business Case For Going Green

**Content:** Does going green push the pencil? Our panel will discuss the innovation and incentives out there that can make sustainability an economically viable strategy and set your business apart from the competition.

**When:** Tuesday, August 16th from 4:00 to 5:30pm, with additional time for Q&A as needed



TAYLOR MADE ORGANIZING



All seminars will be held at the River Lodge in Fortuna and are free of charge. RSVP by phoning Anderson, Lucas, Somerville & Borges at 725-4442 or email [jeanne@alsb.com](mailto:jeanne@alsb.com)

Is there a topic that would benefit your business? Let us know. Contact Dianna Crow at 725-9261 or [fbid@fortunabusiness.com](mailto:fbid@fortunabusiness.com)

### Core Areas

Downtown Merchant meetings are held the 4th Wednesday every month at 6:15 at City Hall.

Strongs Creek Plaza Association meetings are held the last Monday every month at 3:30pm at Redwood Capital Bank. May's meeting has been postponed to Monday, June 6th.

**Become a fan of  
Fortuna Business Improvement District (FBID)  
on Facebook to be updated about what is going on!**



### What is Lemonade Day?

Lemonade Day is a nation-wide event that teaches kids the skills they need to be successful in life. Kids learn to set goals, develop a business plan, establish a budget, seek investors, provide customer service, save for the future, and give back to the community. Lemonade Day is the perfect opportunity for a community to show kids they care and train the next generation of entrepreneurs through a free, fun, engaging, and empowering activity. This event ties closely with the goals of Humboldt County's Decade of Difference program for Youth Entrepreneurship.

### When is it?

North Coast Lemonade Day will take place on Saturday, June 4, 2011. National Lemonade Day will take place on Sunday, May 1st, 2011. Events will take place leading up to Lemonade Day, as well, including a lemonade stand workshop building activity at Blue Ox Millworks on April 2.

### Who can participate?

Youth from pre-K through high school, can register to set up an official Lemonade Day stand. Kids must register with an adult so there are plenty of opportunities for mentors and volunteers. Locally, Humboldt County Office of Education's Decade of Difference: 2020 Initiative, Big Brothers/Big Sisters, Boys & Girls Club, Boy Scouts, HSU E-Club, Economic Fuel, Eureka High DECA Club, 4-H, Blue Ox Millworks, North Coast SBDC, Plan It Green and more, including individual cities, classrooms and after-school programs, are taking on projects to promote Lemonade Day.

### How does it work?

Individual children register to participate in Lemonade Day in early Spring on-line at [www.lemonadeday.org](http://www.lemonadeday.org), at a scheduled registration event (watch for dates at [www.lemonadeday.org](http://www.lemonadeday.org), or become a fan at North Coast Lemonade Day). Registration drives will be held throughout the county, or registration forms are available from Susan Seaman at AEDC by calling 822-4616 ext. 12. Once a child is registered he/she will receive a backpack with an informational workbook that outlines the steps needed to start a business.

### How can groups get involved?

Everyone is welcome to be involved with Lemonade Day. While children each register for their own lemonade stand, groups can help kids develop the skills they'll need to run their business. Classrooms, clubs, churches or others -- can offer workshops on individual elements of running a business, like sign-making, creative marketing ideas, how to make a great tasting cup of lemonade, understanding how to determine cost . . . Businesses can open their store fronts to host stands, promote the event in windows, encourage their employees to buy lemonade -- or encourage their employees to work with their own kids to have a stand. Group members can volunteer at registration booths. Lemonade Day is a simple idea with a million teaching opportunities. Groups can determine how to best inspire their students, and Lemonade Day can help promote and recognize their events.

LEARN MORE AT [WWW.LEMONADEDAY.ORG](http://WWW.LEMONADEDAY.ORG)