

Manday MAGAZINE

October 2016

**Humboldt women
of distinction 2016**

A basket full of goodies

Food from the soul

From secretary to CEO

Keeper of the Bay

Rocking online
education

Times Standard

The North Coast's Daily Newspaper, Founded 1854

2016 | www.times-standard.com

HUMBOLDT
COUNTY'S
#1 REAL ESTATE
OFFICE

HONORING THE PROFESSIONAL WOMEN IN BUSINESS OF COLDWELL BANKER CUTTEN REALTY

MAKING A DIFFERENCE AND POSITIVELY IMPACTING OUR COMMUNITY

Coldwell Banker Cutten Realty acknowledges their accomplishments and professionalism in the real estate industry as well as their generous contributions and commitment to our local community.

From top to bottom, left to right:

Sabrina Hancock, Cathy Endert, Jill Macdonald,
Bev Hart, Peggy Valadao, Marci Pigg,
Tiffany Thissell, Victoria Foersterling, Felicia Costa,
Sara Prendergast, Leanza Rose, Jolene Hayes,
Suzy Wooden, Tina Christensen.



Stop By Our Office!

Campton Plaza

2120 Campton Road, Suite C

Eureka, CA 95503

(707) 445-8811

(800) 776-4458

www.cuttenrealty.com

**COLDWELL
BANKER**

CUTTEN REALTY

Each office is independently
owned & operated.

COLDWELL BANKER CUTTEN REALTY

EXPERIENCE. PROFESSIONALISM. INTEGRITY. PROVEN OVER 45 YEARS

Celebrating Women in Business

EUREKA BRANCH



FORTUNA BRANCH



*At Redwood Capital Bank, women continue to play a key role
in the success of our company.*



ARCATA BRANCH



MEMBER
FDIC

EUREKA
402 G Street
444-9800

ARCATA
1315 G Street
826-0878

FORTUNA
1075 S. Fortuna Blvd Suite A
725-4722



redwoodcapitalbank.com



Humboldt County has always been attractive to Californians looking for that quintessential free-spirit existence. So it's not surprising that entrepreneurs spring eternal from our neck of the woods.

Women entrepreneurs, in fact, have a particularly special connection to our county.

As settlers to North America migrated west, it was the women who were often the community builders while their husbands, fathers and sons focused on industry. As cities were built, women met to plan hospitals and orphanages, parks and schools.

In Humboldt County, a small group of women met in a burgeoning Eureka on a Monday

in 1890 to discuss their new town. They would continue to meet on Mondays, and as their membership grew, they elected to formalize this new association.

On February 2, 1901, the Monday Club Federation of Eureka formed with 22 members and continued its tradition of meeting each Monday. Federally, women were not yet eligible to vote. That wouldn't come for another 19 years, but the Monday Club Federation met every Monday to discuss

matters of civic duty, business and community needs.

Humboldt historians will mention the influence of women on the development of Humboldt, especially when it came to bringing a civility and culture to the developing port city. They were also called upon for their acumen at fundraising.

In 1908, the Monday Club bought their own land and promptly began the plan to build their own clubhouse. Though design and financing delayed the project until 1916, the building still stands to this day at 1582 J Street, Eureka.

Today, according to club organizers the membership is continuing to grow. The Eureka Woman's Club is now

a nonprofit organization that is a member of international, national and California Federations of Women's Clubs, part of California's Area A, Redwood District. They meet four times a year and consist of six clubs: EWC, Crescent City Women's Club, Garberville Civic Club, McKinleyville Federated Women's Club, Trinidad Civic Club and Wha-Nika Club of Blue Lake. To find out more about their current activities, visit www.eurekawomansclub.org.

As we began to imagine a publication to recognized women leadership in Humboldt business, it felt natural to give a nod to all of the women who came before us. To honor those women, we elected to call our new women in business publication, Monday

Magazine. We hope to continue to provide a window into the fascinating business leaders in all sectors as we build Monday Magazine into the future.

Please enjoy these pages filled with stories of women who are helping to put Humboldt County on the map.



PUBLISHER

Paula Patton

Paula Patton

CONTENT

Advocate.....	8
Resources.....	9
Educator	10
Entrepreneurs.....	12
Legendary Chef	16
Bay Keeper	20
Meet the CEO	21
Humboldt Classic....	22
Goodies	24

Monday MAGAZINE

A PUBLICATION OF THE TIMES-STANDARD

PUBLISHER Paula Patton 707.441.0584

MANAGING EDITOR Marc Valles 707.441.0522

SPECIAL PUB EDITOR Kellie Ann Benz 707.441.0521

AD DIRECTOR Mike Spezia 707.441.0522

LAYOUT Rory Hubbard 707.441.0536

PHOTO EDITOR Shaun Walker 707.441.0535

Times Standard
The North Coast's Daily Newspaper, Founded 1854

930 Sixth Street Eureka, CA 95501

707.441.0500 www.times-standard.com

"Monday Magazine" is distributed to subscribers of the Times-Standard. All advertising herein is the responsibility of the advertiser. The Times-Standard retains the publication rights to all content produced or supplied by the Times Standard. Use of said material without the written consent of the Times-Standard is prohibited. Copyright © 2016.

COVER PHOTO BY SHAUN WALKER



KIWANI BUSINESS LUNCHEON



BY KELLIE ANN BENZ

Just four years into their own Kiwanis Women's Business Luncheon and organizers Janine Averill and Lisa Gallagher are feeling the crunch.

"We love it here and we love doing business in Humboldt," Averill said in her Briton Mortgage office in Eureka. "We decided we wanted to recognize the business leaders from our city too."

The Kiwanis Club of Henderson Center Business Luncheon became a reality in 2012, and this year they're honoring a new crop of business success stories.

After putting out a call for nominations, their women in business committee reviewed and put forth their recommendations to the Kiwanis Board for approval.

At their annual luncheon on

Oct. 12, The Kiwanis Club of Henderson Center will recognize Linda Wise as Business Woman of the Year, Dr. Ellen Mahoney as their Woman of Distinction and Anne Holcomb as their NonProfit Woman of the Year.

At the luncheon, a silent auction will be held with 75 percent of the proceeds going to Wild Souls Ranch, a non-profit that benefits children in our community. Last year, the club was able to support Redwood Fields Playground for a new play structure." With our donation and the Grant funds we were able to receive, the playground was put in last month." For

SESSIONS

more information, visit wildsoulsranch.org.

"This is such a wonderful opportunity for us to honor women in our community that do so much, but often go unrecognized for your contribution," Averill said by email.

Fortuna Kiwanis Business Lunch

Fortuna Kiwanis will host its 20th Annual Business Women's Luncheon on Wednesday, Oct. 19 at noon at River Lodge in Fortuna.

CONT'D >> PG 26

HUMBOLDT STRONG SINCE 1897



Tonya Pauli
Principal & Health Agent



Brenda Malloy
Principal & Commercial Lines Agent



Estela Castellanos
Health Agent



Crissy Duncan
Health Agent



Cindy Michel
Commercial Lines Agent



Angela Crane
Commercial Lines Agent



Tosha Martins-Bowling
Commercial Lines Agent



Theresa Laidlaw
Commercial Lines Agent



Jessica Adams
Administrative Assistant



Polly Endert
Health Agent



Dee Dee Arnold
Accounting



Carrie Hagedorn
Commercial Lines Agent



Norma Claytor
Claims & Personal Lines Agent



Bailey Beauchamp
Receptionist



Vanesa Carillo
Accounting



Tracy McGinnis
Personal Lines Agent



Pat Gurney
Commercial Lines Assistant

Pauli-Harbour & Anderson Robinson Starkey INSURANCE

Combined to serve all of your insurance needs.

A member of the Shaw Group



**Complete insurance
for your business
and your home.**

Personal: Commercial:

- Home
- Auto
- Life
- Health
- General Liability
- Employee Benefits
- Workers' Comp.
- Bonds

Anderson Robinson Starkey

1117 Samoa Blvd. • Arcata

707-822-7251

Pauli-Harbour

2145 Myrtle Ave. • Eureka

707-444-3434



By their side

Meet the new boss at the Small Business Development Center



PHOTO BY SHAUN WALKER

BY WILL HOUSTON
whouston@times-standard.com

Leila Roberts' first experience of Humboldt County came with her first bite of Humboldt Fog cheese made by Arcata's Cypress Grove Chevre. She had never visited the county at that time.

"Humboldt implanted itself in my imagination through the ingenuity of a small business," she said.

Over a decade later, Leila has found her roots in Humboldt County and is working to promote and help small businesses flourish as the director of the Small Business Development Center in Eureka.

Having started her new job in August, the 43-year-old Eureka resident said she is "constantly surprised" and impressed at the support given to the small business community in Humboldt County.

Roberts said she sees small businesses as an integral part of a healthy democracy and community and takes her job to aid these business owners very seriously.

"We recognize the person walking through that door is both an entrepreneur and someone whose very survival depends on this advice," she said.

"We're not just here to shoot the breeze with small business people. I want people to call us when they're readying to start hiring or trying to figure out how to increase their sales or secure that loan. We're that leverage."

Before moving to Humboldt County with her husband John Richmond this year, Roberts has worked in a variety of positions for organizations large and small across different continents.

Starting off managing a small community clinic, Roberts began working as an executive assistant at United Way International before becoming their vice president of operations by the age of 29. After that, Roberts said she branched out and worked in a variety of community and economic development nonprofits, ran a Planned Parenthood clinic, and worked to aid non-

profits and small businesses.

Eventually her work brought her to a Bangladesh-based nonprofit where she worked to empower women and girls in small villages to start their own businesses, own their own livestock and become self-sufficient.

Roberts said that she, like many other women has "been through the ringer" when it comes to struggles for women in the work world.

But she said she does not let those incidents get to her and instead uses her experience to make her more compassionate and tough.

"The best solution that I have devised is to do really amazing work and to make it really easy to respect who I am because what I do is worth respect," she said. "Letting the results speak for themselves."

During her brief time as director so far, Roberts said she is proud to have seen the number of women business owners in Humboldt County. Of the 300 or so businesses that the Small Business Development Center works

with, Roberts said that a third of them are women business owners.

While proud, she said Humboldt County, like the rest of the country, still has work to do to further empower women.

Roberts encourages small businesses to take advantage of the classes and consulting services that the Small Business Development Center offers.

"My vision is to be the go to place," Roberts said. "Whether you are a Lost Coast Brewery or a Holly Yashi or whether you are someone who is just getting a restaurant or food truck started; I'm really interested in helping small businesses in Humboldt take advantage of cutting edge marketing business practices. I think that this is the potential for economic growth in this region: the small, the locally owned, the independent business."

The Small Business Development Center is a taxpayer funded nonprofit member of the Humboldt State University's Sponsored Programs Foundation.

ResourceDirectory

NAME

Arcata Community Development Department
Arcata Economic Development Corporation
Arcata Finance Department
Business Loan Funds
California Board of State Board of Equalization
California Department of Consumer Affairs
California Department of Veterans affairs
California Secretary of State
California Tax Service Center
Contractors State License Board
Cool California
County Business
Database of State Incentives for Renewable & Efficient
Department of Industrial Relations
EDD - Eureka
Eureka Community Development
Eureka Redevelopment Agency
Federal Reserve Economic Data
Fortuna Planning Division
Governor's Office of Business and Economic Development
Greater Trinidad Chamber of Commerce
HSU Economic Index
Humboldt County Records Office
Humboldt Independent Business Alliance
Jeffson Economic Development Institute
Kickstarter
National Association of Women Business Owners
North Coast Small Development Centers of North California
Redwood Region Economic Development Commission
Small Business Administration
Small Business Development Centers
The Job Market
Women's Business Enterprise National Council

WEBSITE

<http://www.cityofarcata.org/150/Community-Development>
www.aedc1.org
cityofarcata.org/345/Business-License-Tax
www.businessloanfunds.com/california
www.boe.ca.gov
www.dca.ca.gov
www.calvet.ca.gov
sos.ca.gov/business/be/forms.htm
www.taxes.ca.gov
<http://www.csib.ca.gov/>
www.coolcalifornia.org/small-business-financial-resources
humboldt.gov/265/Business-Licenses
<http://www.dsireusa.org/>
<http://www.dir.ca.gov/>
<http://www.edd.ca.gov/>
ci.eureka.ca.gov/depts/finance/business.asp
www.eureka-redevelopment.com
<https://fred.stlouisfed.org/>
friendlyfortuna.com/index.aspx?NID=99
www.calgold.ca.gov/
<http://trinidadcalif.com/>
<http://www2.humboldt.edu/econindex/>
humboldt.gov/244/Clerk-Recorder
www.humiba.org
www.e-jedi.org
www.kickstarter.com
www.nawbo.org
northcoastsbdc.org/success
www.rredc.com
www.sba.gov/content/veteran-service-disabled-veteran-owned
asbdc-us.org
<http://www.thejobmarket.org/>
www.wbenc.org

PHONE NUMBER

(707) 822-5955
(707) 798-6132
(707) 822-5951
(707) 576-2100
(800) 952-5210
(800) 952-5626
(916) 653-6814
(916) 845-4669
(916) 255-3900
(707) 476-2450
(844) 522-6734
(707) 445-6532
(707) 441-4160
(707) 441-4209
(314) 444-8444
(707) 725-7600
(707) 677-1610
(707) 445-7593
(707) 476-8475
(888) 926-6670
(800) 556-2926
(707) 445-9720
(707) 445-9651
(800) 827-5722
(703) 764-9850
(707) 441-5627
(202) 872-5515

COAST CENTRAL CREDIT UNION

Recognizing Our Many Women in Business

Over 80% of Coast Central's staff are women, including 9 of our 12 Branch Managers!
To our female team members... thank you for your many contributions.

Pictured left to right: Dona Latham, Kelsey Shaw, Lynda Gleave, Kathy Antongiovanni, Jessica Estes, Jodi Ethridge, Kristin Blair, Debbie Spellenberg, Danelle Tegarden, Ann Jadro-Bettiga, Cindy Hinkley, Jolene Thrash, Anita Garrison, Jenny Fonsen, Fatima Giacomini, Christine Joyner, Trina Cardoza, and Cindy Hicks. Although not all of our 150 women management and staff were able to pose for this photograph, they are all represented by those pictured.

Belonging Never Felt Better®

445-8801

www.coastccu.org



NMLS #808545



Coast Central
Credit Union



EDUCATION

How one HSU professor is bringing technology to the world

BY MANNY ARAUJO

maraujo@times-standard.com
[@Manfrettii](https://twitter.com/Manfrettii) on Twitter

Amy Rock wasn't a teacher but she liked to teach.

Rock — a self-described 'techie by nature' — was working at a software development company as a tech writer when they asked her to start training people there how to use technology.

Her classes started out small, mostly face to face training. But, quickly, Rock found out how much she enjoyed teaching and watching people learn and apply the skills in technology that she taught them.

"I got into it accidentally but turned out to be kind of fun," Rock said. "And I thought, you know what, this is pretty cool to watch that light bulb click in people's heads when they finally get it."

The newly minted amateur teacher went on to continue those small types of trainings, working for nonprofits and software companies alike. Her specialty, and the field she worked in the most: geographic information systems.

So, after realizing her passion for teaching she went back to school to get her Ph.D in GIS, before getting hired at Humboldt State University two years ago; where she now helps lead a recently revamped program in field.

"And it's a great community to be teaching in," she said considering the field has partially founded in geography, natural resources, and cartography.

"the culture here is very open to this."

Rock said Humboldt County's environment and landscape makes it an ideal place to teach and learn the science.

This fall, HSU launched its new online certificate program, which Rock directs. The program previously existed only in the classroom, but was remade into an online program during a two-year restructuring process.

"We are able to access more students," Rock said because the students don't have to be present in a classroom.

Some of the current students don't even live in Humboldt County, she said noting that the online version allows students to work remotely.

"Some of these students from outside of the area are experiencing HSU for the first time," she said when asked

PHOTO BY JOSÉ QUEZADA

if students were current or former HSU students.

Many of the students in the online certificate also did not major in GIS in during their undergraduate, Rock said.

Students who did not major in GIS in college have the most to gain from enrolling in the online certificate program, she added.

"A lot of people get their degree in something that they are really interested in and then realize how much they could use it (GIS)," Rock said. "And, maybe they didn't take any of those classes while they were in school but see how useful it."

She said all that students really need to succeed in the technology field is an ability to pick apart a problem and to be detail oriented; not a specific major.

"It's more of a mindset," she said

Many of the students who enrolled in the new program include those working in business, non-profits and forestry.

In the past, students majoring in GIS studies at HSU, which include classes that Rock also teaches, have worked to build maps and databases that estimate wildlife populations along the Eel River.

"I think that some really fun things," she said. "The goal is to make a map at the end that can fit a need.

"And I've seen it work for environmental uses, in real estate, to see property value trends and in nonprofits to find out where to build a new food pantry."

Similarly, many of her students have gone on to work in a variety of fields.

Priscilla Baltezar, 24, a senior majoring in GIS, went to work for NASA at the Gordon Space Flight Center in Greenbelt, Maryland this summer during an internship.

Baltezar said she has learned a lot from Rock.

"She is the type of teacher that will take the time to organize her lecture answer sit with you as long with you need her to sit with you," Baltezar said. "And, she does community work, which is an inspiration."

But her inspiration goes beyond her work the community.

Being taught technology by a woman — in a field that is largely dominated by men — is a big inspiration too, Baltezar said adding that the field could be twice as challenging at times for women of color.

But the number of women

in technology is increasing, Rock said.

Many who enter the field are driven by passion which she said can help prevent them from feeling intimidated.

"I think we're seeing a change, and the balance has shifted," Rock said as she remembered one of the first jobs she was hired to.

"I remember being asked how would you feel about working in a male dominated field; it might be intimidating," she remembered. "And I said I had no reason to be intimidated. I still don't."

Manny Araujo can be reached at 707-441-0509.

Saluting women for their vision, dedication and leadership.



We're committed to the programs and organizations that inspire personal achievement, teamwork and empowerment. With a good plan and a supportive team, you have what it takes to achieve these possibilities. usbank.com/ourcommunity

**U.S. Bank is proud to support Humboldt's
Enterprising Women In Banking**

Eureka Main Office
735 5th Street
Eureka, CA 95501
707.441.8200

the POWER of POSSIBLE.



Equal Housing Lender. Member FDIC. ©2016 U.S. Bank 4/16



NEW BUSINESS





Bike, roller skate shop with a twist opening soon

New business hopes to increase
access to bikes, roller skates

STORY AND PHOTOS BY HUNTER CRESSWELL

A brand new business aims to make the process of buying or fixing a bicycle or pair of roller skates less intimidating and more affordable. They hope to make accessing alternative means of transportation as easy as possible.

Tucked into the back of a large hangar-like metal structure on Alliance Road in Arcata that also houses the Neighborhood surf shop, a photography studio, a painting studio, a surfboard shaping workshop and a screen printer is Moon Cycles bicycle and roller skate shop. The business is not yet open but co-owners and best friends Sprout Plankton and Sage Saatdjian are fulfilling their lifelong passions of roller skating and biking respectively by setting up shop.

"We want to create a different atmosphere than what is

usually experienced at a bike shop," Saatdjian said.

She said her friends, both men and women, have been talked down to by bike shop workers or felt intimidated in shops. Saatdjian wasn't talking about any bike shop in particular.

"Our shop is more centered on relating to the person who comes in," she said. "I know the feeling of not feeling welcome in a space."

The two women value community, affordability, respect, safe spaces, transparency and comfortability. Once open in early October, they will offer and organize bike and skate repairs, bike and skate accessories, used and new bikes and skates, gear swaps, workshops, group rides, alternative menstrual products and local goods.

"I want to focus on selling quality used bikes," Saatdjian



said. "I want to take bikes and make them more usable for commuters."

She described her preferred bike as similar to the commuter bikes used in Holland, rugged, with fenders and racks for storage while riding.

They also want to have a lounge set up in the shop.

"We want this to feel like a community hangout spot," Saatdjian said.

The two met while studying environmental science and education at Humboldt State University and have been best friends since.

"Having roller skates and bikes as a means of trans-

portation, that would fall in line with our environmental ethics," Plankton said. "We want to do everything we can to make our events and business as environmentally friendly as we can."

Plankton will focus on the roller skate side of the business.

"I've been doing roller skating activities my whole life," she said. "I just love wheels attached to my feet."

Plankton also is part of Humboldt Roller Derby.

"My goal with the roller skates is to provide an accessible source of roller skates," she said.



Once open, Moon Cycles will be the only roller skate shop in Arcata.

"I really just want to revive roller skating," Plankton said. "I locomote around town and it's the best because I can take them on the sidewalk and the street."

And Saatdjian will oversee the bike side of the business.

"Bicycles have been a my passion and interest for a long time," she said. "As a child, riding a bike was very liberating and fun."

At 18, Saatdjian learned about bike repair and upkeep at a bike kitchen in Los Angeles.

"I got introduced into the physics and mechanics of bikes and I didn't realize it would become a lifelong interest but I got really into it," she said. "It's a good way to positively affect the community by increasing access to bikes."

The two have run into some bumps in opening a small busi-

ness, but nothing that could stop them from rolling on.

"It's really exciting and stressful and heartwarming," Plankton said about opening Moon Cycles.

But they've had some help from mentors Saatdjian met working in small bike shops in Washington and the North Coast Small Business Development Center in Eureka. They've also gotten a lot of helpful tips from women in non-profit businesses.

Moon Cycles is taking donations of bike and roller skate parts. For more information or to contact them visit their website <http://arcatamooncycles.wixsite.com/mooncycles> or Facebook page [facebook.com/arcatamooncycles](https://www.facebook.com/arcatamooncycles). They're also on Instagram, @arcatamooncycles.

"We want people to have fun with each other on their wheels," Plankton said.

Contact Hunter Cresswell
at 707-441-0506.



Leadership is not a position or a title, it is action and example.

LOCALLY & EMPLOYEE OWNED, WE ARE COMMITTED TO OUR COMMUNITY.

ESCROW AND TITLE SERVICES IN EUREKA, MCKINLEYVILLE AND FORTUNA.

(707) 443-0837
www.humboldttitle.com

DINE





A legendary chef keeps family traditions alive

BY KELLIE ANN BENZ

PHOTOS BY SHAUN WALKER

Driving into Eureka, you wouldn't know it, but we have one of the best-known soul food chefs in the country.



Near the curve into downtown Eureka sits Bless My Soul Cafe, the home to Chef Mama Janisse who has been serving genuine southern creole soul food from that very spot for 14 years.

"I learned everything I know from my grandma," Mama Janisse said from the corner table in her warm and inviting restaurant. "Everything I do now is a tribute to her, Marie Gertrude Janisse."

By all accounts, her grandma should be very proud.

Mama Janisse got her start filling the fickle bellies of movie stars, musicians and TV up-and-comers while catering in Los Angeles for 27 years. She lived in Topanga Canyon and travelled the valley every day to provide food to the Hollywood studios. All the while, helping to raise the kids in the neighborhood along with her own daughter, Desirée.

As the years wore on travelling the valley every day, Janisse, whose full name is Marie Janisse-Wilkins, and her family begun to wonder if there might be a different California experience they could call their own.

When Desirée came up north past San Francisco and visited Humboldt for the first time, she called her mom with some news.

"And that's how we got here," Janisse said, her daughter, within earshot, agreed. "That was 19 years ago."

Janisse explained that when she first arrived in Humboldt, she carried on with the kind of work she always knew, catering. And it was thanks to other women in the community that she soon became comfortable and saw her future here.

"Susan Anderson really took me under her wing and introduced me to a lot of people," Janisse explained. "I have to say I'm grateful to her."

Five years into her time in Humboldt, an opportunity to take over an old Chinese restaurant arrived. Janisse and her husband Christopher (the family barbecue specialist) decided that it was now or never.

Janisse had never owned a brick and mortar restaurant before, and the opportunity both elated and terrified her. The family tore out most everything left from the former restaurant and brought in all of their own equipment.

"I make all of my meals here inhouse, always have and always will," Janisse said. "So I had to have my own equipment there was no two ways about it."

By opening day, Janisse felt like she was a part of the Humboldt community and the business opened and stayed busy most of the time.

Almost 10 years after opening, the family received a phone call out of the blue. A producer for a chef show called and asked if they could facili-

tate a visit from their celebrity chef. Turns out, Ferndale-raised reality show star Guy Fieri was a fan and his travelling series "Diners, Drive-ins and Dives" was a hit. He wanted to make a return visit to his home county, this time with his camera crew.

"After all of my years in Hollywood, I knew exactly how to make

sure the TV producers had everything they needed," said Janisse. "We told them we could facilitate their requests and then we waited."

They were selected.

With just five days notice, the family found out that they were about to be on national TV and they had to keep it a secret.

The TV crew and host Fieri filmed for two days inside the cafe in late fall of 2013. They didn't know any more and waited for word on when they might be able to mention it.

Their segment aired in early 2014, and the customers started showing up.

"We still get people coming in to this day, travelling all the way from everywhere because they saw us on a rerun," Janisse said.

Today, the family still runs the restaurant, with the

addition of Desirée's husband Nicholas Peru.

"I said when we opened, if the food is good, they'll find us," Janisse said.

And found them they have.

Like all brick and mortar restaurants in this new food trailer world, the crowds aren't what they used to be, but the

meals are still great, the atmosphere is still warm and the family is still proud to bring their traditions to their regular customers.

Every chance she gets, Janisse gives to any

charity that asks, even at times to the detriment of her own income.

"I can't say no, I never say no, I should say no, but if it's a good cause I never say no," Janisse said.

She hopes, as the city moves toward food trucks, that an angel might come along with a food truck for her. But until then, she'll be found almost every day of the week preparing her soul food fresh for the customers who've come all the way to try a signature Mama Janisse dish right here in Humboldt County.

And it was thanks to other women in the community that she soon became comfortable and saw her future here.

Benchmark Realty Group Salutes Our Women in Business

Benchmark Realty Group acknowledges their accomplishments, professionalism and the great care and commitment they give to their real estate customers and the community.



Monta Genter



Janice Stewart



Cammy Burtchett



Kristi Machado



Tracie Creps



Katy Boham



Chris Jennings



**BENCHMARK
Realty Group**

818 6th St., Eureka, CA 95501
(707) 476-0200

BenchmarkRealtyGroup.com

**"All the Listings
All the Time"**

IT'S ALL ABOUT THE DOGS DOGGIE DAYCARE & RESORT

We would like to salute all the powerful,
creative and hardworking women in business!

**BOARDING
DAYCARE
GROOMING**



444-9663

Pictured from left to right in "Little Dog Land": Mindi, Aly, Mary, Misty (Owner), and Hannah. Not pictured: Adara, Adriana, April, Chelsea, Christi, Dynita and Jenna.

itsallaboutthedogs.com



Jennifer Kalt: The Baykeeper

PHOTO BY SHAUN WALKER

'An individual can make a difference'

BY WILL HOUSTON

For Humboldt Baykeeper Director Jennifer Kalt, the importance of taking action when seeing something unjust occur was a quality that was instilled in her at a young age by her parents.

Kalt chose to follow her passion for nature and the environment to study botany at Humboldt State University in 1991, but that quality has not left her.

Since graduating, she has been working as an environmental advocate and watchdog over issues ranging from the effects of logging operations new and old to monitoring bacteria contamination in local waters to name a few.

"Industries come and go," Kalt, 52, said. "But the bay and rivers, if we destroy them, they're gone forever. We can't just fill the pothole and bring the river back."

Before joining Humboldt Baykeeper in 2005 as a con-

tractor for the nonprofit's water quality monitoring program, Kalt began her environmental advocacy work writing comment letters about timber harvesting plans for the Native Plant Society.

"I think that experience made me feel like one of the beauties of our system of government is an individual can make a difference," she said.

But working in environmental advocacy came with varied reactions. While working a stint as a rare plant surveyor for a Eureka consulting firm, Kalt said Simpson Timber Company would not allow her on their land due to her previous comment letters.

Kalt would have later run-ins with Simpson Timber Co. while working for Humboldt Baykeeper, which often landed them in court over issues such as contamination cleanups.

After leaving the consulting field, Kalt began working for the California Indian Basketweavers Association where she said she gained a greater understanding about human influence on the natural world.

"A lot of environmentalists want to protect nature by drawing a line and keeping all human influence out," she said. "But when you study plants, and rare plants in particular, a lot of them need some kind of disturbance whether it's soil disturbance, fire, grazing.

"I understood that not all logging is bad, not all grazing is bad," she continued. "It's a matter of how you manage it that can actually be beneficial for the plants that evolved with that type of disturbance."

Kalt became policy director for Humboldt Baykeeper in 2011 and eventually director in 2013 when the organization came under the umbrella of the Northcoast Environmental Center. While Kalt said that nonprofits may not be seen as an entity bringing money into the local economy, she stated that nonprofits are large employers and often bring in benefits through grants. One recent grant that Kalt said Humboldt Baykeeper secured has allowed Humboldt County's public health laboratory to begin analyzing bacteria in a

way that will allow it to identify where the bacteria came from. This will not only aid Humboldt Baykeeper's water monitoring projects, but for anyone else who wants to identify and eliminate bacteria sources, Kalt said.

Kalt says that the lack of enforcement of many environmental laws in Humboldt County is "severe" and criticized decision makers who she said have "enabled" businesses to operate outside of those laws.

"I think that's an injustice to the people who believe in running their business in ways that follow the laws and protect the environment and community," she said.

While she says sexism exists in every segment of society and in every generation, Kalt said women are well-represented both in botany and in the nonprofit realm.

"Of course we all encounter sexist attitudes at times - perhaps the most frustrating is when people assume women are less knowledgeable or experienced until we prove ourselves," she said.



A CAREER IS BORN Profile of CEO Sue Bosch

BY MANNY ARAUJO
maraujo@times-standard.com
@Manfretii

Less than a week out of high school, Sue Bosch landed an interview with Maynard Arnot through the hiring agency Allyn Placement Agency.

"Mr. Arnot hired me on the spot and I started working that minute," Bosch explained of her first day on the job. "As his secretary left the Friday before and he was desperate."

Problem was, Sue Bosch didn't know what Mr. Arnot's company did.

"I thought it was a tile place, like we sold land tiles that you laid down on a floor," she said.

She quickly learned otherwise.

Now 60 years later, Bosch is CEO of Humboldt Land Title Co — an escrow and land title insurance company.

"I enjoyed my work from day one," she said.

Bosch started small, transcribing the letters Arnot dictated to her and mailing them out every day "that's just how my career at HLTCO began and I never looked back."

All the while she soaked up everything she could, learning from scratch, the ins-and-outs of the industry and of a company that has transformed over the decades.

"I enjoyed being a secretary, until my boss convinced me it was time to branch out into being an escrow officer," she said.

The next step should have been escrow secretary and then escrow assistant but Arnot thought she was ready and advanced her to the position

CONT'D >> PG 25



SHARON REDD IS PLEASED
TO ANNOUNCE...



Another Woman in Business



MORGAN BROWN

(Granddaughter)

Newly licensed & ready to assist
Sharon with all your real estate needs!

707-444-9234

sharonredd@fourstarrealtor.com

Lic# 00590960 Licensed since 1977

morgan@fourstarrealtor.com Lic#02015552



Meet Summer Lafreniere and Larissa Harrison, the Merchant Teller team at Community Credit Union. Both joined the Credit Union staff as tellers, then moved to the Merchant Teller positions in early 2016.

Summer is a graduate of Fortuna High School and loves her husband, 2 girls, and making the most out of life.

Larissa is a graduate of South Fork High School and loves playing women's slow pitch softball and her animals.

These ladies specialize in meeting the banking needs of our local businesses.



Community Credit Union

757 Redwood Dr, Garberville
(707) 923-2012

NON-PROFITS

HUMBOLDT'S GRANDEST TRADITION

STORY AND PHOTOS BY NATALYA ESTRADA

For almost 50 years, the legacy of Hobart Brown lives on in what is perhaps the most quintessential event of the year in Humboldt County.

The first Kinetic Sculpture Race made its debut in 1969. Today, the Kinetic Grand Championship has embraced modern advances of today's artistic and engineering collaboration and three women have stood at the forefront of upholding its storied tradition.

KATI TEXAS

Kati Texas, president of Kinetic Universe, is the first face seen when visiting the Kinetic Museum in Eureka.

Texas, who is a proud Rutabaga Queen — a sort of pageantry for the race — said when she finally received her crown, she would come across people who told her that women in Kinetic Universe were limited to being queens only.

"Someone said to me Rutabaga queens can't race," said Texas. "and I thought, don't tell me I can't race."

Texas described her first time racing as an incredible experience.

"The first time I saw Deadman's Drop I was being

dragged down it as a human anchor by a 900 pound lobster," Texas said. "I had to grab on and dig my heels into the sand and it's the only place with a legal push in the race."

If this sounds like a lot of specific jargon it is. The Kinetic Grand Championship is a world unto itself, and the people involved have created a short-hand of terms.

The legal push is the result of it being a 100-foot drop with a serious left hand bend, which could topple over even the most stable machine.

"It's a hard thing to do, the race itself is really physically and emotionally exhausting," Texas said. "The crowd helps us to keep going, but there's whole stretches where you're

slogging through sand or the freeway or some back road with nobody around and those parts are super grueling."

Texas, who started racing in 2003, described her first experience with Kinetic Universe as nothing short of magical. She was on tour performing a one woman play in 2002 and then fell in love with the area and eventually moved to Humboldt in 2003. Only knowing a few people in the arts community, she quickly found friends in Kinetic Universe by being invited to help work on projects at the Kinetic Sculpture Lab in Arcata.

"You can describe it to people but they don't really get it until they actually see it. When I went to the kinetic



sculpture lab for the first time, I was completely blown away," Texas said.

She was overwhelmed by the entire ceiling which was covered in past and present sculptures.

"It was filled with so many pieces of artwork. A giant warthog, huge watermelons and two trashcans with toucan beaks on them, two of them. There was a sea bass that wrapped around the whole room and it's just a mass of painted creatures and contraptions all hanging up there. In each of the corners of the lab were these artists just banging away at their projects. Projects they would use for the race," Texas said.

The race may be just one day out of the year but according to Texas, the entire Kinetic Universe will work for months out of the year, forming ideas,

collecting funds and testing out new machines to be ready for the long trek between Arcata and Ferndale.

Texas started managing the museum in Eureka during the off season.

JERMAINE BRUBAKER

A county away in Crescent City is Jermaine Brubaker, or Queen Jermajesty, to her Kinetic Universe subjects.

Brubaker makes sure the race has sponsors, partners and will be able to run year after year without costing the community a mechanical arm and leg.

"We try to keep the spirit of Hobart alive," Brubaker said, "It creates so much pride in our community and for some it can be a huge family reunion."

Brubaker said this year they lost a main sponsor, but that a number of local businesses

PETRUSHA LAW salutes women in business!



Kristin Martinique, Stephanie Allen, Haley Tucker, Angela Petrusha

We are a boutique law firm focusing exclusively on estate planning and administration, with flat fees for all services. We provide clients with close, personal attention and valuable peace of mind. We also enjoy an occasional adventure such as kayaking on Humboldt Bay!



PETRUSHA LAW

Estate Planning & Administration

(707) 798-6030

2111 1st Street Eureka, CA 95501

SCRAPPER'S Edge

The Copy Stop & Scrapbook Shop



Scrapper's Edge is as unique as its owner, Sondra Kirtley. Sondra, who has a Master's Degree in Business Administration (MBA) and extensive retail and printing experience, was looking for a change in 2004. She determined that she wanted to open a paper craft store that offered services the typical craft store didn't, such as color copies, computer rental stations, and UPS shipping. When searching for a location, she discovered that "The Copy Stop" was for sale. Recognizing its potential, she

purchased it, changed its name to "Scrapper's Edge" and added paper craft supplies.

After running out of space, Scrapper's Edge moved in June 2006 to a much larger location – now offering 6,500 square feet of "paper bliss"! Sondra has added fine art supplies, office supplies and teaching materials. When asked what the best part of this business has been, Sondra promptly replied, "All the great people I've met over the last 11 years!" It's that positive attitude that has made Sondra's business such a success!

728 4 th Street • Eureka, CA 95501
(707) 445-9686 • www.ScrappersEdge.net



Humboldt County is a hotspot for entrepreneurs and artisans and most of those inventive souls are women.

THANKS TO BELLA BASKETS IN OLD TOWN EUREKA, WE WERE ABLE TO ASSEMBLE JUST A FEW OF THOSE LOCALLY MADE PRODUCTS, ALL WOMEN MADE, ALL HUMBOLDT CREATED UNDER THE AUTUMN SUN IN THE EUREKA HARBOR.

Dianne's Sweet Heat – Arcata – Raspberry Habanera Jam - www.dianesSweetHeat.com
Mad River Farms – Arcata – Mission Fig Jam - www.mad-river-farm.com 707-822-0248
Sweet Mama Janisse's Sticky Love Sauce (fruit mustard) – Eureka - www.sweetmamajanisse.com
Heartfire Bakery – Arcata – Coconut Cacao Granola - www.heartfirebakery.com
Boehm's Café – Fortuna – Wholesome Apple Sauce 707-725-6232 sistars4@yahoo.com
Humboldt Soap Company – Eureka – Humboldt Shores Goat Milk Soap www.humboldtsoapcompany.com 707-616-5555
Humboldt Spice Co. – Fortuna – Humboldt Rub and Bloody Mary - www.humboldtspiceco.com

To see a full selection of Humboldt made products, visit Bella Baskets at www.bella-baskets.com or call 707-444-2823.

WORLD WIDE
Dalianes
TRAVEL SERVICE

Helping you create the memories of tomorrow

707-443-2778 • 800-462-2937
www.Dalianes.com | 522 F St • Eureka, CA

TRADITION >> FROM 23

stepped up and kept the race going.

"It wasn't a bad breakup," Brubaker said on New Belgium Brewery's new business direction. "But we were a little rusty because we hadn't had to look for sponsors in a while."

Although Brubaker said the Kinetic Grand Championship has been through many hands, there is one thing that's certain, "Despite all odds the race will always happen."

As far as the female dominated hands, Brubaker said the Rutabaga Queens took the race out of an uncertain period.

"Being a queen isn't just about the title and of course you don't have to be a woman to be a queen, but that's how it worked out," she said. The Rutabaga Queens promote fun, which Brubaker said was so important to Hobart Brown that he wrote it in the rules twice.

"He believed in fun for everyone. This event is pure joy for our participants and audience alike," Brubaker said.

JENETTE KIME

With finances, art, engineering and history as key points in the Kinetic Universe, a liaison between the racers and the Kinetic Universe Board also exists. That liaison goes by the name of Jenette Kime, or Goddess Jen-O. Kime has been attending races since she was 4 years old and remembers her first experience.

"I was sitting on my dad's shoulders and watching the first race. And then all of a sudden there was a streaker running across the race and there were cops chasing him down the street," Kime said. "From then on I knew that I wanted to be part of this."

While Kime said she often works with a lot of big personalities throughout the race, she said the overall energy and excitement behind the event has created such a fantastic place for people who act like a family.

Celebration
 BOULEVARD

When every detail matters certified event planner Carole Crossley will help plan your party, conference, wedding or corporate meeting at this historic building or at any offsite venue you choose.

107 5th Street, Eureka
707-845-7243 • www.celebration-blvd.com



"Where else do you see an engineer wearing a tutu and tights with rabbit ears on his head?" Kime said. She also commended the longevity of the race and commitment from the queens, the board and every person involved in what she called a mixture of serious and silliness in the community.

With the 50 year anniversary coming up in 2018, Kime said the Kinetic Universe has honored the whimsical and scientific spirit of the North

Coast and provided a sense of pride and passion in the community that could never happen without the constant support of local artists, engineers and businesses.

While the race is famous for its aesthetic and diverse appeal, Texas said it usually involved a lot more than just a bottle of paint and a bike frame.

"We call it STEAM, you know like science, engineering and math, but you gotta cram the A in there for art," Texas said.

with more responsibility.

Her career moved fast as she stayed vigilant and dedicated.

Her only break in between was her marriage to Bob Bosch and the birth of her three daughters — Lisa, Lori and Karin.

She had to miss some family outings as her career progressed "but they always knew where to find me," she said adding their support helped her persevere, rising to the role of vice president a role second to the one she was originally hired to assist.

"It was not my goal to rise to my position of CEO," Bosch explained.

But in 1997, Jim Arnot died.

By then, Bosch had been with the company for decades and had been its vice president for a few years. The board of directors realized she was the best fit to take charge of the company and she did, as CEO.

"In the past 60 years the business of searching titles and handling escrows for buyers, sellers and lenders has stayed constant despite the ever-changing laws, rules and regulations," Bosch explained.

Employees still help customers, whether it is the general public or the real estate community, with the same issues they did 60 years ago.

"The technology has changed greatly over the years and we have kept up with the changes, Bosch said adding that they have traded typewriters and carbon paper for computers and cell phones.

While the industry has evolved,

so too has the company under Bosch's leadership.

"We are an employee owned company (ESOP-Employee Stock Ownership Plan)," Bosch said in an email, "the employed owned status gave us a successful edge."

"They understand this is not just a job but a career with on the job training and we all work well together," she said adding they all share a common goal of helping customers.

Andie Ullsmith, who has been with the company for 26 years, McKinleyville branch manager of HLTCO agrees.

"After a while it's not a job anymore, it's a paying hobby," she said.

Ullsmith, who got to hired by Sue after what she described to her at the time as a rough period in her life, said everyone at the company is like a family with a lot of respect for Bosch.

"I always tell her 'I hope to be like you Sue when I grow up,'" she said.

In June, employees threw Bosch a modest 60 anniversary party at her house.

"It is a journey and it is unbelievable even to me that 60 years has gone by, with still more to come," Bosch said.

"I always understood that to be the best you can be you have to — no matter how you feel — get up dress up show up and never give up," she said, a motto she got from a friend battling cancer.

Success comes from dedication to your work and keeping focused on the task at hand.

Manny Araujo can be reached at 707-441-0509.

A PROGRESSIVE EMPLOYEE OWNED COMPANY

Recology Humboldt County has provided refuse service to the City of Eureka for more than 40 years. Today, as a progressive, employee-owned company, we provide commercial and residential recycling and garbage collection, and debris box rental services to residents in the city of Eureka, Unincorporated Eureka, Fieldbrook area, Garberville and other outlying areas of Humboldt County.

Recology
Humboldt County
WASTE ZERO

recologyhumboldtcounty.com
949 WEST HAWTHORNE ST, EUREKA
707-442-5711

Recology gives exceptional service and sees a world without waste.

STAFFING SOLUTIONS **Express**
EMPLOYMENT PROFESSIONALS

A woman-owned small business as of 2014

From entry level to CEO, we help people find great jobs and companies in our community find great people to meet their needs.

Reader's Choice
2016
Best of the North Coast

Voted
Humboldt's favorite
Employment Agency
15 out of 16 years!

Shelley Nilsen
Owner

Established locally in 2000

707.268.1866 | Expresspros.com/EurekaCA | 14 West Wabash Avenue Eureka CA 95501

"Fortuna Kiwanis' Annual Business Women's Luncheon is a significant way to observe and raise awareness about women in businesses and the contributions women make throughout our community," said Sondra Kirtley, president-elect of Fortuna Kiwanis.

National Business Women's Week was founded in 1928 by the Business and Professional Women's Foundation (BPW Foundation). Locally, there were several chapters of BPW. When the Fortuna Chapter dissolved 20 years ago, Fortuna Kiwanis welcomed some of the former BPW members and continued the tradition of the annual Business Women's Luncheon.

This year, Fortuna Kiwanis will be honoring two very special women who make valuable contributions to Humboldt County:

Dianna Rios, 2016 Business Woman of the Year - Dianna is the executive director of the Fortuna Business Improvement District where she works to attract, retain and expand businesses. Dianna was one of the organizers of the Fortuna Ice Rink last year, which was an incredible asset to Fortuna and was enjoyed by people from all over Humboldt County. She not only works full-time but is involved with many community service activities.

Sarah Reback, 2016 Woman of Distinction - Sarah is a tireless volunteer who has started Project Kindness through the Eel River Valley Multi-Generational Center. In this program, she organizes children and families to complete needed acts of kindness. She is also involved in other location organizations as well, including Big Brothers / Big Sisters, Wild Souls Ranch and CASA.

Tickets for the Oct. 19 luncheon are \$25 each and can be obtained by calling Sondra Kirtley at 707-496-1761



AALFS, EVANS & COMPANY, LLP

CERTIFIED PUBLIC ACCOUNTANTS

Celebrating Women in Business for over 42 years



Pictured left to right: Maryann Wood, Staff Accountant; Haley Jones, Staff Accountant; Monica Carrasco, Staff Accountant; Ann Clark, Receptionist; Ellen Robnett, Administrative Assistant; Sue Benelli, Payroll Specialist; Tina Conti, CPA/ABV; Roxanne Bohamini, Administrator; Patricia Rosas, Staff Accountant; Naomi Reha, Staff Accountant; Terri Ryan, Payroll Specialist; Esther Marshall, Staff Accountant; Lisa Sousa, Office Manager; Patti Needham, CPA/Partner (not pictured: Gretchen Anderson, Payroll Specialist)

104 D St, Eureka (707)444-8242

www.aalfsevans.com

SERVING HUMBOLDT COUNTY
and Business Women Since 1981

PERSONALIZED SERVICE

HOME ♥ AUTO ♥ LIFE ♥ COMMERCIAL ♥ HEALTH
RENTERS ♥ MOBILE HOME ♥ BOATS ♥ BONDS






ALL LINES OF INSURANCE



LINDA SUNDBERG INSURANCE AGENCY

ARCATA • 822-2421 • Fax 822-4070 • 400 G St (Samoa & G)
www.Farmersagent.com/lsundberg email: lsi@sundbergagency.com






Ry's Hair Designs

We Listen Before We Work!

Sun and Mon: 12pm - 4pm
Tue, Wed & Thur: 10am - 5:30pm
Fri and Sat: 10am - 4pm
Walk-ins welcome

(707) 268-8100

Call or drop-in
(In the Myrtle town domes)

Voted Best of the North Coast 2009-2016!



Southern Humboldt Community Healthcare District

*Jerold Phelps Community Hospital – Southern Humboldt Community Clinic
– Southern Humboldt Family Resource Center*

We would like to thank and recognize all of the women on our staff:



ACUNA, MARGO
AMMER, MICKELLE
BACHMAN, BILLIE
BARNHART, HEATHER
BAUMANN, SHANNON M
BEACH, SARAH
BERRY, MARILYN
BROWN, MARIE
CANDIOTTI, LINDA
CLARK, LESLIE
COTA, NANCY
CURIA, CHRISTINA
DANNER, JACQUELINE NICOLE
DILLS, DENISE C
EDELIN, BREANNA
EMBRY, COURTNEY
FIORE, JILL G.
FULLMER, LEILANI
GALLAGHER, JUDY
GARCIA, VICTORIA
GARDINER, MERRILY
GARDNER, JESSICA
GARDNER, SUSAN L
GARLINGHOUSE (SMITH),
KRISTIN IRENE
GREEN, ROXANE

GREENBERG, NINA
HAGLER, HELEN
HAMMOND, CYNTHIA
HAYES, BARBARA
HEBARD, CHELSEA E
HODGES, MONA R
HOLLIFIELD, JUDITH LOUISE
HORTON, MADELINE
HURDAL, HOLLY
KING, VANESSA
LANDRY, ANGELA
LARUE, ANGELINA R.
LEAVENS, KAREN
LITTLE, JESSICA
LOPEZ, GICELA
LOPEZ, VIRGINIA
LOWRIE, JESSICA
LOWRIE, RACHEL
MADDALENA, CAROL
MAPLES, MARGARET
MARION, MARCIE L
MARTELL, LISA
MEADOWS, SERENA
MELVOEN, JENNIFER
MOORE, JULIE L.
OBRIEN, ELOISE

ORDAZ, ALICIA
PROKOP, CRISTINA E
REES, KRISTEN
REGAN, PATRICIA
RIVAS, ALISON LEE
SIMONE, LORA
SMITH, TRACY M.
STROMSTAD, CORINNE
TERRONES, AMY LEE
TRUITT, BARBARA
TUCKER, HUNTER
VALENTI, JODI
VALK, CHRISTINE
VARGAS DE YANEZ, ADELAIDA
WAY, KAMIA
WILLIAMS, LULA
WOHLFEIL, ADRIANNE
WOODWARD, CAROL S
XU, WEI "Angie"
YAMPOLSKY, CATREENA L
YERKES, MALORIE

***Putting Patients 1st Through Excellence,
Integrity and Compassion!***

Thank you for caring for the community!





MINGTREE.COM

THE UNSTOPPABLE WOMEN OF MING TREE



MINGTREE.COM