

Leadership Redwood Coast launches in Humboldt, Del Norte counties

March 20, 2023



On Thursday, March 2, 25 cross-sector leaders from across the region came together over dinner at Café Marina as the inaugural class of Leadership Redwood Coast.

They spent the next two days diving into topics designed to build their personal leadership skills and prepare them to explore the region's biggest challenges, opportunities and assets.

A program of AEDC in partnership with Illuminated Marketing and the Greater Eureka Chamber of Commerce, Leadership Redwood Coast (LRC) is a five-month program centered on empowering diverse individuals throughout Humboldt, Del Norte, and adjacent Tribal Lands with the tools, connections, and insights they need to effect equitable and innovative change in their communities and across the region.

“Over the past year, our team has been working closely with our Advisory Board and literally dozens of leaders across the region to curate a masters-level class on all things Redwood Coast – from building a more equitable economy to protecting our environment to strengthening our infrastructure, and much, much

more,” said Susan Seaman, Program Director at AEDC. “Coupling this with leading edge leadership development, over the coming five months we will prepare emerging and established leaders to go deeper with their commitment to our region’s – and their own – success.”

Loren Collins, an LRC participant from Cal Poly Humboldt shared, “I don’t know that I’ve been involved in a training in a long time that is this intensive and I enjoy so much. The structure and the content of the program is really solid.”

The Leadership Redwood Coast Class of 2023 includes:

- Alec Dompka, University of California Cooperative Extension, Del Norte
- Alia Dunphy, College of the Redwoods
- Amanda Kruschke, City of Eureka
- Ashley Vellis, Ashley’s Seafood
- Brian Gonzalez, Redwood Capital Bank
- Bridget Lacey, City of Crescent City
- Crystal Morse, College of the Redwoods
- Erin Dunn, Field Office of Assemblymember Jim Wood
- Genevieve Marchand, Cal Poly Humboldt
- George Schmidbauer, Schmidbauer Lumber
- Hannah Joy, Arcata Economic Development Corporation
- Jade Hoff, Arcata Economic Development Corporation

Jason Daniel “J.d.” Garza, Cal Poly Humboldt

- Jose Serrano, College of the Redwoods
- Josh Mohland, Bathrobe Dynamics and Flow Digital
- Juan Pablo Cervantes, Humboldt County Clerk, Recorder & Registrar of Voters
- Kayla Corder, Eddy Alexander
- Lisa Gaetje, College of the Redwoods
- Loren Collins, Cal Poly Humboldt
- Maria Durazo, Open Door Health Centers
- Megan Kenney, North Coast Growers Association

- Santiago Menjivar, Cal Poly Humboldt
- Sara Barbour, Yurok Economic Development Corporation
- Sarah West, City of Eureka
- Stevie Luther, Humboldt County Association of Governments

This year's presenting sponsors include AEDC, Cal Poly Humboldt, and Open Door. Additional sponsors include PG&E, RREDC, Tri-Counties Bank, and Vocality Community Credit Union.

LRC is led by Nancy Olson, CEO of the Greater Eureka Chamber, and Allie Jones, owner of Illuminated Marketing. Anyone interested in participating in the Leadership Redwood Coast Class of 2024 may send an inquiry to Allie@LeadershipRC.org.