



Welcome to the Chamber Mountain Enterprises



Professional tree service specializing in utility services & right-of-way clearing. Left to right: Jason Laffin, Tim Vogel, Laurel Brent-Bumb, Troy Dunn and Cathy Zuber.

Shop anywhere, buy local

Top ten reasons to buy local

1. Locally owned businesses cater to the cultural base of the community they serve. Unique businesses are vital to the diverse character of our community.
2. Local businesses tend to hire people with some knowledge of the product they're selling and provide better customer care.
3. Locally owned businesses are more likely to purchase locally resulting in less traffic and air pollution.
4. Local business owners live in the community they serve and are committed to grow the assets of the community.
5. Local businesses provide jobs for residents and are one of the largest employers in the nation.
6. Research indicates that entrepreneurs and experienced workers will more likely live and invest in communities that preserve the charac-

7. Local business anchors the neighborhood infrastructure and supports the city and county tax base.
 8. Local businesses find a need and fill it. Product selection is based on what the community wants not a big-box national plan.
 9. Local businesses on average support non-profits at a higher rate than big business. They are more likely to give back to the community and encourage entrepreneurial growth.
 10. Local business strengthens the economic growth of every community. A good deal of the dollars spent with local businesses is used to purchase from other local entities creating a domino affect that can preserve a neighborhood even in an economic downturn.
- This holiday shopping season please BUY LOCAL and support your community.

Film clips

NEW RELEASES, COMING SOON!

It's been a busy 2015 in El Dorado County. Here are a few FILMS to look for in theaters and on NetFLIX in the months ahead. For now you can check out the links to learn more about them.

- A Comedy starring Mike Epps called "Meet the Blacks" which filmed almost entirely on a private estate in Gold Hill. It was supposed to be a beautiful Beverly Hills mansion!
<http://www.imdb.com/title/tt4191580>
- A Family Film called "MamaBoy" with You Tube Star Sean O'Donnell, and Disney's Allie DeBerry, is the story of an ordinary teenager in an extraordinary situation. This film shot in Cameron Park, Lotus, and Placerville. You'll recognize many local backdrops, and you will also recognize Academy Award winning Actor Gary Busey who loved his time in El Dorado County.
<http://mamaboythemovie.com>
- A Western directed by our own Perry King, which filmed on "The Divide" which is

also the name of this dramatic story.

<http://www.the-dividemotionpicture.com/#!>

• A Romantic Comedy titled, "Not Your Year" is centered around the music industry and the majority of this film was shot in the El Dorado Hills Town Center at various locations.

<https://twitter.com/notyouryear2016>
SAVE THE DATE/ FILM MIXER 2016

Are you interested in learning more about Film in El Dorado County?

Then make sure you attend the 2016 Film Mixer and Business Showcase! As always it's free and open to the public. Don't miss this amazing opportunity!

SAVE THE DATE Friday, March 11, 2016, El Dorado County Fairgrounds GET LISTED IN THE REEL DIRECTORY FOR FREE

If you are a Film Crew Member, a Vendor, or have a Service to provide to motion picture companies, make sure you get listed in the REEL DIRECTORY. To learn how to get your FREE LISTING go to;

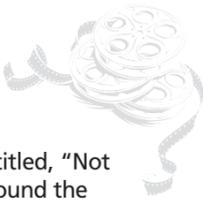
<http://filmtahoe.com/pdf/Local%20Crew%20Free%20Listing.pdf>

MOVIE LOVERS GUIDE TO FILMS SHOT IN EL DORADO COUNTY

Coming this Spring "2016" The Movie Lovers Guide to filming locations in El Dorado County.

This is a revision of the film guide with "six" new films included. It is a map and self-guided tour of over thirty movies and the locations they filmed at in El Dorado County. Pick up your free copy at the El Dorado County Chamber of Commerce at 542 Main Street, Placerville, CA 95667.

You can reach the Film Office at 530-626-4400 or check us out at www.filmtahoe.com



The Biggest Unused Advantage Small Businesses Have Over Box Stores

Christina R. Green

Some days it feels hard to compete with the loss leaders big box stores employ, the operating hours they're able to keep, the programs, their ad budget, their marketing...the list goes on. But small businesses do have an advantage box stores don't and it's one that's rarely used.

Small businesses have a community connection. Shopping local is very vogue right now. If a small business employs digital media to increase that local following, they can compete with businesses whose total ad budgets alone dwarf the small business' annual revenue. Small businesses can easily build a tribe on digital media and all it takes is time. Here's why many big businesses can't compete with smaller ones on social media.

Big Marketing Has Many Levels

Yes, big businesses can employ 15 social media gurus in one geographic area, while small businesses are often stuck posting between customers, but with big operations come big sign-offs. There are often rules, protocols, and procedures that need to be adhered to in a large organization. Marketing initiatives come from headquarters and issues are handled by them as well, often causing some delay in response. The content schedule is planned long in advance with big corporations and they are less agile.

Large corporate marketing teams also have tone documents and posting protocols that must be adhered to. This means they have a consistent brand but often lack the local flavor that's imbued in small business social media.

Corporate Marketing Happens Elsewhere

Often social media opps are run out of locations away from your town's branch store. This means the team which is posting amazing content will miss out on the finer points of what it's like to live in your area. If you're a small business using social media, you'll want to capitalize on this point. Use your time on social media capturing the uniqueness of your town and its residents. It's a great way to shine and big business simply can't compete.

They Operate on What Works for all of Their Stores

If you live in the south, you might've noticed that big national box stores put things on clearance at the end of summer just like they do up north, even if your area stays warm for another five months. Box stores operate from a one-size-fits-all-stores attitude when it comes to inventory. They have to in order to manage their operations. Local stores don't have to operate that way. If a southern beach store wants to keep bikinis on its racks year long, it's not only possible, it's probably a good idea.

You can operate your digital media the same way. Talking to people about the things that are going on in your community and employing content marketing on topics (even if they're past season) is possible, and easy, for a local business.

Their Content Marketers are not Experts in Local Information

Many big businesses have adopted content marketing. They have the money and resources to do it very effectively but just like their inventory selection has to be based on nationwide timelines so does their social media. I have yet to see a box store employ different social media in one area than another (unless we're talking franchises). Box stores are going to provide a lot of content that will be effective for most of their customers. If they targeted content geographically, they'd run the risk of spreading themselves too thin and watering down their ROI.

Local business owners can provide content on things happening to them now. While a box store could write an article about grouper fishing in the gulf, a local store could speak to the current conditions in a much more authoritative way. They're able to write about their experience grouper fishing yesterday or this morning.

Small businesses have multiple advantages over big business when it comes to social media. They can build very tight relationships with their neighbors through publishing much more targeted, effective content and allowing their personalities to show through on social media. The only thing left, is to find the time to do so.

But if you know you have an advantage over the competition, shouldn't you be using it?

Best Sellers to Help You Do Business

2016 California and Federal Employment Poster

You must post a compliant Employment Poster in a conspicuous place in the workplace where all employees and applicants can see it. The poster also must include information about your workers' compensation benefits, payday schedule and emergency contacts. You may need to order several to ensure that your business, branches and satellite offices are displaying the poster according to the law. Failure to comply can result in severe penalties and fines by the state of California. If any of your company's workers are Spanish-speaking, you will need to order the Spanish version.

2016 HR Quick Guide for California Employers (HR Handbook)

Includes color-coded easy reference sections. Required and

recommended forms for California businesses available to download using a special URL provided in the book.

Required Pamphlets Kit

Contains 20 copies of each of five pamphlets that employers must distribute to employees.

California Labor Law Digest 2016 Edition

This comprehensive, California-specific Digest puts answers to labor law questions right at your fingertips, updated with new case law and regulations.

These products are produced by the California Chamber of Commerce, a publisher of top-quality human resource products and services with more than 125 years of experience helping California business do business.

Substantial discount when you purchase through your EDC chamber of commerce.



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DECEMBER 2015 COMMUNITY CALENDAR

**Christmas Tree Farms Open for Business:
www.chooseandcut.com**

O ChristmasTree! Bring your ChristmasTree receipt from an El Dorado County Tree Farm to stores displaying the ChristmasTree sign in their windows and receive discounts and special offers

Visit with Santa

Santa will be arriving in Historic Downtown Placerville to listen to those special wishes on the following dates: Nov 27, River City Bank (348 Main) from 6:15 – 7:30 p.m. Dec12, CandyStrike (398 Main) from 1 – 4 p.m. Photos will be available for purchase, but are not required to visit with Santa. Sponsored by the Placerville Downtown Association.

Stagecoach Rides in Historic Placerville

Dec 5, 12, 13, 19 & 20 Noon – 3 p.m. Rides available (in good weather) at the Bell Tower. www.placerville-downtown.org or (530) 672-3436.

Community Observatory

Folsom Lake College-El Dorado Center, Campus Dr. Free. (530) 642-5621 or communityobservatory.com

UCCE/El Dorado County Master Gardeners Classes

Dec 5 Planting Fruit Trees, Sherwood Demonstration Garden, 6699 Campus Drive (Behind FLC EDC), Placerville Glass. 9 a.m. Classes (530) 621-5512, ceeldorado@ucdavis.edu

Events in El Dorado Hills Town Center

Dec 3-6,10-13, 17-24 Santa Photos 3 p.m. – 7 p.m. California Welcome Center. Call (916) 933-1335 for specific details

Dec 4, 5, 11, 12, 18 & 19 Carriage Rides 5 p.m.- 9 p.m. Lower Theater Plaza

Dec 5 Holiday Tree Lighting 4 p.m.- 8 p.m. Theater Plaza

Dec 6 Set a Fire Community Concert 7 p.m. Steven Young Amphitheater

Dec 1 & 12 Wakamatsu Farm Restoration Workday 9 a.m. – 1 p.m. Workday at the Farm.

For more information and to register, contact Timothy Jacobs at timothy@arconservancy.org or (530) 621-1224

Dec 1, 08, 15, 22, 29 Bingo

5 p.m. Pollock Pines/Camino Community Center, 2675 Sanders Drive. \$12 for first 14 games. Big Money Tuesday is the second Tuesday of the month. (530) 647-8005

Dec 1- 23 Holiday Arts Gifts Showcase

11 a.m. - 6 p.m. El Dorado Arts Council, 772 Pacific Street, www.eldoradoartscouncil.org, agularte@eldoradoartscouncil.org, (530) 295-3496

Dec 2 - 06 7th Annual Barton Foundation Festival of Trees & Lights

List of the events: www.festivaloftreeslaketahoe.com

Dec 3 - 22 Imagination Theater presents Mary Poppins

For questions and reservations, call (530) 642-0404, www.imagination-theater.org, ITPlacerville@yahoo.com

Dec 4 – 19 A Hometown Christmas – A Christmas Musical

7 p.m. Presented by Green Valley Community Church. Ticket Hotline (530) 622-1076. www.gvcconline.net

Dec 4- 20 Old Coloma Theater presents A Home for the Holidays or "The Greatest Gift of All"

For questions or reservations, www.oldecolomatheatre.org, (530) 626-5282

Dec 5, 12, 19 & 26 Pizza Factory Karaoke Night

6:30 p.m. – 10:30 p.m. 1242 Broadway, Placerville. (530) 626-3034, www.facebook.com/placerville.pizza.factory

Dec 5 5K Santa Run

7 a.m. \$25 adults, Ages 17 or younger \$10. (\$30 on event day) Cameron Park Community Center. 2502 Country Club Drive. (530) 677-2231 www.cameronparkchristmas.com

Dec 5 Cameron Park Fire Department Pancake Breakfast

8 a.m. – Noon Cameron Park's Community Center. (530) 677-2231, cpscd@cameronpark.org, www.cameronpark.org

Dec 5 Breakfast with Santa

8 - 9:15 a.m. & 10 -11:15 a.m. Community Services District Gym, 1021 Harvard Way, El Dorado Hills. \$5 per person (2 and under do not pay). RSVP (916) 933-6624

Dec 5 Music, Munchies & Marvelous Art

10 a.m. – 7 p.m. Art on the Divide, 6295 Main Street, Georgetown, www.artonthedivide, (530) 333-2787

Dec 5 & 06 2015 Homes for the Holiday

10 a.m. – 5 p.m. Tour homes in El Dorado Hills, Adults: \$20 & children under 12: \$15 (916) 549-3869

Dec 5 Christmas in the Cellar @ Madrona Winery

Noon - 4 p.m. 2560 High Hill Road, Camino. Free and families are welcome. Unique gifts from local artists and food vendors. Sample wine with each food vendor, taste Allez's wild mushroom soup and stock up on wine for the holidays with great specials.

Dec 5 Christmas in the Pines

5 p.m. Christmas Tree Lighting, Pony Express Plaza, Pollock Pines. (530) 613-1332

Dec 5 Cantare Winter Concert "With Joyful Ring"

7 p.m. St. Stephens Lutheran Church, 1001 Olson Lane, El Dorado Hills. www.CantareChorale.com

Dec 6 Christmas in Cool

3 p.m.- 7 p.m. Craft Faire with local artists, Live music, kids Christmas Parade led by Supervisor Michael Ranalli, Pictures with Santa, Christmas Tree Lighting, Christmas Caroling. Toy and Food Drive for the Children of the Divide. Hot chocolate & cider. (530) 401-5605

Dec 6 & 13 Veterans serve Breakfast (1st & 2nd Sundays of the month)

7 a.m.- 11 a.m. Veterans Memorial Building, 130 Placerville Drive. Full breakfast \$6, Children under 12 \$3; children under 6 free.

Dec 6 37th Annual Hangtown Christmas Parade

1 p.m. Rain or Shine. From Broadway west to Historic Main Street, Placerville.

Dec 6 – 07 Folsom Symphony

7:30 p.m./ Sun at 2 p.m. Christmas musical program – symphony and choir. (916)608-6888 armie@iee.org, www.folsomsymphony.com

Dec 6 Sierra Symphony Orchestra

Cameron Park CSD Concert Series. Doors open at 3 p.m., concert begins at 4 p.m. 2502 Country Club Drive. \$10 adults/students and children free. www.sierrasymphony.org, www.cameronpark.org, or (530) 677-2231

Dec 8 Paint Night at Pizza Factory Placerville

7 p.m. – 9 p.m. Pizza Factory, 1242 Broadway, 530-626-3034, www.paintnite.com/sacramento/buytickets/923066

Dec 9 Chamber Luncheon & Gift Basket Auction

11:30 a.m. Red Hawk Casino, Henry's Steakhouse. Auction proceeds go to feed EDCOE's needy kids and families. \$15 members/\$20 non-members. members@eldoradocounty.org. 530.621.5885 R.S.V.P. required.

Dec 12 & 13 Toys for Tots

9 a.m. – 4 p.m. at Bell Tower on Historic Main Street, Placerville

Dec 12 Bayley House Craft Faire

9 a.m. – 4 p.m. Bayley Barn, 4300 Hwy 49, Pilot Hill. (530) 823-2787, kstevens65@gmail.com

Dec 13 Wakamatsu Historical Tour

10 a.m. – Noon. Adults \$10; Children 12-18 years old \$5. Contact ARC to sign up and for meeting location. julie@arconservancy.org. (530) 621-1224

Dec 14 Cameron Park Community Concert Series: Sacramento Jazz Orchestra

6 p.m. Cameron Park Community Center, 2502 Country Club Drive, cpscd@cameronpark.org, (530) 677-2231

Dec 15 El Dorado County Chambers Joint Holiday Mixer

5:30 p.m. – 7: 30 p.m. Hosted by Red Hawk Casino. (530) 621-5885 or www.eldoradocounty.org

Dec 15 Union Mine Winter Concert

7 p.m. Union Mine High School Theater, Marching and Jazz Bands and Choir. Admission free, yet donations welcomed. www.umhsmusic.org.

Dec 19 Cronan Ranch Ridge Hike

9 a.m. -2 p.m. 3.5 mile loop. Steady rain cancels. Well behaved dogs on leash ok. Please call for meeting location (Pilot Hill) and to sign up. \$5/members, \$10/non-members. julie@arconservancy.org or (530) 621-1224

Dec 31 New Year's Eve Get-Together at Shingle Springs Community Center

7 p.m. 4440 South Shingle Rd, Shingle Springs. Live music by numerous bands. Dancing, food (bring a dish to share). faw-james@aol.com or (530) 626-6274.

For more information on these and other events, visit www.visiteldorado.com

The event date, time, cost and locations are subject to change. Therefore prior to attending an event please contact the event contact person to confirm the information.

MEETINGS:

- Dec 9** Holiday Luncheon, Henry's Steakhouse, 11:30 a.m.
- Dec 10** Installation Dinner
- Dec 15** Joint Mixer, Red Hawk Casino, Henry's Steakhouse, 5:30 p.m.
- Dec 16** Senior Ambassadors, 10 a.m. MORE
- Dec 17** Ag Council, Ag Building, 7:30 a.m.

Dear 45: Business Is Here to Help

Thomas J. Donohue
President and CEO, U.S. Chamber of Commerce

One year from now, we will know who the 45th president of the United States will be. But the business community isn't going to wait until the votes have been cast or the oath has been taken to introduce our next president to the issues that are most important to employers, executives, and entrepreneurs. Through the yearlong Dear 45 Campaign, the U.S. Chamber of Commerce will be writing letters on the policies the 45th president should focus on so that he or she is ready to rev up the economy, reignite job creation, and renew opportunity—on Day One of the next administration.

This is not about politics. Most entrepreneurs and small businesses are too busy working to grow their companies, make payroll, and hire new workers to worry about things like left versus right or liberal versus conservative. They're more concerned about good leadership in Washington that will deliver policies to help them succeed.

So what are some of those policies? Employers want to see the president restore common sense to the regulatory system. Regulatory overreach and sweeping bureaucratic control are driving jobs away, discouraging business investment, and stoking uncertainty. With reform, the next president could help cut the red tape while preserving important health and safety protections.

The next president has the opportunity to seize major opportunities to drive growth in our economy. By unleashing American trade through new partnerships, U.S. businesses and workers could sell more of their goods and services around the world. And pursuing a 21st century energy policy would help the country continue to meet its own energy needs, keep costs stable, and create jobs.

Businesses also hope the next president will work closely with Congress to tackle some of the challenges that threaten our economic future. Our antiquated tax code and unsustainable entitlement programs are in need of reform. The immigration system is broken and isn't serving businesses, workers, or our economy. Education must be improved to foster a competitive workforce. We need a long-term strategy to modernize and maintain U.S. infrastructure. And the health care system must still be fixed. These are just a few of the many issues on which the nation's businesses will look to the next president for leadership. It won't be easy, but the business community is ready to help, starting with the ideas we will share through the Dear 45 Campaign. To read our first letter to the 45th president or to write your own, visit uschamber.com/Dear45.



Chef John Evans, Zac Jack Bistro

**Celebrate California
Restaurant Month**

Celebrate California Restaurant Month in January with a culinary adventure down the bountiful backroads of El Dorado County. "The El Dorado Epicurean Collection of Culinary Adventures." is a month long celebration packed with dozens of delectable deals, exclusive seasonal offerings, wine-pairing specials, gourmet prix-fixe dinners, farm tours, vineyard hikes, cooking demonstrations with amazing and innovative chefs and special discounts on food, wine, accommodations and transportation.

"For the last five years we have celebrated California restaurant month by offering a several 4 course progressive dinners on only one or 2 nights during the month. This year we are expanding our horizons. So far we not only have a progressive dinner but we have a murder mystery dinner with renowned Brian Overhauser, we have prix-fixe dinners, and various discounts and specials throughout the month. For the "foodie" there is no better time of year," says Jody Franklin, Executive Director of Tourism.

The El Dorado Epicurean Collection of Culinary Adventures continues grow. Enter to win tickets to select events on the VisitElDorado facebook page. Find the latest information at <http://www.visit-eldorado.com/culinaryadventure.php>.



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