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Small business — the core of our community

By Christa Campbell

As President of the El Dorado County Chamber, 2015, I challenge our Chamber to recognize, support, and applaud the small businesses of our community.

Small business is the core of our community. In El Dorado County, 70% of businesses have five or fewer employees and 80% of businesses have fewer than 10 employees. According to national statistics, 55% of the working population works in small businesses. Since 1995, small businesses have generated over 65% of all new jobs. Small businesses comprise 70% of El Dorado County

Chamber memberships.

As the owner of a small family farm that grows apples, I compare the community to an apple and the small business to the core of the apple. A good apple has a sound core. Small business is the sound core of our community.

Deep within the column of core are the seeds, the entrepreneurs, the innovators, and the risk takers who dream and start their own business. They work long and hard producing goods and providing services to build up a strong core.

As profit and work increase, the entrepre-



neur hires help. Jobs are created and now there are employees who become part of the core. By and large these employees live in the community.

They eat, sleep, and play here spending money locally. Their kids go to local public schools. Their families access local health care and other services. After work, these employees volunteer in the community serving in a multitude of roles. Like their employers, they give their time, their resources, their skills, and their money to make the community a better place in which to live.

Small business is the core of our community. While the community's welfare depends on small business, small business needs the support of the Chamber. Currently the El Dorado County Chamber offers a myriad of membership services to help our small businesses prosper. This year as President I will actively solicit your input for ways in which the Chamber can better serve our small businesses.

The community is the "Apple of Our Eye" and you, the small business, are its core. In 2015, the El Dorado County Chamber will strive to recognize, support, and applaud you, the small businesses of our community.

Business Showcase

El Dorado County Business Awards

Nominations are being accepted for the following:

SMALL BUSINESS OF THE YEAR

Recognition of a Small Business demonstrating excellence in the areas of growth, marketing and management.

START UP BUSINESS OF THE YEAR

Recognition of a Small Business that has been in existence for 1-3 years and has built a solid foundation for moving into the future.

HOME-BASED BUSINESS OF THE YEAR

Recognition of a successful business that operates at a minimum of 80% of the time from a personal residence and has overcome the unique challenges inherent to a home-based business.

COMMUNITY SERVICE BUSINESS OF THE YEAR

Honoring business owners who demonstrate a commitment to supporting our community

Business Mini-Grant Program

The El Dorado County Chamber of Commerce will again be presenting Business Grants to local businesses. The goal of the Business Mini-Grant Program is to further assist the selected business in achieving its goals. These goals can be employee development, purchasing equipment, ordering new signage, purchase advertising, etc. The grant must be used to meet a business need so businesses can continue to expand and prosper in El Dorado County.

Funding for the grant program has come from the generous support of previous sponsors. Continuation of the Business Grant Program is dependent on the generous support from this year's 2015 Business Showcase sponsors, participants, and donations from the community.

The Chamber of Commerce of El Dorado County encourages businesses to assess their current business needs, and then send in an



application for the Business Mini-Grant program.

Applications must be returned to the Chamber office no later than 5:00 p.m. on Thursday, February 26, 2015. Nomination forms and Mini Grant applications are available at - www.eldoradocounty.org

The awards and grants will be awarded at the Business Awards Luncheon, which will be held on March 13th at Cold Springs Golf & Country Club.

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Welcome New Members!



We had a full house at the January luncheon! From left to right: Terri and David Thomas - Pizza Factory of Placerville; Lori Gamble - Welcome Wagon; Sharon Heilman and Carol Kovak - Assistance League of Sierra Foothills; Cori and Chris Olney - Green Sparrow Boutique; Blain and Marcia Stumpf - Blain Stumpf Rock, Sand & Gravel; Rich "Uncle Fuzzy" Mason - United States Gold Panning Association; Chamber President, Christa Campbell - Rainbow Orchards; Senator Ted Gaines

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EL DORADO COUNTY
Voice of Business

Spotlight on a Gold Member

Dr. Ike Rahimi, Dr. John Nerwinski, and his team welcome you to experience the dental care you deserve!

Our office is comprised of a compassionate group of dental professionals who desire to provide their patients with state of the art care in a manner that is comforting. Even though we treat teeth, our primary goal is knowing the person and addressing their concerns.

Dr. Ike Rahimi graduated from the University of Pennsylvania's dental school in 2003. He worked in the clinical setting in Fresno for three years following dental school. Although he enjoyed bringing dental care to the public he envisioned more. He wanted his own unique dental office where he could get to know his patients on a personal level

and thus provide a higher quality of care. He felt that by learning the patients' needs and where they come from and who they are he could better understand their needs and provide services beyond what was capable in the clinical setting.

Upon visiting Placerville in 2006, Dr. Rahimi fell in love with the community! He decided Placerville was the perfect place for him to fulfill his dreams. He has brought together a great group of dental professionals and led them to become an amazing team.

Dr. John Nerwinski joined our team not too long ago. He has been an integral part of the community of Placerville for years and has been practicing dentistry for over 30 years. Between Dr. Nerwinski's experience and excellence in prosthodontics (Partials

and Dentures) and Dr. Rahimi's state of the art technology, passion and excellence in implants, his team is able to provide exceptional comprehensive care beyond what you might expect at a traditional dental office.

We can honestly say that we focus on prevention of dental problems for our patients. Our hygienists will make sure you are aware of every avenue of prevention and help you to stay healthy or achieve health. Many people are unaware that dental disease is both contagious and preventable. We would love the opportunity to share how to protect yourself and your children from dental disease. Feel free to check out our website at www.IkeRahimi.com to learn more about the comprehensive services that we have to offer this great community.

BRI Channel Partner Update: What is business resiliency?

Business resiliency is the ability to quickly adapt to disruptions and maintain business operations while protecting people, assets, and the overall reputation of your business. In short, resiliency refers to the ability of a business to bounce back – or even spring forward – following a disruptive event.

Disruptions and disasters are bound to happen. Whether it be

a water main break or a major disaster event – wildfire, drought, flood for example – a business continuity plan is the best way to help your business weather the storm. Business continuity planning involves taking a look at your critical business functions and putting a plan in place for how you would respond if key functions are unavailable. Business continuity plans don't focus only on IT and

data recovery, but also on employees, suppliers, customers and communications. Any business can take steps to significantly improve the protection of its business in case of disaster, no matter its size or financial resources.

Brought to you by the El Dorado County Chamber of Commerce as a channel partner, the Business Resiliency Initiative (BRI) will be providing you tools,

tips, and resources to help you get started on your business continuity plan, and enhance your business resilience. Look for regular news and updates in this publication, and be sure to join the BRI Face Book Group Disaster Proof Your Business (www.facebook.com/groups/1394466137513136/) for information and sharing about disaster preparedness and business continuity planning.

El Dorado County Chamber of Commerce
9th ANNUAL

**Hangtown
Hold'em**

April 11th, 2015

**\$60.00 Buy in
\$25.00 Re-Buys**

Registration Starts at 3:00 p.m.
Gaming Starts at 4:00 p.m.

NEW LOCATION:
Mother Lode Rehabilitation
399 Placerville Drive
Placerville

- Buy in includes Grub
- Prizes to Top 10%
- \$500 Top Prize + Trophy
- Raffle
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**SUSTAINABLE FOREST ACTION COALITION
SOCIOECONOMIC ROUNDTABLE**

California State University, Chico
Bell Memorial Union
Thursday, February 26, 2015 10:00 AM - 4:00 PM

Join a discussion about the relationship between National Forests and our communities' social and economic status. This meeting will identify the unique roles of National Forests, as a framework for applying socioeconomic information in the Forest Service planning process.

Register today at:
WWW.CEDCAL.COM/EVENTS

Registration \$15
Includes lunch. Capacity limited to 100.

THANK YOU, CONTRIBUTORS:



Bordges Timber California Farm Bureau
CIC Local Union 3074 El Dorado County Water Agency
Healthy Forests Healthy Communities, Inc.
Economic Development Corporation
Sustainable Forest Action Coalition (SFAC)
Recreation Outdoors Coalition

Courties:
Siskiyou Plumas
Butte Sierra El Dorado
Tuolumne Del Norte
Lassen Shasta

Specific focus areas will include:
Wildfire, Fire, Water, Timber, Range, and Recreation

**Business
luncheon**

**February 11, 2015
11:30 a.m. - 1:00 p.m.
Red Hawk Casino,
Henry's Steakhouse**

Our Speaker is Sam Hoppe CPA, a partner of the public accounting firm of Weston & Tuttle, LLP, and a partner of the financial services firm Weston & Tuttle Wealth Advisors, LLC. He specializes in both personal and small business consulting and tax preparation as well as tax, financial, and investment planning. He will be speaking about new tax laws that will affect your small business and your bottom line. Please RSVP by 2/9/15. \$15 members / \$20 not-yet-a-member (530) 621-5885, www.eldoradocounty.org or members@eldoradocounty.org Register Now!

FEBRUARY 2015 COMMUNITY CALENDAR

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

Tuesday Evenings Men's Chorus in Placerville
7:15 p.m. First Christian Church of Placerville, 2687 Andler Rd, Placerville. 530-344-9209 or 530-644-4151 or goldrushchorus.org

Dance with Apple Jacks & Jills Square Dance Club
Wednesday Evenings, 7 p.m. at the Hangtown Grange, 2020 Smith Flat Road, Placerville. 530-622-8550 or 530-642-2787

Thursday Evenings Main Street Strollers Square Dance Club
6:45 p.m. at I.O.O.F Hall, 467 Main Street. Placerville. 530-647-0852. main.st.strollers@gmail.com

Imagination Theater Presents: Red, White & Tuna
IT! is pleased to present the much anticipated third installment in the Tuna trilogy, Red, White, and Tuna. Join us as we take the audience through another satirical ride into the hearts and minds of the polyester-clad citizens of Texas' third smallest town. This two man (twenty character show) has adult humor and is rated PG-13. Tickets \$15, \$12 on Thursdays. imaginationtheater.net Online ticket sales close 4 hours prior to show time.

UCCE/El Dorado County Master Gardner Classes for January

- Feb 7:** Spring & Summer Vegetables
- Feb 10:** Citrus Mania, Cameron Park Community Services, 2502 Country Club Drive
- Feb 14:** Roses, Sherwood Demonstration Garden, Folsom Lake College-El Dorado Center, 6699 Campus Drive, Placerville.
- Feb 21:** Gardening in the Foothills, Bethell-Delfino Agriculture Bldg. 311 Fair Lane, Placerville
- Feb 28:** Cutting Back Ornamental Grasses, Sherwood Demonstration Garden, Folsom Lake College-El Dorado Center, 6699 Campus Drive, Placerville. 9 a.m. – 12 p.m.

Confirm time and location: 530-621-5512 or ceeldorado.ucdavis.edu/MasterGardner

Feb 01, 08, 15, & 22 Soup Sundays at Miraflores Winery
2120 Four Springs Trail, Placerville 530-647-8505 or mirafloreswinery.com

Feb 01 & 15 El Dorado Depot Train
Noon – 4 p.m. Located next to the El Dorado Community Center in the town of El Dorado. \$5.00 ages 9 and up, \$3.00 ages 3 to 8. El Dorado Western Railway Foundation. 530-621-5865 or eldoradowestern.blogspot.com

Feb 03, 10, 17 & 24 Bingo
5 p.m. Pollock Pines/Camino Community Center, 2675 Sanders Drive. \$10 for first 14 games. 530-647-8005 or pollockpinesca.org

Feb 7 A Chocolate Affair
6 p.m. – 9 p.m. El Dorado County Fairgrounds, 100 Placerville Drive. Advance tickets available at locations throughout El Dorado County or may be purchased by downloading an order form at chocolate-affair.com. Call 530-344-1476 for locations.

Feb 08 Jazz with Pizazz
2 - 5 p.m. Placerville Shakespeare Club presents the U4ICK Jazz Band with singer Suzanne Wiggins. 2940 Bedford Ave., Placerville. \$20. For tickets call: Kathy 530-622-4039 or Dolores 916-802-0186. Also available at the door. placerville-shakespeare.com

Feb 11 & 22 Shingle Springs Depot Train Rides
Noon – 4 p.m. \$5.00 ages 9 and up, \$3.00 ages 3 to 8. El Dorado Western Railway Foundation. 530-621-5865 or eldoradowestern.blogspot.com

Feb 12 Snowline Hospice Open House
Snowline is an area leader in hospice and palliative care and needs more volunteers. Learn more from 1:30 – 2:30 p.m. at their clinical services bldg., 6520 Pleasant Valley Rd, Diamond Springs. Following the information session guests are invited to meet with current program volunteers from 2:30 – 4:30 p.m. for a "You Warm Our Hearts" hot cocoa bar. 530-621-6520

February 13 Fireplace Friday at Gold Hill Winery and Brewery
In the Lodge. Live Music, Chair Massages, Wine, Beer. No Cover, of course. Open 'til 9 p.m. goldhillvineyard.com

Feb 14 Cork It – A Winter Mixer at Boeger Winery
11 a.m. - 4 p.m. Boeger Winery Barrel Room. This is a free event. 530 622 8094 tara@boegerwinery.com

Feb 14 & 15 Valentine's Day Brunch at Sierra Vista Winery
9 a.m. – 1 p.m. In the Barrel Room at the winery. RSVP 530-622-7221.

Feb 14 Valentine's Day at Lava Cap
12 -4 p.m. 2221 Fruitridge Road, Placerville. Live music, locally made chocolate, cheese, new releases and barrel tasting. \$10 non wine club, \$5 wine club. 530-621-0175 or lavacap.com

Feb 14 Valentine's Dinner at Crystal Basin Bistro
Music by Midtown Jazz. Menu includes, Strawberries and Gingered Shrimp; Beet and Goat Cheese Salad, New York Steak with Chimichurri Potatoes and Lava Cake with a Fig Balsamic Glaze. 2 seatings: 5 p.m. & 7 p.m. \$85 per person. Reserve your dinner here crystalbasinbistro.com

Feb 21 Third Saturday Placerville Art Walk
5 p.m. – 9 p.m. Historic Downtown Placerville. 530-672-3436. placerville-downtown.org Stagecoach Rides, Noon to 4 weather permitting

Feb 24 EDC Chamber Membership Mixer
5:30 p.m., Folsom Lake College, El Dorado Center, Placerville members@eldoradocounty.org or eldoradocounty.org. 530-621-5885

Feb 26 Affair of the Heart
4 p.m.-7 p.m. Presented by Marshall Medical Center at Cameron Park Community Center, 2502 Country Club Drive. This free public health event will include guest speakers, health club vendors, health screenings, healthy food sampling, wine tasting, vendors and more. RSVP 530-626-2894

American River Conservancy February Events:

- Feb 03** Fishing on the Farm
5 p.m.- 8:30 p.m.
- Feb 07** Cronan Ranch Bird Walk
9 a.m. – 1 p.m.
- Feb 07** Butterfly: Stories & Myths
10 a.m.-11:30 a.m.
- Feb 08** Volunteer Stewardship Day
9 a.m. -1 p.m.
- Feb 14** Cronan Ranch Hike
9 a.m. - Noon
- Feb 14** Volunteer Stewardship Day
9 a.m. - 2 p.m.
- Feb 19** Volunteer Stewardship Day
10 a.m. – 2 p.m.
- Feb 21** Wakamatsu Historical Tour
10 a.m. - Noon

Please call for meeting location, cost and to sign up. 530-621-1224. julie@arconservancy.org, arconservancy.org

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:

- Feb 05** Chamber Diplomats, noon, Chamber
- Feb 05** Board of Directors, 5 p.m., EDCOE
- Feb 11** Luncheon, Red Hawk, Henry's Steakhouse, 11:30 a.m.
- Feb 12** Joint Chambers, 7:30 a.m., EDCOE
- Feb 12** Visitor's Authority, MORE, 4 p.m.
- Feb 18** Senior Ambassadors, 10 a.m. MORE
- Feb 19** Ag Council, 7:30 a.m., Ag Building
- Feb 24** Mixer, Folsom Lake College, El Dorado Center, 5:30 p.m.