



## Cassandra's Esthetics Salon & Spa



Cassandra Draxler cuts the ribbon for the opening of her salon's new location at 1353 Broadway in Placerville. Cassandra has been at the forefront of the health and beauty industry for over 20 years. The art and science of hair, skin care and whole body wellness are passions of Cassandra's, along with staying in the forefront of being a top hair and makeup artist. 530-919-5290 - cassdraxler@yahoo.com

## Thinking of Christmas?

Want to participate in Christmas Tree Lane? On or after Thursday, October 1, 2015, the County Chamber will begin taking reservations for tree adoptions. Participants need to be available to decorate on Saturday, November 21, and provide the decorations, lights, etc. for their tree. The Christmas Trees are generously donated

by the El Dorado Christmas Tree Growers.

This is a wonderful way to get into the holiday spirit and spread that warmth to all who pass by Placerville on Hwy 50. There is no cost to adopt a tree, however donations are gratefully accepted for the maintenance of the infrastructure that makes it all possible

## October Business Luncheon



Please join us at our upcoming monthly Business Luncheon on Wednesday, October 14<sup>th</sup> at Red Hawk Casino/Henry's Steakhouse from 11:30am-1pm.

Our speaker is Congressman Tom McClintock. Hear from your representative about what is happening in Washington.

Our Luncheon Sponsor is: *Gold Country* RETIREMENT COMMUNITY

Register [online](#) by October 12<sup>th</sup>

Email reservations to [members@eldoradocounty.org](mailto:members@eldoradocounty.org) or call the chamber at 530-621-5885

## Tourism Pays

 By Jody Franklin, Director of Tourism

### 10 Ways to Work with the Visitors Authority No Matter What Size Marketing Budget

1. #ElDoradoCounty, share our content
2. Calendar of Events – VisitElDorado.com post event
3. Identify PR, follow then invite them to visit
4. Suggest Blog Content
5. Co-op Ads – Via, Sunset etc.
6. TripAdvisor Sponsorship
7. Social Media Campaign / use our database
8. Group/student group Itinerary development
9. Include branded gift or incentive for Stay and Play welcome kits
10. Contribute item for sweepstakes at travel shows

## County Proclamation

The El Dorado County Chamber of Commerce was honored to receive a proclamation from the El Dorado County Board of Supervisors recognizing 100 years of supporting business in El Dorado County. Left to right: Chamber Board of Directors President, Christa Campbell; County Board of Supervisors Chair, Brian Veerkamp; and Chamber C.E.O., Laurel Brent-Bumb



## 13th Annual Golf Tournament

### Yo Ho, Congratulations to our winners:

**1st:** Dave Crofut, Doyle Marler, Phillip Hinojoza, Johnny Delgadillo (Land Home Financial)

**2nd:** Orbie Davis, Tara Mortimeyer, Clint Holsey, Sam Danner (PG&E)

**3rd:** Jim Morgan, Rich Morgan, Josh Cox, Darren Berggren (Frank's Body Shop)

**4th:** Mark Egbert, Lloyd Egbert, Jake Parsons, Robert Ditto (RCD)

For our partner charity, Only Kindness Veterans Fund, we helped raise \$2775.

We were "buoyed up" by our generous sponsors:

**Chamber Champions:**  
at&t  
El Dorado Disposal

Mountain Democrat  
Parker Development  
PG&E  
Red Hawk Casino  
Sierra Pacific Industries

**Her Majesty's Sponsor:**  
McNally Temple Associates

**Grog Cart Sponso:**  
R.E.Y. Engineers

**Black Pearl Sponsors:**  
Hefner Law  
ECORP Consulting  
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Youngdahl Consulting Group

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AdsUp!  
Gold Country Retirement Community  
Land Home Financial  
M.O.R.E.  
Savage Chiropractic  
Villa Florentina

**Booty Tee Sponsors:**  
Frank's Body Shop  
Placer Title Company  
Spot-On Signs

**Chronicler:**  
Melissa Calvert, Vintage Photography

Also helping us "Stay the Course" were our Diplomat Council Members.

Thank Ye Matey's!



Gordon Helm, Dry Diggings Distillery; Kevin Brown, Breaker Glass; Mike Kobus, Koby Pest Control; and Paul Buchanan, B. West Marketing



Chamber Past President Brian Jensen (rear center) and his teammates from the Hospital Council of Northern and Central California, Don Harris, Bonnie Ferreira and Brian Cooley.



Introducing the **NEW El Dorado Transit Improved Routes**

**New App RouteShout Google Transit Planning**

### New 50 Express

Placerville to Folsom with stops in Cameron Park and El Dorado Hills All Day - Every Hour - Only \$1.50

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# OCTOBER 2015 COMMUNITY CALENDAR

## **Apple Hill Season is here!**

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

**Men's Chorus in Placerville**  
Tuesday Evenings, 7:15 p.m. First Christian Church of Placerville, 2687 Andler Rd. (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

**Farmers Markets**  
**Saturdays** 8 a.m. - noon - Placerville - Ivy House Parking Lot  
**Sundays** 9 a.m. - noon - El Dorado Hills Town Center  
**Tuesdays** 8 a.m. - 1 p.m. - South Lake Tahoe - American Legion Hall  
**Wednesdays** 8 a.m. - noon - Cameron Park - Burke's Junction  
**Wednesday** - Bell Tower, Main Street Placerville  
**Thursday** 8 a.m. - noon - El Dorado Hills CSD, Harvard Boulevard  
**Friday** 9 a.m.-2 p.m. - Placerville Library, Fair Lane  
(530) 622-1900 or visit [www.eldoradofarmersmarket.com](http://www.eldoradofarmersmarket.com)

## **UCCE/El Dorado County Master Gardeners Classes**

**Oct 3** Seed Saving 9 a.m., Government Center  
**Oct 10** Asexual Propagation 9 a.m. Government Center  
**Oct 14** Rainwater Harvesting & Greywater Use 9 a.m., Cameron Park Community Center  
**Oct 17** Starthistle Control 9 a.m., Government Center  
**Oct 28** Putting your Garden to Bed, 9 a.m. Cameron Park Community Center.  
(530) 621-5512, [cecentralsierra.ucanr.org](http://cecentralsierra.ucanr.org)

**Old Coloma Theatre presents "The Secret of the Attic or It Just Ghost to Show"**  
7:30 p.m. (530) 626-5282. [www.oldcolomatheater.org](http://www.oldcolomatheater.org)

**Oct 1, 2, 3 & 4 See How They Run**  
Presented by ImaginationTheater, Placerville. 7 p.m. Tickets available through [www.imaginationtheater.net](http://www.imaginationtheater.net) or 1-800-838-3006

**Oct 3 Grand Opening of Sherwood Demonstration Garden**  
10 a.m. -3 p.m. 6699 Campus Drive in Placerville, Folsom Lake College/El Dorado Center [birdwomanca@comcast.net](mailto:birdwomanca@comcast.net), [http://ucanr.edu/sites/EDC\\_Master\\_Gardeners](http://ucanr.edu/sites/EDC_Master_Gardeners), or (530) 644-1631

**Oct 3 El Dorado Arts Council "Apassionato" A Toast to the Arts**  
5:30 p.m. Cold Springs Golf & Country Club, \$60. (530) 295-3496 or [www.eldoradoartsCouncil.org](http://www.eldoradoartsCouncil.org)

**Oct 3 Hangtown Honky-Tonk Festival**  
Noon - 8 p.m. El Dorado County Fairgrounds, 100 Placerville Drive, Placerville. [hangtownhonkytonk.com](http://hangtownhonkytonk.com), [info@doubleshotpromotions.com](mailto:info@doubleshotpromotions.com)

**Oct 3 CNPS Fall Native Plant Sale**  
9 a.m. - 1 p.m. California Native Plant Society's Fall Plant Sale. Between County Buildings A and B, 330 Fair Lane, Placerville. [eldoradocnps.org](http://eldoradocnps.org)

**Oct 3 It's All About Equine**  
6 p.m. - 9 p.m. The Pavilion, El Dorado Hills Community Service District, 1021 Harvard Way, Bldg. A. \$40 by 9/30/14, \$50 at the door (must be 21). (916) 520-4223, [www.allaboutequine.org](http://www.allaboutequine.org)

**Oct 3 Pizza Factory Karaoke Night**  
6:30 p.m. -10:30 p.m. Pizza Factory of Placerville, (530) 626-3034, [www.facebook.com/placerville.pizza.factory](http://www.facebook.com/placerville.pizza.factory)

**Oct 3 Casablanca in the Hills presents: Havana Nights**  
6 p.m. - 11 p.m. Lakehills Church, 7000 Rossmore Lane, El Dorado Hills. [casaeldorado.org](http://casaeldorado.org) or (530) 622-9882 x205

**Oct 3 & 25 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](mailto:julie@arconservancy.org). 530.621.1224

**Oct 4 & 18 El Dorado Depot Train Rides**  
Noon - 4 p.m. Located next to the El Dorado Community Center in the town of El Dorado. \$5 ages 9 and up, \$3 ages 3 to 8. El Dorado Western Railway Foundation. (530) 621-5865. [eldoradowestern.blogspot.com](http://eldoradowestern.blogspot.com)

**Oct 6, 13, 20 & 27 Bingo**  
5 pm Pollock Pines/Camino Community Center, 2675 Sanders Drive. \$10 for first 14 games. (530) 647-8005

**Oct 8 Women's Fund El Dorado Annual Celebration Dinner**  
5:30 p.m. - 8 p.m. El Dorado County Fairgrounds, 100 Placerville Dr. [www.womensfundelorado.org](http://www.womensfundelorado.org)

**Oct 8 Honor our Troops Spaghetti Feed Fundraiser**  
4 p.m. -8 p.m. Diamond Springs/El Dorado Firefighters Memorial Hall, 501 Pleasant Valley Road. \$7 for adults & \$5 for kids. Sponsored by the El Dorado County Association of Realtors. [Cyndi@CyndiRomano.com](mailto:Cyndi@CyndiRomano.com). (916) 207-4194, [www.honorourtroops.us](http://www.honorourtroops.us)

**Oct 9, 10, 11 Coloma Gold Rush Live**  
10 a.m. - 5 p.m. Marshall Gold Discovery State Historic Park. (530) 295-2152 or (530) 622-3470

**Oct 9, 10, 11, 16, 17, 18, 23, 24, 25, 30 & 31 Haunted House at Town Center**  
6 p.m. - 10 p.m. [www.eldoradohauntedhouse.com](http://www.eldoradohauntedhouse.com), Hands 4 Hope. [www.hands4hopecyouth.org](http://www.hands4hopecyouth.org)

**Oct 9 A Night at the Theater**  
Presented by New Morning Youth & Family Services. 6 p.m. - 9 p.m. Placerville Shakespeare Club. \$40 in advance or \$45 at the door. (530) 622-5551, [megan@newmorningyfs.org](mailto:megan@newmorningyfs.org), [ewmorningyfs.org](http://ewmorningyfs.org)

**Oct 10 Outdoor Projector Movies**  
8:45 p.m. El Dorado County Library, main lawn, 345 Fair Lane, Placerville. Friends of the Library. (530) 621-3012

**Oct 11 Shingle Springs Depot Train Rides**  
Noon - 4 p.m. \$5 ages 9 and up, \$3 ages 3 to 8. El Dorado Western Railway Foundation. (530) 621-5865. [eldoradowestern.blogspot.com](http://eldoradowestern.blogspot.com)

**Oct 17 Mining Day Research**  
10 a.m. - 4 p.m. County Museum located at 104 Placerville Dr., Placerville. [mary.cory@edcgov.us](mailto:mary.cory@edcgov.us), <http://museum.edcgov.us>

**Oct 17 Lobster Palooza**  
4 p.m. - 8 p.m. American Legion Hall, 4561 Greenstone Road, Placerville. \$30. Raffle. Proceeds will go to the repair and restoration of our 150 year-old historic landmark church in Placerville. [www.lobster-palooza.net](http://www.lobster-palooza.net) or (530) 344-1883 on the Palooza hotline.

**Oct 17 City of Placerville Free Annual Fall Community Clean-Up Day**  
8 a.m. - 1:30 p.m. Placerville Station, Mosquito Road Park and Ride. (530) 642-5542

**Oct 17 Community Flea Market**  
8 a.m. - 3 p.m. El Dorado Savings Parking Lot. Lot space \$30 pollock-pines-caminorotary.org

**Oct 17 & 18 32nd Annual Rock & Gem Show**  
10 - 5 p.m. Fairgrounds, 100 Placerville Dr. Adults \$4. Kids 12 & under Free. [www.rockandgemshow.org](http://www.rockandgemshow.org) or [info@rockandgemshow.org](mailto:info@rockandgemshow.org)

**Oct 17 Art & Wine Festival**  
6 p.m. - 9 p.m. Historic Main Street in Placerville. 35 wineries featured, Banners on Parade Community Art Project. Placerville Downtown Association. [www.placervilledowntown.com](http://www.placervilledowntown.com), (530) 672-3436

**Oct 17 Gold Rush & Mining Day**  
10 a.m. - 4 p.m. Last Mining History Day of 2015. 104 Placerville Drive, \$2 donation is requested at the door. [museum.edcgov.us](mailto:museum.edcgov.us), [mary.cory@edcgov.us](mailto:mary.cory@edcgov.us)

**Oct 18 County Museum Open House**  
Noon - 4 p.m. 104 Placerville Drive, next to the Fairgrounds. Free. [museum.edcgov.us](http://museum.edcgov.us), [mary.cory@edcgov.us](mailto:mary.cory@edcgov.us)

**Oct 20 3rd Annual Juvenile Service Council Tournament**  
10 a.m. Cold Springs Golf and Country Club, 6500 Clubhouse Dr, Placerville. Entry fee \$125. (530) 621-5645, [vince.janette@edcgov.us](mailto:vince.janette@edcgov.us)

**Oct 22 Community Showcase - Volunteer & Service Fair**  
4 p.m.- 7:30 p.m. Cameron Park Community Center, Free. (916) 821-8378, [www.cameronpark.org](http://www.cameronpark.org), [sacevents@gmail.com](mailto:sacevents@gmail.com)

**Oct 23 & 24 22nd Annual Golden Goose Craft Show**  
9 a.m. Placerville Shakespeare Club, 2940 Bedford Ave.

**Oct 23, 24 & 25 5th Annual Hangtown Halloween Ball**  
For event information, music lineup, ticket prices, etc.: [info@hangtown-halloween.com](mailto:info@hangtown-halloween.com), [www.hangtownhalloween.com](http://www.hangtownhalloween.com)

**Oct 24 Halloween Carnival & Pumpkin Patch**  
1:30 p.m. - 4 p.m. Old fashioned carnival, games, pumpkin patch maze, crafts, costume parade. Cameron Park Lake, 2989 Cambridge Rd. Free. [www.cameronpark.org](http://www.cameronpark.org), [cpccd@cameronpark.org](mailto:cpccd@cameronpark.org), (530) 677-2231

**Oct 24 Art on the Farm**  
10 a.m. - 1 p.m. at Wakamatsu. Call for meeting location (Placerville area) and to sign up. (530) 621-1224 or [julie@arconservancy.org](mailto:julie@arconservancy.org)

**Oct 24 The Big Autumn Auction Gala**  
5 p.m. Benefitting Big Brothers Big Sisters. Blue Shield of California in El Dorado Hills. Dinner, Desserts & Local Wines. Amazing auction items. (530) 626-1222 or [www.bbbs-edc.org](http://www.bbbs-edc.org)

**Oct 24 Folsom Symphony**  
7:30 p.m. - 10 p.m. Folsom Lake College, [www.folsomsymphony.com](http://www.folsomsymphony.com), (916) 802-9244 [armie@ieee.org](mailto:armie@ieee.org)

**Oct 27 El Dorado County Mixer at Pizza Factory**  
5:30 p.m. - 7:30 p.m. 1242 Broadway, Placerville. (530) 621-5885, [www.eldoradocounty.org](http://www.eldoradocounty.org)

**Oct 28 Down the Runway of Time**  
Noon to 2:30 p.m. Fashion Show at Placerville Shakespeare Club, 2940 Bedford. Tickets \$25. (530) 391-2928 or (530) 621-1808.

**Oct 31 Trick or Treat on Main**  
4 - 6 p.m. Historic Main Street Other activities will include a costume contest and carnival sponsored by Placerville Parks and Recreation, Placerville 20/30 Club and Placerville Lions Club. (530) 672-3436

**Oct 31 Halloween Spooktacular at Town Center**  
3 p.m. - 6 p.m. Trick or Treating. Costume Contest at 5:15 for Kids & Dogs. El Dorado Hills Town Center

*For more information on these and other events, visit [www.visiteldorado.com](http://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:

- Oct 1** Chamber Diplomats, Chamber, Noon
- Oct 1** Board of Directors, EDCOE, 5 p.m
- Oct 8** Joint Chambers, EDCOE, 7:30 a.m.
- Oct 8** Visitor's Authority, MORE, 4 p.m.
- Oct 14** Luncheon, Red Hawk, Henry's Steakhouse, 11:30 a.m.
- Oct 21** Senior Ambassadors, MORE, 10 a.m.
- Oct 16** Ag Council, Ag Building, 7:30 a.m.,
- Oct 27** EDC Mixer, Pizza Factory, 5:30 p.m.

# Facts clearly demonstrate that raising the minimum wage is a bad idea

The case against raising the minimum wage is straightforward: A higher wage makes it more expensive for firms to hire workers. How big an effect does this have on the job market? Economists debate this. But no one argues that increasing the minimum wage increases the number of unemployed workers who find jobs. In the end, the trade-off is clear. People who keep their jobs get more money; those who lose their jobs, or fail to get new ones, suffer.

In announcing his proposal to increase the minimum wage, the president argued that doing so would alleviate poverty. The president is certainly correct to turn his attention to the poor, many of whom have been suffering for years in a tough economy. And it is clearly desirable for households that engage in full-time work not to live in poverty. But increasing the minimum wage would not accomplish this goal.

Research published in 2010 by economists Joseph Sabia and Richard Burkhauser concluded that if the federal minimum wage were increased from \$7.25 an hour to \$9.50 an hour (remember that the president's proposal is to increase the minimum wage to \$9 per hour), only 11.3% of workers who would gain from the increase belong to poor households.

**Why?**  
First, many people who live in poverty do not work, and would thus be unaffected by an increase in the minimum wage. In addition, workers who earn the minimum wage are generally not the primary breadwinners in their households. They are secondary earners - an elderly parent earning some retirement income or a spouse with a part-time job. Or they are young people living with their parents. Data from the Bureau of Labor Statistics show that while workers under age 25 make up only about 20% of those who earn hourly wages, they constitute about half of all workers earning the minimum wage or less. Raising the minimum wage is therefore an ineffective anti-poverty proposal.

The case for a higher minimum wage grows even weaker when you stop to consider that there are vastly superior alternatives for steering money to low-income households. For example, the nonpartisan Congressional Budget Office has found that expanding the earned income tax credit is a much more efficient way to fight poverty than increasing the minimum wage.

Why have we so often embraced a less effective tool? A tax credit is less politically palatable because it takes

money directly out of federal coffers, while the minimum wage can be raised without it showing up directly on the government's books. The cost of a higher wage is borne by employers and consumers - and by the unfortunate people who end up not working because of it.

It is also important to consider the president's proposal to increase the minimum wage in the context of today's labor market. The unemployment rate for African American teenagers stands at a staggeringly high 43.1%. For white teenagers, the unemployment rate is 22.1%; a little more than 11% of workers older than 25 and without a high school diploma are unemployed.

To put these numbers in perspective, overall unemployment at the height of the Depression was about 25%. Especially for low-skill workers and for young workers, the two groups of workers who will be disproportionately hit by a minimum-wage increase, ours is a labor market in crisis. Increasing the cost of job creation now is unwise.

Why not support increasing the minimum wage? Because it will make it more expensive for businesses to hire young and low-skill workers at a time of crisis-level unem-

ployment. Because it will not alleviate poverty. Because there are much better alternatives to help poor families, and because the minimum wage is a dishonest approach that hides the true cost of the policy.

*Excerpted from a position paper written by Kevin A. Hassett, director of economic policy studies at the American Enterprise Institute, and Michael R. Strain, research fellow.*

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