



Tourism Pays

El Dorado County's First Tourism Summit Unquestionable Success

The hospitality community came together on January 19, 2018 for the Tourism Summit hosted by The El Dorado County Visitors Authority. The first of its kind in the area, the event focused on the power of partnership. The day started off with a presentation highlighting partnership opportunities with the El Dorado County Visitors Authority by Jody Franklin, Executive Director.

The next topic covered optimizing social media & building the brand by Carrie Basham Young, Principal and CEO of "Talk Social to Me," a boutique consultancy supporting Fortune 500 companies with their internal social and employee collaboration efforts.

The keynote speaker for the day was Lynn Carpenter, Vice President of Marketing for Visit California. Lynn oversees all of Visit California's marketing, including advertising, cooperative promotions, travel trade, web and interactive, and publications. Her presentation offered valuable information regarding El Dorado County, Gold Country and California visitation.

After lunch, attendees heard from a media panel to offer insights on getting media attention. The panel consisted of Lee Hodo, a strategic marketing and media relations expert, Janet Fullwood, an independent journalist specializing in the outdoor, travel, hospitality, meeting and green industries, Mimi Escobar, Lifestyle Editor for Mountain Democrat Newspaper and Ian Balentine, Advertising Director for the Mountain Democrat Newspaper.

The final presentation for the day was given by John Poimiroo, a career travel and tourism marketing communications specialist and former state tourism director. His lively presentation covered the dos and don'ts of responding to online reviews. Throughout the day attendees took advantage of the opportunity to ask questions, interact with each other and the presenters. The event ended with a El Dorado Wine Reception designed for partnership development and networking.

Think Big, Act Small

By Sue Vandelinder, 2018 EDC Chamber President

What does it mean to Think Big but Act Small?

I guess the answer to that question for me means to open our minds, use our imaginations, guided by our hearts to create possibilities. – The sky's the limit thinking big – Big Picture. What is our vision for the future?

Acting Small – We are a part of something, a part of a team, of a community, each of us can do our part, get our ego out of the way, do one thing, then do another – be decisive in our actions, make small contributions while keeping the Big Picture in mind.

What does Think Big, Act Small mean to El Dorado County?

Well, we are a big county with a fairly small population. We have a few "big" and dense communities and many, many small communities or sparsely populated areas – calling it by another name, rural communities.

When you stop and look at our make up – we have a larger residential footprint and a smaller commercial or industrial one – we have few big businesses and many more small businesses.

So, how can we apply this concept of Think Big but Act Small – especially as a Chamber?

In my mind, Thinking Big as a Chamber looks like thinking Big about our Vision for what we want El Dorado County to be – what do we want to look like ten and twenty years down the road?

Having lived in this County for more than 30 years, I've heard loud and clear a couple of common themes:

1. We love where we live because we are diverse – meaning rural and suburban – BOTH. We can choose to live in either area and enjoy the other. It's a great place to raise our families, it's a great place to grow old. From Town Center in El Dorado Hills to Apple Hill, from the Divide to the South Shore of Lake Tahoe, we have it all.
2. We want our children to be able to come home – to have meaningful work here, to be able to raise families here. There aren't enough good jobs but there could be.
3. We need to stay vital – we have to grow but grow responsibly. We have an aging population – how do we stay relevant?
4. We don't want to become the Bay Area or LA – we might enjoy those areas but that's not us however that's where the businesses are – that is where the work is – how do we tap into that?
5. We need to ensure that we have affordable housing – our children cannot afford to buy homes here, so what is the solution?

As a Chamber, we have a Mission Statement, it reads, "The mission of the Chamber is to advocate and promote a strong, healthy and diverse business community to preserve the quality of life in El Dorado County."

I don't think it could be said any better than that. I believe that Mission Statement to be timeless.

If we know our Mission as a Chamber what is our Vision as a Chamber? Thinking Big starts with a Vision – a Vision that has the capability of changing and growing as we do – It's Big!

As a Chamber we act small by doing one thing in support of the Vision and then we do another, and another, and another.)

So, it all sounds good right? How do we start? What does this year look like? We can start by identifying the Vision – that open minded, blue sky kind of vision that fits within our Mission. We can do one thing – we can think about how to attract the right kind of business or businesses to El Dorado County. We can ensure that we are thinking about businesses that are the "right fit" for our community. By identifying the types of businesses we want to attract to our County, we are thinking Big, acting small AND we are keeping our Vision and Mission at the forefront of our minds.

We think of all of the ways to bring start up's, R&D facilities, small businesses who want to live in this beautiful County. We think about how to pitch our story. We think about how to create economic benefit. How do we incentivize the "right" businesses to come?

Think Big

Interview small start ups, talk to targeted folks in different areas to see what they look for in a community to relocate. We collaborate with County staff and Supervisors to create packages to market our County.

Act Small

It's time for us to come together as a community – put our differences to work to create a better Vision, we all cherish this beautiful County, wanting to "preserve our quality of life."

Vision the end product, take it one step at a time, come from a humble heart so that we can be nimble when a great company fitting our profile says "yes".

To quote Margaret Mead, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." Let's come together and do just that.



2018 Board of Directors

The following were sworn in by Undersheriff Randy Peshon at the 94th Annual Awards and Installation Dinner

L to R: Gordon Helm, Dry Diggins Distillery; Dolly Wager, DSW & Associates; Tommy Basham & Sol Nisbet, Divide Chamber Representatives; Ed Manansala, EDC Office of Education; Christa Campbell, Rainbow Orchards; Mark Luster, Sierra Pacific Industries; Kirk Bone, Parker Development; Susie Davies, Mother Lode Rehabilitation Enterprises; Adam Anderson, Wealthguard Advisors; Alice Perez, AT&T; Sue Vandelinder, El Dorado Disposal; Richard Esposito, Mountain Democrat; Leonard Grado, Palos Verdes Properties and Mike Kobus, Koby Pest Control. Not pictured: Kevin Brown, Breaker Glass; Brian Jensen, Hospital Council of N. & Central Calif.; Brandon Sanders, PG&E and Duane Wallace, South Lake Tahoe Chamber.

Business Luncheon

GUEST SPEAKER – SAM HOPPE, CPA

FEBRUARY 14, 2018

RED HAWK CASINO / HENRY'S STEAKHOUSE

11:30 A.M. - 1:00 P.M.

\$15 MEMBERS / \$20 NOT-YET-A-MEMBER

We will hear from 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. Sam has become an annual favorite speaker around tax time. 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.

Reservations Required. Space is limited. Sign up early! Reserve your spot on line at eldoradocounty.org or call (530) 621.5885

Our luncheon sponsor is Keller Williams Realty - Morgan Larson

Eldo's Shop Local Campaign

Congratulations to Connie Campbell, who was the winner of the "Where's Eldo" Shop Anywhere, Buy Local Campaign. Richard Esposito, Chamber President and publisher of the Mountain Democrat presented the prize, a bag filled with goodies valued at \$400. Thank you to the businesses who partici-



ated: AdsUp!, Vintage Photography, El Dorado Disposal, Koby Pest Control, Wofford Acres Vineyard, Mother Lode Rehabilitation Ent., Thompson's Auto Sales, Breaker Glass Company, Carbon Copy, Sole Desire, Placerville News Company, Lofty Lou's, Man Cave, Blain Stumpf Rock, American Legion, and AT&T

CARBON COPY
★ Over 25 Years in El Dorado County! ★
Your LOCAL SOURCE for Multi-Functional Copiers/Printers that do it all!

- New & Refurbished Machines
- Customer care is our priority!

Simple, Affordable Monthly Programs!

KYOCERA Copystar SAMSUNG
hp Canon DELL brother

559 Main St. • Placerville • 800-626-3166
JACKSON 209-223-3734 AUBURN 530-885-1960 SACRAMENTO 916-923-1919

Koby pest control
Complete Pest Control Service
530-626-6774

\$25⁰⁰ Off Any Service
New customers only

BREAKER GLASS Co., Inc.
WE'RE YOUR AUTOMOTIVE GLASS SPECIALISTS!

Thanks for Voting us #1
2006 - 2012

Kevin Brown
Past County Chamber President 2006
UP TO \$50 OFF YOUR DEDUCTIBLE
530-626-3795
131 Placerville Dr. • Placerville

Terrie Y. Prod'hon
CERTIFIED PUBLIC ACCOUNTANT

- Bookkeeping, Accounting & Billing Services
- Financial Statements & Cash Flow Analysis
- Tax Planning & Tax Return Preparation
- Estate Tax Planning & Preparation
- Trust Management & Accounting
- Payroll Processing
- Hardware & Software Selection & Implementation
- Computer Consulting, Training & Support

530-622-1731 916-933-2164
FAX 622-7241 FAX 933-7745
601 Main Street 985 Governor Drive
Placerville, CA 95667-5708 El Dorado Hills, CA 95762-4231

FEBRUARY 2018 COMMUNITY CALENDAR

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

Men's Chorus in Placerville
Tuesday Evenings, 7:00 p.m. Church of the Nazarene, 6040 Mother Lode Dr Placerville. (530) 748-3958, info@goldrushchorus.org or www.goldrushchorus.org

Apple Jacks & Jills Square Dance Club
Wednesday Evenings, 7:00 p.m. at Hangtown Grange, 2020 Smith Flat Road, Placerville. (530) 621-1830 or (916) 933-2790.

Main Street Strollers Square Dance Club
Thursday Evenings, 6:30 p.m. at I.O.O.F Hall, 467 Main Street, Placerville. (530) 677-7961. mainstreetstrollers@gmail.com

UCCE / El Dorado County Master Gardener Classes
Feb 3 Spring and Summer Vegetables: Government Center, Hearing Room Building C, 2850 Fairlane Court, Placerville. 9 a.m. - Noon.

Feb 3 Pruning for that Fabulous Rose Display, Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 1 p.m. - 3 p.m.

Feb 10 Saturdays with Barry, Straw Bale Gardening, Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 10 a.m. - Noon

Feb 14 Eco-Gardening: Attracting Pollinators, Beneficial Insects & Other Natural Predators, Cameron Park Community Center, 2502 Country Club Lane, Cameron Park. 9 a.m. - Noon

Feb 24 Backyard Chickens: Government Center, Hearing Room Building C, 2850 Fairlane Court, Placerville. 9 a.m. - Noon.

UCCE Master Gardeners of El Dorado County Office, (530) 621-5512, <http://www.ucanr.edu/edmg>

American River Conservancy Events
Feb 3 What's your Chemistry Doin' to ya?
10 a.m. \$5/members, \$10/non-members.

Feb 10 Cronan Ranch Hikes
8:30 a.m. \$5/members, \$10/non-members.

Feb 10 Pine Needle Basket Class
9 a.m. - 4 p.m., \$40/members, \$50/non-members.

Feb 25 Wildfire in the Foothills
10 a.m. - 3 p.m., \$5/members, \$10/non-members
Please call for meeting location. 530-621-1224, julie@arconservancy.org, <http://arconservancy.org/>

Sierra-at-Tahoe
Feb 4, 10 - USASA SBX/SX - Boardercross and skiercross
Feb 17, 25 - USASA Slopestyle
Feb 24 - USASA Pipe
Open to USASA members only. Memberships, registration and event info can be found at www.usasa.org or www.usasasouthtahoe.com

Feb 2 - 25 Art on the Divide Gallery
10 a.m. - 5 p.m. Guest Artist, Tracey Sirbello Exhibit "4 Legs & a Tail" and also running thru February "Creative Fusion" featuring Golden Sierra Junior Senior High School secondary school student's art work. 6295 Main Street, Georgetown. www.artonthedivide.com or aodcgallery@gmail.com

Feb 3, 10, 17 & 24 Family Karaoke Night
6:30 p.m. Pizza Factory, 1242 Broadway, Placerville

Feb 3 El Dorado Hills Rotary 25th Annual Crab & Tri-Tip Feed
6 p.m. District Church Auditorium - El Dorado Hills, 7000 Rossmore Lane, El Dorado Hills. \$55. www.edhcrabfeed.org or edhrotary@gmail.com

Feb 4 & 18 El Dorado Depot -El Dorado Western Railroad Rides
10 a.m. Departs from Oriental Street. (530) 409-8473, museum. edcgov.us/el-dorado-western-railroad

Feb 4 Sierra-at-Tahoe
Feb 6, 13, 20 & 27 Bingo
5p.m. Pollock Pines/Camino Community Center, 2675 Sanders Drive. (530) 647-8005, pollockpines.org

Feb 8 Free Needlework Class
2 p.m. - 4 p.m. El Dorado County Library, 345 Fairlane, Placerville. All materials provided by Hanging by A Thread Chapter of EGA. <http://hbat-egablogspot.com/> hbat.ega@gmail.com

Feb 9, 10, 16 & 17 Dinner Theater
7 p.m. Imagination Theater presents "Love Letters" at Smith Flat House. \$40 per person. For reservations: 530-621-1003.

Feb 10 Truffles & Treasures Jewelry Event
10 a.m. - 4 p.m. New Beginnings Thrift Store, 4516 Missouri Flat Rd. (530) 344-7200

Feb 10 Soroptimists 20th Anniversary of Chocolate Affair
6 p.m. El Dorado County Fairgrounds, 100 Placerville Dr. \$40 before 2/9, \$45 after. 530-344-1476. <http://chocolate-affair.com>

Feb 11 & 25 Shingle Springs Depot -El Dorado Western Railroad Rides
10 a.m. Departs from 4241 Mother Lode Dr. (530) 409-8473, museum. edcgov.us/el-dorado-western-railroad

Feb 14 El Dorado Hills Town Center Carriage Rides
5 p.m. - 9 p.m. Sign up & board across from Milestone. \$15 per couple, \$20 for 3, \$25 for family of 4, \$30 for full carriage. Proceeds benefit 3 Strands Global.

Feb 17 Cameron Park Fire Department Crab Feed
5:00 p.m. Cameron Park Community Center, 2502 Country Club Dr. \$45 (530) 677-2231, cpcsd@cameronpark.org

Feb 17 Stagecoach Rides
Noon Weather permitting. Davey "Doc" Wiser & Crew. Placerville-downtown.org

Feb 17 Third Saturday Art Walk
5 p.m. - 9 p.m. Historic Downtown Placerville (530) 672-3436, Placerville-downtown.org

Feb 17 Mother Lode Lions All you Can Eat Crab & Shrimp Feed
5:30 p.m. - 9 p.m. Mother Lode Lions Hall, 4701 Missouri Flat Rd, Diamond Springs. 530-622-8130 or 530-381-7317

Feb 17, 18 & 19 Barrel Tasting at Fenton Herriott
11 a.m. - 3 p.m. 120 Jacquier Court, Camino. (530) 642-2021. briand@fentonherriott.com; www.fentonherriott.com/events.htm

Feb 17 2018 El Dorado Post 119 Crab Feed
5 p.m. - 10 pm. \$40 4561 Greenstone Road, Placerville, hwww.legionpost119.org, eldoradopost119@att.net, or 530 626 3956

Feb 22 Games of Winter Author Talk
6 p.m. - 7:30 p.m. Fausel House Gallery, 772 Pacific Street, Placerville. eldoradoartscouncil.org/the-games-of-winter/ or caitlin@eldoradoartscouncil.org

Feb 22 Chamber Mixer at Snowline Hospice
5:30 p.m. - 7:30 p.m. Highway 50 Store, 3961 El Dorado Road, Placerville. www.eldoradocounty.org or (530) 621-5885

Feb 24 Battle of the Badges 911 Cook off
4 p.m. - 8 p.m. El Dorado County Fairgrounds, laurie@newmorn-ingyfs.org. www.facebook.com/battleofthebadges911cookoff/

Feb 25 It's a Wedding Affair - Bridal Show
10 a.m. Cameron Park Community Center, 2502 Country Club Dr. FREE (530) 677-2231, cpcsd@cameronpark.org

Feb 28 Affair of the Heart
4 p.m. - 7 p.m. Cameron Park Community Center; 2502 Country Club Drive. www.marshallmedical.org or cpcsd@cameronpark.org, (530) 677-2231. Free event

For more information on these and other events, visit www.visiteldorado.com Event date, time, cost or locations are subject to change. Prior to attending an event please confirm the information.

Meetings:

- Feb 01 Chamber Diplomats, noon, Chamber**
- Feb 05 EDC2, 11 a.m., EDCOE**
- Feb 14 Luncheon, Red Hawk, Henry's Steakhouse, 11:30 am**
- Feb 15 Ag Council, 7:30 a.m., Ag Building**
- Feb 22 Mixer: Snowline Hospice, 5:30 p.m.**

UCAN

**United Chamber Advocacy Network
Where You Can Make a Difference
for Business in California!**

January 16, 2018
Hon. Lorena Gonzalez-Fletcher
California State Assembly
State Capitol Building, Room 2114
Sacramento, CA 94249-0080

Re: AB 5 - OPPOSE Assembly Committee on Appropriations, January 18, 2017

Dear Assemblymember Gonzalez-Fletcher:

On behalf of the chambers of commerce that comprise the United Chamber Advocacy Network of California (UCAN) and their nearly 4800 combined members, I am writing to express our respectful opposition to Assembly Bill 5 re: part-time employment.

In a recent joint membership survey, the UCAN chambers asked: "Should the state require employers to provide more hours to part time employees before the business can hire additional staff?" 83% of the respondents answered "no."

The small businesses who comprise the lion's share of members to local chambers of commerce consistently cite taxes, fees, legal liability and the burdens of regulatory compliance as primary factors that hinder their success and discourage growth.

Specifically, AB 5 will create additional burdens associated with more regulatory compliance and will open additional avenues for legal liability. In addition, AB 5 further hamstring small business enterprises by mandating how an employer can manage his or her workforce.

AB 5 intends to encourage more employers to hire full time employees - a laudatory goal. However, rather than mandating how small businesses manage their workforce, state policymakers would be better served to review and revise the many policies that place disincentives on the hiring of full-time workers in the first place.

Thank you for your thoughtful consideration of our views.

Dave Butler
Advocate United Chamber Advocacy Network
cc.Members, Assembly Committee on Appropriations
Assemblymembers Frank Bigelow, Jim Cooper, Ken Cooley, Kevin Kiley

United Chamber Advocacy Network
El Dorado County Joint Chamber Commission;
Elk Grove Joint Chamber Commerce; Folsom Chamber of Commerce; Rancho Cordova Chamber of Commerce; Roseville Area Chamber of Commerce
One Capitol Mall, Suite 800 Sacramento, CA 95184 916.444.3568



The El Dorado Lake Tahoe Film & Media Office
Invites you to attend
**Our Annual 2018
I ♥ FILM Mixer**

**EL DORADO COUNTY CHAMBER OF COMMERCE BUSINESS SHOWCASE
ATTENDANCE IS FREE! FREE FOOD, WINE AND BEER TASTING!**

WHY: To *celebrate and strengthen* our local film industry through Networking!

WHO: *Film Crewmembers, Producers, Directors, Talent, Vendors & Community Members* interested in learning about the local film industry.

WHEN: *Friday, March 9*, from 4-8PM

WHERE: At the *El Dorado County Fairgrounds*
www.eldoradocountyfair.org/directions.html



Guest Speaker, Toni Staniewicz, Casting Director
Recently known for her work on "Lady Bird"
Sacramento Extra Casting

- 4-8PM Registration, Meet & Greet, Food & Wine Tasting
- 6:30-7:30PM Speaker Event
- 8:30 - 10:30 A VIP Reception and Networking
Hop House 4364 Town Center Blvd. #128, El Dorado Hills, CA 95762 **916.358.3977**

FOR MORE INFORMATION ON THIS EVENT, CALL 530-621-5885

**MANDATORY CHANGE TO EMPLOYMENT NOTICES POSTER
Order Your 2018 California
Employment Poster Today!**



Make sure your business is in compliance. Even if you have only one employee, you can be fined \$17,000 for not posting required notices. Our poster includes all 17 notices in one convenient poster.

Order yours today!

You Can Submit Your Event Online!

Did you know that the Chamber keeps a community calendar of events? El Dorado County events can be submitted to <http://visiteldorado.mhsoftware.com/EditItem.html>

Once approved, your event will appear on the online calendar at www.visiteldorado.com and also printed in the Voice of Business newsletter as space allows.



Honesty. Respect. Professionalism. Courtesy.

Fred Ott CLU ChFC CPCU, Agent
Insurance Lic#: 0564241

3420 Coach Lane #4
Cameron Park, CA 95682
Bus: 530-677-5211
Bus: 916-933-1757
Bus: 530-622-7243
Fax: 530-677-6834
Email: fred@fredott.net

It's how I treat all my customers. And you can be sure I'll always do my best to meet your needs. **Like a good neighbor, State Farm is there.® CALL ME TODAY.**



FREE HALF CHICKEN!
(a \$6.00 value)
When you buy our **RIB ROUND UP OR FAMILY PACK**

CARRY-OUT ONLY.
Both include pint of Potato Salad, Coleslaw & Beans

BACK FORTY
Texas BBQ

3977 Durock Rd. • Shingle Springs
*MUST present coupon at time of ordering. Not good with any other special offer.

676-4040