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Voice of Business

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Tourism Pays

By Jody Franklin, Director of Tourism

In celebration of California Restaurant month, the El Dorado County Visitors Authority created "The El Dorado Epicurean." Now in its second year, participation in the event grew by nearly 200% and has all the signs of a signature event for foodies throughout the region. The El Dorado Epicurean was a weeklong celebration of our local cuisine from January 22- 29. Dozens of delectable deals, exclusive offers and special discounts on lodging and transportation were available for the entire week.

The grand finale was a county-wide progressive dinner for culinary adventurers held on January 29th. The area's finest chefs offered an extraordinary opportunity to choose from nine different itineraries that included a delicious four-course dinner, each course served at a different restaurant.

This year 23 restaurants, six wineries, two B & B's, one retail shop and the EDC Fairgrounds all participated in the event. A post-event survey gave the pro-

gressive dinner rave reviews with 95% of the participants saying they would love to attend again next year.

two-day event to discover authentic travel experiences, snap up the deals and win trips and giveaways, and be entertained and delighted. This amazing travel extravaganza provided travel tips from the experts including travel legend Rick Steves, Patricia Schultz and more. Attendees were eager to learn more about our area and the gold mine of vacation values. El Dorado County's pet friendly attractions and lodging was a popular subject for bay area travelers again this year. EDVA distributed over 300 El Dorado County Visitors and Farm Trails guides, 500 Wine Maps, 350 Placerville Downtown brochures, 450 Apple Hill Maps, 325 Gold Bug Mine brochures, 275 Marshall Gold Discovery Park rack cards, 225 Fair Play brochures and a total of 400 other brochures representing Cameron Park, El Dorado Hills, the Divide and South Lake Tahoe.

Plans for next years show are already underway.

The Nation's Leading Travel Show Comes to the Bay Area! February 18th & 19th 2012

The El Dorado County Visitors Authority (EDVA) took this opportunity to invite Bay Area residents to "Experience El Dorado" wine country, agriculture excursions and the rich and colorful history. Thousands of area residents attended this

Sixth Annual Hangtown Hold'em Poker Tournament

Thanks to everyone who came out for a fun night in the Marshall Room at the Fairgrounds on Jan 28th. Congratulations to our top players:

1st – Bill Beverly

\$500 gift card

2nd – Tom Heflin

Five hour ride on the Short Bus

3rd – Ray Jagers

Poker table and \$100 gift card

4th – Dale Cogan

Four lift tickets to Sierra-at-Tahoe

5th – Brad Clark

Red Hawk Casino

Waterfall Buffet for 4

6th – Tim Gilboy

\$25 for the Independent

Restaurant and wine

7th – George Chandler

\$25 for Hey Day Café and wine



Tom Heflin and Bill Beverly, second- and first-place winners in the 6th Annual Hangtown Hold'em Poker Tournament.

FREE TAX ASSISTANCE

Volunteer income tax counselors will be available at various locations throughout El Dorado County from February 1st thru April 17th. The service is free and available to all middle and low-income taxpayers, with special attention to those age 60 and older. The American Association of Retired Persons, in conjunction with the Internal Revenue Service and the California Franchise Tax Board provide this service to all ages. All

returns are electronically filed at all locations. This method ensures that returns are processed faster and with fewer errors, providing for quicker refunds. Those desiring to use the service of the Tax-Aide program are encouraged to make appointments, in order to secure a date, time and location convenient for them. Appointments are available Monday through Saturday. The phone hours are 10:30am - 4:30pm at the following locations:

Cameron Park and El Dorado Hills
916-740-7746

Placerville and Pollock Pines
530-350-3177

Lake Oaks and Gold Country
530-402-9840

Georgetown, 530-887-9545

Garden Valley, 530-333-2590

You may also call 1-888-227-7669(AARP NOW) to locate a site not listed here.

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**MARCH
2012**

**Chamber
Champions:**



2012 Business Awards Luncheon

Kicking off the annual Business Showcase and I Love Film Mixer, the Business Awards Luncheon will be held in the Grand Ball Room at Sequoia Restaurant, on Friday, March 16th. Awards will be presented in the following categories: Small Business of the Year, Start-up Business of the Year, Home-Based Business of the Year, and Community Service Business of the Year. In addition, a mini-grant will be given to a local business that is ready to take their business to the next level. The State of the County Address will be given by District I Supervisor and Board Chair, John Knight.

This event is always a sellout; so don't delay in making your reservations, as they are required.

Bill Parker of Parker Development receives the Community Service award at the 2011 Business Showcase luncheon.



Join Us...

**Friday, March 16th
11 a.m. – 1 p.m.
\$30 per person**

**RSVP to 530-621-5885 or
psi@eldoradocounty.org**

Best Sellers to Help You Do Business

2012 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.**

2012 HR Handbook for California Employers

Includes color-coded easy reference sections. Required and recommended forms for California businesses available to download using a special URL provided in the book.

Employee Handbook Software for California Employers

California-specific, intuitive, Wizard-based software designed to create and/or update an employ-

ee handbook quickly and easily. (Available in English or Spanish.)

California Labor Law Digest 2012 Edition

This comprehensive, California-specific Digest puts answers to labor law questions right at your fingertips, updated with new case law and regulations for 2012.

Take Charge: Protecting Your Customers' Credit Card Data

If you accept payment cards at your business, you must comply with the PCI Data Security Standard (PCI DSS). Book geared for small and medium-sized businesses.

Exporting Guide for California Businesses

This comprehensive guide is an easy-to-use essential reference for any company or entrepreneur in the U.S. exporting goods internationally.

These products are produced by **CalBizCentral** presented by the California Chamber of Commerce, a publisher of top-quality human resource

products and services with more than 100 years of experience helping California business do business.

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All 16 required notices on one non-laminated poster @ \$24.99
Non-laminated poster w/Poster Protect @ \$39.99
____ English ____ Spanish

All 16 required notices on one laminated poster @ \$34.99
Laminated poster w/Poster Protect @ \$54.99
____ English ____ Spanish

2012 California Required Notices Kit

The two-poster set as well as 20 copies each of the five pamphlets. Employees must receive.

Non-laminated / Laminated
\$79.99 / \$89.99
With Poster Protect \$94.99 / \$109.99

2012 HR Handbook for California Employers @ \$39.99

2012 California Labor Law Digest @ \$159.99

2012 Employee Handbook Software @ \$199.99

____ English ____ Spanish

Take Charge: Protecting Customers' Credit Card Data @ \$24.99

Exporting Guide for California Businesses @ \$39.99

To place your order for your 2012 Human Resource Materials contact:

The El Dorado County Chamber of Commerce

542 Main Street
Placerville
(530) 621- 5885

Email:
admin@eldoradocounty.org



MARCH 2012 COMMUNITY CALENDAR

Community Observatory

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

Salsa Lessons and Dancing at Sequoia

Every Wednesday - except the first Wednesday of the Month! 530-622-5222 or www.sequoiaplacerville.com

Family Fun Night at Round Table Pizza

Every Tuesday evening, 6:00 pm – 8:00 pm. Food and other activities for the family. Round Table Pizza at 512 Main Street, Placerville. 530-622-2259

Tuesday Evenings, Men's Chorus in Placerville

7:15 pm First Christian Church of Placerville, 2687 Andler Rd, Placerville. (530) 344-9209 or (530) 644-4151 or www.goldrushchorus.org

Dance with Apple Jacks & Jills Square Dance Club

Wednesday Evenings, starting Jan 12. 7:00 pm at the Hangtown Grange, 2020 Smith Flat Road, Placerville. 530-622-8550 or 530-642-2787

UCCE/El Dorado County Master Gardner Classes

Mar 03 Propagation I; Mar 10: Weather Organic Gardening I; Mar 17: Organic Gardening II; Mar 25 Backyard Chickens; Mar 31 Soils & Fertilizers. Classes at Veterans Memorial Bldg. 130 Placerville Dr., Placerville, 530-621-5512. ceeldorado.ucdavis.edu/Master_Gardener

Mar 02, Grand Opening & Ribbon Cutting Ceremony at Pampering Pickle Goodies & Gifts for Dogs

6:00 pm – 7:30 pm. 320 Main Street. Ribbon Cutting at 6:00 pm. Well behaved dogs are both welcome and encouraged.

Mar 03, Cameron Park Concert – '30s & '40s Sister Swing

6:00 pm Cameron Park's Community Center. (530) 677-2231, cpscd@cameronpark.org, www.cameronpark.org

Mar 04, 11, 18 & 25 El Dorado Depot Train Rides

Noon to 4:00 pm. Train rides on the historic Southern Pacific Placerville Branch rail line, weather permitting. El Dorado Western Railway Foundation 530-621-5865. eldoradowestern.blogspot.com

Mar 04, 11, 18, & 25 Soup Sunday's at Miraflores Winery

11:00 – 4:00 pm. 2120 Four Springs Trail, Placerville. 530-647-8505 www.mirafloreswinery.com

Mar 04, Cooking with Chef Greg Kemp

1:00 pm Miraflores Winery, 2120 Four Springs Trail, Placerville. 530-647-8505 www.mirafloreswinery.com

Mar 07, Sequoia Comedy Night

Sequoia Restaurant, 643 Bee Street, Placerville. www.sequoiaplacerville.com or 530.622.5222

Mar 09, Java & Jazz

7:00 – 9:00 pm Oak Ridge Café, Oak Ridge High School, 1120 Harvard Way, El Dorado Hills. \$10/\$7 students/seniors. Tickets available at door. Proceeds benefit Oak Ridge Jazz Program

Mar 10, Open House American Quarter Midget Association

10:00 am – 2:00 pm Free event. Located inside the Prairie City State Vehicular Recreation Park, 13300 White Rock Road, Rancho Cordova.

Mar 10, 22nd Annual Pioneer Lions St Patricks Day Dinner

6:00 pm Pleasant Valley Grange, 4765 Pleasant Valley Grange Road. \$18/\$20 at door. 530.620.6705 or email DPPK-TS@innercite.com

Mar 11, Music on the Divide: Brasil Guitar Duo

3:00 pm – 5:30 pm. IOOF Hall, corner of Hwy 193 & Main Street, Georgetown. \$15 for adults, \$5 for young people under 18. 530-622-6946 or www.musiconthedivide.org

Mar 16, Business Showcase & I Love Film Mixer

4:00 – 8:00 pm El Dorado County Fairgrounds, 100 Placerville Drive. Free admission. 530-621-5885. www.eldoradocounty.org

Mar 17, Spirit of Benny K Fun Run and Walk

8:00 am – Noon El Dorado Bike Trail. Staging Schnell School. For more information or to register, please go to www.thespiritofbenny.com

Mar 17, Tire Amnesty Day

Materials Recovery Facility, 4199 Throwita Way, Diamond Springs, 530-626-4141. El Dorado County Environmental Mgmt Dept. 530-621-5300. http://www.edcgov.us/emd

Mar 17, St Patrick's Day at Lava Cap Winery

11:00 am – 5:00 pm 2221 Fruitridge Road, Placerville, (530) 621-0175, www.lavacap.com

Mar 17, Third Saturday, Placerville Art Walk

5:00 – 9:00 pm. Main Street, Placerville. (530) 672-3436 or www.placerville-downtown.org

Mar 23 – Apr 15 Imagination Theater Presents: Camelot

For performance times and ticket prices call 530-642-0404 or visit www.it-tickets.org

Mar 24, Sip Wine & Paint a Masterpiece

11:00 am – 4:00 pm Lava Cap Winery. 2221 Fruitridge Road, Placerville, (530) 621-0175 www.lavacap.com. Tickets \$45 for Masterpiece Painting Lesson.

Mar 24, Daffodil Daze of Chocolate Delights & High Tea

1:00 pm Sponsored by Placerville Emblem Club, 3821 Quest Court, Shingle Springs. \$20.00

Mar 24, Placerville Rotary 35th Annual Bon Voyage Ball

6:00 pm Theme: Hollywood. El Dorado County Fairgrounds. \$70 per person. www.placillerotary.org

Mar 27, Ribbon Cutting at Lenoil Insurance Agency

5:30 pm – 7:30 pm, 990 Marshall Way. New location in a newly remodeled building.

Mar 28, Community Concert

7:00 p.m. Barbara Westphal (viola & piano). Union Mine High School Theater, 6530 Koki Lane, El Dorado. www.eldoradocommunityconcerts.com or ElDoradoCommunityConcerts@yahoo.com

Mar 29, "Lets Make a Deal"

10:00 – 3:00 pm Placerville Shakespeare Club Annual Bridge Party, 2940 Bedford Ave., Placerville. Melba (530) 622-3726 or Doreen (530) 626-0531.

Mar 31, Placerville Speedway California Sprint Car Civil War Series, 360 Sprints, Dwarf Cars

OPENING DAY Pits open @ 2:00 pm, Gates Open @ 5:00 pm, Qualifying @ 6:30 pm. Parking in the tiers and on grounds is \$ 5.00 per vehicle.

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.

MEETING SCHEDULE

- Mar 01 Ed Council, 7:30 am, EDCOE
- Mar 01 Chamber Diplomats, noon, Chamber
- Mar 08 oint Chambers, 7:30 a.m., EDCOE
- Mar 08 Visitor's Authority, MORE, 4 pm
- Mar 08 Board of Directors, 5:30 p.m., EDCOE
- Mar 08 Junior Ambassadors, 4:30, Chamber
- Mar 21 Senior Ambassadors, 10:00 a.m. MORE
- Mar 16 Business Showcase Luncheon at Sequoia, RSVP only
- Mar 15 Ag Council, 7:30 a.m., Ag Building
- Mar 22 Junior Ambassadors, 4:30, Chamber