



EL DORADO COUNTY CHAMBER OF COMMERCE'S

Voice of Business

542 Main St. • Placerville, CA 95667 • (530) 621-5885 • www.eldoradocounty.org

We're Still Working Hard

Starting out with six people around the County Chamber's conference room table, the Sustainable Forest Action Coalition is now twenty (20) Counties strong with additional participation from Counties in Oregon and Wyoming.

Our mission is to connect County and community organizations and coalition members in the healthy sustainable management of our Forest ecosystems, while maintaining the quality of life through healthy forests, healthy products industry, healthy communities and sustainable jobs.

On June 15th the Sustainable Forest Action Coalition held its first Congressional Summit with representation from six congressional seats and Senator Diane Feinstein's office. We especially appreciate the continued support of Congressmen Tom McClintock and Wally Herger and their staffs.

The agenda outlined what the coalition believes to be significant issues facing our National Forests and the communities surrounding them. We addressed the following:

- Secure Rural Schools
- Hazardous Fuels Funding
- National Environmental Act
- Equal Access to Justice Act
- Stewardship Contracting
- Environmental Protection Agency
- Travel Management Plans

The information provided to the representatives included specific requests for action and the coalition will continue the dialog with the intent of positive outcomes.

If you would like copies of each white paper prepared, please contact our office at 530 621 5885.

Growing Our Own Leaders

What is a leader? Is a leader born or made? Is leadership a function of one's character? Or is it a set of skills that can be taught?

Leadership El Dorado is a year-long program, that meets one day a month to provide education and training to help build El Dorado County's future leaders. This program is intended to send a diverse group of highly skilled leaders back into the com-

munity – better skilled, further motivated, with a stronger vision – to lead those around them toward an improved region and a healthier community.

With the knowledge and desire to show the way, a person can be a leader. Knowledge can be acquired, and desire is the result of motivation. A leadership program will drive this process by intense classroom activity,

participatory sessions, team-action projects, public and private entity site visits, peer-to-peer exchange that promote a stronger social and professional environment.

Does it work? We are in our sixth year and come this August's graduation ceremony we'll have 145 alumni of the program working in our community, some on local non-profit boards and others as successfully elected offi-

cial. They are a network of special folks supporting our community and each other. Yep, it works.

We are now accepting applications for Leadership El Dorado Class Seven. If you would like more information about our program, just contact us at chamber@eldoradocounty.org or download the information and application from our homepage at www.eldoradocounty.org.

PG&E helps business customers transition to state-mandated electric service pricing

Pacific Gas and Electric Company (PG&E) has recently begun a comprehensive effort to educate its small and medium business and agriculture customers about a state-mandated pricing program change for electric services and how they can potentially take advantage of it to save money. At the same time, the utility is asking state regulators to give affected customers the right to opt-out of the new pricing program if they prefer to stay with their current plan.

At the direction of the California Public Utilities Commission, PG&E's small and medium businesses will begin moving in November to time-of-use (TOU) pricing. With TOU, when electricity is used will be just as important as how much electricity is used. Rates are higher during weekday summer afternoons when electric demand peaks, typically noon to 6 p.m., May through October. In return, business customers will have lower rates at all other times.

The purpose is to better align prices with the cost of generating electricity at various times of the day, to help lower energy bills, prevent "brownouts" and other electric grid disruptions, and benefit the environment by reducing the need to run fossil-fueled power plants.

Businesses that do not draw heavy power loads during

peak afternoon hours may automatically benefit from the change to TOU rates, and others may save money by taking simple steps to reduce peak energy use, such as pre-cooling work areas and charging batteries in the morning, adjusting employee schedules, and turning off some non-essential power draws in the afternoon, such as fountains and video displays.

An analysis by PG&E suggests that as many as six in 10 small and medium business customers would benefit or see no change from a shift to TOU pricing, even if they do not change their behavior. Only about two percent of such customers would experience a bill increase of more than \$8 a month.

PG&E has asked the Commission to allow customers to opt out of TOU pricing, and is seeking a decision by Sept. 1, 2012, before small and medium business customers begin transitioning to the new TOU rates in November. Large commercial and industrial electric customers have already moved to similar pricing plans.

Business customers can learn more about TOU rates by visiting PG&E's web pages at www.pge.com/TVP or by calling a PG&E representative at 1-800-987-4923. PG&E offers a host of energy-saving tips and programs at http://www.pge.com/mybusiness/energysavingsrebates/.

SBDC offers help to area small businesses

The Small Business Development Center (SBDC) provides one-on-one consulting, training and technical assistance in all aspects of small business management.

Our mission is to help emerging and existing businesses become successful utilizing one-to-one business consulting, workshops, a reference library and resource partners. To accomplish this we assist our clients with job creation/retention, capital infusion, increased revenue, increased profitability and long term business

sustainability.

We can provide business consulting and training in the following areas:

Business Planning & Management

- Business Plan Development
- Business Start-Up Assistance
- Expansion & Growth
- Licensing and Permits
- Employee Management
- Buying and Selling a Business

Marketing

- Identifying Market Niches

- Advertising & Promotion Strategies
- Business Feasibility Evaluation
- Marketing Plan Development
- Pricing
- Internet Marketing
- Social Media
- E-Commerce

Financial Management

- Cash Flow Management
- Funding Options
- Bookkeeping & Accounting
- Loan Application Assistance
- Financial Analysis & Projections
- Government

- Contracting
- Business Valuation & Strategies
- Tax Planning & Requirements
- Payout Management

Resources

- Information
- Professional Consultants
- Business Counseling
- Business Training
- Business Library
- Computer Access
- Referrals

For more information visit <http://sbdc.net/>, call 877-853-9093, or email: info@sbdc.net

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**JULY
2012**

**Chamber
Champions:**



Welcome New Members!

At top, President-Elect, Shiva Frentzen welcomes (Clockwise from left) Doug Hawkins, Administrator for Western Slope Health Center, and Jerrie Beard of Jerrie Beard & Associates. (Continuing clockwise) President Brian Jensen, welcomes Spencer Fredericksen; Ceryl Morris of Craft Castle; Michelle Wenell of Opportunity Acres; Michael Wilson of the County Fair Shopping Center and Pam Bechtel and Dennis Collingwood with the Hangtown Kennel Club of Placerville.



JULY 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

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

Tuesday Evening: Bingo

5:00 p.m. \$10 for first 14 games, Pollock Pines/Camino Community Center, 2675 Sanders Drive.

Dance with Apple Jack's & Jill's Square Dance Club

Wednesday Evenings, 7:00 p.m. at the Hangtown Grange, 2020 Smith Flat Road, Placerville. 530-622-8550 or 530-642-2787

Placerville Speedway

Jul 4 California Sprint Car Civil War Series; Jul 7 No Races; Jul 14 Point Race #10; Jul 21 Point Race #11; Jul 25 Lucas Oil ASCS National Sprint Car Series; July 28 Point Race #12. www.placervillespeedway.com

Certified Farmers Markets

- Saturdays 8:00 a.m. - noon - Placerville - Ivy Street Parking Lot,
- Sundays 9:00 a.m. - noon - El Dorado Hills Town Center
- Sundays 10:00 am – 1:00 pm – Divide Farm Exchange
- Sunday 9:00 – 1:00 pm Farmers' Market, 7312 Hwy 49, Lotus
- Tuesdays 8:00 a.m. – 1:00 p.m. – South Lake Tahoe – parking lot of American Legion Hall
- Wednesday 8:00 a.m. - noon – Cameron Park - Burke's Junction
- Wednesday – Farmers Market opens at the Bell Tower, Main Street Placerville
- Thursday 8:00 am – noon – El Dorado Hills CSD, Harvard Boulevard

For more information call 530-622-1900 or visit www.eldoradofarmersmarket.com/

UCCE/El Dorado County Master Gardener Classes

July 7: Water Efficient Gardening; July 14: Salsa Gardening; July 21: Making Worms Work; July 28: Bees and Butterflies. Location will be announced on our phone message, on our website and on Facebook. 530-621-551. http://ceeldorado.ucdavis.edu/Master_Gardener/

Jun 30 13th Anniversary Summer Spectacular & Fireworks Show

2 p.m. – 10:30 p.m. Cameron Park Lake off Hwy 50 and Cambridge Road. Fireworks are at dusk. www.cameronpark.org

Jul 03 Independence Day Fireworks Jubilee at the El Dorado Hills Town Center

4:00 p.m. – 10:00 p.m. Town Center Blvd, El Dorado Hills. acgprsac@gmail.com / 916-925-5080. www.eldoradohillstowncenter.com/

Jul 04 Annual Family Blast at El Dorado County Fairgrounds

4:00 p.m. El Dorado County Fairgrounds, 100 Placerville Dr, Placerville. Fireworks begin once it is dark. \$5 Parking in the tiers, \$3 per person (walk-in at the gate), \$15 per carload (includes parking on the grounds & gate admission for up to 6 people) 530-621-5860. www.eldoradocountyfair.org

Jul 04 Pollock Pines 4th of July

Independence Day Concert & Picnic
cedapp@pollockpines.biz. www.pollockpines.biz

Jul 04 Sequoia Comedy Night

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

Jul 5, 12, 19, 26

Free Thursday Evening Concerts at Town Center
6:00 – 8:00 p.m. El Dorado Hills Town Center. www.ElDoradoHillsTownCenter.com/

Jul 06,13, 20 & 27

Pizza Night at Fitzpatrick's in Fair Play
5:00 p.m. – 9:00 p.m. Call for reservations. Fitzpatrick Winery & Lodge 530-620-3248

Jul 6, 7, 8 Annual Lake Tahoe Festival of Fine Arts

South Tahoe Middle School, 2940 Lake Tahoe Boulevard. 530-542-3632, www.tahoeartsproject.org

Jul 6, 7, 13, 14, 20, 21, 27, 28 & 29

Olde Coloma Theater
"Roman Romanni's Remarkable Retrospective". 7:30 p.m. 530-626-5282. www.oldecolomatheater.org

Jul 6 & 7 Music at Synapse Wine

7:00 – 9:00 p.m. Friday: James Woodward, Singer/Songwriter; Sat: Tamra Godey, Singer www.synapsewines.com brianna@synapsewines.com 530.626.9463

Jul 8 & 22 Shingle Springs Depot Train Rides

Noon – 4:00 p.m. \$5.00 ages 9 and up, \$3.00 ages 3 to 8. El Dorado Western Railway Foundation. 530-621-5865. http://eldoradowestern.blogspot.com/

Jul 13 Summer Cinema Series

7:30 p.m. – 9:00 p.m. The Grange, 319 Hwy 49. \$5/per person. Julie Andert 530.621.1224 julie@arconservancy.org

Jul 13 & 27 EDH Summer Concert Series

7:00 p.m. - 9:30 p.m. Free. EDH Community Park, 1021 Harvard Way. EDH CSD. 916-933-6624 www.edhcsd.org

Jul 14 Luau by the Pool

6:00 p.m. – 9:00 p.m. Cameron Park Community Center; 2502 Country Club Drive. cpcsd@cameronpark.org www.cameronpark.org

Jul 14 & 28 Music in the Courtyard

1:00 p.m. – 4:00 p.m. Info: Fountain Plaza Salon 530-622-4900

Jul 14 Bastille Day – French Market Festival

12:30 – 4:30 p.m. Free Admission. David Girard Vineyard. 530-295-1833 events@davidgirardvineyards.com, www.davidgirardvineyards.com

Jul 15 & 29 El Dorado Depot Train Rides

Noon – 4:00 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. http://eldoradowestern.blogspot.com

Jul 20 Music at Synapse Wine

7:00 – 9:00 p.m. Friday: Jen Rogarr & Mike Farrall www.synapsewines.com brianna@synapsewines.com 530.626.9463

Jul 20 & 21 Cameron Park Community Campout

4:00 p.m.- 9:00 a.m. Cameron Park Lake, Cameron Park. 530-677-2231 or www.cameronpark.org

Jul 21 Cowboys & Cornbread

11:00 a.m. – 7:00 p.m. Rainbow Orchards. Chili Cookoff, Harmonica contest, Horseshoe Tournament, Kid's Games. http://cowboysandcornbread.com/

Jul 21 Third Saturday, Placerville Art Walk

5:00 p.m. – 9:00 p.m. Historic Downtown Placerville. (530) 672-3436 or www.placerville-downtown.org

July 21 Tire Amnesty Days

El Dorado Disposal Service, Materials Recovery Facility, 4199 Throwita Way, Diamond Springs. 530-621-5300 or www.edcgov.us/emd

Jul 21 Community Flea Market

8:00 a.m. – 3:00 p.m. El Dorado Savings Parking Lot. www.pollockpines-caminorotary.org

Jul 21 2012 Outdoor Projector Movies

8:45 p.m. El Dorado County Library, main lawn, 345 Fair Lane, Placerville. Friends of the Library 530-621-3012

Jul 22 Free Bingo 3rd Sunday of the month

4:00 p.m. Pollock Pines/Camino Community Center, 3675 Sanders Drive. 530-647-8005

Jul 23 El Dorado County Chamber Mixer

5:30 p.m. – 7:30 p.m. Sierra Foothills Wine Services, 2850 Cold Springs Road. 530-621-5885. www.eldoradocounty.org

Jul 26, 27, 28 & 29 60th Annual Jeepers Jamboree

Starts in Georgetown, California. 530-333-4771 www.jeepersjamboree.com

Jul 27 & 28 Music at Synapse Wine

7:00 – 9:00 p.m. Friday: 530jazz, Saturday: Cecil Ramirez on keyboard. www.synapsewines.com. brianna@synapsewines.com. 530.626.9463

Jul 28 Wakamatsu Historical Tours – A New Night Tour

8:30 – 10:00 p.m. Adults \$10; Children 12-18 years old \$5. julie@arconservancy.org 530.621.1224

Jul 28 Concert in the Pines

5:00 p.m. – 8:00 p.m. Free. Pony Express Plaza in Pollock Pines. 530-613-1332. jmharper2@comcast.net

Jul 28 Sun King Concert at David Girard

1:00 p.m. – 5:00 p.m. David Girard Vineyard. 530-295-1833 events@davidgirardvineyards.com, www.davidgirardvineyards.com

Jul 28 Last Saturday Art Walk

5:00 p.m. – 8:00 p.m. Free. Burke's Junction. paula@burkejuction.com/ 530-677-5282

Jul 31 Cruise Night at Burke's Junction

5:00 p.m. – 8:00 p.m. Free Cruise Night, Cowboy Stunt Show, train rides & fun for the whole family. paula@burkejuction.com/ 530-677-5282

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

JULY MEETINGS

Jul 11 Luncheon, Red Hawk Casino, Waterfall Buffet, 11:30 am

Jul 21 Ag Council, 7:30 a.m., Ag Building

Jul 26 Mixer, Sierra Foothills Wine Services, 5:30 – 7:30 p.m.