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MARSHALL MEDICAL CENTER
It’s about you.
Table of Contents

14 Welcome to El Dorado County ........................................ 6
14 Economic Development ............................................. 6
14 Tourism & Recreation ................................................ 7
15 Agriculture .................................................................. 8
15 Healthcare .................................................................... 9
15 Education ..................................................................... 10
15 Real Estate ...................................................................... 12
15 Accommodations & Shopping ..................................... 13
15 Filming .......................................................................... 13

p. 35 Business Guide
An A-to-Z list of all the El Dorado County Chamber members, segmented by business category

18 General Interest
Take the Lead: Leadership El Dorado ......................... 22
Laurel Brent-Bumb ....................................................... 24
El Dorado County Map ................................................. 26-27
Dog Friendly Spots ....................................................... 33
Key Phone Numbers ..................................................... 50

El Dorado County
Chamber of Commerce
542 Main Street
Placerville, CA 95667
(530) 621-5885 • Fax: (530) 642-1624
www.eldoradocounty.org
Email: chamber@eldoradocounty.org

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Welcome to El Dorado County

“El Dorado” is Spanish for “the gilded one,” in other words, a place rich in gold and opportunity. The pioneering spirit that drew the gold seekers of yesteryear is still strong today as thousands of people escape from stressful, traffic choked urban areas to relocate in El Dorado County. What attracts them is the quality of life and the business opportunities that abound.

El Dorado County offers the benefits of small town living in a striking natural setting with easy access to business and commercial centers. Its economy is as diverse as its terrain, from agriculture to high tech companies, from small family-owned businesses to state-of-the-art business parks.

In the past, the County was regarded as a “getaway vacation” area, but today’s transportation systems, expanding business base and the computer revolution make it a highly desirable place to live and do business.

Economic Development

El Dorado County is ripe with opportunity

El Dorado County’s economic platform is filled with exhilarating opportunities for our business community. In response to the current state of our economy, El Dorado County has taken a very proactive role in the area of economic development by focusing significant effort and resources in the area of business retention, attraction and workforce development. The County recognizes the importance of a diverse, sound and healthy business base, which can generate jobs and revenues for the local economy.

This proactive stance has greatly assisted El Dorado County in its efforts to maintain a viable and competitive business environment. The Office of Economic Development has been successful in developing leading edge programs, such as the Economic Development Leadership Forum, the International Trade Program, the Business Retention Survey/Interview Program, the Enterprise Elevation Program which seeks to encourage and support entrepreneurial and business start-ups, and the expansion of the Business Micro Loan Program. In addition we have partnered with County and Local Chambers of Commerce and Economic Development Corporation of El Dorado County to bring technical assistance services, including workforce development to all businesses and residents throughout the County.

These efforts, programs and measures of success are attributed to the County’s assertive approach toward economic development. Continuation and enhancement of these programs will enable El Dorado County to meet the increase of business growth in the years to come.
Tourism and Recreation

There’s lots to do and see

From El Dorado Hills to South Lake Tahoe, El Dorado County is a playground rich in history and plentiful in recreational activities. El Dorado County is the heart of California’s gold country, and one of the most diverse, exciting and beautiful places you will ever visit.

The 1848 discovery of gold here in Coloma touched off the largest gold rush in history. This singular event changed the fate of California and, for that matter, the entire nation. The Gold Country today is much more than rustic mining towns and historic sites. It is a year-round vacation destination. Whitewater rafting, hiking, swimming, picnicking, gold panning, golfing, fishing and camping fill the spring and summer months in El Dorado County. The beautiful Sierra Nevada mountain range welcomes winter visitors with pure snowsporting pleasure. Take home souvenirs from historic towns, choose from the area’s over 70 award winning wineries or take advantage of one of the unique dining experiences El Dorado County has to offer. Stay in one of our historic Bed and Breakfast Inns or a luxury hotel, you’ll be impressed by the warmth and hospitality shown to guests. We are proud of our county’s history as well as its future.

Tourism is a huge economic driver in El Dorado County. The tourism industry generates more than $25 million dollars in taxes for the local economy and more than $500 million in total direct spending.

Whether planning a day trip or weeklong adventure, visitors can find several valuable tools at their disposal. More than 125,000 El Dorado County Visitors and Farm Trails Guides are produced and distributed regionally, statewide and even internationally. The www.visit-eldorado.com website and toll free phone number: 800.457.6279.
It is estimated that the impact of all kinds of agriculture to the County’s economy totaled approximately $366 million in 2012. The wine industry contributed approximately $169 million and ranch marketing added $159. Timber is also a vital crop that has waxed and waned throughout the decades. It is harvested from both private and federal lands and still accounts for $7.1 million to the local economy.

The history of local agriculture goes back to the days when many miners found they could make more from growing than panning. The influx of people trying to strike it rich necessitated feeding them and there were many who accommodated that need.

One of the first in-demand crops was wine grapes. Miners could not exist by food alone and wanted liquid fortification. Wine grape growing faded with the advent of Prohibition, but the climate was also perfect for many tree fruits.

Pears were king and had a nation-wide reputation for quality. But in the early 60s what was initially considered a major catastrophe, turned into a huge boon to local agriculture. Pears became blighted and died. Farsighted farmers in Camino decided to replace them with apples and instead of packing and sending fruit elsewhere, they were determined to import tourists. The Apple Hill Growers® began in 1964 and rapidly exceeded expectations. It now has well over 50 member farms and is recognized throughout the country as a model of direct sales.

This marketing strategy of selling directly to the consumer was adopted by numerous other county agriculturalists.

In the early 70s vineyards began to be planted again. Local soils and climate are perfect for growing wine grapes. The initial pioneers were quickly joined by others and ultimately three unique wine appellations were officially recognized. The El Dorado Winery Association, EDWA, was formed and now includes over 35 vineyards and wineries from all over the County. The Fair Play Winery Association represents over 20 South County growers. Other smaller winery groups also invite visitors to their sites.

It was a natural for Christmas trees to be planted in a county that includes thousands of acres of forest. The El Dorado County Christmas Tree Growers Association has over 30 members, but many additional tree farms are located in every corner of the County and draw families to experience the tradition of cutting your own tree.

The El Dorado County Farm Trails Association was started in the early ’90s and represents well over 100 members in every section of the County, growing and selling everything from alpacas to vegetables. Citrus trees are grown in the “banana belt” known as Gold Hill. Olives are being grown and artisan olive oil is being produced. There are 4,000 colonies of bees and even 40 acres of nursery products grossing $1.8 million in 2012.

Cattle, calves, goats and kids account for $7.8 million annually. There are 233,000 acres of rangeland, with 925 of those being irrigated pasture that combine to total $3.6 million in annual economic benefit. Even the once-threatened pear crop brought in over $1.26 million.

El Dorado County began with a gold rush. There are still miners seeking that wealth, but agriculture, in its many forms, is the constant economic engine that significantly contributes to the economy. That success also moves people to get into farming. There are those who derive their entire income from farming, but many more only augment their livelihood this way. Full-time and part-time farmers are proving you can stay on the farm.
Marshall Medical Center is a full service hospital and outpatient medical provider serving the Western Slope of El Dorado County. It was founded in 1959 by citizens desiring quality health services close to home, and has remained independent and non-profit since its founding. Marshall Hospital is located in Placerville, while several outpatient and physician offices are located in El Dorado Hills, Cameron Park, Placerville and Georgetown.

Highlights of Marshall’s services include:
- Marshall Hospital is a fully accredited acute care hospital with 113 beds (as of its January 2013 expansion), in addition to a separately licensed transitional care center located within the hospital.
- Physician offices throughout the county in the following specialties: family/internal medicine, cancer treatment, cardiology, OB/GYN, pediatrics, hearing/audiology, ear, nose & throat, orthopedics, urology, rheumatology, general surgery and facial plastic surgery/medical spa.
- Over 200 affiliated physicians and a team of over 1,300 employees.
- Repeated recipient of quality awards, as well as state recognition for various quality measures.
- Ongoing investment in the latest technology and expansion of services close to home. Most recently, a new patient care wing and acquisition of a Da Vinci surgical system robot and 64-slice PET/CT scanner.

In January 2013, Marshall opened its brand new, 88,000 square foot patient care South Wing, featuring a brand new, luxurious Birth Center and state-of-the-art Emergency Department and Verified Level III Trauma Center. As additional funds allow, a new Cafeteria, ICU/CCU and medical-surgical beds will be added.

James Whipple, CEO of Marshall Medical Center, says, “Marshall has always focused on providing the services our community needs, close to home. We’re proud to unveil our new Emergency Department and Birth Center to the community. We know it will allow us to provide more private, comfortable care to our patients, who come first.”
We are very fortunate to have outstanding schools throughout El Dorado County. There are over 6,000 employees of public education throughout El Dorado County. Our schools annually have over a $206 million payroll and spend over a total of $250 million on all expenditures. With 15 school districts and two community colleges serving El Dorado County, the following chart shows the sizes of the school districts, from the smallest in the mountainous area of Kyburz, to the largest of the El Dorado Union High School District:

### July 2013 School Sizes

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver Fork Elementary</td>
<td>10</td>
</tr>
<tr>
<td>Indian Diggings Elementary</td>
<td>18</td>
</tr>
<tr>
<td>Latrobe Elementary</td>
<td>150</td>
</tr>
<tr>
<td>Pioneer Union Elementary</td>
<td>312</td>
</tr>
<tr>
<td>Camino Union Elementary</td>
<td>513</td>
</tr>
<tr>
<td>Gold Trail Union Elementary</td>
<td>568</td>
</tr>
<tr>
<td>Gold Oak Union Elementary</td>
<td>445</td>
</tr>
<tr>
<td>Pollock Pines Elementary</td>
<td>694</td>
</tr>
<tr>
<td>Placerville Union Elementary</td>
<td>1,268</td>
</tr>
<tr>
<td>Mother Lode Union Elementary</td>
<td>1,142</td>
</tr>
<tr>
<td>Black Oak Mine Unified</td>
<td>1,422</td>
</tr>
<tr>
<td>Lake Tahoe Unified</td>
<td>3,793</td>
</tr>
<tr>
<td>Rescue Union Elementary</td>
<td>3,899</td>
</tr>
<tr>
<td>Buckeye Union Elementary</td>
<td>5,099</td>
</tr>
<tr>
<td>El Dorado Union High School</td>
<td>6,873</td>
</tr>
<tr>
<td>TOTAL K-12 Districts</td>
<td>26,206</td>
</tr>
<tr>
<td>El Dorado County Office</td>
<td>980</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>27,186</td>
</tr>
</tbody>
</table>

Annually we receive scores from the state of California for all of the schools on an Academic Performance Index (API) and the federal Adequate Yearly Progress (AYP). These are the primary ways in which school performance is being measured, essentially asking how well have our students performed on standards based assessments.

The API is a numeric index (or scale) ranging from a low of 200 to a high of 1000 that reflects the academic performance level of a school based on the results of statewide testing.

Calculations for the 2010 API Growth scores include Standardized Testing (STAR) results of the California Standards Tests (CSTs) in English-language arts and mathematics (in grades two through eleven), in science (in grades 5, 8, 9-11), and in history-social science (in grades 8-11).

The statewide goal for every school is to reach a minimum API of 800. In El Dorado County, 84% of our schools have attained the 800 level or better.

In addition to STAR Program test results, the API Growth scores also include results of the California High School Exit Examination (CAHSEE) at the high school level. Our comprehensive high schools have continued to do exceptionally well in preparing students to pass the exit exam, as well as continuing to improve. The following chart reflects the results of high school students throughout El Dorado County over the past four years on the Exit Exam:

<table>
<thead>
<tr>
<th></th>
<th>EL Dorado County</th>
<th>State of California</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>English/Language Arts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td># Tested</td>
<td>Passed</td>
<td># Tested</td>
</tr>
<tr>
<td>3,014</td>
<td>80%</td>
<td>2,939</td>
</tr>
<tr>
<td>769,677</td>
<td>63%</td>
<td>752,485</td>
</tr>
<tr>
<td><strong>Mathematics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td># Tested</td>
<td>Passed</td>
<td># Tested</td>
</tr>
<tr>
<td>2,899</td>
<td>83%</td>
<td>2,895</td>
</tr>
<tr>
<td>754,405</td>
<td>64%</td>
<td>746,432</td>
</tr>
</tbody>
</table>

California annually recognizes schools that meet specific criteria and identifies Distinguished Schools each year. El Dorado County has had 55 schools included in the Distinguished School rankings from 1988 through 2013, and also four National Distinguished Title 1 (improving academic achievement of disadvantaged students) Schools: Aspire Junior Collegiate Academy, Aspire Port City Academy, Camino Elementary and Sierra Elementary Schools. We have also had a number of schools heralded as National Blue Ribbon Schools, including:

- Union Mine High School (El Dorado Union HSD)
- Miller’s Hill School (Latrobe School District)
- Edwin Markham Middle School (Placerville USD)
- Marina Village Middle School (Rescue USD)
- Pleasant Grove Middle School (Rescue USD)

Our schools and students have done an outstanding job of meeting state standards and demonstrating exceptional achievement. In addition to our teachers, administrators and support staff deservedly taking the credit for this great performance, parents and the community are to be commended for their contributions and support for public education and our youth.
The range of housing opportunities is as varied as the topography: large ranches; historic homes; traditional homes on 5 acres; traditional homes on lots; homes on golf courses; homes surrounding private airports; and much, much more. There is something for everyone’s taste and budget.

The County boasts a highly ranked public education system, good medical facilities and at this time homes with a median price of $282,000. The County faces some of the same issues in other parts of the state, namely low inventory, which has resulted in an intensity in competition. Another feature of buying or selling real estate here is that El Dorado County is one of a handful of counties in California to adopt Proposition 90, a tax saving program which can prove very advantageous when relocating or retiring in El Dorado County.

According to a study done by Pew Research Center in Washington, “81% of adults (surveyed) said buying a home is the best long-term investment a person can make”. And El Dorado County is the place to do it.

And to help the public navigate their way through the home buying/selling process, the Members of the El Dorado County Association of REALTORS®, now celebrating its 60th anniversary, can offer a great deal of assistance.

El Dorado County offers an exceptional quality of life. Residents will enjoy the climate, scenery (including the snow-capped mountains), rivers, parks, vineyards, golf courses and lakes. And in addition approximately one-half of El Dorado County is national forest offering an array of recreational opportunities.

A beautiful place to live
Accommodations & Shopping

A unique variety of retail experiences

Whether you are traveling on business or pleasure, El Dorado County and its communities including El Dorado Hills, Shingle Springs/Cameron Park, Placerville, Coloma/Lotus, Georgetown, Cool, Garden Valley, South Lake Tahoe and the Fairplay region offer plenty of places to stay the night as well as a multitude of shopping options.

You will find many unique shopping experiences around the County. The Historical District on Main Street in Placerville not only attracts tourists, but, the locals also do their day to day shopping on Main. There are also great shopping opportunities on Placerville Drive and on Broadway in Placerville. Town Center in El Dorado Hills is considered their downtown area and has many one-of-a-kind shops, as well as some well known chain stores. Visit Cameron Park’s Burke Junction for a great “stage coach stop” feel and ride a miniature train with the kids! Georgetown has a great old west theme complete with wooden side walks. Diamond Springs located on Highway 49 is one of the “Gold Rush” towns and has new buildings and businesses popping up. No tour is complete without a stop at Poor Reds in the town of El Dorado where they boast the best Gold Cadillac.

From national chains and smaller motels to rustic inns and bed-and-breakfasts, there is a wide range of lodging choices to suit all types of styles and budgets. Additionally, many accommodations are situated near dining and recreational areas. Whitewater raft during the day and have a casual or gourmet dinner in the evening. After spending a day exploring the history of El Dorado County, hiking or wine tasting, enjoy a superior dinner at one of our many exceptional restaurants.

The lodging in El Dorado County is warm and welcoming whether you choose one of our luxurious and unique Bed & Breakfasts or Inns or whether it is a cozy motel or hotel that suits your taste. The Inn Keepers and Managers of our lodging facilities are here to make your stay memorable. Do you travel with your 4-legged companion? Check with your destination for pet-friendly accommodations. We are a dog loving community and want your pal to feel welcome, too!

Filming

Lights, camera, action!

Stunning El Dorado County offers more than 1,800 square miles of remarkably diverse topography for filming movies and commercials, nestled between Sacramento and the magnificent Sierra Nevada. From open ranch land and rugged forest to verdant meadows, El Dorado County has it all! El Dorado County is the kind of place where everybody knows everybody and when filming trucks begin to appear along the country roads, in front of business on Main Street or winding their way up a mountain road, you just know it’s the work of Kathleen Dodge, executive director of the El Dorado Tahoe Office of Film and Media. Kathleen Dodge sells El Dorado County to Hollywood. In a time when so many movies are being shot out of the country, Dodge manages to convince the producers that filming in this County has its rewards. The film industry is a major generator of jobs and revenue and it is important to understand how this industry – and especially location filming – affects your community. To find out more about the El Dorado Tahoe Office of Film and Media call 530-626-4400 or visit www.filmtahoe.com.
Local Business

Tractor Supply Co.

Don’t ask them for tractors!

The Tractor Supply Co. doesn’t have tractors...
That’s OK, once customers get a look at everything but tractors inside the 18,000-square-foot store that opened in July at the former site of the Mountain Democrat newspaper.

“A lot of people don’t know what to expect when they get here,” the 32-year-old manager added. “Most of them are pleasantly surprised at the variety and quality we have to offer.”

While pet supplies and animal feed for creatures great and small are big sellers at Tractor Supply Co., Harvey said that since the store has opened, one of the fastest moving items might surprise folks.

“We’ve sold 54 Winchester gun safes,” he said, leading the way to the gleaming metal boxes that have been jumping out the store. “I feel it’s because the price point for our safes is the best around.”

The entryway to the business has more large home safes, with the Cannon brand prominently displayed near a sign that promises an easy layaway plan.

As you pass through the entry, country western music softly accents your shopping experience at Tractor Supply Co., which features a farmhand’s dream in clothing, with brands like John Deere and Wrangler in jeans, shirts and coveralls, and Wolverine, Justin and Ariat in boots. Plenty of soft, wool socks will help you size those boots just right. Adorable cowboy boots for infants and toddlers also are available.

Just when shoppers think they have the theme of the store figured out as they place a heavy-duty John Deere sweatshirt into a shopping cart, a trip down the numerous other aisles shows much, much more to be explored.

Plush stuffed horses, cows, pigs and even a goat are sure to catch the eye of the little wranglers, and adults too are likely to fondly reminisce as they take a look at the stick horses of their childhood. The toys aren’t just meant for tossing onto a bed; the largest stuffed horse is 60 inches long and sells for $99.99. Smaller plush animals are equipped with music-makers inside, featuring holiday tunes currently. The “Singing Animated Friends” line is guaranteed to prompt a smile from the grumpiest of Grinches.

From Old Timer pocket knives to cast plastic animals by Schleich, youngsters will find plenty of fun inside the Tractor Supply Co., including many other country-style toys that, again, cause adults to harken back to their younger days, particularly if they were raised in rural areas.
“We like to stay in small towns, because of the rural lifestyle,” said Manager Harvey of the 1,200-plus Tractor Supply Co. stores in 45 states throughout the country. In choosing to locate in Placerville, he said company officials didn’t hesitate when the opportunity arose.

“We go out and look around at what we want,” he said. “You can automatically see that this (Placerville) is where we should be. Our employees like living that rural, country lifestyle and we pride ourselves in providing that country-style service.”

Based in Tennessee, the Tractor Supply Co. just celebrated its 75th anniversary, begun as a mail-order business in 1938 by founder Charles E. Schmidt. The founder’s goal was to provide quality goods at a reasonable price for hard-working family farmers and ranchers. That mission has not changed, according to the company’s chief executive officer.

“We understand life ‘out here’ and are proud to be part of rural America,” said Greg Sandfort. “Like you, we love life out here and want to work hard to sustain this life for our children.

“For us, the reward of working hard is to know that our customers are happy with what we sell, the quality of our products and the friendliness of our service.”

And ladies, if you’re under the impression that something called a tractor supply store is meant only for the menfolk, be prepared for a pleasant surprise. The whimsical, old-fashioned items available in one special aisle will easily help fill a full-fledged country kitchen with a down-home touch.

While she’s shopping for the kitchen, guys, go ahead and ask about chain saws, wood stoves, lawnmowers and auto parts — it’s all there.

Just not the tractors.

The Tractor Supply Co. is open seven days a week, from 8 a.m. to 8 p.m. Monday through Saturday and from 9 a.m. to 7 p.m. Sunday. Call 530-621-9936.
Apple Hill, a collection of some 50 farms and ranches, fittingly enough is celebrating its 50th year of existence this year, and for those who have already discovered this Eden in the foothills, there is little wonder about its ongoing success.

“If you are just learning about Apple Hill, you are in for a treat,” said Ann Wofford of Wofford Acres Vineyards on Hidden Valley Lane, one of the tempting stops on any trip to Apple Hill.

“Trust those who have been there before, and give in when they coax you into taking that first taste of Apple Hill’s delights, Wofford urged.

“One of the very best ways to visit our farms is with a friend who has been before because they will have favorite spots to show you. But even if you are making the trip without a ‘tour guide’, dive right in!”

It’s not just about apples, although that delectable, healthy fruit is reason enough to make the trip to Camino, a small town whose name has become synonymous with the world-renowned Apple Hill. The farm and ranch sites also are located in eastwardly adjacent Cedar Grove and Pollock Pines, with some as far west as Placerville.

Fritter away some time at some of the country bakeries that dot the ranches, indulging in pastries stuffed not only with fresh fruit, but dripping with butter, sugar and gooey goodness. It used to be that visitors had to ferret out the spots where the country kitchen was open, beckoning with its enticing aromas. But after 50 years, Apple Hill farmers and ranchers have harvested half-a-century of knowledge about what pleases the public.

“One of the biggest changes in the last 50 years is that now bakeshops had a specialty — and that’s all they offered,” recalled Wofford. “You went to one ranch for pies, another for turnovers, and so on.

“Now the products truly range from apples to zucchini, with berries, cherries, Christmas trees, iris, lavender, olive oil, peaches, pears, pumpkins, tomatoes, vegetables and wine added in.”

Whew.

But she’s not done... “and don’t forget cider, pies, turnovers, fritters, doughnuts, jams and jellies.”

Families are in for a day of fun at Apple Hill, with children enjoying riding on ponies and mom, dad and all the cousins, aunts and uncles taking advantage of the popular hay rides available. Kids also love getting “lost” in the intricate hay mazes that rise above the little ones’ heads as they squeal and shout with the joy of youth. Teens trying to maintain their cool soon find themselves laughing out loud in the corn mazes, taking pictures of one another as they cavort.

Parents and grandparents find the years shedding away as well, perhaps tasting wine and specialty beers as they walk among the ancient farm machinery and cars, stirring fond memories and prompting nostalgic stories. Apple Hill seems to have something for everyone.

“Apple picking and pie tasting is the one unifier for all generations,” Wofford said.

When Apple Hill began as a seed of thought among a handful of area ranchers, there were initially 13 ranches that brought the dream to fruition. There now are more than 50 unique and distinctly different venues, with maps of all the Apple Hill members available at each ranch so that visitors can take in the entire panoply in one day, if desired. Most find it’s better to savor the experience, however, and family favorites soon become an annual tradition, particularly during the holiday season.
Wofford said the men whose combined vision brought Apple Hill to life were Dick Bethell, Edio Delfino, Gene Bolster and Bob Tuck. Delfino still is an Apple Hill stalwart, with his kids and grandkids carrying on the legacy, along with the dozens of other ranch families who wanted to share their love of farming with the public.

Plenty of arts and crafts and a variety of other vendors dot Apple Hill with their offerings, and driving the back roads that lead to the fabulous farms can be an adventure in itself. Around every corner is yet another marvelous view, with nature in a starring role. The backdrops are great for family portraits, Wofford encouraged, and she added that family trips can be planned around Apple Hill’s Calendar of Events that can be found online at applehill.com.

While a good time is guaranteed, Wofford said parents may be surprised as they watch their kids learning a bit during the outing.

“The one word that best describes Apple Hill is ‘diversity,’ and one of the best activities is learning more about where your food comes from and how it is grown,” she said. “Our farms are not theme parks — the farmers live on their property and are there all the time.

“Showing guests the cycles of Mother Nature is their goal.”

Wofford added that ranchers and farmers recount that the look of wonder in the eyes of children as they take a bite out of an apple they picked from the tree themselves, or after chomping into a bite of cherry pie, can’t be beat.

“The best moments at the Apple Hill ranches really are the simplest,” she said, recalling that more than once a young couple has told farm owners that they just became engaged under the ranch’s spell. (Whether the young woman in these instances offered her beau a bite of an apple is unknown.)

Although it is obvious when Apple Hill is in the height of tourist season, with Highway 50 and area side roads jammed with happy traffic for nearly all the month of October, Wofford reminds the public that Apple Hill is open from Labor Day in September through the end of the year, with Christmas tree sales a big draw. Some of the best times to visit, she said, are before and after the October rush, with different apple varieties and other produce earlier and later in the growing season.

Be part of the teeming crowd, or take a “stealth” trip to Apple Hill, but by all means get there. All those smiling, jam-covered faces can’t be wrong.

For more information visit applehill.com or call 530-644-7692. ■
The building at 2021 Smith Flat Road was built in 1853, and has performed service as a Pony Express stop, a post office, a brothel and even a gold mine, but its current reincarnation is that of a fine dining experience where visitors will enjoy breakfast, lunch and dinner.

Owned by John Conforti, a longtime businessman in El Dorado County, the Smith Flat House recently took on Managing Partner Jason Spencer to fine-tune the dining at the attractive, wooden building that still incorporates some of the original wood, windows and doors.

“The history here is great,” said Spencer, 36, who added that the healthy, fresh foods available at the restaurant are equally impressive. “This was a Pony Express stop, and it once was called ‘Three-Mile House’ because it’s three miles from the Courthouse in downtown Placerville. The cellar, which we just renovated for dinners, once was the Great Blue Lead Mine, a gold mine that provided enough money to finance the building construction.”

The shaft to the gold mine still can be seen from the cellar, and in fact, that leads to one of the ghost stories, according to Spencer.
"I’ve heard that about a dozen miners died in the mine over the years, and people sometimes feel a presence there. I’ve also heard that a waitress overheard a family having dinner there, where a child says, ‘Mommie, there’s a man in that hole.’”

Spencer smiled, and added that there also have been dishwashers or other employees who are the last to leave for the day who report having a feeling of someone watching, someone behind them, in an area of the second story where a watchman’s quarters once existed.

“The history of this place is a definite draw, and it’s also listed as a California Historical Landmark. We’ve taken care to preserve as much of the original building, with the wood, doors and windows, probably from the 1850s and ’60s, as an ode to history,” Spencer said. “The red doors over there,” he added, pointing to brightly painted panels, “were probably made by the Chinese of the area; they are for good luck.”

Conforti’s vision for the Smith Flat House began taking reality a couple of summers ago when he opened up the flagstone courtyard to the public, offering homemade thin-crust pizzas that quickly developed a solid following. Because outdoor dining isn’t always preferred, the restaurant would close in the winter, leaving newly found fans disappointed.

Not so, anymore, his managing partner assured.

“We’re now a six-days-a-week restaurant, ever since the 4th of July this year,” he said, smile widening. “We’ve expanded the menu and built another kitchen upstairs, remodeled the cellar so that we are now all-weather dining.”

Speaking of dining: Top chef Jesse Shadle gets high marks for his creations, according to both Spencer and Skip Christofferson, a server who was on hand recently at the Smith Flat House, helping to prepare for the lunch crowd.

“Jesse is an awesome cook,” said Christofferson, 26, as he helped a customer to a mocha from the coffee bar.

“And we have Joey Beatty baking the pastries right here on the premises.”

The Smith Flat House offers scones, lemon bars and a variety of breads, which can be purchased by the loaf or half-loaf. Maybe grab some on your way in, because you might not be hungry after indulging in the smoked trout plate or biscuits-and-gravy for breakfast. Take home one of the bakery’s four-packs of almond caramel tartlets instead.

Lunch features gourmet salads and tempting sandwiches, including a bison burger, at the brand-new The Cafe.

Dinner, served in the historical cellar, offers seasonal favorites featuring fresh local produce with tender rib eye steaks, pork chops and pasta dishes.

Local wines from the area’s renowned vineyards and wineries are featured on the menu, along with premium imported beers and microbrews and standard domestic brands.

The Smith Flat House prides itself on supporting other local businesses by bringing as much trade as possible to their friends and neighbors. That translates to the freshest, healthiest ingredients that go into cooking the increasingly popular meals there. In addition to acquiring fresh fruits and vegetables from nearby Apple Hill and other ranches, the Smith Flat House features such local products as honey and even its coffee.

One of the menus at the Smith Flat House lists the farms, ranches, wineries that contribute to the success of the business, and the lineup is impressive, diners will find.

“We have been amazed at how much the community has helped, and at how great business has been,” Spencer said. “We’ve seen increased sales growth and we owe it to community support — that’s why we in turn support the community.”

The Smith Flat House is open every day except Monday. Hours vary, so give them a call at 530-621-1003.

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The mission of Leadership El Dorado is to provide education and training to help build El Dorado County’s future leaders.

The program intends to send a diverse group of highly skilled leaders back into the community – better skilled, further motivated, with a stronger vision – to lead those around them toward an improved region and a healthier community.

Leadership El Dorado will drive this process by intense classroom activity, participatory sessions, public and private entity site visits, peer-to-peer exchange, and through other means which will promote a stronger social and professional environment.

To apply for the program visit http://www.eldoradocounty.org/pdf/ChamberApplication.pdf or call 530 621 5885 for more information.

Below are quotes from graduating participants regarding the program:

“As a participant of Class I, Leadership El Dorado was one of the best experiences in growing my knowledge about our county and creating connections with community leaders that have become mentors, colleagues and friends. The best part of the class and there were many, was finding out that our community leaders all have great passion for what they do and want to do “the right thing”. Leadership El Dorado set me on the path for improving my leadership and communications skills which has had a significant impact personally and professionally. I am honored to tell others that I am an alumni of Leadership El Dorado.”

Susie Davies, Executive Director
Mother Lode Rehabilitation Enterprises

“As a graduate of Leadership Class 1 it has helped me immensely in business and political life. As the owner of Breaker Glass Co., Inc. in Placerville my training has helped me to take my business to the next level. But even more important, the Leadership program helped prepare me to become a local political leader. I have recently been elected to the El Dorado High School Board of Trustees and am enjoying myself. It is a direct result of the training I received that made my election possible. Thank you for offering this incredibly useful and exciting program. There really is no limit for me because I am a graduate of Class 1! I highly recommend this program to everyone. You will not be disappointed!”

Kevin Brown
Breaker Glass, Co., Inc.

“Leadership El Dorado changed my life. I would not be where I am today, as a public official and local nonprofit leader, without this experience. It gave me an insider’s view of the most important issues facing our community and opened the door to so many personal relationships that will last a lifetime. It showed me how lucky we are to live in El Dorado County and made me want to do more as a proud resident.”

Dave Eggerton
General Manager
El Dorado County Water Agency

“I recommend the El Dorado Leadership program to anyone who wants to be involved in El Dorado County. This program is very informative and exposes you to the most important organizations in the County. It also gives you the opportunity to meet and get to know the “movers and shakers” of El Dorado County.

When I signed up for the Leadership El Dorado class, I was apprehensive about the value of the program as I have taken many management & leadership trainings in the past. It was evident from the beginning that this program is very unique and different. Also, I got to visit some of the most unique places in El Dorado County that I have never toured before.”

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Even on days when Laurel Brent-Bumb hates to go to work, she said she loves to go to work.

“Actively advocating for business and our community is a very rewarding role,” said the El Dorado County Chamber of Commerce CEO. “Helping a new business get started or helping an existing business grow or change, or while serving as the “Voice of Business” on the legislative and political front is an exciting responsibility.”

For the last 13 years Brent-Bumb has actively advocated for El Dorado County’s business community and has watched the chamber grow and change to “to be sure we are serving our members and the community in the best and most effective ways.”

“El Dorado is economically diverse and the chamber is involved in supporting and promoting all aspects of our economy — agriculture, tourism, film, small and big business,” she explained. “We are committed to supporting one of the fastest growing industries in the county — the home occupation or home-based business.”

To get the job done right, Brent-Bumb said she needs to really listen to the community, solve the problems that come her way and build new programs that get more people involved. One program, Leadership El Dorado, trains new leaders in the community. The year-long class of 25 is now in its eighth year.

“To date, the program is turning out new elected officials, new non-profit board members and community volunteers,” said Brent-Bumb.

Prior to her work with the chamber, Brent-Bumb spent more than 20 years in the real estate and related business.

“While working in the title and escrow industry, I served many years as a volunteer leader at the Folsom Chamber of Commerce and learned first-hand the important role a chamber plays in a community,” Brent-Bumb said.

To further promote business growth in the county, Brent-Bumb serves as CEO of the Economic Development Corporation of El Dorado County. The Colorado College Institute for Organizations Management graduate (where she earned her Accredited Chamber Executive certification) also maintains various roles with the American Leadership Forum, the Golden Sierra Workforce Investment board, the El Dorado Business Alliance, the Sustainable Forest Action Coalition, the El Dorado Transportation Commission Advisory Committee, PG&E’s Community Advisory Group, the Fabulous 50 marketing group and the Women’s Fund El Dorado.

When she’s not promoting and helping businesses, Brent-Bumb spends time with recently retired husband Jim at their Coloma home, where she loves entertaining family and friends.

“We have a wonderful blended family of two awesome sons and two amazing daughters, a wonderful daughter-in-law, three grandsons and one granddaughter — all the lights of our lives,” Brent-Bumb said.

Meet Brent-Bumb at the El Dorado County Chamber of Commerce, 542 Main St. in Placerville. For more information call 530-621-5885.
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El Dorado County, located in east-central California, encompasses 1,805 square miles of rolling hills and mountainous terrain. The County’s western boundary contains part of Folsom Lake, and the eastern boundary is the California-Nevada State line. The county is topographically divided into two zones. The northeast corner of the county is in the Lake Tahoe basin, while the remainder of the county is the “western slope,” the area west of Echo Summit.
There are two municipalities within El Dorado County. The largest city in the County is the City of South Lake Tahoe, with a 2010 population estimate of 21,403. The City of Placerville, the County seat, is located 45 miles northeast of Sacramento, the State capital. The City of Placerville has a 2010 estimated population of 10,389. The remainder of the County’s 181,058 residents live outside the two incorporated areas.
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A man who says his philosophy is “we can always be better,” Grado is the president of Palos Verdes Properties.

Recently Grado and his venture capital partners celebrated the opening of a new building that is part of a $65 million development project they put together that will eventually add 400,000 square feet of new retail space and an estimated 1,000 new jobs to the area.

“I’ve always said that dollars can be used anywhere for development. If I can be the facilitator of bringing capital into El Dorado County for the benefit of the people who live here, that’s not a bad thing. That’s where my focus is. As opposed to other developers that may look at a project, develop it and then move on. I drive by my projects every day. There’s a difference.”

A resident of the county since 1985, Grado comes with a family history of being in real estate development. Born in Burbank but raised in Fresno, Grado’s father was also in real estate development and helped build some of the earliest fast food restaurants in the state.

Basically a country boy who’s comfortable living in an “ag” county, Grado said that when he was growing up in Fresno in the 1960s, it was still largely agricultural with a population of around 60,000. “Everyone grew things,” he said, “peaches, cotton, almonds. I still have family in the Visalia area.”

After high school, Grado went to Fresno State but also worked as a roofer for Gamber Homes. He then moved on to Long Beach State where he kept changing majors, moving from engineering to industrial technology to taking classes in business, real estate and finance. At the same time he continued to work as a roofer where he made $17 to $18 an hour when the minimum wage was only $3.50 an hour. Leaving college without graduating, he decided to start his own roofing company and never looked back.

However, living and running a business in Southern California wasn’t without its drawbacks. Now married, he and his wife found themselves spending four to five hours each day driving the freeways. “Quality of life is a big deal,” he said, saying that after several years of that, they knew they needed to do something different. At the same time, he was adamant he didn’t want to move back to the valley and deal with the tule fog again, so he told his wife their new home had to be above 2,000 feet elevation. So in 1985 they moved to El Dorado County and at the same time Grado got out of the roofing business and moved into general contracting and later real estate development.

Grado said his new company was kept busy constructing buildings throughout the state for 7-Eleven, Chief Auto Parts, Sizzlers, Carl’s Jr., Denny’s, Auto Zones, and National Dollar Stores. That later dovetailed into the acquisition of land for construction. “Half of the work we do is general contracting and the other half is land acquisition,” he said. “We develop specifically for tenants; we’re not spec’ developers. We don’t buy properties and wait for tenants. There’s no financing for that. We have a tenant in mind before we acquire a project.”
Grado has also been involved in a number of real estate projects in El Dorado County either on the entitlement or the construction side, although they were all mainly commercial rather than residential ventures.

“Building is easy compared to the entitlement and approval process,” he said, explaining that entitlement covers getting all the approvals and permits needed from agencies like the department of transportation, El Dorado Irrigation District, planning departments, and others.

“It’s a very lengthy process in comparison to the construction process. You’ve made it to the two yard line when you pull the building permit. You’re that close to the finish. The other 98 yards is where all the brain damage comes in,” he laughed. “But nobody’s at fault. We have become a culture that is so regulated that it impairs business, impairs jobs. You have to be very tenacious to not just say, ’I’ll pass. I’m going to do something else.’ You can’t have any quit in you to do this business.”

On the entitlement side, Grado said he has worked on getting projects like the Placerville Safeway and Office Max through the planning process while another developer actually did the building. On the building side, he has constructed projects like the Big Five Sporting Goods store, the Golden Center Retail Plaza, Walgreen’s, the Quick Stop at Highway 49, and the Auto Zone in Cameron Park.

The Crossings at El Dorado is his latest construction project with the help of some capital partners out of the Bay Area. “Placerville is a great area for retail,” he said. “There has never been a national retailer who has closed its doors in this area.”

Aside from business, Grado says he’s a big believer in providing service to others. “Anybody can do business,” he said. “I’m a big believer in giving back, otherwise you’re just working to make money, which is a pretty unfortunate existence.”

One way he does that is through his church in which he, his wife and two children are very active. He coaches girls’ varsity basketball and his wife gives a lot of her time as well to the church. His entire family has also done medical missionary work in the South Pacific through a program called Canvasback Missions. Grado said it provides medical aid to residents in those areas. Schools and missions get built at the same time.

Grado also belongs to the El Dorado County Chamber of Commerce, Economic Development Advisory Committee and plans to become involved in the building campaign for the Boys and Girls Club.

“I’m also really interested in helping residents live healthier lives. We need to educate people how not to need the health care system,” he said, adding that his church plans to do more of that in their new facility.

“Moving to Placerville has been a wonderful experience,” he said. “It’s my kids’ hometown. I hope to stay here indefinitely and to bring to El Dorado County opportunities that will benefit everybody. That’s our objective. We have brought in a lot of jobs. Not high-tech jobs, but we should have them here. We have the opportunity to have both. But not overdevelop because we’re limited by land, zoning and infrastructure. If we want tech development, we need to have places for people to go to in their off time. I’m interested in creating an environment in El Dorado County that satisfies residents and brings opportunities in close proximity.”
Dog friendly spots

Look for the dog friendly paw print throughout El Dorado County to identify local businesses that allow well-behaved dogs in their establishment. Enjoy the pooch-pleasing events in our community that are geared toward our 4-legged friends. Check out the frozen gelato made specifically for your furry friends at Zia’s on Main St. in Placerville, Oktoberfest Wiener Dog Races in Historic Downtown Placerville or Doggie Date Night at Fenton Herriott Vineyards in Camino. In addition to the miles of scenic hiking and biking trails, the area offers dog friendly shopping, wine tasting, gold panning, dining and accommodations. Most farms and ranches extend a welcoming paw to well-behaved pets on a leash.

Before you visit an establishment or place, please contact them for details regarding their level of dog friendliness. Policies and management may change, so it’s always best to confirm that Fido is still welcome. County law requires your dog to be leashed and under direct control including parks and trails unless otherwise specified.
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**Attorneys**

Becker, Runkle, Laurie, Mahoney & Day  
David Becker  
263 Main Street, Level 2  
Placerville, CA 95667  
(530) 295-6400  
beckerunktiedcb@aol.com

Brad Clark Attorney at Law  
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kathleen@discoverbellavista.com

Enchanted April Inn
Eike Schlosser
5950 Salmon Falls Rd.
Pilot Hill, CA 95664
(916) 939-1144
www.enchantedaprilinn.com
reservations@enchantedaprilinn.com

Lucinda’s Country Inn
Lucinda Sullivan
P.O. Box 930
Fair Play, CA 95649
(888) 245-8246
www.lucindascountryinn.com
lucinda@luid.net

The Davies Family Inn
Jim Davies
3700 Fort Jim Road
Placerville, CA 95667
(530) 295-1000
www.thedaviesfamilyinn.com
thedaviesfamilyinn@gmail.com

The Green Toad B & B
Yvonne Sansome
5821 Spanish Flat Rd.,
Garden Valley, CA 95631
(530) 626-0983
www.thegreentoad.com

Boats — Collision Repair
Styneist RV and Boat Collision Repair
Steve & Lori Styneist
3948 Highway 49
Placerville, CA 95667
(530) 622-7588
styniestautobody.com
steve@styniestautobody.com

Body & Paint
Frank’s Body Shop, Inc.
Jim Morgan, Pres.
2878 Cold Springs Road
Placerville, CA 95667
(530) 622-8033
www.frankebodyshopinc.com/

Kniesel’s Collision Centers
Ted & Laurie Cooper
7515 Green Valley Road
Placerville, CA 95667
(530) 622-3367

Copier — Repair & Service
Jammie’s Photocopy, Inc.
Melissa and Gary Foutz
4019 Sutter Creek Rd.
Clayton, CA 95627
(530) 622-0216
www.jammiesphotocopy.com

Bookkeeping Services
Classic Business Service
Kenneth J. Campbell, EA
681 Main Street, Ste. 203
Placerville, CA 95667
(530) 622-8800
www.classicbusinessservice.com
kenn@classicbusinessservice.com

DSW & Associates
Dolly Wager
P.O. Box 1565
Placerville, CA 95667
(530) 293-9292
dollywild-web.com

Breweries
Jack Russell Farm Brewery & Winery
David Coody
2380 Larsen Drive
Camino, CA 95709
(530) 647-9420
www.jackrusselbrewing.com/
david@jackrusselbrewing.com

Old Hangtown Beer Works
Michael Frenn
105 Candlelight Court
Placerville, CA 95667
(530) 919-5166
oldhangtownbeerworks@yahoo.com

Brush & Weeds
Mossy Oak Land & Tree Service
Timothy & Lori Treadway
105 Candlelight Court
Somerest, CA 95684
(916) 501-3556
treadwaytim.ttf@gmail.com

R.W. Scott Chipping
Robert Scott
937 Darlington Ave.
Placerville, CA 95667
(530) 626-3281
www.scottchipping.com

Building Contractors
Alpine Ridge Construction
Eric Schram
PO Box 3058
Diamond Springs, CA 95619
(530) 306-4379
alpineschram@gmail.com

Carter/Kelly, Inc.
Maureen Carter
P.O. Box 1477
Placerville, CA 95667
(530) 621-0950
maureen@carterkelly.com

Diane Wilkinson, Broker/Builder/Caterer
Diane Wilkinson
2400 Roxana Street
Placerville, CA 95667
(530) 622-0799
dianewilkinsoncatering.com
dianewilkinson@sbgioc.net

El Dorado Homes
Chuck Lidberg
5675 Mother Lode Drive
Placerville, CA 95667
(530) 626-9500
www.eldoradohomes.com
chuck@eldoradohomes.com

Business Education
Beyond Leadership Development
Jeanette Haas
5340 Butte Creek Road
Somerest, CA 95684
(530) 644-2328
jeanette.haas@gmail.com

Small Business Development Center
1410 Ethan Way
Sacramento, CA 95825
(916) 563-3210
www.sbdce.net
cherokeetivities.edu

Jerrie Beard & Associates
Jerrie Beard
P.O. Box 7
Pollock Pines, CA 95726
(530) 621-1701
www.beardassociates.com
jerriebeardassociates.com
Contractors
Alpine Ridge Construction
Eric Schram
P.O. Box 3058
Diamond Spring, CA 95619
(530) 306-4379
alpineschram@gmail.com

Carter/Kelly, Inc.
Maureen Carter
P.O. Box 1477
Placerville, CA 95667
(530) 621-0950
www.carterkelly.com
maureen@carterkelly.com

El Dorado Builders’ Exchange
Renee Hargrove
3430 Robin Lane, Suite #7
Cameron Park, CA 95622
(530) 672-2295
www.GoodBuilders.org
Director@GoodBuilders.org

El Dorado Homes
Chuck Liebzig
5675 Mother Lode Drive
Placerville, CA 95667
(530) 626-9500
www.eldoradohomes.com
chuck@eldoradohomes.com

Joe Vicini, Inc.
Gordon Vicini
P.O. Box 206
Placerville, CA 95667
(530) 622-1963

North State Building Industry Assn.
John Costa
1536 Eureka Road
Roseville, CA 95661
(916) 677-5717
www.northstatabuild.org
john@northstatabuild.org

Contractors/General Engineering
Alpine Ridge Construction
Eric Schram
P.O. Box 3058
Diamond Spring, CA 95619
(530) 306-4379
alpineschram@gmail.com

Doug Veerkamp General Engineering, Inc.
Douglas R. Veerkamp
2585 Cold Springs Road
Placerville, CA 95667
(530) 676-0825
dougveerkamp.com

Joe Vicini, Inc.
Gordon Vicini
P.O. Box 206
Placerville, CA 95667
(530) 622-1963

Convenience Store
ARCO AM/PM
Virginia Aguirre
Rancho Convenience Center
301 Natoma Street, Ste. 202
Folsom, CA 95630
(530) 621-3391

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559 Main Street
Placerville, CA 95667
(530) 626-3166
www.carboncopyinc.com

Counseling Services
Eagles Nest Foundation
Elizabeth Fulgaro
3987 Missouri Flat Rd #340
PMB 331
Placerville, CA 95667
(530) 957-0986
www.eaglesnestfoundation.org
elizabethfulgaro@gmail.com

Cruises – Yacht Charters
Lake Tahoe Cruises
General Manager
900 Ski Run Marina
South Lake Tahoe, CA 96150
(530) 543-6166
www.laketahoecruises.com
lyle-anthony@amarak.com

Dentists
Dr. Ike Rahimi, D.D.S./DMD
Sarah
1045 Marshall Way
Placerville, CA 95667
(530) 622-0701
www.ikerahimi.com
ike@agm1.com

Hoybjerg Family Orthodontics
Megan Hoybjerg
4363 Golden Center Drive
Placerville, CA 95667
(530) 626-3000
meghoybjerg@gmail.com

Jeffery Lee Little, D.D.S.
Jeffery Lee Little
344 Placerville Dr., Ste. 19
Placerville, CA 95667
(530) 626-9127
www.jefflittledds.com
jdjfelfiel@gmail.com

Penny J. Dodson, D.D.S.
Penny Dodson, D.D.S.
4330 Golden Center Dr., Ste A
Placerville, CA 95667
(530) 642-8614
www.drpennydodson.com
kathy@drpennydodson.com

Department Stores
Walmart
Tammy Hileman
4300 Missouri Flat Rd.
Placerville, CA 95667
(530) 621-2917
www.walmart.com

Development
Matthew C. Boyer & Associates
Matt Boyer
3549 Britannia Way
El Dorado Hills, CA 95762
(916) 221-2688
matt@MCBandAssociates.com

Copy Machines & Supplies
Carbon Copy, Inc.
Mark Scott
559 Main Street
Placerville, CA 95667
(530) 626-3166
www.carboncopyinc.com

Counseling Services
Eagles Nest Foundation
Elizabeth Fulgaro
3987 Missouri Flat Rd #340
PMB 331
Placerville, CA 95667
(530) 957-0986
www.eaglesnestfoundation.org
elizabethfulgaro@gmail.com

Cruises – Yacht Charters
Lake Tahoe Cruises
General Manager
900 Ski Run Marina
South Lake Tahoe, CA 96150
(530) 543-6166
www.laketahoecruises.com
lyle-anthony@amarak.com

Disposal Companies — Garbage Disposal
El Dorado Disposal Service
Debi Harlow
R.O. Box 1270
Diamond Springs, CA 95619
(530) 626-4141
www.eldorado disposal.com

Distillery
Dry Diggins Distillery
Gordon Helm
5050 Robert J. Mathews Pkwy., Ste 850
El Dorado Hills, CA 95762
(916) 235-4012
www.drydiggins.com

Dry Cleaning
Sanitex Cleaners
Pat & Ted Korzan
369 Main Street
Placerville, CA 95667
(530) 622-4755

Education
Brandman University
Chapman University System
Diana Schmidt, Site Director
50 Iron Point Circle, Ste. 140
Roseville, CA 95747
(916) 817-8840
www.brandman.edu/folsom

Central Sierra Regional Occupational Program
Christopher Moore
4675 Missouri Flat Rd.
Placerville, CA 95667
(530) 622-5081
www.eduhsd.k12.ca.us/CTE/CTE2/0Home.htm
mcoore@eduhsd.net

Opportunity Acres
Michelle Wenne
7315 S. Shingle Road
Shingle Springs, CA 95682
(530) 672-9462
www.oppacres.com/Welcome.html
mwwenell@oppacres.com

Consultant Services
Brian K. Veerkamp’s Professional Services
Brian Veerkamp
1707 Karen Way
Placerville, CA 95667
(530) 919-0516
bveerkamp@bluehost.com

Diamond in the Rough
Deborah Downey
4260 Hanks Road
Camino, CA 95709
(530) 902-7663
diamondintheroughco@deborah.com
deborah.downey@me.com

EN2 Resources, Inc.
Rick Lind
P.O. Box 2260
Placerville, CA 95667
(530) 622-8740
www.sieraecos.com
rick@sierraecos.com

Lou Barber & Associates
Louis Barber
271 Powers Drive
El Dorado Hills, CA 95762
(916) 933-3716

Matthew C. Boyer & Associates
Matt Boyer
3549 Britannia Way
El Dorado Hills, CA 95762
(916) 221-2688
matt@MCBandAssociates.com

Quintana-Saragosa Public Affairs
Brenda Quintana & Michael Saragosa
2895 Coloma Street
Placerville, CA 95667
(916) 873-2894
brenda@bqconsulting.com

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50% of Robert J. Mathews Pkwy., Ste 850
El Dorado Hills, CA 95762
(530) 626-4141
www.eldorado disposal.com

Distillery
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Gordon Helm
5050 Robert J. Mathews Pkwy., Ste 850
El Dorado Hills, CA 95762
(916) 235-4012
www.drydiggins.com

Dry Cleaning
Sanitex Cleaners
Pat & Ted Korzan
369 Main Street
Placerville, CA 95667
(530) 622-4755

Education
Brandman University
Chapman University System
Diana Schmidt, Site Director
50 Iron Point Circle, Ste. 140
Roseville, CA 95630
(916) 817-8840
www.brandman.edu/folsom

Central Sierra Regional Occupational Program
Christopher Moore
4675 Missouri Flat Rd.
Placerville, CA 95667
(530) 622-5081
www.eduhsd.k12.ca.us/CTE/CTE2/0Home.htm
mcoore@eduhsd.net

Opportunity Acres
Michelle Wenne
7315 S. Shingle Road
Shingle Springs, CA 95682
(530) 672-9462
www.oppacres.com/Welcome.html
mwwenell@oppacres.com

Placer Independent Resource Services
Susan Miller
11768 Atwood Road, Ste 29
Auburn, CA 95603
(530) 885-6100
www.pirs.org

Disposal Companies — Garbage Disposal
El Dorado Disposal Service
Debi Harlow
R.O. Box 1270
Diamond Springs, CA 95619
(530) 626-4141
www.eldorado disposal.com
LILLIPUT Children’s Services
Allison Guerrero
1190 Suncast Lane, Suite 2
El Dorado Hills, CA 95762
(916) 941-8799
www.lilliput.org
aguerrorellilliput.org

Film Services
Bacchi Valley Industries
6825 Bacchi Road
Lotus, CA 95651
(530) 622-2835

Financial Planners/Services
Edward Jones —
Larry Caso
AAMS, Investment Representative
550 Main Street, Ste. #D
Placerville, CA 95667
(530) 626-8851
www.edwardjones.com

Elizabeth Fulgaro,
CFP AFC
Elizabeth Fulgaro
3987 Missouri Flat Rd #340
Placerville, CA 95667
(530) 957-0986
elizabethfulgaro@gmail.com

Christeen Reeg,
Financial Advisor
Christeen Reeg
3217 Cessina Drive
Cameron Park, CA 95682
(916) 358-5799
www.thatsmybank.com
creeg@financial.com

Edward Jones Investments
Christie Johnson
1000 Fowler Way, Ste. 3A
Placerville, CA 95667
(530) 622-5286
christie.johnson@edwardjones.com

First Northern Bank
Joe Kleemann
508 Second St, Ste 104
Davis, CA 95616
(530) 297-3914
www.thatsmybank.com
jkleemann@thatsmysbank.com

New York Life Ins./Co./David
A. Williamson
David Williamson
1104 Bevinger Drive
El Dorado Hills, CA 95762
(916) 358-5799
www.dawilliamson.net
dwilliamson@ft.newyorklife.com

Fire & Water Damage Restoration
Certified Property Rescue
Robert Cline
5075 Hillsdale Circle, Suite 100
El Dorado Hills, CA 95762
(916) 939-9400
www.certifiedpropertyrescue.com
rc@certifiedpropertyrescue.com

El Dorado Restoration
Jason Clark
P.O. Box 3070
Diamond Springs, CA 95619
(530) 626-1676
www.eldoradorestoration.com
jasonc@eldoradorestoration.com

Service Master Cleaning & Restoration
James Johnson
6518 Commerce Way, Ste. 2
Diamond Springs, CA 95619
(530) 295-1608
www.servicemasterrcs@yahoo.com

First Aid
Heartline
Catherine Statham
P.O. Box 5198
El Dorado Hills, CA 95762
(530) 677-4943
cathy@heartlinesafe.com

Flooring
Rubicon Flooring & Design
Dan Walker
3841 Carson Road
Camino, CA 95709
(530) 306-0537
dan@rubiconfloors.com

Florists, Wedding Services
Natural Fair Custom Floral Design
Dawn Roberti
(530) 677-8878
www.naturalfair.net
info@naturalfair.net

Placerville Flowers on Main
Judie Stewart
318 Main Street
Placerville, CA 95667
(530) 622-1121
www.placervilleflowersonmain.com
flowersonmain@sbcglobal.net

Tara Designs
Vi Tara
6940 Pony Express Trail
Pollock Pines, CA 95726
(530) 644-3763/530-355-6591
www.taradesigns.net/vitarataredesigns.net

Food Co-op
Placerville Natural Foods Co-op
Melissa Clark
535 Placerville Drive
Placerville, CA 95667
(530) 626-5628
www.placervillecoop.org
pvillefoodcoop@gmail.com

Cold Springs Golf & Country Club
General Manager
6500 Club House Dr.
Placerville, CA 95667
(530) 626-2554
www.coldspringsgolf.com

Gourmet Specialty Foods
Fudge Factory Farm
Jean Reinders
2860 High Hill Rd.
Placerville, CA 95675-1012
(530) 644-3492
www.fudgefactoryfarm.com
jean@fudgefactoryfarm.com

It’s Personal
Paula Gendron
250 Main Street
Placerville, CA 95667
(530) 303-3792
www.itsspersonalwine.com
info@itsspersonalwine.com

Smokey Ridge Farmstand & Charcuterie
Kirk Taylor
2160 Carson Road
Placerville, CA 95667
(530) 626-5078
www.smokyridgecharcuterie.com
kara@smokyridgecharcuterie.com

Government
EDC Auditor/Controller,
Joe Harn
Joe Harn
Cameron Park, CA 95682
(530) 621-5456
joeharn@co.el-dorado.ca.us

EDC Transportation Commission
Sharon Scherzynger
2828 Easy Street, Ste. 1
Placerville, CA 95667
(530) 642-5260
www.edctc.org
edctc@edctc.org

EDC Treasurer/Tax Collector,
C.L. Raffety
C.L. Raffety
360 Fair Lane
Placerville, CA 95667
(530) 626-5800
www.edcgov.us/taxcollector

El Dorado County Water Agency
General Manager
4110 Business Drive, Ste B
Shingle Springs, CA 95682
(530) 621-5392
www.edcgov.us/water
edcwater@edcgov.us

Ernesto Alvarado
(916) 873-8252
cecc.us/web/1/
senator.gaines@senate.ca.gov

Business Guide
2014 El Dorado County Business Directory
| 42

Send Out Cards
Gary Washburn
PO Box 1507
Shingle Springs, CA 95682
(916) 577-4865
www.sendoutcards.com/59918
gwash66@gmail.com

Greetings Cards
Senator Ted Gaines
4359 Town Center Blvd, Ste 112
El Dorado Hills, CA 95762
(916) 783-8232
csc.us/web/1/
senator.gaines@senate.ca.gov

Supervisor Dist. 3, Brian Veerkamp
Brian Veerkamp
330 Fair Lane
Placerville, CA 95667
(530) 621-5652
www.edcgov.us
bostree@edcgov.us

Supervisor Dist. 4, Ron Briggs
Ron Briggs
330 Fair Lane
Placerville, CA 95667
(530) 621-6513
www.edcgov.us
bosfour@edcgov.us

Supervisor District 5,
Norma Santiago
Norma Santiago Supervisor,
District V
330 Fair Lane
Placerville, CA 95667
(530) 621-6577

Graphic Design
Golden Ideas
Kate Benton
2760 Bryan Way
Placerville, CA 95667
(530) 626-4005
goldenideas.net
kate@goldenideas.net

Grocers & Markets
Placerville Natural Foods Co-Op
Melissa Clark
535 Placerville Drive
Placerville, CA 95667
(530) 626-5628
www.placervillecoop.org
pvillefoodcoop@gmail.com

2014 El Dorado County Business Directory | 43

2014 El Dorado County Business Directory | 43

2014 El Dorado County Business Directory | 43

2014 El Dorado County Business Directory | 43

2014 El Dorado County Business Directory | 43

2014 El Dorado County Business Directory | 43

2014 El Dorado County Business Directory | 43

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David Williamson
1104 Bevinger Drive
El Dorado Hills, CA 95762
(916) 358-5799
www.dawilliamson.com
Www.ztnewyorklife.com

O'Donnell Insurance Services
Jeff O'Donnell
2460 Headington Road
Placerville, CA 95667
(530) 622-0536
www.odonellins.com
agents@odonellins.com

Robert Lenoir Insurance Agency
Robert Lenoir
990 Marshall Way
Placerville, CA 95667
(530) 622-1839
www.riua.us
info@riua.com

Scanavino Insurance Services
Ken Scanavino
4260 Motherlode, Ste 4
Shingle Springs, CA 95682
(530) 677-4334
kscanie@yahoo.com

State Farm Insurance
Tony Gervasi
1390 Broadway Ste. C
Placerville, CA 95667
(530) 622-1839
www.tonygervasi.com
Tony.Gervasi3@statefarm.com

Carl Hagen Agency, Farmer’s Insurance
Carl Hagen
183 Placerville Drive
Placerville, CA 95667
(530) 626-5562
chapen@farmersagent.com

Hodnett Insurance Services
Russell Hodnett
4242 Fowler Lane, Ste 201
Diamond Springs, CA 95619
(530) 622-0592
www.hodnettinsurance.com
hodnis@comcast.net

Knoblauch Insurance Services
Charles Knoblauch
517-3 Main St.
Diamond Springs, CA 95619
(530) 621-3118
www.todayshealthinsurance.com
ckinsure@sgcglobal.net

Mother Lode Insurance Services
Steve Shortes
P.O. Box 1310
Shingle Springs, CA 95682
(530) 677-8755
www.motherlodeinsurance.com

THIOL, CHRISTINE
Christine Thioul
1525 Highland Circle
Placerville, CA 95667
(530) 626-9037

WInn, John
John WInn
3541 Sundance Trail
Placerville, CA 95667
(530) 622-9636
swinner@datenetreec.com

InsurancE
AAA Placerville
Shawn Smith
3979 Missouri Flat Road
Placerville, CA 95667
(530) 295-6600
www.csaa.com
shawn.smith@csaa.com

AFLAC
Scott McIntyre
3411 Koala Lane
Placerville, CA 95667
(916) 812-3508
aflac.com
scott_mcintyre@us.aflac.com

Carl Hagen Agency, Farmer’s Insurance
Carl Hagen
183 Placerville Drive
Placerville, CA 95667
(530) 626-5562
chapen@farmersagent.com

HHH Investment Group, LLC
Gordon Helm
615 Placerville Drive
El Dorado Hills, CA 95762
(916) 933-9669
gordon@the-helm.net

Matthew C. Boyer & Associates
Matt Boyer
3549 Brittany Way
El Dorado Hills, CA 95762
(916) 221-2688
Mcbandassociates.com
matth@mcbandassociates.com

IT SERVICES
Jordahl Consulting
Scott Jordahl
3941 Park Drive, Ste. 20-111
El Dorado Hills, CA 95762
(530) 285-4699
www.jordahl.com
scott@jordahl.com

Jewelry
Goldsmith Gallery & Fine Jewelry
Kaye Irwin
3951 Missouri Flat Road, Ste. 150
Placerville, CA 95667
(530) 621-1188
www.goldsmith-gallery.com
goldsmithgallery@att.net

Land Use Consulting
Beal & Associates
Kimberly Beal
3450 Palmer Dr., Ste. 4-303
Cameron Park, CA 95682
(530) 677-8999
kimberlybeal@gmail.com

Limosines
Foothill Area Rapid Transit
Mike Pettibone
Placerville, CA 95667
(530) 651-4965
www.shortbusrides.com
mike@shortbusrides.com

Lodging
Albert Shafsky House
Bed & Breakfast Inn
Stephanie Carlson & Rita Timewell
2942 Coloma Street
Placerville, CA 95667
(530) 642-2776
www.shafsky.com
stay@shafsky.com

American River Inn
Will Collins
P.O. Box 43
Georgetown, CA 95634
(800) 245-6566
www.americainnverin.com
arinkeepers@aol.com

Bella Vista,
Bed & Breakfast
Kathleen Ash
581 Cold Springs Road
Placerville, CA 95667
(530) 622-3456
www.discoverbellavista.com
kathleen@discoverbellavista.com

Best Western Pius
Placerville Inn
Kumar Sharma
6850 Greenleaf Drive
Placerville, CA 95667
(530) 622-9100
www.bwplacervilleinn.com
bbstbestwestern@hotmail.com

Best Western Stagecoach Inn
Gilbert Choi
P.O. Box 657
Pollock Pines, CA 95726
(530) 622-4499
www.bwstagecoach.com
bwstagecoach@yahoo.com

Camp Richardson Historic Resort & Marina
Vanessa Santora
1900 Jameson Beach Rd.
South Lake Tahoe, CA 96158
(530) 542-6550
www.camprichardson.com
vanessa@camprichardson.com

Eagles Nest Foundation
Elizabeth Fulgoro
3987 Missouri Flat Rd #340
Placerville, CA 95667
(530) 957-0986
www.eaglesnestfoundation.org
elizabethfulgoro@gmail.com

Edward Jackson
www.todayshealthinsurance.com
Ray Nutting
www.raynutting.com
677-8755

Life Coaching
The Davies Family Inn
Jim Davies
3700 Fort Jim Road
Placerville, CA 95667
(530) 295-1000
www.thedaviesfamilyinn.com
thedadaviesfamilyinn@gmail.com

Enchanted April Inn
Bed & Breakfast
Eike Schlosser
P.O. Box 121
Placerville, CA 95667
(530) 621-0901
www.edenvaleminn.com
innkeeper@edenvaleminn.com

Fitzpatrick Winery & Lodge
Vivian Langer
7740 Fairplay Road
Fair Play, CA 95684
(800) 245-9166
www.fitzpatrickwinery.com
brianiel@fitzpatrickwinery.com

American River Inn
Bed & Breakfast
Kathleen Ash
581 Cold Springs Road
Placerville, CA 95667
(530) 622-3456
www.discoverbellavista.com
kathleen@discoverbellavista.com

Best Western Stagecoach Inn
Gilbert Choi
P.O. Box 657
Pollock Pines, CA 95726
(530) 622-4499
www.bwstagecoach.com
bwstagecoach@yahoo.com

Camp Richardson Historic Resort & Marina
Vanessa Santora
1900 Jameson Beach Rd.
South Lake Tahoe, CA 96158
(530) 542-6550
www.camprichardson.com
vanessa@camprichardson.com

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Elizabeth Fulgoro
3987 Missouri Flat Rd #340
Placerville, CA 95667
(530) 957-0986
www.eaglesnestfoundation.org
elizabethfulgoro@gmail.com

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Placerville, CA 95667
(530) 621-0901
www.edenvaleminn.com
innkeeper@edenvaleminn.com

Fitzpatrick Winery & Lodge
Vivian Langer
7740 Fairplay Road
Fair Play, CA 95684
(800) 245-9166
www.fitzpatrickwinery.com
brianiel@fitzpatrickwinery.com

Holiday Inn Express & Suites — El Dorado Hills
Sharon Tiedeman
4306 Town Center Blvd.
El Dorado Hills, CA 95762
(916) 358-3100
www.hiexpress.com/eldoradohills
Edinfo@mcnhotels.com

Lucinda’s Country Inn
Lucinda Sullivan
P.O. Box 930
Fair Play, CA 95684
(888) 245-8246
www.lucindascountryinn.com
lucindasinn@aol.com

Mother Lode Motel
Deepak or Divya Patel
19-400 Broadway
Placerville, CA 95667
(530) 622-0895
Placervillemotherlodge.com
motherlodehotel@gmail.com

Perry Creek Retreat — Fairplay
Cammie & Michael Morreale
23047 Cumorah Crest Drive
Woodland Hills, CA 91364
(818) 681-8552
www.perrycreekretreat.com
mcmorreale@sgcglobal.net

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Business Guide
2014 El Dorado County Business Directory | 44
Key phone numbers

530 Area Code Except When Noted

UTILITIES
AT&T .................................................. 800-222-0300
Comcast Cable ........................................ 866-447-7333
El Dorado Disposal (Dump) ....................... 626-4141
El Dorado Irrigation District ....................... 622-4513
Georgetown Divide Public Utility ............... 333-4356
Kyburz Mutual Water Company ................. 293-3270
Pacific Gas & Electric ......................... 800-743-5000
Placerville Water .................................. 642-5225
Sierra Disposal Service ......................... 621-4746

EDUCATION
Office of Education .............................. 622-7130
Chapman University ........................... 916-877-8840
Folsom Campus .................................. 916-877-8840
El Dorado Center (FLC) (Community College) 642-5621

HOSPITALS
Barton Memorial (SLT) ......................... 622-1255
Marshall Hospital .............................. 622-1441

NEWSPAPERS
Mountain Democrat ................................ 622-1255
Georgetown Gazette ........................... 333-4481
Village Life/Cameron Park Life ............... 622-1255
Sacramento Bee .................................. 916-321-1000

CITY OF PLACERVILLE
Business License .............................. 642-5223
Building Permits .............................. 642-5220
City Hall .......................................... 642-5200
Fire Department ............................. 644-9630
Parks & Recreation (City) ................... 642-5232
Planning Department ......................... 621-5355
Police Department .......................... 642-5210

CITY OF SOUTH LAKE TAHOE
Administration Center ....................... 542-6050
Building Department ....................... 573-3330
Planning Department ...................... 542-6020

EL DORADO COUNTY
Animal Control ................................. 621-5795
Building Department ........................ 621-5315
Building Permits .............................. 621-5315
Builders’ Exchange ......................... 672-2955
Business License ............................ 621-5800
Cameron Park Community Services ........ 577-2201
EDC Community Services ..................... 621-6150
El Dorado Hills Recreation ................. 916-641-3216
Economic Development ...................... 621-5595
Fairground ........................................ 621-5860
Georgetown Divide Recreation ............. 333-4000
Health Department .......................... 621-6100
Library (County) .............................. 621-5540
Museum (Historical) ......................... 621-5865
Parks & Recreation (County) .............. 621-5353
Planning Department ....................... 621-5355

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diVittorio Winery
Sally or Al diVittorio 3961 Seven Ridges Road Camino, CA 95709 (530) 621-2166 www.divittoriowinery.com sallydiv@io.com

Fitzpatrick Winery & Lodge
Vivian Li
7740 Fairplay Road Fair Play, CA 95684 (800) 245-9166 www.fitzpatrickwinery.com brian@fitzpatrickwinery.com

Gold Hill Vineyard
Bryna Dacus
5660 Vineyard Lane Placerville, CA 95667 (530) 626-6522 www.goldhillvineyard.com bryna@goldhillvineyard.com

Holly’s Hill Vineyards
Josh Bendick
3680 Leisure Lane Placerville, CA 95667 (530) 344-0227 www.hollyshill.com winery@hollyshill.com

Jack Russell Farm Brewery & Winery
David Coody
2380 Larsen Drive Camino, CA 95709 (530) 647-9420 www.jackrussellbrewing.com david@jackrussellbrewing.com

Jodar Vineyards & Winery
Vaiughn Jodar
2393 Gravel Road Placerville, CA 95667 (530) 621-0324 www.jodarwinery.com

Kriz Vineyard
Norman & Kathy Kriz
5674 Nancy Lee Mine Road Garden Valley, CA 95633 (530) 333-4906 Norm@wheezlwine.com

Lava Cap Winery
Jeanne Jones
2221 Fruitridge Road Placerville, CA 95667 (530) 621-0175 www.lavacap.com lavacapi@calweb.com

Madroña Vineyards
Paul & Maggie Bush
P.O. Box 454
Camino, CA 95709 (530) 644-5948 www.madronavineyards.com Winery@madronavineyards.com

Miraflores Winery
Cheryl Smith Alvarez
2120 Four Springs Trail Placerville, CA 95667 (530) 647-8505 www.mirafloreswinery.com miraflores@earthlink.net

Mount Aukum Winery
Terrie Prod’Hon
P.O. Box 830
Mt. Aukum, CA 95656 800-591-WINE www.mountaukum.com admin@mountaukum.com

Skinner Vineyards, LLC
Michael G. Skinner
8054 Fairplay Road Somerset, CA 95684 (530) 620-2220 www.skinnervineyards.com rskinner@skinnervineyards.com

Mount Aukum Winery
Terrie Prod’Hon
P.O. Box 830
Mt. Aukum, CA 95656 800-591-WINE www.mountaukum.com admin@mountaukum.com

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