EL DORADO COUNTY CHAMBER OF COMMERCE'S OICE OF BUSINESS
542 Main St. • Placerville, CA 95667 • (530) 621-5885 • www.eldoradocounty.org

Christmas Tree Lane Tree **Adoption Lottery**

The El Dorado County Chamber of Commerce will continue the tradition of the Highway 50 Holiday Trees

in 2021. These brightly decorated trees along Highway 50 give much-needed joy to our community and travelers. Now more than ever we need to keep that spirit alive. In order to minimize the risk of exposure in our community changes have been made in our application process including tree decorating/ cleanup days. We appreciate your cooperation and patience through this

What you need to know: 1. All appli-

process.

cations must be submitted online beginning October 6th through Oct 29th. No applications will be accepted in person.

2. One entry per family, organization, or group. If multiples are found ALL entries will be disqualified.

3. You MUST be an El Dorado County resident to apply.

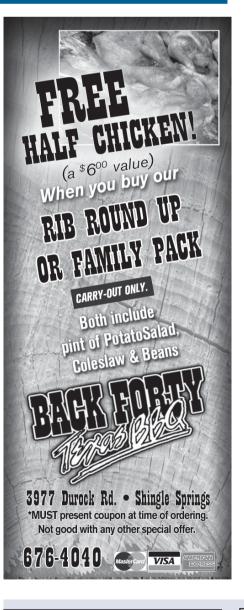
4. Applications will be drawn through a randomized system on November 1st

5. All applicants chosen through the randomized drawing will be notified by email.

6. There will be a list of back-up

You Can Submit Your **Event Online!**

Did you know that the Chamber keeps a community calendar of events? El Dorado County events can be submitted to http://visiteldorado.mhsoftware.com/EditItem.html. Once approved, your event will appear on the online calendar at <u>www.</u> visiteldorado.com and also printed in the Voice of Business newsletter as space allows



applicants chosen through the same randomized process. Should the original winner of the drawing decline their tree within 5 days, the back-up list will be imple-

COVID-19 Safety **Restriction & Protocols**

All participants must adhere to the safety restrictions and protocol. Any individual or group who refuses to follow these restrictions will be asked to leave.

1. Each participant will be given an appointment time to checkin and receive your assigned tree location. Do not show up before your designated time slot. 2. Groups may

not exceed eight people. 3. Vaccination, proof of negative COVID test, or masks

may be required.

4. If you are sick, please stay home. 5. Social distancing of 6 feet between groups and/or individuals if required.

ADOPT-A-TREE Fundraiser

The Christmas Tree Growers Assn. has given us a generous discount on the trees to sponsor this event. In addition, seven trees will be given up for guaranteed adoption with a suggested donation of \$500.00 per tree. To adopt a tree you may call the chamber office at 530-621-5885.

The El Dorado County Chamber is the founding member of the Sustainable Forest Action Coalition. Below is an excerpt of a recent letter regarding forest management practices.

The Honorable Diane Feinstein Re: Dixie Fire

HONORABLE SENATOR FEINSTEIN:

am writing this letter as the past spokesperson for the Herger-Feinstein Quincy Library Group Act (HFQLG) and the spokesperson for the Sustainable Forest Action Coalition (SFAC). On behalf of both of these groups, I want to express our frustration and anger over many past actions of yours that have led to the current situation on our National Forests and leading to today's extreme loss of our forests and critical watersheds. You cannot simply write the current situation off to climate change as you presently do.n 2012, both the HFQLG and SFAC had requested your support in authorizing the extension of the Herger-Feinstein Quincy Library Group Act (HFQLG). Both organizations highlighted that even though there had been some litigious opposition to the pilot effort, we felt strongly that the results of the work accomplished to date had illustrated the ecological as well as social and economic benefits that have come through this

Our request was ignored by you and others and because of the failure to continue support, the forests that were supported by the Act lost staff and the ability to treat their forests in the same fashion and scale. The result has been the last three years of catastrophic wildfire within this HFQLG footprint. If there had been ten years of continuous forest management under the guidance associated with the HFQLG Act, we feel strongly that we would not see the vast destruction of our forest, watersheds, communities and loss of life associated with fires of the last three years. You cannot write these catastrophic events off to climate change as you are presently citing.

The Dixie fire has destroyed much of Greenville and Canyon Dam as well as other structures. This has

October Business Luncheon

We are pleased to welcome Leslie Williams and Kathy Halbardier of the Sierra Small Business Development Center as our guest speakers this month.

The topic of their presentation will be:

ECONOMIC RECOVERY & RESILIENCY

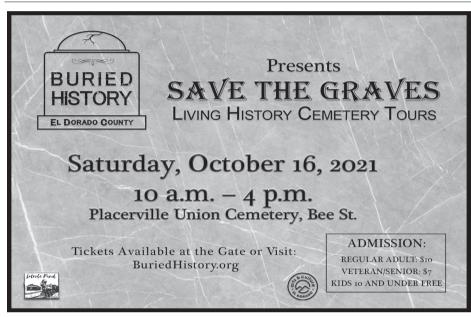
- Industry Sector Issues Addressed
- Resources and Tools
- Access to Capital (local, state, and federal)
- Q&A

October 13, 2021 - 11:30 a.m. to 1:00 p.m.

Cold Springs Golf and Country Club, 6500 Club House Drive, Placerville

The chamber business luncheons are a great opportunity to network with other members of the business community and to share and exchange information. Take advantage of your chamber membership and some new connections.

Thank you to our October Luncheon Sponsor Roses and Acorns/Camp Nauvoo And our Premiere Luncheon Sponsor Gold Country Retirement Community & Health Center



resulted in the displacement of families and the loss of the business infrastructure of the communities. Again, both organizations feel strongly that these and the losses of Brush Creek and Berry Creek last year with the associated loss of life could likely have been greatly reduced if you would have continued support of the forest management associated with the HFQLG.

It breaks your heart to see the devastation in Greenville. This was a community that had four mills near the community or in the community in the 1980's. In addition, there were at least five logging companies within the same area. Once all of the policy changes and associated law suits began in the late 80's and continued into the 1990's, the town slowly deteriorated. They lost their hospital in the early 2000's and the schools began to struggle. Now, they have lost their whole community.

The remaining mills in the geographic area; Sierra Pacific Industries in Quincy and Burney, Collins Pine Company in Chester and even Trinity River Lumber in Weaverville have all stated that they will not take any logs for three years because they will be logging and reforesting their own lands. This means that all of the millions of board feet of timber on National Forest Land will go to waste and deteriorate on site to become fuel loading that future fires will be impossible to stop. This situation highlights the loss of the milling infrastructure to do any reasonable forest management as well as deal with these catastrophic losses.

Starting with the Camp fire and including the Beckwourth, Minerva, North Complex and the present Dixie fires, approximately 1,400,000 acres of the 2,048,000 acres of the Upper Feather River watershed has burned. This does not include fires before the Camp fire which burned additional acres or the current Caldor fire in El Dorado County. This is a sad testament to the policies that you continue to support as well as your continued abandonment of an Act that could have greatly reduced this acreage.

Respectfully Submitted;

BILL WICKMAN

Representative for SFAC and past Spokesperson for HFQL Cc: Senator Padilla

Congressman McClintock Congressman LaMalfa Congressman Garamendi

CARBON COPY

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









559 Main St. • Placerville • 800-626-3166



530-626-6774

Off Any Service

New customers only

CERTIFIED PUBLIC ACCOUNTANT

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

530622-1731 FAX 622-7241

768 Pleasant Valley Rd., Ste. 300

Diamond Springs, CA 95619

FAX 933-7745 985 Governor Drive El Dorado Hills, CA 95762-4231

916933-2164

MAKE THE PLEDGE_

Help Support our Community's Small Businesses!



REDHAWK







CalChamber Status Update Report on Major Legislation for Business

The CalChamber recently published a list summarizing top priority bills and their status as of September 10, when the Legislature began its interim recess. October 10 is the last day for the Governor to sign or veto bills passed by the Legislature. Bills signed by the Governor will become law on January 1, 2022. Urgency, tax and budget-related measures go into effect immediately upon being signed. In those cases, the date the Governor signed

the bill is noted. CalChamber's list is broken down into multiple subject areas and is quite extensive. Here we have excerpted a few that may be of interest.

Restrictions on Citizen Ballot Initiatives and Voter Signature Gathering. SB 660 (Newman; D-Fullerton) Drastically increases the cost of voter initiatives by requiring any citizen initiative to pay employees an hourly rate to collect signatures for ballot initiatives, referendums, and recall petitions, as opposed to piece-rate signature gathering, thus excluding low-funded citizen initiatives from the ballot process.

To Governor

Increased Rates and Insurance Premiums. SB 440 (Dodd; D-Napa) Funds home hardening program that benefits only some residents by imposing an additional premium and threatening energy rate increases that could destabilize the energy market.

Senate Insurance 2/21/21

Alcohol Sales. SB 389 (Dodd; D-Napa) Allows restaurants to sell prepackaged alcohol for off-site consumption.

To Governor

Wineries. SB 19 (Glazer; D-Contra Costa) Opens new opportunities for increased revenues by allowing wineries to have one additional off-site tasting room.

Increases Health Care Costs. SB 524 (Skinner; D-Berkeley) Increases prescription drug costs for consumers by preventing certain network designs between health plans, insurers, pharmacy benefit managers, and pharmacies.

To Governor

Health Care Cost Increase. SB 306 (Pan; D-Sacramento) Mandates health care service plans to provide coverage for home test kits for sexually transmitted diseases as well as their associated laboratory processing costs which will increase employer health care premiums.

To Governor

Pro-Housing Production. SB 9 (Atkins; D-San Diego) Streamlines more infill housing and provides substantial local control to land use development by allowing, among other things, property owners to build two residential units within a single-family residential zone so long as the units are consistent with all local land use laws, including aesthetics which help retain neighborhood character.

To Governor

Local Control Streamline Housing. SB 10 (Wiener; D-San Francisco) Addresses the need for more housing by providing local cities and counties with full authority to streamline rezoning in their jurisdiction for up to 10 additional middle income density housing units per parcel, if they choose. To Governor

Data Sharing Between EDD and Department of Corrections to Prevent UI Fraud. AB 110 (Petrie-Norris; D-Laguna Beach) Requires the Department of Corrections and

counties to share the names and Social Security information of current inmates with the Employment Development Department (EDD) to prevent payments on fraudulent claims using inmate information,

October 28, 2021 Mixer

The Villa Agave

1831 Red Fox Road, Placerville

Thursday, October 28, 2021 — 5:30 p.m. to 7:30 p.m.

Our Hosts:

Bonny Doyle — The Villa Agave

& Kathy Fargo — First Choice Signs & Graphics

This is a great way to meet someone new, grow your circle of influence,

nect with other professionals. Enjoy the no host bar, appetizers & raffle

throughout the evening. There is no dress code. Please wear whatever

Mixers are hosted the fourth Thursday of the month at a different mem-

benefit of membership. We encourage non-members to join us once or

ber location. El Dorado County Chamber of Commerce Mixers are a

represents your brand or business. No reservation is necessary. Chamber

find new opportunities, generate awareness for your business and con-

and requires EDD to utilize this information in its screening process. This would bring California up to speed with other states, and also help prevent one of the most widespread types of fraud that was widely reported during the COVID-

19 shutdown from occurring in the future.

To Governor

You may request a copy of CalChamber's complete list by emailing the EDC Chamber at admin@eldoradocounty.org

How to create job postings that attract stronger candidates a chance for the candidate to flour-

Your job post should be more than a list of requirements — it should inspire job seekers to take action. Here are some tips and best practices to make your job posting appeal to candidates while also strengthening your company brand.

A straightforward, keyword-driven job description

Appeal to both candidates and search engines by tightening your word choice.

- **DO** use industry-standard or recognizable job titles — particularly ones found in the suggestion dropdown when creating a job post with LinkedIn Jobs. DO use clear, direct language
- that's easy for candidates to scan
- DON'T use gimmicky titles like "data ninja" or "social media rock star"
- DON'T use traditionally gender-biased words like "sensitive," "competitive," or "assertive" to describe your ideal candidate

Clearly defined responsibilities and qualifications

Give candidates an accurate picture of their day-to-day experience, as well as required skills that management expects. DO list specific tasks and proj-

- ects that the candidate will work on or need to have prior experience with DO consolidate responsibilities
- of four to six bullet points DON'T list redundant or obvious qualifications like "must be able to prioritize work to meet

and qualifications into a maximum

• DON'T try to make an exhaustive list of every possible task

Compensation and benefits

deadlines"

Candidates appreciate immediate transparency into salary and DO strike a balance between

describing the job and enticing the candidate with benefits • **DO** list benefits in a separate

- "Perks" section to make them more DON'T assume that the role
- alone, no matter how dynamic, is enough to attract the best candi-• DON'T list only generic bene-
- fits that fail to differentiate your company

A clear opportunity for growth The role should be presented as

ish professionally and personally through projects that are broader than their daily responsibilities.

- DO include examples of successful projects the company has launched in the past
- DO mention any meaningful and exciting projects the new hire will own
- DON'T share only the day-today responsibilities of the role
- DON'T regard upskilling as something an employee will do only during their downtime

Work flexibility For many candidates, flexible

hours or remote working are necessities rather than perks. • DO emphasize workplace flex-

- ibility and remote working when possible • **DO** set realistic expectations
- about the amount of time the new hire may need to be in the office DON'T make rigid statements
- about office attendance DON'T wait until after the hire to clarify your company's policy on

workplace flexibility Unique company culture Attract candidates by showcasing your company brand and mission.

 DO add links to your best company sites, like your product pages or success stories

- DO research what employees say about working at your company, and reflect those values in your posting
- DON'T make your job posting simply a list of requirements
- DON'T sound too casual coming off as overly familiar gives the impression that you're unpro-

Mobile-friendly layout

Job seeking is often done on the go, so your posting should be optimized for mobile.

- DO use bold text and bullet points to make the most important information easily scannable on small screens
- DON'T post to job boards with convoluted resume uploads — most people don't keep their resume on their mobile devices
- DON'T use symbols or emoji that may not appear on certain devices

Chamber members, post your job openings on the Chamber website here: https://business.eldoradocounty.org/login/

October Calendar of

Gold Bug Park & Mine Daily 10 a.m. - 4 p.m. Mine tour: Adults \$10, Children 6-17 \$6, 5

twice as our guest.

and under are free!

Haunted Hangtown Ghost Tours Weekly on Sat-Sun. Tour Times: 7:30 until 10:30. Price \$35 person.

Private Groups available. Phone or text: 925-642-6471. Email: hangtownghosttours@gmail.com Smith Flat House "Pickin on the Patio"

Thursday night's music in the courtyard from 6 – 8 p.m.!! Come join us on our patio! Dinner reservations highly recommended.

www.smithflathouse.com/events. Friday Night Special Wine, Pizza & Yard Games

4 - 7 p.m. Choose between a bottle of Elevation 2800 or 2019

Sauvignon Blanc and a Pizza for \$20. Yard Games are on a first come first serve basis. We have Horse Shoe Pits, Corn Hole, Jenga and more!! Or if you want to just relax, enjoy our Beautiful Views with a bottle of Wine & Pizza. No outside food or alcohol allowed. All social distancing and COVID protocols strictly adhere. Reservations, 530-622-7221, www.sierravistawinery.com **Farmers Markets**

Wednesday, 4 p.m. to dusk., Historic Main Street Belltower, Wednesday, 8 a.m. – noon, Burke Junction, Cameron Park

Saturday, 8 a.m. - noon, 345 Placerville Dr, Placerville Sunday, 8 a.m. – noon, EDH Town Center Sunday, 9 a.m. - 1 p.m., 3045 Sacramento St., Placerville Food, Wine & Live Music at Sierra Vista Winery

Saturdays 10 a.m. – 8 p.m. Wine by the glass or bottle. \$5Club/\$10 General Public. No outside food or alcohol allowed. 530-622-7221, www.sierravistawinery.com

Live on the Boulevard - El Dorado Hills Thursdays. Set Up Begins at 5:30! Please leave your coolers with food and drinks at home. The businesses are ready to serve you!

Please be respectful and kind, as everyone is in a different place as we venture back into the world. We are so looking forward to having you in Town Center again https://edhtowncenter.com/ upcoming-events/2020-live-on-the-boulevard/

occurred during each featured month and share what we may Music in the Courtyard have experienced during those times. This event is presented Wednesdays, 6 p.m. – 8 p.m. Live Music in the Courtyard at Smith Flat

House. Find more info at https://www.smithflathouse.com/events

Oct 2, 9 Placerville Speedway 10/2 – MLM Motorsports Truck Pulls. 10/9 – U.S. Auto Club West

Coats wingless 360 sprint cards, USAC Western States Midgets and Wingless Gay Cities Racing Assn lightning sprints (Prospector Pandemonium). Grandstand tickets sold online only – no walk ups. Stands open at 3 p.m., racing begins at 6:30 p.m. www.placervillespeedway.com/schedule Oct 2 - 3 Come and Get it!

A variety of household goods, appliances, furniture, clothing and more will be given for free to veterans and those in need Sat.

and Sun. (Oct. 2 - 3) at the lower parking lot (below El Dorado County Veterans Monument) in Placerville (360 Fair Lane) by EDVR (Military Family Support Group). Oct 2-3 Open Art Studio Tour 10 a.m. to 5 p.m. Location for 1st studio: 2204 Rookery Pl,

El Dorado Hills. Annual event put on by El Dorado Hills Art Association. Free. 17 studios featuring 47 artists including: ceram-

ics, sculptures, paintings, photography, jewelry and more. Get brochure and map at first location. www.eldoradohillsarts.com

Oct 08 - 10 Coloma Gold Rush Live! 10 a.m. to 4 p.m. The public is invited to step back in time to a gold rush era tent town of 1850. Experience California's rich Gold Rush history at this live event. Food and refreshments available for purchase. Dog-free event except for service animals. \$10 per

vehicle Day Use Fee, \$5 per vehicle Event Free. Marshall Gold

Discovery State Historic Park, Coloma. www.marshallgold.com Oct 9 Park Community Music Festival & Car Show 11 a.m. - 3 p.m. FREE ENTRY and PARKING! Are you ready for some good summer fun? Mark your calendars and join us for a day of Great Live Professional Music, Hot-Rods, Classic Cars, Motorcycles, Vendor Booths, Great Food & Snacks, Water Slide and

Raffles. Park Community Church, 3901 Wild Chaparral Dr., Shingle Springs. (530) 303-3710 or email eburns@newbeginningsgoldcountry.org. www.carsandmusic.com Oct 12 This Month in History with the Senior Center $1~\mathrm{p.m.}~-2~\mathrm{p.m.}$ If you enjoy history and good conversation, then join us in our Zoom series where together we discuss events that

by the Placerville Senior Center. www.edcgov.us/Government/ HumanServices/senior%20services/Pages/senior_activities.aspx

Oct 16 Save the Graves Presented by Buried

History EDC 10 a.m. – 4 p.m. Stroll the cemetery grounds and meet notable historic figures of El Dorado County. Living history performances

of those interred make this event unique and entertaining. All proceeds will help protect the Pioneer Cemeteries of El Dorado County. Oct 16 Boots & Bling

4 p.m. – 10 p.m. BBQ Dinner, DJ Music & Dancing, Live and Silent Auctions, & Fund-A-Need. An evening to learn about our horses, hear from our volunteers, and make a difference! El Dorado County Fair and Event Center. \$55/person. www.allaboutequine.org/ boots-and-bling.html

Oct 16 Placerville Third Saturday Art Walk 5 p.m. - 8 p.m. Visit Placerville's Historic Main Street for an evening of art, entertainment and shopping. Art galleries and merchants are open late, with artist demos, music at the Belltower, wine and drink specials and more. www.facebook.com/

PlacervilleArtWalk

Oct 21 - 24 Hangtown Music Festival 10th **Anniversary** Featuring host band Railroad Earth. The well-maintained El Dorado County Fair and Event Center features ample open lawns, plenty

of permanent bathrooms and showers, and a very large late night

hall. Craft Brews, Specialty wines, Artisan Food, Crafts and art. Children 4 and under free! www.hangtownfestival.com

Halloween Cemeteries Walking Tour 10 a.m. - 12:30 p.m. We'll visit four historic cemeteries: Smith Flat cemetery, old "Upper" cemetery, old "City" cemetery, and end up at Saint John's historic church with its tiny cemetery behind the Nature Center in historic Coloma (near the possibly haunted

Vineyard House!) Enjoy close-up views of downtown Placerville while we investigate gravestone markers dating back to the 1850's. More at www.ARConservancy.org/events For more information on these and other events, visit www.visiteldorado.com Event date, time, cost or locations are subject to change. Prior to attending an event please

confirm the information.