

VIRTUAL JOB FAIR

The Chambers of Commerce of El Dorado County, El Dorado County Economic Development, El Dorado County Employment Resource Center and Golden Sierra Job Training Agency celebrate a successful hiring event.

This inaugural Elevate to El Dorado Virtual Job Fair offered more than 126 job openings with 30 employers in El Dorado County. Nearly 100 job seekers participated in over 1600 chat messages. They had the opportunity to connect with employers with a hope of being hired soon after the event ended. This year's event included employers from industries including manufacturing, healthcare, technology, civil service, hospitality, retail, education, and agriculture.

Comments from employers included;
"Great event and we have a great candidate to hire. Thank you for putting this on."
"We chatted with 40 of the 50 job seekers. What a great experience"

SO, SAVE THE DATE!

Our next virtual job fair will be held on
Thursday, March 24th from 9 to 1.

Leadership Class XIV Grads



Pictured above are the survivors of Leadership Class 14 minus a couple of folks. These troopers hung-in there through COVID lock downs and persevered spending two years to complete a one year program. They will now carry on with their class project with a completion date of October 2022. Listed are the names of the all the original participants to the class.

Congratulations:

- Alice Alk, First 5 El Dorado/ECDOE
- Jennifer Barker, Shingle Springs Bank of Miwok Indians Indians
- Elizabeth Carrington, El Dorado Irrigation
- Lea Caudle, El Dorado Irrigation
- Marilyn Delgado, Shingle Springs Bank of Miwok Indians
- Jeremy Fortin, El Dorado Transit
- Matthew Harwood, El Dorado County Sheriff's Office
- Gordon Helm, Helm Technical Services
- Margaret Holland, Holland Realty
- John Krueger, National Real Estate Market Advisors
- Michelle Long, Wells Fargo Bank
- Dan Maciel, City of Placerville Police Dept.
- Kate Magoolahgan, Cameron Park CSD
- Pamela Maxwell, U.S. Bank
- Jill Morton, El Dorado County Office of Education
- Siri Nelson, Marshall Medical Center
- Kelli Nuttal, M.O.R.E.
- Emma Owens, County of El Dorado
- Jenny Pettit, El Dorado County Office of Education
- Cameron Pomeroy, El Dorado County Sheriff's Office
- Ross Reaksecker, El Dorado Disposal
- Chris Ringnes, El Dorado Community Foundation
- Jonathan Russell, Marshall Medical Center
- John Scriven, Broadridge Customer Communication
- Jennifer Teie, The Green Room
- Kyle Zimbelman, County of El Dorado

Welcome New Members!



From l to r: Mark Riffey, Pioneer Community Energy; Jennifer Teie, The Green Room; Marcella Goodwin, Legal Docs on Main; Meredith Escobar, The UPS Store; Rich "Uncle Fuzzy" Mason, El Dorado Gold 1848

SHOW ME THE MONEY!

Cash for the county to benefit you

Several months and Caldor ago, I wrote to you about new cannabis businesses coming online in El Dorado County.

Today, I want to talk about the money's cannabis will bring to our county. What money you ask? Cannabis businesses create jobs, some of them quite high paying. Dispensaries (retail) need employees to serve their customers, manufacturers need employees to make products and cultivators (farmers) need people to work the fields and run day to day operations. These net new jobs created not only solve some of the large unemployment we have in the county, but these newly employed workers pay taxes from salary, payroll, and most importantly allow for the employees to spend their hard-earned money at local businesses.

Cannabis businesses generate a lot of tax revenue to the county. When the county initially did their studies on approximate tax revenues to the county, a third party suggested it could be \$3-4M annually. I think these numbers are extremely low. If we look at cultivation only, the coun-

ty has allowed for 75 small licenses and 75 large licenses (under or over 10K sq/ft of growing). If folks follow this model and maximize their growing capabilities, the actual revenues to the county could be in the \$40M dollar range annually. These monies could be used to improve roads, better our schools, help law enforcement and many other things to generally improve our lives here in EDC. You may personally not agree with cannabis, and that is ok. If you live in EDC and want the future of our community and our quality of life to continue, please support your local cannabis companies. Do reach out to your supervisor to voice your support for these businesses as they will ultimately support our community. Our county needs the money and cannabis is a great way to insure solvency for us all.

Cannabis has been proven in many other counties and states to be an excellent path forward to generate money for the county, create jobs and grow local businesses.

Lee Tannenbaum
 CEO, Cybele Holdings, Inc.

The Biggest Unused Advantage Small Businesses Have Over Box Stores

Some days it feels hard to compete with the loss leaders big box stores employ, the operating hours they're able to keep, the programs, their ad budget, their marketing... the list goes on. But small businesses do have an advantage box stores don't and it's one that's rarely used.

Small businesses have a community connection. Shopping local is very vogue right now. If a small business employs digital media to increase that local following, they can compete with businesses whose total ad budgets alone dwarf the small business' annual revenue. Small businesses can easily build a tribe on digital media and all it takes is time. Here's why many big businesses can't compete with smaller ones on social media.

Big Marketing Has Many Levels

Yes, big businesses can employ 15 social media gurus in one geographic area, while small businesses are often stuck posting between customers, but with big operations come big sign-offs. There are often rules, protocols, and procedures that need to be adhered to in a large organization. Marketing initiatives come from headquarters and issues are handled by them as well, often causing some delay in response. The content schedule is planned long in advance with big corporations and they are less agile. Large corporate marketing teams also have tone documents and posting protocols that must be adhered to. This means they have a consistent brand but often lack the local flavor that's imbued in small business social media.

Corporate Marketing Happens Elsewhere

Often social media opps are run out of locations away from your town's branch store. This means the team which is posting amazing content will miss out on the finer points of what it's like to live in your area. If you're a small business using social media, you'll want to capitalize on this point. Use your time on social media capturing the uniqueness of your town and its residents. It's a great way to shine and big business simply can't compete.

They Operate on What Works for all of Their Stores

If you live in the south, you might've noticed that big national

box stores put things on clearance at the end of summer just like they do up north, even if your area stays warm for another five months. Box stores operate from a one-size-fits-all-stores attitude when it comes to inventory. They have to in order to manage their operations. Local stores don't have to operate that way. If a southern beach store wants to keep bikinis on its racks year long, it's not only possible, it's probably a good idea.

You can operate your digital media the same way. Talking to people about the things that are going on in your community and employing content marketing on topics (even if they're past season) is possible, and easy, for a local business.

Their Content Marketers are not Experts in Local Information

Many big businesses have adopted content marketing. They have the money and resources to do it very effectively but just like their inventory selection has to be based on nationwide timelines so does their social media. I have yet to see a box store employ different social media in one area than another (unless we're talking franchises). Box stores are going to provide a lot of content that will be effective for most of their customers. If they targeted content geographically, they'd run the risk of spreading themselves too thin and watering down their ROI.

Local business owners can provide content on things happening to them now. While a box store could write an article about grouper fishing in the gulf, a local store could speak to the current conditions in a much more authoritative way. They're able to write about their experience grouper fishing yesterday or this morning.

Small businesses have multiple advantages over big business when it comes to social media. They can build very tight relationships with their neighbors through publishing much more targeted, effective content and allowing their personalities to show through on social media. The only thing left, is to find the time to do so.

But if you know you have an advantage over the competition, shouldn't you be using it?

Christina R. Green

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://visiteeldorado.mhsoftware.com/EditItem.html>. Once approved, your event will appear on the online calendar at www.visiteeldorado.com and also printed in the Voice of Business newsletter as space allows.

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UCAN Update

CURRENT PRIORITIES:

Reopen CA and Recover Small Business

Provide financial resources to help business recover and unambiguous policies to reopen the economy.

Repeal AB 5

Repeal AB 5 and develop common-sense guidance to independent contractors and provide flexibility to individuals who seek to make a living and start a business.

Recapture Sales Tax

Redirect sales tax revenue to help local cities and counties offset losses

from online sales.

Rollback Burdensome Taxes and Regulations

As California's economy struggles to reopen and recover, decrease burdensome taxes and regulations.

LOOKING AHEAD

Impacts of Recall Election Reapportionment
 AB 820 (Cooley) re: Business lending
 SB 430 (Borgeas) re: Small Biz "navigators"
 COVID Benefits, Impacts to Labor Market
 Investment in UI Fund (Cal

Chamber)
 2022 Elections
 Repeal the
 Death Tax Act - 2022 Ballot Measure
 Soon to be out for signature.
 Response to recent ballot measure that altered property transfers.

Preserve the long-term wishes of parents to pass on their family home, small business, farm or other non-residential property to their children. Allow Californians to transfer up to \$2.4 million, indexed to inflation, in current taxable value of non-primary residential property to their children without reassessment of the property's taxable value upon the property owner's death. Keep job creators in California and help stop the mass exodus of companies fleeing for more business-friendly states



MAKE THE PLEDGE

Help Support our Community's Small Businesses!

Terrie Y. Prod'hon
 CERTIFIED PUBLIC ACCOUNTANT
 • Bookkeeping, Accounting & Billing Services
 • Financial Statements & Cash Flow Analysis
 • Tax Planning & Tax Return Preparation
 • Estate Tax Planning & Preparation
 • Trust Management & Accounting
 • Payroll Processing
 • Hardware & Software Selection & Implementation
 • Computer Consulting, Training & Support
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For more information on these and other events, visit www.visiteeldorado.com. Event date, time, cost or locations are subject to change. Prior to attending an event please confirm the information.

NOVEMBER CALENDAR OF EVENTS

Gold Bug Park & Mine

Daily 10 a.m. – 4 p.m. Mine tour: Adults \$10, Children 6-17 \$6, 5 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.

Placerville Speedway

Weekly on Saturday and Sunday, RACING BEGINS AT 6:30 PM. 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.

Nov 4 Normadene Carpenter Award 2021

6 – 8 p.m. Gather at Boeger Winery for music and locally sourced hors d'oeuvres by Table Nectar paired with wines from the region. Proceeds will support the ongoing public programs for veterans, young people, foster parents, artists and art organizations, and the community at large. Guests will preview plans for the new center of Arts and Agriculture, to be located on Main Street in Placerville. Tickets are \$50 each. artsandcultureeldorado.org

Nov 5 Comedy Night at Smith Flat House

8 p.m. General Admission (Seated) \$20.00 + \$2.00 booking fee. Tickets here: www.smithflathouse.com

Nov 6 History Hike in Coloma

9 - 11:45 a.m. Walkthrough the history of Coloma. Learn about our diverse neighbors as we explore Miwok/Maidu grinding rocks & dwellings, Chinese store, 1915 historic concrete Mount Murphy Road bridge, Nature Center, Coloma Center, Coloma Schoolhouse, James Marshall Cabin, Saint John's Church and Cemetery, Emmanuel Church, Vineyard House, and Coloma cemetery. This is an easy two-mile mostly level walk. Rain or shine. This event is free! More info: www.arconservancy.org/event/exploring-american-river-conservancys-hometown-a-history-hike-in-coloma/

Nov 6 Wakamatsu Open Farm Days

10 a.m. – 2 p.m.. Enjoy a self-guided walking tour of Wakamatsu Farm, the site of the first Japanese colony in America. Stroll to Okei-San's 1871 gravestone and Charles Graner's original farmhouse. Take a trip around the lake on the 1.5-mile wheelchair-accessible trail. On-site interpreters can share information and answer questions about Wakamatsu Farm's human and natural history. More info: www.arconservancy.org/event/wakamatsu-open-farm-days-8/

Nov 6 Caldor Fire Benefit Concert

2 – 5 p.m. Join us at Wakamatsu Farm in the Keyaki Garden and hear your favorite classic rock, blues, jazz, and country tunes while supporting your community! Still Rock'n & Friends is your local "Feel Good Music" Band. The Band members all live here on the Divide and include, Craig Harper, Dennis Edwards, Lenny Brann, and John Hobbs. Still Rock'n enjoys having guest musicians sit in on a few songs and that just adds to the good vibes they like to put out. Cold beer, white wine, and lemonade will be available for

a suggested donation. Bring your own glass or purchase a Klean Kanteen cup for \$10. Rain will cancel. More info: www.arconservancy.org/event/eternity-summer-nights-concert-at-the-farm-2/

Nov 6 Girl's Night Out in Historic Downtown Placerville.

4 – 9 p.m. The theme is the Roaring 20's and there will be fun activities, a fashion show, lots of photo opportunities, and live music. Bling bags on sale at Ambiance and Robinson's!

Nov 7 Silent Mindfulness Nature Hike

10 a.m. – 12 p.m. We welcome you to join us to find relaxation and peace while silently appreciating the beauty of our natural environment. These walks will take place rain or shine. This is an easy hike of 2.5 miles. More info at: www.arconservancy.org/event/silent-mindfulness-nature-hike/

Nov 9 This Month In History with the Placerville Senior Center

1 p.m. – 2 p.m. If you enjoy history and good conversation, then join us in our Zoom series where together we discuss events that occurred during each featured month and share what we may have experienced during those times. This event is presented by the Placerville Senior Center. www.edcgov.us/Government/HumanServices/senior%20Services/Pages/senior_activities.aspx

Nov 12 - 13 22nd Annual Craft Faire Cold Springs Church

9 a.m. – 4 p.m. 30 quality community crafters. Gifts, apparel, quilted items, jewelry, décor and more! All items are handcrafted. 2600 Cold Springs Road, Placerville.

Nov 13 Tai Chi-Qigong and Dance

10 – 11 a.m. Learn selected Tai-Chi-Qigong movements and transform them into gentle dance expressions with music segments. Movements will promote qi circulation to our physical, mental and spiritual self during the autumn and are dedicated to the wellness of our lungs, intestines and lymphatic system. Dr. Tze-yue Gigi Hu is a semi-retired Asian Studies educator and author. Ages 8+ welcome. Meeting location Cold Hill area. Suggested Donation: \$5/ members, \$10/non-members. A detailed email will be sent once you register online. www.arconservancy.org/event/tai-chi-qigong-and-dance/

Nov 13 Holiday Sip and Shop

Noon – 4 p.m. Local Vendors. Drink some wine and shop for the holiday's!! FREE if you are just attending and/or picking up Wine Club!!!! Food & Wine Pairings: \$10 club/\$15 Gen Public. More info: www.sierravistawinery.com/event/holiday-sip-and-shop/

Nov 13 The Trials of Clarence Darrow (A Play)

2 - 3:30 p.m. An impressive, one-man play by Paul D. Hauck. The acting is outstanding. A deep look into the complex life of a great lawyer, social activist, and skeptic. 100% of the proceeds will be used for the preservation of the historic church at 2979 Coloma St, Placerville. Refreshments will be served. Coloma Street, Placerville. \$15.00 per ticket. Call 530 626 8020. Parking behind the church.

Nov 16 Placerville Shakespeare Club "Bluegrass and Blues"

4 – 6 p.m. Featuring the Quartz Mountain Ramblers. Join in on the fun for an afternoon of great music, brew tasting, wine and

beverages. Concert tickets (\$20.00) include beer tasting and popcorn. No host wine, beer and beverages will also be available. At the Clubhouse, 2940 Bedford Avenue, Placerville. Call Cherie at 916 337-5045 for advance reservations. Tickets may be purchased at the door, but seating is limited. More info: <http://www.placerville-shakespeare.com/about.htm>

Nov 20 Christmas in November – Festival of Lights

9 a.m. to 3 p.m. A Ladies Luncheon and Boutique. Mark Forni Building, El Dorado County Fairgrounds, Placerville. To volunteer for this event or to host a table please text Carolyn at (916) 747-9532. To assemble & donate a gift basket, please text Kathy (530) 417-1204. To make Christmas cookies, please text Sharon at (818) 636-5156. More info: www.vantagepointchurch.net

Nov 20 Christmas Craft Faire

10 a.m. – 4 p.m. Cameron Park Community Center, 2502 Country Club Drive, More info at www.cameronpark.org/christmas-craft-faire

Nov 20 Placerville Third Saturday Art Walk

5 – 8 p.m. Come to 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

Nov 21 Bird Walk at Knickerbocker Creek

Tim and Angela Jackson typically lead a bird walk here in the spring. We'll return to the same location in the fall to see what songbirds, raptors, and water birds are there now. Tim maintains a website (eldoradobirds.com) on bird watching in El Dorado County. Angela is a local writer and photographer. This is a slow-paced, easy-moderate hike of 3-4 miles. Quiet, mature children 8+ welcome. Meeting location in Cool area. FREE. A detailed email will be sent once you register online. www.arconservancy.org/event/fall-bird-walk-at-knickerbocker-creek/

Nov 21 A Grizzly Feast

3 – 7 p.m. A Grizzly Feast is a FREE Dinner for the community of Grizzly Flats, and anyone who has lost their home due to the Caldor Fire. All registrants will receive a Thanksgiving ready-to-make Box with contents to make a full Thanksgiving meal, including a turkey. The Thanksgiving ready-to-make boxes are available if you are unable to stay for A Grizzly Feast. El Dorado County Fairgrounds in Placerville. www.eventbrite.com/e/a-grizzly-feast-tickets-187279105847

Nov 26 Festival of Lights

Start the holiday season off with a magical night in downtown Placerville! The Placerville community gathers each year, filling Main Street with family, friends, and neighbors to share the magical moment when we kick off the Holiday Season with the lighting of the Christmas Tree. Davey Wiser will be giving stagecoach rides from 4 – 6 p.m. Shops are open late, restaurants are ready to serve you and there will be entertainment on the street. It is a very sweet and simple tradition we hold dear. Come early, parking can be a challenge, but it is so worth it!