

## Sacred Roots Now Open



Kelly Chiusano and Summer Bradley cut the ribbon for Placerville's new premiere cannabis retailer providing adult-use + medical cannabis and delivery services. 21+ Recreational — 18+ Medical.  
 651 Main Street, Placerville • (530) 344-7394  
 info@sacredrootsca.com

## New Business on Main!

### Tilted Crown Boutique

*Christina Petanovich, Owner*

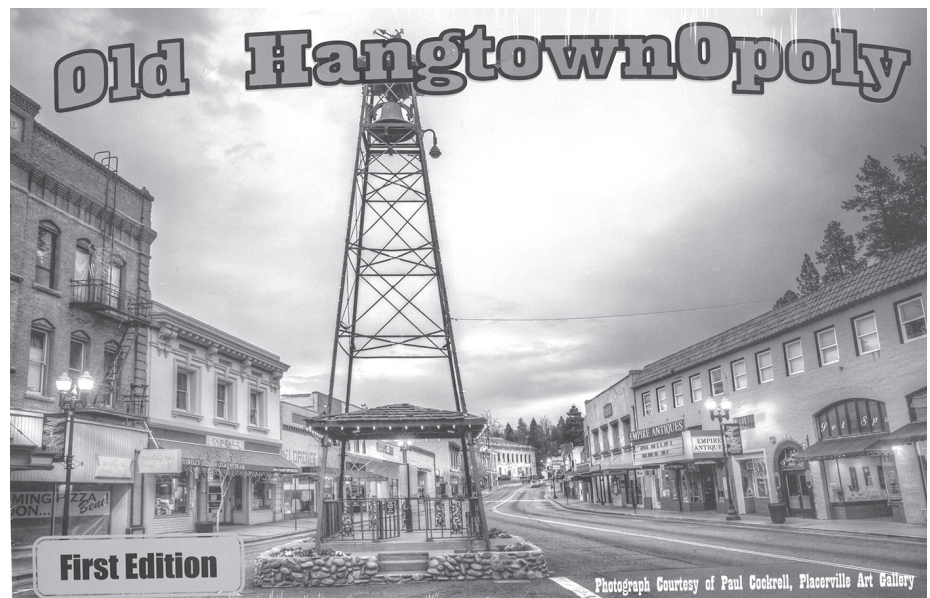


A size inclusive women's boutique carrying sizes S-3XL; as well as shoes, accessories & small gifts.  
 419 Main Street Ste 304, Placerville • (530) 344-7017  
 www.shoplikeaqueen.com

# CHRISTMAS GIFT IDEAS

*The Chamber store has a few things that might help you with your shopping list*

## Old HangtownOpoly



**First Edition**

### Old HangtownOpoly Game

**\$45** - Produced by Soroptimist International of Placerville. Look for the EDC Chamber at St. James Place!

### Old Hangtown License Plate Frames

One for **\$11** or two for **\$20** • Motorcycle size - **\$5**

### Jute Tote Bag

**\$5** - "It's a Great Day in El Dorado County"

### Dog Friendly Trails

book by Debbi Preston  
**\$20** - Day hikes in Alpine, Amador, El Dorado, Nevada, Placer and Sierra Counties

### Rubicon Springs and The Rubicon Trail: a history book

by Rick Morris  
**\$40** - Rubicon Springs was a popular summer tourist resort in the 1880s. It is located at an elevation of about 6,000 feet (1,800 meters) and 15 miles west of Lake Tahoe, California. This is the story of its discovery in the 1860s, the building of the 16 room hotel, the owners of the property and the construction of the Georgetown Road. The road from Georgetown to Lake Tahoe became known as the Rubicon Trail and was re-discovered by off-road vehicle travelers in the 1950s with the founding of the Jeeps Jamboree.

### Placerville Coloring Book

by Bill Robinson  
**\$6** - Featuring 24 images of Placerville created from original photos

*As always we encourage you to keep your shopping local. Support El Dorado County business!*

## FREE HALF CHICKEN!

(a \$6.00 value)  
 When you buy our RIB ROUND UP OR FAMILY PACK

**CARRY-OUT ONLY.**  
 Both include pint of Potato Salad, Coleslaw & Beans

## BACK FORTY

3977 Durock Rd. • Shingle Springs  
 \*MUST present coupon at time of ordering.  
 Not good with any other special offer.

**676-4040**

# Spotlight on a Gold Member

## Locable

From Placerville to 35 State Cross-County Main Street Marketing Tour

Brian Ostrovsky grew up in Placerville and graduated from El Dorado High School in 1999. As a student-athlete playing baseball and football, Brian and his teammates would hang their schedules in the windows of Main Street merchants, and that little activity stuck with him.

While an MBA student at the Foster School of Business (UW), he began exploring ways to help small businesses navigate new marketing challenges and take advantage of their local connections to compete. This led to the creation of Locable which provides free and low-cost marketing tools to simplify marketing for small businesses and automate cross-promotion.

As Locable worked with dozens and then hundreds of small businesses, Brian created Marketing 3-4-5™ and taught the approach to small businesses in the Sacramento area including a workshop hosted by the El Dorado County Chamber in 2019. In 2020, Brian's family (they have 5-kids) set off on a cross-country adventure wherein Brian has taught Marketing 3-4-5™ to thousands in live workshops and webinars in coordination with local Main Streets, Chambers, and Economic Development offices.

October 2021 marked the book launch for Marketing 3-4-5™: The Business Owner's Guide to Effective Local Marketing in 15-Minutes or Less which is available on Amazon and by request through local bookstores.

Buy the book and send your receipt to Locable's support to get a complimentary PDF companion workbook, start market-

ing your business using the free step-by-step guide to marketing from scratch at [www.locable.com/marketing-from-scratch](http://www.locable.com/marketing-from-scratch)

Part of the magic in Locable's software is how it distributes your business information and content - like event distribution, job openings, and volunteer opportunities - to various destinations including Google Maps through an integration with your Google Business Profile and local websites in the community. Notably, events posted in your Locable account can appear on your website and get instant distribution to Style Magazine's online calendar as well as other destinations.

Create your free account at [www.locable.com/go](http://www.locable.com/go) and reference this article to save \$50 off any website service, packages start at \$375. Let's work together to #TakeBackLocal

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 Your LOCAL SOURCE for Multi-Functional Copiers/Printers that do it all!

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Complete Pest Control Service  
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**\$25.00 Off Any Service**

New customers only

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530-622-1731 916-933-2164  
 FAX 623-7241 FAX 933-7745  
 768 Pleasant Valley Rd., Ste. 300 985 Governor Drive  
 Diamond Springs, CA 95619 El Dorado Hills, CA 95762-4231

## MAKE THE PLEDGE

Help Support our Community's Small Businesses!

## Best Sellers to Help You Do Business

### 2022 California and Federal Employment Poster

You must post a compliant Employment Poster in a conspicuous place in the workplace where all employees and applicants can see it. The poster also must include information about your workers' compensation benefits, payday schedule and emergency contacts. You may need to order several to ensure that your business, branches and satellite offices are displaying the poster according to the law. Failure to comply can result in severe penalties and fines by the state of California. If any of your company's workers are Spanish-speaking, you will need to order the Spanish version.

### 022 HR Quick Guide for California Employers (HR Handbook)

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

### Required Pamphlets Kit

Contains 20 copies of each of six pamphlets that employers must distribute to employees.

### California Labor Law Digest 2022 Edition

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

## Order Today and SAVE!

Business Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 E-mail \_\_\_\_\_

2022 California and Federal Employment Poster \$ \_\_\_\_\_  
 All required notices on one non-laminated poster @ \$28.49  
 \_\_\_\_\_ English \_\_\_\_\_ Spanish  
 All required notices on one laminated poster @ \$40.49  
 \_\_\_\_\_ English \_\_\_\_\_ Spanish  
 \_\_\_\_\_ 2022 HR Quick Guide for California Employers @ \$68.99 \$ \_\_\_\_\_  
 \_\_\_\_\_ 2022 California Labor Law Digest @ \$184.99 \$ \_\_\_\_\_  
 \_\_\_\_\_ 2022 Required Pamphlets Kit @ 92.49 \$ \_\_\_\_\_  
 \_\_\_\_\_ English \_\_\_\_\_ Spanish

Subtotal \$ \_\_\_\_\_  
 8.25% Tax \$ \_\_\_\_\_  
 Total \$ \_\_\_\_\_

Substantial discount when you purchase through the chamber of commerce.

## Welcome New Members!



From l to r: Adam Anderson, WealthGuard Advisors & Chamber President. Steve Swarbrick, Brightwater Foundation. Amanda Reinhard, Pure Holistic Skin Care. Jalene Pettibone, Mallard Lane Dental. Stephanie Waterworth, Foothill Tree Service. Cathy Zuber, Chamber Dir. of Member Services

## DECEMBER 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!

### 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](http://www.smithflathouse.com/events).

### Old Coloma Theatre Presents

"Home Sweet Home" or "Where to Hang the Holly". Dec 2-4, 10-12, 17-19. After 2 years, The Olde Coloma Theatre is back with another melodrama for everyone to enjoy! Show times begin at 8 p.m. Give them a call to reserve your seat today. (530) 626-5282.

### The Green Room Social Club

Live music from local and national touring acts. Thurs: 11:30 a.m. – 9 p.m., Fri / Sat 11:30 a.m. - 11 p.m., Sun: 10 a.m. – 4 p.m., Mon: 11 – 9. Online reservations - [clubgreenroom.com](http://clubgreenroom.com) or call 530-344-7490. 251 Main St., Placerville

### Dec 04 Dust the Bottle Library Wine Event

Come explore the dark parts of the Lava Cap Winery cellar and taste previous vintages and late releases of our library wines. Live music, wine tasting, and bottles available for purchase. More info at [www.lavacap.com/events](http://www.lavacap.com/events)

### Dec 04 Winter Treasure Hunt

9 a.m. – 4 p.m. The Placerville Shakespeare Club is hosting a special Winter Rummage Sale featuring festive holiday decorations, as well as many under-the-tree gifts such as books, toys, puzzles and games. Call Merrilee 530-676-3749 or Darlene 530-622-5521 for more information.

### Dec 04 & 11 Pods, Pizza & Wine

Reserve your personal outdoor wine experience today! Reservations are required. We will have Pizza's available for purchase \$8 a piece. Wine can be purchased by the bottle or the glass. Each Pod has its own heater so these are usable in any conditions! Reservations for the Pods are \$20 to hold your spot, but that goes toward your purchase when you are here. Pod Reservations will be in 1.5hr blocks and space is limited and fill up fast so make your reservation today! Pods are available to reserve 7 days a week. To make a Reservation, call 530-622-7221 or visit [www.sierravistawinery.com/event/](http://www.sierravistawinery.com/event/)

### Dec 05 Hangtown Christmas Parade

Theme: A Candy Land Christmas. Starts on Broadway 1 p.m. More info at <https://hangtownchristmasparade.com/>

### Dec 05 Makers Market

10 a.m. – 3 p.m. Shop directly from local artisans. Discover hand-made treasures. Connect with your community. More info at [www.facebook.com/themedadownplacerville/photos](https://www.facebook.com/themedadownplacerville/photos)

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### Dec 11 Annual Crab & Chowder Gala

Doors open at 5:30 p.m. Drive Thru option from 3:30 thru 5:30 p.m. The first Dungeness Crab of the Season! Live Music by Dream and The Dreamer. No Host Bar. Raffle and Silent Auction. \$75 per per-

### son. Sponsor a table of 8 for \$700. More info at [eldoradocountyfair.org/gala.html](http://eldoradocountyfair.org/gala.html)

### Dec 11-12 Christmas in Coloma

10 a.m. – 4 p.m. Join us for old-fashioned Christmas fun including warming fires, music, gift vendors, crafts, wreath making, hot food and beverages, Santa and more! \$10 per vehicle day use fee. \$5 per person admission for the house tour. More info at [www.parks.ca.gov/Events/](http://www.parks.ca.gov/Events/)

### Dec 11 Jingle! Mingle! Fundraiser

Revel in the holiday ambience while tasting a delightful sampling of local wines, beer, life bites and take in all the fabulous items being offered, plus so much more! Tickets Available Online. Adults \$50 (\$60 at the door). Children (12 and under \$10). The Jingle! Mingle! event will be at a private residence in the lovely, large barn in Shingle Springs. We do not disclose the address until a ticket is purchased in order to protect the privacy of the homeowner. Proceeds help homeless and disadvantaged youth and adults in El Dorado County. More info at [www.assistanceleague.org/sierra-foothills](http://www.assistanceleague.org/sierra-foothills)

### Dec 18 Placerville Third Saturday Art Walk

5 p.m. – 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. More info at [www.facebook.com/PlacervilleArtWalk](https://www.facebook.com/PlacervilleArtWalk)

For more information on these and other events, visit [www.visitel Dorado.com](http://www.visitel Dorado.com) Event date, time, cost or locations are subject to change. Prior to attending an event please confirm the information.