



Welcome New Members



Chamber President, Christa Campbell, Rainbow Orchards; Raeanne Jones, El Dorado Community Vision; Courtney Richmond and Melissa Cowan, Placerville Flowers on Main; and Cathy Zuber, EDC Chamber Membership Manager. El Dorado Community Vision is a community collaborative for "Safe, Healthy, Drug-Free Youth." Mobilizing action and policy that support healthy youth development in El Dorado County. Placerville Flowers on Main is located at 318 Main Street, Downtown Placerville. 530-622-1121.

Your Website May Be Killing Business If...

A website is one of the most potent marketing tools you have. It's open when your best sales person is asleep and represents you even when your doors are closed. It can help you sell to people who have never been to your town, your state, or even your country. That's why it is essential that your website represents the best of your business and serves as a sales tool and resource center for your audience.

There are a number of "gurus" out there who will tell you the best way to set up your site but the only thing that matters is how your audience uses it. You're helping your competition if you're:

Not Using the Important Space for What Interests Your Audience

Your most valued website real estate is your home page, specifically what people in the publishing business call "above the fold." In the digital world that means the part of the homepage web visitors see without scrolling down. The size of the space differs on devices (speaking of which your website must be mobile responsive at this point. Go here to see why: www.webmechanix.com/why-choose-responsive-design-for-mobile), but the general rule of thumb is your most important information goes at the top. Please note: this should be the most important information for your audience, not what you see as the most important. You may think your tripled earnings for this quarter are pretty fantastic but your audience is probably more interested in what you have to offer them.

Not Telling Your Audience to Do Something

Call to actions are incredibly important. They dictate next steps of, ideally, how you'd like your visitor to behave. They don't have to be salesy, and it's probably best if they aren't, until visitors get further interested in you and your offerings. They could be as simple as "Read More" or "Learn More" buttons.

If you don't give your audience next steps, they may decide the little "x" in the upper right hand corner is a best next step. Don't miss out on an opportunity to get them more engaged with your business and your content.

Making Customers Hunt for Information

What are the most common questions potential customers ask you? Is it your store hours? Maybe it's your specialty. Whatever the question, that information should be easy to obtain without clicking through multiple pages. No one has the time or inclination to hunt for what they need. If you don't serve it up easily, there's somewhere else they can get it, and you can bet they will.

Loading Slowly

If your site loads slowly you are not only providing potential customers with a bad user experience but Google will penalize you too. Make sure you don't have anything on your site that's slowing things down. If your site appears slow on a high-speed business line imagine what home users are experiencing.

Making It All About You

Your website should be a resource for potential customers. It should provide all the necessary information about your business but the focus should be on answering customer questions and solving their problems. If you provide content that answers questions about your services/products or the industry you work in, or you offer content that entertains, people have a reason to return. Return visits and sharing your content will make Google more interested in your site, which means higher rankings, more organic traffic, and less expensive ad words.

Your website should be a resource for your audience and a sales engine for you. With the right materials placed properly you can create a vehicle that moves visitors along the sales pipeline, while providing them a much needed service with valuable content. The most important thing about your website are your customers. Keep them in mind with all web designs and alterations, and in your content creation, and you'll have a strong web presence.

Christina R. Green teaches small businesses, chambers and associations how to connect through content. She is a regular blogger at Frankjenny.com and the Event Manager Blog.

Stand Up for M.O.R.E. Comedy Night – Sponsorships Needed

Presented by Leadership El Dorado Class 9
Friday, March 4, 2016 from 5:30 to 8:30 p.m.

Shake the stress of your work week away with this fun, fundraising showcase, benefitting Mother Lode Rehabilitation Enterprises Inc. - a private, non-profit organization dedicated to supporting persons with disabilities 501(c)(3). Several local comedians and hearty appetizers will be served (event tickets include two free drinks).

Your sponsorship will help revitalize the well-worn and well-loved rehabilitation center in many areas, including new classrooms, a new computer lab, new kitchens, overall infrastructure and much more. For sponsorship information, please contact Kelli Nutall at (530)-622-4848.

Come join the fun and support this great organization!

Spotlight on a Gold Member

Robert Lenoil Insurance Agency's business card says, "Insure your family, business, property, income, and retirement with an agency that listens, cares, and treats you with respect. Don't you deserve our superior service?" Now in their twelfth year serving our community, they take those words seriously. When you call during business hours, a friendly person will answer—not an automated voice response system. They offer a full spectrum of insurance services: individual and group health insurance (including Covered California); senior health insurance (medicare advantage, medicare supplements, prescription drug plans); life and disability insurance; commercial insurance (property, liability, errors & omissions, directors & officers, workers compensation, license bonds); and personal insurance (autos, renters, homeowners, landlords, RVs, motorcycles, boats, classic cars). They also offer online payroll processing services for only \$35/month with direct deposit of paychecks and electronic filing and payment of all payroll forms and taxes.

Robert Lenoil Insurance Agency really believes that an educated consumer is their best customer. "If you want a quote over the telephone in five minutes, we're probably not

the agency for you," says owner Robert Lenoil. "If you want a professional who asks the questions to understand your particular insurance needs, crafts solutions to fit those needs, and takes the time to explain how those solutions work, then you'll be delighted to work with us."

Robert is an MIT-educated engineer with a masters degree in business administration from San Jose State University who worked for Microsoft, Apple, and as a software consultant and entrepreneur before moving to El Dorado County in 2003 (his wife Nancy likes to say that better than a doctor or lawyer, she married tech support). He's a graduate of the Chamber's Leadership El Dorado program and was recently appointed to the Placerville Historic Courthouse Reuse Blue Ribbon Committee. Outside of work he's either with his wife and children; rehearsing or performing with his a cappella singing group; or whitewater kayaking on the American River. In addition to his insurance licenses he holds a series 6 securities license, allowing him to offer 401(k) plans for businesses, individual retirement accounts for individuals, college savings plans for parents and grandparents, and mutual funds for those seeking to outpace inflation with their investments. If you're an insurance client, he'll meet with you even if you have only \$50 per month to invest, to help you get started.

Robert's insurance producer Adam Levine holds a BS in criminal justice from Sacramento State and a JD from Lincoln Law School of Sacramento. He started as an unlicensed staff member and earned both his property and casualty and life and health licenses while working his way through law school. The agency is growing and looking to hire additional college-educated staff with a strong work ethic and customer-focused attitude. Interested applicants should email their resume to jobs@rlia.us.

Robert Lenoil Insurance Agency
990 Marshall Way, Placerville
(530) 344-9400, www.RLIA.us



Time is Running Out

The clock is ticking! There're only a few more weeks to get your tickets for the drawing for a 2015 Harley Street Bob. The winning ticket will be drawn on November 17th, during our mixer at Wells Fargo Bank.

Tickets are \$20 each or three for \$50 and can be purchased at Breaker Glass on Placerville Drive, the EDC Chamber on Main Street or by calling 530-621-5885.

Your odds of winning are good, as we're only selling 2000 tickets! Say "potato potato potato potato" (that's what it sounds like!) and visualize yourself cruising on a new Harley!



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NOVEMBER 2015 COMMUNITY CALENDAR

Community Observatory

Folsom Lake College-El Dorado Center, Campus Dr. Free. (530) 642-5621 or communityobservatory.com

Men's Chorus in Placerville

Tuesday Evenings, 7:15 p.m. First Christian Church of Placerville, 2687 Andler Rd. (530) 344-9209 or (530) 644-4151 or goldrush-chorus.org

Dance with Apple Jacks & Jills Square Dance Club

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

Thursday Evenings Main Street Strollers Square Dance Club

6:45 p.m. at I.O.O.F Hall, 467 Main Street, Placerville. (530) 647-0852, main.st.strollers@gmail.com

Certified Farmers Markets

Saturdays 8 a.m. - noon, Placerville, Ivy House Parking Lot, Ends Nov 14

UCCE/El Dorado County Master Gardeners Classes

Nov 4 Backyard Fruit & Citrus Trees 9 a.m.
Nov 7 Citrus Combo 9 a.m.
Nov 14 Noxious Weeds 9 a.m.

(530) 621-5512. mgeldorado@udavis.edu website: ucanr.edu/edmg or visit on Facebook

American River Conservancy November Events

Nov 7 Introduction to Winer Birds, 10 a.m.
Nov 7 Photo Workshop-Portraiture at the Ranch with Betty Sederquist, 10 a.m.
Nov 14 Born to Roam (Children's Program), 10 a.m.
Nov 14 Pine Need Basket Class, 9 a.m.
Nov 15 Bird Walk at Cronin Ranch, 8 a.m.
Nov 28 Wakamatsu Historical Tours, 10 a.m.

Please call for meeting location, cost and to sign up.

(530) 621-1224. julie@arconservancy.org, www.arconservancy.org

Nov 3, 11, 17 & 24 Bingo

5 p.m. Pollock Pines/Camino Community Center, 2675 Sanders Drive. \$10 for first 14 games. (530) 647-8005

Nov 5 - Dec 4 Community Tree Christmas

Provides needy kids with gifts for the winter holiday. Choices for Children (530) 676-0707 or EDCOE at (530) 295-2305.

Nov 7 The Mommy Market Gently Used Children's Items Sale

9 a.m. - 1 p.m. Cameron Park Community Center, 2502 Country Club Dr www.cameronpark.org, sacevents@gmail.com, (530) 677-2231

Nov 7, 15, 21 & 28 Pizza Factory Karaoke Night

6:30 p.m. - 10:30 p.m. 1242 Broadway, Placerville. (530) 626-3034. www.facebook.com/placerville.pizza.factory

Nov 7 The Wine Smith presents

Guitarist Dan Cray
8 p.m.- 10 p.m. 346 Main Street, Placerville \$20/Couples \$30
RSVP: (530) 622-0516

Nov 8 & 17 Paint Nite at Pizza Factory of Placerville

2 p.m. - 4 p.m. 1242 Broadway, Placerville. (530) 626-3034
www.paintnite.com/sacramento/buytickets/921083

Nov 11 Veteran's Day Ceremony

11 a.m. Veterans Memorial Monument, 360 Fair Lane, Placerville

Nov 13 & 14 Craft Faire

9 a.m.- 4 p.m. Cold Springs Church, 2600 Cold Springs Road, Placerville. All items are handmade. Free (530) 622-2171

Nov 14 Empty Bowl Supper

4:30-8 p.m., at St. Patrick's Church in Placerville. (530) 622-6900 or (530) 622-9549 or www.edpjc.org

Nov 14 Annual Crab & Chowder Feed Gala

6 p.m. Marshall Building, El Dorado County Fair, 100 Placerville Dr, Placerville. Tickets are \$40.

Nov 15 Previously Enjoyed Treasure Sales

9 a.m. Placerville Shakespeare Club, 2940 Bedford Ave. sun-mountainfarm@gmail.com, www.placerville-shakespeare.com

Nov 15 Launch Party and Book Signing featuring Cindy Sample

1 p.m. - 5 p.m. Face in a Book, 4359 Town Center Blvd, El Dorado Hills. Free.

Nov 17 El Dorado County Chamber Mixer at Wells Fargo Bank

5:30 p.m. - 7:30 p.m. 186 Placerville Dr., Placerville. (530) 621-5885. www.eldoradocounty.org

Nov 20, 21 & 22 20th Annual Valhalla Holiday Fair

10 a.m. - 5 p.m. Valhalla Grand Hall, Tallac Historic Site, 3 miles on Highway 89. Free event. (530) 541-4975 www.valhal-latahoe.com

Nov 21 Stagecoach Rides on Historic Main Street

Noon, Weather permitting. Davey "Doc" Wiser's crew. www.placerville-downtown.org

Nov 21 Third Saturday, Placerville Art Walk

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

Nov 21, 21, 22, 27, 28 & 29 "A Home for the Holidays" or "The Greatest Gift of All"

Presented by Old Coloma Theatre. 7:30 p.m. (530) 626-5282

Nov 21 Carson Road Barrel Tasting

11 a.m. Six wineries along Carson Road \$15. (530) 647-1767 or www.localwineevents.com/events/detail/601824

Nov 21 Old Fashion Christmas Craft Fair

10 a.m. - 5 p.m. Cameron Park Community Center, 2502 Country Club Drive. CPCSD Recreation Department, (530) 677-2231 or email: mmassey@cameronpark.org or www.cameronpark.org

Nov 21 Holiday Sampler

11 a.m. - 4 p.m. Boeger Winery, Carson Road, \$10/person (\$5/club) info@boegerwinery.com; www.boegerwinery.com

Nov 27 Annual Community Thanksgiving Dinner

1 p.m. - 3 p.m. Gurnel Hall at St. Patrick's Catholic Church, 3109 Sacramento St, Placerville. 642-8183

Nov 28 Christmas Tree Farms Open for Business

www.chooseandcut.com

Nov 27, 28 & 30 Mary Poppins

Presented by Imagination Theater. 7 p.m. Ticket prices, call (530) 642-0404 or www.imagination-theater.org

Nov 27 Festival of Lights

5:30 p.m. - 8:30 p.m. Historic Main Street, (530) 672-3436 www.placerville-downtown.org. Tree lighting 6 p.m. at the Courthouse.

Nov 27 & 28 Merchants Open House in Historic Placerville

Extended hours. Historic Main Street merchants welcome visitors with coffee, cider and seasonal goodies. Free parking, entertainment, stagecoach rides and visits with Santa. (530) 672-3436 or www.placerville-downtown.org

Nov 28 4th Annual Winter Craft Faire

Hosted by The Placerville Natural Foods Co-op and Cedar Springs Waldorf School from 10 a.m. - 4 p.m. El Dorado County Fairgrounds.

Nov 28 & 29 Historic Holiday Houses

1 p.m. - 5 p.m. Marshall Gold Discovery State Historic Park. \$5 per person, \$8 parking. (530) 622-3470

For more information on these and other events, visit www.visiteldorado.com

The event date, time, cost and locations are subject to change. Therefore prior to attending an event please contact the event contact person to confirm the information.

MEETINGS:

Nov 5 Chamber Diplomats, Chamber, Noon

Nov 5 Board of Directors, EDCOE, 5 p.m

Nov 11 No Luncheon - Veterans Day

Nov 12 Joint Chambers, EDCOE, 7:30 a.m.,

Nov 12 Visitor's Authority, MORE, 4 p.m.

Nov 17 Mixer at Wells Fargo Bank, 5:30 p.m.

Nov 19 Ag Council, Ag Building, 7:30 a.m.

Businesses invited to join the California Restaurant Month Celebration

To take advantage of California Restaurant Month in January, a high-profile publicity opportunity created by Visit California, the El Dorado County Visitors Authority (EDCVA) is compiling a county wide collection of culinary adventures showcasing locally grown products, exclusive seasonal offerings, wine-pairing specials, gourmet prix-fixe dinners, farm tours, vineyard hikes, cooking demonstrations with amazing and innovative chefs and special discounts on food, wine, accommodations and transportation.

The EDCVA is actively seeking community partners to collaborate and cross-market the "The El Dorado Epicurean Collection of Culinary Adventures." A multi layered promotional plan scheduled to launch December 1, 2015 leverages the efforts of the Visitors Authority with that of Visit California's public relations and social media teams to drive attention to our participating businesses across all social channels, website and the California's Dream 365TV.

"We want to invite our restaurants, wineries, farms, ranches, businesses and organizations to get creative and go culinary crazy with us," says Jody Franklin, Director of Tourism. "Our goal is to promote at least one culinary offering every day in January 2016.

There is no cost for businesses to participate. Request an application in person at 542 Main Street Placerville, by phone 530-621-5885 or email tourism@eldoradocounty.org. Applications must be completed by November 15, 2015.



What is the TGPA?

What is it, this acronym thrown around by a few as though it was devised by the devil? TGPA-ZOU. It's quite simple really, the Targeted General Plan Amendments and a Zoning Ordinance Update.

The state requires that jurisdictions have a General Plan. They also require that a zoning ordinance must be in compliance with the General Plan. Counties must also meet the State's determined "fair share" of regional housing needs affordable to all income groups. These are not arbitrary requirements, they are the law.

The "targeted amendments" noted in the acronym include some of the following:

- Designate Historical District Overlays to protect the historic townships of Diamond Springs and El Dorado.
- Expand the Agricultural Districts by more than 17,000 acres to include recognized soils of importance.
- Promote agricultural operations through zoning provisions to allow various direct marketing opportunities. This would create a simplified permit process for uses deemed in compliance with established standards.
- Allow a range of agricultural support services and other economic uses of properties in rural areas as an alternative to rural subdivisions.
- Set standards for home occupations which make up between 8 to 16% of our workforce.

Then there is the issue of the current Zoning Ordinance, which is nearly 10 years overdue in being updated. The proposed update will ensure consistency between designated land use and zoning for roughly 5% of parcels which are currently inconsistent. This will reduce uncertainty and confusion landowners have about possible uses of property. The update also makes the ordinance more user-friendly in the way it is organized.

El Dorado County's history with its

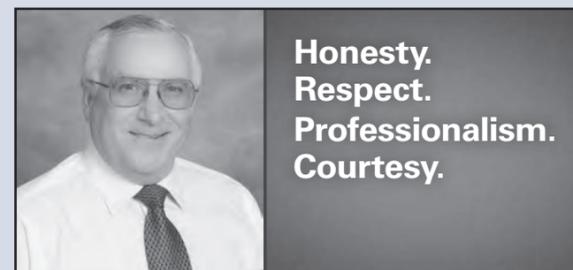
General Plan has been convoluted and ultimately contentious. The process took 15 years of planning, public debate, law suits and public votes. The current General Plan was adopted in 2004 and ratified by county voters in early 2005.

The current effort to create a few amendments began in 2011. At that time, the Board of Supervisors decided the Plan remained valid, but implementation had not met goals in: the ratio of new jobs to new housing, providing moderate housing, retail sales and sales tax leakage out of county, and policies to promote and protect agriculture.

Work has continually progressed in this effort and over 100 public hearings and workshops have taken place during the succeeding years. It is now 2015 and the Board of Supervisors will soon hear the TGPA-ZOU recommendations and determine what ones they agree should be implemented. This has been a long, but transparent effort. The aforementioned "devil" had no part in the monumental task. It is time. It is long past time to finally make reasoned and educated decisions.

Correction

In the Sept 30 edition of the Voice of Business, a photo caption incorrectly stated the new address of Cassandra's Esthetics Salon & Spa. Cassandra's is located at 1301 Broadway, Placerville.



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