



## Welcome New Members!



Left to right: Chamber President, Richard Esposito; David Maestas – West Coast Events; Kevin A. James – K.A. James Law; Kristin Watson – 49R' Propane; Tod Pickett – Man Cave Placerville; Trent Andra – Lyon Real Estate/The Marilyn Goff Team; and Jan Garin – Remi Vista, Inc.

## El Dorado County Chamber of Commerce Year in Review 2015

- The Film Commission permitted 37 projects by the end of October. A typical "good year" is 30 projects. The ROI on the contract for service with El Dorado County continues to be between 1 and 7 millions dollars each year.
- Our Tourism Director Jody Franklin in collaboration with the Visitors Authority Council continues to surpass goals in attracting visitors to the County while supporting the entire tourism industry in the El Dorado. El Dorado Epicurean increased 300% in participation and Cowboys and Cornbread enjoyed a huge increase over last year. The new partnership and location at the fairgrounds with added attractions is growing this into a signature event. The success of the program for the Stay and Play Shuttle prompted our re-applying for a clean air grant from the County for 2016.
- Both our Film and Tourism promotion contracts have decreased and the current contracts are only for nine months. New leadership at the County will be setting new reporting requirements.
- Brought home the Silver from State Fair through a contract for service with the County to promote countywide tourism to tens of thousands of people in attendance.
- Leadership El Dorado had 23 participants in class nine and 24 in the current class ten. This successful program continues to grow new leaders in our community. One elected School Board member, two elected Supervisors and many new Board members for non-profits all over the County are Alumni. Great class projects enhance our community. Class Eights project was The Healing Garden at Marshall Medical and was dedicated earlier this year. Class nine is currently working on a project that will benefit MORE.
- The credibility of the Joint Chambers continues to grow, evidenced by the many requests by other agencies and individuals seeking the support and position of the Commission. Took positions on over 26 issues affecting business in El Dorado County.
- Ag-Council has strong leadership and a diverse group of participants from the Ag. Community with a focus on Ag-Economic development who work in concert with County government. The Ag curriculum for the Leadership program is awesome.
- Great Ag-Tour that brought a new level of coalition building and awareness regionally to the importance of water rights in El Dorado.
- Ninth Study Mission to Nashville, Tenn. Partnering with the Folsom Chamber. Attendance of 28 with representation of SACOG members, two Supervisors, two City Council members. Each year our Study Mission results in positive outcomes and unique network building for El Dorado and the region.
- The Chamber Champion program, with participation from PG&E, Parker Development, El Dorado Disposal, Wells Fargo Bank, Sierra Pacific Industries, AT&T, Red Hawk Casino, The Shingle Springs Band of Miwok Indians and

- the Mountain Democrat continues to provide much needed financial support for the many successful Chamber programs. Our premiere luncheon sponsor is Marshall Medical and our premiere mixer sponsor is SMUD. A BIG thank you for their continued support.
- Chamber Political Action Committee has worked to endorse and support issues and candidates.
- Continued to build the Sustainable Forest Action Coalition, which lead to the success of a historic socio-economic workshop with the Region 5 National Forest and Chico State College while growing a multi-county, multi-agency coalition, now at 22 counties, 37 Supervisors, four Congress members and three States with eight counties in Washington and one in Nevada to work at the State and Federal level to bring regulatory reform to the timber industry. Our intent is to protect our National forests against catastrophic fire through reasonable and controlled timber harvesting. And to return economic vitality to a viable industry that provides statewide economic impact, employment and community security.
- We continue our efforts to grow our workforce and job opportunities through the service of the CEO as an executive board member on the Golden Sierra Workforce Development board.
- We continue our efforts to serve the public transportation needs throughout El Dorado through the service of the CEO has the Chairperson for the El Dorado Transit Advisory Committee.
- Our Business Resource Center serves and supports business throughout El Dorado with free one on one business counseling, an extensive lending library, business referrals and quarterly business basic workshops. We interviewed approximately 40 start-ups businesses this year. We were excited to welcome the Hampton Inn Lodge to Placerville after many years in the making. The new hotel is will house 112 rooms with 3,000 sq. ft. of conference space and is scheduled to be operational be 2017.
- Another successful Business Expo with great attendance that highlights business throughout the County and promotes the attraction of film projects to El Dorado. The business awards/ state of the county luncheon continues to be an informative sell-out each year.
- Work to further communicate with elected officials regarding relevant business, commercial and real estate issues through our CEO.
- Supporting City of Placerville economic development efforts by CEO's representation on the City's economic development advisory committee.
- Worked with County government and community stakeholders to amend the County general plan, zoning and ordinances. Approved by the Board of Supervisors in November 2015.

## Exhibitors Wanted

To reserve a booth or for more information contact the El Dorado County Chamber of Commerce/Economic Development Corp of EDC (530) 621-5885 or www.eldoradocounty.org

### Business Awards Luncheon

Friday, March 11, 2016

11:00am - 1:00 pm

Cold Springs Golf and Country Club

Followed by



- Food & Wine Tasting
- Retail Sales
- Giveaways
- Meet Film Specialists!
- Free Admission
- Open to the Public

March 11, 2016  
4:00 - 8:00 pm

El Dorado County Fairgrounds



## Nominations sought for Business Awards Luncheon

Nominations are being accepted for the following:  
**Small Business of the Year**  
Recognition of a Small Business demonstrating excel-

lence in the areas of growth, marketing and management.  
**Start Up Business of the Year**

Recognition of a Small Business that has been in existence for 1-3 years and has built a solid foundation for moving into the future.

**Home-Based Business of the Year**

Recognition of a successful business that operates at a minimum of 80% of the time from a personal residence and has overcome the unique challenges inherent to a home-based business.

**Community Service Business of the Year**

Honoring business owners who demonstrate a commitment to supporting our community

**Business Mini-Grant Program**

The El Dorado County Chamber of Commerce will again be presenting Business Grants to local businesses. The goal of the Business Mini-Grant Program is to further assist the selected business in achieving its goals. These goals can be employee development, purchasing equip-

ment, ordering new signage, purchase advertising, etc. The grant must be used to meet a business need so businesses can continue to expand and prosper in El Dorado County.

Funding for the grant program has come from the generous support of previous sponsors. Continuation of the Business Grant Program is dependent on the generous support from this year's 2016 Business Showcase sponsors, participants, and donations from the community.

The Chamber of Commerce of El Dorado County encourages businesses to assess their current business needs, and then send in an application for the Business Mini-Grant program.

Applications must be returned to the Chamber office no later than 5:00 p.m. on Friday, February 26, 2016. Nomination forms and Mini Grant applications are available at - www.eldoradocounty.org

The awards and grants will be awarded at the Business Awards Luncheon, which will be held on March 11th at Cold Springs Golf & Country Club.

### MANDATORY CHANGE TO EMPLOYMENT NOTICES POSTER

## Order Your 2016 California Employment Poster Today!



Make Sure Your Current Poster Is In Compliance.  
Order Now For 2016

Make sure your business is in compliance. Even if you have only one employee, you can be fined \$17,000 for not posting required notices. Our poster includes all 17 notices in one convenient poster. Order yours today!

### CHAMBER MEMBERS!

Sign any **13,26 or 52** week space agreement

and get **50% OFF** a Mountain Democrat subscription!

Call **530.622.1255** for details



EL DORADO COUNTY Voice of Business

### BREAKER GLASS Co., Inc. WE'RE YOUR AUTOMOTIVE GLASS SPECIALISTS!

Thanks for Voting us #1 2006 - 2012

Kevin Brown  
Past County Chamber President 2006  
UP TO \$50 OFF YOUR DEDUCTIBLE  
530-626-3795  
131 Placerville Dr. • Placerville

### 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

530 622-1731

FAX 622-7241  
601 Main Street  
Placerville, CA 95667-5708

916 933-2164

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

E-mail: terrie@prodhon-cpa.com

## Kooy pest control

Complete Pest Control Service  
**530-626-6774**

**\$25<sup>00</sup> Off Any Service**

New customers only



## FEBRUARY 2016 COMMUNITY CALENDAR

**Imagination Theater presents "Lend me a Tenor"**  
County Fairgrounds, Placerville. Tickets available through www.imaginationtheater.net or 1-800-838-3006

**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 www.goldrushchorus.org or (530) 644-4151

**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 at I.O.O.F Hall, 467 Main Street. Placerville. (530) 647-0852, main.st.strollers@gmail.com

**UCCE/El Dorado County Master Gardner Classes for January**

- Feb 6:** Spring & Summer Vegetables, Government Hearing Center, 9 a.m. - Noon
- Feb 6:** Pruning for Next Year's Fabulous Rose Display, Sherwood Demonstration Garden, 1 p.m. - 4 p.m.
- Feb 10:** Backyard Veggies, Cameron Park Community Services, 2502 Country Club Drive, Cameron Park
- Feb 13:** Saturdays with Barry Wold: Sherwood Demonstration Garden, FLC-El Dorado Center, 10 a.m. - Noon
- Feb 20:** Gardening in the Foothills, Government Hearing Center, Placerville
- Feb 27:** UCCE Backyard Poultry, tentative/TBA.

Classes held at various locations, call (530) 621-5512 or check the website http://ceeldorado.ucdavis.edu/MasterGardner

**American River Conservancy February Events**

- Feb 13:** All About Snakes 10 a.m. - Noon
- Feb 13:** Born to Roam 10 a.m. - Noon
- Feb 20:** Wakamatsu Historical Tour 10 a.m. - Noon

Please call for meeting location, cost and to sign up. (530) 621-1224, julie@arconservancy.org or www.arconservancy.org

**Feb 4, 9, 16 & 23 El Dorado Community Foundation presents Elevation Continued Workshops**  
10M- Noon. Series of workshops. Cameron Park Community Services District, 2502 Country Club Drive, Cameron Park. Seating is limited, RSVP. El Dorado Community Foundation, (530) 622-5621 or email info@eldoradocf.org

**Feb 2, 9, 16 & 23 Bingo**  
5 p.m. Pollock Pines/Camino Community Center, 2675 Sanders Drive. \$10 for first 14 games. (530) 647-8005

**Feb 06 Reds Whites & Jewels Show**  
11 a.m. - 4 p.m. Cameron Park Community Center, Cameron Park Community Services District, (530) 677-2231, cpscd@cameronpark.org

**Feb 06 Stitch in Public Day**  
2 p.m. - 4 p.m. El Dorado Hills Public Library, 7455 Silva Valley Parkway. Hanging by a Thread Chapter of EGA, hbat.ega@gmail.com, http://hbat-ega.blogspot.com

**Feb 06 Rehabbing Snakes**  
1 p.m. - 3 p.m. SWR's Wildlife Center, 3030 Newtown Rd, Placerville. Free to SWR Members, \$5 donation, Barbara Barker (530) 621-2650, barbaraewing@cal.net http://sierrawildliferescue.org

**Feb 6, 13, 20 & 27 Pizza Factory Karoke Night**  
6:30 p.m. - 10:30 p.m. 1242 Broadway, Placerville. (530) 626-3034, www.facebook.com/placerville.pizza.factory?ref=hl

**Feb 6 & 7 Barrel Tasting at Fenton Harriot Winery**  
11 a.m. - 4 p.m. Cost: \$5 - Free to Wine Club Members. briand@fentonherriott.com www.fentonherriott.com/events.htm

**Feb 12, 13 & 14 Valentine Dinner and a Show**  
Crystal Basin Cellars, 2 seatings each night. Live music for all seatings! RSVP: (530) 303-3749 to book your place or visit www.crystalbasinbistro.com

**Feb 13 & 14 Barrel Tasting at Fenton Harriot Winery**  
11 a.m. - 4 p.m. Cost: \$5 - Free to Wine Club Members. briand@fentonherriott.com or www.fentonherriott.com/events.htm

**Feb 13 & 14 Valentine's Day Weekend: A Sweet Tasting**  
Dessert Tasting and wine pairing. \$10 per person. 2120 Four Springs Trail, Placerville. RSVP (530) 647-8505 www.mirafloreswinery.com

**Feb 13 A Chocolate Affair**  
6 p.m. - 9 p.m. El Dorado County Fairgrounds, 100 Placerville Drive, Placerville. Advance tickets available at locations throughout El Dorado County. Tickets may be purchased by downloading an order form at www.chocolate-affair.com or call (530) 344-1476 for locations.

**Feb 13 Rehabbing Opossums**  
1 p.m.-3 p.m. SWR's Wildlife Center, 3030 Newtown Rd, Placerville. Free to SWR Members, \$5 donation. barbaraewing@cal.net, http://sierrawildliferescue.org, or (530) 621-2650

**Feb 13 Cork It - A Winter Mixer at Boeger Winery**  
11 a.m. - 4 p.m. Boeger Winery in the Barrel Room. Free. (530) 622-8094, tara@boegerwinery.com

**Feb 13 Mother Lode Lions Annual Surf & Turf Dinner**  
5 p.m. - 9 p.m. Mother Lode Lions Hall, 4701 Missouri Flat Rd., Diamond Springs. \$40. Tickets at Mother Lode Lions Candy Shack or call (530) 644-8519. Facebook page for Mother Lode Lions.

**Feb 13 Shingle Springs Concert**  
7 p.m. Concerts held 2nd Saturday of the month. Shingle Springs Community Center, 4140 South Shingle Road. Featuring 2 acts. \$10 donation. Email for more information: fawjames@aol.com

**Feb 13 & 14 Valentine's Day Brunch at Sierra Vista Winery**  
9 a.m. - 2 p.m. In the Barrel Room at the winery. RSVP: (530) 622-7221.

**Feb 14 Valentine Carriage Ride at El Dorado Hills Town Center**  
5 p.m. - 9 p.m. Steven Young Amphitheater, for 2 to 4 people

**Feb 18 Affair of the Heart**  
4 p.m.- 7 p.m. Presented by Marshall Medical Center at Cameron Park Community Center. 2502 Country Club Drive. RSVP: (530) 626-2894

**Feb 20 Third Saturday Placerville Art Walk**  
5 p.m. - 9 p.m. Historic Downtown Placerville. (530) 672-3436, www.placerville-downtown.org Stagecoach Rides, Noon to 4 weather permitting

**Feb 21 4th Annual Cameron Park Bridal Show "It's a Wedding Affair"**  
10 a.m. -3 p.m. Cameron Park Community Center. Free Admission. sacevents@gmail.com, (530) 677-2231

**Feb 25 EDC Chamber Membership Mixer**  
5:30 p.m., Best Western Placerville Inn, Placerville. (530) 621-5885, members@eldoradocounty.org or www.eldoradocounty.org.

**Feb 26 & 27 Ponderosa High School Choir Caberet 2016 Passport to Europe Show & Auction**  
Doors open at 6 p.m., show starts at 6:30 p.m. Matinee on 2/27 Church of the Foothills 2380 Merrychase Drive, Cameron Park. \$25 for adults and \$15 for children. phschoirboostersclub@gmail.com, or (530) 409-4556

**Feb 26 & 27 Freeride World Tour Event**  
Sierra at Tahoe's Huckleberry Canyon will host the Sierra-at-Tahoe Huck Cup. This qualifying event will take place on 320 acres where the region's best freeriders and top tier athletes will compete for a \$5,000 cash purse. www.sierraattahoe.com

**Feb 27 Cuisine on Carson**  
11 a.m. - 5 p.m. Fenton Harriot Winery, briand@fentonherriott.com, www.fentonherriott.com/events.htm, Cost: \$15 - tickets can be purchased at www.localwinevents.com/events/detail/601825

**Feb 27 Ponte Palmero Fashion Show & Wine Tasting Event**  
7 p.m. 3801 Ponte Morino Drive, Cameron Park. Free. (530) 677-9100 or (530) 306-9011.

**Feb 27 Rehabbing Squirrels**  
1 p.m.- 3 p.m. SWR's Wildlife Center, 3030 Newtown Rd, Placerville. Free to SWR Members, \$5 donation. barbaraewing@cal.net, http://sierrawildliferescue.org, or (530) 621-2650

*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:**

- Feb 4** Chamber Diplomats, noon, Chamber
- Feb 10** Luncheon, Red Hawk, Henry's Steakhouse, 11:30 a.m.
- Feb 11** Joint Chambers, 7:30 a.m., EDCOE
- Feb 11** Visitor's Authority, MORE, 4 p.m.
- Feb 17** Senior Ambassadors, 10 a.m. MORE
- Feb 18** Ag Council, 7:30 a.m., Ag Building
- Feb 25** Mixer, Best Western Placerville, 5:30 p.m.

# Dare to be Different: 5 Ways to Recreate Your Business for Greater Revenue

Christina R. Green

Most people come up with an idea, or they have a passion, and they decide to turn it into a business. The savvy among them create a business plan around their idea or passion. Many get so excited about their venture that they create the product or service first and then try and find the market. This approach is like swimming upstream. It can be done but it's a lot harder. They easier way is to locate a group of people with a problem and solve for it.

Often finding your target audience first produces a greater return on investment. But if you already have a business, what can you do? You can reinvent it. The process is not as hard as it sounds, but you have to let go and leave your comfort zone to provide a more tailored experience to your customers.

If you have enough profits and enough work, stop reading now. Otherwise, here are a few ways you can recreate your existing business for greater revenue.

### Target Your Ideal Customer and Market to Them

This is the hardest jump to make, identifying a target market and forsaking all others. The idea that customization, and drilling down to one or two types

of customers, will yield you more customers and not less is a bit unnerving at first. The secret to this work is to ensure that your ideal audience needs you and knows it. If you have to spend a lot of time convincing them of the need, you not only have a marketing campaign on your hands but an educational one as well.

Find a segment that has a problem you can help with. Then market to them by showing how your service or product solves their problem. Don't worry that you're not solving everyone else's problem. If you clearly and adequately solve someone's problem, they'll be back, and they'll bring their friends.

### Transform Your Social Media

Now that you have a target market, find out where they are on social and show up. Don't worry about other platforms. If they're not there, no reason for you to be either. This also means posting the kinds of posts they are interested in, about subjects that appeal to them. Don't be vanilla. Adopt a tone that appeals to your ideal demographic as well. If you don't know how to do that, think about hiring your ideal customer (from a demographic perspective) to do it for you.

### Create Content that Answers Their Questions

You know their pain point. Talk to it. Write about it directly, then tackle related issues as well. Marcus Sheridan was the co-owner of River Pools, which installed fiberglass pools. He recognized that most people don't wake up one morning, call a pool company, and ask them to start digging in the afternoon. There's a lot of research someone is going to conduct before they hand over \$30,000. Because of this he began compiling all the questions he received from potential customers and created content out of them. He built a resource library. Not only was it loved by his customers, but Google took a fancy to it too. Soon he was ranking above all of his competition. All because he listened to potential customers and gave them what they needed to make an informed decision.

### Stand Out

Maybe you're thinking that your customers don't need any educating. Maybe you run a boutique. I'd argue there's still content that could be effective for you like explaining the difference between a "wild" pearl and one that was cultivated, but there are other ways to stand out. Gift wrap your products, include a "thank you" message, or place an extra goodie or sample in the bag. These small gifts are a wonderful

way to remain fresh in your customer's mind.

### Give Them What They Want

This is perhaps one of the boldest things you can do once you decide on a target market. Now, think about giving your audience what they want, even if it changes your business model. It doesn't have to be painful for you and may actually introduce new economies of scale. For instance, there's a pizza place in Berkeley called the Cheeseboard Pizza Collective. They make 1 type of pizza every day, and no, that's not a typo. One. As in singular, for \$20. People line up around the block to await a slice of the Co-op's specialty pizza and because the place is small, they take their slice outside and consume it to the tunes of one of the local bands playing that evening. These "picnickers" are a silent, but powerful, testimonial for the co-op. The co-op realized their vegetarian clientele didn't want variety as much as they craved farm-fresh gourmet. It's difficult to provide farm-fresh in a variety of options, so the restaurant looks at the freshest ingredients available at that time and creates a pizza based on that. Doing so, has made them the talk of the town.

Who is your ideal customer and what are you doing for him or her today?

# Chamber Luncheon

This month's guest speaker is an annual favorite. Sam Hoppe, CPA is a partner at Weston & Tuttle and he will be speaking about new tax laws that will affect your small business and your bottom line.

Wednesday, February 10, 11:30 a.m. to 1:00 p.m.  
**Red Hawk Casino / Henry's Steakhouse**  
\$15 members / \$20 non-members  
Please RSVP by Feb. 8 to 530-621-5885 or members@eldoradocounty.org

Our luncheon sponsor is El Dorado Gold 2016, World Gold Panning Championships

### Free Small Business Counseling at the EDC Chamber

Contact the El Dorado County Chamber of Commerce to schedule your appointment today! 530-621-5885

**FREE HALF CHICKEN!**  
When you buy our **RIB ROUND-UP \$29.29** Both include pint of Potato Salad, Coleslaw & Beans

OR **FAMILY PACK \$26.29**  
**CARRY-OUT ONLY.**

**BACK FORTY Texas BBQ**  
3977 DUROCK RD. • SHINGLE SPRINGS  
\*MUST present coupon at time of ordering. Not good with any other special offer.  
**676-4040**

**Honesty. Respect. Professionalism. Courtesy.**

**State Farm**  
State Farm, Home Office, Bloomington, IL

**Fred Ott CLU ChFC CPCU, Agent**  
Insurance Lic#: 0564241

3420 Coach Lane #4  
Cameron Park, CA 95682  
Bus: 530-677-5211  
Bus: 916-933-1757  
Bus: 530-622-7243  
Fax: 530-677-6834  
Email: fred@fredott.net

It's how I treat all my customers. And you can be sure I'll always do my best to meet your needs. Like a good neighbor, State Farm is there.® **CALL ME TODAY.**

**HEALTH INSURANCE**  
We specialize in

**Self employed individuals and small employer groups of 2 or more employees or husband & wife groups**

**(530) 621-3118 • (800) 621-6495**  
517-3 Main Street, Diamond Springs, CA

**Knoblauch Insurance Service**  
Lic. 0791400  
[www.todayhealthinsurance.com](http://www.todayhealthinsurance.com)