



EL DORADO COUNTY CHAMBER OF COMMERCE

# Voice of Business

542 Main St. • Placerville, CA 95667 • (530) 621-5885 • www.eldoradocounty.org

## Holiday luncheon and gift basket auction takes place Dec. 7

The El Dorado County Chamber of Commerce invites you to our Special Holiday Luncheon and Gift Basket Auction on Wednesday, December 7, at Red Hawk Casino, Waterfall Buffet, from 11:00am to 1:00pm (early start).

Once a year, the EDC County Chamber and the Shingle Springs/Cameron Park Chamber join forces to make a family's holiday a little brighter, especially now, in these tough times where our friends and neighbors struggle to make ends meet. At our Special Luncheon, we will auction off Gift Baskets and other donated items, raising funds towards making food baskets for needy, local families with children as identified by the El Dorado County Office of Education.

**How you can help:** Donate a Gift Basket or Auction item and come to our luncheon to bid on the Gift Baskets

**Cost:** \$18.00 for members / \$20.00 for non-members

**RSVP:** Please RSVP by December 5th by calling 530-621-5885 or e-mailing members@eldoradocounty.org.

## Christmas Trees on Hwy 50

The tradition continues! Thanks to the generosity of the El Dorado County Christmas Tree Growers who supply all the trees, Hwy 50 is aglow with our community spirit. Please remember our local tree growers when thinking about where to get your own tree. [www.chooseandcut.com](http://www.chooseandcut.com)

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## Confessions from the Chamber President

Giving is always better than receiving. Little is appreciated more than a job. Let's see what we can do this holiday season to help our local businesses employ our neighbors.

I confess that I have taken the easy way out, ordering on line to have a gift drop-shipped from China. I am going to get more creative this year.

We have some outstanding shops in El Dorado County, where you can

find some truly unique gifts. Think jewelry, local art, a bottle of wine and an apple pie? What is more Christmas than an afternoon walking downtown, taking a break to have a good meal at one of our terrific restaurants? Can't find that special gift, try a gift certificate. Have that loved one's car detailed or get them a tune up. Send your friend to a spa or buy them a pizza. Have mom's home

cleaned, her car's oil changed for a year, her computer tuned up or get her a nice dinner. I know some kids that could use a haircut and some new jeans that fit.

Let's all work together to put that Christmas bow on a gift that supports our neighbors.

**Bill Randall,**  
EDC Chamber President 2011

## Wishing You the Happiest of Holidays and a Prosperous New Year

We have come to the end of what has been a challenging year for business and the economy in our neighborhood and the nation. We have all worked to move through the challenges with optimism. The Chamber has continued to work hard with commitment and diligence to speak for you, our members, at the local, state and federal levels. We are proud to represent you and make sure your voice is heard to protect your business.

As a member of the El Dorado County Chamber family, we want you to know that we are working for you, and that your membership investment in the Chamber is the right one.

The Chamber continues to offer many opportunities for you to network with other businesses in the County through informative and productive luncheons and mixers. We provide as a benefit of membership a free link on our frequently visited website. We publish a monthly newsletter that remains on-line for the entire month with a discount for advertising for members. The Chamber

directory where you are listed is referred to as the "Chamber Yellow Pages." We provide business referrals and relocation information. Our Biz Showcase coming up in March gives you exposure to thousands of local consumers.

The many Chamber action Councils work for Agriculture, Education, Public Affairs, Tourism and Film to continue to benefit the entire County.

Your Board of Directors, Action Councils and Chamber staff, value your membership. We know budgets are still tight and decisions are difficult so, we THANK YOU for your continued support of your Chamber. Without you we could not continue to serve business and the community with our outstanding programs and advocacy.

Our Chamber members are the BEST in the WEST. WE APPRECIATE YOU!

Looking forward to a great 2012.

**Laurel Brent-Bumb**  
Chief Executive Officer

## Spotlight on a Gold Member Goldsmith Gallery Fine Jewelers

The New Goldsmith Gallery Fine Jewelers reopened its doors a year ago. Already, customers have named this the most beautiful and spacious jewelry store in El Dorado County. Their reputation for dedication to outstanding customer service is spreading throughout the area. The new owner, Kaye Irwin, a Graduate Gemologist and design expert offers 32 years experience in fine jewelry. She opened her first custom jewelry store in 1977. Her interest in gemology led to managing

the Collecto Fine Jewelry in San Diego, renowned for mining fine gems. She is an accomplished jewelry designer of original or remounted pieces. For the past six years Kaye owned and operated a fine jewelry consignment business in Folsom, California. Owen Dennis, Master Goldsmith, (formerly of Freund Jewelers) has joined the team and brings 32 years experience in the jewelry business. Owen has a great reputation for his work in custom design, repair and antique jewelry restoration.

He has intimate knowledge of high-end jewelry manufacturing from his time with the San Francisco firm of Van Craynest Jewelers. Ask for him if you want the perfect custom made piece. The staff is gracious and warm and guides you to find the perfect answer to your needs. Come in and experience our help with all your jewelry needs.

**Goldsmith Gallery, 3951 Missouri Flat Rd., Placerville. 530-621-1188**

**FREE HALF CHICKEN!**

When you buy our **RIB ROUND-UP** \$27.49

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**EL DORADO COUNTY Voice of Business**

**DECEMBER  
2011**

**Chamber  
Champions:**



# What you Should Never Do In a Down Economy

Guest Article by Brooke Sobol Copywriting

Times are tough. I get it. Nobody's marketing budget is smaller than mine. But I also know this: if I stop communicating with my customers and prospective customers, if I stop building my brand, and if my competitors continue or increase their marketing efforts, I'm going to lose my market share. Plain and simple. Many companies are putting their marketing efforts on hold, mistakenly believing these functions are expendable. The fact is, in a down economy, you can't afford not to continue marketing.

History has shown that businesses that decrease marketing efforts in a recession lose business to competitors who continue their marketing activities. And some businesses may never recover from losing their market share.

Businesses that continue or increase marketing efforts can increase brand recognition, market share, sales, and profit.

McGraw-Hill did a study of 600 companies during and following the U.S. economic recession in the early 80s. The study showed that companies that continued to market (versus those that did not) not only increased sales growth during the recession, but grew, on average, 256% two years into the economic recovery.

During the Great Depression in the 1930s, Camel cigarettes and Chevrolet gained top market positions over their competitors through aggressive marketing campaigns. In recent days, we observe a similar response by Cisco, Dell, and Walmart.

But times are different, so you should carefully evaluate your marketing activities.

Right now people are concerned with price. Look at your products and your messaging. If you're promoting your luxury or full-service product, consider shifting focus to your lower-end product. You might even need to adjust your portfolio to offer a product that meets the needs of the current marketplace.

Take advantage of less expensive marketing strategies. Your website should be a top priority. Make sure it's well-designed and includes effective copywriting. Utilize blogs, social media, e-mail marketing, e-newsletters and search engine optimization to create a powerful online presence.

Nurture your leads. People are taking longer to make decisions and are conducting more research. Focus on developing the relationship.

Target your direct mail and advertising efforts.

Consider coupons, loyalty programs (such as buy 10 get one free), and referral reward programs.

Evaluate your sales materials. Are they as effective as they should be? Are the messages outdated? Do they address customers' problems and offer solutions? Do they lead with benefits instead of features? Update key pieces.

Reduce risk by offering money-back or satisfaction guarantees and using testimonials, reviews or awards in your marketing materials.

Measure your marketing results and adjust as necessary.

It's up to you. You can let your guard down and let the competition take advantage of your weakness, or you can turn the tables and come out on top.

For more tips, visit [www.brookesobol.com](http://www.brookesobol.com).



## Handy Pro

Cara Hutchinson holds the scissors for the HandyPro Ribbon Cutting on Sept. 30th. Handy Pro offers affordable solutions to a wide variety of building repairs & maintenance. Now helping with home modifications for seniors and disabled. Contact them at 530-622-8153



## Cassandra's Esthetics Salon & Spa

Cassandra (holding the scissors) held her Grand Opening and Ribbon Cutting on October 14th. "El Dorado County's premiere service provider of hair services and the most experienced skin care." To schedule an appointment call 530-919-5290.



## Christie Johnson, Edward Jones

Bill Randall, EDCCC President presents a plaque to Christie Johnson of Edward Jones Investments. Christie Works with individual investors to help them plan and achieve their long-term financial goals. Contact her at 530-622-5286.

# DECEMBER 2011 COMMUNITY CALENDAR

**Christmas Tree Farms Open for Business**  
[www.chooseandcut.com](http://www.chooseandcut.com)

**The Twelve Days of Christmas December 05 - 16**  
Shoppers will have a chance to enter a drawing for a chance to win one of 12 Main Street gift baskets valued at \$100 each and one Grand Prize. The Grand Prize winner will receive a large, beautiful Benton Studios photograph of Main Street, mounted on canvas. Drawing tickets will be given for purchases over \$15 at participating merchants between November 25th and December 15th. Get your shopping done early and win a great gift basket from Historic Main Street

**Stagecoach Rides, on Historic Main Street, Placerville**  
Davey "Doc" Wiser and his crew will be providing FREE rides (in good weather) at the Bell Tower on Nov 26, Dec. 10th & 11th (12-4pm); Dec. 17th & 18th (12-4pm). Sponsored by the Placerville Downtown Association (530) 672-3436, or [www.placerville-downtown.org](http://www.placerville-downtown.org)

**Holiday Entertainment, on Historic Main Street, Placerville**  
Most weekends (in good weather) there will be entertainment at the Bell Tower from 1-4 p.m. Enjoy the sounds of the season provided by local entertainers or DJ's. Sponsored by the Placerville Downtown Association

**Visits with Santa**  
Santa will be arriving in Historic Downtown Placerville to listen to those special wishes on the following dates: Dec. 3rd at Kiddlywinks (262 Main) from 11a.m.- 2p.m., Dec. 10th and Dec.17th Annieberries (320 Main) from 1 - 4p.m. Photos will be available for purchase, but are not required to visit with Santa. Sponsored by the Placerville Downtown Association.

**Community Observatory**  
Folsom Lake College-El Dorado Center, Campus Dr. Free. (530) 642-5621 or [communityobservatory.com](http://communityobservatory.com)

**Salsa Lessons and Dancing at Sequoia**  
Every Wednesday - except the first Wednesday of the Month! 530-622-5222 or [www.sequoiaiplacerville.com](http://www.sequoiaiplacerville.com)

**Family Fun Night at Round Table Pizza**  
Every Tuesday evening, 6:00 pm - 8:00 pm. Food and other activities for the family. Round Table Pizza at 512 Main Street, Placerville. 530-622-2259

**Community Gift Tree**  
Share the gift of giving to a child or family in our community. Visit one of the Community Gift Trees at Placerville Library, Cameron Park Library, El Dorado Hills Library, Main Street Court House, Save-Mart at Missouri Flat or K-Mart and select a card with a child's name through December 7th. Gifts must be turned in December 8th and 9th. [djohnson@familyconnected.org](mailto:djohnson@familyconnected.org), Kathy at Choices for Children: [kathmm@jsp.net](mailto:kathmm@jsp.net); Judi at EDCOE: [jrehmann@edcoe.org](mailto:jrehmann@edcoe.org) or 530-295-2305

**Dec 01, 08, 15, 22 Fiber Spinning Classes**  
5:30 pm- 7:30 pm. 4 Week comprehensive beginning spinning course. Pluckyfluff Studio located on Boeger Winery grounds, 1709 Carson Road. Lexi Boeger. [pluckyfluffstudio@gmail.com](mailto:pluckyfluffstudio@gmail.com) [www.pluckyfluff.com/](http://www.pluckyfluff.com/).

**Dec 02-18 Old Coloma Theater presents The Spirit of Christmas or The Twinking of an Eye**  
530-626-5282, [www.oldecolomatheatre.org](http://www.oldecolomatheatre.org)

**Dec 02 - 23 Imagination Theater presents White Christmas**  
530.642.0404, [www.imagination-theater.org](http://www.imagination-theater.org). [ITPlacerville@yahoo.com](mailto:ITPlacerville@yahoo.com)

**Dec 02 & 03 Homes for the Holiday**  
11:00 am - 7:00 pm Tour homes in El Dorado Hills, Adults: \$20 & children under 12: \$15 916.549.3869

**Dec 02 - 18 A Hometown Christmas**  
7:00 p.m. Presented by Green Valley Community Church. (530) 622-1076. [www.gvcconline.net](http://www.gvcconline.net)

**Dec 03 Christmas at Burke Junction**  
11:00 am - 5:00 pm 300 Coach Lane, Cameron Park. [www.facebook.com/burkejunction](http://www.facebook.com/burkejunction)

**Dec 03 2nd Annual Run with Santa**  
7:00 a.m. \$25 adults, Ages 17 or younger \$10. (\$30 on event day) Cameron Park Community Center. 2502 Country Club Drive, 530-677-2231 [www.cameronparkchristmas.com](http://www.cameronparkchristmas.com)

**Dec 03 Cantare Winter Concert**  
7:00 pm. Church of Nazarene, 6040 Mother Lode Dr. Placerville. [www.CantareChorale.com](http://www.CantareChorale.com)

**Dec 03 Placerville Natural Foods Co-op Holiday Bazaar**  
10:00 a.m. - 4:00 p.m. Cozmic Café, 594 Main Street, 2nd Fl. [pville-foodcoop@gmail.com](mailto:pville-foodcoop@gmail.com) or [www.pvillefoodcoop.org](http://www.pvillefoodcoop.org)

**Dec 03 Winter Festival & Santa at Perry Creek Winery**  
Noon - 4:00 p.m. Perry Creek Winery. (530) 620-5175, [events@perrycreek.com](http://events@perrycreek.com)

**Dec 03 Historic El Dorado's Annual Christmas Event**  
10:00 a.m. - 5:00 p.m. Community Hall, 530 295-1420 or [goofeycat@yahoo.com](mailto:goofeycat@yahoo.com)

**Dec 03 Valhalla Holiday Gala Dinner**  
5:30 pm - 10:30 pm Valhalla at Lake Tahoe, [valhallatahoe.com](http://valhallatahoe.com)

**Dec 04, 11, & 18 El Dorado Depot Train**  
Noon - 4:00 pm in the town of El Dorado at the new El Dorado Depot on Oriental Street. [www.psvrr.org/](http://www.psvrr.org/)

**Dec 04 34th Annual Hangtown Christmas Parade**  
1:00 p.m. Rain or Shine. From Broadway west to Historic Main Street, Placerville.

**Dec 04 Snowline Hospice's Light a Light - A Memorial Event**  
6:00 pm - 8:00 pm. Wilkinson-Hupcey Building, 681 Main Street, Placerville

**Dec 04 Cameron Park Christmas Tree Lightning and Christmas Carols**  
6:00 pm. Church of the Foothills, [www.cameronparkchristmas.com](http://www.cameronparkchristmas.com)

**Dec 04 Cantare Winter Concert**  
3:00 pm. Episcopal Church of our Savior, 2979 Coloma Street, Placerville. [www.CantareChorale.com](http://www.CantareChorale.com)

**Dec 05 Repeal of Prohibition Celebration**  
10:00 a.m. - 5:00 p.m. Celebrate the historic Repeal of Prohibition with Boeger Winery, David Girard Vineyards, Gold Hill Winery and Wofford Acres Vineyards. (800) 655-2634 or [www.davidgirardvineyards.com](http://www.davidgirardvineyards.com)

**Dec 07 Chamber Fundraiser Auction Luncheon**  
11:00 a.m. Luncheon and Gift Basket Auction. Red Hawk Casino, Waterfall Buffet downstairs. Courtney Manhold, [members@eldoradocounty.org](mailto:members@eldoradocounty.org). 530.621.5885

**Dec 07 The Sequoia Comedy Night**  
Sequoia Restaurant, 643 Bee Street, Placerville. [www.sequoiaiplacerville.com](http://www.sequoiaiplacerville.com) or 530.622.5222

**Dec 10 Bayley House Holiday Craft Faire**  
9:00 a.m. - 4:00 p.m. 4300 Hwy 49, Pilot Hill. 530-823-2787 or [info@bayleyhouse.org](mailto:info@bayleyhouse.org)

**Dec 10 & 11 Christmas in Coloma**  
10:00 a.m. - 4:00 p.m. Annual family celebration and fundraiser for Marshall Gold Discovery State Historic Park. Volunteers recreate an 1850's country Christmas. 530-295-2170, or 530-622-3470. Parking is \$7.

**Dec 10 Christmas Open House**  
Noon - 4:00 p.m. David Girard Vineyards. Bring an unwrapped toy for the Toys for Tots program! 530-295-1833

**Dec 10 13th Annual Tea in Toyland**  
12:30 p.m. - 3:00 p.m. Presented by the Friends of Old Hangtown at the Town Hall in Placerville. \$5 Children, \$10 Adults. 916-933-1401

**Dec 13 El Dorado County Chamber Holiday Mixer**  
5:30 p.m. - 7:30 p.m. Hosted by Dick's Carpet One. 530-621-5885 or [www.eldoradocounty.org](http://www.eldoradocounty.org)

**Dec 17 Wakamatsu/Gold Hill Walk & Tour**  
10:00am - Noon \$10 per person [Julie@arconsdervancy.org](mailto:Julie@arconsdervancy.org) or 530-621-1224

**Dec 17 Cedar Springs Waldorf School Holiday Market**  
10:00 am - 1:00 pm. Cedar Springs Waldorf School, 6029 Gold Meadows Road, Placerville. 530-642-9903. Laurie Dahl, [laurie.dahl3@gmail.com](mailto:laurie.dahl3@gmail.com) or [www.cedarspringsonline.com/](http://www.cedarspringsonline.com/)

For more information on these and other events, visit [www.visiteldorado.com](http://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.

## DECEMBER MEETINGS

- Dec 05** EDC 21 11 a.m., EDCOE
- Dec 07** Education Council, 7:30 a.m., EDCOE
- Dec 08** Joint Chambers, 7:30 a.m., EDCOE
- Dec 16** Visitor's Authority, MORE, 4 p.m.
- Dec 13** Mixer, Dick's Carpet One. 5:30 p.m.
- Dec 21** Senior Ambassadors, 10:00 a.m. MORE