



EL DORADO COUNTY CHAMBER OF COMMERCE'S

Voice of Business

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Political action committee gives businesses a voice in local politics

Endorses Norris, Osborne for EID Board

The El Dorado County Chamber of Commerce (Chamber) announces the formation of a political action committee to give the business community a clearer voice in the local political process.

While the Chamber has a long tradition of weighing in on federal, state, and local government proposals that impact county businesses, the El Dorado County Chamber Political Action Committee (EDC Chamber PAC) will, for the first time, enable the business community to participate in local elections with a united voice. The Chamber's 2011 President, Bill Randall, praised the creation of the EDC Chamber PAC. "The Chamber has always been assertive by taking positions on public policy proposals that impact our businesses and our county's overall quality of life. Now, the EDC Chamber PAC allows us to take the next step by dedicating support and financial resources to the local

candidates and initiatives that best reflect our members' priorities."

The PAC's Board of Directors consists of representatives of businesses small and large from various industries who are appointed by the Chamber's Board of Directors. Its members are Chairman Kirk Bone, Secretary Mark Luster, Treasurer Gordon Helm, Mike Kobus, Kimberly Beal, Brian Jensen, and Laurel Brent-Bumb.

The EDC Chamber PAC's first official actions were to interview candidates vying for the two contested seats on the El Dorado Irrigation District Board of Directors during the November 8 election. As a result of these interviews the EDC Chamber PAC voted to endorse the following candidates:

- Division One – George Osborne
- Division Five – Harry Norris
- Incumbent Bill George is running unopposed for the Division Three seat.

"Directors George Osborne and Harry Norris have demonstrated steady, thoughtful leadership through challenging times," remarked EDC Chamber PAC Chairman Kirk Bone. "After meeting with a number of candidates and weighing the public record, it became clear that El Dorado County will be best served by reelecting these proven leaders."

Your support the EDC Chamber PAC's effort to work on your behalf will be an important part of its success. Look for more information in the near future about this proactive step to strengthen the efforts of the Chamber in supporting the community.

Interested in supporting the efforts of the El Dorado County Chamber Political Action Committee? Contributions can be made to EDC Chamber PAC, 542 Main Street, Placerville, CA 95667. FPPC # 1341257 For more information call (530) 621-5885.



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Economic Summit focuses on improving the business climate

Jump starting the economy in El Dorado County will require working together in new ways. This was one conclusion reached by participants in a County-wide Economic Summit held in June. The Summit, organized by the El Dorado Community Foundation, the El Dorado County Office of Education, the El Dorado County CAO's Office, and the El Dorado Center of Folsom Lake College, was the first step in an ongoing process to find a few major initiatives that can help El Dorado County take charge of its economic future.

Ultimately, organizers hope to move toward a common vision for strategies and processes that will build a healthier and more diverse economic future for El Dorado County.

Participants, including representatives of business, government agencies, educational entities, and other interested citizens, examined the key assets and opportunities

in the County that are ripe for growth and then identified positive trends and critical gaps in each area. Some discussions centered on the asset base in the County, noting the natural environment, our unique history, our proximity to major metropolitan areas and the ability to build on those assets for enhanced opportunities in agriculture, tourism, health and wellness, and education. Key gaps included a lack of lodging options for visitors and supportive regulation needed to pursue a wide range of rural commerce.

Other topics discussed were ways to create more jobs, regulatory challenges faced by existing business parks, increasing opportunities for higher education, and on the importance of improving critical infrastructure that would allow County-wide broadband access. The group focused on ideas but also discussed how processes could be

improved to get things done in the County, noting the need for streamlining regulations and making economic development activities more affordable.

Creative ideas flowed as the group began to brainstorm, including targeted residential summer institutes, a Culture and Welcome Center, collaborative higher education models, and ways to cooperate on marketing efforts.

The next step in the process is to seek input from a broad range of stakeholders. To accomplish this, any interested residents are encouraged to participate in an online survey to help guide future efforts. Look for links to the survey and a summary of the June Summit on the El Dorado Community Foundation website (www.eldoradocf.org). The online survey can also be accessed by visiting the El Dorado County Chamber of Commerce web site: eldoradocounty.org.

Welcome new members

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EL DORADO COUNTY
Voice of Business

**OCTOBER
2011**

**Chamber
Champions:**



Tourism Pays

By Jody Franklin, Director of Tourism

Jody Franklin, Director of Tourism

In July, August and September 2011, the El Dorado County Chamber of Commerce has received 2,381 requests for the El Dorado County Visitors and Farm Trails Guide from potential visitors outside the area. This is a pretty amazing statistic for a number of reasons. First, we were able to fulfill those requests in 2 – 3 weeks turnaround time. Secondly, this tells me that the print media is not dead. Our Visitor Guide is downloadable on the VisitEldorado.com website yet 2,381 people chose to have it sent to their home. Taking that one statistic a step further we sent an online survey to 1026 of those who had requested a Visitors Guide. Our response rate was 2 percent, not bad by industry standards. Here are some highlights from that survey:

- 47 percent said they requested a guide because they were planning a trip to the area.
- 34 percent said they requested a guide because they were curious about the area.
- 46 percent said Historic Sites most interested them about EDC
- 22 percent said Outdoor Adventure most interested them about EDC
- 13 percent said Wine Country
- 85 percent said Family Vacation was the trip they were taking
- 60 percent said they were planning a trip in the next 6 months
- 22 percent they were planning a trip in the next month
- 47 percent said 4 or more travel party size
- 47 percent said 2-3 travel party size
- 66 percent travel by car
- 19 percent travel by air
- 9.5 percent RV/motor home



**First Place Calloway Division:
Mygrant Glass**



**First Place Handicap Division:
McIntire Oral & Maxillofacial Team**

Annual golf tournament results

Second Place Calloway Division: Mountain Democrat Team
Second Place Handicap Division: Wells Fargo Team

Longest Drive Men's Division: Howard Penn, Sierra Nevada House

Closest to Pin: Dr. Richard Somerdyke

A Special Thanks to all our Sponsors: PG&E, Frank's Auto Body, Hefner, Stark & Marois, Red Hawk Casino, Westhoff, Cone & Holmstedt Koby Pest Control, Placer Title Co., Breaker Glass, Sierra Home Inspection, O'Donnell Insurance, Historic Cary House Hotel ... And all of our volunteers and players. Thank you for making this a fun and successful tournament!

Furthest From Pin: Michael Ruck, Ruxco Engineering

Longest Drive Women's Division: Patty Mitchell, Cold Springs Country Club



Marshall Plastic Surgery Center

Marshall Medical Center leaders and physicians gathered for a ribbon cutting and open house on September 20 to celebrate the formation of Marshall Plastic Surgery & Medical Spa, Marshall ENT & Hearing Center, and Marshall Orthopedics. Bookending the ribbon cutting are Rick Vance, VP of Marshall Specialty Care Services (left) and Marshall CEO James Whipple (right). Cutting the ribbon are Orthopedic Surgeon Taylor Vance, MD (left) and ENT Physician/Facial Plastic Surgeon Reginald Rice, Jr. The medical offices are located at the Golden Center Medical Plaza on Missouri Flat Road.

Oct. business luncheon

Our guest speaker is David A. Brooks, EDC Public Defender, and author of "Foresthill: A Public Defender's Bedtime Reader" At our luncheon he will walk you through the justice system through the eyes of a Public Defender. He will also share some of the true stories of cases he has worked on over the last 25 years as a Public Defender. Some of these stories are so bizarre they seem unbelievable. October 12th, 11:30am -1:00pm. Red Hawk Casino, Waterfall Buffet. \$18.00 members / \$20.00 Not-Yet-A-Member. R.S.V.P.: 530-621-5885 or members@eldoradocounty.org

OCTOBER 2011 COMMUNITY CALENDAR

Apple Hill Season is here!

Old Coloma Theatre presents "The Secret of the Attic" or It just Ghosts to Show
7:30 pm 530-626-5282. www.oldcolomatheater.org

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

Salsa Lessons and Dancing at Sequoia
Every Wednesday - except the first Wednesday of the Month! 530-622-5222 or www.sequoiaplacerville.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

Tuesday Evenings Men's Chorus in Placerville
7:15 pm First Christian Church of Placerville, 2687 Andler Rd, Placerville. (530) 344-9209 or (530) 644-4151 or www.goldrushchorus.org

Dance with Apple Jacks & Jills Square Dance Club
Wednesday Evenings, 7:00 pm at the Hangtown Grange, 2020 Smith Flat Road, Placerville. 530-622-8550 or 530-642-2787

Certified Farmers Markets

- Tuesdays 8:00 a.m. – 1:00 p.m. – South Lake Tahoe – parking lot of American Legion Hall
- Wednesdays 8:00 a.m. - noon – Cameron Park - Burke's Junction
- Saturdays 8:00 a.m. - noon - Placerville - Ivy Street Parking Lot,
- Sundays 9:00 a.m. - noon - El Dorado Hills Town Center
- Sundays 10:00 am – 1:00 pm – Divide Farm Exchange

For more information call 530-622-1900 or visit www.eldoradofarmersmarket.com/

UCCE/El Dorado County Master Gardeners Classes

- Oct 01 Fall Lawn 9:00 am Oct 08 Composting 9:00 am Oct 15 Citrus in Marginal Locations
- Oct 22 Propagation II Oct 29 Holiday Plants

Classes held at Veterans Memorial Bldg. 130 Placerville Dr., Placerville. 530-621-5512. ceeldorado@ucdavis.edu

Oct 01 Fall Native Plant Sale
9:00 am – 1:00 pm California Native Plant Society's Fall Plant Sale. Between County Buildings A and B, 330 Fair Lane, Placerville

Oct 01 Youth Expo in Georgetown
10:00 am – 3:00 pm . Garden Valley Park. FREE. Georgetown Divide Recreation District. 530-888-6301 or 530-333-2072. www.gdrd.org

Oct 01 & 02 Gateway to the Sierras – 2nd Annual Sportman's & Outdoor Expo
El Dorado County Fairgrounds. 530-621-5860. Adults \$8, Children (7-12) \$5, under 6 free. Parking \$5. www.eldoradocountyfair.org

Oct 01 & 02 Octoberfest at Camp Richardson
Great food, music, family games & activities, and the famous Beer and Wine Garden. 800-544-1801. www.camprichardson.com

Oct 01 Live Music at Lava Cap
4:00 pm Lava Cap Winery, 2221 Fruitridge Road. 530-621-0175. www.lavacap.com

Oct 01 – Evening in Rescue – A Food and Wine Experience
6:00 pm – 11:00 pm Rescue Community Center, 4180 Green Valley Road. 530-676-8740. rescuecommunitycenter.com

Oct 01, 08, 15, 22 & 29 Mount Aukum Presents Summer/Fall Film Festival
6:30 pm Mount Aukum Winery, 6781 Tower Road, Somerset. 530-620-1675. www.mountaukum.com

Oct 02, 09, 16, 23 & 30 El Dorado Depot Train Rides
12:00 – 4:00 pm in the town of El Dorado at the new El Dorado Depot on Oriental Street. www.psvrr.org

Oct 05 Sequoia Comedy Night
Sequoia Restaurant, 643 Bee Street, Placerville. www.sequoiaplacerville.com or 530.622.5222

Oct 05, 12, 19 & 26 Wednesday Night Wine Flights
\$5.00 for 4 different wines. The Wine Smith, 346 Main Street, Placerville. 530.622-0516, www.thewinesmith.com

Oct 07, & 14 Pizza Night at Fitzpatrick's in Fair Play
5:00 pm – 9:00 pm. Fitzpatrick Winery & Lodge. Call for reservations. 530-620-3248

Oct 08 22nd Annual Show n' Shine and Fly In
7:00 am – 3:00 pm Cameron Park Airpark (off Oxford Road in Cameron Park). 916-933-8205 or 530-676-7860. www.showshineflyin.com

Oct 08 3rd Annual Gold Rush Fun Run & Walk
8:00 am – 11:00pm Run, walk or stroll along the El Dorado Trail to raise funds for InAlliance. 916-381-1300. jbean@inallianceinc.com www.goldrushfunrun.com

Oct 08 Vision Fair
10:00 am – 2:00 pm. Mother Lode Lions Clara Scheiber Hall, 4101 Missouri Flat Road in Diamond Spring. (530) 626-6715 or (530) 622-6860

Oct 08, 09 & 10 Coloma Gold Rush Live
10:00 a.m. – 5:00 p.m. Marshall Gold Discovery State Historic Park. (530) 295-2152 or (530) 622-3470 www.parks.ca.gov/events

Oct 08 & 22 Music in the Courtyard
3:00 pm – 6:00 pm Info: 530-622-4900

Oct 09 A Taste of the Foothills: Benefit for Cedar Springs Waldorf School
1:00 pm – 4:00 pm. Smith Flat House 2021 Smith Flat Road Placerville. (530) 642-9903. teresa@atasteofthefoothills.com. www.atasteofthefoothills.com

Oct 10 All You Can Eat Spaghetti Feed
5:30 pm – 7:30 pm Lotus Fire Station, 5122 Firehouse Rd. 530-621-3443. caseym@riverfast.net

Oct 13 Honor our Troops Spaghetti Feed
4:00 pm – 8:00 pm. Diamond Springs/El Dorado Firefighters Memorial Hall. (916) 207-4194. Cyndi@CyndiRomano.com. www.honorourtroops.us

Oct 14 Partners in Care's Benefit "A Night at the Theater"
6:00 pm – 10:00 pm. Shakespeare Club, 2940 Bedford Avenue, Placerville. Tickets \$35. 530-344-0700. purgettory@directcon.net www.partnersincareplacerville.org

Oct 15 Outdoor Projector Movies
7:45 pm. El Dorado County Library, main lawn, 345 Fair Lane, Placerville. Friends of the Library 530-621-3012

Oct 15 Community Flea Market
8:00 am – 3:00 pm. El Dorado Savings Parking Lot. Lot space \$30. www.pollockpines-minorotary.org

Oct 15 & 16 28th Annual Rock & Gem Show
10:00 a.m. – 5:00 p.m. El Dorado County Fairgrounds, 100 Placerville Drive, www.rockandgemshow.org info@rockandgemshow.org or (530) 676-2472. Adults \$3.00/kids 12 & under are free.

Oct 15 Free Bingo
4:00 pm Pollock Pines/Camino Community Center, 3675 Sanders Drive, Pollock Pines. (across from Umpqua Bank and Bowling Center)

Oct 15 Art & Wine Festival
6:00 pm – 9:00 pm 35 wineries featured, Banners on Parade Community Art Project. Historic Main Street in Placerville. Placerville Downtown Association 530-672-3436 www.placervilledowntown.com

Oct 19 BBQ & Wine in the Sierras
6:00 pm – 9:00 pm Valhalla Estate in South Lake Tahoe. 775 901-1594. Larry@TheBestBarbeque.com. www.thebestbarbeque.com

Oct 22 The BIG Autumn Auction
5:00 pm. A benefit for Big Brothers Big Sisters of El Dorado County. Blue Shield of California in El Dorado Hills. \$45 per person or \$80 per couple. (530) 626-1222 www.mentors4youth.org

Oct 25 El Dorado County Chamber Mixer & Monte Carlo Night
5:30 p.m. – 7:30 p.m. Hosted by Union Bank, Missouri Flat Road, Placerville. Bring your chamber bucks! www.eldoradocounty.org

Oct 26 From Grandmother's Trunk, Vintage Fashion Show
1:00 pm – 3:30 pm Shakespeare Club, 2940 Bedford. Tickets \$20.00. For tickets/information call Rita 622-4139 or Janice 677-8962. www.placerville-shakespeare.com

Oct 28 Celebrate Nevada Day in El Dorado's Wine Country
11:00 am – 5:00 pm El Dorado Winery Association. info@eldoradowines.org. www.eldoradowines.org

Oct 29 Halloween in the Park
Marshall Gold Discovery State Historic Park. 530.295.2170 or 530.622.3470

Oct 31 Trick or Treat on Main
4:00 – 6:00 p.m. Historic Main Street Other activities will include a costume contest and carnival sponsored by Placerville Parks and Recreation, Placerville 20/30 Club and Placerville Lions Club. (530) 672-3436

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.

October Meetings

- Oct 06 Chamber Diplomats, Chamber, Noon
- Oct 06 Joint Chambers, EDCOE, 7:30 a.m.,
- Oct 12 Luncheon, Red Hawk, Waterfall Buffet, 11:30
- Oct 13 Visitor's Authority, MORE, 4 pm
- Oct 13 Junior Ambassadors, Chamber, 4:30 pm
- Oct 20 Ag Council, Ag Building, 7:30 a.m.,
- Oct 19 Senior Ambassadors, MORE, 10:00 am
- Oct 27 Junior Ambassadors, Chamber, 4:30 pm
- Oct 25 Mixer & Monte Carlo Night, Union Bank, Missouri Flat Road