



EL DORADO COUNTY CHAMBER OF COMMERCE'S

Voice of Business

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

Spotlight on a Gold Member

Schilling Robotics' continued growth in the area

Schilling Robotics has completed the expansion of its machining plant into a new 50,000 sq. ft. facility located on Business Drive in Shingle Springs. As a leading supplier of advanced deepwater robotic systems, Schilling has experienced a significant increase in demand during 2011, which is forecast to continue as a result of growth in traditional markets and expansion into new international regions including Brazil and Singapore.

Schilling's investment in innovative technology development and advanced manufacturing systems continues to drive growth and market share. With a 26-year history, the California-based company has expanded its local fabrication and assembly plants, and added additional dedicated customer support facilities in all key operational regions around the world.

The Shingle Springs facility manufactures an average of 4,000 parts per month and incorporates state-of-the-art welding capabilities, CNC machining, and quality assurance systems that ensure the highest standards are met for supplying products that have to work in extremely harsh off-shore environments in depths of up to 13,000 feet below surface.

The local employee base has grown by 85% since 2009, and the support of the local community in 2010 that helped Schilling retain the new Shingle Springs facility has been paramount to enabling this continued growth and significant contribution to the local economy.

Schilling is actively recruiting to keep up with demand. If you are interested in applying for a job with Schilling, please visit our website at www.schilling.com.



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What is Inbound Marketing? (and Why Should Every Business Care)

Guest article contributed by **Brooke Sobol Copywriting**

If you're not already taking advantage of "the new marketing" via social media, blogging, and other inbound marketing tactics, you're probably wondering if you should. Maybe the whole thing just seems like too much to deal with and you've been putting it off. Well, if so, you're missing out on some great, low-cost marketing opportunities.

Traditional marketing includes such tactics as cold calling, e-mail blasts, and advertising. The marketer pushes his message out broadly hoping it lands in the laps of some interested parties. This is becoming less effective for many reasons. People are tired of forced marketing messages and are blocking them out more and more. Consider recorded

television - you forward the commercials, right? How about e-mails? Are you pretty quick to hit the delete button if it's clearly just an ad? What do you do with a lot of that "junk" you get in the mail?

What if, instead of forcing your message down the throats of uninterested parties (at a significant cost and effectiveness rate of only 1%-3%) you could get interested prospects to come to you - for far less money?

Inbound marketing focuses on getting found by customers. Inbound marketers create content that consumers want; a blog or newsletter that people look forward to reading, a video or webinar that helps solve a problem, a free, downloadable e-book, report, or white paper full of useful content relevant to the consumer.

Great online content also results in greater Search Engine Optimization (SEO), which means more people who are interested in your product or service will find your Website. Social media sites such as Facebook and Twitter play a big role in spreading the content. People love to share their great finds with others. Something as simple as a "Like" on Facebook or a "Tweet" with a link to your blog can expose your business to thousands of potential new customers. Do you see how it's turned around? Now people are finding you. The right people. Interested people. Inbound marketing costs less than traditional marketing and can result in a much greater return on your investment.

Welcome new members...



Pictured From Left to Right: Darin Darr of Darr Insurance Agency, David A. Williamson of New York Life Insurance, Cindy Symmons of People & Properties Sotheby's Int'l Realty and Jennifer Howell of Security Concepts & Planning. Darin Darr regularly saves his clients as much as 40%. Call Darin for a quote on your Business, Home and Auto Insurance at 530-217-6002. David A. Williamson through New York Life. "The Company you Keep" offers life, disability and long-term care insurance plus annuities and mutual funds investments. Contact him 916-781-7473. Security Concepts & Planning is a consulting firm protecting critical infrastructure for private, commercial & government entities. Contact Jennifer and Charlie Howell at 916-804-7245. Cindy Symmons, Realtor with People & Properties comes with a special expertise in Ranches, Land and Equestrian related properties. Contact Cindy at 530-672-6881.

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EL DORADO COUNTY Chamber of Commerce
Voice of Business

**NOVEMBER
2011**

**Chamber
Champions:**



Robinson's Medical Supply



Celebrating a new, bigger location on Broadway in Placerville. Holding scissors is owner, Dennis Thomas. Robinson's Medical has been meeting home medical equipment and supply needs since 1980.

Western Slope Health Center



Celebrating a new name along with some new faces. Holding scissors on left Wagner Yuleu, Executive RN and Dale Hawkins, Administrator. This is a skilled nursing facility providing physical, occupational and speech therapy as well as rehabilitative nursing, long term care and palliative care on Washington Street in Placerville.

Road Tech Safety Services

Joe Jeffrey, Bill Randall and Debbie Jeffrey. Road Tech Safety Services offers Traffic control equipment, contracting & supply. Contact Joe at 530-672-0222.



Spot On Signs



Spot On Signs & Graphics welcomed all to their Grand Opening and Ribbon Cutting on Sept. 30th. Trish Tratos holds the big scissors with Bill Tratos on her left. Build your brand and your business with ideal sign solutions. "If you can imagine it, we can build it." Call them at 530-295-8285.

Fundraisers!
spend an hour...
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When I tell people how many great discounts they get they are so impressed. I feel like I am selling something people actually want!
- Brittany M., 6th grade fundraising student

I love the Chamber Discount Card! It is a great value and pays for itself with one or two uses!
- Steve Heard, Keller Williams Real Estate

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November Business Luncheon

Jim Ware, EDC Dept of Transportation Presents
**CAPITAL IMPROVEMENT PLAN:
Western Slope Overview • Current Projects
Future Projects • Q & A**

November 9th, 11:30 a.m. -1:00 p.m. at 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.

NOVEMBER 2011 COMMUNITY CALENDAR

Bingo
Friday evenings at the El Dorado County Fairgrounds, Marshall Building. Doors open at 5:00 pm, early Bird at 6:15 p.m.

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

UCCE/El Dorado County Master Gardeners Classes
Nov 05 Bare Root Roses 9:00 am Nov 19 Berries 9:00 am
Classes held at Veterans Memorial Bldg. 130 Placerville Dr., Placerville. 530-621-5512 or ceeldorado@ucdavis.edu

Nov 01 - Nov 30 Community Gift Tree
Provides needy kids with gifts for the winter holiday. IKathy at Choices for Children 530-676-0707 or Dianne at Family Connections 530-626-5164

Nov 01 thru 30 - Koats 4 Kids
Collection of Coats for Kids, Lori Stymeist 530.677-1420

**Nov 01 thru Nov 04
Diamond Springs Art Assn Fall Art Show and Sale**
9 am - 5 pm every day, Friday 'til 3 pm. El Dorado County Government Building B, 360 Fair Lane Drive, Placerville. Marilyn Callaway at 530-672-2302.

Nov 02 - The Sequoia Comedy Night
Sequoia Restaurant, 643 Bee Street, Placerville.
www.sequoiaplacerville.com or 530.622.5222

Nov 02, 09, 16, 23 & 30 - Wednesday Night Wine Flights
\$5.00 for 4 different wines. The Wine Smith, 346 Main Street, Placerville. 530.622-0516, www.thewinesmith.com

Nov 04, 11, 18 & 25 - Live Music at the Wine Smith
Friday evenings. 346 Main Street, Placerville. 530 622-0516, www.thewinesmith.com

Nov 04 & 05 - Annual Golden Goose Craft Bazaar
Fri & Sat 9:00 am Placerville Shakespeare Club, 2940 Bedford Avenue. 530-621-1621

Nov 05 - Fall Arts, Crafts & Vendors Fair
9:00 am - 2:00 pm. Ponderosa High School Parking Lot, 3661 Ponderosa Road, Shingle Springs. www.phssobergradnight.org.

**Nov 05
28th Annual Auction Gala "Celebrating El Dorado County"**
6:00 pm Mercedes-Benz of El Dorado Hills. T\$75 per person or \$125 for two. 530-626-1450 or 916-939-4464 x238, julies@thecenternow.org

Nov 05 - 2011 Firefighters Ball
7:00 pm - 11:00 pm at El Dorado County Fairgrounds. 916-532-9777

Nov 05 - Going with the Dogs
Noon- 4:00 pm Book signing with author Debbie Preston and her book 48 Dog-Friendly Trails. 530-647-8505
www.mirafloreswinery.com

**Nov 06
Cooking San Francisco Style with Chef Damon Barham**
Miraflores Winery. \$35 per person. Reservations a must 530-647-8505 or www.mirafloreswinery.com

Nov 06, 13, 20 & 27 - 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

Nov 06 - 32nd Apple Hill Harvest Run
7:00 am. www.applehillrun.org or 530-644-4552 x234

Nov 10 - Sierra at Tahoe Pray for Snow Party
8:00 pm - 10:00 pm Hosted by Los Hermanos, 6524 Pony Express Trail, Pollock Pines. 530-644-8801

Nov 11 - Girls Night Out
6:00 pm - 9:00 pm David Girard Vineyards 530-295-1833 or www.davidgirardvineyards.com

Nov 12 & 13 - Annual Holiday Craft Fair
9:00 am. Cold Springs Community Church. 2600 Cold Springs Road, Placerville.

Nov 12 2011 - Empty Bowl Supper
4:30-8:00 p.m., at St. Patrick's Church in Placerville. Rich Waters 530-622-6900 or Carla at 530-622-9549 or www.edpjc.org

Nov 12 - Blues & Brews
7:30 pm - 11:30 at El Dorado Hills CSD, 1021 Harvard Way, fundraiser for the El Dorado Hills Veterans Memorial. Tickets \$25

Nov 12 - Annual Crab & Pasta Feed Gala
6:00 pm Marshall Building, El Dorado County Fair, 100 Placerville Dr, Placerville. Tickets are \$40

Nov 15 El Dorado County Chamber Mixer
5:30 p.m. - 7:30 p.m. Hosted by Goldsmith Gallery & Fine Jewelry, 3951 Missouri Flat Road, Ste. 150, Placerville.
www.eldoradocounty.org or 530-621-5885.

Nov 18, 19, 25, 26 & 27 - Old Coloma Theatre presents
The Spirit of Christmas or The Twinkling of an Eye
7:30 pm. Old Coloma Theatre, 530-626-5282

Nov 19 & 20 - The Valhalla Holiday Fair
10:00 am - 5:00 pm Valhalla Grand Hall, Tallac Historic Site, 3 miles on Highway 89. Free event. 530-541-4975 www.valhallatahoe.com

Nov 19 - 21st Annual Run/Walk Turkey Trot
8:00 am Cameron Park Lake. Cameron Park Community Services Recreation Dept. 530-677-2231 or email: mmassey@cameronpark.org. Register online at www.cameronpark.org

Nov 19 - Old Fashion Christmas Craft Fair
10:00 am - 5:00 pm. Cameron Park Community Center, 2502 Country Club Drive. CPCSD Recreation Department, 530-677-2231 or email: mmassey@cameronpark.org. www.cameronpark.org

Nov 19 - Fair Play Poker Run
11:00 am - 8:00 pm. (530) 620-5175. \$89.50 per person

Nov 19 - Free Bingo
4:00 pm Pollock Pines/Camino Community Center, 3675 Sanders Drive, Pollock Pines. 530-647-8005

**Nov 20
Cooking Italian Style for the Holidays
with Chef Giovanni Gaudio**
Miraflores Winery. \$35 per person. Reservations required. 530-647-8505 www.mirafloreswinery.com

Nov 24 - Annual Community Thanksgiving Dinner
1:00 pm - 3:00 pm. Gurnel Hall at St. Patrick's Catholic Church, 3109 Sacramento St, Placerville. 642-8183

Nov 26 - Christmas Tree Farms Open for Business
www.chooseandcut.com

Nov 25 - Festival of Lights
5:30 pm - 8:30 pm Historic Main Street, (530) 672-3436
www.placerville-downtown.org. Tree lighting 6:00 pm at the Courthouse.

Nov 25 & 26 - 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

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.

NOVEMBER MEETINGS

Nov 02 Education Council, 7:30 a.m. EDCOE
Nov 03 Chamber Diplomats, Chamber, Noon
Nov 09 Luncheon, Red Hawk, Waterfall Buffet, 11:30 a.m.
Nov 10 Visitor's Authority, MORE, 4 pm
Nov 10 Joint Chambers, EDCOE, 7:30 a.m.
Nov 10 Junior Ambassadors, Chamber, 4:30 pm
Nov 15 Mixer at Goldsmith Gallery, 5:30 p.m.
Nov 16 Senior Ambassadors, MORE, 10:00 am
Nov 16 Board of Directors, EDCOE, 5:30 p.m.
Nov 17 Ag Council, Ag Building, 7:30 a.m.,