



EL DORADO COUNTY CHAMBER OF COMMERCE

# Voice of Business

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

## El Dorado County: Powering Prosperity

By Brian Jensen

El Dorado County proudly lays claim to a storied Gold Rush heritage, starting with the day that James Marshall spotted gold in the water as his crew constructed a saw mill for John Sutter's empire. Although the American River powered the saw mill at Coloma, that hydro-powered mill was quickly eclipsed by an even greater power – human opportunity.

Motivated by the promise of prosperity, countless people came to this place as part of the largest mass migration of people in recorded history. Human creativity, ingenuity, and effort were unhindered by many of the social and legal limitations that held people back in the various places from which they had come.

They left the Kentucky farm, the London factory, and the Chinese village – risking all they had, including their lives – to trek to the mountain streams of Northern California. Economic hardship, coupled with the hope of greater opportunity, led them to become entrepreneurs – sole proprietors of home-based businesses if you will.

In 1850, one of those adventurous souls who set out from Ohio to seek a golden future in California was a man named Lester Pelton. Although he did not flourish as a miner and made a living for a time catching fish, he eventually found the purpose he was meant to fulfill. The gold strikes of the 1860s led him to Camptonville, in nearby Yuba County. It was while working as a millwright and carpenter that he made a discovery that dramatically improved how industrial operations were powered. His innovation, the Pelton water wheel, was far more efficient than the existing water wheels that drove turbines. The advent of his superior water wheel made Lester Pelton one of the fathers of hydroelectricity. Remarkably, devices patterned after his design still generate electricity throughout the world today.

In short, it was one man who took a big risk, was willing to relocate, revised his business plan several times, continued to gain new skills, and then took the initiative to create something new, that has helped power

human society for over a century.

My employer, Pacific Gas and Electric Company, traces its roots back to the same Sierra Nevada Gold Country where Pelton made his discovery. For more than a century, we have been harnessing the power of the same streams and rivers that the 49ers worked in search of gold. Amazingly, some of the water canals originally engineered in the mid-1800s are still vital parts of our water infrastructure even now.

With that said, it may be no surprise that the theme I have chosen for the chamber in 2012 is "Powering Prosperity."

According to Merriam Webster's definitions of the verb "power" and the noun "prosperity," powering prosperity simply means giving impetus to economic well-being. That is exactly what the El Dorado County Chamber of Commerce will do in 2012.

Today, as with our forebears who founded El Dorado County, we again face challenging times. Let us create the conditions where opportunities abound and people from anywhere feel impelled to take a risk, try something new, and work their tails off to create something better. Let us spark a new Gold Rush, right here, right now!

For those who may say that gold is no longer so easy to find, I politely disagree. As I thought of my experiences from one end of the county to the other, I recalled the following: jet skiing on Folsom Lake; catching a movie at the El Dorado Hills Town Center; golfing in Cameron Park; taking in a melodrama at the Olde Coloma Theater; enjoying lunch on Placerville's historic Main Street; touring the authentic hard rock mine at Gold Bug Park; trekking to Apple Hill for a fresh-cut Christmas tree, cold apple cider, and hot apple pie; rock crawling in a specialized Jeep along the world-famous Rubicon Trail; and camping on the west shore of Lake Tahoe.

These are experiences not available just anywhere. After all, not just anywhere has credit for jumpstarting the instantaneous statehood of the Golden State itself.

Not just anywhere has rich agricul-

tural centers from the wineries of Fairplay to the timber lands of the mid-elevation forests, to the specialty crop farms of Apple Hill's agri-tourism Mecca.

Not just anywhere has clean mountain water resources that also provide world-class recreational opportunities.

Not just anywhere has a highway running through it which connects with the capital region of one of the world's largest economies on one end with the intermountain west on the other.

Not just anywhere has postcard-perfect neighborhoods quite literally from a Thomas Kincade painting.

Not just anywhere has an authentic, historic downtown that both preserves the past and gives character to the present.

Not just anywhere has a constituency that has been able to put aside decades-old political divisions over water and transportation to begin finally planning for the future.

Not just anywhere has a business community that is willing and savvy enough to take action on public policy matters at the local, state, and federal levels.

Not just anywhere has a chamber of commerce that administers programs that do actual economic development, such as a tourism commission and a film commission.

In short, El Dorado County is not just anywhere.

Let us remember that. Let us act like it. Let us encourage our government leaders to support policies that foster a thriving business environment. Let us support local industries and patronize local merchants. Let us learn best practices from others to enhance the natural advantages we already have. Let us act with optimism, like the miners of a century and a half ago, to find the golden opportunities that may still be encased in granite. Let us go forth with confidence into a new year, like Lester Pelton, with the resilience to weather adversity until we make the discovery that changes everything. Let us power prosperity for our chamber members, the commercial sector at large, and our community as a whole. I know we can do it.

## Spotlight on a Gold Member: The Pines at Placerville

The Pines at Placerville is a skilled nursing facility that takes caring one step further. Our story began 60 years ago when a kind heart wanted to give a helping hand and show our commitment to caring. What better place to start than in the historic pines at Placerville. We offer more than the eye can see.

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our employees. They are the ones who make the difference. We provide a warm and welcoming transition to our building. We focus on the physical, mental, social, spiritual and emotional needs of each resident. Our accommodations are coordinated with the resident in mind. We understand that each resident is different and take that to the heart.

We recently welcomed a new administrator who is

going to make some welcome changes to our building which will be completely beneficial for each resident and their families. Our team is coming together even stronger than before.

We are committed to meeting each resident's expectation. Our mission is to provide every individual with compassionate, respectful and innovative care that enhances the quality of their stay.

We have beautiful open landscaped patios, a spacious living room, a progressive therapy gym and a beauty salon.

Come in and ask for a tour and we will be more than welcome to show you how we change lives. It's the little things that make the difference.

The Pines at Placerville, 1040 Marshall Way, Placerville, 530-622-3400 or horizonwest.com/placerville/

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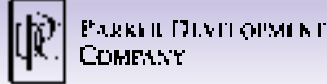
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**EL DORADO COUNTY Voice of Business**

**DECEMBER  
2011**

**Chamber  
Champions:**



# Chamber of Commerce's 2011 Year in Review

- Film is having a banner year; we did over 32 projects at the end of August. 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 is doing a great job with new programs and synergy amongst the Visitors Authority Council that continues to their surpass goals in attracting visitors to the County while supporting the entire tourism industry in the El Dorado.
- Successfully negotiated a multi-year contract for film and tourism 2010-2013.
- As a Red team member we helped lead the successful effort to keep Marshall Gold Discovery State Park open again this year.
- Brought home the Silver from State Fair a contract for service with the County to promote countywide tourism to tens of thousands of people.
- Leadership El Dorado had 25 participants in class six. This successful program continues to grow new leaders in our community. One elected CSD member and one elected School Board member from our Alumni so far. Great class projects that enhance our community.
- Leadership El Dorado Class Five's project was to rebuild a failing deck at Sly Park, Scouts campsite. They did a great job and had recognition from EID and the Mountain Democrat.
- 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 30 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.
- Great Ag-Tour that brought a new level of coalition building and awareness regionally to the importance of sustainable and legacy farming in El Dorado.
- Fifth study mission to San Luis Obispo, Santa Barbara and Paso Robles. Partnering with the Folsom Chamber. Attendance of 27 with representation of SACOG members, one Supervisors, one City Council member and elected officials from Rancho Cordova. Each year our Study Mission result in positive out-comes and unique network building for El Dorado.
- The Chamber Champion program, with participation from PG&E, AT&T, Parker Development, El Dorado Disposal, Marshall Medical, Wells Fargo Bank, Sierra Pacific Industries and the Mountain Democrat continues to grow.
- Created a Chamber Chapter program with the Divide Chamber to support their effort to promote tourism and retain and grow their local business.
- Continue to build the Sustainable Forest Action Coalition, which lead to the success of AB1066 being signed into law while growing a multi-county, multi-agency coalition, now at 20 counties, 34 Supervisors and 4 Congress members to work at the State and Federal level to bring regulatory reform to the timber industry.
- With the intent 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.
- Organized a successful Ag-tour for the Board of Directors of SACOG to educate and inform them of the unique and special challenges the Agricultural Community faces in El Dorado.
- 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 as 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.
- 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.
- The Education Council awarded scholarships to 19 adults, in the amount of \$12,076, that live and work in El Dorado County for training or reentry into the work place.
- A founding member of PACT, Placerville Area Convergence Team. PACT is a visioning group of stakeholders working to implement a redevelopment agency in the city of Placerville.
- Committee members on both Placerville Dr. and Broadway multi-modal and implementation plans.
- Testified on behalf of AT&T's merger efforts with T-mobile at the CA Public Utility Commission hearings.
- Work to further communication with elected officials regarding relevant business, commercial and real estate issues through our CEO.
- Brought forward the concept of school district consolidation in El Dorado County
- Worked with Community leaders on redistricting issues for El Dorado County
- Worked with Office of Education, Folsom Lake College, Community Foundation and the County to bring forward an Economic Summit with the intent to identify strengths, weakness, opportunity and needs.
- Formed an El Dorado County Chamber of Commerce Political Action Committee to endorse local and State candidates and issues.

## 6th Annual Hangtown Hold'em

**"Money won is twice as sweet as money earned"**  
- Paul Newman as Fast Eddie in The Color of Money

A little luck, and a little skill – that's what you need on January 28th, 2012. We're bringing back the tables to the Marshall Room at the County Fairgrounds for the Sixth Annual Hangtown Hold'em Tournament. For a \$50 buy-in, players will have a chance at the top prize of a \$500 Visa card.

### Our Past Tournament Champions

Janis Scott	2007
Andrea Van Ry	2008
James Munroe	2009
Jack Stephens	2010
Robert Coite	2011

For more information, call 530-621-5885 or visit [eldoradocounty.org](http://eldoradocounty.org)

## Straight Line Roofing



Bill Randall, Board President presents a New Member Plaque to Jack Borba of Straight Line Roofing. Straight Line Roofing specializes in roofing, solar and residential remodels / expansions. Honest and reputable is what makes Straight Line the company to call for your next project 530-672-9995.

## Oasis Motion Pictures



New Member Matt Thompson of Oasis Motion Pictures is presented his plaque by EDC Film Commissioner, Kathleen Dodge. Matt is working with the EDC Visitor's Authority and with the EDC Film Commission on the Movie Lover's Guide to El Dorado/Lake Tahoe. Stay tuned for more details. Contact Matt at 1-818-683-2379.

## Goodbye, Mason



If you've stopped by the Chamber within the last 11 years, you may have made the acquaintance of Mason, the Chamber cat. Sadly, the Chamber staff wishes to let Mason's friends know that he passed on in December. This picture of him is during our collection several years ago for Beanie Babies to send to the troops.

# JANUARY 2012 COMMUNITY CALENDAR

### 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.sequoiaplacerville.com](http://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. For more info call Homer at (530) 344-9209 or Keith at (530) 644-4151 or [www.goldrushchorus.org](http://www.goldrushchorus.org)

### Wednesday Evenings:

#### Dance with Apple Jacks & Jills Square Dance Club

Starting Jan 12. 7:00 pm at the Hangtown Grange, 2020 Smith Flat Road, Placerville For more information call, Connie at 530-622-8550 or Betty at 530-642-2787

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

Jan 07: Fruit Trees; Jan 14: Rose Pruning; Jan 21: Living with Oaks; Jan 28: Beekeeping (this class held at Center Hearing Rm, Bld C., 2850 Fairlane Crt, Placerville) 9:00 am – 12:00 pm. Classes at Veterans Memorial Bldg. 130 Placerville Dr., Placerville, 530-621-5512. [ceeldorado.ucdavis.edu](http://ceeldorado.ucdavis.edu)

### Jan 04 Sequoia Comedy Night

Sequoia Restaurant, 643 Bee Street, Placerville. [www.sequoiaplacerville.com](http://www.sequoiaplacerville.com) or 530.622.5222

### Jan 08 Let's Read Together Storytime

10:30 am El Dorado County Library, 345 Fair Lane, Placerville. Ages 3 to 5. Crafts also available.

### Jan 14 14th Annual Heroes Night

5:00 Forni Building, El Dorado County Fairgrounds, 100 Placerville Dr, Placerville. \$25 in advance, \$30 at door. Contact Gingerlei Afuola at the Club 530-295-8019 or [gingerlei@bgce.org](mailto:gingerlei@bgce.org)

### Jan 16 Season for Non-Violence Opening Ceremony and Martin Luther King Candlelight Walk

6:00 p.m. Meet at Town Hall, Main Street, Placerville

### Jan 21 Tire Amnesty Days

3rd Saturday of the month thru June. El Dorado Disposal Service, 4100 Throwita Way, Diamond Springs, 530-626-4141

### Jan 21 3rd Saturday Placerville Artwalk

5pm - 9:00 pm Historic Main Street, Placerville Main Street galleries and merchants host changing art shows. (530) 672-3436. or visit [www.placerville-downtown.org](http://www.placerville-downtown.org)

### Jan 21 El Dorado Arts & Wine Festival

6:00 pm – 9:00 pm El Dorado County Fairgrounds, 100 Placerville Drive, Mark D. Forni Building. Tickets \$30 each or \$50 per couple. 530-622-4848

### Jan 21 Gold Discovery Day

10:00 a.m. Marshall Gold Discovery State Park, Coloma. (530) 344-1895. [GDPA@marshallgold.org](mailto:GDPA@marshallgold.org)

### Jan 25 El Dorado County Chamber Mixer

5:30 pm Gold Country Retirement Center, 1244 Broadway, Placerville. For more information contact the Chamber at 530-621-5885 or [www.eldoradocounty.org/](http://www.eldoradocounty.org/)

### Jan 28 El Dorado County Search & Rescue Council presents the 27th Annual Crab Feed

5:30 pm. Main Hall of the El Dorado County Fairgrounds, 100 Placerville Dr, Placerville. Tickets are \$40/\$45 at the door. Contact Neldine (530) 677-6383 or Shirley 530-622-3794 or [www.edsar.org/](http://www.edsar.org/)

### Jan 28 & Jan 29 Bring out the Barrel

11:00 am - 5:00 pm. Enjoy wine samples straight from the barrel as well as older vintages, special wine sales, light food pairings, and demonstrations. Weekend pass: \$20 in advance; \$25 thereafter. Four-Pak: Buy four tickets for the price of three. Sunday only: \$15 advance; \$20 thereafter. Designated drivers: \$10. [www.eldoradowines.org](http://www.eldoradowines.org)

### Jan 28 6th Annual Hangtown Hold'em Tournament

3:00 p.m. \$50 Buy in. \$25.00 Re-buys and \$25.00 Add-on Registration starts at 2:30, gaming begins at 4:00 pm. Old West attire encouraged. Always a sellout event, limited to 140 players. Marshall Building, El Dorado County Fairgrounds, 100 Placerville Drive. Prizes valued up to \$500.00 to the top 10%. Trophy for champion. El Dorado County Chamber of Commerce 530-621-5885. [www.eldoradocounty.org](http://www.eldoradocounty.org)

### Jan 28 Cameron Park Concert Series

6:00 pm Cameron Park's Community Center. [pcpsd@cameronpark.org](mailto:pcpsd@cameronpark.org). (530)677-2231 [www.cameronpark.org](http://www.cameronpark.org)

### Jan 29 El Dorado Epicurean

4:00 County-wide progressive dinner for culinary adventurers. A delicious four-course dinner. Choose from 7 different itineraries. [www.visiteldorado.com](http://www.visiteldorado.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.

## JANUARY MEETINGS

- Jan 04 Ed Council, 7:30 am, EDCOE
- Jan 05 Chamber Diplomats, noon, Chamber
- Jan 11 Luncheon, Red Hawk, Waterfall Salon, 11:30 am
- Jan 12 Joint Chambers, 7:30 a.m., EDCOE
- Jan 12 Visitor's Authority, MORE, 4 pm
- Jan 12 Board of Directors, 5:30 p.m., EDCOE
- Jan 19 Senior Ambassadors, 10:00 a.m. MORE
- Jan 19 Ag Council, 7:30 a.m., Ag Building
- Jan 19 Mixer, Gold Country Retirement, 6041 Golden Center Ct, 5:30 p.m.