



EL DORADO COUNTY CHAMBER OF COMMERCE

# Voice of Business

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



reinvent your **Workout**

Our BEST Offer of the Year...

**FREE ENROLLMENT!**  
ON 12 MONTH PREPAID MEMBERSHIP  
Offer ends February 29, 2012.



3975 Durock Rd., Shingle Springs 530-672-2777  
1248 Broadway, Placerville 530-621-2777

Voted BEST FITNESS CENTER in El Dorado County three years in a row!  
Readers' Choice Award Winner  
**24 HOURS**

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

Thanks for Voting us **#1**  
for the Sixth Year!  
2006, 2007, 2008, 2009, 2010, 2011

Kevin Brown  
Past County Chamber President 2006  
**\$25-\$100 OFF YOUR DEDUCTIBLE**  
530-626-3795  
131 Placerville Dr. • Placerville

**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.todayshealthinsurance.com

**FREE HALF CHICKEN!**  
When you buy our **RIB ROUND-UP**  
**\$27.49** Both include pint of Potato Salad, Coleslaw & Beans  
OR **FAMILY PACK**  
CARRY-OUT ONLY. **\$24.49**  
KIDS EAT FREE ON TUESDAYS.  
**BACK FORTY**  
3977 DUROCK RD. • SHINGLE SPRINGS  
\*MUST present coupon at time of ordering. Not good with any other special offer.  
**676-4040**

El Dorado County Chamber  
**BUSINESS SHOWCASE**  
Featuring **I ♥ FILM MIXER**

**Friday, March 16th**  
**Business Awards Luncheon**  
11:00 to 1:00  
Grand Ball Room at Sequoia Restaurant  
Cost is \$30 - Reservation required  
\*State of the County Address\*

**Friday, March 16th**  
4:00 to 8:00  
**Business Showcase**  
Food & Wine Tasting  
Retail Sales  
I ♥ Film Mixer  
El Dorado County Fairgrounds  
Forni Building

• Free Admission •  
Giveaways and Raffle

Learn about our Film Industry! Meet Film Specialists!

Planning an Event? Sample delicious Food & Wine!

For More Information or to reserve a booth contact the  
El Dorado County Chamber of Commerce/Economic Development Corp of EDC  
(530) 621-5885 or www.eldoradocounty.org

## Business Classes Offered in February (Two are free!)

The Sierra Economic Development Corporation (SEDCorp) is a nonprofit organization committed to helping people succeed in business. In February, SEDCorp is offering a variety of business classes at affordable prices:

- How to Create an Effective Business Plan
- How to Start A Business
- Internet Marketing (Beginner and Intermediate)
- QuickBooks (Setup and Data Entry)
- Show Me the \$ Money \$
- Social Media Marketing 101
- Stress Relief You Can Tap Into (NEW)
- Survival Tools to Manage Your Business Finances
- Thinking of Selling Your Business?
- Website Options
- Classes rotate between Auburn, Grass Valley and Placerville.

SEDCorp is also pleased to partner with El Dorado County Economic Development as they are offering scholarships for two classes in Placerville:

- Website Options (FREE in Placerville only)
  - Social Media Marketing 101 (FREE in Placerville only)
- These classes (a \$45 value each) are pre-paid for the public's benefit. Make this a better business year! Don't miss out! Sign up today! 530-823-4703  
See FEBRUARY CLASS LISTING for topics and times. www.sedcorp.biz

## Want Effective Marketing Materials? Break the Rules!

**By Brooke Sobol Copywriting**  
When I was young, I wrote letters to my dad. He told me I wrote like I talked. Didn't everyone? Years later, my husband would tell me the same thing.  
People like easy reads. So why do we feel the need to follow so many rules? Because that's how

we were taught? Well here's some good news. You can write like you talk. In fact, more often than not, you should write like you talk!  
It's called "conversational" style, and it's widely used in marketing. And I love it! Why? Because all (okay, many) of the rules go out the window. Forget those stuffy guidelines forced on you in school.

This writing style attracts more people. Your ads will pop. People will actually read your newsletter or blog. And they'll linger longer on your website. How do you like them apples?  
Here are three of my favorite rule-breakers:  
I propose a new preposition. Luckily, the idea of never ending a sentence with a preposition is

antique and people are snapping out of this grammar coma. If you were talking with someone, would you say, "Who did you buy that gift for?" or "For whom did you buy that gift?" Write like you talk...  
Fragment sentences rock! Go ahead. Use them.

See "Marketing" on next page

**ONLY \$25**

**The CARD is the Best Value in Town!**

Buy one, get one free at many of your favorite restaurants!

Hundreds of discounts worth thousands of dollars!

**Great local discounts!**

www.ChamberDiscountCard.com



Shop Local. Benefit Local.™

**Kooy**  
pest control  
Complete Pest Control Service  
530-626-6774  
**\$25.00 Off Any Service**  
New customers only

**LIKE A GOOD NEIGHBOR, STATE FARM IS THERE.®**

For your insurance and financial needs, see State Farm Agent:

**Fred Ott, CLU ChFC CPCU, Agent**  
Insurance Lic. #0564241  
3420 Coach Lane #4, Cameron Park, CA 95682  
Bus: 530-677-5211

LIKE A GOOD NEIGHBOR STATE FARM IS THERE.™  
Providing Insurance and Financial Services  
statefarm.com®  
State Farm® Insurance Companies • Home Offices: Bloomington, Illinois 9/05

**LAMINATE INSTALLED**  
**\$2.99** SQ. FT.\*  
& 6 months interest free financing\*  
\*See store for details  
Locally Owned Since 1964  
**DICK'S CARPET ONE FLOOR & HOME**  
530-642-4200  
www.dickscarpetone.com

**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 916-933-2164  
FAX 622-7241 985 Governor Drive  
601 Main Street Placerville, CA 95667-5708 El Dorado Hills, CA 95762-4231  
E-mail: terrie@prodhon-cpa.com

**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 Chamber of Commerce  
**Voice of Business**

# FEBRUARY 2012

## Chamber Champions:



PARKER DEVELOPMENT COMPANY



Mountain Democrat

WASTE CONNECTIONS, INC. Connect with the Future

### Best Sellers to Help You Do Business

#### 2012 California and Federal Employment Poster

You must post a compliant Employment Poster in a conspicuous place in the workplace where all employees and applicants can see it. The poster also must include information about your workers' compensation benefits, payday schedule and emergency contacts. You may need to order several to ensure that your business, branches and satellite offices are displaying the poster according to the law. Failure to comply can result in severe penalties and fines by the state of California. If any of your company's workers are Spanish-speaking, you will need to order the Spanish version.

#### 2012 HR Handbook for California Employers

Includes color-coded easy reference sections. Required and recommended forms for California businesses available to download using a special URL provided in the book.

#### Employee Handbook Software for California Employers

California-specific, intuitive, Wizard-based software designed to create and/or update an employee handbook quickly and easily. (Available in English or Spanish.)

#### California Labor Law Digest 2012 Edition

This comprehensive, California-specific Digest puts answers to labor law questions right at your fingertips, updated with new case law and regulations for 2012.

#### Take Charge: Protecting Your Customers' Credit Card Data

If you accept payment cards at your business, you must comply with the PCI Data Security Standard (PCI DSS). Book geared for small and medium-sized businesses.

#### Exporting Guide for California Businesses

This comprehensive guide is an easy-to-use essential reference for any company or entrepreneur in the U.S. exporting goods internationally.

These products are produced by CalBizCentral presented by the California Chamber of Commerce, a publisher of top-quality human resource products and services with more than 100 years of experience helping California business do business.

Substantial discount when you purchase through your local chamber of commerce.

### Placerville Coffee Depot



Visit Placerville's newest business next door to the Whistle Stop Yogurt on Main Street in Placerville. Cindy and John J. Mosbacher, operators. The Placerville Coffee Depot serves coffee, coffee drinks, chai tea, soda, baked goodies and more. They are open from 5 a.m. until 9 p.m., Monday through Friday and from 6 a.m. until 9 p.m., Saturday and Sunday.

#### 2012 California and Federal Employment Poster

- All 16 required notices on one non-laminated poster @ \$ 24.99
- Non-laminated poster w/Poster Protect @ \$ 39.99
- \_\_\_\_\_ English \_\_\_\_\_ Spanish
- All 16 required notices on one laminated poster @ \$ 34.99
- Laminated poster w/Poster Protect @ \$ 54.99
- \_\_\_\_\_ English \_\_\_\_\_ Spanish

#### 2012 California Required Notices Kit

- The two-poster set as well as 20 copies each of the five pamphlets Employees must receive.
- Non-laminated / Laminated \$ 79.99 / \$ 89.99
- With Poster Protect \$ 94.99 / \$ 109.99
- 2012 HR Handbook for California Employers @ \$ 39.99
- 2012 California Labor Law Digest @ \$ 159.99
- 2012 Employee Handbook Software @ \$ 199.99
- \_\_\_\_\_ English \_\_\_\_\_ Spanish

- Take Charge: Protecting Customers' Credit Card Data @ \$ 24.99
- Exporting Guide for California Businesses @ \$ 39.99

### New Member Coffee



It was great to see some new faces at our New Member Coffee & Orientation on January 20th! So much good energy and new connections being made. Among those there to welcome our new members were our new 2012 Board President, Brian Jensen; CEO, Laurel Brent-Bumb, our Ambassador President, Colleen Harris; the 2012 Chair of the Chamber Diplomats, Gary Washburn; and Director of Tourism, Jody Franklin. This was a great way to get all the information about how to get the most out of your chamber membership and plug in!

### February Business Luncheon

#### Top 10 Legal Requirements that Impact All, Including Smaller Employers, in 2012 and Beyond

Jennifer Green of Premier HR will talk about protecting your business from potential litigation by ensuring your employee policies and practices are in compliance, are clear, and communicated! Much of the legislation passed in 2011 goes into effect on January 1, 2012, so if you haven't already done so, updating your policies and practices is now required for: 1. Health Benefits during Pregnancy Disability Leave; 2. Timekeeping for non-exempt

employees; 3. Non-exempt travel time; 4. Social media policies. In addition, she'll discuss National Health Reforms that will impact your health care in 2012 and answer any questions you may have.

**Wednesday, February 8th**  
 11:30 a.m. - 1:00 p.m.  
**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**

#### "Marketing" continued from on previous page

It's okay. Fragment (short, incomplete) sentences are not only widely accepted in marketing, they're a must. They add dramatic effect. Just be sure to combine fragment sentences with longer sentences, and don't overuse them.

And, but, and or, they get you pretty far. It is absolutely, positively, okay to start a sentence with and, but and or. I promise! Just don't overdo it. Use your judgment and a more tradi-

tional style with very conservative business communications. But for most marketing materials, blogs, websites, sales letters and newsletters, you have the green light. Enjoy your newfound creative liberty. Kiss the old rules goodbye. And kiss new, more engaged customers hello!

For more tips like this, sign up for my free newsletter at [www.brookesobol.com](http://www.brookesobol.com).

## FEBRUARY 2012 COMMUNITY CALENDAR

**Community Observatory**  
Folsom Lake College-El Dorado Center, Campus Dr. Free. (530) 642-5621 or [communityobservatory.com](http://communityobservatory.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. (530) 344-9209 or (530) 644-4151 or [www.golddrushchorus.org](http://www.golddrushchorus.org)

**Dance with Apple Jacks & Jills Square Dance Club**  
Wednesday Evenings, starting Jan 12. 7:00 pm at the Hangtown Grange, 2020 Smith Flat Road, Placerville. 530-622-8550 or 530-642-2787

**UCCE/El Dorado County Master Gardner Classes for January**  
Feb 04: Citrus; Feb 12: Weather & Climate (this class held at Bethel-Delfino Ag Bldg, 311 Fair Lane); Feb 25: Spring & Summer Vegetables; 9:00 am – 12:00 pm. Classes at Veterans Memorial Bldg, 130 Placerville Dr., Placerville, 530-621-5512. [hceeldorado.ucdavis.edu/Master\\_Gardener/](http://hceeldorado.ucdavis.edu/Master_Gardener/)

**Feb 01 Sequoia Comedy Night**  
Sequoia Restaurant, 643 Bee Street, Placerville. [www.sequoiaaplacerville.com](http://www.sequoiaaplacerville.com) or 530.622.5222

**Feb 02, 03, 04, 05 and 09, 10, 11 & 12 Goldilocks & The Three Bears & Little Red Riding Hood**  
Presented by Imagination Theater. All tickets \$10 per person. 530-642-0404 [www.it-tickets.org](http://www.it-tickets.org)

**Feb 03 CASablanca at the Lake**  
6:00 p.m. - 10:00 p.m. Edgewood Tahoe, \$125 per person. 530-622-9882, [friends@casaeldorado.org](http://friends@casaeldorado.org) or [www.casaeldorado.org](http://www.casaeldorado.org)

**Feb 04 Red's, White's & Jewels**  
1:00 pm – 5:00 pm Wine tasting and jewelry show at Cameron Park's NEW Community Center. [cpcsd@cameronpark.org](mailto:cpcsd@cameronpark.org), (530) 677-2231

**Feb 04 Mt Aukum Winery Valentine's Cooking Demonstration**  
2:00 pm – 4:00 pm Mt Aukum Winery. 530-620-1675

**Feb 04 "Celebration of Life" Dinner and Auction**  
6:00 pm. For Mother Teresa Maternity Home of El Dorado County. St Patrick Parish Hall, Placerville. 530-644-5956 or 530-622-0848

**Feb 05 & Feb 19 El Dorado Depot Train Rides**  
Noon to 4:00 pm. Train rides on the historic Southern Pacific Placerville Branch rail line, weather permitting. El Dorado Western Railway Foundation. 530-621-5865. [eldoradowestern.blogspot.com](http://eldoradowestern.blogspot.com)

**Feb 10 Google Apps for your Business Workshop**  
1:00 – 3:00 p.m. \$15. [www.newplayconsulting.com/workshop](http://www.newplayconsulting.com/workshop)

**Feb 11 A Chocolate Affair**  
6:00 pm – 9:30 pm El Dorado County Fairgrounds, 100 Placerville Drive in Placerville. Advance tickets available at locations throughout El Dorado County. Tickets may be purchased by downloading an order form at [www.chocolate-affair.com](http://www.chocolate-affair.com) or call 530-344-1476 for locations.

**Feb 11 & 12 Valentine's Day at Lava Cap Winery**  
11:00 am – 5:00 pm. Lava Cap Winery 2221 Fruitridge Rd, Placerville. 530-621-0175 <http://www.lavacap.com/>

**Feb 13 thru Feb 16 Snowsports Week at Sierra-at-Tahoe**  
Tickets \$35 for these four days. [www.sierraatahove.com](http://www.sierraatahove.com)

**Feb 14 Valentine's Day at Burke Junction - Elvis Concert**  
Two Shows 6:30 & 8:00. Also Fine Dining and Train Rides. For ticket prices or more information, call 530.677.5282 or email [paula@burkejunction.com](mailto:paula@burkejunction.com)

**Feb 18 Tire Amnesty Day**  
El Dorado Disposal Service, Materials Recovery Facility, 4199 Throwita Way, Diamond Springs. 530-621-5300 or [www.edcgov.us/emd](http://www.edcgov.us/emd)

**Feb 18 Gourmet Soups of the World**  
10:45am - 5:00pm. Mt Aukum Winery. 530-620-1675. [www.mountaukum.com](http://www.mountaukum.com)

**Feb 18 Third Saturday Placerville Art Walk**  
5:00 pm – 9:00 pm Historic Downtown Placerville. (530) 672-3436 [www.placerville-downtown.org](http://www.placerville-downtown.org) And, 3rd Saturday Stagecoach Rides, Noon to 4:00 weather permitting

**Feb 18 Crab and Shrimp Feed Dinner**  
6:00 pm – 9:00 pm Tickets \$35. Mother Lode Lions Hall, Diamond Springs. 530-622-8130, 530-622-9235 or 530-622-9381.

**Feb 19 It's a Wedding Affair**  
10:00 am – 3:00 pm Cameron Park's Community Center. Admission is free.(530) 677-2231 [www.cameronpark.org](http://www.cameronpark.org)

**Feb 20 Suitcase Concert Series - "The Haunted Windchimes"**  
6:30 pm – 8:30 pm Cameron Park Community Center. Pre-order tickets for \$18, 2 for \$34. Or at the door for \$20 each. To pre-order tickets call (530)677-2231 or visit our website at [www.cameronpark.org](http://www.cameronpark.org)

**Feb 25 El Dorado Hills Rotary Club Presents 19th Annual Crab Feed**  
El Dorado Hills Community Services District, 1021 Harvard Way. [edhcrabfeed2011@gmail.com](mailto:edhcrabfeed2011@gmail.com) or [www.clubrunner.ca](http://www.clubrunner.ca)

**Feb 25 Cameron Park Fire Department Crab Feed**  
5:00 pm Church of the Foothills, 3939 Cambridge Road, Cameron Park. 530.677-6190. [www.cameronpark.org](http://www.cameronpark.org)

**Feb 28 EDC Chamber Membership Mixer**  
5:30 pm Hosted by Coldwell Banker, 111 Main Street, Placerville. (530) 621-5885, [members@eldoradocounty.org](mailto:members@eldoradocounty.org) or [www.eldoradocounty.org](http://www.eldoradocounty.org)

*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.*

### FEBRUARY MEETINGS

**Feb 01** Ed Council, 7:30 am, EDCOE  
**Feb 02** Chamber Diplomats, noon, Chamber  
**Feb 08** Luncheon, Red Hawk, Waterfall Buffet, 11:30 am  
**Feb 09** Joint Chambers, 7:30 a.m., EDCOE  
**Feb 09** Visitor's Authority, MORE, 4 pm  
**Feb 09** Junior Ambassadors, 4:30, Chamber  
**Feb 09** Board of Directors, 5:30 p.m., EDCOE  
**Feb 09** Senior Ambassadors, 10:00 a.m. MORE  
**Feb 16** Ag Council, 7:30 a.m., Ag Building  
**Feb 23** Junior Ambassadors, 4:30, Chamber  
**Feb 23** Mixer, Coldwell Banker, 111 Main Street, 5:30 pm