



EL DORADO COUNTY CHAMBER OF COMMERCE

Voice of Business

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

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

Learn about our Film Industry! Meet Film Specialists!

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

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EL DORADO COUNTY Voice of Business

**FEBRUARY
2012**

**Chamber
Champions:**



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.

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

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

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.

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!

"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.

FEBRUARY 2012 COMMUNITY CALENDAR

Community Observatory

Folsom Lake College-El Dorado Center, Campus Dr. Free. (530) 642-5621 or 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.goldrushchorus.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/

Feb 01 Sequoia Comedy Night

Sequoia Restaurant, 643 Bee Street, Placerville. 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

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 or 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, (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

Feb 10 Google Apps for your Business Workshop

1:00 - 3:00 p.m. \$15. 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 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.sierraatahohoe.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

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

Feb 18 Gourmet Soups of the World

10:45am - 5:00pm. Mt Aukum Winery. 530-620-1675. 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 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

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

Feb 25 El Dorado Hills Rotary Club

Presents 19th Annual Crab Feed
El Dorado Hills Community Services District, 1021 Harvard Way. edhcrabfeed2011@gmail.com or 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

Feb 28 EDC Chamber Membership Mixer

5:30 pm Hosted by Coldwell Banker, 111 Main Street, Placerville. (530) 621-5885, members@eldoradocounty.org or www.eldoradocounty.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.

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 15 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