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Spotlight on a Gold Member

Matthew C. Boyer & Associates provides 24-years of success and expertise in:

- Project management (transportation projects, facilities, etc);
- Interim Executive management, training, and recruiting for public agencies and non-profits;
- Transportation planning; and,
- Public policy analysis and development.

As President, I serve clients throughout California in several capacities: Interim Executive staff, capital Project Management, short- and long-range transportation planning in all modes, transportation facility finance, community outreach/facilitation, and develop-

ing effective public policy.

My work is driven by three core beliefs.

1. Results are the product of relationships, resources, and resolve. In other words, it isn't just what you know... but who you know, working only with the best of the best, and bringing a tireless will to the finish line. A little courage/naiveté doesn't hurt either.

2. Most bold accomplishments start with an individual that possesses an extraordinary breadth of knowledge. That individual then creates a bold vision, and a general path to success. From there, the visionary uses their relationships to form a team. That team uses their

collective resources to see the bold vision to implementation.

3. Along the way, bold visions will need many other partners and need to engage many stakeholders. A key element to success may also be to attract outside/discretionary funding. Securing partners and funding require three necessary conditions:

- Energy;
- Enthusiasm; and,
- Urgency.

If you have any questions about how to apply these philosophies to jump-start or finish your project, call me at (916) 221-2688 or email me at mboyer@MCBandAssociates.com.

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Spotlight on a Gold Member

Doug Veerkamp is a fifth generation descendant of a pioneer family in El Dorado County. He and his wife, Lori, started their business in May 1983 after Doug had worked for another major general engineering contractor for eight years and are now celebrating 30 years in the

business.

Doug Veerkamp General Engineering, Inc. has grown from a small operation to one of the larger employers in El Dorado County. In 2007, when construction business was still thriving, DVGE employed over 250 people with a \$15+ million

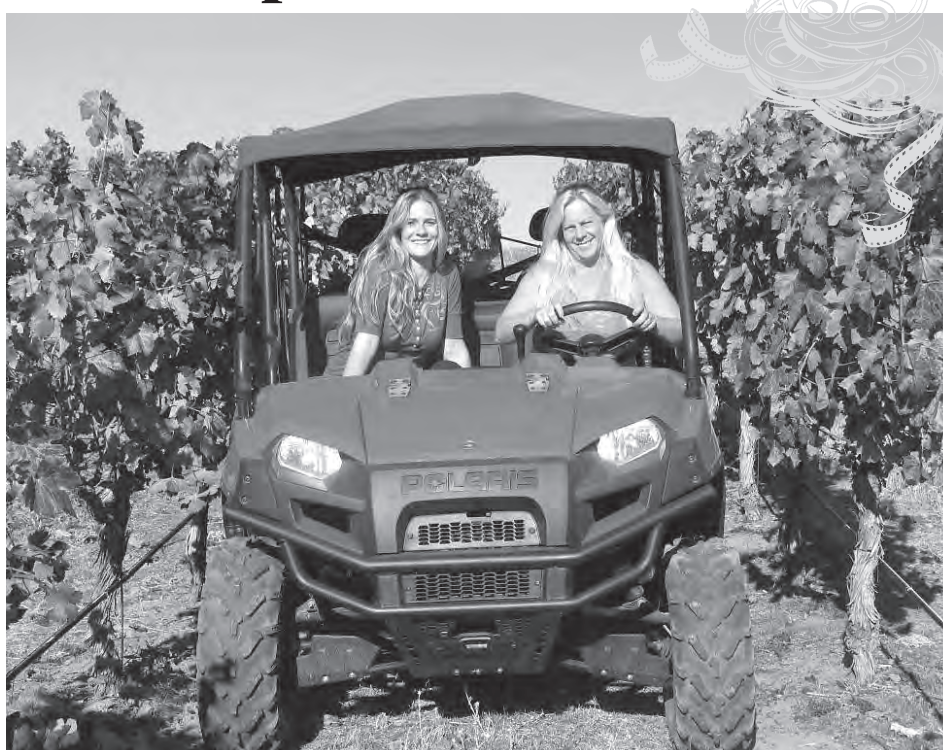
annual payroll and sales volume exceeding \$50 million. Due to the downturn in the economy, business has slowed but DVGE remains one of the largest and most stable construction employers in El Dorado County.

The main office, located at 3701 Trade Way in Cameron Park, houses a large office staff, numerous estimators, a safety coordinator and radio dispatch. There is also a full equipment maintenance shop with a competent crew. DVGE also has an administration office located at 2585 Cold Springs Road in Placerville.

DVGE repairs and maintains all of their own equipment, including body and paint work. All equipment is kept in excellent condition and any field breakdown is responded to in a timely manner, including a night crew to get equipment prepared for the next work day. DVGE owns and maintains transfer trucks, bottom dumps, water trucks and equipment transport service. A list of DVGE equipment, numbering well over 250 pieces, is available upon request.

DVGE takes pride in their work and has built their business on serving their customers, whether they are an individual homeowner, a large private company or a public entity. See our web page for more detailed information of all the different jobs we can handle for you! www.dougveerkamp.com

Film clips



Starla Christian, Production Designer, and Jill Naumann, Location Manager tour the Skinner Winery in Somerset searching for good film locales in Fairplay.

Terrie Y. Prod'hon

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FAX 622-7241
601 Main Street
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FAX 933-7745
985 Governor Drive
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E-mail: terrie@prodhon-cpa.com

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New Faces



President-elect Mark Luster recently welcomed the following new members: Ruby Rusine of Social Search Marketing Group. Ruby helps businesses thrive using social media and content marketing. Kimberly Medici, Andrew Tannehill (and their daughter Mylah) of Manzanita Kitchen and Table Nectar Catering, full service local and organic catering and event space with shared commercial kitchen for lease in Diamond Springs.

Make it happen!

Navy SEAL training would be ideal preparation for business ownership. Everything begins with commitment and attitude. The concept of failure is not an option for SEALs. To promote this mindset they are trained to eliminate the words "I can't" from their vocabulary and from their minds. They know their capacity to perform at high levels drops substantially the minute they let doubt enter their minds.

In reading this, and in following the US government shutdown theatrics, I thought of local efforts to better plan for growth in El Dorado County (EDC). It's been a very difficult process to bring diverse "visions" together into one united effort to reform EDC's regulatory functions. The Land Use Policy Programmatic Update (LUPPU) process has succeeded so far by opening the door to include all visions for discussion and consideration. I believe it's also succeeded because it has been based on facts. What can be reasonably changed? What are legal realities EDC must embrace? What are practical goals for the area? All these things were considered as this process was refined.

However the real reason that Regulatory Reform, now a team under the Community and Economic Development Advisory Committee (CEDAC), and the LUPPU process have progressed so far is fundamentally because several participants simply refused to entertain the thought "We can't." These individuals not only strongly embraced the concept of "Yes we can" implement the General Plan (GP), but they went one step further and seemed to know what SEALs are further trained to believe, that they could "Make It Happen."

To be successful, SEALs are also taught they must fully commit and make things happen. For the LUPPU process the goal was simple: Proponents committed to implementing the adopted GP. That was and remains the overriding LUPPU goal. Yet there are factions of the community that never liked or accepted the GP as adopted. A few groups are now working to overturn the GP and discredit the LUPPU process, or change it to their preferred vision. The process being used is to discredit the LUPPU process and support new interpretations of Measure Y to stop residential growth from going forward.

We remain strong believers that with factual data as the LUPPU foundation the GP can be fairly implemented. With the soon-to-be-released Draft Environmental Impact Report (DEIR) for the Targeted General Plan Amendment-Zoning Ordinance Update (TGPA-ZOU) process due soon, we hope the community will adopt the SEALs' motto to just Make It Happen!

Reprinted from the
Business Alliance Newsletter
by Kathy Russell

Call to action by our community members

Pacific Counties Under Attack – Critical Habitat in the Sierras

Endangered species Spotted Owl, Yosemite Toad and Yellow-legged frog designation

This designation may impact all activities within the critical habitat including hiking, fishing, camping, off-road

vehicles, rafting, logging, mining and ranching. While simply hiking or fishing may not specifically require an Endangered Species review and permit, the trail you walk on would require a review. While the individual fishing may not require an Endangered Species review, the designation of areas open to fishing would require a review by the Federal Government.

In Alpine County 42% of the total acreage of the county will be designated critical habitat.

Additional areas at stake: 14 counties, 9 forests, human activities that will be restricted or forbidden: grazing, timber harvest, fire management, dams and water diversions (ie: farming and ranching), mining, roads, off-road vehicles, pack stock use, rec-

reation, hiking, rafting, pets, trout introduction and more.

Residents of the affected counties and their elected representative must unite in opposition to the proposed expansions, or watch their economies, property values, educational, and other services plunge. They must be joined by residents of other counties and urban areas, because these resources are the backbone of our economy and the source of our food, water, energy, minerals, and building materials. Ultimately, the prosperity and independence of El Dorado County and our surrounding Counties are at stake.

The comment period is open until November 18, 2013

Please send a letter of opposition to:
Public Comments Processing, Attn: FWS-R8-ES-2012-0074

Division of Policy and Directives Management
US Fish and Wildlife Service
4401 N. Fairfax Drive, MS 2042-PDM
Arlington, VA 22203

NOVEMBER 2013 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, 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 Market

Saturdays 8:00 a.m. - noon - Placerville - Ivy Street Parking Lot, Ends Nov 16

UCCE/El Dorado County Master Gardeners Classes

Nov 02 Selection and Care of Roses 9:00 a.m.;
Nov 09 Composting;
Nov 16 Berries in the Foothills;
Nov 23 Citrus in the Foothills 9:00 a.m.

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

Art on the Divide

Featured Artist: Jodi Reed, Art on the Divide Gallery, 6295 Main Street, Georgetown. 10:00am – 6:00pm. Friday thru Sunday. 530-333-ARTS or www.artonthedivide.

Nov 05 – Nov 30 Community Gift Tree

Provides needy kids with gifts for the winter holiday. Info: Kathy at Choices for Children 530-676-0707 or Liz at EDCOE at 530-295-2305

Nov 01, 08, 15, 22, & 29 Karaoke & Comedy

7:00 p.m. – 11:00 .pm. It's Personal, 250 Main Street. scot@itspersonalwine.com, www.itspersonalwine.com or 530.303.3792

Nov 01 & 02 Annual Golden Goose Craft Bazaar

Fri & Sat 9:00 a.m. Placerville Shakespeare Club, 2940 Bedford Avenue. 530-621-1621

Nov 02 Mountain Bike Clinic & Ride

8:00 a.m. – 11:00 a.m. First part of the clinic: the "safety" aspect of checking our bikes before each ride. Second part will be an actual bike ride of approx. 1-2 hours. Ages 10+ welcome. Suggested donation: \$5/members, \$10/non-members. Call for meeting location and to sign up.

Nov 02 Active 20-30 Club Annual Koats 4 Kids Giveaway

8:00 a.m. – Noon. Masonic Temple Lodge, 2820 Cold Springs Road. 916.806.4383 or 530.363.6322

Nov 03 34th Apple Hill Harvest Run

7:00 a.m. www.applehillrun.org or 530-644-4552 x234

Nov 3 & 17 El Dorado Depot Train Rides

Noon – 4:00 p.m. Located next to the El Dorado Community Center in the town of El Dorado. \$5.00 ages 9 and up, \$3.00 ages 3 to 8. El Dorado Western Railway Foundation. 530-621-5865. http://eldoradowestern.blogspot.com

Nov 04 – 08 Diamond Springs Art Association Spring Art Show and Sale

9:00 a.m. – 5:00 p.m. (Mon – Thurs, 'til 3:00 on Friday). El Dorado County Government Building B 360 Fair Lane Drive, Placerville

Nov 05, 12, 19 & 26 Bingo

5:00 p.m. Pollock Pines/Camino Community Center, 2675 Sanders Drive. \$10 for first 14 games. 530-647-8005

Nov 08 & 09 15th Annual Holiday Craft Fair

9:00 a.m. Cold Springs Community Church. 2600 Cold Springs Road, Placerville.

Nov 09 Downturn Abbey Murder Mystery

5:00 p.m. The Historic Cary House Hotel. 530-622-4271 or email: info@caryhouse.com for ticket information

Nov 10 & 24 Shingle Springs Depot Train Rides

Noon – 4:00 p.m. \$5.00 ages 9 and up, \$3.00 ages 3 to 8. El Dorado Western Railway Foundation. 530-621-5865. http://eldoradowestern.blogspot.com/

Nov 11 Veteran's Day

11:00 a.m. Veterans Memorial Monument, 360 Fair Lane, Placerville

Nov 16 Holiday Gift Bazaar in the Pines

10:00a.m. – 3:00p.m. Dogwood Garden Club and Pollock Pines/Camino Community Center. 2675 Sanders Drive, Pollock Pines. Contact Mary Bourne at mebourn@gmail.com

Nov 16 Annual Crab & Pasta Feed Gala

6:00 p.m. Marshall Building, El Dorado County Fair, 100 Placerville Dr. Tickets are \$40

Nov 16 Croonin' The Classics with Bob Rawleigh

8:00 p.m. -10:00 p.m.. It's Personal Wine, 250 Main St Placerville www.bobrawleigh.com. (530)303-3792. itspersonalwine.com

Nov 16 Third Saturday, Placerville Art Walk

5:00 p.m. – 9:00 p.m. Historic Downtown Placerville. (530) 672-3436. www.placerville-downtown.org

Nov 16 Empty Bowls 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 16 Community Center Concert Series: Capitol Pop Concert

6:00 p.m. – 9:00 p.m. Cameron Park Community Center 2502 Country Club Drive. Advance tickets \$10 each or \$18 for 2 \$12 at the door. cpcsd@cameronpark.org. 530-677-2231 www.cameronpark.org.

Nov 17 Wakamatsu Historical Tours

9:00 – 11:00 a.m. Adults \$10; Children 12-18 years old \$5. Contact ARC to sign up and for meeting location. julie@arconsergency.org or 530.621.1224

Nov 19 El Dorado County Chamber Mixer at Table Nectar Catering & Manzanita Kitchen & Events

5:30 p.m. – 7:30 p.m. 4232 Fowler Lane, Suite 101, Diamond Springs 530-621-5885. www.eldoradocounty.org

Nov 22, 23 & 24 18th Annual Valhalla Holiday Fair

10:00 a.m. – 5:00 p.m. Valhalla Grand Hall, Tallac Historic Site, Highway 89. Free event. 530-541-4975 www.valhallatahoe.com

Nov 22, 23, 29 & 30 Old Coloma Theatre presents "A Coloma Christmas Carol or "Will someone get this Lady off the Stage"

7:30 p.m. Old Coloma Theatre Call 530-626-5282 for questions or reservations

Nov 23 Old Fashion Christmas Craft Fair

10:00 a.m. – 5:00 p.m. Cameron Park Community Center, 2502 Country Club Drive. 530-677-2231 or email: mmassey@cameronpark.org, www.cameron-park.org

Nov 28 Annual Community Thanksgiving Dinner

1:00 p.m. – 3:00 p.m. Gurnel Hall at St. Patrick's Catholic Church, 3109 Sacramento St, Placerville. 642-8183

Nov 27 Christmas Tree Farms Open for Business

www.chooseandcut.com

Nov 29 & 30 Imagination Theater presents Les Miserables

7:00 p.m. Ticket prices, call 530-642-0404 or visit www.imagination-theater.org

Nov 29 Festival of Lights

5:30 p.m. – 8:30 p.m. Historic Main Street, (530) 672-3436 www.placerville-downtown.org. Tree lighting 6:00 p.m. at the Courthouse.

Nov 29 & 30 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

Nov 30 Historic Holiday Houses

1:00 p.m. – 5:00 p.m. Marshall Gold Discovery State Historic Park. \$5 per person, \$8 parking. For more information call: 530-622-3470

Nov 07 Chamber Diplomats, Chamber, Noon

Nov 13 Luncheon, Red Hawk Henry's Steakhouse, 11:30 a.m.

Nov 14 Joint Chambers, EDCOE, 7:30 a.m.,

Nov 14 Board of Directors, EDCOE, 5:30 p.m

Nov 14 Visitor's Authority, MORE, 4 p.m.

Nov 19 Mixer at Table Nectar Catering & Manzanita Kitchen & Events

Nov 20 Senior Ambassadors, MORE, 10:00 a.m.

Nov 21 Ag Council, Ag Building, 7:30 a.m.

For more information on these and other events, visit www.visiteldorado.com

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MEETINGS

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