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## Chamber PAC

In April, the El Dorado County Chamber of Commerce Political Action Committee will be interviewing candidates for County Supervisory Districts 4 and 5.

The County Chamber is a leading business organization for promoting economic strength and serving as a unified voice of business throughout the county. As one of the largest Chambers in the region, we bring business interests to the forefront of civic and community leaders' agendas, inspiring economic development projects, important public policy issues and business growth.

In preparation for the interview, candidates are asked to respond to the following questions:

1. In your opinion, what is the most pressing issue facing our community and what specific proposals would you make to address that issue?
2. If elected, what will be your top priorities? How will you successfully implement and fund your ideas and gauge their success?
3. What specific proposals do you have to retain, grow and strengthen the overall business climate?
4. Identify the three most significant issues that EDC must confront which are outside of the EDC Board's direct control, such as regional or statewide issues. What would you do to engage in them?

The mission of the Chamber is to advocate for and promote a strong, healthy and diverse business community to preserve and strengthen the quality of life in El Dorado County.

For more information give us a call at 530 621 5885.

## April Business Luncheon

We will hear from Bard Lower, Director of El Dorado County Transportation Division. Mr. Lower has been involved in the public works/transportation field for over 37 years. He has been with El Dorado County for just over 10 months.

He will be talking to us about current and upcoming projects, as well as answering any questions you might have about Transportation in El Dorado County.

**Wednesday, April 9th  
11:30am - 1:00pm**

**Red Hawk Casino  
HENRY'S STEAKHOUSE**

**\$15.00 - members or  
\$20.00 - Non-Members**

Register by April 7th.

Email to [members@eldoradocounty.org](mailto:members@eldoradocounty.org) or call 530-621-5885.

Our Luncheon Sponsor is Stem Express

## Spotlight on a Gold Member

### Schlotzskys's: Best Buns in Town

Who is Schlotzsky's? Since 1971, Schlotzsky's has been the home of The Original toasted sandwich. Introduced in Austin, TX. The Original was an instant hit. Fast forward to now and the menu has evolved with customers' tastes to include a wide variety of fresh, high quality fare. Schlotzsky's is the quick-casual choice for a convenient, healthful, and fresh dining experience.

Schlotzsky's has an extensive product line for guests to enjoy anytime of day, not just lunch. We offer gourmet sandwiches, wraps, pizzas, flatbreads, salads, soups,

and desserts that are also great for dinner or a mid-day meal or snack. We also have several types of Fresh-from-Scratch buns on site daily so our customers can enjoy fresh, tasty, high quality breads: sourdough, wheat, rye and jalapeno cheddar.

Schlotzsky's of Placerville is located next to the Arco am/pm on Forni Road. Easy access off the freeway and local customers find it by the smell of our buns baking all throughout the morning n day. You might also get lucky and taste the Cinnabons, Cinna Sweeties aroma in the air and pop in or go thru the drive thru get yourself one, don't

forget the gourmet coffees!!

Schlotzsky's Catering is unique and very affordable! The catering menu has a wide variety of options just to suit your office meetings, parties, events. Don't forget we deliver to you and set up the party!! Whether you need to cater a business meeting, raise funds for your organization, or something else, Schlotzsky's can help!

We strive for the best customer service experience, food and desserts, we've got the Best Buns in Town!! So come on in let us make your day LOTZ better!

**FREE HALF CHICKEN!**  
When you buy our  
**RIB ROUND-UP**  
**\$29<sup>29</sup>** Both include pint of Potato Salad, Coleslaw & Beans

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## Business Showcase

Congratulations to the El Dorado County businesses below who were recognized at the 2014 Business Awards Luncheon and State of the County address. The luncheon is the traditional kick-off to the free-to-the-public Business Showcase event where 75 exhibitors gathered in the Forni Building at the Fairgrounds. See our Facebook page for pictures of the event.

### 2014 Business Award Winners

#### Small Business of the Year

Spot on Signs & Graphics  
Trish & Bill Tratos

#### Start Up Business of the Year

Table Nectar Catering & Manzanita Kitchen & Events  
Kimberly Medici & Andy Tannehill

#### Home-Based Business of the Year

NT Designs • Nancy Murphy

#### Community Service Business of the Year

Thompson's Auto & Truck Centers  
Jeff Thompson

#### Grant Winners:

Floyd Family Photography  
Elder Options

## Competing to Keep Film/TV Production Jobs

A California Chamber of Commerce-supported job creator bill that encourages film and television productions to locate or remain in California was considered by an Assembly policy committee on March 25.

The bill, AB 1839 (Gatto; D-Los Angeles), ensures that California remains a competitive environment for the entertainment industry by extending and restructuring the film and television tax credit.

Since its inception in 2009, this credit has supported the creation of 51,000 jobs and \$4.5 billion in direct spending. In addition, it has stimulated the economy as industry productions make payments to vendors providing goods and services.

Failure to extend this incentive

would create uncertainty for businesses and harm the prospects of employment and production in the entertainment industry in California at a time when the state continues its recovery from the recession.

As other states continue to provide additional meaningful incentives to attract film and television producers, California should implement policies that would ensure competitiveness in the industry.

The targeted capped tax credit will provide the entertainment industry with incentives to remain, invest, and create jobs in California. The legislation is consistent with the goals of the CalChamber's 2014 Solutions for a Strong California.

California has long been known as the center of the entertainment

industry, which provides thousands of high-pay middle class jobs and millions of dollars in tax revenue.

Additionally, it supports thousands of businesses that service the industry. According to the Motion Picture Association of America, in 2012, the motion picture and television industry was responsible for more than 542,250 jobs and \$41.6 billion in total wages in California, including indirect jobs and wages.

Recently, however, the number of film and television productions shot in California has been on the decline due to competition from other states that seek to grab a share of this industry; 44 states currently offer some film and tax incentive program.

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## Film clips

### Hell And Highwater

Led by Emmy Award-winning producer and director of photography, Doug Stanley, Ridgeline Entertainment continues its masterful storytelling in the new reality series "Hell & Highwater" airing domestically on MAVTV. The first two days of filming for the project were right here in El Dorado County on the South Fork of the American River.

Doug told us, "Ridgeline Entertainment has spent the last four years engaged in the act of "Dragging Hollywood North". Hell and High Water was in-part shot in El Dorado County. It is a pleasure to be able to share this excellent part of our state with viewers across America, and soon with viewers worldwide. Two important people who have spent many months providing their skills to this project are El Dorado County Residents as well, Travis Lischer, our Writer and Sr.

Story Producer and Dan Maloney, a talented and key editor. I look forward to continued productions in and around El Dorado County".

For more information on this project go to:  
<http://hellandhighwatertv.com/>



## Tourism Pays

Who says print media is dead? Certainly not me, or the thousands of others across this country who request the El Dorado County Visitors & Farm Trails Guide be mailed to them. The El Dorado County Visitors Authority receives, on average, 300 - 500 such requests each month. Studies show that this is the "inspiration" part of the travel buying cycle.

Each year the Visitors Authority teams up with the El Dorado County Farm Trails Association to produce a new batch of inspiration for 125,000 potential visitors. This inspirational piece is distributed regionally to the 3-4 hour drive market, east to Reno, Carson City & South Lake Tahoe, north to Downieville, south to Yosemite, west to San Francisco.

The 2014-2015 El Dorado County Visitors & Farm Trails guide will debut the first week in May. This years guide showcases the El Dorado Wine Country with a com-

prehensive map that includes the over 70 wineries and tasting rooms here, highlights major events, details revised farm trails maps, features Lake Tahoe, Apple Hill Growers, and the communities of El Dorado Hills, Shingle Springs, Cameron Park, Camino & Pollock Pines. The new guide will offer things to do, arts & culture, a complete list of lodging and amenities, harvest calendar, Farm Trails, products and activities, Historic Main Street Guided Historical tours, humorous & historic ghost tours and plenty of ideas for group tours. Images are provided by local photographers and offer amazing inspiration all by themselves. Coloma and the Divide sections include gold rush history, dog friendly hiking and outdoor activities.

Oh no, print is not dead. It is alive and well and offering inspiration for thousands of people experience El Dorado County for themselves.

## APRIL 2014 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 p.m. - 8:00 p.m. 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 p.m. First Christian Church of Placerville, 2687 Andler Rd, Placerville. (530) 344-9209 or (530) 644-4151 or [www.goldrushchorus.org](http://www.goldrushchorus.org)

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

Wednesday Evenings, 7:00 p.m. at the Hangtown Grange, 2020 Smith Flat Rd., Placerville. 530-622-8550 or 530-642-2787

### Placerville Speedway

#### Apr 5 - Opening Day-Point Race

#1; Apr 12 - Point Race #2; Apr 19- King of the West 410 Sprint Series; Apr 26- Point Race #3 [www.placervillespeedway.com](http://www.placervillespeedway.com)

### UCCE/El Dorado County Master Gardener Classes:

April 5 Tomatoes; Apr 12 Irrigation; Apr 19: Spring Plant Sale; ; Classes at Veterans Memorial Bldg. 130 Placerville Dr., Placerville, 530-621-5512. [http://ceeldorado.ucdavis.edu/Master\\_Gardener/](http://ceeldorado.ucdavis.edu/Master_Gardener/)

### Apple Jacks & Jills Square Dance Club,

Wednesday Evenings 7:00 p.m. at the Hangtown Grange, 2020 Smith Flat Road, Placerville. For more information call Darlene Szymuski 916.933.2790 or Mary 530.344.7447. [szymuski@sbcglobal.net](mailto:szymuski@sbcglobal.net)

### Main Street Strollers Square Dance Club

Thursday Evenings 6:45 p.m. at I.O.O.F Hall, 467 Main Street., Placerville. For more information call Barbara Littlely 530-647-0852. [main.strollers@gmail.com](mailto:main.strollers@gmail.com)

### Metal Artists at Art on the Divide Gallery

10:00a.m. - 5:00 p.m. Friday, Saturday and Sunday only. Georgetown's historical buildings at 6295 Main Street. 530-333-ARTS or [www.artonthedivide.com](http://www.artonthedivide.com)

### American River Conservancy Events:

Apr 5 Mountain Bike Clinic & Ride, 9:00 a.m. Ages 10+ welcome.

Apr 5 Red Shack Hike, 10:30 a.m.

Apr 6 Wakamatsu Historical Tour, 10:00 a.m.

Apr 12 KDD-Outdoor Play and Exploration, 11:00 a.m.

Apr 13 Kanaka Valley Hike, 9:00 a.m.

Apr 26 Wakamatsu Historical Tour, 10:00 a.m.

Apr 26 Water Wise Landscapes: An Introduction to Gardening with California Natives, 10:00 a.m. - 2:00 p.m.

Apr 27 Botany Treasure Hunt: Spring Botany Walk, 10:00 a.m.

\$5/members, \$10/non-members. Call for meeting location and to sign up. 530-621-1224. [julie@arconservancy.org](mailto:julie@arconservancy.org) or [www.arconservancy.org](http://www.arconservancy.org)

### Apr 01, 08, 15, 22 & 29 Bingo

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

Apr 03- 19 Imagination Theater presents: You Can't Take It With You 530-642-0404 or [www.it-tickets.org](http://www.it-tickets.org)

### Apr 04, 11, 18 & 25 Karaoke & Komed

7:00 p.m. - 11:00 p.m. It's Personal, 250 Main Street, Placerville. 530 303 3792. [scot@itspersonalwine.com](mailto:scot@itspersonalwine.com) or [www.itspersonalwine.com](http://www.itspersonalwine.com)

### Apr 05 & 06 2014 Gold Prospecting & Mining Summit

10:00 a.m.- 5:00 p.m. El Dorado County Fairgrounds, \$5 admission, \$5 parking. 631-479-1500, [www.icmj.com](http://www.icmj.com) or [info@icmj.com](mailto:info@icmj.com)

### Apr 05 Native Plant Sale

9:00 a.m. - 1:00 p.m. 12850 Fair Lane Court, Placerville, California Native Plant Society, 530-644-6335 [www.eldoradocnps.org](http://www.eldoradocnps.org)

### Apr 06 & 20 El Dorado Depot Train

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/>

### Apr 05 & 06 and 12 & 13 23rd Annual El Dorado Winery Passport Weekend

Advance ticket purchase necessary. [www.eldoradowines.org](http://www.eldoradowines.org)

### Apr 10- 13 El Dorado Hills Spring Carnival

El Dorado Town Center. 916-933-6699 or [www.eldoradohillstowncenter.com](http://www.eldoradohillstowncenter.com) for more details.

### Apr 10 LunaFest

6:30 p.m. Cameron Park Community Center, 2502 Country Club Lane. Noon - 4:00 p.m. \$5.00 ages 9 and up, \$3.00 ages 3 to 8. El Dorado Western Railway Foundation. Pino-Jonespinajones@yahoo.com, 916-933-8205 or [www.soroptimistcpedh.org](http://www.soroptimistcpedh.org)

### Apr 11 Girls Nite Out

6:00 p.m. - 9:00 p.m. on Historic Main Street, Placerville. Placerville Downtown Association. 530-672-3436 or [www.placervilledowntown.com](http://www.placervilledowntown.com)

### Apr 12 Easter Eggstravangaza Egg Hunt

10:00a.m.- Noon. El Dorado Hills Center. Egg Hunt begins at 10:30 a.m. sharp. Separate egg zones for different ages. 916-933-6699.

### Apr 12 27th annual Spring Fishing Derby and Casting Contest

9:00 a.m. - 1:00 p.m. Lumsden Pond will be full of rainbow trout just in time for the festivities. Placerville Recreation Department 530-642-5232 or [www.cityofplacerville.org](http://www.cityofplacerville.org)

### Apr 12 Kids Expo

10:00 a.m. - 3:00 p.m. Free. El Dorado County Fairgrounds, 100 Placerville Dr. 530-676-0707, [reline@onemain.com](mailto:reline@onemain.com) or [www.choices4children.org](http://www.choices4children.org)

### Apr 13 & 27 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/>

### Apr 14 thru Apr 18 Diamond Springs Art Association Spring Art Show and Sale

9:00 a.m.- 5:00 p.m., Friday 'til 3:00 El Dorado County Government Building B, 360 Fair Lane, Placerville. 530-672-2302 or [mrc@directcon.net](mailto:mrc@directcon.net)

### Apr 19 Third Saturday, Placerville Art Walk

5:00 p.m. - 9:00 p.m. Historic Downtown Placerville. (530) 672-3436 [www.placervilledowntown.org](http://www.placervilledowntown.org)

### Apr 19 Cameron Park Annual CSD Easter Egg Hunt

10:00 a.m. Annual Easter Egg Hunt, Rasmussen Park on Mira Loma. 530-677-2231

### Apr 19 El Dorado Hills CSD Spring Egg Hunt

9:00 a.m. -10:30 a.m. Promotory Park, 2550 Alexandra Way, El Dorado Hills. 916-933-6624

### Apr 19 Placerville Kiwanis Easter Egg Hunt

9:00 a.m. Lions Park, Cedar Ravine Road, Placerville. 530-306-7661.

### Apr 20 Mother Lode Lions Easter Egg Hunt

Noon. Indian Creek School, 6701 Green Valley Road. Free to the public.

### Apr 22 El Dorado County Chamber of Commerce Mixer

5:30 p.m. - 7:30 p.m. Hosted by Affordable Furniture & Blinds, 55 Fair Lane, Placerville. 530-621-5885 or [www.eldoradocounty.org](http://www.eldoradocounty.org)

### Apr 25 48th Patron's Club Annual Scholarship Luncheon

11:00 a.m. Cold Springs Community Church, 2600 Cold Springs Road, Placerville. \$15. 530-621-0907 or 530-677-8515.

### Apr 26 Community Clean Up Day in Cameron Park

8:00 a.m. - 2:00 p.m. at Christa McAuliffe Park and Camerado Springs Middle School. Cameron Park Community Center will hold Swap Meet from 8:00 a.m.-12:00 p.m. [cpcsd@cameronpark.org](http://cpcsd@cameronpark.org), (530) 677-2231 or [www.cameronpark.org](http://www.cameronpark.org)

### Apr 27 Authors Day at the Shakespeare Club

1:00 p.m. - 3:00 p.m. Placerville Shakespeare Club, 2940 Bedford Ave. Tickets \$10. (530) 626-5103 or (916) 941-7156 or [www.placerville-shakespeare.com](http://www.placerville-shakespeare.com)

### Apr 26 & 27 5th Annual Apple Blossom Festival

Treasure Hunt in the Apple Blossoms. Eight Apple Hill farms, 2 wineries, 1 Christmas Tree Farm. 530-644-7692. [www.applehill.com](http://www.applehill.com)

### Apr 26 Apple Hill Blossom Trail Run

8:30 a.m. Start at El Dorado Orchards, 2881 North Canyon Road, Camino. 530-644-7692. [www.applehill.com](http://www.applehill.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.

## MEETINGS:

Apr 03 Chamber Diplomats, noon, Chamber

Apr 09 Luncheon, Red Hawk Casino/Henry's Steakhouse, 11:30 am

Apr 09 Board of Directors, 5:30 p.m., EDCOE

Apr 10 Joint Chambers, 7:30 a.m., EDCOE

Apr 10 Visitor's Authority, MORE, 4 pm

Apr 16 Senior Ambassadors, 10:00 a.m. MORE

Apr 17 Ag Council, 7:30 a.m., Ag Building

Apr 22 Mixer, Affordable Furniture and Blinds, 5:30 p.m.