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Have fun and represent El Dorado County

Are you knowledgeable about your hometown and love to share that with others? The 2015 California State Fair is happening July 10th through July 26th, and we are looking for volunteers to represent El Dorado County.

The theme for our booth is "El Dorado County Has It All". In exchange for your working a shift at our County exhibit, you will receive one fair pass, one parking

pass and time to explore the stair fair. Ride the Ferris Wheel, visit all the incredible exhibits, eat a delectable assortment of fried foods: corn dogs, funnel cake, fried zucchini; enjoy live entertainment!

Shifts vary depending on the day of the week.

If you are interested, call the chamber or stop by our office and sign up! Deadline to sign up is Monday, June 15th.

Spotlight on a Gold Member

Barsotti Family Juice Company

How Do They Make It Taste So Good?

That's the question that comes to mind when you have your first taste of Barsotti's delicious juice blends. Really, how do they get the apple juice to taste just like biting into an apple - and how about that carrot juice that tastes as fresh as home-made - but so much more convenient already pressed? "It's all in the quality of fruits and vegetables that we use, and the creative blending of ingredients" says President and Master Blender, Mike Barsotti. "We're very selective about the produce and ingredients we use in each blend."

Barsotti Family Juice Company has been delighting customers with their freshly pressed all natural juice for over 30 years at their Apple Hill @ orchard and cider mill. They are committed to using the best fruits and vegetables available and will never add preservatives. Their juice blends include: Apple Cider, Apple Cider Blends, Carrot Juice, Orange Juice and Lemonade. We wish you good health, from our family to yours!

Barsotti's juices are in the produce section of your neighborhood supermarket. Look for our seasonal Strawberry Lemonade coming soon: www.barsottijuice.com

How to Be a Better Leader in Business

I've compiled some of the most valuable leadership lessons I've learned over my career and I wanted to share them with you.

Communicate All that You Know

The best place to start is "communicate all that you know." In my lifetime I have seen two types of leaders; one keeps all his knowledge to himself, and in turn doesn't want the team to leave him, and doesn't encourage them to go to the next level. The second, and I hope I was this type of leader, communicates all he knows. The biggest thrill in my life was to see people get promoted. I am happy to say that many assistant managers on my Wal-Mart team went on to become store managers. At the chamber the same thing has happened, many of our folks have gone on to great jobs, and although I really wanted them to stay, I was very proud that they were taking the next step to a better career.

Love Your Work

If you love your work, you'll be out there every day trying to do it the best you possibly can, and pretty soon everybody around will catch the passion from you - like a fever. I have been so fortunate in my work career. The chamber is my third career, and like my career as a retailer, a store manager, and now an executive director, I can honestly say I loved all three jobs. Some had more stress than others, but I live for the challenge and all three gave me plenty of challenges.

Business owners are fortunate because these entrepreneurs have created something they love and it feels less like work. Pass that pas-

sion onto your employees and your business will thrive.

Speak to People

Speak to people coming towards you before they speak to you. I always look ahead and speak to the person coming toward me. If I knew them I would call them by name, but even if I didn't I would still speak to them. I was at St. Vincent's Hospital a couple of weeks ago walking down a hallway, and a gentlemen was walking towards me. I didn't know him, but I said, "Good morning." He returned the sentiment and then asked, "Are you lost?" I was. We both laughed and I said, "Yes I am looking for the elevator." He showed me the directions to the elevator and we then struck up a conversation about Erie which led to Bradford, and I found out he was doctor at St. Vincent's. I felt really good after our talk and went on my way.

Try it on Monday morning, and let me know how it goes.

If you adopt the idea of never meeting a stranger, and you greet everyone with a warm reception, you might be pleasantly surprised by the opportunities that open to you.

Ron Orris is the Executive Director of the Bradford Chamber of Commerce, where he has led the chamber in its adoption of social media and is a strong proponent for blogging as a way to reach your audience. Under his leadership membership has increased 40% over the past two years. He has also served as the city controller for the City of Bradford and as a store manager for Walmart, a position he values as teaching him a lot about customer service.



The mission of Leadership El Dorado is to provide education and training to help build El Dorado County's future leaders. The program intends to send a diverse group of highly skilled leaders back into the community - better skilled, further motivated, with a stronger vision - to lead those around them toward an improved region and a healthier community.

Leadership El Dorado will drive this process by intense classroom activity, participatory sessions, public and private entity site visits, peer-to-peer exchange, and through other means which will promote a stronger social and professional environment.

The program is constructed to deliver one session each month to participants at different locations throughout the county. Sessions typically take place on the 1st Wednesday of each month, beginning at 8:00 a.m. and ending by 1:30p.m. so that participants can still balance other professional or personal needs. The program will include the sessions on the following curriculum:

- Health Care
- Local Government
- Law Enforcement
- Education
- Communication and Media
- Economic Development
- Agriculture
- Tourism and Film Promotion
- Water and Natural Resources

Applications are now being accepted for Class X beginning in September and are due by July 30.

Check out www.eldoradocounty.org/pdf/ChamberApplication.pdf or call 530-621-5885 for more information.

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COWBOYS AND CORNBREAD

FEATURING THE HANGTOWN HARMONICA CHAMPIONSHIP

July 19th
11 a.m to 4:00 p.m.

El Dorado County Fairgrounds, Placerville.

Competitors wanted:

- Chili Cooks
- Salsa Makers
- Cornbread Bakers
- Cowboy Poets
- Cowboy Mutton Busters
- Horseshoe Pitchers
- Harmonica Players
- Equestrians
- Artists & Photographers
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EL DORADO COUNTY
Voice of Business

Welcome New Members



Strategic Essentials, Inc. – Valerie Cardenas; Missouri Flat Dental Group – Jules Rodrigues; Fibrenew Folsom – Dana & Theresa Davis; Lyon Real Estate – Bill Hodges.

June Business Luncheon

**Come and learn free ways to reduce your energy use and save money at the Business Luncheon
Wednesday, June 10th, 11:30 a.m. – 1:00 p.m.
Red Hawk Casino / Henry's Steakhouse
\$15 members, \$20 not-yet-a-member**

Ian Nimmo of the Sierra Business Council will be our speaker. His presentation will highlight Energy Upgrade California (EUC), a state funded program to educate Californians about opportunities for energy and water conservation. EUC also has programs for rebates and incentives for upgrades for residential homes.

He will also speak about the Sierra Nevada Energy Watch (SNEW) program that SBC operates. The SNEW program gives out rebates for lighting upgrades for commercial PG&E customers. Through the SNEW program, SBC offers free energy audits and will generate customer reports for free that show estimated yearly energy savings, total costs, and return on investment calculations. The SNEW program is a great opportunity for local business owners to reduce their energy costs on their electric bills.

Thank you to our luncheon sponsor, Vaught, Wright and Bond.

Thank You Small Business Owners

While I'm writing this on the eve of Small Business Week, the first full week of May, saying thanks to small business owners is important year round. Small business owners are a crucial part of our economy. According to a recent Forbes report over 120 million people are employed by small businesses. Small businesses create around 70% of the jobs each year in the U.S. according to a report released by the Small Business Administration. If you add in solopreneurs and the growing freelancing movement, the numbers are even larger.

But not everyone is cut out to be a small business owner. As we offer our thanks to these special folks, I also want to point out the kind of fortitude it takes to be a success. These exceptional individuals inspire us at the same time they are building our economy. Thank you small business owners for:

Knowing That Following Your Dream is Priceless

Following your dream is priceless but also expensive. Some small business owners mortgage their homes to follow their dreams.

Kudos for having the fortitude to make it a reality, to go for it even when it seems impossible.

Working 80 Hours to Avoid Working 40 for Someone Else

Owning a small business often means working around the clock. Even when your business is closed, you're working on ways to improve it, market it, and serve your customers better.

You know hard work is the only way to be successful but when it's your passion and livelihood you don't question work/life balance because you're working to make your life better.

Defying the Odds and Rebelling Against Convention

The easier route is to work for someone else, to punch a clock and get a pay check, even when you go on vacation.

But you didn't take the easy way out and you've traded in today's vacations for a future of them. Thank you for not listening to the laughs and the NOs you heard along the way.

Setting an Example and Carrying on a Tradition

Small business owners are often described as the backbone of our economy but they're also the foundation. When driving down Main Street in a town where most of the windows are soaped and the storefronts are empty, that tells a dismal story of the town to residents and visitors.

Small business owners, you keep the community's dreams alive, as well as your own. You give us hope that our towns will continue to thrive.

Having the Courage to Try Something New

Small businesses are often able to be more agile than larger business who have to run everything through "corporate."

You wear many hats and are tasked with knowing a little about every aspect of your business. If you weren't versed in marketing or sales before opening your business, you will be. If you knew nothing about social media, you'll learn. Small businesses must always be learning to thrive.

Stagnation is equal to starvation in a small business. Thank you for going outside of your comfort zone to experiment with things unknown.

Small business owners, know that your efforts do not go unnoticed. We realize you work hard so you and your family can have better lives, but you also keep the dreams of future business owners burning bright, you maintain a quality of life for our communities just by your presence, and you set an example for our children.

Let's support one another in attaining our dreams and make a purchase from a small business, not only this week, but throughout the year.

Christina R. Green teaches small businesses, chambers and associations how to connect through content. Her articles have appeared in the Midwest Society of Association Executives' Magazine, NTEN.org, AssociationTech, and Socialfish. She is a regular blogger at Frankjenny.com and Memberclicks.

She's a bookish writer on a quest to bring great storytelling to organizations everywhere.

JUNE 2015 COMMUNITY CALENDAR

Community Observatory

Folsom Lake College-El Dorado Center, Campus Dr. Free. 530-642-5621 or communityobservatory.com

Tuesday Evenings Men's Chorus in Placerville

7 p.m. First Christian Church of Placerville, 2687 Andler Rd, Placerville. 530.677.8170 or www.goldrushchorus.org

Placerville Speedway

Jun 6-Point Race #7; Jun 13 - Point Race #8; Jun 20- NO RACES; Jun 27 Point Race #9 www.placervillespeedway.com

Apple Jacks & Jills Square Dance Club

Wednesday Evenings, 7 p.m. at the Hangtown Grange, 2020 Smith Flat Road, Placerville. 916.933.2790, 530.344.7447. 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. 530-647-0852. main.st.strollers@gmail.com

UCCE/El Dorado County Master Gardener Classes:

Jun 10: Native Plants for Home Gardens, held at Cameron Park Community Center, 2502 Country Club Dr., Cameron Park, 9 a.m.-Noon

June 18, 19, 20 & 21 UCCE Master Gardeners

At El Dorado County Fair in Floriculture Building at the Placerville Fairgrounds.

Jun 27 Living with Oaks

At Government Center Hearing Room, Building C, 2850 Fairlane Ct., 9 a.m.-Noon. 530-621-5512.

http://ceeldorado.ucdavis.edu/Master_Gardener

Farmers Markets

Saturdays 8 a.m.-noon: Placerville – Ivy House Parking Lot

Sundays 9 a.m.-noon: El Dorado Hills Town Center

Tuesdays 8 a.m.-1 p.m.: South Lake Tahoe – American Legion Hall

Wednesdays 8 a.m.-noon: Cameron Park – Burke's Junction

Thursdays 8 a.m.-noon: El Dorado Hills CSD, Harvard Boulevard

Fridays 9 a.m.-1 p.m.: Government Center, Fair Lane & Fair Lane Court

For more information call 530-622-1900 or visit www.eldoradofarmersmarket.com

May 31 – June 06 66th Annual Wagon Train

From Zephyr Cove to Placerville.

Old Coloma Theater presents "The Wrath of Swampy Boggs or That's no Lady"

530-626-5282, www.oldcolomatheater.org

Jun 02, 09, 16, 23 & 30 Bingo

5 p.m. \$10 for first 14 games. Dinners are available for purchase. Lots of grand prizes. Pollock Pines/Camino Community Center, 2675 Sanders Drive, Pollock Pines.

Jun 03 Fishing on the Farm

6 p.m. 'til Dark at the Wakamatsu Colony Farm in Gold Hill. RSVP. \$10/members, \$15/non-members. www.arconservancy.org/activities. julie@arconservancy.org

Jun 5 Mid-Morning – Wagons in the Pines, Pollock Pines that is

9 a.m.-noon, Pony Express Trail in front of El Dorado Savings and Kragens.

Jun 5 66th Annual Wagon Train & Cowboy Poetry at High Hill Ranch

High Hill Ranch, Camino. Cowboy Poetry, Music, BBQ. Public Participation Welcome. Highway 50 Association, 530-644-3761, www.hwy50wagontrain.com

Jun 05, 12, 19 & 26 11th Annual Sunset Sippin'

6 p.m.-9 p.m. Boeger Winery tara@boegerwinery.com. 530-622-8094 \$10 parking.

Jun 06 66th Annual Wagon Train & BBQ Rib Cook-off Historic Main Street

Placerville Downtown Association has many new activities planned in honor of the Wagon Train's arrival (the train will proceed through around 2 pm) on June 6th. The Main Street activities will run from 12pm to 3pm, and the street will be closed for the safety and enjoyment of the public. http://placerville-downtown.org/events_info/2015WagonTrain.html

Jun 06 66th Annual Wagon Train & Placerville Drive Celebration

3 – 10 p.m. Regal 8 Theater Parking Lot. Fun for the whole family and food available for purchase. Live music for dancing and listening. Public welcome.

Jun 06 Thunder in the Park – Classic Car & Motorcycle Show

10 a.m.-4 p.m. Cameron Park Lake, 2989 Cambridge Road. 677-8000 or email info@sscpcchamber.org

Jun 06 & 27 2015 Outdoor Projector Movies

8:45 p.m. El Dorado County Library, main lawn, 345 Fair Lane, Placerville. Friends of the Library 530-621-3012.

Jun 06 & 07 Fair Play Wine Festival

\$20 www.fairplaywine.com

Jun 07 Yoga in the Orchard

9:30 a.m.-10:45 a.m., Boeger Winery, 1709 Carson Road, Placerville. 530-622-8094, \$20 per class.

Jun 07 El Dorado Depot Train Rides

Noon – 4 p.m. \$5 ages 9 and up, \$3 ages 3 to 8. El Dorado Western Railway Foundation. 530-621-5865. http://eldoradowestern.blogspot.com

Jun 07 Folsom Symphony

2 p.m.-5 p.m. Sport Night at the Symphony, armie99@att.net, http://www.folsomsymphony.com

Jun 12 Big Benefest for Big Brothers/Big Sisters of El Dorado County

6 p.m.-9 p.m. Christa McAuliffe Park, 2400 Merrychase Dr, Cameron Park. \$25 per person/\$5 students/Free kids 10 and under. www.bbbs-edc.org, 530-626-1222

Jun 14 & 28 Train Rides at Shingle Springs Depot

Noon – 4 p.m. Hwy 50 to Ponderosa Rd, exit, Mother Lode Drive (east). \$5 Donation, \$3 for ages 3 to 8. 530-621-5865, http://eldoradowestern.blogspot.com

Jun 21 Father's Day at Lava Cap Winery

10 a.m. – 5 p.m. Blue grass music. wine@lavacap.com, 530-621-0175, www.lavacap.com

Jun 18 - 21 thru Jun 15 El Dorado County Fair

Noon – 10 p.m. El Dorado County Fairgrounds, 100 Placerville Drive, Regular (13 years & over) \$9, Junior (7 - 12 years) \$7, Children (6 & Under) Free everyday. Seniors (60 & over) \$7 Attendees in military uniform get in free. fair@eldoradocountyfair.org or eldoradocountyfair.org

Jun 20 Rotary presents the 20th Annual Wine at Town Center

6 – 9 p.m. Town Center in El Dorado Hills. Tickets \$45 at www.wineattowncenter.org

June 19 & 26 Live on the Boulevard

6 – 8 p.m. Free Thursday Evening Concert, Steven Young Amphitheater El Dorado Hills Town Center, El Dorado Hills. ElDoradoHillsTownCenter.com

Jun 20 Stagecoach Rides on Historic Main Street

Noon, Weather permitting. Davey "Doc" Wiser's crew. www.placerville-downtown.org

Jun 20 Third Saturday Art Walk

5 p.m. – 9 p.m. Historic Downtown Placerville. 530-672-3436, www.placerville-downtown.org

June 22 El Dorado Hills Chamber of Commerce Charity Golf Tournament

10 a.m. Serrano Country Club, Check in at 10 a.m. Tee Time at noon. 916-933-1335, cassidy@eldoradohillschamber.org

Jun 23 El Dorado County Mixer at Gold Park and Mine

5:30 p.m.-7:30 p.m. 2634 Gold Bug Lane. El Dorado County Chamber of Commerce, www.eldoradocounty.org, 530-642-5207

Jun 26 & 27 Old Coloma Theater presents "Roman Romanni's Remarkable Retrospective or Heels over Head"

530-626-5282 or www.oldcolomatheater.org

Jun 26 32nd Anniversary Bob West Drive for Marshall

10:30 Registration, Shotgun Noon, \$200 per person. Cold Springs Golf & Country Club. Foundation Office at 530-642-9984.

Jun 27 & 28 Bluestone Meadows Lavender Festival

10 a.m.-4 p.m. 2025 Carson Road, Placerville, www.bluestonemeadow.com

Jun 27 Summer Spectacular

2 p.m. Great musical entertainment, food and craft exhibitors, contests and a world-class fireworks show. Cameron Park Lake. www.cameronpark.org

Jun 27 Brewfest

6 p.m. – 9 p.m. Historic Main Street Placerville. 530-672-3436, www.placerville-downtown.org

American River Conservancy June Events:

Jun 13 Big Meadow to Round Lake Hike

8 a.m.- 3 p.m., Suggested donation: \$5/members, \$10/non-members. Call for meeting location.

Jun 17 Art on the Farm

9 a.m.-Noon. Call for meeting location (Placerville area) and to sign up. Free.

Jun 19 Interpretive Tour of the South Fork of the American River

9:30 a.m.-2:30 p.m., Participants age 8+. Family friendly, No pets. \$25/ person. Call for meeting location (Coloma area) and to sign up.

Contact American River Conservancy to sign up. Julie Andert, julie@arconservancy.org, 530-621-1224.

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.

MEETINGS:

Jun 04 Chamber Diplomats, noon, Chamber

Jun 04 Board of Directors, 5 p.m., EDCOE

Jun 10 Luncheon, Red Hawk, Henry's Steakhouse, 11:30 a.m.

Jun 11 Visitor's Authority, MORE, 4 p.m.

Jun 11 Joint Chambers, 7:30 a.m., EDCOE

Jun 18 Ag Council, 7:30 a.m., Ag Building

Jun 23 Mixer: Gold Bug Mine & Park, 5:30 p.m.