



Older Americans continue to "Blaze a Trail" in El Dorado County

What is an Older American? What is Older American's month?

Older adults are a growing and increasingly vital part of our country and county. The California State Plan on Aging (2013) predicts El Dorado County's 65 years+ population will increase 83% from 2010 to 2030. The contributions this group makes to our communities are varied. Trail blazers have influential roles in the nation's economy, politics, and the arts. From 69-year-old NASA Administrator Charles Bolden, Jr. to 84-year-old actress Rita Moreno to 83-year-old Ruth Bader Ginsberg, who took her seat as a Supreme Court Justice at age 60, older adults are blazing trails in all aspects of American life.

In 1963, the country began to acknowledge the contributions of older people by using the month of May to celebrate Older Americans Month (OAM). This annual observance offers the opportunity to learn about, support, and celebrate our nation's older citizens. This year's theme, "Blaze a Trail," emphasizes the ways older adults are reinventing themselves through new work and new passions, engaging their communities, and blazing a trail of positive impact on the lives of people of all ages.

Currently, El Dorado County's local businesses are expanding their knowledge base on how to work with older adults and how to adapt their customer's service for the 50 years plus or mature market.

Older customers have many different considerations when selecting an item or service before making purchases. As to consumer choices, this age group has



BLAZE A TRAIL: MAY 2016

moved beyond the "acquiring stage" to the "replacement stage or convenience" of the buying cycle. Businesses and services are developing different approaches to work with the mature market especially aging Boomers. Older adults tend to use a greater number of personal and business services in their local areas.

In our community, we can use OAM 2016 to focus on how older adults in our community are leading and inspiring others by leadership and fundraising activities for organizations and local events.

Other focal points are the volunteer hours and talent: home delivered meals to community gardeners.

El Dorado County has become a retirement mecca. It is good for business to recognize and learn from older adults, and how we might follow their examples to blaze trails of our own.

Throughout the month, activities are planned to highlight Older Americans Month. Business, nonprofits and organizations in the county and local communities are encouraged to get involved by recognizing the OAM 2016 month and older adults by planning events, promotions or even recognition of a local "trailblazer".

Discover OAM: Visit <http://acl.gov/older-americansmonth>

10th Annual Hangtown Hold'em



This could be yours! Seats are still available so call and reserve yours for Saturday, May 7th. \$60 buy-in. Doors open at 3:00 p.m. and play begins at 4:00 p.m. Hosted by MORE at 399 Placerville Drive. Walk-ins are welcome but we encourage reservations to guarantee your seat at the table.

Business Luncheon – Making social Media Work

Speaker: Julie Gallaher, Social Media and Search Engine Optimization Consultant, Get on the Map

- Is your website placing at the top of the results in Google?
- Are you making strong connections on Facebook, Twitter, LinkedIn?
- Does your website establish you as the obvious authority?

• Can you keep up with the thousands of annual SEO changes?

Get Found, Get Friends, Get Customers

Wednesday, May 11th, 11:30 a.m.

Red Hawk Casino,

Henry's Steakhouse

\$15 members / \$20 not yet a member

RSVP by Monday, May 9th

Progress House



Progress House is a non-profit organization that addresses the needs of the community by providing treatment for substance use disorders. Cutting the ribbon for their new location at 2844 Coloma Street, Placerville are Executive Director Barbara Vermilyea and Board President, Bob Messer.

Salvation Army



Placerville Mayor, Trisha Wilkins cuts the ribbon for the Salvation Army location at 899 Spring Street, in Placerville. They provide emergency assistance programs such as utilities, food, emergency lodging, some rental assistance, referrals on a case by case basis depending on funding. (530) 344-9178 or www.tsatoday.org.

Get Fit!



Kaia Fit is a women's centered fitness and lifestyle program focused on personal training in a group atmosphere. Located at 175 Placerville Drive, Suite Q, in Placerville. (916) 224-9810, www.kaiafitplacerville.com.

The Pike Agency



Brandon Steward is an Agency Producer with Pike Insurance specializing in personal lines insurance. Contact Brandon at (530) 417-2232.

Satin Legal



Satin Legal is a boutique estate planning and small business law firm, specializing in the needs of families and small business owners. (530) 494-6178 www.satinlegal.com

Now You Can Submit your Event Online!

Did you know that the Chamber keeps a community calendar of events? El Dorado County events can be submitted to <http://visiteldorado.mhsoftware.com/EditItem.html>

Once approved, your event will appear on the online calendar at www.visiteldorado.com and also printed in the Voice of Business newsletter.

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MAY 2016 COMMUNITY CALENDAR

"A Lady's Wager" or "All Bets Are Off"

Presented by the Old Coloma Theater. 7:30 p.m. (530) 626-5282 or www.oldcolomatheater.org.

American River Conservancy

Lots of things to do this month! Visit www.arconservancy.org, email julie@arconservancy.org, or call (530) 621-1224.

- May 14 Born to Roam 1
- May 19 How Geology Shaped Geography and California History
- May 20 Moonlight Hike
- May 20 Sunset Horseback Ride
- May 21 Essential Oils for Hiking and Camping
- May 22 Evening Hike with Wine and Cheese Tasting
- May 26 Solar Informational Presentation

Community Observatory

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

Men's Chorus in Placerville

Tuesday Evenings, 7:15 p.m. First Christian Church of Placerville, 2687 Andler Rd. www.goldrushchorus.org, (530) 344-9209 or (530) 644-4151.

Apple Jacks & Jills Square Dance Club

Wednesday Evenings, 7 p.m. at the Hangtown Grange, 2020 Smith Flat Road, Placerville. szymuski@sbcglobal.net, (916) 933-2790 or (530) 344-7447.

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.

Placerville Speedway

- May 7 Championship Points Race #5
- May 14 Championship Points Race #6
- May 21 Championship Points Race #7
- May 28 No Races

www.placervillespeedway.com.

UCCE/El Dorado County Master Gardener Classes

- May 11 Culinary Herbs – From Garden to Gourmet, Cameron Park Community Center, 9 a.m. - Noon
- May 14 Edible Landscaping, Government Center Hearing Room Bldg C, 2850 Fairlane Ct. 9 a.m. – Noon.
- May 14 Saturdays with Barry, Sherwood Demonstration Garden, 10 a.m. - Noon
- May 21 Designing with Perennials, Sherwood Demonstration Garden, Folsom Lake College, El Dorado Center, 9 a.m.- Noon.

(530) 621-5512, http://ceeldorado.ucdavis.edu/Master_Gardener.

Certified Farmers Markets

- Saturdays 8 a.m. - noon, Placerville - Ivy House Parking Lot
- Beginning May 15, Sundays 9 a.m. - noon, El Dorado Hills Town Center

May 3, 10, 17, 24 & 31 Bingo

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

May 4 Fishing on the Farm

5 p.m. A monthly fishing night at the Wakamatsu Colony Farm in Gold Hill, \$10/members, \$15/non-members. julie@arconservancy.org, arconservancy.org to RSVP.

May 6 & 7 Annual Spring Rummage Sale & Annual Plant Sale

9 a.m. Placerville Shakespeare Club, 2940 Bedford Ave. www.placerville-shakespeare.com.

May 6 Wine and Art at Wakamatsu

6 p.m. – 8 p.m. Wakamatsu Farm, Cost: \$25/members, \$35/non-members. www.arconservancy.org, julie@arconservancy.org, (530) 621-1224.

May 7 NAMI Walks

8 a.m. Mental health awareness and fundraising event. Come and walk with us, William Land Park in Sacramento. 5K walk or less as you wish. NAMI El Dorado County: www.namiel dorado.org or (530) 677-2676.

May 7 Taco Fiesta Fundraiser for Mother Lode Lions

2 p.m. – 7 p.m. Tickets at Candy Shack, by calling (530) 622-8130 or at door. Mother Lode Lions Hall, 4701 Missouri Flat Road, Diamond Springs.

May 7, 14, 21, 28 Pizza Factory Karoke Night

6:30 p.m. – 10:30 p.m. 1242 Broadway, Placerville. (530) 626-3034. www.facebook.com/placerville.pizza.factory.

May 7 & 15 Wakamatsu Historical Tour

10 a.m. – Noon. Call for meeting location (Gold Hill area) and to sign up Cost: \$5/Children 12-18 years old, \$10/Adults (530) 621-1224. julie@arconservancy.org, www.arconservancy.org

May 7 & 8 13th Annual El Dorado Hills Art and Wine Affaire

9 a.m. Town Center Boulevard, El Dorado Hills. Free, or for \$20 purchase wine bracelet for tasting. Wine tasting from Noon - 4 p.m. EDAC@eldoradoartscouncil.org

May 7 10th Annual Hangtown Hold'em

3 p.m. – Play begins at 4.: MORE, 399 Placerville Drive. (530) 621-5885 or www.eldoradocounty.org.

May 7 Luminous Journey with The Cantare Chorale of the Sierra Foothills

7 p.m., St. Stephen's Lutheran Church, 1001 Olson Lane, El Dorado Hills. www.cantarechorale.com or admin@cantarechorale.com.

May 8 Mother's Day Breakfast

8:30 a.m. - 11 a.m. Grange, 319 Hwy 49 in the Marshall Gold Discovery State Historic Park. Adults \$6 and kids under 10 just \$3. There will also be a special gift for Mom. Casey Mercado: caseym@riverfast.net or (530) 621-3443.

May 8 Mother's Day at Miraflores Winery

10 a.m. Miraflores Winery, 2120 Four Springs Trail, Placerville. (530) 647-8505 or www.mirafloreswinery.com.

May 13 Ducks Unlimited – Banquet, Auction and Raffle

6 – Midnight. El Dorado County Fairgrounds. (530) 676-1288 or toddreynolds24@comcast.net for tickets.

May 14 Shred Day Fundraiser – Benefit for Boys & Girls Club of El Dorado County

9 a.m. - 1 p.m. Boys and Girls Club future location corner of Green Valley and Mallard, Placerville. Donation: \$15 for up to 25 lbs of documents. American Heritage RE Professionals (530) 676-1307 or Shred Stop (530) 677-2222.

May 14 Rescue History Faire

10 a.m. – 3 p.m. Rescue Historical Society. Rescue Fire Department Grounds, 5221 Deer Valley Road, Rescue.

May 14 & 15 7th Annual Gardens of the Hills & Art Event

10 a.m. – 5 p.m. Seven unique gardens in El Dorado Hills. Adults: \$25, Children under 12: \$10. (916) 549-3869.

May 14 All About Equine Presents Boots & Bling

5 p.m. – 11 p.m. Golden Hills School, 1060 Suncastr Lane El Dorado Hills. www.allaboutequine.org or elaine@allaboutequine.org.

May 14 Girls Night Out

3 p.m. - 9 p.m. Historic Main Street, Placerville. (530) 672-3436 or www.placerville-downtown.org.

May 14 Luminous Journey with The Cantare Chorale of the Sierra Foothills

7 pm, The Harris Center Folsom Lake College. admin@cantarechorale.com or www.cantarechorale.com.

May 14 Shingle Springs Concert

7 p.m. Concerts held 2nd Saturday of the month. Shingle Springs Community Center, 4140 South Shingle Road. Featuring 2 acts. \$10 donation. favjames@aol.com.

May 14 Hands Across Pollock Clean Up Day

8 a.m. - 1 p.m. Pollock Pines-Camino Community Center Pony Express Center, (530) 419-3957, www.pollockpines.biz or CEDAPP@PollockPines.biz.

May 15 Hangtown Car Show

9 a.m. – 3 p.m. on Historic Main Street, Placerville. Info and pre-registration to show a car call Mike at (530) 622-1731.

May 21 Tire Amnesty Day

3rd Saturday of the month, 'til grant funding runs out. 4100 Throwita Way, Diamond Springs. www.eldoradodisposal.com or (530) 626-4141.

May 21 Stagecoach Rides

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

May 21 Third Saturday, Placerville Art Walk

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

May 22 Luminous Journey with The Cantare Chorale of the Sierra Foothills

3 p.m. Placerville Church of the Nazarene, 6040 Mother Lode Drive, Placerville. www.cantarechorale.com or admin@cantarechorale.com.

May 25 Placerville Shakespeare Club's Annual Spring Fashion Show "Passport to Paradise"

11 a.m. – 2:30 p.m. 2940 Bedford Ave. (530) 622-0703.

May 21 & 22 Rocks & Rhones Festival

11 a.m. – 4 p.m. 4 wineries. \$30 in advance, \$35 walk-ins. tasting-room@hollyshill.com, (530) 344-0227 or www.rocksandrhone.com.

May 21 Arts, Crafts & Peddlers Fair

8 a.m. – 3 p.m. Something MORE Boutique, 2883 Cold Springs Road, Placerville.

May 26 El Dorado County Chamber Mixer

5:30 p.m. – 7:30 p.m. Ponte Palmero, 3081 Ponte Morino Drive, Cameron Park. (530) 621-5885 or www.eldoradocountychamber.org.

May 28 & 29 Madrona Vineyards Annual Open House Event

11 a.m. - 4:30 p.m. \$10 tickets online or (530) 644-5948. A limited number of \$12 tickets will be sold at the door. (530) 644-5948 or http://madronavineyards.com.

May 28 Welcome to Summer

Noon – 5 p.m. Cameron Park Community Day. (530) 677-2231 or visit us online at www.cameronpark.org.

May 28 Only Kindness Community Resource Center Memorial Weekend Spring Event

4 p.m. - 8 p.m. The Vet Hall, 130 Placerville Dr. (408) 460-2061. \$15 per person (kids under 10, \$5 and kids under 3, free). www.edccr.org.

May 30 Annual Memorial Day Observation

11 a.m. – 12 p.m. EDC Veterans Monument, County Government Center, 360 Fair Lane at Ray Lawyer Drive, Placerville. Sponsored by Friends of the Veterans Monument Inc. (530) 626-7762.

For more information on these and other events, visit www.visitel dorado.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:

- May 5 Chamber Diplomats, noon, Chamber
- May 5 Board of Directors, 5 p.m., EDCOE
- May 11 Luncheon, Red Hawk, Henry's Steakhouse, 11:30 a.m.
- May 12 Visitor's Authority, MORE, 4 p.m.
- May 5 Joint Chambers, 7:30 a.m., EDCOE
- May 20 Senior Ambassadors, 10 a.m.
- May 19 Ag Council, 7:30 a.m., Ag Building
- May 26 Mixer, Ponte Palmero, 5:30 p.m.

We've Done Our Homework – Please Do Yours: Get Out And Vote!

El Dorado County Chamber of Commerce Political Action Committee's Primary 2016 Voting Guide

Measures E&G

To protect our local economy, we strongly oppose Measures E&G.

The county's official analysis of Measures E&G warns that these two reckless measures are a threat to our local economy, and could financially hurt El Dorado County "residents, homeowners and businesses" — costing jobs and making our local economy more "volatile."

In addition, the analysis says Measures E&G will likely result in "less available money" for local road improvements, and push development into rural areas, meaning more traffic on rural roads and neighborhood streets.

And because Measures E&G are poorly written, they allow "significant room for interpretation" — which will unleash a torrent of lawsuits costing county taxpayers millions of dollars.

Measures E&G are bad for El Dorado County. We urge a "NO" vote.

To review the official county

analyses detailing how Measures E&G hurt El Dorado County, please visit www.edc.gov.us

Dave Pratt

For District 2 Supervisor, we support Dave Pratt for Supervisor.

Dave Pratt is a local farmer and business owner who offers El Dorado a balance of experience for families, farms and businesses. Dave is past president of the El Dorado Wine Grape Growers Association and serves on the board of the El Dorado County Farm Bureau

Dave will preserve open space and agricultural land, while nurturing economic development to create jobs and generate needed revenue for roads, schools and other services. And he wants to protect the county's water rights to ensure needed supplies of clean, affordable water for farms, homeowners and fire protection. Dave will be a leader on the Board for road improvements, schools, fire protection and neighborhood

safety.

Brian K. Veerkamp

For District 3 Supervisor, we support Supervisor Brian Veerkamp.

Supervisor Veerkamp is a 5th generation resident; he follows in the footsteps of his great-great uncle John Wagner, an El Dorado County Supervisor from 1919 to 1934.

Brian has dedicated much of his life to serving his community. He recently retired after 30 years of service in Public Emergency Services - culminating with his last position as Fire Chief of the El Dorado Hills Fire Department.

In addition to his time with the Fire Department, Brian has been an active and dedicated member of our community including: 3.5 years as El Dorado County District 3 Supervisor, Chairman of the Board, the Water Agency, EDWAPA, the Transportation Commission and the El Dorado

Transit.

As a County Supervisor, Veerkamp has looked after our tax dollars, protected our water, secured funding for local roads, streamlined county government and supported quality job growth — all while preserving El Dorado County's character and rural way of life.



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