



Welcome New Members!

From left to right: Cathy Zuber, EDC Chamber Director of Member Services; Ramon Fliek and Tamara Johnston, Reverie Retreat; Charles Smith; Envoy Mortgage, Amber Jaurequi and mom/business partner Lori Heavin; Madeleine Vaughn and Lanea North, Bombshell Hair & Makeup Lounge; Ryan Skelly & Jason Downing, Mercedes-Benz of El Dorado Hills. A few words about these new members: Reverie Retreat, opening in Spring 2018, will be a boutique garden-to-table retreat center with conference facilities, full food services and overnight accommodations for up to 40 guests in Garden Valley. Charles Smith was recently a Candidate for EID Director - Division 5. Envoy Mortgage - Your local trusted lender with over 20 year's experience. Focused on helping more of our community achieve the dream of home ownership and structure refinances. Bombshell Hair & Makeup Lounge located at 1234 Broadway, Suite D, in Placerville. Mercedes-Benz of El Dorado Hills, Automobile Sales & Service at 1000 Mercedes Lane.



Five Business Trends You Must Pay Attention to in 2017

By Christina R. Green

It's that time of year when we're busily wrapping up one year and focusing on the next. Last year was a roller coaster of upsets and it has a lot of people nervous about what's on the horizon in this country and the global economy.

2017 is bound to be an exciting year. Here are five business trends that are likely to have the largest effect on your organization:

The Freelance Economy

Forbes recently published an article that referenced a large-scale survey of the growing freelance (or gig) economy. It's expected the number of U.S. Freelancers will reach 55 million this year, up 1.3 million from last year. Freelancers now make up 35% of U.S. workers.

What does this mean for your business?

One, it probably means you will be working with freelancers in the future. Freelancers can help you extend your offerings for less money than a permanent hire. It also means there's a good likelihood that talent will continue to leave the traditional corporate setting and your contracted "employees" may be people you've never met face-to-face.

Personalization for Everyone

Personalization is an increasing trend in marketing. This isn't exactly new to 2017, but expectations are on the rise and personalizing your offerings to your audience is less of a trend and more of a must-have. So why am I listing this as a trend? Because businesses will need to embrace this growing customer expectation and the only way to accomplish it so that it scales is through data. If you aren't currently collecting data on customer preferences and activity history, you need to be.

Everyone is looking for a tribe and personalizing your sales approach and customer communications will make people feel like you "get" them.

Value of Content

Content will continue to evolve and most businesses are starting to realize the value of it. This means soon content production will become what a Twitter stream has - lots out there, not all of it valuable. Everyone will be producing e-books, whitepapers, and checklists for download. The playing field will become very crowded as marketing agencies and departments are touting this content as a necessary part of marketing today.

In order to stand out in content, your pieces will need to be well-researched and answer the questions your customers and potential customers have. Written content will take on a much more professional quality. Even short pieces will need to be meaty. Video will become an essential part of your content creation. Which brings us to the next trend...

Increased Video

Video is hot but will become hotter. With opportunities on platforms like Facebook Live and others, you can expect more and more businesses will embrace "teachable moments" and shares on videos. There will be more of a focus on "real" and "transparent" than fully produced, commercial pieces. You can expect a lot of "in the moment" video captures.

It's a way of drawing your audience in, solving their problems, and being a resource for them. It's also entertaining and that's a major part of this trend. People want infotainment. They want to be entertained and they want information. If you can give them both, they'll be more likely to share and enjoy your pieces. Remember, people want to do business with people they know, like, and trust.

Everyone Gets a Trophy

Business people lament the issues with giving everyone a trophy in children's sports because of the expectations this sets, but as the oldest wave of Millennials begins to hit their mid-thirties and take on more manager roles, we'll start to see a kinder, gentler business atmosphere that offers a lot of opportunity for team projects and mentor programs. We can also expect a lot of change in the feedback process. Once a year reviews will fade into obscurity and be replaced with more consistent feedback.

Millennials have a desire for every voice to be heard and this may become a source of frustration on the part of Gen Xers who just want to get the work done.

Getting Prepared to Rock 2017

What can you do to prepare your business for these trends? Decide how they fit into your business goals and strategy. Don't produce content because this article says it's important. Instead, look for ways to create things that will be helpful to your audience and be aligned with your business goals. While none of these are "flash in the pan" trends, it's important to embrace them in a way that works for your business and audience.

Spotlight on a Gold Member

For over 30 years **Stymeist Auto Body and Collision Center** has been your trusted name in automotive collision repair in El Dorado County. You can now trust us with your RV or boat! We offer mobile estimates and pick up, however some conditions may apply, or you can bring it on by our shop at 3948 Highway 49 in Placerville. We work with most insurance companies to repair all types and sizes of boats and RVs. From collision repair to custom fabrication or just routine maintenance, we do it all! Our experts can repair fiberglass and metal and create or match that custom paint job or graphics. We

can also assist with suspension upgrades including; minimizing sway, enhancing handling, reducing tail wag and improve tracking. We also offer systems and equipment repair on your plumbing, electronics, awnings and trailers, just to name a few. As you can see we offer a wide array of services for your boat and RV and offer our same level of professionalism, quality and expertise as you've grown to expect from us here at Stymeist Auto Body. You don't need to go down the hill to get a quality repair or to maintain your boat or RV, keep it local at Stymeist RV and Marine. (530) 622-7588.

EXHIBITORS WANTED!

Friday, March 10th, 4pm to 8pm
El Dorado County Fairgrounds, Forni Building

Exhibitors:
you won't want to pass up this opportunity to share your business and it's unique qualities!

Provided for YOU:
Wi-Fi
8" banquet table with black drape
2 chairs
Electricity
Virtual booth

To request more info, Call the Chamber @ 621.5885
Ready to reserve your space? Go to: eldoradocounty.org

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FEBRUARY 2017 COMMUNITY CALENDAR

Community Observatory

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

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 Hangtown Grange, 2020 Smith Flat Road, Placerville. (530) 622-8550 or (530) 642-2787.

Main Street Strollers Square Dance Club

Thursday Evenings, 6:30 p.m. at I.O.O.F Hall, 467 Main Street, Placerville. (530) 677-7961 or main.st.strollers@gmail.com.

UCCE/El Dorado County Master Gardner Classes

- Feb 4** Spring and Summer Vegetables, Government Ctr Hearing Rm, Bldg C, 2859 Fairlane Ct. 9 a.m. – Noon
- Feb 8** Small Garden Spaces, Cameron Park Community Center, 2502 Country Club Dr. 9 a.m. – Noon
- Feb 11** Saturdays with Barry, Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 10 a.m. – Noon
- Feb 11** Rainwater/Greywater Harvesting, Government Ctr Hearing Rm, Bldg C, 2859 Fairlane Ct. 9 a.m – Noon
- Feb 25** Rose Pruning in the Garden, Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 1 p.m. – 3 p.m.

American River Conservancy February events

- Feb 3** Ogling Raptors & Sparrows at Salmon Falls Ranch, 9 a.m.
- Feb 9** Wealth Transfer and Estate Plan, 6 p.m. – 7:30 p.m. Free
- Feb 11** Magnolia Ranch Hike 9 a.m., \$5/members, \$10/non-members.
- Feb 11** Born to Roam – Family Exploration Program, 10 a.m. FREE - donations encouraged
- Feb 19** Wakamatsu Historical Public Tours, 10 a.m. - Noon \$5/Children 10-17 years old, \$10/Adults.
- Feb 26** Cronan Ranch Hike, 9 a.m. – Noon \$5/members, \$10/non-members.
- Feb 26** Herbal Medicine Making, Noon – 2 p.m. \$10/members, \$15/non-members.

Please call for meeting location. (530) 621-1224, julie@arconservancy.org, or arconservancy.org.

Alice in Wonderland at Imagination Theater

February 3 - 26. El Dorado County Fairgrounds, 100 Placerville Dr, Placerville, (530) 642-0404, email boxoffice@imaginationtheater.net or www.imaginationtheater.net for details.

Feb 4 14th Annual EDCAR's Honor Our Troops All American Breakfast Fund Raiser

7 a.m. – 11 a.m. Placerville Veteran's Hall, 130 Placerville Drive, Placerville. www.honorourtroops.us, cyndi@cyndiromano.com, or (916) 207-4194.

Feb 4, 11, 18 & 25 Family Karaoke Night

6:30 p.m. Pizza Factory, 1242 Broadway Placerville.

Feb 7, 14, 21, 28 Bingo

5 p.m. Pollock Pines/Camino Community Center, 2675 Sanders Drive. (530) 647-8005 or pollockpines.org.

Feb 11, 12, 18, 19 Barrel Tasting at Fenton Herriott

11 a.m. – 3 p.m. 120 Jacquier Court, Camino. (530) 642-2021, briand@fentonherriott.com or www.fentonherriott.com.

Feb 11 Soroptimist Chocolate Affair

6 p.m. El Dorado County Fairgrounds, 100 Placerville Dr, Main Building, Placerville. (530) 344-1476 or chocolate-affair.com.

Feb 14 El Dorado Hills Town Center Carriage Rides

5 p.m. – 9 p.m. Sign up & board outside Bistro 33. \$15 per couple, \$20 for 3, \$25 for family of 4 or more. Proceeds benefit 3 Strands Global.

Feb 18 Tire Amnesty Days

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

Feb 18 Cameron Park Fire Department Crab Feed

5 p.m. Cameron Park Community Center, 2502 Country Club Dr. \$45 per person. (530) 677-2231 or cpcsd@cameronpark.org.

Feb 18 Stagecoach Rides

Noon Weather permitting. Davey "Doc" Wiser & Crew. Placerville-downtown.org.

Feb 18 Third Saturday Art Walk

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

Feb 18 Mother Lode Lions All you Can Eat Crab & Shrimp Feed

5:30 p.m. – 9 p.m. Mother Lode Lions Hall, 4701 Missouri Flat Rd, Diamond Springs. (530) 622-8130 or (530) 381-7317.

Feb 21 Affair of the Heart

4 p.m. – 7 p.m. Cameron Park Community Center; 2502 Country Club Drive. Free event. marshallmedical.org, cpcsd@cameronpark.org or (530) 677-2231.

Feb 25 Madrona Vineyards Portopia-a-port Culinary Experience

Noon, 1:30 p.m., 3 p.m. 2560 High Hill Road, Camino. (530) 644-5948 or www.madronavineyards.com.

Feb 26 It's a Wedding Affair – Cameron Park Bridal Show

10 a.m Cameron Park Community Center, 2502 Country Club Dr. Free. (530) 677-2231 or cpcsd@cameronpark.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.

MEETINGS:

- Feb 2** Chamber Diplomats, noon, Chamber
- Feb 2** Board of Directors, 5 p.m., EDCOE
- Feb 8** Luncheon, Red Hawk, Henry's Steakhouse, 11:30 am
- Feb 9** Visitor's Authority, EDC Chamber, 4 pm
- Feb 9** Joint Chambers, 7:30 a.m., EDCOE
- Feb 16** Ag Council, 7:30 a.m., Ag Building
- Feb 23** Mixer: The Pines at Placerville, 1040 Marshall Way, Placerville, 5:30 p.m.

Have an event to share?

El Dorado County events can be submitted to <http://visiteldorado.mhsoftware.com/EditItem.html>

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

**BUSINESS SHOWCASE 2017
El Dorado County Business Awards
Nomination Application**

Check one of the following categories:

SMALL BUSINESS OF THE YEAR

Recognition of a Small Business demonstrating excellence in the areas of growth, marketing and management.

START UP BUSINESS OF THE YEAR

Recognition of a Small Business that has been in existence for 1-3 years and has built a solid foundation for moving into the future.

HOME-BASED BUSINESS OF THE YEAR

Recognition of a successful business that operates at a minimum of 80% of the time from a personal residence and has overcome the unique challenges inherent to a home-based business.

COMMUNITY SERVICE BUSINESS OF THE YEAR

Honoring business owners who demonstrate a commitment to supporting our community.

Please Print

Business Name: _____
Owner's Name: _____
Address: _____
City: _____ **State:** _____ **Zip Code:** _____
Phone: _____ **Fax:** _____
Your Name: _____

Please attach a brief summary of why your nomination should win in the selected category. (Self-Nominations are allowed.)

Send completed nomination to: 2017 Business Awards Committee
 c/o El Dorado County Chamber of Commerce
 542 Main Street
 Placerville, CA 95667
 Ph: 530/621-5885 Fax: 530/642-1624

DEADLINE: 5:00 p.m. Friday, February 24, 2017

February Business Luncheon

We will hear from Sam Hoppe CPA, a partner of the public accounting firm of Weston & Tuttle, LLP, and a partner of the financial services firm Weston & Tuttle Wealth Advisors, LLC. Sam has become an annual favorite speaker of ours around tax time. He specializes in both personal and small business consulting and tax preparation as well as tax, financial, and investment planning. He will be speaking about new tax laws that will affect your small business and your bottom line.

**Wednesday, February 8, 2017
11:30 a.m. - 1:00 p.m.**

Red Hawk Casino, Henry's Steakhouse
 \$15 members / \$20 not yet a member
 RSVP by Monday, February 6th

Luncheon sponsored by CALSTAR Air Medical Services, LLC
 Premiere Luncheon Sponsor – Marshall Medical Center

Reminder – Sales Tax Rates have changed!

	Old	New
City of Placerville	8.0%	7.75%
El Dorado County	7.5%	7.25%

Look for an increase April 1st for the City of Placerville as voted in by Measure L.

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