



Tourism Pays By Jody Franklin, Director of Tourism

Visit El Dorado Launches New Website

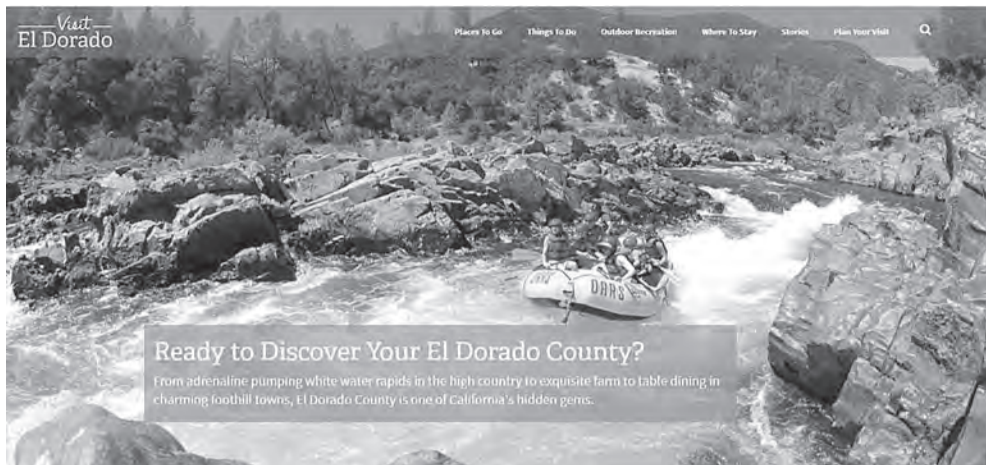
The vast majority of those that have launched a new website will agree, it can be compared to childbirth. It is a ton of work, a labor of love but an absolute joy once you introduce your creation to the world.

The website managed by the El Dorado County Visitors Authority (also known as Visit El Dorado) has a new look, one that's sleek, responsive, and user-friendly. We knew that we needed a new site that would feel like El Dorado. Something that would show our adventuresome side, highlighting the wonderful sense of discovery, with maps that put our 1800 square miles into perspective and the ability to be timely and evergreen all at once. Locals and visitors seeking inspiration in El Dorado County need look no further than VisitEldorado.com.

It is visually appealing with responsive design and new features that make it so much more user-friendly. The

responsive design makes it easy to navigate across all devices. No matter what device the visitor is using, they can view and interact with the site. Whether the user is in the gold county using their phone, at work using their PC or traveling on the road using their tablet the VisitEldorado.com website adapts itself to fit the screen and remains easy to navigate.

The site includes large interactive maps that allow users to search in a variety of ways, including by region and by category. The mapping feature really helps new visitors with trip planning by breaking the county down into regions. Activities, lodging, and things to do are all viewable viewable by region and by category. This means you can look at a winery in Placerville, and check out nearby dining and lodging options at the same time. Dog-lovers will love the dog-friendly lodging and things to do pages that feature a host of options for



you and your best friend.

The larger images also help this new website to tell the story of El Dorado County in an authentic, easily assessable way. The addition of plenty of new content means you can discover new hiking trails, places to go horseback riding, wineries and wine trails, and hidden gems throughout the region. Throw in ongoing new stories and specials (we

still have a few surprises up our sleeves), and you'll want to bookmark this site to make sure you don't lack for ideas when finding your adventure in El Dorado County.

And just like raising a child, the site continues to grow and develop. We are confident that this generation is better than the previous version and adaptable to the future.

DON'T MISS OUT!!! Applications are now being accepted for Class XII



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.

Ask a graduating participant what they think of the program:

"As a participant of Class I, Leadership El Dorado was one of the best experiences in growing my knowledge about our county and creating connections with community leaders that have become mentors, colleagues and friends. The best part of the class and there were many, was finding out that our community leaders all have great passion for what they do and want to do "the right thing". Leadership El Dorado set me

on the path for improving my leadership and communications skills which has had a significant impact personally and professionally. I am honored to tell others that I am an alumni of Leadership El Dorado."

— Susie Davies, Executive Director, Mother Lode Rehabilitation Enterprises

"Leadership El Dorado changed my life. I would not be where I am today, as a public official and local nonprofit leader, without this experience. It gave me an insider's view of the most important issues facing our community and opened the door to so many personal relationships that will last a lifetime. It showed me how

lucky we are to live in El Dorado County and made me want to do more as a proud resident."

— Dave Eggerton, General Manager, El Dorado County Water Agency

"As a graduate of Leadership Class 1 it has helped me immensely in business and political life. As the owner of Breaker Glass Co., Inc. in Placerville my training has helped me to take my business to the next level. We are the largest and the oldest Auto Glass Company in the County.

But even more important, the Leadership program helped prepare me to become a local political leader. I have been elected to the El Dorado

High School Board of Trustees and am enjoying myself. It is a direct result of the training I received that made my election possible. Thank you for offering this incredibly useful and exciting program. There really is no limit for me because I am a graduate of Class 1!

I highly recommend this program to anyone who might be considering taking it. You will not be disappointed I can promise you that!"

— Kevin Brown, Breaker Glass, Co., Inc.

Applications are due by July 30 and are available at: eldoradocounty.org/pdf/ChamberApplication.pdf or call (530) 621-5885 for more information.

Chambers of Commerce: An overlooked prospecting strategy

It sounds like common sense. If you want to add new clients, get involved with your local chamber of commerce.

But not everybody acts on common sense. If you aren't a member, is it time to take another look?

Practical advice, circa 1776

Consider an extreme example. Adam Smith published *The Wealth of Nations* in 1776. Okay, we (soon to be) Americans had other things on our minds at the time. The man said: "People of the same trade seldom meet together, even for merriment and diversion, but the conversation ends in a conspiracy against the public, or in some contrivance to raise prices."

This sounds cynical. But 245 years later we have many more checks and balances in business and government. His point could also be: "Business people who get together figure out ways to do more business."

You should get aboard that train.

About the Chamber

Let's assume you know the benefits of Chamber membership. They offer the opportunity to network. They hold classes. They give back to the community. They represent the interests of the business community. The dues are usually reasonable.

Everyone probably knows a few naysayers. They explain they joined but didn't get any business. Joining but not showing up doesn't work. Woody

Allen's movie *Annie Hall* included the line: "Showing up is 80 percent of life." A later version going around is "90 percent of success is showing up." You can't expect business to come to you. Well, maybe undertakers can.

You've also met the people who joined, showed up at a few events, didn't get any business and got discouraged. "What you put into life is what you get out of it." Clint Eastwood's point also applies to organizations you join. You must volunteer time, get onto committees and build a reputation for yourself.

Someone's been sleeping in my bed

Another complaint people voice is: "That other guy has the chamber all sewn up." They feel the competition is entrenched. Here are a couple of reasons that's probably wrong:

The chamber has 1,000 members. They can't all be her clients. No one is that popular.

They might have established a dominant presence 10 years ago. They are an elder statesman. However, they are now putting their time and financial resources into climbing the ladder at the museum or the hospital. They are trading on their reputation at the chamber.

Now you show up, full of enthusiasm. Do they throttle back at the hospital and defend their chamber territory? Maybe not. Put another way: "Just when you thought you were winning the rat race, along comes a faster rat!"

How would the phone call start?

What do chamber members have in common? They are composed of people wanting to do more business. They are sufficiently committed to pay dues, volunteer time and attend meetings.

It's expected they will make an effort to get on each other's radar.

When you call a business, it's highly likely the first person you encounter will

be a screener. If you introduced yourself as a fellow chamber member, wouldn't that increase the chances of your call getting through?

Excerpted from the Nashville Business Journal

For more information on the El Dorado County Chamber of Commerce, call (530) 621-5885, email members@eldoradocounty.org or visiteldoradocounty.org.

Welcome New Members!



Left to right: Heather Hinds, Hinds Insurance Agency/Farmers Insurance. Independently owned insurance agency for personal lines, commercial, life and recreational toys located in Cameron Park; (530) 676-7905. Jessica Martin & John Russ, The Crystal Ship. The Crystal Ship is a metaphysical boutique in Placerville at 484 Main Street. Shelli & Casey King, The Butchers Kitchen Catering & Special Events. Mobile Food Vending Trailer. Restaurant Consulting; (916) 932-6582.

Chamber members!

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JUNE 2017 COMMUNITY CALENDAR

Community Observatory

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

Gold Rush Barbershop Chorus & Quartet

Tuesday Evenings, 7 p.m. First Christian Church of Placerville, 2687 Andler Rd. (530) 680-8844 or goldrushchorus.org.

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 mainstreetstrollers@gmail.com.

Placerville Raceway

Jun 3 Point Race #6
Jun 10 Point Race #7, Big Trophy Night 360 Sprint Cards
placervillespeedway.com.

UCCE/El Dorado County Master Gardener Classes

Jun 3 Summer Pruning Demonstration, Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 9 a.m. – Noon \$2 Parking fee for all days has gone into effect on campus.
Jun 10 Saturdays with Barry, Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 9 a.m. – 11 a.m.
Jun 14 Control of Noxious & Invasive Weeds, Cameron Park Community Center, 2502 Country Club Dr. 9 a.m. – Noon
Jun 15 – 18 Info Booth at the El Dorado County Fair, Fairgrounds Floriculture Building, Noon – 9 p.m.
UCCE Master Gardeners of El Dorado County Office, (530) 621-5512 or ucanr.edu/edmg.

Farmers Markets

Saturday 8 a.m. - noon - Placerville - Ivy House Parking Lot
Sunday 8 a.m. – 1 p.m. – El Dorado Hills - Town Center
Tuesday 8 a.m. -1 p.m. South Lake Tahoe, American Legion Hall, 2732 South Lake Tahoe Blvd
Wednesday 8 a.m. - noon – Cameron Park - Burke's Junction

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

American River Conservancy June events

Jun 3 Wakamatsu Kite Festival & 148th Anniversary Observance, 10 a.m. \$10 per car, additional for passenger vans and buses.
Jun 7 Fishing on the Farm, 6 p.m., \$10/members, \$15/non-members
Jun 10 Wakamatsu Farm Volunteer Orientation 10 a.m. – 5 p.m.
Jun 18 Wakamatsu Historical Public Tour, 10 a.m. \$5/children 10-17, \$10/adults
Please call for meeting location. arconservancy.org, (530) 621-1224 or julie@arconservancy.org.

June 2 thru June 11 Olde Coloma Theatre Presents "A Pennysworth is More than You Think," or "Trains, Plots & Dirt Lots"
oldecolumatheatre.org or (530) 626-5282.

Jun 3 – Jun 10 68th Annual Wagon Train from Stateline, NV to Placerville, CA

Jun 2, 9, 16, 23 & 30 Sunset Sippin at Boeger Winery
6 p.m. – 9 p.m. 1709 Carson Road, Camino. (530) 622-8094 or boegerwinery.com.

Jun 3, 10, 17, 24 Pizza Factory Karaoke Night

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

Jun 3 El Dorado Depot -El Dorado Western Railroad Rides
11 a.m. Departs from Oriental Street. (530) 409-8473, museum.edcgov.us/el-dorado-western-railroad

Jun 3 22nd Annual Wine at Town Center

6 p.m. – 9 p.m. El Dorado Hills Town Center, 4364 Town Center Blvd. Tickets \$50. Rotary Club of El Dorado Hills & Cameron Park. wineattowncenter.com.

Jun 3 Vertical Zinfandel Wine Tasting

4 p.m. – 8 p.m. Smokey Ridge Farmstand & Winery, 2160 Carson Road, Placerville. (530) 626-5078 or facebook.com/Smokeyridgefarm.

Jun 4 White on White in the Orchards

4 p.m. - 8 p.m. Rainbow Orchards, 2569 Larsen Drive, Camino. (530) 676-6132 or imagesofhopeeldorado.com/events.

Jun 5 2nd Annual Cornerstone of Hope Charity Golf Tournament
9 a.m. Apple Mountain Golf Resort, 3455 Carson Road, Camino. (530) 409-4323.

Jun 6, 13, 20 & 27 Bingo

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

Jun 7, 14, 21 & 28 Music on Wednesdays at Historic Smith Flat House in the Courtyard
6 p.m. – 8 p.m. 2021 Smith Flat Road, Placerville. (530) 621-1003.

Jun 9 & 23 Friday Fling at Gold Hill Vineyard & Brewery
5660 Vineyard Lane, Placerville, (530) 626-6522 or goldhillvineyard.com.

Jun 10 Bocce Ball Tournament at Fenton Herriott

Noon – 4 p.m. \$5 per player. Please RSVP by June 8. briand@fentonherriott.com or fentonherriott.com/events.htm.

Jun 10 & 24 Music in the Courtyard

2 p.m. Summer Concert Series, 312 Main Street, Placerville. In the hidden Courtyard behind Dedrick's Cheese. Weather permitting.

Jun 10 Thunder in the Park

10 a.m. – 4p.m. Classic Car Show, 2989 Cambridge Road, Cameron Park. Shingle Springs/Cameron Park Chamber, (530) 677-8000.

Jun 10 2017 Outdoor Projector Movies

8:45 p.m. El Dorado County Main Library, 345 Fair Lane, Placerville. (530) 621-3012.

Jun 11 Gold Country Half Marathon and 5K

7 a.m. El Dorado Hills Town Center, 4370 Town Center Blvd. runsra.org/gold-country-run. El Dorado Hills Chamber of Commerce, (916) 933-1335.

Jun11 & 25 Shingle Springs Depot — El Dorado Western Railroad Rides
11 a.m. Departs from 4241 Mother Lode Dr. (530) 409-8473 or museum.edcgov.us/el-dorado-western-railroad.

Jun 15 – Jun 18 El Dorado County Fair

10 a.m. – 10 p.m. El Dorado County Fairgrounds, 100 Placerville Dr. (530) 621-5860 or eldoradocountyfair.org/fair.html.

June 15, 22 & 29 Live on the Boulevard Concerts
6:30 p.m. – 8:30 p.m. El Dorado Hills Town Center, Steven Young Amphitheater. Free. edhtowncenter.com.

Jun 17 Tire Amnesty Days

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

Jun 17 City of Placerville Free Annual Spring Community Clean Up Day

8 a.m. – 1:30 p.m. Placerville Station/Mosquito Road Park & Ride. 2964 Mosquito Road, Placerville. (530) 642-5232.

Jun 17 Stagecoach Rides

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

Jun 17 Third Saturday Art Walk

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

Jun 22 EDC Chamber Mixer

Hosted by Eskaton Placerville, 3380 Blairs Lane, Placerville. Networking event for Chamber members and prospective members. 5:30 – 7:30 p.m. (530) 621-5885 or eldoradocounty.org.

Jun 23 thru June 30 Olde Coloma Theatre Presents "All the World's a Stage," or "Hey? Where's my Script?"
oldecolumatheatre.org or (530) 626-5282.

Jun 23 34th Anniversary Bob West Drive for Marshall Golf Tournament

10:30 a.m. Cold Springs Golf and Country Club, 2600 Cold Springs Road. marshallfound.org/drive-for-marshall-registration, mfnfd@marshallmedical.org or (530) 642-9984.

Jun 24 Summer Spectacular

2 pm. Cameron Park Lake. Cameron Park Community Services District. (530) 677-2231, visit cameronpark.org or cpscd@cameronpark.org.

Jun 24 Placerville Bell Tower Brewfest

6 p.m. – 9 p.m. Historic Main Street Placerville. (530) 672-3436 or placerville-downtown.org.

Jun 24 Sipping Under the Stars at Fenton Herriott
8 p.m. – 10 p.m. \$10 per person. briand@fentonherriott.com or fentonherriott.com/events.htm.

Jun 25 Dreams & Drivers 5th Annual Pancreatic Cancer Fundraiser Car Show

11 a.m. – 4 p.m. Red Hawk Casino, Shingle Springs. Kym@dreamsanddrivers.com or dreamsanddrivers.com.

Jun 25 20th Annual Sunday in Apple Hill

4 p.m. – 8 p.m. Crystal Springs Garden, 2442 Crystal Springs Road, Camino. Benefitting New Morning Youth and Family Services. (530) 622.5551 or laurie@newmorningsyfs.org.

Jun 28 Trucks & Tunes

5 p.m. – 8 p.m. Christa McAuliffe Park, 2400 Merrychase drive, Cameron Park. Cameron Park Community Services District. (530) 677-2231, cameronpark.org or cpscd@cameronpark.org.

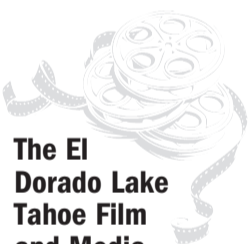
For more information on these and other events, visit www.visiteldorado.com

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:

- Jun 1** Chamber Diplomats, noon, Chamber
- Jun 14** Luncheon, Red Hawk Casino, Henry's Steakhouse, 11:30 a.m.
- Jun 14** Joint Chambers, 7:30 a.m., EDCOE
- Jun 15** Ag Council, 7:30 a.m., Ag Building
- Jun 22** Mixer, Eskaton Placerville, 5:30 p.m.

Film clips



The El Dorado Lake Tahoe Film and Media Office exhibits at the "Film in California Conference" held at CBS Studio Center in May.

Film in California Conference 2017

More than 500 production industry professionals descended on CBS Studio Center (Radford) May 20th for the 2017 Film in California Conference. The Film in California Conference is the only annual event of its kind showcasing the benefits of filming in the Golden State held exclusively to promote filming resources in California.

This was the 10th year for the daylong conference and California wine tasting hosted by Film Liaisons in California Statewide (FLICS) Film Offices. The El Dorado Lake Tahoe Film & Media Office, a division of the El Dorado County Chamber of

Commerce is a member of FLICS, a network of 40-plus film commissions from throughout California. The conference attracts hundreds of attendees representing industry professionals from all facets of the film, television, commercial and digital production industry.

The focus is on learning how to make the most of California's vast production resources, while getting up to speed on key industry issues. The Film in California Conference is produced by the California Film Commission (CFC) and (FLICS), with support from ABC Studios and The Walt Disney Studios.

Business Luncheon – Marketing with Social Media

Our guest speaker, Milena Regos is a Marketing professional with over 20 years of online marketing experience. She provides strategic marketing guidance and consulting to businesses that need to increase word of mouth, take full advantage of digital marketing and social media and measure their efforts.

During this Luncheon you will learn:

- How to get results for your business using Facebook and Instagram ads.
- Find out why Instagram is a powerful channel for businesses
- Learn about Facebook free tools like the Ad Manager.
- Examples of successful Facebook and Instagram ads and case studies

June 14, 2017

11:30 a.m. - 1:00 p.m.

\$15 members/\$20 not-yet-a-member
Red Hawk Casino/Henry's Steakhouse
1 Red Hawk Parkway, Placerville

R.S.V.P. to (530) 621-5885, members@eldoradocounty.org or online at eldoradocounty.org

Our thanks to Best Western Placerville Inn for sponsoring the luncheon this month.

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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 as space allows.

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