



EL DORADO COUNTY CHAMBER OF COMMERCE'S

Voice of Business

542 Main St. • Placerville, CA 95667 • (530) 621-5885 • www.eldoradocounty.org

Tourism Pays By Jody Franklin, Director of Tourism

Now we've got your attention!

It can be difficult to get some attention in a large crowd, or even in a large family siblings are constantly competing for the attention of their parents. Marketing a destination has the same challenges. Nearly every county in California has a wine region. How do we get noticed? Then there is the matter of money. Sonoma County Tourism spends nearly 8 million dollars annually to promote their region. That sort of money creates a lot of noise making it difficult for El Dorado to get media attention and consumer attention.

On November 9th and 10th in Santa Rosa, CA that was not the case. The El Dorado County Visitors

Authority (Visit El Dorado) teamed up with the El Dorado Winery Association to raise our collective voice at the 10th Annual Wine Bloggers Conference to nearly 300 attendees. Here's how we did it:

Together we sponsored a lunch so we would have a forum to tell our story. What makes El Dorado stand out in the crowd of wine regions is what visitors can do when they are not in the tasting rooms. We are surrounded by an abundance natural scenic beauty and rich and colorful history. The winemakers are independent, adventuresome and passionate about this place. How do we convey the El Dorado experience to 300 attendees sitting in a confer-

ence center nowhere near the Sierra Nevada Mountains? We changed it up a bit. More than 20 El Dorado winemakers armed only with their wine and their passion for making it, to meet the wine bloggers, make a connection and share the El Dorado story. Instead of attendees stopping by a wine booth, the winemakers came to individual tables. It was a winemaker dinner for 300. Attendees had real conversations about the wine, the place and it the people that live here. Then every 15 minutes the winemakers rotated to next table to connect with those bloggers. Images of El Dorado played in the background, laughter and picturing taking, posting and

lots of noise. But this time we were all talking about El Dorado. Our voices came together and so did our destination. What a great way to do business. The group and the organizers were so captivated that they have their eye on El Dorado for the 2019 Wine Bloggers Conference! More than 350 wine bloggers traveling from around the country to El Dorado County for 4-6 days? I think we have their attention. Now if we could only get some more hotel rooms. That would be dream come true!



Spotlight on a Gold Member

Bayhill Real Estate is a specialized, local and independent brokerage. We are committed to creating an exceptional experience, starting with the highest level of professionalism and real estate knowledge. One difference between a boutique brokerage and a "big box brokerage" is that there is no red tape. Our size allows us to rapidly adapt to the constantly changing real estate market and technology without needing corporate approval at a regional or national level. Having this ability is essential and allows us to focus on what matters most - the needs of our clients.

We believe that each and every client is unique, therefore, we customize a buying and selling strategy that is tailored to fit each individual client's needs. We are dedicated to helping our buyers and sellers make informed real estate decisions, and focus on the individual person, their lifestyle and this life changing experience! We take advantage of cutting-edge tools and technology, as well as targeted, property specific advertising to best market listings and serve our client's needs. The people that

we work with are special to us and we make sure that the experience they have is always one of a kind.

Our goal is to develop a lifelong connection with our clients that transcends closing. Our objective is to offer you a more specialized and custom approach at gaining information, knowledge, and expertise - ultimately resulting in a highly satisfied, closed real estate transaction. It is our pleasure to work with you.

Sarah Henjum has been a resident of El Dorado County since 1993. Much of her time here has been dedicated to several non-profits, including Ride and Shine, the Women's Fund, and Friends of El Dorado Trail. She is a long time member of the El Dorado County Chamber of Commerce. In her free time she enjoys riding both bicycles and horses and spending time with her grandson, Brayden. Her passion revolves around making her community a better place, and she looks forward to using her local expertise to match families with the perfect home.

Buy & Sell Your Home with the Highest Confidence!



Eldo, El Dorado County's AmBEARSador, is flanked by Chamber C.E.O., Laurel Brent-Bumb and our November Luncheon guest speaker, Sheriff John D'Agostini. Eldo is making the rounds to some local businesses to say; SHOP ANYWHERE - BUY LOCAL. He just can't BEAR it when you don't BUY local. Watch for an exciting campaign in the December issues of the Mountain Democrat.

Pot of Gold Winner

Congratulations to Tod Pickett of the Man Cave for pulling the golden nugget from the Chamber Pot of Gold. He went home from the November mixer \$300 richer!



Welcome New Members

E16 Winery
Robin Eitland & Robert Jones

Janelle Horn
Candidate for County Recorder

Paul Burke
LegalShield and IDShield Associate

Golden One Credit Union
Barbara Pitts

Upper Room Dining Hall,
Charlie McDonald

Movement Mortgage
Genie Tompkins

Jackson Travel
Courtney Jackson

Edward Jones
Stacey Caso-Turk

Keller Williams Realty
Morgan Larson

Cornerstone of Hope
Linda Buchanan

And Cathy Zuber
County Chamber of Commerce

A Big Shout Out to
Melissa Calvert of Vintage Photography for sharing her talents with the Chamber and getting all these great folks into one shot!

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DECEMBER 2017 COMMUNITY CALENDAR

Apple Hill Season. applehill.com Community Observatory

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

Gold Rush Barbershop Chorus & Quartet

Tuesday Evenings, 7:00 p.m. First Christian Church of Placerville, 2687 Andler Rd. (530) 680-8844 or www.goldrushchorus.org

Apple Jack's & Jill's Square Dance & Line Dance Club

Wednesday Evenings, 6:30 p.m. at Hangtown Grange, 2020 Smith Flat Road, Placerville. (530) 621-1830 or (916) 933-2790.

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. mainstreetstrollers@gmail.com

American River Conservancy December events

Dec 1 - Wakamatsu Winter Bird Walk, 8 a.m. \$5/members, \$10 non-members

Dec 1 - Hooray for Honey Bees! 10 a.m. \$10/family

Dec 3 - Super Moon Night Hike

4:30 p.m. \$5/members, \$10 non-members

Dec 9 & 10 - Cronan Ranch Hike

8:30 a.m. \$5/members, \$10/non-members

Dec 10 - Fleming Meadows Dog Hike

9:00 a.m. \$10/family or \$5 each Please call for meeting location & further details. (530) 621-1224, julie@arconservancy.org, http://arconservancy.org/

Dec 1 - Dec 17 - Olde Coloma Theatre Presents:

"Once Upon a North Pole Christmas" or "There's no Business like Snow Business" oldecolomatheatre.org or (530) 626-5282

Dec 1-23 - Shrek, The Musical

Presented by Imagination Theater, 100 Placerville Dr. www.imaginationtheater.net or (530) 642-0404

Dec 2 - Explorer Post 89 Fire Department Pancake Breakfast

8 a.m. - Noon Cameron Park CSD, www.cameronpark.org, (530) 677-2231 Breakfast is included with Santa's Run registration.

Dec 2 - Cameron Park's Run with Santa

7 a.m. Pre-registration fee: \$25 adults/\$15 ages 17 & under; Race day registration fee: \$30 adults/ \$20 ages 17 & under. www.cameronpark.org/events/cameron-parks-run-santa/

Dec 2 - Cameron Park Christmas Tree Lighting Ceremony

4 p.m. Christa MacAuliffe Park, 2400 Merrychase Drive. (530) 677-2231 http://www.cameronpark.org/

Dec 2 - Previously Enjoyed Treasures Sale

9 a.m. - 4 p.m. Placerville Shakespeare Club, 2940 Bedford Ave. (530) 622-5521

Dec 2 - Dec 10 - Madroña Vineyards Christmas in the Cellar & Magnum Days

Noon. Details and to RSVP call (530) 644-5948 or visit MadronaVineyards.com.

Dec 2 Holiday Cellar-bration at Fenton Herriott Vineyards

1 p.m. - 4 p.m. Free. briand@fentonherriott.com, www.fentonherriott.com/events.htm

Dec 2, 9, 10, 16 & 17 - Stagecoach Rides

Noon - 3 p.m. Weather permitting. Davey "Doc" Wisner & Crew. Placerville-downtown.org

Dec 2, 9, 16, 23 & 30 Pizza Factory Karaoke Night

6:30 p.m. - 10:30 p.m. 1242 Broadway, Placerville. (530) 626-3034

www.facebook.com/placerville.pizza.factory

Dec 2 Christmas Tree Lighting at El Dorado Hills Town Center

4 p.m. - 8 p.m. 6:30 Tree Lighting and Santa arrives. http://edhtown-center.com/upcoming-events/christmas-tree-lighting/

Dec 3 - 39th Annual Hangtown Christmas Parade

1 p.m. Main Street Historic Downtown Placerville. Rain or Shine

Dec 3 & 17 - El Dorado Depot -El Dorado Western Railroad Rides

11 a.m. Departs from Oriental Street. (530) 409-8473, museum.edcgv.us/el-dorado-western-railroad

Dec 5, 12, 19, 26 - Bingo

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

Dec 8 & 9 - 5th Annual Holiday Art & Craft Fair

Friday, 10 a.m.- 7 p.m., Saturday, 9 a.m - 3 p.m. El Dorado Hills CSD Pavillion, 1021 Harvard Way, El Dorado Hills http://www.eldoradohillscsd.org/events-calendar/special-events.html

Dec 8, 9, 10, 14, 15, 16 & 17 - A Cowboy Christmas Carol, A Musical Comedy

7 p.m. Green Valley Community Church, 3500 Missouri Flat Road, Placerville. (530) 622-3231. www.greenvalley.church

Dec 9 - Winter Craft Fair - Friends of the Bayley House

9 a.m.- 4 p.m. Bayley House Park, 4300 Hwy 49, Pilot Hill. www.bayleyhouse.net/wcf, bayleyhousefriends@gmail.com, (530) 823-2787

Dec 9 & 10 - Historic Holiday Homes in Coloma

10 a.m. - 4 p.m. Marshall Gold Discovery SHP. Parking \$8.00 per car and \$5.00 per person (age 5 and under free). (530) 622-3470. www.parks.ca.gov/marshallgold

Dec 10 - Christmas Cheer on Missouri Flat Road

10 a.m. - 4 p.m. New Beginnings Thrift, 4512 Missouri Flat Road. Santa Claus, Carolers, Raffles, Bounce House, Kids Crafts and Holiday Food Trucks. (530) 303-3710

Dec 9 & 10 - 8th Annual Homes for the Holidays Tour & Boutique

10 a.m. - 5 p.m. www.sierrafoothills.assistanceleague.org, (916) 549-3869. Adults \$25, 12 and under, \$10

Dec 10 - Shingle Springs Depot -El Dorado Western Railroad Rides

11 a.m. - Departs from 4241 Mother Lode Dr. (530) 409-8473, museum.edcgv.us/el-dorado-western-railroad

Dec 12 - Tri Chamber Holiday Mixer

5:30 p.m. - 7:30 p.m. Henry's Steakhouse, Red Hawk Casino, 1 Red Hawk Parkway. Hosted by Shingle Springs/Cameron Park, El Dorado County and El Dorado Hills Chambers of Commerce. (530) 621-5883. www.eldoradocounty.org

Dec 15 - El Dorado Arts Council Presents Free Poetry Reading

5:30 p.m. Cameron Park Library, 2500 Country Club Drive, Cameron Park. (530) 295-3496. www.eldoradoartscouncil.org

Dec 16 - Visit with Santa

1 p.m. - 4 p.m. Creekside Courtyard, 451 Main Street, Placerville.

Dec 16 - 3rd Saturday Art Walk

5 p.m. - 9 p.m. Historic Main Street, Placerville, www.placerville-downtown.org

Dec 16 - Tire Amnesty Days

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

For more information on these and other events, visit www.visiteldorado.com. Event date, time, cost or locations are subject to change. Prior to attending an event please confirm the information.

Meetings:

Dec 7 - Chamber Diplomats, noon, Holiday Luncheon

Dec 7 - Board of Directors, 5:00 p.m., EDCOE

Dec 12 - Tri Chamber Mixer, Red Hawk, Henry's Steakhouse, 5:30 p.m.

Dec 13 - Luncheon, Red Hawk, Henry's Steakhouse, 11:30 am

Dec 14 - Joint Chambers, 7:30 a.m. EDCOE

Dec 21 - Ag Council, 7:30 a.m., Ag Building

Law Requires Electronic Filing/ Payment of Payroll Taxes

The California Chamber of Commerce is reminding employers with nine or fewer employees that they will be required to electronically submit employment tax returns, wage reports and payroll tax deposits to the Employment Development Department (EDD) beginning January 1, 2018.

This requirement was already in place for employers with 10 or more employees. All remaining employers are required to begin reporting and paying electronically with their 2018 payroll or as soon as they report having 10 or more employees, whichever happens first.

The EDD encourages employers to enroll in e-Services for Business to meet the requirement. www.edd.ca.gov/Payroll Taxes/ e-Services for Business.htm

For more information about the e-file and e-pay mandate, please visit: www.edd.ca.gov/ EfileMandate.



Benefits of Electronic Filing and Payments

- Increases data accuracy.
- Protects data through encryption, which is safer and more secure than paper forms.
- Reduces paper and mailing costs.
- Eliminates lost mail.
- Faster processing of returns and payments.

File and Pay Electronically with e-Services for Business

Employers can use e-Services for Business to comply with the e-file and e-pay mandate. e-Services for Business is a **fast, easy, and secure** way to manage employer payroll tax accounts online. With e-Services for Business, employers can:

- Register for an employer payroll tax account number.
- File employment tax returns and wage reports.
- Make payroll tax deposits and pay other liabilities.
- View and update account information.
- And more!

CalChamber - HRWatchdog

Best Sellers to Help You Do Business

2018 California and Federal Employment Poster

You must post a compliant Employment Poster in a conspicuous place in the workplace where all employees and applicants can see it. The poster also must include information about your workers' compensation benefits, payday schedule and emergency contacts. You may need to order several to ensure that your business, branches and satellite offices are displaying the poster according to the law. Failure to comply can result in severe penalties and fines by the state of California. **If any of your company's workers are Spanish speaking, you will need to order the Spanish version.**

2018 HR Quick Guide for California Employers (HR Handbook)

Includes color-coded easy reference sections. Required and recommended forms for California businesses available to download using a special URL provided in the book.

Now Available! HR Quick Guide Small Business Edition

Required Pamphlets Kit Contains 20 copies of each of six pamphlets that employers must distribute to employees.

California Labor Law Digest 2018 Edition

This comprehensive, California-specific Digest puts answers to labor law questions right at your fingertips, updated with new case law and regulations.

These products are produced by the California Chamber of Commerce, a publisher of top-quality human



resource products and services with more than 125 years of experience helping California business do business.

Substantial discount when you purchase through the El Dorado County Chamber of Commerce.

Order Today and SAVE!

Business Name _____
 Contact Person _____
 Address _____
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2018 California and Federal Employment Poster	\$ _____
All required notices on one non-laminated poster @ \$27.99	
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All required notices on one laminated poster @ \$39.99	
*Laminated poster w/Poster Protect @ \$67.99	
_____ English _____ Spanish	
2018 Required Notices Kit - Poster and Pamphlets @ \$99.99	\$ _____
2018 HR Quick Guide for California Employers @ \$59.99	\$ _____
2018 California Labor Law Digest @ \$169.99	\$ _____
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	Total \$ _____

Another business solution brought to you by the California and El Dorado County Chambers of Commerce And more!

And for my next number...

Many thanks to Doug Hawkins and his crew at Western Slope Health Center for being great mixer hosts. Western Slope Health Center is proud to be a five-star, Medicare-certified, short-term rehabilitation and skilled nursing home located in Placerville. They provide 24-hour compassionate and personal skilled care, specializing in on-site rehabilitation to assist residents in regaining their independence and returning to their homes.



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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