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Visit <https://eldoradocounty.chambermaster.com> now!

If you need more information, need to create a user account or have one, but forgot the information, just give us a call!

Spotlight on Business

Mining for Online Gold in El Dorado County With River Coyote Design

The promised 'Gold Rush' of online marketing and new customer attraction has left many new and existing business owners with a sense of 'all pick and little ore' to show for their efforts.

The truth is, it can be tough to keep up with the ever-changing marketing landscape when search engines impose new requirements and the online habits of consumers change with advancements in technology.



El Dorado County business owners have long trusted Camino-based, River Coyote Design to create websites that engage, marketing materials that convert and branding that rises above the noise of your competition.

For business owners looking to create an all-new website, refresh and reboot an older site, or put new power behind their outreach efforts through e-commerce, webinars, eBooks, Facebook ads, Google AdWords and more, River Coyote Design's team is your resource.

From copywriting to branded design, marketing to SEO advancement, and social media advertising

that can be tracked and quantified, River Coyote Design provides a synergy of vital components that drive new growth and opportunity for businesses large and small.

Serving El Dorado County since 2000

"We were so excited to work with a local business and with people who could see our vision and share our passion for our rivers. We are thrilled with the final product and continue to receive positive feedback." American River Conservancy, Coloma, CA

"Our website is now a great marketing tool." National Analytical Laboratories, El Dorado Hills, CA

"Denise and her team listened to my ideas and questions, then designed all the custom features that most served potential clients and my business growth." Precision Custom Builders, Pollock Pines CA

"I was supported every step of the way!" Athena Art Spa, Placerville, CA

"They offered clear recommendations to engage a new, wider audience, provided a thorough proposal of costs, and captured my passion and voice in the design of a new sharable eBook to further my goals." Heather Penny Coaching, Rocklin CA

At River Coyote Design we believe relationship building is vital. And when it comes to your online presence, authority is everything, and we'll help you achieve it!

Call us today (530) 303-3795 or visit us online at rivercoyotedesign.com

Tourism Pays

California's Gold Country Wooing Canadian Visitors

For the first time in its history, California's Gold Country Visitors Association (GCVA) has enlisted the support of an international tourism marketing agency, Destination Counsellors International (DCI) with the goal of bringing more Canadian visitors to the historic Highway 49 corridor. DCI Canada is based in Toronto. For the purposes of GCVA's goals, targeting media in western Canada is key.

Recently GCVA President and Executive Director for the Tuolumne County Visitors Bureau, Lisa Mayo along with Jody Franklin, GCVA Vice-President and Tourism Director for Visit El Dorado County, teamed up with DCI to meet with several Canadian journalists during a whirlwind trip to Vancouver. "The idea was to meet top tier journalists and deliver key messages to them about California's Gold Country and why they need to visit, write about it and encourage others to come. Many had limited knowledge of the area as they are more familiar with popular California destinations like San Francisco and Los Angeles. Introducing them to a 'new' destination with all the history, attractions, events and year-round recreation was exciting for them and for us."

The culmination of this media trip will result in some of these journalists traveling to Gold Country to experience the region for themselves. "Sacramento is a great jumping off point for exploring Gold Country so that is where their trip

will begin" said Mayo. The group will continue Gold Country explorations on a familiarization trip to learn more about the area. The trip will include a farm to fork dinner, whitewater rafting, gold panning, wine and cider tasting, frog jumping, cavern touring and visiting state parks like Marshall Gold Discovery and Columbia.

This idea to get more Canadians excited about visiting the Gold Country was recently impressed on viewers of Canada's most-watched morning show, Breakfast Television Toronto. Travel expert, Sonya Singh, touted the Gold Country as a top Millennial travel destination due to its affordability and it's "Instaworthy and sharable" activities and scenery. The coverage came about due to the new GCVA and DCI partnership.

The GCVA, a regional marketing group made up of California counties that are connected by the historic Golden Chain Highway 49, promotes Highway 49 as "An Amazing American Road Trip" and "California's Original Road Trip." Additionally, GCVA has used the tagline "Red Wine, White Water and Blue Jeans" to describe the area's laid back vibe and fun adventures. A new logo was just released by the GCVA and a new portal-style website is in the works.

Outbreak Brewing Grand Opening

We were unable to be there ourselves and it looks like we missed out on the fun. We were happy to loan our ceremonial scissors and ribbon to help facilitate the opening of this new brewery at 640 Main Street in Placerville. The seven-barrel brewhouse churns out



about six varieties of ale on a regular basis. See live music at Outbreak nearly every Friday and Saturday and don't miss open mic night on Thursdays at 6 p.m. outbreakbrewing.com or (530) 748-3258

Snap Fitness Grand Opening

Snap Fitness Placerville, offers cardio and strength-training equipment, 24 hour access, and introductory programs to get you started along with advanced functional fitness training and a host of on-line services to help you achieve results. Call General Manager, Serena Starks at 530.621.2777 about their fast, convenient and affordable fitness solutions. www.snapfitness.com/gyms/placerville-ca-95667/559



Celebrating Business in EDC

As part of Small Business Week, every year the County Chamber and the Economic Development Corporation of El Dorado County host a day celebrating business in El Dorado County. Beginning with the Business Awards Luncheon and State of the County Address, the festivities continue in the later part of the day with the Business Showcase and I ♥ Film Mixer where over 85 exhibitors showcased their businesses, including 12 film industry specialists and 16 vendors offering food and beverage tastes. Recognized at the luncheon were:

- PG&E – Community Service Award;
- Sole Desire Shoes – Small Business Award;
- Butcher's Kitchen – Start up Business Award;
- River Coyote Design – Home Based Business;
- New Beginnings Gold Country – Mini Grant Recipient

Sue Vandelinder - El Dorado Disposal & EDC Chamber President, Shelli & Casey King - Butcher's Kitchen, Trish Sweeney - Representative for Assemblymember Frank Bigelow, and Bryant Miles - Representative for Congressman Tom McClintock



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APRIL 2018 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, 7:00 p.m. First Christian Church of Placerville, 2687 Andler Rd. (530) 680-8844 or www.goldrushchorus.org

Apple Jacks & Jills Square 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 For more information call, Beckie Galloway 530-677-7961. Email: mainstreetstrollers@gmail.com

Placerville Raceway
April 7, Point Race #2; April 21 Point Race #3; April 28 Point Race #4; www.placervillespeedway.com

UCCE/El Dorado County Master Gardner Classes

April 7 - Back to Basics for Gardeners, Government Center Hearing Rm Bldg C, 2850 Fairlane Ct, Placerville, 9 a.m. – Noon

April 7 - Spring Propagation, Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville, 1 p.m. – 4 p.m.

April 14 - Saturdays with Barry, Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 10 a.m. – Noon

April 12 - Orchids, Cameron Park Community Center, 2502 Country Club Dr, Cameron Park. 9 a.m. – Noon

April 21 - PLANT SALE! Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 8 a.m. – 2 p.m.

April 25 - Culinary Herbs from Garden to Gourmet, Cameron Park Community Center, 2502 Country Club Dr, Cameron Park, 9 a.m. – Noon

April 28 - Irrigation - Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 9 a.m. – Noon www.ucanr.edu/edmg, email: mgeldorad@ucanr.edu or (530) 621-5512

American River Conservancy Aprilil events:

April 3 Wakamatsu Giving Garden Work Day, 10 a.m.

April 6 - Creatures of the Night, 7 p.m., \$5/ea. or \$10/family.

April 14 - Cemeteries Tour, 9:30 a.m., \$5/members \$10/non-members.

April 15 - Salmon Falls Ranch Hike, 9 a.m., \$5/members, \$10/non-members.

April 15 - Vermicomposting: Earth's Little Terraformers (part 2 of 3), 10 a.m., \$15/members, \$20/non-members.

April 17 - Wakamatsu Giving Garden Work Day, 10 a.m.

April 18 - Acorn Trail Work Day, 10 a.m.

April 21 - Wakamatsu Farm Public Tours, 10 am, \$10/ Adults, \$5/Children 10-17 years old.

April 21 - Wow That's Loud! Folsom Open Space Urban Naturalist Walk, 6:30 pm, \$5/each or \$10/family

April 22 - Spring Bird Walk at Acorn Creek Trailhead, 7:30 am, \$5/Children 10-17 years old, \$10/Adults.

April 22 - Cronan Ranch Hike, 10 am, \$5/members, \$10/ non-members.

April 23 - Grand Opening – Acorn Creek Trailhead Ribbon Cutting Ceremony, 10 am, please rsvp for this

April 28 - Beginning Bird Walk, 10 am, \$5/pp or \$10/family.

April 28 - Urban Ecology in the Cosumnes River Watershed, 10 am, \$5/person or \$10/family.

April 29 - Art on the Farm, 9 am, FREE: Donations encouraged Please call for meeting location. 530-621-1224, julie@arconservancy.org, http://arconservancy

April 1 & 15 - El Dorado Depot -El Dorado Western Railroad Rides 10 a.m. Departs from Oriental Street. (530) 409-8473, museum.edcgov.us/el-dorado-western-railroad

April 3, 10, 17 & 24 - Bingo
5 p.m. Pollock Pines/Camino Community Center, 2675 Sanders Drive., (530) 647-8005, pollockpines.org

April 5, 12, 19, 26 - Open Mic Night
6 p.m. – 8 p.m. Outbreak Brewing Co., 640 Main St, Placerville. Food from the Butchers Kitchen 4 p.m.-8 p.m.Dogs & kids welcome. www.outbreakbrewing.com. (530)748-3258

April 7 - Native Plant Sale
9 a.m. – 1 p.m. El Dorado County Government Center (in front of Building C) 2850 Fairlane Court. http://eldoradocnps.org/ or 209-304-1771

April 7, 14, 21 & 28 - Family Karaoke Night
6:30 p.m. Pizza Factory, 1242 Broadway Placerville

April 7 - Cameron Park Community Yard Sale
8 a.m. – Noon Cameron Park Community Center. Free. Rain or Shine (530) 677-2231 or www.cameronpark.org.

April 7 - Cameron Park Community Clean Up Day
8 a.m. - 2 p.m. Camerado Springs Middle School parking lot. FREE SERVICE FOR ALL CAMERON PARK RESIDENTS. (530) 677-2231 or www.cameronpark.org. Cameron Park CSD and El Dorado Disposal.

April 7 - A Taste of Main Street, EDHS Music Department's annual fundraiser. 12:30 p.m. – 4 p.m. Carl Borelli Amphitheater, El Dorado High School, edhscougarmusic.com or 530-622-7319. \$20 Tickets

April 8 & 22 Shingle Springs Depot -El Dorado Western Railroad Rides 10 a.m. departs from 4241 Mother Lode Dr. (530) 409-8473, museum.edcgov.us/el-dorado-western-railroad

April 10 & 15 & 24 - Paint Night at the Pizza Factory
7 p.m. – 9 p.m. Materials provided. \$29.50 with coupon code: Paintparty35. 530-626-3034 www.paintnite.com/venues/pizza-factory-placerville-133685

April 12 - LunaFest Film Festival
6:00 p.m. – 9:00 p.m. Cameron Park CSD, Community Center, 2502 Country Club Dr. \$20/Adults & \$10/students. 916-933-8205 or email:pinojones@yahoo.com. www.lunafest.org/cameronpark0406

April 14 - 31st Annual Spring Fishing Derby and Casting Contest 9 a.m. – 1 p.m. Lumsden Pond. Placerville Recreation Department 530-642-5232. www.cityofplacerville.org

April 14 - Apple Blossom Poker Run
Benefit for CHP Community Fund, and hosted by the Highway 50 Assoc/Wagon Train. \$35 buy in. Adttl hands avail for driver and passengers. Departs and ends at Pollock Pines/Camino Community Center. RSVP or more info: (530)644-3761 or (530)647-8005

April 20 -22 Gold Bug Quilters Quilt Show
10 a.m. - 5 pm/4 pm on Sun. Cameron Park Community Center, 2502 Country Club Dr, (530) 677-2231. Goldbugquilters.com

April 21 - Stagecoach Rides
Noon Weather permitting. Davey "Doc" Wisner & Crew. Placerville-downtown.org

April 21 - Third Saturday Art Walk
5 p.m. – 9 p.m. Historic Downtown Placerville (530) 672-3436, Placerville-downtown.org

April 21 - 10th Annual Girl's Night Out
4 p.m. – 9 p.m. Historic Main Street, Placerville. www.placerville-downtown.org, pdaonmainstreet@gmail.com. Facebook@GirlsNightPlacerville

April 22 & 23 and 29 & 30 - Paradise in the Vineyard at Fenton Herriott
11 a.m. – 5 p.m. briand@fentonherriott.com, www.fentonherriott.com/events.htm

April 21 & 22 and 28 & 29 - 27th Annual El Dorado Winery Passport Weekend
Advance ticket purchase necessary. www.passporteldorado.com/info@eldoradowines.org

April 22 - Author's Day
Noon, Placerville Shakespeare Club, 2940 Bedford Ave. \$10.00. (530) 644-2427

April 22 Sierra Symphony – Young Artists Concert
3 p.m. Foothills United Methodist Church, 3301 Green Valley Rd., Rescue. \$10/adults & Students & children/free. www.sierrasymphony.org/ or llfaulk314@comcast.net

April 25 - Iris Tea El Dorado Community Church
2 p.m. – 4 p.m. El Dorado Community Church, 4701 Church St. \$8. Tickets: 622-3657, 626-6749 or 622-8868.

April 26 - Patrons Club Luncheon
Noon. Cold Springs Community Church, 2600 Cold Springs Road. \$15 (530) 677-8515

April 26 - EDC Chamber Mixer
5 p.m. -7 p.m. "A Night in the Courtyard" Hosted by the El Dorado Community Foundation, 312 Main Street, #201, Placerville. Networking * Delicious Food * No-Host Bar. Chamber members and potential chamber members welcomed. (530) 621-5885, www.eldoradocounty.org

April 27- 29 - 38th Annual El Dorado County Home & Garden Show
El Dorado County Fairgrounds, 100 Placerville Drive. Admission \$4 Friday Seniors \$2.00. Parking \$6.00 edchomeshow.com/, info@edchomeshow.com, 530-615-9283

April 28 - Badass Beer Run
2 p.m. 5K run/1K walk. Supports Camino Community Action Committee. 2600 Barkley Road, Camino. Register at www.badassbeerrun.com. Follow on facebook/badassbeerrun.

April 29 Free Community Concert Edh Town Center
7 p.m. – 8:30 p.m. Steven Young Amphitheater. Free! edhtowncenter.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:

- April 05 - Chamber Diplomats, noon, Chamber
- April 05 - Board of Directors, 5:00 p.m., EDCOE
- April 11 - Luncheon, Henry's Steakhouse, 11:30 a.m.
- April 12 - Joint Chambers, 7:30 a.m., EDCOE
- April 18 - Ag Council, 7:30 a.m., Ag Building
- April 26 - Mixer, Community Foundation, 5:30 pm

March 6, 2018

The Honorable Kevin Kiley
Assemblyman, 6th District
State Capitol, Room 4153
Sacramento, CA 95814

RE: Support for AB 1864 (Kiley), the Prosperous Economy and Payer Protection through Equitable Rates Act (PEPPER), as amended on February 27, 2018

Dear Assemblyman Kiley:

On behalf of the El Dorado County Chamber of Commerce we are writing in support of AB 1864, legislation to create a PEPPER deduction for California taxpayers. Modeled on deductions used in six other states, including Iowa and Oregon, the bill would allow California taxpayers to deduct their full federal tax liability on their state tax returns – SALT in reverse.

The deduction eliminates the possibility of double taxation, ensuring that California residents would not be required to pay taxes on their full income first to Washington DC and then to Sacramento. In so doing, it brings greater fairness to California's tax code, and ensures that Californians receive the same benefits of federal tax reform as residents of other states.

Federal tax reform has presented California with a rare opportunity. We must not squander it with gimmicks or budget tricks. That's why we are pleased to see growing momentum for meaningful tax reform, including 14 State Assembly members and Senators who have co-authored AB 1864, and are in enthusiastic support of bringing the PEPPER Deduction to California.

Sincerely,
Laurel Brent-Bumb, CEO

El Dorado County Chamber of Commerce
12th ANNUAL

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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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