

EL DORADO COUNTY CHAMBER OF COMMERCE'S

# Voice of Business

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

## Welcome New Members

Member Services Director, Cathy Zuber welcomed the following new members at the November business luncheon:

Bob Henning – RC Henning Coffee Company. Taste quality and freshness in every cup! [www.rchenningcoffee.com](http://www.rchenningcoffee.com)

Phillip von Thury – Comcast Business, the leading high speed internet provider for the area. Offering up to a 1Gig speed over coax and 10+Gig over fiber. Phone service, phone systems, TV, & surveillance as well.



Pictured from left to right: Cathy Zuber, Member Services Director; Bob Henning, RC Henning Coffee Company; Phillip von Thury, Comcast Business.

## Sierra Vista Winery

An El Dorado original winery with a 45 year history featuring Rhone and Bordeaux estate wines & other varietals from around the world only 15 minutes off Highway 50. Sierra Vista has been making award-winning wines since its inception and now has new family owners that are carrying on the tradition of the award-winning wine making while further enhancing the estate to make its guests enjoy their experience even more than ever.

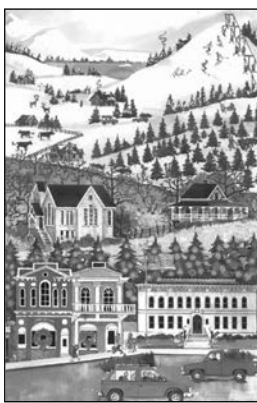


Pictured from left to right: Philip Hughes (Tasting Room Manager), Susan Farrington (Winemaker), Daniel Malone (Assistant Winemaker).

## Great Holiday Gift Ideas

Anne Gladwill Prints "Christmastime in El Dorado County" - This unique depiction of our foothill home will make you smile with your favorite hometown holiday memory! This is a chamber exclusive and is available for \$15.

And don't forget the Old Hangtown license plate frames, always a popular gift item. We've got motorcycle plate sized Hangtown license plate frames, too.



Christmastime in El Dorado County by Anne Gladwill.

## How to Turn a Career Setback into a Successful New Business

By Lawrence Mager

There are times in life when we all need a fresh start. If you're feeling stuck in your career or experienced a recent setback, starting your own business may just be the answer. Bouncing back from disappointment is often the perfect time to take the leap and make it happen.

### Why Now?

Most of us think of a setback as a failure, but what if that setback was meant to be a learning opportunity? Setbacks can come in many forms. Maybe there's a step you wish you had taken in your career that you didn't, or maybe the step forward isn't even a possibility where you are currently. The Harvard Business Review recommends using a setback to evaluate what went wrong — and to reimagine who you are as a professional and how that fits with your current life priorities. This is your chance to envision a whole new lifestyle, and for many people, that vision includes becoming a full-time entrepreneur.

Besides gaining that fresh perspective about your future, the other way a setback helps us gain clarity is in how we learn from mistakes. *Everyone* makes mistakes. The difference between those who stay stuck and those who carve a new path forward is in what we learn from them. Chances are, whatever caused your setback has expanded your knowledge. This means you're in a position to use what you learned from that experience to create a successful business.

### Where to Start?

Some new entrepreneurs already have a fully formed idea, but others aren't sure how to turn their knowledge into a business. If you're already working in the tech industry, there are all kinds of options for starting your own tech businesses, from developing new software to providing IT support or computer training services to established companies.

Whatever you decide, creating your own website is one of the very first steps you should take. It's worth spending the time to make sure you do this right. You want a website that is easy to navigate and that keeps customers engaged while providing valuable knowledge they won't find anywhere else. Along with a smart design, deciding where to host your website is just as important. This is because a good web hosting service is crucial to keeping your site running reliably. If you're unsure of where to begin your search for a hosting company, a great starting point is to read comprehensive reviews that put big names, like GoDaddy, to the test.

### Don't Hold Yourself Back

It's easy enough to focus on creating a website first. After that big leap, many new entrepreneurs hold themselves back because they fear they don't have enough knowledge to launch successfully. According to Entrepreneur, new tech companies should always continue learning, but you shouldn't wait for perfection to put your knowledge into practice. Every new business owner encounters setbacks; this is part of the process! You will constantly learn from these choices, and your business will improve as a result.

### Take it to the Next Level

Once you've gotten your business off the ground, you need a plan for growing and staying successful. In most cases, this means finding the right talent — which could involve hiring Upwork freelancers to handle any tasks you don't feel comfortable addressing — and creating a marketing strategy. If you're starting out on a budget, networking with other tech professionals is a good place to start when it comes to connecting with the best minds in the business.

Along the same lines, you don't need a huge budget to market your tech business. In addition to traditional marketing channels, another way to get your name out is by staying actively engaged in the right groups online. And just because your business is web-based doesn't mean your marketing should be online-only; Marketing in your local community through networking events can be just as beneficial to growing your business.

Starting a business isn't a walk in the park. It takes commitment and acceptance that setbacks will still happen. If your recent setbacks have made you realize you're stuck in a rut and ready to move on, becoming an entrepreneur may be the best way to carve your own path forward.

Hosted By: **REDHAWK CASINO**

**HOLLY JOLLY HOLIDAY MIXER**

Good company and merriment abound at this hoppin' holiday happenin'

December 18, 2019  
5:30 PM - 7:30 PM  
@ Red Hawk Casino / Henrys steak House

**TRI-CHAMBER MIXER**  
Proceeds from the holiday drawing are used to create food basket for local families that have been indentified by the El Dorado County Office of Education as qualified recipients. *Please consider donating a raffle prize for this worthy cause.*

Shingle Springs Cameron Park CHAMBER OF COMMERCE  
EL DORADO COUNTY CHAMBER OF COMMERCE  
EL DORADO HILLS CHAMBER OF COMMERCE

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## DECEMBER 2019 COMMUNITY CALENDAR

### Community Observatory

Folsom Lake College – El Dorado Center, Campus Dr. Free.  
\$2 Parking (530) 642-5621 or [communityobservatory.com](http://communityobservatory.com)

### UCCE/El Dorado County Master Gardener Classes

**Dec 7, Garden Tour & Solar Viewing, 9:00 a.m. - 12:00 p.m.,**  
Sherwood Demonstration Garden - behind Folsom Lake College,  
El Dorado Center.  
**Dec 14, Second Saturday Open Garden Day, 9:00 a.m. - 12:00 p.m.,**  
Sherwood Demonstration Garden.  
UCCE Master Gardeners of El Dorado County Office, (530) 621-5512  
or <http://www.ucanr.edu/edmg>

### Haunted Hangtown Ghost Tours

Fridays and Saturdays. (530) 748-0435 or visit <https://hauntedhangtownghosttours.com/tours/>

### Pizza Factory Karaoke Night

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

### Bingo

Tuesdays. Doors open at 5 p.m. Dinner is available at 5:15 with speed games starting at 6:15. Minimum buy-in is \$12.00 and includes 14 regular games. Pollock Pines/Camino Community Center. 530-647-8005, [www.pollockpinesca.org/bingo](http://www.pollockpinesca.org/bingo)

### Olde Coloma Theatre Presents

"A swampy Boggs Christmas Carol" or "3 dreams, 2 chances & 1 Miracle". (916) 995-8399; email: [oscaro@pbic.net](mailto:oscaro@pbic.net) or [www.oldecolomatheatre.org](http://www.oldecolomatheatre.org)

### Boeger Winery Harvest Tours

Weekly, On Wednesday, Friday and Saturday. [tours@boegerwinery.com](mailto:tours@boegerwinery.com), [www.boegerwinery.com/events](http://www.boegerwinery.com/events)

### Dec 7, 8, 14, & 15 Candy Cane Express

Trains leave at 12 noon and 2 pm. All departures leave promptly from the 1870 V&T train depot, 166 F Street, Virginia City, NV. <http://Virginiatruckee.com>

### Dec 6

**Gold Country Artists Gallery Customer Appreciation Party**  
5 p.m. – 8 p.m. Gold Country Artists Gallery, 379 Main Street in historic Placerville. (530) 642-2944

### Dec 6, 7, 13, 14, 20, 21

**Carriage Rides – El Dorado Hills Town Center**  
6 p.m. – 9 p.m., visit [edtowncenter.com/upcoming-events/](http://edtowncenter.com/upcoming-events/) for more info.

### Dec 7 Winter Rummage Sale

9 a.m. – 4 p.m. Placerville Shakespeare Club, 2940 Bedford Ave. 530-676-3749 or visit [placerville-shakespeare.com](http://placerville-shakespeare.com) for more info.

### Dec 7 Christmas Cheer on Missouri Flat Rd.

10 a.m. – 2 p.m. New Beginnings Thrift Store, 4516 Missouri Flat Rd., Country Elegance 4496 Missouri Flat Rd., Christmas Shop at the Pool Place, 4480 Missouri Flat Rd. 530-303-3710.

### Dec 7 Holiday Craft & Gift Fair

10 a.m. – 4 p.m. Rescue Community Center, 4180 Green Valley Rd, Rescue. Santa Clause will be stopping by from 12 p.m. - 2 p.m. [Rescuecommunitycenter@gmail.com](mailto:Rescuecommunitycenter@gmail.com)

### Dec 7 – 8 Christmas in Coloma

Marshall Gold Discovery State Historic Park, 10 a.m. to 4 p.m. each day. Enjoy traditional family-oriented holiday activities and explore the historic buildings at the park. Carriage rides, warming fires and holiday music will set the mood for a little holiday shopping with local vendors. Games and holiday crafts and a visit with Santa will keep young and old entertained. Fresh greens, ribbons and bows will be available for wreath making activities. Plus, thirteen historic buildings in the park will be decorated and open for visitors. Costumed docents will be on hand to share the history of the structures and their former inhabitants. \$8 per vehicle parking fee. Historic house tour is \$5 per person (age 5 and under free). Historic buildings are not ADA accessible. (530) 622-3470.

### Dec 7, 8 Home For the Holidays Tour 2019

10 a.m. – 4 p.m. Homes on tour are seasonally decorated and provide us with an opportunity to help clothe our disadvantaged children, assist teens and young adults with higher learning scholarships, and share personal enrichment activities with our seniors within our community. \$25 for adults, \$10 for children 12 & under. [www.assistanceleague.org/sierra-foothills](http://www.assistanceleague.org/sierra-foothills)

### Dec 7 Sierra Symphony Christmas Concert

4 p.m. – 6 p.m. Cameron Park Community Center, 2502 Country Club Drive. \$10 Adult - Children Free. 530-677-2231.

### Dec 7 Cellar-bration,

1 p.m. – 4 p.m. \$10 for Wine Club Members, \$15 non-members. [cindy@fentonherriott.com](mailto:cindy@fentonherriott.com), [fentonherriott.com](http://fentonherriott.com)

### Dec 7 Fabulous Liars Band LIVE

9 p.m. The Purple Place, 363 Green Valley Rd, El Dorado Hills. [www.facebook.com/The-Fabulous-Liars-Band](http://www.facebook.com/The-Fabulous-Liars-Band)

### Dec 8 41st Annual Hangtown Christmas Parade

1 p.m. Historic Downtown Placerville, Main Street, Placerville. [www.hangtownchristmasparade.com](http://www.hangtownchristmasparade.com)

### Dec 8 The T Sisters in Concert,

3 p.m. – 5 p.m. Music on the Divide, \$20 for adults, \$5 for students, and free for children 5 and under. [www.musiconthedivide.org](http://www.musiconthedivide.org), [lynnshardt@gmail.com](mailto:lynnshardt@gmail.com)

### Dec 12 Ribbon Cutting - Hangtown Village Square

Celebration for the new electric charging hub featuring Tesla and ChargePoint. Live Music and Food 11:45 a.m. – 1 p.m. Ribbon Cutting Ceremony 12:30 p.m. [www.HangtownVillageSquare.com](http://www.HangtownVillageSquare.com)

### Dec 12 – 22 The Stage at Burke Junction presents:

"Vanya and Sonia and Masha and Spike" 7:30 p.m. – 10 p.m., [stageatburke@gmail.com](mailto:stageatburke@gmail.com), tickets: [https://www.eventbrite.com/e/vanya-and-sonia-and-masha-and-spike-by-christopher-durang-tickets-77055185133?fbclid=IwAR1WC4\\_gBJNp](https://www.eventbrite.com/e/vanya-and-sonia-and-masha-and-spike-by-christopher-durang-tickets-77055185133?fbclid=IwAR1WC4_gBJNp)

### Dec 13 EDHFD Santa Run Finale

7:30 p.m. - 8:30 p.m. The El Dorado Hills Firefighter Association is back for its 57th year of Santa Run tradition through El Dorado Hills. The event will conclude as Santa, Mrs. Clause and the Elves travel through Town Center to collect canned food and new, unwrapped toys for Toys for Tots. It will finish with cookies and hot chocolate provided by the El Dorado Hills Fire Department. El Dorado Hills Town Center - Theater Plaza, 2085 Vine Street. [edtowncenter.com](http://edtowncenter.com)

### Dec 14 Friends of the Bailey House Winter Craft Fair

9 a.m. – 4 p.m., Bayley House Park, 4300 Hwy 49, Pilot Hill, [baileyhousefriends@gmail.com](mailto:baileyhousefriends@gmail.com) - 530-823-2787, [www.bayleyhouse.net](http://www.bayleyhouse.net)

### Dec 15 Deputy Ishmael Fundraiser – Gift & Doll Sale with Santa

11 a.m. – 3 p.m. Proceeds go to the Deputy Brian Ishmael Memorial Fund. No entry fee. Lunch is available for purchase (\$10) Mother Lode Lions Club, 4701 Missouri Flat Rd, Placerville. [siplacerville@gmail.com](mailto:siplacerville@gmail.com), [www.siplacerville.org](http://www.siplacerville.org)

### Dec 21 Stagecoach Rides (Davey Wiser and Crew),

Noon, Placerville Downtown Association (530) 672-3436, (530) 295-3496, [www.placerville-downtown.org](http://www.placerville-downtown.org)

### Dec 21 Third Saturday Art Walk

Placerville Downtown Association, (530) 672-3436, (530) 295-3496. [www.placerville-downtown.org](http://www.placerville-downtown.org)

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

### Meetings

- Dec 05 Diplomats**, noon
- Dec 11 Business Luncheon**, Red Hawk, Henry's Steakhouse, 11:30 a.m.
- Dec 12 Joint Chambers**, 7:30 a.m., EDCOE
- Dec 18 Joint Chamber Holiday Mixer**, Red Hawk/Henry's, 5:30 p.m. – 7:30 p.m.
- Dec 18 Ag Council**, 7:30 a.m., Ag Building

# 4 Unique Ways to Promote Your Winery & Events

Visit  
El Dorado

Here are some ways you can promote your business through Visit-ElDorado.com channels.

- **Website** – Add your winery to **wine trails** listings. Send the following information to [Tourism@eldoradocounty.org](mailto:Tourism@eldoradocounty.org) with "Winery Listing on Website" in the subject line.

- \* Name of Winery
- \* Physical Address of Tasting Room
- \* Phone number
- \* Website
- \* Tasting Room Hours
- \* Description
- \* Provide link to Social media platforms associated with the business
- \* Image: ie a signature dish with a brew in the background. Something that would inspire someone to choose you.

- **community calendar.** If you have music or host any events that are open to the public you can add it at no charge.

- If you offer **tours** please provide a brief description of the tour and a link to more information or to book a tour.

- I suggest signing up for **industry news and updates** to be notified about industry specific information regarding tourism in El Dorado County. Make sure you click on both the news and updates and the industry news and updates boxes at the bottom of the form.

The El Dorado County Chamber of Commerce also has several ways they feature their wineries. You would need to be a chamber member to participate in those. Two that come to mind are the Business Showcase and the "Find You Favorite" Campaign. Here is contact information for Cathy Zuber [members@eldoradocounty.org](mailto:members@eldoradocounty.org) in the event you are interested in pursuing that.

Jody Franklin  
Executive Director of Tourism  
El Dorado County Chamber of Commerce/  
Visitors Authority  
530.621.5885  
[www.VisitElDorado.com](http://www.VisitElDorado.com)

## 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](http://www.visiteldorado.com)

and also printed in the Voice of Business newsletter as space allows.

## Tree Farms Open for Business

It's almost that time of year to choose and cut your Christmas Tree. The El Dorado County Christmas Tree growers are busily preparing for the holiday season! Despite possible PG&E power outages, the Christmas tree farms will remain open.

In the event of a power outage, customers are advised to bring cash as credit sales may not be possible without electricity. Additionally, without power, telephones will not be operational, so visitors are encouraged to check individual farm websites for the latest information. For a list of farms and map, go to [www.chooseandcut.com](http://www.chooseandcut.com).

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