



EL DORADO COUNTY CHAMBER OF COMMERCE'S

Voice of Business

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

In December 2017, five local chamber of commerce organizations in the greater Sacramento region agreed to collaborate to amplify their members' voices before the California State Legislature.

By forming UCAN – the United Chamber Advocacy Network - the Elk Grove, Folsom, Rancho Cordova, Roseville Area Chambers of Commerce and the El Dorado County Joint Chamber Commission have worked to identify their members' top state-level concerns, taken positions on state legislation and advanced those positions before our state legislative delegation, policy committees, and the administration.

In 2019, the landscape at the State Capitol in Sacramento has shifted once again and the need to represent the interests of small business owners and operators is more important than ever.

Private sector success not a stated priority of state leaders

In reviewing the priorities of newly elected Governor Gavin Newsom and legislative leaders in the State Senate and the Assembly, the priorities of small businesses and private sector employers are rarely, if ever mentioned. Their state priorities - expanded coverage for health care, additional subsidies for early childhood education and community college, additional spending to alleviate homelessness, expanding family leave and underwriting additional housing - are all seemingly positive objectives.

However, in a review of post-inaugural statements, none of California's top leaders have discussed how to increase the state's tax revenue and reduce demand on public services by growing California's economy, expanding California's private sector, and enhancing our state's economic competitiveness – especially in the non-coastal regions of the state. Private sector employers – especially small business owners and operators – are the engine of California's economy. Private sector employers in California account for 85% of the state's jobs and provide nearly \$860 billion in payroll. Employers with fewer than 50 employees account for over 86% of California's jobs and over 31% of the state's private sector payroll.

Taxes, regulations, overall business climate are top concerns again

If the 2019 UCAN Membership Survey is any indication, business owners feel under siege by a state government that is consistently increasing taxes, adding regulations, and impacting their business operations – all of which their growth and inhibits job creation.

When asked to select three issues that most impacted their businesses' bottom line, 71% of respondents cited taxes, followed by regulatory compliance (40%), HR/Labor compliance (34%) and overall business climate (33%). These findings were from the Membership Survey.

Two new issues elevated in the survey results – affordable housing (29%) and impacts of the California Supreme Court's Dynamex decision narrowing the definition of independent contractors (25%).

Below is a summary of chamber members' top concerns:

Taxes	71%
Regulatory/environmental compliance	40%
HR/Labor compliance	34%
Overall business climate	33%
Affordable housing	29%
Wage mandates/minimum wage	28%
Dynamex decision	25%

Listen to the chamber members themselves

The voices of the UCAN chamber members reflect frustration and a concern for the health of their businesses and the welfare of their employees and local communities.

"Our revenue has not increased yet our



operational costs have. We are a small, seasonal, family-owned and operated single location business with limited financial capabilities. The result of higher prices means frustrated customers, less visits for service, and even fewer dollars spent on services and products in our store."

"The state shows little to no concern for business owners. They act like we have unlimited funds and time to comply with all the laws and fees handed down. We have to pass these costs onto the customer."

"We are a husband and wife real estate team. Overall, real estate is great in California but for us that are selling and buying, the taxes are outrageous – young people don't seem to buy as much as they used to. Personally, I don't trust the state to protect anyone working hard and making money like business owners and the self-employed."

Impacts of recent state policy decisions

UCAN chamber members were also asked about recent policies had impacted their businesses: the increased minimum wage, the recent ADA reforms, and the Dynamex Decision. Generally, UCAN leadership views an issue that impacts over 25% of its members as significant.

	Positive	Negative	No impact
Minimum wage in increase	3%	31%	66%
ADA reform	27%	6%	6%
Dynamex Decision	3%	29%	67%

UCAN chamber members weigh in...

Minimum Wage Increase

"We are no longer willing to hire inexperienced workers because of their cost (part time or college workers). We are also much less likely to open another location as our margins have decreased due to higher than ever labor costs."

Dynamex Decision

"Many of my small/medium sized business clients have used independent contractors for years and are now faced with the possibility of either stopping using ICs or having to hire them as full time employees. This WILL have a detrimental effect on many of my clients."

"This harms business start-ups. Sometimes contractors are used when there is a short term need and an employee exists, but the workload temporarily exceeds what that employee can handle if business growth hasn't stabilized enough to allow the micro-business to hire on a permanent basis."

ADA Reform

"This is a good start but should go further to allow for more time. The state should also do comprehensive reform to the codes to allow for more flexibility in meeting the spirit of the law, given conditions such as topography or historical buildings."

"Two of my small business clients were hit by drive-by ADA lawsuits. The new ADA law is helpful but still limited in scope."

2019 UCAN State Policy Agenda

While California's private sector employers and small business owners are increasingly frustrated, we have hope – after all, we ARE Californians.

We recognize that our new Governor is himself a private sector employer, small business owner, and entrepreneur – and understands first-hand

the adverse impacts on business success. We also appreciate the broad experience of our state legislators – many of whom are business owners themselves or perhaps had experience in local government, where they greatly appreciated the importance of private enterprise, small business success, and economic competitiveness.

We invite our state lawmakers to join with the UCAN chamber organizations – the Elk Grove, Folsom, Rancho Cordova, Roseville Area Chambers of Commerce and the El Dorado County Joint Chamber Commission – to support and advance the 2019 UCAN State Policy Agenda, as outlined below:

Reduce our tax burden

Support policies that reduce the burden of taxes and regulatory fees on California's businesses including sales taxes, payroll taxes and energy/utility taxes, as well as fees associated with compliance to environmental, human resource and other regulatory actions. Oppose proposals to tax services and proposals to establish "split roll" taxes that will increase taxes on business property.

Remove regulatory barriers

Support policies that seek to eliminate unnecessary and duplicative regulatory compliance, increase accessibility and transparency of the regulatory process, provide for analysis of economic impacts of regulation and encourage the use of the legislature's oversight responsibility to eliminate outdated and redundant regulations.

Encourage employment

Oppose policies that increase the cost of hiring and retaining employees and further inhibit employers' flexibility in managing his or her workforce. In addition, support policies that equip young people with the education and skills necessary to succeed in the workplace.

Improve California's business climate

Support for the policy proposals above will help improve California's overall business climate. However, just having the right policies in place isn't enough. A positive attitude is key to winning in business, just as it is in life. Business owners and operators must view the state government as a partner in their economic success. To do so, elected officials and state employees must work to ensure that all levels of government commit to the success of private enterprise.

Increase the housing supply to reduce housing costs

In addition to the high demand of California real estate, government at all levels adds significantly to the high cost of housing through regulations, taxes and fees. To increase California's housing supply, state lawmakers should look beyond providing subsidies and streamlining processes and look for ways to reduce onerous regulations and decrease costly taxes and fees.

"Fix" the Dynamex Decision

The recent decision by the California Supreme Court to significantly narrow the definition of independent contractors has thrown a serious monkey wrench into the state's economy and the business models of business owners and individuals alike. We urge the Legislature and the Governor to embrace a thorough and thoughtful "fix" as advanced by the California Chamber of Commerce and other leading business organizations.

We invite you to join us!

The UCAN chambers will work with our advocates at Advocacy and Management Group in Sacramento to monitor legislative proposals and assist chamber leaders and chamber members in supporting bills that align with our shared priorities and oppose bills that are inconsistent with our unified agenda.

To learn more, contact one of the UCAN chambers directly, visit www.amgroup.us/ucan or email ucan@amgroup.us.

Welcome New Members



January Luncheon Emily Burns, Home Inspirations; Scott Drake, Primerica Financial Services; Susan Sutton, Virginia & Truckee R.R.; Kasey Segerstrom, Oakmont of El Dorado Hills; Kathy Fargo, First Choice Signs & Graphics; Shelly Thorene, Shelly Thorene Photography; Cathy Zuber, EDC Chamber



EDC Chamber's Cathy Zuber; Jeremiah & Gina Waller, Bug Busters; Sol Nisbet, American Financial Network; Todd Stanley, JTR Insurance; Gary & Dian Ritz, Danica Olivo, Hwy. 50 Brewery; David Yapp, Yapp Creative

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MARCH 2019 COMMUNITY CALENDAR

Community Observatory

Folsom Lake College-El Dorado Center, Campus Drive. 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 & 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

UCCE/El Dorado County Master Gardner Classes

Mar 2 Propagation from Seed, Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Drive, Placerville. 9 a.m. – Noon

Mar 8 2nd Saturday OPEN Garden Day- Straw Bale Gardening

Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 9 a.m. – Noon

Mar 13 Back to Basics for Gardeners

Cameron Park Community Center, 2502 Country Club Dr. 9 a.m. - Noon

Mar 16 Pest and Pollinators

Government Ctr. Hearing Rm, Bldg C, 2859 Fairlane Ct. 9 a.m. – Noon

Mar 23 Tomatoes from Seed to Table

Government Ctr. Hearing Rm, Bldg C, 2859 Fairlane Ct. 9 a.m. – Noon

American River Conservancy March events

Mar 2 Terrestrial Plant Trail Talk, 10:30 a.m., \$5 members, \$10 non-members

Mar 8 Dragon Claws from Georgetown, 6 p.m., \$10 members, \$15 non-members

Mar 9 Lichen Walk along the American River, 10 a.m., \$5 members, \$10 non-members

Mar 9 Cell Phone Artistry, 1:30 p.m., \$55 members, \$60 non-members

Mar 10 Beginning Birding, 10 a.m. \$5 members, \$10 non-members

Mar 16 Hidden Places of Cronan & Magnolia Hike, 9 a.m., \$5 members, \$10 non-members

Mar 17 Green Day Hike at El Dorado Ranch, 9 a.m. \$5 members, \$10 non-members

Mar 17 Cronan Moonlight Hike, 7 p.m.. \$5 members, \$10 non-members

Mar 21 Yoga in the Park 5:30 p.m., \$5 members, \$10 non-members. Please call for meeting location & further details. (530) 621-1224, julie@arconservancy.org, http://arconservancy.org/

Placerville Raceway

Mar 16, Test & Tune; Mar 20, World of Outlaws Craftsman Sprint Car Series; Mar 23 Point Race #1; Mar 30 Elk Grove Ford Spring Car Challenge Tour/ SCCT Opener. www.placervillespeedway.com

Sierra at Tahoe Events

Mar 2 & 3 Subaru Winterfest, All Day event

Mar 9 Snow Bike Demo Day

Mar 16 Methodology presented by Vans

Mar 18 Snow Boarding and Mentoring Cam

Mar 23 Operation Rebound Veterans & Military

Haunted Hangtown Ghost Tours

Friday and Saturday. (530) 748-0435 or hauntedhangtownghosttours.com

Mar 1 - 31 Art on the Divide

Sheri Hoeger, Guest Artist for March. 10 a.m. – 5 p.m. Friday, Saturday and Sunday. Art on the Divide Gallery, 6295 Main Street, Georgetown. aodcgallery@gmail.com

Mar 1, 2, 3, 8, 9, 10 Readers Theater – 12 Angry Jurors

Dinner Theater at Smith Flat House in Association with Imagination Theater. www.imaginationtheater.net

Mar 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

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

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

Mar 3 Bingo at the Elks Lodge

First Sunday of the month. 1:45 p.m. – 4:30 p.m. 3821 Quest Ct, Shingle Springs. (530) 672-9120, www.placervilleelks.org, paradocs2@comcast.net

Mar 5, 12, 19, 26 Bingo

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

Mar 8 Ponderosa High School Foundation Spring Banquet

6 p.m. Shingle Springs Community Center, 4440 South Shingle Road, \$60 per person. Tickets and further Information, contact Co-President Dave Sargent at 530-621-1673 or at dwsarge@yahoo.com

Mar 9 & 10 Bottle your Own at Fenton Herriott

Noon – 4 p.m.. 120 Jacquier Court, Camino. (530) 642-2021. briand@fentonherriott.com; www.fentonherriott.com/events.htm

Mar 10 & 24 Shingle Springs Depot - El Dorado Western Railroad Rides

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

Mar 16 Stagecoach Rides

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

Mar 16 Third Saturday Art Walk

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

Mar 22 Business Showcase & I Love Film Mixer

4 p.m. – 8 p.m. Forni Building, El Dorado County Fairgrounds, 100 Placerville Drive, Placerville. FREE

Mar 23 7th Annual Strikes for Scholarships

10 a.m. – 4 p.m. Knotty Pine Lanes, 2667 Sanders Drive, Pollock Pines. Register at www.pollockpines-caminorotary.org or call 530-903-8039.

Mar 27 Let's Make a Deal

10 a.m. – 3 p.m. Placerville Shakespeare Club Annual Bridge Party, 2940 Bedford Ave. \$40 a pair. Call Sari (530)409-1729 or Dolores (916)802-0186 for information/reservations.

Mar 30 Ponderosa FFA Boosters Barn Dash, Dinner, Auction & Concert

4:30 p.m. Saureel Vineyards, 1100 Cold Springs Road, Placerville. 530-748-8055, or jordyn.pondoffboosters@yahoo.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:

- Mar 07** Chamber Diplomats, noon, Chamber
- Mar 07** Joint Chambers, 7:30 a.m., EDCOE
- Mar 20** Ag Council, 7:30 a.m., Ag Building
- Mar 22** Business Awards Lunch, EDC Fairgrounds, 11 a.m.
- Mar 22** Business Showcase & I Love Film Mixer, EDC Fairgrounds, 4 p.m.

El Dorado County Cares

It's always a great feeling when we see our community step-up when a crisis strikes and we all saw that recently with the out-pouring of support for the Paradise fire victims.

What often goes unnoticed are the heartfelt acts of kindness to individuals in need. Specifically, over the holiday season Habitat for Humanity and Straight Line Roofing were

one woman's guardian angels.

A longtime county resident and self-employed single mom suffering with Multiple Sclerosis found herself with more buckets than furniture in her home and had no idea what to do about getting her roof repaired. Habitat for Humanity and Director Bobby Taylor were able to help her through the process and find approval for assistance with a

new roof.

Then came Straight Line roofing to the rescue. In between dodging rain drops and sleet and ignoring the cold temperatures, owner, Jack Borba and his crew saved the day and the roof. It's great to live in a community like ours where businesses and their owners like Jack Borba and Straight Line give and care.



Posting an Employee's Photo Online

By Ellen Savage, J.D., for CalChamber

Before posting an employee's photo on the company's website or social media, you need written permission.

Can I choose to post photos of my employees on my company's website and social media page? Do I need each employee's consent first? What if an employee refuses?

Posting photos of your employees on the internet can raise serious privacy concerns in California. Some employees may be happy to see their smiling faces online, but others may object for a number of reasons.

An employee who has been the victim of stalking or who has a restraining order may not want others to know where he/she works. Another may be a private person who is not comfortable having his/her photo online. Other employees who don't like the way they look in photos simply may not wish to have their picture made public.

Regardless of the reason, posting photos online without the employee's permission may be illegal.

Right of Publicity Laws

Many states, including California, have so-called "right of publicity" laws that limit the way a person's image can be used for commercial purposes.

California Civil Code Section 3344 makes it illegal to use a photo or video of another person for any sort of marketing purpose in most situations without permission.

Because your company's website and social media page both likely exist to attract customers and potential employees, use of an employee's photo for such marketing purposes without his/her permission could be a violation of Civil Code Section 3344. As a result, your company could become liable to your employee for monetary damages, attorney's fees and costs, as well as punitive damages.

Get Permission in Writing

Before posting a photo of an employee online, get express written permission from that employee. You may choose to get a blanket consent for all future use of the employee's image at the time of hire, although a better practice is to also obtain permission each time an image is used.

If an employee refuses to consent for whatever reason, do not use their image on your website or social media page.

CalChamber members can view more information on Keeping Employee Information Private in the HR Library. Not a member? See how CalChamber can help you: www.calchamber.com/hrcalifornia/pages/hrcalifornia.aspx

Spotlight on a Gold Member

Gold Country Retirement Community is a proud member of El Dorado County Chamber. We have served area seniors since 1986 and have again been voted Best Retirement Community for the 4th year in a row for 2018 by the Mountain Democrat. Our community has senior apartments, assisted living and skilled nursing services. We are open 7 days a week for a tour, come on by! (530) 621-1100, goldcountryretirement.org



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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