



President's Message

Be Relevant

President's Message by Gordon Helm, EDC Chamber President 2019

Thank you fellow directors and members for having the faith in me to take on such a key role in our Chamber.

What do you think of when you hear the words "El Dorado County"? "El Dorado!" It's the connection to the gold rush of 1849. The start of it all! It's the history you think of!

Before my mother came to California in 1958, she had lived in Germany, commuting by public transportation to her daily job in Dusseldorf. One day she tells all her fellow commuters that she is leaving Germany and immigrating, legally I might add, to the United States.

"How is your English?" asked one passenger. "I think I'm okay in that department," she answered.

"Where are you going?" asked another. "To California!" she answers. Oh, "says he, "to California!"

"Then all you need to know then is: 'This is my Claim!'", referring to the claims gold miners used to have to stake.

It's been more than 170 years since gold was discovered, but it's what put us on the map and brings us notoriety & fame.

From this history of gold, we have come to the NOW, the present. What stands out and what makes people from around the world want to visit our County? The charming small town atmosphere of communities like Placerville, Diamond Springs & El Dorado.

The closeness to nature. Lake Tahoe and our vast forests - a destination for all seasons. Camping, hunting, skiing or whatever your choice of recreating, we have it!

The gold rush history has gotten their attention, but they come back for the diverse variety of experiences to be found only here in El Dorado County. It's that variety and diversity that still makes El Dorado County relevant as not only a destination for visitors from all around the world, but also as a great place to locate a business and/or to reside.

We all have businesses or are somehow affiliated with our local business community.

How is your business relevant to El Dorado County? How do you keep your business relevant so as to grow, "manage change" and increase profitability? Obviously some of us are more successful than others and unfortunately I feel that I've fallen into that second group more often than I'd like to admit!

My own business ventures have varied dramatically over the last 30 years. I've had, or been directly involved in the ownership of an auto parts wholesale company, a PC sales business, a boat lift sales business, a Y2K software remediation company, an IT staffing company, a software development company, a medical staffing company, a used car dealership, and a property management company. Some have done well, others not so well.

Now you can see how I ended up in the vodka-making business as one of my latest ventures!!

Some of these businesses did not remain relevant due to changes outside of my control and therefore were terminated. Obviously, once all the clocks struck midnight at the turn of the century, my Y2K business was no longer relevant and closed down almost immediately. However, those that do still exist do have relevance to our community and I hope they serve some purpose that benefits others.

I'm not sure making Vodka is the best example of relevance, but I know a lot of people who believe their Bloody Marys would be irrelevant without it.

How is the Chamber relevant in our community? I think that we have some unique benefits that no other Chamber can offer.

Let's start with our fearless leader Laurel Brent-Bumb. Laurel has been the CEO for almost 20 years now and she's still going strong. We are so grateful for what she does. Her commitment to the business community in this county is immeasurable. She attends weekly County Supervisor meetings and attends just about every other meeting you can think of that might have some relevance to our businesses.

She actively works to support the betterment of our business communities. She works closely with County representatives to advocate for policy changes that benefits our businesses, or to attract new businesses to the area. She can be credited for securing funding to ensure our Chamber provides services others can't. From all of us, thank you Laurel, you are very relevant to our community!

What other unique and relevant benefits does this Chamber provide to you as members?

I'm sure you all know the Chamber operates the Visitors Authority which oversees Tourism in our county. Jody Franklin is in charge of this department and has successfully been able to establish the El Dorado-Stay & Play Shuttle Program; which encourages group transportation and overnight stays in El Dorado County;

helps reduce motor vehicle emissions, helps to reduce wear & tear on our county roads and introduces new visitors to the area. It is funded by an Air Quality Grant and is responsible for generating over 2,000 room night stays in the last two years.

She also has a direct role in the Christmas trees along Highway 50 in Placerville. Who doesn't love this? This is such a popular event, that when the tree decorating sign ups open, there is a line of

people waiting for tree assignments, and the sign up list gets filled up in minutes.

Thousands of people see these trees each year and it emblazons our community in their minds as a place to stop, visit and ultimately spend their money. Jody also coordinated and moderated the annual Tourism Summit which was held just last week in El Dorado Hills. Attendees came from all around the county to learn about the local tourism industry and what each attendee could do to obtain a piece of the \$100B U.S. tourism industry. It was on topic, current and educational! I took several ideas home that I will be implementing immediately in my business. If this isn't relevant to the continued economic success of our County, I'm not sure what is.

Another unique feature that benefits our community is the Film Commission which is led by Kathleen Dodge. Kathleen has successfully been able to bring multitudes of Hollywood production companies and film makers to El Dorado County. Over 60 movies, films or TV shows include scenes shot here in El Dorado County.

Kathleen also oversees the "I Love Film" Mixer in conjunction with the Business Showcase which happens in March each year. This is an opportunity for our business members to showcase their services and products to the general public.

Kathleen is credited for creating a successful Film Office, branding it and developing a respected reputation in the film industry. This allows all of us to benefit from the financial aspects of on-location filming as well as creating opportunities for our community, and building our cultural history through films shot here in El Dorado County.

Again, another very relevant endeavor that benefits our County and ultimately its business community members. Please support Kathleen - it's a two-way street, and maybe your business can be featured in some future blockbuster movie!

There are also others who help to make our Chamber relevant to your success.

Cathy Zuber works diligently to bring new members in and assists in showing them what benefits the chamber has to offer. She coordinates the monthly mixers, luncheons and other events that allow you to interact with other businessowners so that we all can help to lift each other up!

Ellen Vaughn works diligently behind the scenes to ensure the smooth operation of the chamber; and stays on top of the finances. Brooks Walton is also there to assist in making sure our members get the most from their Chamber membership investment.

What other things does the Chamber do that are relevant to our business prosperity?

One that may not be all that popular - is that we have a Political Action Committee.

Politics can be ugly at times, and especially in this day and age of mud-slinging campaigns. However, in order for us to be relevant to our members, we need to take a stance on issues that affect our members and their livelihood. Land-use and zoning is a hot button for a lot of people. We want to keep our communities rural while also growing our economy so we can survive and maintain County services without resorting to simply raising taxes on everyone.

Unfortunately, we are in competition with Sacramento, Placer and other surrounding counties for a limited pool of tax revenues and in order to remain relevant and prosper, we need to address certain issues.

We lose millions of dollars in tax revenues to Sacramento County which has built a virtual shopping mall up against our Western county line. I've lived here all my life and I have no desire to see a sea of rooftops covering our County. However, if we want our children to have the option to be able to live here and prosper, then we need to have a local governance policy that welcomes new businesses that create jobs, allows existing business to easily expand and/or diversify, and provides homes for them to live in - unless of course, their bedrooms are still available at Mom & Dads!

We can't simply pull up the draw bridge and put out a "no vacancy" sign. Our Chamber must take a position when ballot measures come forward that threaten to shut down our county and its economy. There needs to be a balance - which, I feel has been pretty reasonable for the past 50-plus years that I have been here, and with our PAC playing a relevant role in this process, we can remain rural while also encouraging business-development and coming up with innovative ways to provide homes to an increasing population. I ask that you support our Chamber's PAC so we are able to remain relevant in the political selection process.

Our Chamber has also formed, or been instrumental in the creation of, the Ag Council which brings together leaders from all sectors of our agricultural industry, from apples to wines, from the Future Farmers of America to the Quilt Trails, from 4 Directions Farms to the US Forest Service; in all over 22 organizations are at the table sharing ideas and updating each other on how best to elevate agriculture in El Dorado County.

Just another example of our Chamber's relevance in our community.

Our Chamber is a key player in helping to create or open the pathway to your business's success. Our chamber IS relevant and plays an important role in our community's economic success, but there are also a lot of members who are also relevant and make a major contribution.

Take Mike & Elaine Kobus of Koby Pest Control for example. Mike started out with one truck and a dream to kill ants! That was back in 1997 and he now has 10 trucks and 12 employees. He's created

jobs that simulate our local economy and provides the financial security of his employee's families.

There's Christa Campbell and Tom Heflin and their business Rainbow Orchards in Camino. Their business has been around since 1977 and has grown from a simple apple farm selling apples 14 weekends a year, to now providing a wide variety of fruits & berries that they sell on-site for more than 100 days during the Apple Hill season, along with selling at over 30 farmer's markets throughout Northern California year-round. Christa & Tom recently received the award for Small Business of the Year in Assembly District 5 of the State of California. Obviously, I'm not the only one who feels they are relevant!

There's also Greg Boeger, the Boeger family and their Winery. His winery was one of the first, if not the first, winery to reestablish itself after prohibition in this area at about the same time that Apple Hill was gaining momentum in the early 1970's. The winery currently employs 60 people annually and produces wine from 30 different varietals.

Greg has recently been acknowledged with a lifetime achievement award from the California State Fair - for his contributions to the wine industry. Boeger wines are not only distributed locally and in other states, but into Europe too!

There are also some newer businesses like Via Romano vineyards in Camino. Leanne & Jon opened their doors barely two years ago but have already made a big mark in their local community. It's been a lot work, as I know that are open seven days a week and have a minimum number of employees!

There's Reverie Retreat, Tamara & Ramon's business in Garden Valley that is the first retreat businesses to take advantage of some of the changes brought about by the implementation of the County's Land Use & Planning Update that went into effect a couple years ago. Their facilities can accommodate up to 40 guests overnight and offers a completely different and unique experience to visitors coming to El Dorado County - a very relevant endeavor, indeed.

There are also non-profits like MORE and its executive director Susie Davies. Susie is in the process of having MORE's facilities completely updated so that she and her organization can better serve the developmentally disabled adults in our community. MORE serves over 200 individuals monthly and is definitely an economic engine in this County.

There's the Community Economic Development Association of Pollock Pines that Jeanne & Ken Harper were instrumental in helping to form over 10 years ago. This organization supports the businesses of Pollock Pines through a host of activities, community events and projects. Their efforts remain relevant to their community.

There are also business that have realized that by doing things together, they could gain more than trying to do things individually as competitors.

The Apple Hill Growers Association is the first organization that comes to mind. Apple Hill started in the 1960's with just 16 ranches. To lengthen their selling season, they also decided to include Christmas tree farms a few years later. Apple Hill has now grown to over 50 ranches & farms. Apple Hill leveraged the beauty of the area by inviting buyers to come to the farms rather than taking the products to the buyers. In so doing, they now bring over a Million visitors to El Dorado County each year, which is a HUGE economic boon to many other businesses here in our county.

Another organization that comes to mind is the El Dorado County Winery Association. By banding together, these wineries have also benefitted through collaborative marketing efforts. Their annual Passport Weekends at the end of April bring thousands of visitors to the area and annually somewhere between 100 and 200,000 come to spend their money; not only at wineries, but also at restaurants, retail stores and accommodation businesses throughout the county. Our county wineries grow enough grapes to produce over 370,000 cases of wine annually. We've come a long way since Greg Boeger planted his first vines!

There are many other businesses & organizations that have also become part of the fabric of our community. There's Breaker Glass, El Dorado Disposal, WealthGuard Advisors, Grado Construction, Vicini General Engineering, Southern Pacific Industries, the Mountain Democrat, the County Office of Education, Parker Development, West Coast Events, the El Dorado County Farm Bureau, El Dorado County Farm Trails, El Dorado Hills Chamber, El Dorado County Auditor's office, Spot On Signs, Foothills Regional Insurance, Adslup and many more.

What makes these businesses so relevant to our community?

What do all these business have in common? Their owners have gotten involved in more than just running their businesses. They all have gotten involved by taking active roles in our Chamber and in a host of other organizations, be that industry related, community service related, political or some other non-profit that gives back to our community.

We all need to be relevant in order for our business, our community and our Chamber to continue to thrive, grow and make a positive impact on El Dorado County.

Spread the word! Be relevant in your everyday life, in the actions you take on a daily basis. Step up, get involved; be that with something that affects your neighborhood, your community or your business life.

The Chamber wants and needs your active participation.

STEP UP, BE RELEVANT AND JOIN THOSE THAT MAKE A DIFFERENCE.

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## FEBRUARY 2019 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 & 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

**Feb 2** Spring & Summer Vegetables, Government Center, Hearing Room Building C, 2850 Fairlane Court, Placerville. 9 a.m. – Noon.

**Feb 9** 2nd Saturday with Barry, Straw Bale Gardening, Sherwood Demonstration Garden, Folsom Lake College, 6699 Campus Dr, Placerville. 10 a.m. – Noon

**Feb 13** Citrus from Tree to Table, Cameron Park Community Center, 2502 Country Club Lane, Cameron Park. 9 a.m. – Noon

**Feb 24** Sustainable Organic Gardening Workshop, Cameron Park Community Center, 2502 Country Club Lane, Cameron Park 9 a.m. – 3 p.m..

UCCE Master Gardeners of El Dorado County Office, (530) 621-5512, www.ucanr.edu/edmg

**Jan 26 Fire-Wise Landscaping**, Government Ctr, Hearing Rm, Bldg C, 2859 Fairlane Ct. 9 a.m. – Noon  
UCCE Master Gardeners of El Dorado County Office, (530) 621-5512, www.ucanr.edu/edmg

### American River Conservancy January events

**Feb 02** Pine Needle Basket Class, 9 a.m. – 4 p.m., \$40/members, \$50/non-members.

**Feb 03** Cronan Ranch Hikes, 8:30 a.m. \$5/members, \$10/non-members

**Feb 16** Flume Trail (Red Shack) Hike 9 a.m. \$5/members, \$10/non-members

**Feb 23** Using your Spice Rack as a Medicine Chest, 10 a.m, \$10/members, \$15/non-members

Please call for meeting location. 530-621-1224, julie@arconservancy.org, arconservancy.org

**Haunted Hangtown Ghost Tours**, Weekends. (530) 748-0435 or visit [hauntedhangtownghosttours.com/tours/](http://hauntedhangtownghosttours.com/tours/)

### Feb 2 & 3 Cork it

11 a.m. – 4 p.m. Boeger Winery, \$15 per person (\$5/club limit 2) tara@boegerwinery.com or www.boegerwinery.com/events

### Feb 2, 9, 16 & 23 Pizza Factory Karaoke Night

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

### Feb 3 Bingo

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

### Feb 3 & 17 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

### Feb 5, 12, 19 & 26 Bingo

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

### Imagination Theater presents Vanities

El Dorado County Fairgrounds, Placerville. For tickets and show-times visit [imaginationtheater.net](http://imaginationtheater.net) or call (530) 642-0404

### Feb 9 Soroptimist 21st Anniversary of Chocolate Affair

6 p.m. El Dorado County Fairgrounds, 100 Placerville Dr, Main Building, Placerville. 530-344-1476, chocolate-affair.com

### Feb 10 Pancake Breakfast

7 a.m. – Noon. Diamond Springs El Dorado Fire Protection District, 3745 China Garden Rd.

### Feb 10 & 24 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

### Feb 14 Carriage Rides

4 p.m. – 8 p.m. El Dorado Hills Town Center, Steven Young Amphitheater, 4364 Town Center Blvd. edhtowncenter.com

### Feb 16 Stagecoach Rides

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

### Feb 16 Third Saturday Art Walk

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

### Feb 16 Mother Lode Lions All you Can Eat Crab & Shrimp Feed

5:30 p.m. – 9 p.m. Mother Lode Lions Hall, 4701 Missouri Flat Rd, Diamond Springs. 530-622-8130 or 530-381-7317

### Feb 16, 17 & 18 Barrel Tasting at Fenton Herriott

11 a.m. – 3 p.m. 120 Jacquier Court, Camino. (530) 642-2021. briand@fentonherriott.com; www.fentonherriott.com/events.htm

### Feb 23 2nd Battle of the Badges 911 Cook off

4 p.m. – 8 p.m. El Dorado County Fairgrounds, laurie@newmorn-ingyfs.org. www.facebook.com/battleofthebadges911cookoff/

### Feb 23 The Center's Auction Gala "Havana Nights"

6 p.m. Blue Shield, 4203 Town Center Blvd, El Dorado Hills. www.thecenternow.org

### Feb 23 Winter Wine Adventure with Carson Wineries

Information and tickets available at [carsonroadwineries.com](http://carsonroadwineries.com).

### Feb 24 It's a Wedding Affair - Cameron Park Bridal Show

10 a.m. Cameron Park Community Center, 2502 Country Club Dr. FREE. (530) 677-2231, cpcsd@cameronpark.org

### Feb 24 New Legacy Project Concert

6 p.m. – 8 p.m. El Dorado Community Church, 4701 Church St, El Dorado. 530-622-3657

### Feb 28 EDC Chamber Mixer

5:30 p.m. – 7:30 p.m. El Dorado County Fairgrounds, 100 Placerville Dr, Placerville. (530) 621-5885. www.eldoradocounty.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:

**Feb 7** Chamber Diplomats, noon, Chamber

**Feb 10** Joint Chambers, 7:30 a.m., EDCOE

**Feb 13** Luncheon, Red Hawk, Henry's Steakhouse, 11:30 am

**Feb 20** Ag Council, 7:30 a.m., Ag Building

**Feb 28** Mixer, EDC Fairgrounds, 5:30 pm – 7:30 pm

## The Business Showcase & I Love Film Mixer kicks off at the main Building at the El Dorado County Fairgrounds

March 22, 2019  
4:00 p.m. - 8:00 p.m.

The Business Showcase & I Love Film Mixer kicks off at the main Building at the El Dorado County Fairgrounds. This unique opportunity to talk one on one with more than 80 of the county's best businesses in a fun and relaxed atmosphere. Many of these businesses offer show specials or sales. There will be complimentary food, wine and beer tastings, and free drawings. There is no better place to learn more about Film making in El Dorado County than the I ♥ Film Mixer. This event attracts film lovers and industry specialists which gives this event a fast paced high energy feel that you will only find at the El Dorado County Business Showcase. If you are interested in learning about the local film industry, this is a once-a-year event! Admission is free.

Exhibitors and sponsors, you won't want to pass up this opportunity to share your business and its unique qualities! Visitors, don't miss out on an opportunity to discover what the rest of El Dorado County has to offer!

Exhibitor booths are now available at [eldoradocounty.org](http://eldoradocounty.org) or call the Chamber at 530.621.5885



## 95th Annual Awards and Installation Dinner



2018 El Dorado County Chamber President, Sue Vandelinder of Waste Connections, is thanked for her service by 2019 President Gordon Helm at the 95th Annual Awards and Installation Dinner, January 17, at the Placerville Shakespeare Club.

## New Year, New Labor Laws to Know

- An increase in the minimum wage as well as the minimum salary for exempt employees;
- A new mandate to train nearly every California employee about sexual harassment prevention that applies even to smaller employers;
- Changes to employers' obligation to provide nursing mothers with lactation accommodations;

- New protections from defamation lawsuits for employers who give employment references;
- An expansion of employer liability for all types of harassment, even by non-employees; and
- Much more.

Through our partnership with CalChamber, we can help provide you with California employer compliance products. Call the EDC Chamber for more information, (530) 621-5885.

### 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.

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