

EL DORADO COUNTY CHAMBER OF COMMERCE'S Voice of Business

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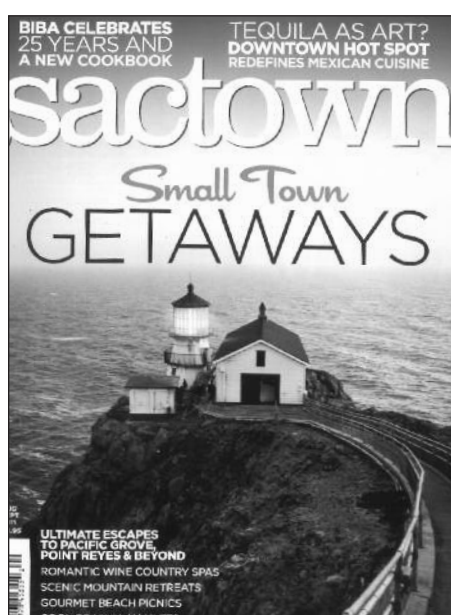
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Tourism Pays By Jody Franklin, Director of Tourism

"Good things come to those who wait" is just one of the pearls of wisdom that my mother has tried to share with me...mostly without success... throughout my life. You just never know when those lessons are going to come in handy later on in life. Such was the case last month.

Media relations is a part of my job as the Director of Tourism for the El Dorado County Visitors Authority. This can involve a range of responsibilities from concept to conception. On behalf of El Dorado County, I attend media events, create and distribute media kits, provide timely, unique and interesting story ideas, photos, background information and interview opportunities, create individual itineraries, provide lodging, meals, products and transportation for site tours and visits and much more. The pay off for the time, effort and resources varies a great deal. In some instances, I know ex-



actly when and where I will see the El Dorado County name in print. But many times, I am building relation-

ships that will, over time, pay off in ways not immediately obvious.

Jolaine Collins representing the El Dorado Winery Association (EDWA) and I fostered one such relationship for over a year. Together with many of our business partners we provided information, locally produced products, history, background information and a guided tour highlighting the wide diversity of experiences our county offers.

Last month Placerville was one of only 8 towns featured in Sactown Magazine's "Small Town Getaways." Many businesses and attractions in and around Placerville were highlighted in the August/September issue encouraging Sacramento visitors to spend the night. The value of this article by industry standards equals \$18,750.00.

This brings to mind another one of those childhood pearls of wisdom "Mother is always right."

Film clips

Stars, cars and helicopters!

It's been one of the busiest summers for commercial filming in El Dorado County and that's good news for local business, especially in a tough economy. It fills rooms in hotels, tables at restaurants, and keeps the gas pumps busy, but that's not the only perk. When TV shows film it can be a great promotional tool to show off some of our unique destinations, reaching mass audiences with information about some of the amazing places to visit in El Dorado County.

To issue all those permits, it takes the cooperation and time of numerous agencies and it's really a testimony to the way departments from all ends of our county pull together to make things happen. Special thanks go out to The El Dorado National Forest, U.S. Forest Service Lake Tahoe Basin



A Reality TV Pilot films their host at Marshall Gold Discovery Park

Management Unit, City of Placerville, City of South Lake Tahoe, El Dorado Irrigation District, Gold Bug Park, Marshall Gold Discovery State Historic Park, CalTrans, CHP, and the El Dorado County Department of Transportation.

The last few months we've been on a roll...film crews have been "rolling" in Placerville, Coloma, Ky-

burz, the Rubicon and South Lake Tahoe. They are filming ads for everything from automobiles and grocery stores to fashion and footwear catalogues.

To top things off, one of the top production companies in the industry came to the county to film a Reality TV Pilot. If you think you spotted a TV

celebrity when you were at the park, you did... and yes, that was a camera hanging out of the helicopter circling above. We will keep you posted when the segment airs.

For more information on the El Dorado Lake Tahoe Film & Media Office check out our website - www.FilmTahoe.com.

The HOO? What's the HOO?

The Home Occupation Ordinance is the HOO. The Chamber would like to thank the folks in the community that took the time to complete our survey regarding home-based businesses.

We are working with the County staff, the Economic Development Ad-

visory Committee and home-based business owners to draft the new County Home Occupation Ordinance.

It is the Chambers position that this ordinance should be written as leniently and unrestrictive as possible. Home-based businesses are governed by many regulations and

restrictions already imposed by such things as HOA's, CC&R's and building and fire regulations. It is our goal to help to draft an ordinance that will provide a pathway to more opportunity for home-based businesses in El Dorado County.

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EL DORADO COUNTY Chamber of Commerce

Call for details 530.622.1255

Voice of Business

**SEPTEMBER
2011**

**Chamber
Champions:**



Welcome Summer 2011 New Members!

- Ponderosa Resort**
Dominic Pugliese
7291 State Hwy 49
Lotus
530-642-5830
www.rvonthego.com/ponderosacampground-profile.html
- Terri Daly**
El Dorado County CAO
530-621-5530
www.edcgov.us
- Best Barbeque Catering Company**
Larry Rice
775-335-3179
www.thebestbarbeque.com
- Wells Auto Sales**
Ron Wells
179 Placerville Drive
Placerville
530-622-8422
www.wellsautosalesinc.com
- Calstar**
Sonja Vargas
530-887-0569
www.calstar.org
- Ted Robertson**
530-677-5121
- Splasherville Car Wash and Lube**
Rafael Sakellariou
1361 Broadway
Placerville
530-642-1700
www.splashervillecarwash.com
- Advanced Permanent Cosmetics & Skin Care**
Lori Bock
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Shingle Springs
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www.advancedpermanent-beauty.com
- California Grapes International, Inc.**
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www.cagrappes.com
- O'Donnell Insurance Services**
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- Cielo Estate**
John Quiroz
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www.cieloestate.com
- Al Hamilton**
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Linda McIntosh
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Congratulations to Class V Graduates!

T Abraham, Business Development, Marshall Medical Center; Ian Balentine, Advertising Director, Mountain Democrat; Ross Branch, Field Representative, Congressman Tom McClintock; Karen Cross, Public Information Specialist, El Dorado Irrigation District; Diana J. Erickson, Administrative Clerk III, El Dorado Center/Folsom Lake College; Debbie Harlow, Office Manager, Waste Connection Inc, El Dorado Disposal Service; Vicki Hoffman, Director Human Resources, El Dorado Irrigation District; Jason A. Jackson, Owner, Sierra Home Inspections; Coleen M Johnson, Executive Director HR, El Dorado County Office of Education; Patricia A Johnson, Paralegal, El Dorado Irrigation District; Brett Jones, Client Services Manager, DST Output; Patty Karapinar, Senior Project Architect, ANOVA Architects, Inc; Matthew C. Mauk, Transit Services Assistant, El Dorado County Transit Authority; Terena S. Medonca, Deputy Superintendent, El Dorado County Office of Education; Mark C Miller, Owner, Fleming Jones Homestead; James C. Pritchard, Meter Services, El Dorado Irrigation District; Diana L. Schmidt, Site Director/Academic Advisor, Brandman University; Srinivasan Sundaram, Senior Information Tech Analyst, El Dorado Irrigation District; Esther Tress, Ministry Coordinator, Cold Springs Community Church; James W. Ware, Director of Transportation, El Dorado County; Janice E. Weaver, Nursing Manager, ER, Marshall Medical Center.

SEPTEMBER 2011 COMMUNITY CALENDAR

- Community Observatory**
Folsom Lake College-El Dorado Center, Campus Dr. Free. (530) 642-5621 or communityobservatory.com
- Salsa Lessons and Dancing at Sequoia**
Every Wednesday - except the first Wednesday of the Month! 530-622-5222 or www.sequoiaplacerville.com
- Family Fun Night at Round Table Pizza**
Every Tuesday evening, 6:00 pm – 8:00 pm. Food and other activities for the family. Round Table Pizza at 512 Main Street, Placerville. 530-622-2259
- Tuesday Evenings Men's Chorus in Placerville**
7:15 pm First Christian Church of Placerville, 2687 Andler Rd. (530) 344-9209 or (530) 644-4151 or www.goldrushchorus.org
- Dance with Apple Jacks & Jills Square Dance Club**
Wednesday Evenings, starting Jan 12. 7:00 pm at the Hangtown Grange, 2020 Smith Flat Road, Placerville. 530-622-8550 or 530-642-2787
- Placerville Speedway**
Sep 03: Point Race #14; Sep 24: Civil War Series #13. www.placervillespeedway.com
- Certified Farmers Markets**
 - Saturdays – 8:00 a.m. - noon - Placerville - Ivy Street Parking Lot,
 - Sundays – 9:00 a.m. - noon - El Dorado Hills Town Center – starting June 12th
 - Sundays – 10:00 am – 1:00 pm – Divide Farm Exchange
 - Tuesdays – 8:00 a.m. – 1:00 p.m. – South Lake Tahoe – parking lot of American Legion Hall
 - Wednesdays – 8:00 a.m. - noon – Cameron Park - Burke's Junction – starting June 8th

For more information call 530-622-1900 or visit www.eldoradofarmersmarket.com.
- Sep 01, 08, 15 & 22 Free Thursday Evening Concerts at Town Center**
6:00 pm – 8:00 pm El Dorado Hills Town Center www.ElDoradoHillsTownCenter.com/
- Sep 02 Sample the Sierra Kickoff at David Girard Vineyards**
530-295-1833 or www.davidgirardvineyards.com
- Sep 02 – 04 The Yarnival & Grand Opening of the Pluckyfluff Studio**
Boeger Winery, 1709 Carson Rd., Placerville. www.pluckyfluff.com
- Sep 02, 09, 16, 23, & 30 Pizza Night at Fitzpatrick's in Fair Play**
5:00 pm – 9:00 pm Call for reservations. Fitzpatrick Winery & Lodge, 530-620-3248
- Sep 02, 09, 16, 23 & 30 Live Music at the Wine Smith**
Friday evenings. 346 Main Street, Placerville. 530 622-0516
- Sep 02, 03, 04, 09, 10, 11, 16, 17, 18 Old Coloma Theatre presents:**
The Great Northern Amalgamated Pig Iron & Sperm Whale Co, 7:30 pm 530-626-5282, www.oldcolomatheater.org
- Sep 03 Labor Day Weekend - Apple Hill Season begins**
www.applehill.com
- Sep 03 3rd Annual Zoom Zoom Woof Woof**
10:00 am – 3:00 pm 3rd Annual Car Show, held at El Dorado Hills Town Center. www.ccigrc.org
- Sep 03 Live Music with Bump City at David Girard Vineyards**
5:30 pm – 9:00 pm, 530-295-1833 or www.davidgirardvineyards.com
- Sep 03 Ghost Mountain Ranch Celebrate the Labor Day Weekend**
5:30 pm – 11:30 pm Ghost Mountain Ranch, 5560 Badger Hill Road, Pollock Pines. (530) 644-7643
- Sep 03, 10, 17 & 24 Mt Aukum Presents Annual Summer Film Festival**
6:30 pm Mount Aukum Winery, 6781 Tower Road, Somerset. 530-620-1675, www.mountaukum.com
- Sep 03 & 24 Outdoor Projector Movies**
7:45 pm. El Dorado County Library, main lawn, 345 Fair Lane, Placerville. Friends of the Library, 530-621-3012.
- Sep 04 Sample the Sierra**
Ski Run Blvd, South Lake Tahoe. 775.588.1728 ext 303 emily@tahoechoamber.org , www.tahoeculture.com/events
- Sep 05 39th Annual Diamond Springs Labor Day Bazaar**
7:00 am – 3:00 pm. Held along Pleasant Valley road in Diamond Springs. 530.626-3190
- Sep 07, 14, 21 & 28 Wednesday Night Wine Flights**
\$5.00 for 4 different wines. The Wine Smith, 346 Main Street, Placerville. 530.622-0516, www.thewinesmith.com
- Sep 08, 09, 10, 15, 16, 17, 22, 23, 24 & 25 Imagination Theater presents: Father of the Bride**
7:00 pm Imagination Theater, 530-642-0404, www.imagination-theater.org
- Sep 09, 10 & 11 30th Annual American River Festival**
530-622-6044 or www.americanriverfestival.com
- Sep 10 5th Annual "Kacie's Ride for Hope"**
8:00 am -3:00 am. \$20 per person. Includes BBQ, ride pin, music and raffle. kaciesrideforhope@sbcglobal.net or 530-626-8405
- Sep 10 Arts & Crafts Fair**
9:00 am – 3:00 pm. Cozmic Café, 594 Main St, Placerville. pinspapers@yahoo.com
- Sep 10 & 11 Relay for Life**
10:00 am. El Dorado County Fairgrounds. 530-417-4136, www.relayforlife.org/eldoradocountyca or koconnor923@gmail.com
- Sep 10 & 24 Music in the Courtyard**
3:00 pm – 6:00 pm Info: Fountain Plaza Salon 530-622-4900, www.placerville-downtown.org
- Sep 11 Stop and Remember**
Governments and businesses, houses of worship and railroads, fire and police departments, and others are called on to ring bells and sound sirens as we observe this Moment of Remembrance at the same time across the country, 10:00 a.m. Pacific Time. stopandremember@lautenberg.senate.gov
- Sep 12 13th Annual Mother Teresa Maternity Home Benefit Golf Tournament**
Cold Springs Country Club, 6500 Clubhouse Drive. 530-626-3450
- Sep 16, 17 & 18th 5th Annual American River Music Festival**
530-622-6044. www.americanrivermusic.org
- Sep 17 Community Flea Market**
8:00 am – 3:00 pm. El Dorado Savings parking lot. Vendor space \$30. www.pollockpines-caminorotary.org
- Sep 17 2nd Annual Ribstock BBQ Festival**
10:00 am – 10:00 pm Cameron Park Lake off Hwy 50 and Cambridge Road. \$5 per person. Children six and under are FREE. 530-677-2231. www.rib-stock.com
- Sep 17 Chili Cook Off & Classic Car Show**
10:00 am, Cook-off at Noon. Burke Junction, Cameron Park. \$5.00 suggested donation for entrance. Benefit for M.O.R.E., 530-622-4848.
- Sep 17 13th Annual Family Connections El Dorado Teddy Bears' Picnic**
11:00 am – 3:00 pm. Rainbow Orchards, 2569 Larsen Drive, Camino. 530-626-5164. www.familyconnected.org
- Sep 17 Octoberfest**
3:00 pm – 8:00 pm Historic Main Street Placerville. New event featuring German beers & food, a Polka Band (complete with Chicken Dance), Weiner dog races and more. (530) 672-3436. www.placerville-downtown.org
- Sep 17 Lobster on the River**
5:30 pm. at the Coloma Resort. Tickets: \$75. www.placerville-rotary.org
- Sep 17 6th Annual Evening of Wine & Roses**
7:00 pm – 9:00 pm. 681 Main Street. \$25, or 2 for \$37.50; at the door: \$30. Marshall Hospital Auxiliary: 530-672-9797, 530-676-1844 or 530-622-4422
- Sep 17 Free Bingo 3rd Saturday of the month**
4:00 pm Pollock Pines/Camino Community Center, 3675 Sanders Drive, Pollock Pines. 530-647-8005
- Sep 18 Georgetown Divide Founders Day**
10:00 am. 530.333.5321
- Sep 18 Butterfly Concert Celebration**
5:30 pm – 8:00 pm. Sierra Symphony in concert..El Dorado County Fairgrounds. Marble Valley Regional Center for the Arts 530-642-2431. www.marblevalleycenter.org
- Sep 21 El Dorado County Chamber's Annual Golf Tournament**
11:00 am Apple Mountain Golf Course, Camino California. 530-621-5885 or www.eldoradocounty.org
- Sep 21 BBQ & Wine in the Sierras**
6:00 pm – 9:00 pm at Valhalla Estate in South Lake Tahoe. 775 901-1594 or www.thebestbarbeque.com
- Sep 22 Hangtown Car Show**
5:00 pm – 9:00 pm Back by popular demand the Thursday Nite Hangtown Car Show on Historic Main Street, Placerville. 530-622-1731
- Sep 23 Stargazing at David Girard's Vineyards**
8:30 pm – 10:30 pm David Girard Vineyards. 530.295.1833. www.davidgirardvineyards.com
- Sep 24 Camino Country Quilt Show**
10:00 am – 5:00 pm. Camino Community Park, 4205 Carson Road. Admission is \$7.00. kshelnuttrn@hotmail.com
- Sep 24 8th Annual CASAblanca in the Vineyard**
6:00 pm – 9:00 pm. Rancho Olivio Vineyards, 4331 Rancho Road, Cameron Park. RSVP to Laurie at 530-622-9882 or email friends@casaldorado.org \$85 purchased before August 31st; \$95 after.
- Sep 25 23rd Annual Antique Street Fair**
8:00 am – 3:00 pm Historic Main Street, Placerville. 530-672-3436, www.placerville-downtown.org
- Sep 25 Celebrate Coloma Weddings – Discover your Treasure Wedding Showcase**
1:00 pm – 5:00 pm. Visit 6 venues. 949.887.9629. www.colomaweddings.com
- Sep 25 Coloma Wedding Showcase at David Girard Vineyards**
5:30 pm – 9:00 pm - 530-295-1833. www.davidgirardvineyards.com
- Sep 27 El Dorado County Chamber Mixer**
5:30 p.m. – 7:30 p.m. Hosted by Crystal Basin Cellars, 3550 Carson Road, Camino. 530-621-5885. www.eldoradocounty.org
- Sep 30, Oct 01 & Oct 02 "Gateway to the Sierras" 2nd Annual Sportsman's & Outdoor Expo**
Noon – 7:00 pm, Sat & Sun 9:00 am – 5:00 pm El Dorado County Fairgrounds, 100 Placerville Drive, Placerville. jody@eldoradocountyfair.org www.eldoradocountyfair.org

For more information on these and other events, visit www.visiteldorado.com. The event date, time, cost and locations are subject to change. Therefore prior to attending an event please contact the event contact person to confirm the information.

September Meetings

- Sep 01** Chamber Diplomats, Chamber, Noon
- Sep 08** Joint Chambers, EDCOE, 7:30 a.m.
- Sep 08** Visitor's Authority, MORE, 4 pm
- Sep 14** Luncheon, Red Hawk, Waterfall Buffet, 11:30 a.m.
- Sep 15** Ag Council, Ag Building, 7:30 a.m.
- Sep 21** Senior Ambassadors, MORE, 10:00 a.m.
- Sep 22** Junior Ambassadors, Chamber, 4:00 p.m.
- Sep 27** Mixer, Crystal Basin Winery, 5:30 p.m.