



January 7, 2010
PO Box 346
Foresthill, CA 95631
530-367-2474

This Week On The Divide!

In this edition –

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- Dog Sled Race
- IMPORTANT** SEDCorp Press Release – please read
- SEDCorp Classes
- SEDCorp Business Boot Camp - *see flyer attached*

Reminders:

- Monthly Chamber Dinner Meeting – Wednesday, January 13, 2010, 5:30 pm @ Foresthill Memorial Hall
- Chamber Board Meeting – Monday, January 25, 2010, 6:30 pm @ Foresthill Memorial Hall
- Foresthill Coffee with Supervisor Montgomery – Monday, January 25, 2010, 9 am @ Foresthill Memorial Hall

Volunteers Needed!!

If you can help with the Foresthill softball field overthrow fencing replacement, please contact John Ramirez at 530-889-6807

DOG SLED RACE

Run for the Iditarod, California Style

Ever seen Alaska's Iditarod Dog Sled Race on TV? It's quite amazing. Want to see it live without traveling to Alaska – now you can! The Foresthill Chamber of Commerce in partnership with the [Sierra Nevada Dog Drivers](#) are sponsoring a qualifying race for the Iditarod on Sat and Sun, March 13th and 14th, 2010, right here in our own 'back yard'. Admission is free so you won't want to miss this exciting event and see the beautiful dogs in their natural working environment.

We invite you to come out and see how the drivers and dogs perform this unique sport with an attitude of sheer joy as they run through the snow. The dogs have been very well trained and have a natural desire to join their fellow team mates to accomplish their goal.

The Sierra Nevada Dog Drivers will be racing with a variety of teams on groomed trails that will be marked for the different lengths depending on the number of dogs to a team. The starting point is the China Wall OHV staging area which is 12 miles east of Foresthill, at the 5100 foot elevation. Visitor parking will be in downtown Foresthill and shuttle school bus service will be available from the Chamber office to the sight of the races from 9:00 a.m. – 4:00 p.m. We expect shuttles to run about every 30 minutes.

NO PETS are allowed at the site. It is important for the safety of your pets to leave them at home as the excitement of the activities have proven to have a pet or two escape your attention and become lost in the Tahoe National Forest in the middle of winter.

The Sierra Nevada Dog Drivers will also have dry land demonstrations with sleds that are rigged with wheels, in downtown Foresthill.

To attend this close-to-home unique event, take the Foresthill Road exit 121 on Interstate 80 in Auburn, CA. Travel east 17 miles to downtown Foresthill, where you will find a gold mining town that has lasted through the years. Take a right onto Main Street and park near the Chamber Office. Catch the shuttle to the China Wall OHV staging area for the exciting and unusual event. There are several places in town to satisfy your hunger after being out in the clear fresh mountain air with a variety of refreshments available. These include Over Easy at the Starlite for breakfast, Foresthill Joe's for gourmet coffee and pastries, the Ore Cart Steak House with a variety fine dinner fare or at the Foresthill Grille with a standard American menu. You can also grab a quick meal at Subway, the Pizza Factory or at the Worton's Grocery in the deli.

Go to the [Foresthill Chamber of Commerce web site](#), and click on Big Events for further information.

We look forward to seeing you at this amazing race!

Important - must read

For Details, Contact:

SEDCorp
Phone (530) 823-4703

Sierra Economic Development Corporation
560 Wall Street, Suite F
Auburn, CA 95603
Phone 530-823-4703
Fax 530-823-4142

SEDCorp Press Release – January 7, 2010

New FTC Law Affects Every Small Business Owner

SEDCorp provides class in Auburn

You probably haven't thought about identity theft with your small business unless your information has already been stolen and used by an identity thief. Your thinking will soon change. Effective June 1, 2010 the Federal Trade Commission (FTC) Red Flags Rule will be enforced. The Red Flags Rule will require businesses to develop, implement, and administer an Identity Theft Prevention Program that is designed to detect the warning signs (or "red flags") of identity theft, as well as prevent and mitigate them. If you do not have a program in place and your accounts are jeopardized, you, the business owner can be fined hundreds of dollars per account. The safeguards rules that include Red Flags are very broad, and the steps for compliance will vary based on the size and nature of the business and existing data protection policies. Failure to comply could result in civil monetary penalties. For businesses that remain unsure of their obligations, there is still time to put a program in place before the June 1 deadline.

The Sierra Economic Development Corporation (SEDCorp) provides small business training and has added a two-hour class on compliance with the new law. Brent Smith, CEO of SEDCorp, states, "Of any of the subjects we've taught in the last several years, this is the most important. Our goal is for every business to get this information because every business is at risk!" SEDCorp feels so strongly about small business owners attending this class that they have lowered their normal class fee from \$45 to \$35. "This could be the best \$35 any business owner has ever invested. If you're in business, you need this class – period!" added Smith. The workshop will cover the Red Flags Rule and how it will affect businesses. It will also provide tools for creating a policy to protect your business and provide identity theft awareness and prevention education. The workshop will be presented by certified Identity Theft Risk Management Specialists, Ryan and Associates.

The Business Identity Theft Compliance Workshop will be held in Auburn on February 17, 2010 from 6:00pm-8:00pm at the SEDCorp Training Room. Please call SEDCorp at 530-823-4703 or email info@sedcorp.biz to reserve your seat. Seating is limited and payment must be received in advance. SEDCorp also offers classes in QuickBooks, Internet Marketing, Financial Management, Solar Electricity for Your Business, Communication, Business Law, and other subjects. For more information on the Red Flags Rule, visit www.ftc.gov.



Sierra Economic Development Corporation

Classes aimed for Entrepreneurs and Small Businesses

Are you an entrepreneur or small business owner? Did you know that 89% of annual incomes over \$50,000 are earned by owners of small businesses? But, four out of five small businesses don't last five years. What is the difference between success and failure? **Knowledge.** That is why the Sierra Economic Development Corporation (SEDCorp) is ramping up a diverse selection of classes with expert instructors. SEDCorp, who is in the business of supporting the growth of small businesses through training workshops and small business loans, is providing the following classes in February in Auburn, Grass Valley and Placerville.

Making Solar Electricity Benefit Your Business - February 3, 2010 - Auburn

Learn the different types of solar electricity, rate structures and rates, rebates, tax credits, depreciation and much more.

Exploring Franchising as a Career Option - February 4, 2010 – Auburn, \$45.00

A franchise career can open doors you never knew existed. Learn how to reduce your risk and improve your chances of success in buying a franchise.

Business Identity Theft Compliance Workshop

February 17, 2010 – Auburn, \$35.00

Did you know that FTC Identity theft laws will be enforced on June 1, 2010? Learn what you need to know if you accept credit cards or bill customers; how much you can be fined and held personally liable. This workshop is critical to small business owners.

Survival Tools to Manage Your Business Finances

February 11, 2010 – Grass Valley, \$45.00

February 18, 2010 – Auburn, \$45.00

This workshop will cover financial implications of common accounting transactions, financial forecasting, break-even analysis and cash flow projections. If you don't understand these – you are missing the boat. Learn how to forecast accurately and realistically and whether or not you have enough money in the business to survive.

QuickBooks Class

February 6, 2010 – Setup & Data Entry – Auburn, \$60.00 *

February 10, 2010 – Reports & More... – Auburn, \$35.00 *

You will receive hands-on training on understanding the importance of setup, how QuickBooks Works, how to create a company file and how to reconcile accounts. Bring your laptop and get a hands-on training experience. Reports & More will focus on how to use fixed asset items to track assets, how to use Loan Manager to track loans, how to customize forms and reports and how to analyze data. * Take both classes for \$85.00 and save \$10.00.

Internet Marketing

February 9, 2010 – Beginner Class – Grass Valley, \$45.00

February 16, 2010 – Intermediate Class – Grass Valley, \$45.00

The **Beginner** class you will learn how to get top rankings on Google, how to pick the right keywords for your business and you will be shown free tools to market locally, track website visitors and improve your business. The **Intermediate** class will cover implementation of Internet marketing skills presented in the beginner class. Advanced techniques of keyword research and competitor analysis will be explained using examples from class participants. Other topics will include link building, Social Media Marketing, Google Analytics and Pay Per Click advertising.

Body Language / Communication Skills and Time Management

February 16, 2010 – Auburn, \$35.00

Do you know the proper way to handshake? Or how to sit in an interview? Could a little planning give you a lot more to show for each day? This workshop touches on nonverbal communication and time management. Learn skills to manage both.

**“Business Is a Battlefield
– Prepare for Battle”**

BUSINESS BOOT CAMP

EXPERT INSTRUCTORS TO PROVIDE:

- Business & Marketing Analysis
- Marketing Plans
- Financial Management
- Tips to Optimize Your Website
- Business Legalities For Small Businesses
- Transition and Retirement Planning
- Free CD to Build Your Business Plan
- Insight on Business Challenges / Pitfalls
- And Much, Much More!

*Cost of Business Boot Camp is prepaid by Golden Sierra Job
Training Agency*

LOCATION: Auburn
Placerville

Date: January 26-27-28, 2010
February 23-24-25, 2010

Call To Enlist: 530-823-4703



Golden Sierra
Workforce Investment Board
California Workforce Development Solutions
www.goldensieraworkforce.com

www.sedcorp.biz
This project is funded by
Golden Sierra Job Training
Agency


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