



January 15, 2010  
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# This Week On The Divide!

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## Reminders:

- 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
- Chamber Dinner Meeting – Wednesday, February 10, 2010, 5:30 pm @ Foresthill Memorial Hall

Thank you!!

The following chamber members have renewed their 2010 membership:

Accommodations & Vacation Rentals – San Francisco Bay Area

Don's Carpets

Holiday Inn - Auburn

Team Golden Designs

Write Your Way, LLC

# 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](mailto: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](http://www.ftc.gov).

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# Placer County Announces Additional H1N1 Vaccine Clinics

Placer County Department of Health and Human Services (HHS) will hold free, public H1N1 vaccine clinics through the month of January. Clinics will be offered as follows:

- Tues., Jan. 12, Sierra Vista Center, 55 School St., Colfax, from 1 p.m. to 5 p.m.;
- Thurs., Jan 14, McBean Park, 65 McBean Park Dr., Lincoln, from 2 p.m. to 6 p.m.;
- Tues., Jan 19, Placer County Clinic, 8665 Salmon Ave., Kings Beach; 9:30 a.m. to 11:30 a.m. and 1 p.m. to 4 p.m.;
- Tues., Jan 26, Placer County Clinic, 8665 Salmon Ave., Kings Beach; 9:30 a.m. to 11:30 a.m. and 1 p.m. to 4 p.m.;
- Tues., Jan. 26, William Jessup University, 333 Sunset Blvd., Rocklin, from 2 p.m. to 6 p.m.; and
- Thurs, Jan. 28, Adventure Christian Church, 6401 Stanford Ranch Rd., Roseville, from 2 p.m. to 6 p.m.

The community clinics, which in some cases are held in coordination with cities, are open to Placer County residents. There is no cost for any of the vaccinations. Children who need a second dose may also attend the community clinics, or may hear from their schools that clinics have been planned for them.

"The second wave of the H1N1 influenza pandemic, which began last summer, appears to be slowing down," said Dr. Mark Starr, Director of Community Health and Clinics for Placer County. "However, most flu pandemics have multiple waves and later waves can be worse. Now is the time for anyone who hasn't already received their vaccine to get one as we brace for a potential third wave."

All residents are encouraged to be vaccinated against H1N1 flu, sometimes called the "swine flu", and those in the "target groups" for this vaccine are strongly encouraged to be vaccinated. The target groups, as identified by the federal Centers for Disease Control and Prevention, include:

- Pregnant women;
- People who live with or care for infants younger than 6 months of age;
- Health care and emergency medical personnel;
- Anyone from 6 months through 24 years of age;
- Anyone from 25 through 64 years of age with certain chronic medical conditions or a weakened immune system.

Physicians in the community have received additional vaccine as well, so individuals may wish to contact their healthcare provider to see if they have vaccine available.

Placer County will provide information through its web site, [www.placer.ca.gov](http://www.placer.ca.gov). To receive future information about flu clinics through direct e-mail, consider signing up for the county's free e-newsletter, available at the above web address.

## Questions about H1N1 Flu?

You can call the California Department of Public Health H1N1 Flu Hotline at 1-888-865-0564 Monday through Friday from 9 a.m. to 6 p.m. or Saturdays from 8:30 a.m. to 5 p.m. (closed on Sundays and state holidays). You can hear recorded information 24 hours a day, seven days a week. For more information about H1N1, see the California Department of Public Health website at [www.cdph.ca.gov](http://www.cdph.ca.gov).

# **SEDCorp Classes**

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 – NEW - 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 – NEW - 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 – NEW - 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 and 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 \* and 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 Manage 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 and 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.

## **Business Legalities – Minefields and Pitfalls – NEW - February 11, 2010, Grass Valley, \$45.00**

Don't miss two hours worth of first-hand attorney advice on what every small business owner should know!

## **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 Boot Camp - January 26-27-28, 2010 – Auburn and February 23-24-25, 2010 - Placerville**

Expert instructors to provide business & marketing analysis, marketing plans, financial management, tips to optimize your website, business legalities, transition and retirement planning. Cost: Free!

Please call 530-823-4703 or email [info@sedcorp.biz](mailto:info@sedcorp.biz) to reserve your seat. Make 2010 a better business year.

Sandy Sindt, Operations Manager / Economic Planner

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