



January 21, 2010
PO Box 346
Foresthill, CA 95631
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This Week On The Divide!

In this edition –

- Reminders
 - Facebook
 - Thank you for Renewing
 - Thank you from Foresthill High School
 - IMPORTANT** SEDCorp Press Release – please read
 - Placer County Announces Additional H1N1 Vaccine Clinics
 - SEDCorp Classes
 - Computer Classes offered by Innovative Network & Computer Solutions
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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
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Join us on FACEBOOK!

The Foresthill Divide Chamber of Commerce has a
FACEBOOK page.

Become a member! Be informed and get connected.

Thank you!!

The following chamber members have renewed their 2010 membership:

Larry Clarke – Individual Member

Sue Anderson with Edward Jones

Welcome New Member!!

SAFE Credit Union

Thank you From Foresthill High School

Dear Friends,

I cannot thank the Foresthill community enough for your gracious hospitality and support of Foresthill High School and those we serve. As it was reported in the last edition of the Messenger, we had nearly 300 employees from the Placer Union High School District visit the high school for a daylong teacher in-service on January 4th. So many of you answered my call of providing snacks for teachers during the day—your response was overwhelming. Thank you!

Thanks to the following people and their affiliated organizations—Foresthill Fire, Forum, Lions, Legion, Chamber, Sebastian Enterprises, Golden State Electric, Foresthill Messenger, Clifford's Cookin' Good, Uncle John's Kitchen, FUSD PTO, FHS Site Council, Wildfire Boosters—for their dedication and support: Michelle Archibold, Larry Addington, Rhonda Armstrong, Brandon & Jennifer Ayers, Kirsten Bentley, Sarah Bruno, Dennis & Joan Clifford, Paula David, Shirley Friedrichs, Adrienne Frere, Laura Gleason, Lori Harper, Vasita & Carl Harvey, Terry Huebner, Jeff & Anne Jones, Jennifer Leard, Renae Leyba, Isabella & Elaine LeVan, Bill & Naomi, Minor, John R. Murphy, Scott & Laura Nelson, Sharon Page, Helen Parsons, Lauren Pray, Deanna Quintanilla, Solea Ray, Julie Reichardt, Rachel & Bridgette Roberts, Corena Salveson, Lynn Schefcik, Joan & Peter Stafford, Steve Stevenson, Wendy Tackitt, Larry & Linda Tiemann, Kelly Townsley, Patty Wade, and Becky Young.

Also, a huge thank you to senior Andrew Fiffick who came to school very early that morning on what was a “non-student” day to set up and manage the theatre, sound and lighting, and for videotaping some of the sessions. You rock!

I continue to be so moved by this community. Ours is truly charming! Thanks again.

With Heartfelt Thanks,

Sue Lunsford

Principal, Foresthill High School

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.

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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 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. 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.

SEDCorp Classes –

go to our website there is a \$5.00 coupon off any SEDCorp class – making the class an even better bargain!

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 to reserve your seat. Make 2010 a better business year.

Sandy Sindt, Operations Manager / Economic Planner, Sierra Economic Development Corporation
560 Wall Street, Suite F, Auburn, CA 95603, PH 530-823-4703, FX 530-823-4142, www.sedcorp.biz



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Join us on Tuesday January 26th @ 6:00pm

or Thursday January 28th @ 10:00am

5830 Sunset Drive, The Foresthill Professional Office Building

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Contact Jeff Roche @ (530) 401-4588 or incsjeff@sebastiancorp.net