



February 1, 2010
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This Week On The Divide!

In this edition –

- Reminders
- Facebook
- Thank you for Renewing
- IMPORTANT** SEDCorp Press Release – please read

Reminders:

- Chamber Dinner Meeting – Wednesday, February 10, 2010, 5:30 pm @ Foresthill Memorial Hall
- Chamber Board Meeting – Monday, February 22, 2010, 6:30 pm @ Foresthill Memorial Hall
- Foresthill Coffee with Supervisor Montgomery – Monday, February 22, 2010, 9 am @ Foresthill Memorial Hall

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:

CALSTAR

Canyon View Assembly

Forest Cottage Preschool & Child Care Center

Recology Auburn Placer – formerly Auburn Placer Disposal Service

Scott A. Gabert Excavating

Sebastian

Secure Record Management

Thomco Engineering Inc.

Important - must read

For Details, Contact:

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Auburn, CA 95603
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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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