

## Join Today

The Calaveras County Economic Development Company provides two types of memberships.

### Charter Member

The first 500 to join will receive the following benefits for only \$240 per year:

- Web Page at ShopCalaveras.com
- Free Business Development Workshops
- New Hire Assistance
- Access to Rebates & Grants
- Local Government Advocacy
- Voting Rights

### Associate Member

This membership is intended for individuals who do not own or operate a business but wish to support the EDC or participate in its affairs. This is a non-voting membership.

Associate members will receive a white polo shirt with the EDC Leaping Frog logo. The associate membership fee is \$75 per year.

### How to Join

Visit the EDC website at CalaverasLife.com and select the link for Membership. You can pay online or print a membership application and mail it to the EDC with your payment.

Alternately, you may call (844) VIA-GOLD or send a request to Contact@CalaverasLife.com.

### Member Web Pages

While you're at CalaverasLife.com, select the [ShopCalaveras.com](http://ShopCalaveras.com) Demo to see how consumers will use key words to find what you sell. Just like Google: find what you want with just a word or two.

The secret is a simple host of key words that you provide; a list of every category in your lineup of products and services.

The EDC is investing heavily in advertising and publicity to educate Calaveras consumers to visit ShopCalaveras.com before shopping elsewhere.

## About the EDC

The Calaveras County Economic Development Company is a 501(c)4 non-profit organization. Its purpose is to serve Calaveras businesses, residents and visitors by developing strategies that promote business growth, increased employment and greater availability of goods and services. Priorities include:

### 1. Business Retention and Expansion

This is the EDC's first mission parameter and is the most important to achieving economic vitality in Calaveras County. The membership program provides a variety of valuable services to help existing businesses thrive and grow.

Focal points include advertising and promotional assistance, business education and help with employment needs.

Another aspect is matching inputs and outputs. That is, connecting businesses that buy goods and services outside of Calaveras County with those who produce the same goods and services within the county.

### 2. Support for Emerging Entrepreneurs

Those who want to start their own business face the challenges of creating a formal business plan, securing capital, dealing with a myriad of regulations and more. The EDC is a natural starting point where budding entrepreneurs can find all the resources they need to be successful.

### 3. Attracting Out-of-County Businesses

A sure-fire way to grow a healthy economy is to create more well-paying jobs. The EDC's third mission parameter is to attract small to medium-size businesses while maintaining the county's rural character.

The EDC's ongoing project of assessing the county's inventory of commercial and industrial properties can help facilitate the decision for those who want to relocate to a better place for raising their families.

Of particular interest are technology and light industry operations that provide training and higher wages while leaving a small footprint on the land.

Calaveras County  
Economic Development Company



## Make the Leap!

**Join the EDC  
and receive valuable  
member benefits  
to help your business  
thrive and grow.**

- Your own Web Site
- Business Workshops
- New Hire Assistance
- Rebates & Grants
- Local Gov't Advocacy

CalaverasLife.com (844) VIA-GOLD

# The only business organization in Calaveras County to offer such valuable benefits. Join the Economic Development Company today to help your business thrive and grow.

## CAN SHOPPERS FIND YOU?

With so few main streets across the county, consumers tend to know only the businesses they see when passing through town. In addition, over 80% of shoppers now use the internet to find what they need. How can they find you? Do you have a website? If so, how does it rank in a Google search? How well does it format on a mobile device?



Even if consumers know of your business, how do they know the extent of your services or product line? Does your company name reveal everything you sell? Why do they shop outside of the county when they can get it from you?

## BE FOUND! SELL MORE!

Now there is an alternative. [ShopCalaveras.com](http://ShopCalaveras.com) is a new, comprehensive internet portal created by the EDC especially for you. It provides shoppers across the county the ability to find what you sell simply by entering key words.

Whether you're on Main Street or have a home-based operation, consumers will find you and what you sell at [ShopCalaveras.com](http://ShopCalaveras.com).



Don't pay hundreds in design fees and thousands per year for web hosting and search optimization, because all of that is included in your EDC membership.

What do you spend in advertising? For the cost of one temporary ad in the news media, more buyers can find you, all year long. Your web page includes unlimited text and key words, graphics and a Google map with directions to your location.

## HONE YOUR BUSINESS SKILLS

When was the last time you evaluated your operation and your business skills? Most of us are experts at what we do, but who couldn't benefit from some extra business education?

Take advantage of our Business Development Workshops, in which subject matter experts bring their considerable expertise to EDC members on subjects such as Sales, Cost & Profit Analysis or how to leverage the internet for increased sales. Send your employees to a session about Effective Customer Service Skills. Learn from the many veterans of corporate America about the kinds of fine-tuning techniques that can give your business a bona fide competitive advantage.



## WHERE ARE THE BEST EMPLOYEES?

Tired of job seekers arriving underdressed, less-than-prepared and oblivious to your business or what you need? Here comes relief. The EDC and Mother Lode Job Training created a referral program. MLJT prepares job seekers with vital skills your business needs.



This is more than a "dress for success" program – graduates learn skills ranging from basic arithmetic to proper language and how to make customers feel welcome, make a purchase and return again to your business.

When you have qualified employees, your turnover is lower. You spend less time training and more time selling. You make more profit.

Joining the EDC can lead to a win-win situation for your customers, your employees and you.

## REBATES & GRANTS

What do you know about the vast array of government programs for which you could be qualified in regard to hiring, spending and operating?



The Calaveras County EDC helps its members navigate the many programs that will pay your business for capitalizing on everything from who you hire to how you conserve energy.

Count on the Calaveras EDC as a primary partner for advice and direction about the surprisingly large resource of funds to help small business owners.

## WHO'S GOT YOUR BACK?

No other organization rolls up its sleeves for small businesses like the Economic Development Company. Since 2012, this non-profit group has designed a pathway to success for the county's small businesses with three primary goals:

1. Retention & Expansion of Existing Businesses
2. Supporting New Entrepreneurs
3. Attracting Businesses to Relocate Here

Where do you fit in that equation? Could you use a partner to help you be more successful?



## WHY JOIN?

Because you want to make your business stronger and more successful. There is no other organization that offers such valuable benefits, anywhere in the county. Join today and start making your business better.