

# Series of webinars for employers

Golden Sierra Job Training is offering a series of free webinars for employers in El Dorado, Alpine and Placer counties.

On March 30 the topic is workers comp; April 27 is managing your web presence; May 25 is navigating the wage and hour minefield; and June 29 is effective and legal performance evaluations.

All webinars are from noon-1pm.

To register, call 800. 399. 5331.

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## Win an e-book reader at S. Tahoe library

The El Dorado County Library in South Lake Tahoe will celebrate National Library Week by giving away a NOOKcolor, e-book reader at 10am on April 16.

The drawing will be during the demonstration of OverDrive, the library's new software that allows people to check out downloadable e-books and audio books on a variety of devices.

To enter in the drawing, stop by the library at 1000 Rufus Allen Blvd. before April 16.

For more information, call (530) 573.3185 or go online.

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# Alpen Sierra closes up shop

After 20 years near Stateline, Alpen Sierra Coffee Co. is closing up its retail operation.

Its last day is this Sunday, closing the door at 6pm.

Alpen Sierra has positioned itself as a signature South Lake Tahoe business, with a coffee roasting company based in the Carson Valley.

The economics and desire to downsize with the goal of focusing on its core product of wholesale coffee contributed to the business decision, a worker confirmed.

About 10 employees who work at the retail shop on Lake Tahoe Boulevard near the Village Center will be out of a job.

*—Lake Tahoe News staff report*

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# KGID customers to get water meters

Residents in the Kingsbury General Improvement District will be getting water meters starting in May.

The Stateline board is accepting bids on the project until April 5. The board is expected to award the bid April 19.

The work involves the installation of approximately 787 individual meters and setters with bid alternates for 188

meters and setters for Olivers Park, Lake Village, Palisades, Summit Village, and Tahoe Village.

– *Lake Tahoe News staff report*

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## **S. Tahoe event to raise money for animals hurt in Japan**

A fundraiser for the animals affected by the Japanese earthquake and tsunami will be April 3 from 11am-5pm.

The event is at Tahoe Best Friends – 2179 Ruth Ave., South Lake Tahoe.

Bring your dog and your family for portraits and fun.

A \$40 donation includes a 10-minute portrait session and an 8×10 print.

All profits will go to the Japanese Earthquake Animal Rescue and Support Group.

For more information, contact [jaime@rosetstreetstudio.com](mailto:jaime@rosetstreetstudio.com) or (530) 544.3518.

Reservations are recommended.

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# Snippets about Lake Tahoe



- California Fish and Game Commission approved an opening day of April 2 for the recreational fishing season.

- El Dorado County Supervisor Norma Santiago has a new number in South Lake Tahoe – (530) 573.7918.

- South Lake Tahoe's Rosemary Manning has tips for people who are feeling overwhelmed about the events in Japan. Follow her blog.

- The Lahontan Regional Water Quality Control Board is preparing an updated Lake Tahoe Basin Construction General NPDES Permit. A Proposed Order is available for review and comment online. Information on the April meeting and how to provide comments on the new permit are included.

- Destination Services, which has offices in Lake Tahoe, Aspen, Colorado Springs, Denver, and Vail/Beaver Creek, was honored with an ICON Award by *Confetti* magazine for orchestrating the Best Overall Event Produced for a Corporation or Association. The event was an outdoor extravaganza in Denver.

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## Crime seminar for property

# managers

Douglas County sheriff's, South Lake Tahoe police and Carson City sheriff's are offering a free training called Crime Free Multi-Housing Program April 11 from 8am-5pm.

It is being offered to all local multi-family housing, manufactured housing, vacation rental owners, managers, and property management companies.

It will be at Lakeland Village in South Lake Tahoe.

A second training will be April 12 from 8am-5pm at Douglas County Judicial and Law Enforcement Building, Minden.

Preregister by calling (775) 790.6694 or email [laketahoecrimefreeprograms@msn.com](mailto:laketahoecrimefreeprograms@msn.com).

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## TVES to host movie night

Tahoe Valley Elementary School is having a family night March 25 at 6pm.

The movie "How to Train Your Dragon" (rated PG) will be shown.

Advanced tickets are \$3 at the school office or \$5 at that door. It includes one bag of popcorn per person.

Bob Dog Pizza will be selling pizza. Sodas, water and ice cream will also be for sale.

Bring your sleeping bag, blanket or lawn chair.

Parents must accompany children.

This is sponsored by Tahoe Valley Second Grade and Tahoe Valley Parent Club.

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# Advertising options for your business

*Lake Tahoe News* has a variety of advertising options for all sizes of businesses.

Rates are reasonable and affordable. The longer you sign up for, the less expensive it is.

Everyone has a limited number of advertising dollars. That's why it is important to spend them wisely and effectively. Look at where you are putting your money now. What is the return on investment? When a customer comes in, do you know how they found out about your business?

Internet is the most common answer. (The phonebook is obsolete. It's all about Internet searches.) But how did they get to your website?

If the URL for your business is not on websites that are being crawled by search engines, you might as well be advertising in print, which gives you no connection to the masses.

What *Lake Tahoe News* has is content that is changing daily. This is exactly the kind of site search engines are looking for. This is important because it means every time the search engine is probing *LTN*, it is hitting every URL on the site. For advertisers, this means two hits – once with the display ad and again with the directory listing. These hits then propel your business' listing to the top of the pack when

customers are doing Google searches and the like.

Clicking on a display ad brings readers-customers to your website. This allows you to provide much more information than any print ad ever could.

If you are ready to get started, email [info@LakeTahoeNews.net](mailto:info@LakeTahoeNews.net) with Advertise in the subject line.

Going to the top of the Home page allows you to access all the ad rates and sizes of ads. Click on the word "advertise" and then download the price sheet.

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## **Aquatic education training workshop in South Tahoe**

Project Wild & Wild Aquatic Educator Training workshops will be March 26 and April 7 from 9:30am-4pm at the U.S. Forest Service Office at 35 College Drive, South Lake Tahoe.

The cost is \$15 fee.

The Tahoe Resource Conservation District and USFS are partnering to host the workshops. Project WILD provides resources and activity ideas to promote wildlife awareness and education.

The 6.5 hour training will offer participants background information for presenting standards-based education programs to K-12 students in a fun, engaging way.

To register, contact Sarah Ford at [sford@tahoercd.org](mailto:sford@tahoercd.org).