

Prop. 19 splits medical pot industry

By Peter Hecht, Sacramento Bee

The Canna Care medical marijuana dispensary has a truck driving around Sacramento with a sign telling people to vote “no” on the state ballot initiative that would legalize pot for recreational use.

George Mull, a lawyer for several Northern California pot shops, is fighting Proposition 19 on claims it threatens protections put in place for medical pot users with the 1996 passage of California’s medical marijuana law.

And a Humboldt County dispensary operator complains that the new pot measure simply isn’t needed. “They say they’re legalizing marijuana,” said Stephen Gasparas, who runs the iCenter pot dispensary in Arcata. “It’s already legal. All they’re doing is taxing it.”

California’s landmark initiative to legalize marijuana use for adults over 21 and permit local governments to tax retail pot sales is backed – and bankrolled – by leaders in California’s medical cannabis movement.

Read the whole story

Social networking firm does

the online work for businesses

By Kathryn Reed

FB friends, tweeting, linking. LOL without making noise. Emots with keyboard strokes.

Lost?

The Information Age can be mindboggling. Missy Potalivo, owner of Social Sense Marketing, is helping businesses make sense of it. Her business it all about creating an online social network for businesses.

“If you are stale for a week, you lose out. People don’t find you,” Potalivo said. “You have to constantly update posts.”



Missy Potalivo
explains how
social media
helps
businesses.

Photo/Kathryn
Reed

With print nearly dead when it comes to phonebooks and newspapers, it’s online where people are searching for businesses. Facebook isn’t just about finding out what friends did last night. People are using it to find businesses.

“Most people don’t want to buy a newspaper. They want to go online whenever they want something,” Potalivo said.

That is why the more places a business has an online presence, the greater likelihood there is of it popping up several times on the first page of a search.

Potalivo’s background is marketing. She worked for Pro Growth for seven years, where she became an expert in social media. Now the company is a client of hers.

She believes social media marketing is good for most businesses. The only one that hasn’t been a fit is a law firm because the lawyers kept fretting over legal issues.

Potalivo is also working with South Lake Tahoe’s program called TIES. It provides consulting and coaching to businesses.

What Potalivo finds is most small business owners don’t have the time or desire to put in the online work. They are too busy with day-to-day operation of the main business.

Many business owners may not like to be so connected personally, but it comes down to attracting customers and retaining them – the same principles of good business that have been used for generations.

Social media is a different way of marketing and advertising. All indicators point to online being the future of businesses and how people conduct business.

For a fee, which depends on how much work she does per month, Potalivo will create and maintain that online presence for businesses. Facebook, Twitter, Linked-In, Blogspot and online newsletters are where she focuses her attention because that is where the public is mostly going.

She links a business’ FB account to the other sites to create a seamless flow of information.

“Social media marketing is not instant gratification,” Potalivo warns. “It can take six months. You have to be patient.”

The purpose is to drive clients/customers to a business’ website. It’s up to the business owner to have a viable website the public will use, or where they can find the information they seek, or see what they want that prompts a call or visit to the business.

For one of her real estate clients she takes the broker’s newsletter and pulls information from that to post online. It could be new listings or events in the area.

She likes her clients to have an ad on Facebook because they can be targeted to specific ages, cities or states, and interests. The cost is based on criteria selected for who could see the ad and then totaled per click. A maximum daily amount can be set.

Potalivo says this is much more cost-effective than adwords.

Analytics through FB show the number of clicks and impressions the ad has received. This, like advertising stats *Lake Tahoe News* and other online businesses can provide advertisers, is tangible feedback compared to old-school print.

For more information about Social Sense Marketing, email missy@SocialSenseMarketing.com.

Book club at South Tahoe

Library

Book Club at South Lake Tahoe is the third Wednesday of the month at 2 pm: Sept. 15, Oct. 20, Nov. 18, Dec. 15, Jan. 19.

Join others on the third Wednesday of each month to read and discuss a variety of critically acclaimed books. Refreshments will be served.

Oct. 20: Selected works by poet laureates, leader, Gloria Harootunian

Nov. 17: "The Immortal Life of Henrietta Lacks" by Rebecca Skloot, leader: Ellen Davis

Dec. 15: "The Whistling Season" by Ivan Doig, leader Marie Filip

Jan. 19: "Alice I Have Been" by Melanie Benjamin, leader: Kate Maney

South Lake Tahoe Branch Library

1000 Rufus Allen Blvd.

Conference Room

South Lake Tahoe

www.eldoradolibrary.org

(530) 573.3185

Princess part at South Tahoe library

Princess Party, 2pm, Sept. 25

Princess Party (Costumes welcome.) Stories, games, crafts and refreshments. Parade through Library to follow the party.

South Lake Tahoe Branch Library

1000 Rufus Allen Blvd.

South Lake Tahoe

www.eldoradolibrary.org

(530) 573.3185

Let's Read Together Story Time at library

Let's Read Together Story Time: third Saturday of the month, 11am, Sept. 18, Oct. 16, Nov. 20.

For children ages 2-5 and their adult. Each Family will go home with a family activity booklet, and book bag, and a new copy of the featured book.

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Preschool Story Time at Library

South Lake Tahoe – Preschool Story Time

Fridays, 11am, Sept. 10–Dec. 10

A fun-filled half hour of stories, games and crafts suitable to younger children, ages 3-5.

South Lake Tahoe Branch Library

1000 Rufus Allen Blvd.

South Lake Tahoe

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(530) 573.3185

Mother Goose on the Loose at Library

Mother Goose on the Loose: Thursdays, 11am, Sept. 9–Dec. 9

A lap sit story time for little ones, age newborn-2. “Mother

Goose on the Loose” is an award winning program that combines music, movement, visual literacy and language development to help children get ready to read.

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TACCD meeting

Tahoe Area Coordinating Council for the Disabled meetings are the fourth Monday of each month at noon at the Star Lake Building (2489 Lake Tahoe Blvd., South Lake Tahoe).

For more information, contact David Kelly at (530) 544.1127.

Green lodging translates into healthy accommodations

By Glenn Hasek, Green Lodging News

Days two and three of the West Coast Green Lodging Conference, held at the Embassy Suites Lake Tahoe Hotel & Ski Resort, were highlighted by presentations by the following: Kelly May, who

is with the California Department of General Services' California Green Lodging Program; Janine Chicourrat, general manager, Portola Hotel & Spa; and Sara Schoen, LEED AP, commercial real estate associate, U.S. Green Building Council (USGBC).

In her presentation, May described how more than 200 hotels in California are benefiting from participating in that state's Green Lodging Program—a program focused on minimizing waste, conserving energy and water, green purchasing, improving indoor air quality, and hazardous materials management. The state program currently has 150 hotels waiting to be certified at either the Participation (one palm) or Leadership (two palm) level. Those properties earning a point total of from 250 to 299 join the program at the Participation level; those earning 300 points or more earn Leadership status. May said the program eventually will have a third and fourth certification level.

Why green your hotel? In addition to increasing your property's value and reducing energy and water costs, May said, "Being green means your staff and guests are healthier."

Read the whole story

Valhalla festival goes strong through September

Lake Tahoe's Valhalla Arts, Music and Theatre Festival has a solid line-up of performing arts and cultural events running through September.

Here's the upcoming schedule:

Tahoe Dance Band performs at the Grand Hall on Sept. 3 at 7:30pm. The 17-piece band plays big band and swing with fox trots, waltzes, tangos, and polkas. Tickets are \$15/\$12/\$5.

On Sept. 4 from 10am to 5pm is Viva Valhalla, a celebration of Tahoe's Latino culture. This free event takes place on the Grand Lawn with Cerveza and lots of local Latino food. People can enjoy the sounds of Spanish culture and watch the colorful dancing.

From Sept. 9-12, The Good Guy performs at 7:30pm Thursday through Saturday and 2pm Sunday. This comedy by Sacramento radio and television personality Paul Robins explores super crime fighting for those who have to do it as a lifetime career. Tickets are \$15/\$12/\$5.

On Sept. 16 at 7:30pm, Ruby Dee and the Snake Handlers perform at the Boathouse Theatre. It's an Americana honky-tonk rock ability bands from Austin, Texas. The four-piece combo plays for \$18/\$15.

On Sept. 17 at 7pm A Celebration of Writers will perform at the Grand Hall. The Tahoe Writers Works hosts talent from around the lake in a smart funny inspirational night of prose. The \$10 includes the 7pm wine reception and 7:30pm reading.

On Sept. 24 Joni Morris as Patsy Cline performs at the Boathouse Theatre. It's a musical tribute presented by Joni and her four piece band After Midnight. Tickets are \$25/\$20.

Bare Bones Open Mic takes the Boathouse stage at 7pm on Sept. 28 with a variety of music, comedy, spoken word and a creative stage for musicians, writers, comedians and all other performing artists.

For tickets or information about the South Shore festival, [click here](#) or call (530) 541.4975.