



Here's to 2022!

This is Cheryl Hoag, I have had the distinct honor to serve as your Chamber President for the past two years and will now assume the duties of Past President. I would like to thank all of you for your valued support of your Chamber, your businesses and your community. It has been our privilege to work intimately with all of you during these unprecedented times. We have heard your stories, offered assistance whenever and however we could, and believe we have succeeded in showing how much we genuinely care for all of you.

I was fortunate that I had Morgan Gace, a gifted and capable CEO to work with during my tenure as president and I want to extend my gratitude for how quickly she was able to pivot during the pandemic and bring the Chamber into the digital age. While Morgan has accepted a new position outside the Chamber, I believe she was instrumental in our success these past two years. Thank you Morgan, your leadership skills helped me to grow outside of my comfort zone.

Someone you may not know by name but have spoken to or seen is our administrative assistant, Heidi Cassel. Heidi is always busy behind the scenes taking care of much of the day to day. You may recognize her voice if you have called the Chamber office or she may have posted your mugshot Mondays, or is working on a multitude of other details to help the Chamber run smoothly and provide support to our business community. Thank you Heidi. You have "stepped up" during this transitional time and I am forever grateful for your effort.

Before I hand the reins to your new President, I am honored to have served with a very dedicated Board of Directors. I want to thank Sherri Reusche, Mark Luster, Darrie Gillespie, Sonja Harris-Langan, Maureen Dinnocenzo, Susan Weatherby, CJ Singh, Scott Klann, Martin Huberty and some new ones, Jesse Gibbs, Bill Babis, Jamie Brandt, and Ana Pedersen. Also our Advisory Committee, Ben Stopper and Ray Davis. It has been a pleasure learning, working, playing and sharing with this team. I applaud you all for the time and dedication you offer to our County. I leave you with this quote which seems appropriate for these past two years: "It is not the strongest or the most intelligent who will survive but those who can best manage change".

~Charles Darwin

Now, it is with pleasure that I introduce you to your new Chamber President, Sherri Reusche. Sherri has lived in our county for many years and has devoted her life to working and volunteering to make Calaveras County a better place to live, work, and play. I personally want to thank and commend Sherri for the time she donates to our community and for the responsibility she is assuming as President of the Calaveras Chamber of Commerce.

Sherri, here's to new opportunities and new beginnings. I'll let you take it from here.

Cheryl Hoag, Past President



Happy New Year to all of you! Just a little bit about me, I have lived in Valley Springs for the last 24 years. I have raised my two kids in Calaveras and my husband and I have owned and operated a family Construction Company for more than 30 years. I recently joined Sectaris Partners, a firm that helps develop strategic planning and leadership skills for a multitude of business structures.

I am so excited and honored to be your new President. Our upcoming events this year are new and exuberant. Of course, we will start the year off with our wonderful Annual Dinner which we will have in March, look for details on our website. In the fall, we will introduce a new event called "Cow Pie Run" it will be fun for the whole family. The Chamber will offer some wonderful sponsorship opportunities for all of our Businesses. Our most exciting new fundraiser is a Calaveras Monopoly game. Information to purchase a square will be announced soon.

We are YOUR Chamber! Our dedicated Board of Directors are committed to supporting all of our Businesses in Calaveras County. Our Calendar of Events will be out soon and we hope you come and support us.

Sincerely,

Sherri Reusche  
President

## Big News:

The Calaveras County Chamber of Commerce Board of Directors has selected Martin Huberty as the organization's Interim Chief Executive Officer. This announcement follows Morgan Gace, former CEO, electing to pursue another opportunity. We wish Morgan the best in her new endeavors and thank her for her dedicated service to the Chamber over the past several years.

Martin comes from the long line of Huberty's here in the county. His career has been in producing feature films, and working with the British Royal Family. He took over running the Calaveras Visitor's Bureau in July of 2019, which then partnered with the Angels Camp Museum as a result of limited funding due to Covid. The CVB and the Museum have gone from strength to strength under this new alliance.

Martin's worked very closely with Calaveras Chamber of Commerce over the years and believes there's a lot of synergy between the Visitors Bureau and the Chamber. His vision for the Chamber is "to connect and grow its membership business to business. In this digital age we



can't lose sight of the fact that what bonds us is human interaction and that interaction is used for the betterment of our communities and county alike."

We hope to see you at our Annual Installation Dinner in March. Stay tuned for the details.