

# Truckee Tracks

Supporting the Business Community of the Greater Truckee Area

## Truckee Tomorrow Economic Development Initiative Progress Report

The Truckee Donner Chamber of Commerce, in partnership with the Town of Truckee and the Truckee Downtown Merchants Association (TDMA), has been working on collaborative economic development efforts tagged Truckee Tomorrow – Creating Economic Prosperity.

A top priority for the Chamber and the Town, the effort has brought together a small group of 30 leaders over the past six months in a series of five facilitated general meetings, and specific project meetings.

The priority projects identified by the group include:

- Business retention and recruitment – with a focus on second homeowners
- Enhanced marketing of Truckee – creating a “bigger voice” for Truckee and the region

- Downtown Truckee improvements – creating a more appealing atmosphere
- Transportation – leveraging Truckee’s position as a gateway to the region

The Truckee Tomorrow group met recently for a quarterly update at which time the priority projects’ goals, strategies, objectives and progress were reviewed.

### **Business Retention and Recruitment**

- Chamber President and Town Manager developing an outreach program to meet with new and existing businesses to better understand the business climate.
- Upon gathering information from the outreach program, key criteria necessary to

See **Truckee Tomorrow**, back page

## Microenterprise Business Loan Program

The Town of Truckee recently announced grant funding from the Community Development Block Grant - Economic Development Program in the amount of \$300,000. The Town will utilize these funds to offer a Microenterprise Assistance Loan Program.

The goal of this program is to provide financing needed by Microenterprise businesses in Truckee to expand, grow and move forward. Eligible uses of loan funds includes operating capital, acquisition of furniture, fixtures and equipment, advertising/marketing, purchase of manufacturing equipment, purchase of supplies and raw materials, purchase of software and computers and

purchase of signage.

The Microenterprise Business Loan Program is available to businesses with five or fewer employees meeting eligibility requirements. Loans are secured and are subject to the Town of Truckee’s Microenterprise Program Guidelines and the federal overlays of the Community Development Block Grant Program. Applications are processed on a first-come first-served basis.

Information regarding this program is available on the Town’s website at [www.townoftruckee.com](http://www.townoftruckee.com) or may be obtained by contacting the program operator at (530) 272-5395 or e-mail [j.anders@att.net](mailto:j.anders@att.net).

Save your local economy...  
*three stores at a time.*

the **3/50** project.

**3** Think of three local businesses you’d miss most if all of a sudden you found they were gone. Stop in and say hello. Pick up a little something. Your contribution is what keeps those businesses around.

**50** Spend \$50 – it doesn’t have to be all in that one store. The idea is to commit \$50 each month to local businesses, total.

**1** The number of people it takes to start the trend... you.

Together, small incremental changes in our spending habits **CAN** and **WILL** make a difference.

.....  
**Have you joined in the movement?**

**Pick 3. Spend \$50.**

**Who are your three??**

inside this issue...

- **Good Morning Truckee Summer Line-Up:**  
August 9<sup>th</sup> to feature KCRA 3 Sacramento News Anchor Deirdre Fitzpatrick
- **North Lake Tahoe-Truckee Leadership Graduates — Over 185 Alumni Now**

Vol. 27-No. 7/8  
July/August 2011



Our mission is to promote and develop local business and tourism, while improving the community's quality of life.

**2010-11 Board of Directors**

- Tonya Beyer, Chair  
*W&T Graphix*
- Jude M. Koenig, Past Chair  
*Attorney at Law*
- Connie Blair  
*Northstar-at-Tahoe™*
- Jon Borden  
*Truckee Donner Lodge*
- Christy Curtis  
*Coldwell Banker*
- Robb Etnyre  
*Tahoe Donner Association*
- Paul Kucharski  
*Citizens Bank of Northern California*
- Larry Larson  
*Tahoe Forest Physical Therapy*
- Alyssa Westenburg  
*Truckee Downtown Merchants Association*

**Chamber Staff**

- Lynn Saunders  
*President/CEO*
- Ruth Geresy  
*Executive Assistant  
Manager, California Welcome Center*
- Linda Pendleton  
*Membership Manager*

**California Welcome Center Concierge Staff**

- Marilyn Colquhoun
- Pat Fraser
- Cassie Gonzalez
- Kristin McAfee
- Helyn North
- Nancy Palmer
- Sandra Parker
- Esther Walters

**Truckee Tracks**

is the bi-monthly publication of the Truckee Donner Chamber of Commerce. The Chamber reserves the right to edit submissions as necessary for space requirements. Send comments or submissions to [info@truckee.com](mailto:info@truckee.com).

**Truckee Donner Chamber of Commerce**  
10065 Donner Pass Road • Truckee, CA 96161  
(530) 587-8808 • (530) 587-2439 (fax)  
[info@truckee.com](mailto:info@truckee.com) • [www.truckee.com](http://www.truckee.com)



**Meet New Members**

These businesses have recently made a commitment to our community and an investment in their future by joining the Truckee Donner Chamber of Commerce. We encourage all our readers to do business with these new member businesses.

**Andrews Law Firm, P.C.**

With the current economy it is especially critical that the assets you have should remain protected. Attorney Elaine Andrews focuses on every aspect of estate planning, living trusts, trust administration and tax minimization. She retired in 2007 after 23 years with the U.S. Army Reserves, having established her practice in 1996. Elaine also concentrates on business and contract law. Currently her focus has evolved in trust litigation.

Elaine's objective is to help you draft an estate plan that saves you money. Most people are unaware of how unprotected they are, and that is what her goal is — to put you in control of your estate. Elaine's office is located at 10343 High Street, #B and she can be reached at (530) 550-8736.

**Cal-Neva Extreme Rock Crawling Competition Series**

The Cal-Neva Extreme Rock Crawling competition kicks off with Round Three at Donner Ski Ranch on July 9-10 and promises to provide a great show

with incredible displays of driving talent and rollovers. Vehicles range from a 4x4 trail rig to the most extreme competition rock crawlers to-date, and Moon Buggies.

Presented by Yukon Gear & Axle, Cal-Neva Extreme is a 4-Round natural terrain competitive vehicle rock crawling series with over 120 courses run each day. As many as 30 teams will be competing and features the top two national unlimited class contenders. There are five different classes that make up the Cal-Neva Extreme line up. All entrants must contact Glenn Bonner at (530) 391-2580 at least a week prior to the event to register.

**JRS Construction**

Building projects come in all shapes and sizes. From detailed renovation to large-scale construction, JRS Construction wants to offer you assurance that the job will run smoothly from start to finish. JRS draws on their years of experience so that regardless of the size or intensity of your project, they have probably already

See **New Members**, page 10

**Chamber Calendar**

**JULY**

**Good Morning Truckee** – Tuesday, July 12, 7:00-8:30 a.m., Truckee Town Hall

**Board Meeting** – Tuesday, July 19, 3:30 p.m., Tahoe Truckee Community Foundation

**Mixer** – Tuesday, July 19, 5-7:00 p.m., CATI (Contractors Association of Truckee Tahoe)

**AUGUST**

**Ambassador Committee** – Tuesday, August 2, 11:30 a.m., Location TBD

**Good Morning Truckee** – Tuesday, August 9, 7:00-8:30 a.m., Truckee Town Hall

**Mixer** – Tuesday, August 9, 5:00-7:00 p.m., Northstar-at Tahoe

**Board Meeting** – Tuesday, August 16, 3:30 p.m., The Richardson House

**Board Meetings**

As a member of the Chamber of Commerce, you are encouraged to attend board meetings. Get involved in the leadership of your organization, offer your input, and let your directors know of your concerns, opinions, and ideas. Any business you wish to present to the board must be placed on the agenda by notifying the President / CEO ten (10) days prior to the meeting. Board meetings are held as noted in the Chamber Calendar. Agendas are available one week prior to the meeting and can be sent to you upon request.

# Mixers

**Good Food, Good People, Great Raffle Gifts !  
Bring your business cards. See you there .**

**Tuesday, July 19 • 5:00-7:00 p.m. ....**

**Hosted by: CATT (Contractors Association of Truckee Tahoe)  
Where: 12313 Soaring Way, Ste. 1G**

**Tuesday, August 9 • 5:00-7:00 p.m. ....**

**Hosted by: Northstar-at-Tahoe (Joint Mixer with the North Lake Tahoe Chamber)  
Where: Village at Northstar**

# Anniversaries

Congratulations to the following members for renewing their commitment to the local economy and business community with their investment in the Chamber.

### 25+ Years

US Bank - Truckee Branch

### 15+ Years

Hemig & Erle Real Estate Firm

### 10+ Years

Community Ink, Inc.

### 5+ Years

ADT Security Services

Auerbach Engineering Corporation

Autoglass Express Truckee

Bell Limo / Airport Mini-Bus

Bell Sports

Budget Blinds of the Sierra Foothills

Chase International

Clear Capital

Consignment Home

Furnishings of Truckee

Double Diamond Jewelry

Easterbrook Painting, Inc.

High Camp Home

Lake Tahoe Shakespeare Festival

### New Leaders

Resultant Profitability, LLC

Rock & Rose, Inc.

Rotary Club of Truckee

Sierra Human Resources Association

Sierra Tahoe Realty, Inc.

SnowBomb

Squaw Valley Adventure Center

Sugar Bowl Academy

Tahoe Maritime Museum

Tahoe Mountain Club

Tahoe Real Estate Group

Tahoe TV LLC

Truckee Paint Mart

Truckee Physical Therapy

Unique Boutique /

Viviane's Vintage & Vogue

Viking Carpet Care

Wagon Train Coffee Shop

### 2+ Years

Alpine Skills International

Backstreet Boutique

Canyon Springs of Truckee

Construction and General

### Laborers' Local 185

Copy Center

Donner Park Auto Repair &

Exhaust

Mickeys School of Grooming

Mountain Comfort

Furnishings & Design

Nu-Systems, Inc

Sierra Mountain Soccer Club

Sierrascap

Truckee Championship Pro

Rodeo

Truckee Reservations

Tyson S. Lechner, DDS

### 1 Year

Business & Career Center

Dashel Mills Distinctive

Properties

Dress The Part(y)

Ferree Law

Keller Williams Realty

MacCracken Architects

Tahoe Oral Surgery and

Implant Center

YoungLife Truckee

# Member Benefit

Did you know...

**Display Your  
Brochure at No Cost  
in California  
Welcome Center**



As a valued member of the Truckee Donner Chamber of Commerce, you have the benefit of distributing your brochure in the Truckee California Welcome Center at no cost. Businesses that are *not* members of the Truckee Donner Chamber of Commerce, may display their brochures in the Welcome Center by purchasing a brochure spot with Certified Folder Display Service for \$25 per month/\$300 year (12 month contract). Magazine contracts are \$100 per month/\$1200 year (12 month contract).

Brochure racks accommodate 4"x9" brochures or rack cards – sorry no odd size promotional materials can be displayed. Member magazines can be displayed at no additional premium.

Make sure we have your most current brochure or rack card, and provide us with ample supplies to ensure the racks remain full. If you don't have a brochure, give us a call – we have several Chamber members that can assist you in the development, design and printing.

Chamber members are also invited to display your business cards in the center.

The Truckee California Welcome Center has one of the highest visitations of all the 20 California Welcome Centers in the state receiving over 65,000 visitors a year.

Don't miss this valuable opportunity to promote your business to the thousands of visitors we assist every year.

# Chamber Broadcast E-Mail Program

The Chamber's Broadcast E-mail Program is a timely and cost-effective service to communicate with the members. At an affordable \$65 per broadcast, you can reach over 960 business contacts. You supply the PDF or HTML copy, and we do the rest. **Please remember that lead time is a minimum of three business days, number of broadcasts done per day is limited, and reservations must be made.**

For more information, contact Membership Manager Linda Pendleton at [Linda@truckee.com](mailto:Linda@truckee.com) or call (530) 587-8808.

## Congratulations to the Graduates of the 2011 North Lake Tahoe-Truckee Leadership Program

The graduating class of the 2011 North Lake Tahoe-Truckee Leadership Program received plaques and their Certificates of Completion in May at the North Tahoe Event Center. The Leadership Program is a partnership between the Truckee Donner Chamber of Commerce, the North Lake Tahoe Chamber of Commerce, and the North Tahoe Business Association in conjunction with Sierra Nevada College.

There were 14 outstanding graduates from the program's 8<sup>th</sup> year. "It is so important to the future of the region that we continue to build our leadership capacity, and have a large group of leaders to tackle the challenges and opportunities that come our way. This program gives participants the knowledge, skills and confidence to do that. It also builds an incredible network of leaders that share

the experience of going through the program," says Lynn Saunders, President/CEO of the Truckee Donner Chamber of Commerce.

The group was very fortunate to hear from many of the leaders within the region that took time out of their busy schedules to make thought-provoking and informative presentations to the class.

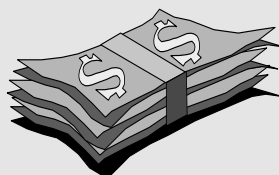
Graduates now join a group of over 185 alumni. The "Just Show Up" Alumni group meets throughout the year to stay connected, discuss community issues and potential projects, and plan fundraising efforts for Leadership Program scholarships.

Planning for the 2012 North Lake Tahoe-Truckee Leadership Program will begin this fall. Watch for more information in *Truckee Tracks* about how to become a part of this exciting program.

### Congratulations to the Class of 2011 Leadership Program:

- **Hayley Adamski**, Tahoe Safe Alliance
- **Paul Bancroft**, Tahoe Safe Alliance
- **Hardy Bullock**, Truckee Tahoe Airport District
- **Amye Cole**, Sierra Nevada College
- **Jason Dicey**, North Tahoe PUD
- **Karli Epstein**, North Tahoe Family Resource Center
- **Adrianna Gomez**, The Office BOSS, Inc.
- **Wrenn Johns**, Fireside Pizza Co.
- **Robert Leftwich**, Truckee Police Department
- **Dan Lewis**, Tahoe City PUD
- **Molly MacGregor**, Tahoe Dave's Skis & Boards
- **Marianne Potts**, North Tahoe PUD
- **Judy Price**, Town of Truckee
- **Carissa Savitsky**, Rubicon Pizza Co.
- **Sara Smith**, Sara Smith Fine Art

### Recommend a New Member to the Chamber and get \$25 hard cash.



#### Member

Peg Friesen, *Charter Media* ..... Truckee Coins & Collectibles  
 Michael Graham, *Law Offices of Michael E. Graham*..... The Andrews Law Firm  
 Gretchen Sproehnle, *Switchback Public Relations + Marketing*..... JRS Construction  
 Annemarie Huisman, *North Tahoe Commercial*..... MIT Systems, Inc  
 Mike Miltner, *Tahoe Whitewater Tours*..... Kiwanis Club of North Lake Tahoe

#### New Member

**Call Linda at the Chamber for details, (530) 587-8808**

## Chamber Statistics

### The Chamber is Working For You

#### PHONE CALLS .....

June 2010 .....	1,077
July 2010 .....	804
August 2010.....	1,560
September 2010 .....	1,228
October 2010 .....	1,313
November 2010 .....	1,472
December 2010.....	1,373
January 2011 .....	1,243
February 2011 .....	941
March 2011 .....	865
April 2011 .....	1177
May 2011.....	1082

#### WRITTEN REQUESTS .....

June 2010 .....	527
July 2010 .....	930
August 2010.....	862
September 2010 .....	1,133
October 2010 .....	629
November 2010 .....	1,228
December 2010.....	449
January 2011 .....	936
February 2011 .....	668
March 2011 .....	821
April 2011 .....	587
May 2011.....	801

#### www.truckee.com VISITS .....

June 2010 .....	8,485
July 2010 .....	13,309
August 2010.....	8,502
September 2010 .....	7,155
October 2010 .....	5,775
November 2010 .....	5,755
December 2010.....	7,417
January 2011 .....	7,006
February 2011 .....	6,085
March 2011 .....	6,021
April 2011 .....	4,946
May 2011.....	6,092

#### VISITORS TO CHAMBER .....

June 2010 .....	7,682
July 2010 .....	7,771
August 2010.....	7,598
September 2010 .....	6,603
October 2010 .....	4,611
November 2010 .....	4,640
December 2010.....	6,834
January 2011 .....	6,322
February 2011 .....	5,863
March 2011 .....	5,185
April 2011 .....	6,070
May 2011.....	6,066

## Treat Box Bakery

*Leon Dufresne, how long have you been baking here at Treat Box?*

I've been the owner since 1977. I originally helped the owner and then within the year purchased the bakery.

*What goods or services do you provide?*

This is an all around bakery with cakes, pies, cookies, doughnuts, most French and Danish pastries, deli sandwiches, burgers, espresso, and more.

*How does Truckee work for you?*

Truckee has changed a lot over the years, but still has a lot of that hometown feeling and it's nice to be able to talk to customers one-to-one.

*What has been the most rewarding element for you and your business?*

Bringing my family into the business. My son Joe is indispensable. I'd be lost without him.

*What has proven to be your greatest challenge?*

The ever-changing economy.

*What has been the most beneficial overall to your business?*

Having an understanding of landlord and creditor, and the many customers that let me know how much they appreciate me being here.

*What are your business goals?*

To keep our customers happy and keep on making a living for our family.

*Do you have any tips for other small businesses?*

Work hard, be open to ideas, be diversified and love your work!

*What other outside interests do you have?*

I don't have time for much other interests, that why I say – *love your work!*



Leon and Joe Dufresne of Treat Box Bakery

## Tahoe Candle

The lights are never out at Tahoe Candle, owned by Craig and Amy Davies.

*Craig how long have you and Amy been in business in Truckee?*

We have been in Truckee since 1996 selling wholesale/retail candles. After being downtown for nine years we recently moved to a new retail location, 10607 West River Street. Now our customers can buy direct from our studio and online. Also, Gratitude's in downtown is carrying a full line of Tahoe Candles.

All Tahoe Candles are hand poured. We offer 100 percent natural soy wax candles infused with essential oils.

We also, specialize in luminary style candles – handmade using the finest wax – giving them a vibrant illumination. Original designs are created on each luminary candle using real flowers and leaves. Artisans also hand paint original designs in bees wax. Every Tahoe Candle is an original work of art.

*Who are your clients?*

Retail customers are locals, tourists, weddings and online. Wholesale customers include resorts, spas, retail stores and the wedding industry.

*How does Truckee suit your needs? And what are your biggest challenges?*

Truckee allows us to live in this beautiful area – keeps us inspired by nature, and working with other local business. Our biggest challenge has been adapting our business to work with today's economy. Our most beneficial aspect of our business is having a unique niche, quality product, and great customer service.

*What are your goals?*

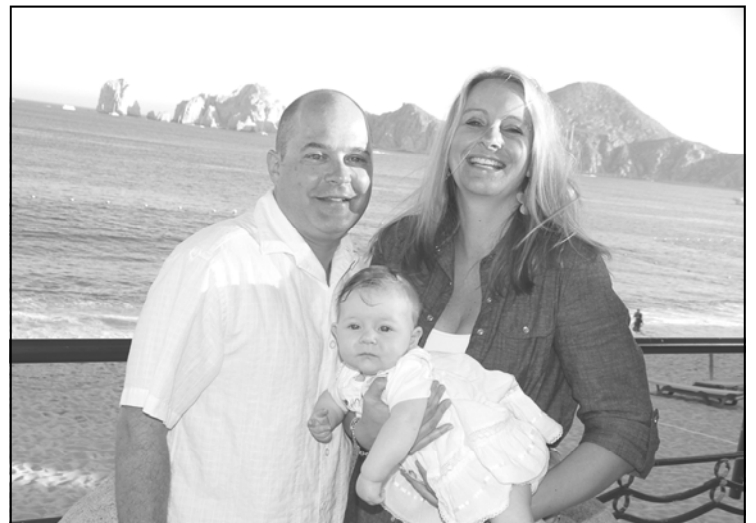
Keep lowering our carbon footprint. Using natural waxes and eco-friendly materials and making high quality candles.

*Any pointers for other small businesses?*

Yes, think outside the box and stay true to your beliefs.

*What are some outside interests?*

Our nine-month-old daughter, Makenna, snowboarding, skiing, enjoying nature... and relaxing with candlelight!



Craig and Amy Davies with daughter Makenna of Tahoe Candle

## Members in the News

### TahoeStaff in Truckee Gets New Owner

The local staffing and recruiting company recently announced the transfer of ownership from John and Dawn Evans to Kimberly Bullock.

"After managing TahoeStaff for the past four years, I am thrilled for the opportunity to continue in the business I love," Bullock said. "I look forward to continuing to build on the amazing relationships I have developed, so I can connect great people with great jobs in the Truckee-Tahoe area."

Bullock is a Certified Staffing Professional (CSP) with the American Staffing Association. She recruits and screens talent and places qualified candidates in permanent and temporary positions. She also works with local business owners to provide targeted staffing support to fill specific seasonal, part-time or full-time personnel requirements.

"I am excited that local businesses are realizing the importance and flexibility that the staffing industry provides. Individuals can be brought on board for a brief period or they can be hired permanently. This flexibility enables businesses to respond quickly to changing business needs without burdening a company with excessive head count or unnecessary legal exposure," Bullock explains. "It's a wonderful model."

TahoeStaff offers a host of services, including temporary staffing for all types of businesses and positions, on-site management of supplemental workforce, temporary executive and management support, flexible staffing to match fluctuations in personnel requirements, transitional staffing and management during major business workload peaks.

Professionals looking for positions in the Tahoe area and businesses looking for employees can contact TahoeStaff at [kimberly@tahoestaff.com](mailto:kimberly@tahoestaff.com) or call (530) 448-1674. For more information, visit [www.tahoestaff.com](http://www.tahoestaff.com).



## Good Morning Truckee

Good Morning Truckee is a community forum presented by the Truckee Donner Chamber of Commerce to provide timely and relevant information on a variety of topics and create a networking opportunity.

Good Morning Truckee is open to the public – everyone is invited. It is held the second Tuesday of every month at Truckee Town Hall from 7:00-8:30am. As a Truckee Donner Chamber of Commerce member benefit, members receive a reduced rate of \$8 per person; general public is \$10 per person. Price includes a continental breakfast.

Good Morning Truckee is presented by the Truckee Donner Chamber of Commerce in partnership with sponsors Citizens Bank of Northern California, The Office Boss Inc., the Sierra Sun, 101.5FM Truckee Tahoe Radio, and the Town of Truckee. Additional sponsorship opportunities are available.

For more information, contact the Truckee Donner Chamber of Commerce at (530) 587-8808 or e-mail [info@truckee.com](mailto:info@truckee.com).

### Good Morning Truckee Summer Line-Up

July 12<sup>th</sup>

#### *Community Assets for Quality of Life and Health*

The July 12<sup>th</sup> Good Morning Truckee features Tahoe Forest Cancer Center Medical Director Laurence Heifetz, MD, FACP discussing cancer care in Truckee; the new Cancer Center; and the value and benefits of the collaboration with the UC Davis Cancer Center.

In addition, Steve Randall, General Manager of the Truckee-Donner Recreation & Park District, will be providing an informational overview of the bond measure that is proposed to help fund trails, performing arts facility, and an aquatics center. Members of the public will have the opportunity to comment, pro or con, following the overview (comments will be limited to 3 minutes each, time permitting).

August 9<sup>th</sup>

#### *KCRA 3 Sacramento News Anchor Deirdre Fitzpatrick*



KCRA 3 Sacramento's morning anchor Deirdre Fitzpatrick will be talking at the August 9<sup>th</sup> Good Morning Truckee. Deirdre won an Emmy for best news anchor in June. An avid outdoor enthusiast, Deirdre and her family have a second home in Tahoe and visit often. She "dreams of waking up in Tahoe EVERY day!" says Deirdre. An endurance athlete with a passion for fitness, she qualified for the Boston Marathon in December. Deirdre will talk about the Tahoe/Truckee lifestyle qualities that attracted her to become a second homeowner, and the affinity the KCRA viewers have for the area. She will give us a glimpse into the life of a KCRA anchor, their commitment to covering stories in the Tahoe/Truckee area, and the great work of the KCRA team.



# Labor Law Corner

by Dana Leisinger

## Holiday Pay within Company's Discretion, But Follow Other Wage Rules

Do we have to pay holiday pay to our employees, and if so, what is the rate – time-and-a-half, or double time? We are a small employer and don't pay holiday pay until an employee has worked for us for three months. Is that permissible?

Holiday pay is not mandatory in California; therefore it is completely within a company's discretion whether to pay an incentive (overtime) rate to employees who work on holidays.

Many employers do pay an incentive rate so as to lessen the "sting" of having to work on a holiday, but it is not mandatory per California law. Any amount is equally allowed, given, of course, that minimum wage is satisfied.

Accordingly, putting a "probationary period" on earning holiday pay also is permissible, as long as the probationary period for holiday pay is applied equally to all new hires so as to avoid any claim of discrimination or a discriminatory impact.

Keep in mind that if a non-exempt

employee is required to work a holiday after working 40 hours in a week, overtime would indeed apply at the applicable rates.

Overtime also would result if the employee works more than eight hours on that holiday. In addition, an exempt employee must be paid for holidays if he/she is ready, willing and able to work, regardless of it that exempt employee actually works the holiday.

Also, some employers enter into agreements with their employees to pay holiday pay, agreeing on terms between the employer and employee, sometimes negotiated as part of an employment contract. Employers may adopt policies and practices that work with their individual schedules, as long as employees receive the required minimum wage and overtime, if applicable.

*By Dana Leisinger, HR Adviser. Reprinted from the California Chamber of Commerce "Alert" March 4, 2011 newsletter.*

## Java Sushi Hits the Road with Portable Sushi Bar

Java Sushi now offers catering for events. With a new portable sushi trailer and sushi bar, Java Sushi will be on the road this summer and can be seen at events like: Cannibal Cruise Car Show (July 8-10); American Cancer Society's Relay for Life of Truckee-Tahoe (July 16-17), Truckee Championship Pro Rodeo (July 23-24), and more.

Java Sushi will be serving up an assortment of hand rolls at these events. Java Sushi is available for any event and can serve up your favorite Java goodies.

For more information, call Java at (530) 582-1144 or Amin directly at (530) 412-3660, or visit [www.javasushitruckee.com](http://www.javasushitruckee.com).

## Squaw Valley Institute Attracts Silicon Valley Non-Profit Executive

Squaw Valley Institute (SVI) recently introduced its new Executive Director, Jeannie Conner. Jeannie has over 20 years of non-profit leadership experience in Silicon Valley, and has chosen to volunteer her time to SVI for the next several months.

Like many non-profit organizations around the country, SVI has been challenged by the recent changes in the economy. "The fact that SVI has been able to maintain its high level of quality programs during these tough economic times is a very good sign," explains Conner.

Conner's goals for SVI are to expand outreach, improve the member experience, and create a financial strategy that focuses on sustainability.

For information on Squaw Valley Institute visit [www.squawvalleyinstitute.org](http://www.squawvalleyinstitute.org), e-mail [info@squawvalleyinstitute.org](mailto:info@squawvalleyinstitute.org), or call (530) 581-4138.

## Sexual Harassment Awareness and Prevention Seminar

The Truckee Donner Chamber of Commerce, in partnership with the North Lake Tahoe Chamber and the Sierra Human Resources Association (SHRA), invites the business community to attend an informative seminar on "The Generations and Sexual Harassment" – awareness and prevention for business owners and managers on Wednesday, August 24<sup>th</sup> at the Cedar House Sport Hotel from 8:30 to 11:30 a.m.

This workshop, required as per California's AB 1825 will bring your business into compliance regarding sexual harassment awareness in the workplace. This topic is presented in an engaging and provocative way, from the perspective of generations working side by side.

Topics to be covered include:

- Generational perceptions
- The 5-step method for assessing the conduct – is it or isn't it?
- Handling complaints
- The investigation and interviews
- Privacy issues
- Documenting and resolving the complaint
- Prevention awareness

Presenter Laura Moriarity, SPHR, is a seasoned HR executive, nationally known corporate trainer and frequent presenter of Sierra Human Resources Association workshops.

Early bird registration (before August 10<sup>th</sup>) is \$59 for Chamber members; \$69 for non-members, and \$49 for SHRA members. Registration and coffee service will begin at 8:00 a.m.

This is sure to be a very popular seminar, so we urge you to register today by visiting [www.sierrahra.com](http://www.sierrahra.com) and clicking on the online store or contact the Truckee Donner Chamber of Commerce at (530) 587-8808 if you'd like to pay by check.

For more information, call Laura Moriarty at (530) 573-0224 or e-mail [Laura@tahoetrainingpartners.com](mailto:Laura@tahoetrainingpartners.com); or Linda Pendleton at the Truckee Donner Chamber of Commerce at (530) 587-8808 or e-mail [Linda@truckee.com](mailto:Linda@truckee.com).

### Tahoe Donner Expands Defensible Space and Trails Network with Land Purchase

Tahoe Donner just got a little bigger. The association has purchased an undeveloped 160 acre parcel of land from the Truckee Donner Public Utility District (TDPUD) for defensible space fire protection and recreation. The McGlashan Springs property is located on the southern side of Tahoe Donner.

The sale price was \$775,000 and the transaction included restrictions on residential development rights. Board president Ron Wulff believes that the property will greatly benefit members both for recreational purposes and for further protecting homes from the threat of wild fires.

"We have a world-class forestry management team here at Tahoe Donner to maintain the property," Wulff said. "This property will also allow the expansion of the existing 35 miles of recreational trails throughout Tahoe Donner, and may even provide a connection to the Donner Rim Trail."

The purchase fits Tahoe Donner's 2030 General Plan objective for ongoing land purchases "for the purposes of fire security, recreation or development protection." It also follows the association's acquisition last spring of an adjacent 240 acre property known as the Bucknam Tract. That purchase was made in partnership with the Town of Truckee and the Truckee Donner Land Trust, protecting a unique gateway area for open space.

Beyond the immediate opportunity for Tahoe Donner members to enjoy the McGlashan Springs property for hiking and biking, the area could be used in the future for an additional recreational facility. There are no specific plans to do so at this time.

### Thin Air Motorsports ... Bigger, Better and Still on the River

Thin Air Motorsports has moved to a new location at 10338 River Park Place on the corner of West River Street and River Park Place in front of Truckee Rents. Thin Air now boasts easy access for trucks and trailers, ample parking, a large showroom for Polaris, Ski Doo and Sea Doo models, expanded parts and service departments for all your snowmobile, watercraft, and motorsports parts, accessory and service needs.

They promise the same great customer service that they have prided themselves on for almost 20 years. On Saturday, July 2<sup>nd</sup> they are having a Grand Opening Celebration & BBQ from 11:00

a.m. to 3:00 p.m. Live music, fabulous raffle prizes and J.D. Hoss from 101.5FM Truckee Tahoe Radio will be on hand for a live remote and a chance to win amazing prizes in The Auto & Tire Doctor's Big Black Box summer giveaway.

Thin Air Motorsports will be on the West End of town on Truckee Thursdays. Swing by their booth to pick up a flyer for a free raffle ticket for the drawing at their Grand Opening Celebration.

Thin Air Motorsports is open from 9:00 a.m. to 5:30 p.m. Tuesday through Saturday. Visit them on the web at [www.thinairmotor.com](http://www.thinairmotor.com), on Facebook, or call (530) 582-8081.

### Mountain Home Center Adds Second Location Downtown



Mountain Home Center has proudly served Truckee's fireplace, spa and outdoor living needs since 1985. Mountain Home Center is pleased to announce the addition of a second location, in historic

downtown Truckee.

Mountain Home Center, Downtown opened at 10115 Donner Pass Road in the historic Loading Dock building right before Memorial Day weekend. Mountain Home Center, Downtown is offering a collection of home accessories, gifts, lighting, bed and bath, seasonal decor as well as indoor and outdoor furniture.

"We are looking forward to being part of downtown Truckee and participating in all of the events that make this area fun and unique" said Alissa Just, Co-Owner. Mountain Home Center, Downtown will be a part of Truckee Thursdays, First Fridays, the 4<sup>th</sup> of July celebration and Wine Walk and Shop.

### Welcome to the New Truckee Copy Center

*Hot Off The Copy Machine* – The Copy Center has been updated to accommodate all of your business technology needs. They still offer all of their standard services which consist of copies, color copies, faxes, office supplies and computer rentals.

They can now help update your business or home office by offering several new services including Photoshop, com-

puter repairs, virus & malware removal, and affordable web site design.

Save yourself a trip out of town and stop in and see how competitive their prices are with other major office supply stores near Truckee.

They are located in the Wild Cherries Coffee House shopping center next to The Pet Station. The Truckee Copy Center – Your One Stop Tech Shop.

## Members in the News

### Creative Concepts Media + Marketing Celebrates 20 Years of Business

April marked the 20 year anniversary of local advertising agency, Creative Concepts Media + Marketing. The firm, established by Laura Partridge, is a boutique media buying agency, with offices in Truckee and Reno, which provides and implements strategic advertising plans.

"We are extremely proud to be a thriving local business in the Reno/Tahoe community," said President of Creative Concepts, Laura Partridge. "The advertising landscape has certainly changed over the past two decades. We attribute our success and the longevity of our client base to our strong industry relationships and our ability to ensure that our clients always reap the benefits of these relationships. We are

committed to providing exceptional and powerful media plans to our clients that achieve set objectives."

Twenty years ago, Creative Concepts began when Partridge left the world of radio to launch the agency. Her thorough understanding of station programming and her many years consulting clients with their advertising plans allowed Partridge to offer her industry knowledge and experience to new clients. Today, Creative Concepts develops campaigns with integrated television, radio, outdoor, print, online, social, mobile, and new media elements. "We go above and beyond simply buying advertising. With the advancement of social media and smart phone technology, there are

even more and more ways to interact with your customers and truly develop brand strength."

Creative Concepts develops strategies for a wide range of clients including Atlantis Casino Resort Spa, Tahoe Forest Health System, Regional Transportation Commission, Regional Marketing Committee, and Mt. Rose – Ski Tahoe, among numerous others. Creative Concepts looks forward to the multitude of advertising advancements and options that are sure to encompass the decade ahead.

For more information, call (530) 582-4100 or visit [creativeconceptsmedia.net](http://creativeconceptsmedia.net).

### KidZone Museum Wins National Award for Excellence in Children's Museums

The KidZone Museum was recently honored as one of the three museums to receive a Promising Practice Award and \$10,000 cash from Metlife Foundation and Association of Children's Museums.

To earn a Promising Practice Award a children's museum must stand out as innovating and redefining traditional museums where play is highly interactive.

The KidZone Museum received the award for the KidsReach program, which increased visitation to the Museum from low-income children and families by 500 percent in three years.

"The children of low-income families have limited access to hands-on learning, community engagement and are at risk for

depression, failing in school and child abuse. Our KidsReach program was created to address these issues by providing very young children and their families with transportation to the Museum to partake in social and educational programs as a family," says Carol Meagher, executive director of KidZone Museum.

"We wanted to offer a community program where all children of all socioeconomic levels can play together. We first hired Spanish speaking staff and arranged weekly transportation to the Museum, which was funded by the Institute of Museum and Library Services and Placer County First 5," says Romina Branje, coordinator for KidsReach.

"With help from Spanish speaking staff and engaging activities, the children began to participate with vigor and enthusiasm and news of our program spread like wildfire," says Illeana Borsani an Argentinian native who is one of the bi-lingual museum staff.

"It was truly an honor to represent not only the Kidzone Museum at the ceremony, but the town of Truckee," said Meagher.

For more information on how to support the KidZone Museum, visit [www.kidzonemuseum.org](http://www.kidzonemuseum.org), and click on "Support Us", or e-mail [director@kidzonemuseum.org](mailto:director@kidzonemuseum.org), or call (530) 320-5613.



**KEEP THE  
SIERRA  
GREEN**

Become a recognized  
regional green  
business leader.

There is no cost to apply.

[www.KeepTheSierraGreen.org](http://www.KeepTheSierraGreen.org)

Let us build a custom  
business banking plan  
especially for  
*you and your business.*

**P B PLUMAS  
BANK FDIC**  
11638 Donner Pass Rd • Truckee  
587-4747

'been there and done that.'

JRS Construction handles all phases of residential construction including customer relations, estimating jobs, handling project permits, collaborating with architects and engineers, coordinating crews and subcontractors, inspections and scheduling. JRS Construction will make your job a reality. Located at 405 N. Lake Boulevard, Suite 203, Tahoe City, they are the winner of the *Tahoe Quarterly Magazine's 2011 Mountain Home Awards*. You can reach Gretchen at (530) 386-0701.

### Jeff's Car Care Center

Jeff's Car Care Center takes complete professional care of your vehicle whether you need to check on your brakes, tune-ups, cooling systems, water pumps, tires, battery or preventive maintenance. Owner Jeff Schaff's shop is located at 10041 Donner Pass Road, and is a Napa car care center, so he offers a 12 month, 12,000 mile nationwide warranty on most repairs that covers parts and labor.

Jeff and his team are dedicated to making your visit in for servicing your only trip. To ensure that the servicing is done right they drive the car before the repair, after the work is complete, and then once again by a different specialist to ensure the repair is done correctly. You can call (530) 587-7600 to learn more.

### MIT Systems, Inc.

Most people feel that technology is moving faster than they can keep up with, that choosing systems for your home or business can be overwhelming. To help you with your choices Kacy Miller is available for everything electronic in your home such as home automation, home control, audio/video, home theater, security, networking, green energy management, HVAC control, lighting and window covering control and security camera solutions.

MIT Systems offers residential and commercial applications that come with superior customer service and attention to detail. You can visit their state-of-the-

art showroom at 12177 Business Park Drive, #8 to 'try before you buy' thereby offering you peace of mind ensuring that you are choosing technology solutions that fit your lifestyle. Stop by or call Kacy at (530) 563-6560.

### Slip Free-Floor Safety Consultants

Slip Free is a local floor safety solutions company located at 11260 Donner Pass Road, C1#263. Owner Amy Harrison can offer products that range from a floor treatment that pulls all contaminants in the microscopic pores and crevices of flooring to a unique daily cleaner. The daily cleaner is biodegradable free-rinsing, non-alkaline, degreaser and when used as part of the floor's regular maintenance program it leaves the surface clean and residue free, enhancing the floor's traction.

Certified technicians will develop a specific floor safety system for you. Slip Free is affiliated with a national company that is a member of the National Hotel-Motel Engineers Association, the National Restaurant Association and Dietary Managers Association. Call (916) 365-3296 to discuss how to reduce slip and fall accidents.

### Sustainable Community Advocates

Sustainable Community Advocates (SCA) assists clients in the development of organizations, strategies, initiatives, action plans and projects designed to support and ensure the long term viability of stewardship, communities and regions. SCA's Principal Steve Teshara has been active in policy, planning, public-private partnerships, legislative advocacy, and project implementation in the Lake Tahoe region for over 30 years.

Steve's collaborative efforts provided leadership, advocacy, and helped secure millions of dollars in federal, state and local funding for watershed restoration, forest health, transportation, and other Lake Tahoe Environmental Improvement (EIP) projects. His recent accomplishment is Lake Tahoe Regional Plan Initiative (RPI) and the Lake Tahoe

Basin Prosperity Plan. He is a member of the project team for the new Tahoe Prosperity Center. Steve is available at (775) 588-2488.

### Taco Station

You know the name only now Taco Station of Truckee is in a new location, 11782 Donner Pass Road opposite the Truckee High School. Owner Mike Diaz provides the community with fresh and authentic Mexican food using the Diaz and Marin family recipes that are handed down for generations. He is proud to offer great food and service at an affordable price.

While the restaurant is named Taco Station, the burritos are reported as being so huge they are wrapped in two tortillas to keep the filling from falling out. Menu items include beef, grilled chicken, carnitas, fish and fresh produce. Mike's restaurant is people-oriented, setting a very high standard on both customer and community service. You can call the Taco Station at (530) 587-8226.

### Truckee Wireless Store

Truckee Wireless Store specializes in Verizon Wireless products growing from basic cell phones to smart phones, high speed internet service, and home phone service. Manager Eric Murguia carries a full line of accessories for all of their products, and focuses on providing personalized customer service.

Verizon offers low corporate pricing that is found in direct stores while maintaining the support of a local community business located at 11310 Donner Pass Road, Suite A1. There are Customer Appreciation Days once a month that include a free BBQ for anyone interested and offers special discounts. Recently the store started conducting seminars to teach people one-on-one how to use their products more effectively. Verizon offers competitive small to medium size business account pricing. Call Eric at (530) 582-6800.

## Cedar House Sport Hotel Adds Outdoor and Culinary Adventures to Offerings

The Cedar House Sport Hotel, as it celebrates its fifth anniversary, has become the place for culinary and outdoor adventures in the Sierra with the launch of [www.StellaCulinary.com](http://www.StellaCulinary.com) and recent acquisition of Tahoe Trips & Trails.

Whether it's learning new cooking techniques, memorable meals, hiking, biking, kayaking, lakeside activities or a combination of culinary and outdoor adventures, Cedar House Sport Hotel creates unforgettable experiences in the Tahoe area.

With the acquisition of Tahoe Trips & Trails, an established guide company dedicated to connecting visitors with the natural world, Cedar House now also offers inspiring hiking and multi-sport tours in Tahoe-Truckee as well as stunning locations throughout the West. Each world-class adventure is facilitated by professional guides who love to share their knowledge of local history, geology, and flora and fauna.

"When we first opened Cedar House, it became evident that marrying Tahoe Trips & Trails with our business

was an ideal match," explains Patty Baird, co-owner of Cedar House Sport Hotel with her husband, Jeff. "Our concept was influenced by small, family run hotels found in the Alps, however, its design was inspired by nature. It is our belief that the psyche connects to all things real, so the materials chosen for Cedar House promote harmony between the structure and the natural world. Design plays a vital role in the underlying theme of the Cedar House - which is all about connections."

"We live in a fast pace world, where technology has changed the methods of how we communicate and connect to one other. At Cedar House, we help our guests connect and reconnect to nature through outdoor adventures and wholesome ingredients," Baird explains.

For a complete list of adventures and events, or to reserve your place for a summer adventure, visit [www.cedarhousesporthotel.com/activities.html](http://www.cedarhousesporthotel.com/activities.html), [www.stellaculinary.com](http://www.stellaculinary.com) and [www.tahoetrips.com](http://www.tahoetrips.com).

## TahoeStaff to Sponsor Local Cycling Team

Over the past two years the local cycling team sponsored and supported by Elijah Bleu's House of Coffee has done some amazing things. They have had the opportunity to grow as athletes, friends, and community members. They rode together, crashed together, finished at the line and fallen short. They have ridden fast and slow. Sometimes the only sound was the hum of the wheels; other times they talked about the important things and the ride was just a way to connect. They have ridden for 30 hours straight and seen the amazing power of determination. They have had the honor of helping those in the community through a sport they love.

And now they have a new primary sponsor, TahoeStaff. Previously owned by John and Dawn Evans, TahoeStaff is under new ownership. Kimberly Bullock, has acquired the business and brings her skill and talent to bear on the needs of our local business community. Her smile, warmth, and commitment is not her only asset. Kimmie is a long time local involved and committed at many levels. She is a Certified Staffing Professional and has long standing relationships with many of the businesses that drive our local economy.

Additional sponsor support is coming from 101.5FM Truckee Tahoe Radio.

For more information, contact [hardy@ltol.com](mailto:hardy@ltol.com).

## Pet Pantry Program Provides Free Pet Food to Locals in Need

The Humane Society of Truckee-Tahoe's (HSTT) Pet Pantry is a "no questions asked" program that distributes donated pet food to anyone who can't afford to feed their pets.

The tough economic times continue to affect some Truckee-Tahoe residents and their pets, forcing some families to give up their beloved companions due to financial hardship. To help prevent this, the HSTT has implemented the Pet Pantry Program.

Under the slogan "Give what you can, take what you need," the nonprofit collects pet food and distributes it to needy families with pets in the Truckee-Tahoe area. Extra pet food or donations can be dropped off at collection barrels in Truckee at Pet Station and Scraps Dog Bakery.

The HSTT will also be collecting food at events throughout the summer, including the Tail & Ale Microbrew Fest on July 8 at the Biltmore and at the Village at Squaw during Brews, Jazz, and Funk Fest on August 13-14 and Peaks and Paws on August 27-28.

"It's heartbreaking to see people have to leave their pets with us," said Stephanie Jensen, executive director of the Humane Society of Truckee-Tahoe. "This program helps people keep their pets rather than give them up because they can't afford to feed them."

Anyone in need of pet food can pick it up at the Town of Truckee's kennel, located at 10720 Riverview Drive in Truckee. The kennel is open Monday through Saturday from 9:00 a.m. to 5:00 p.m. (closed for lunch, noon to 1:00 p.m.).

For more information, call (530) 587-5948 or visit [www.hstt.org](http://www.hstt.org).

## Members in the News

### Long Term Rentals Now Offered at Sawmill Heights at Northstar-at-Tahoe

The 96-unit Sawmill Heights apartment complex at Northstar-at-Tahoe now offers long-term housing options for families and individuals in addition to seasonal leasing options.

"These are newer units with modern appliances and great views of Martis Valley," says Brad Koch, President of Ridge Reef Properties. "There's a misconception that Sawmill Heights is employee housing," says Koch. "That's simply not the case and we are really excited to make these units available to locals. Sawmill is steps from mountain biking, hiking, skiing, snowboarding and more."

Many improvements are planned for the site including upgrades to the lobby entrances and storage units for long-term renters. Additionally, a new community room/business center will be added with many services for residents including Wi-Fi.

Sawmill Heights was built with many green building features in mind and offers eco conscious renters energy efficient appliances and hot water baseboard radiant heating to reduce environmental impact. Landscaping includes native plants that require little water and mulch made from tree stump chippings made during construction.

Available floor plans include studio, two, three and four bedroom apartments. For one-year leases, rates start at just \$815 for a studio, \$1,075 for a two-bedroom and \$1,475 for a four-bedroom including gas, electric, water, cable TV, wireless internet, trash and snow removal. For qualified seasonal renters, a rent-by-the-room option is negotiable. All units are available furnished or unfurnished. Amenities include ceramic top ovens, microwave, EnergyStar dishwasher and refrigerator, garbage disposal,

onsite laundry, office facilities, barbeque/picnic area, and more. Located just off of Hwy 267, the apartment community is served by Tahoe Area Regional Transit (TART).

The \$25 million apartment complex, built in 2006, was designed with workforce housing in mind. KG Sawmill Investors acquired Sawmill Heights Apartments in 2010, after a shift in the economic tide forced Northstar Community Housing Corp. of Truckee — the former owner — into default in 2009. Ridge Reef Properties, a San Francisco-based firm specializing in real estate investment and property management throughout Northern California, has been hired to manage the property.

For more information about Sawmill Heights, contact Christina at (530) 562-2501 or visit [www.sawmillheights.com](http://www.sawmillheights.com).

### "Give to the River" Program Kicks-off at Truckee River Winery

Summer is here and the Truckee River is the place to be. In honor of their favorite local river hangout, Truckee River Winery has joined up with the Truckee River Watershed Council to create the "Give to the River" donation program.

Beginning June 24th and continuing for the next year, as part of the "Give to

the River" program, for every bottle of wine that you purchase, Truckee River Winery will match your \$1.00 voluntary donation. Additionally, for every \$1.00 voluntary donation, a second committed group of donors will match your donation with another \$2.00 donation. All funds raised during the "Give to the River" program will go directly towards

protecting water quality, preserving wildlife habitat, and restoring our river, streams, meadows, and wetlands that contribute to the overall beauty of the Truckee River.

Visit the Truckee River Winery tasting room at 11467 Brockway Road. For more information, call (530) 587-4626 or visit [www.truckeeriverwinery.com](http://www.truckeeriverwinery.com).



#### Free Private Business Consulting Sessions Available

*No-cost one-on-one consulting and low-cost training to new and existing businesses.*

The Small Business Development Center assists existing businesses be competitive in a complex marketplace and helps new entrepreneurs realize their dream of business ownership.

**For more information or to schedule an appointment, call (877) 853-9093**

## Ruth Geresy Honored by Rotary Club of Truckee with Paul Harris Award

Ruth Geresy of the Truckee Donner Chamber of Commerce, was recently awarded the prestigious Paul Harris Fellow Award by the Rotary Club of Truckee. The Paul Harris Fellow award recognizes individuals for exceptional service.

Five years ago, Ruth was the guiding force to the creation of the American Cancer Society's Relay For Life of Truckee-Tahoe. The event is more than a fundraising event, although it has raised over \$150,000 since its inception. It brings the community together to remember those lost to cancer, honor survivors, and raise awareness of programs.

Ruth was recently one of three finalists as an Amgen Tour of California Break-

away From Cancer Champion. She is involved in various cancer-related events and activities, such as recently hosting a cyclist traveling through Truckee on his ride cross-country raising awareness and funds for the Make-A-Wish Foundation.

"It is not the life challenges a person faces, it is how they get through them and what they do as a result that proves a person's character. When her daughter Jenny was diagnosed with ovarian cancer at the age of 16, it was Jenny's strength and determination that helped the entire family get through and then give back to the community. Jenny recently celebrated five years cancer free," said Lynn Saunders who presented Ruth with the award.

Ruth and the entire Geresy family's energy and commitment have been an inspiration for the Relay For Life of Truckee-Tahoe event, volunteers, and the community's ongoing fundraising efforts.



The Rotary Club of Truckee will contribute \$1,000 in Ruth's name to The Rotary Foundation that enables Rotarians to carry on a world-wide program of educational and humanitarian programs.

### *The Richardson House Presents...*

#### You Know You Are a Truckee Local If...

1. Snow in June is an inconvenience but not a surprise.
  2. You know The Richardson House is now a 6-bedroom luxury VACATION HOME.
  3. You know the large, white cross next to Truckee Elementary is a historic landmark, not a religious symbol holding up "the finger" at the separation of church & state.
  4. You know The Richardson House does not serve breakfast because it is NOT a B&B, unless you slip Chelsea a crisp Benjamin, then she'll serve up whatever you like.
  5. You know where Hooligan Rock is and what its original purpose was; you don't just blindly drive by it on your way to fight the crowds at Safeway.
  6. You know The Richardson House is available to rent (yes – the entire house folks), and is perfect for family/friend gatherings, small weddings and corporate retreats.
  7. You know that the little cemetery on the road to the current cemetery is a Catholic cemetery. It was developed the same year as the one on the top of the hill, making it neither "older" nor "newer" than the other and shouldn't be referred to as the "Old Cemetery."
  8. You know The Richardson House kicks back discounts for locals and their friends, email [Chelsea@TheRichardsonHouse.com](mailto:Chelsea@TheRichardsonHouse.com).
  9. You know that the abandoned rooms on the corner of Jibboom & Bridge Streets were built post war as a highway hotel and were never "Cat Houses", no matter what your Uncle Jimmy told you.
  10. You know The Richardson House has not been a B&B for over FIVE years; no really, it is NOT a B&B!!
- The Richardson House a luxury vacation home available for rent. Many of our local not-for-profit organizations have been enjoying complimentary use of the house for their board meetings. A proud supporter of the community, a portion of the proceeds from every booking goes back to the Truckee Donner Historical Society. In addition, The Richardson House is supporter of The Truckee Donner Land Trust, Trails & Vistas and the Historical Haunted Walking Tour (to name a few).
- To learn more about the Vacation Home, the people who run it, their community partners and more visit [www.TheRichardsonHouse.com](http://www.TheRichardsonHouse.com).

## Sierra Mountain Soccer Club Labor Day Tournament Looking for Sponsors

Sierra Mountain Soccer Club (SMC) will host its third annual Fire in the Sky Soccer Tournament over the Labor Day weekend at Riverview Sports Complex. The event expects to draw 600 players from the greater Lake Tahoe, Reno and Sacramento area. In addition to players, with family and friends it is estimated the event brings over 1,800 people to the area.

In previous years, commercial establishments in the Truckee area have benefited greatly from this tournament. Restaurants, lodging establishments, supermarkets, and all commercial establishments providing recreational services have seen a significant uptick directly attributable to the influx of families attending this tournament.

Sponsorships support the tournament, with overall proceeds going to the scholarship program that supports 28% of SMSC players. This scholarship program allows SMSC to provide a competitive soccer environment for all players in the greater Lake Tahoe area.

Businesses interested in sponsoring should contact Robert Sullivan at (530) 550-0699. For more information, visit [sierramountainsoccer.com](http://sierramountainsoccer.com).

# Calendar of Events July

**Make Sure to Check Out  
Ongoing Seasonal Events  
Listed on Next Page!**

1 **Summer Aviation/Aerospace Day Camp**, Truckee Tahoe Airport. 9 am to 3 pm. \$140. Ages 10 to 14 years old. www.tdrpd.com 530-582-7720

1-3 **Fine Arts and Crafts Festival**, Village at Squaw Valley, USA. Friday/Saturday 10 am to 6 pm, Sunday 10 am to 5 pm. www.pacificfinearts.com 209-267-4394

1-31 **Summer Art Workshop and Lecture Series**, Sierra Nevada College, Incline Village. www.sierranevada.edu/workshops 775-831-1314

2 **Tahoe Donner Summer Outdoor Concert Series**, Tahoe Donner, Northwoods Clubhouse. 6 to 9 pm. Free. www.tahoedonner.com 530-587-9400

2 **Truckee Running Festival**, Truckee River Regional Park. 7 am. \$30 to \$65. Kids races, 5k, 10k and half marathon. Truckee Trails Foundation fundraiser. www.bigblueadventure.com

2 **Beerfest & Bluegrass Festival**, Village-at-Northstar. Beer tasting, music. www.northstaratahое.com 800-466-6784

2 **Summer Hiking with Cedar House**, Ellis Peak. \$65 to \$85. Guided hike, lunch, and transportation. www.cedarhousesporthotel.com 530-582-5665

2 **Truckee Annex Open House**, Truckee Maritime Museum Annex. www.tahoemaritimemuseum.org 530-525-9253

2-3 **Mountain Vibe Music Gathering**, Shinneyboo Creek Resort. \$40. Music, camping, entertainment. www.mountainvibemusic.com

3 **Pancake Breakfast**, Sierra Senior Center, Estates Drive. 8 to 11 am. \$7. Sponsored by Tahoe City Rotary. www.ttseniorscouncil.org

3 **Lake Cushing Crossing**, Squaw Valley, USA, Cushing Pond. 12 pm. \$20. Pond skimming, prizes. www.squaw.com 530-452-4000

3 **Fireworks on the Third**, North Tahoe Event Center, Kings Beach.

4 **Truckee Bike Sprint**, Downtown Truckee. One mile time trial before the Firecracker Mile. Fundraiser for Auburn Ski Club and Breakaway From Cancer. www.truckeefunrun.com 530-426-3313

4 **Truckee Firecracker Mile**, Downtown Truckee. One mile gradual fun run before the parade suitable for all ages starts at Tahoe Forest Hospital. www.truckeefunrun.com 530-426-3313

4 **Truckee 4th of July Parade**, Donner Pass Road. 10 am. Old-fashioned hometown parade ending up in historic downtown Truckee. www.truckee.com 530-587-2757

4 **Truckee 4th of July Fireworks**, Donner Lake, West End Beach. Dusk. www.tdrpd.com 530-582-7720

5 **Astronomy Adventures: Wonders of the Crescent Moon**, Tahoe Vista. \$70. Guided sunset kayaking, hiking, followed by a tour of the sky. www.tahoeadventurecompany.com 530-913-9212

8-10 **Cannibal Cruise Car Show**, Truckee River Regional Park. Free. Hosted by Truckee Optimists. Friday night

social, games, food, sock hop, poker run and awards. www.truckeeoptimist.com 530-582-9062

8-10 **ARTour Open Studios**, Various studios in Truckee-Tahoe area. Open studio driving tour. www.northtahoearts.com 530-581-2787

9 **Jam from the Dam Paddleboard Race**, Tahoe City, Commons Beach. 9 am. 6 mile race. www.tahoecup.org

9 **Soaring Kites and Music Festival**, High Camp, Squaw Valley USA. Kite flying demonstrations, kids kite building seminars, and general kite mania, live music and entertainment. www.squaw.com 530-583-6985

9 **Open House and Humane Society Fundraiser**, Canine Country, 10310 Hirschdale Rd. Suggested donation \$5-\$10/per adult. 3 to 5 pm. Music, beer/wine and snacks. Humane Society of Truckee benefit. www.caninecountrytruckee.com 530-587-7807

9-10 **Cal Neva Extreme**, Donner Ski Ranch. 10 am. 4 x 4 Rock crawling series. www.cal-nevaextreme.com

10-11 **Gene Upshaw Memorial Golf Classic**, Gray's Crossing Golf Course. 7 am. Celebrity golfers, sponsorship opportunities, food, libations, silent and live auction. Benefits Tahoe Forest Cancer Center. www.gu63.org 530-550-5800

11-14 **Summer Explorative Camps - Farm Camp**, Kidzone Museum. 9 am to 12 pm. \$120. Ages 4 -6. www.kidzonemuseum.org 530-550-7578

11-15 **Summer Explorative Camps-Junior Ornithologists Camp**, Kidzone Museum. 10 am to 3 pm. \$230. Ages 8-10. www.kidzonemuseum.org 530-550-7578

14 **Summer Winemaker Series - Barrel 27 Wine Company**, Plumjack Café. Wine tasting, wine and food pairings. www.plumjackcafe.com 530-583-1578

14 **Community Blood Drive**, Veterans' Hall, 10214 High St. 11 am to 6 pm. Sponsored by Truckee Rotary. www.bloodsource.org 530-587-0902

15 **Full Moon Kayak**, Tahoe Vista Recreation Area. 6:30 to 9:30 pm. \$60. Star gazing. www.tahoeadventurecompany.com 530-913-9212

15-17 **ARTour Open Studios**, Various studios in Truckee-Tahoe area. Open studio driving tour. www.northtahoearts.com 530-581-2787

15-31 **Lake Tahoe Shakespeare Festival**, Sand Harbor. 5 pm. Twelfth Night. www.laketahoeshakespeare.com 800-747-4697

16 **Old Timers Picnic & Family Reunion**, Truckee River Regional Park. 10 am to 4 pm. www.truckeehistory.org 530-582-0893

16 **Western States Trail Foundation Tevis Cup**, Squaw Valley, USA to Auburn, CA. 100-Mile-One Day Equestrian Trail ride. www.teviscup.org 530-823-7901

16 **The Forgotten Feast with Author Hank Shaw**, Cedar House Sport Hotel, Stella. 5:30 pm. \$75. Five-course tasting menu, cocktails, wine. www.cedarhousesporthotel.com 530-582-5665

16 **Kids Fishing Derby**, Coldstream Pond, behind Donner State Park. 9 am to 1 pm. Kids under 12. Sign up at Mountain Hardware. Food and drinks available. www.truckeerotary.org 530-550-1522

16-17 **Art, Wine, & Classical Guitar Music Festival**, Village at Squaw Valley, USA. 11 am to 5 pm. Wine tasting 2 pm to 5 pm. \$25. www.squaw.com 530-583-6985

16-17 **American Cancer Society's Relay For Life of Truckee - Tahoe**, Truckee High School Track. 9 am Saturday to 9 am Sunday. 24 hour community camp out - walk to honor and remember those that have battled cancer. Entertainment, live music, food for a good cause. Sorry no pets. www.relayforlife.org/truckeeeca 530-587-8808

16-30 **Tahoe Rim Trail Association Annual Thru Hike**, Tahoe Rim Trail, Mt Rose Trail Head. 15 day backpacking trip. \$1,250. www.tahoerimtrail.org 775-298-0231

17 **Donner Lake Triathlon**, Donner Lake. Swim, bike, and run. www.donnerlaketri.com 530-546-1019

17-21 **Active Gourmand Tour**, Cedar House Sport Hotel. \$1800. 4 day adventure hike, food, wine, lodging, cooking class. www.cedarhousesporthotel.com 530-582-5665

18 **Astronomy Adventures: Saturn Kisses the Face of Virgo**, Tahoe Vista. \$70. Guided sunset kayaking, hiking, followed by a tour of the sky. www.tahoeadventurecompany.com 530-913-9212

18-21 **Summer Explorative Camps - Junior Entomologists Camp**, Kidzone Museum. 9 am to 12 pm. \$120. Ages 6-8. www.kidzonemuseum.org 530-550-7578

18-22 **Moody's Jazz Camp**, Moody's Bistro & Lounge. Free musical instruction from top Jazz musicians. www.moodysbistro.com 530-587-8688

18-22 **Summer Explorative Camps - Sierra Watershed Science Camp**, Kidzone Museum. 10 am to 3 pm. \$200. Ages 8-10. www.kidzonemuseum.org 530-550-7578

21 **Lake Tahoe Music Festival Blues Traveler**, Village at Northstar. \$35 to \$55. www.tahoemusic.org 530-583-3101

21 **Summer Movie Series - The Karate Kid**, Village at Squaw Valley, USA. Free. 8:30 pm. www.squaw.com 530-583-6955

22-24 **Antique Show**, Truckee High School. \$5. Friday/Saturday 10 am to 5 pm, Sunday 11 am to 4 pm. Truckee High Boosters fundraiser. www.tbcashows.info/truckee\_7\_11.html

23 **Excellence in Education Home Tour**, Martis Camp. 10 am to 4 pm. \$40 in advance, \$45 day of. Visit one-of-a-kind custom homes. Excellence in Education benefit. www.exined.org 530-550-7984

23 **Summer Hiking with Cedar House**, Shirley Canyon. \$65 to \$85. Guided hike, lunch, and transportation. www.cedarhousesporthotel.com 530-582-5665

23-24 **Truckee Championship Pro Rodeo**, McIver Arena, Brockway Road. Friday 5 pm. BBQ, Celebrity Team Penning, Kid's Calf Scramble and Dance. Saturday 5 pm; 1 pm Sunday - Family Day. www.truckeerodeo.org 208-735-0462

23-24 **Wild West Weekend**, Squaw Valley, USA, High Camp. Live music, pony rides and petting zoo. www.squaw.com 800-403-0206

25-28 **Summer Explorative Camps - Farm Camp**, Kidzone Museum. \$120. 9 am to 12 pm. Ages 4 -6. www.kidzonemuseum.org 530-550-7578

25-29 **Adventure Day Camps**, Sugar Bowl Ski Resort. \$420 Children 4-6; \$480 Children 11-15. Field science instruction, hiking and reflection. www.sugarbowl.com 530-426-9000

See July Calendar, next page

**July Calendar**, continued from previous page

25-29 **Summer Explorative Camps - California Explorers Camp**, Kidzone Museum. 10 am to 4 pm. \$200. Ages 9-11. [www.kidzonemuseum.org](http://www.kidzonemuseum.org) 530-550-7578

28 **Summer Winemaker Series - Gros Ventre Cellars & Skinner Vineyards**, PlumpJack Cafe. 6 to 9 pm. Wine tasting, wine and food pairings. [www.plumpjackcafe.com](http://www.plumpjackcafe.com) 530-583-1578

28-31 **Wanderlust Festival**, Squaw Valley, USA. Festival blending together the world's top yoga teachers and the best performers in rock & roll in a breathtaking setting. [www.wanderlustfestival.com](http://www.wanderlustfestival.com) 530-583-6985

30 **Lake of the Sky Garden Club's Truckee Garden Tour**, Various locations. 10 am to 4 pm. \$20. [www.lakesky.homestead.com](http://www.lakesky.homestead.com) 530-583-4066

30 **Wine Walk**, Village at Northstar. 2:30 to 5:30 pm. \$25/\$30. Wine and food sampling stations throughout the Village. [www.northstaratahoo.com](http://www.northstaratahoo.com) 800-466-6784

30-31 **Pacific Fine Arts: Historic Downtown Truckee Arts & Crafts Festival**. 10 am to 5 pm. Hosted by the Truckee Downtown Merchant's Association. [www.pacificfinearts.com](http://www.pacificfinearts.com) 209-267-4394

30-31 **Lake Tahoe 36-Hour Adventure Race**, Teams kayak, mountain bike, trek, trail run and navigate during this 36-hour adventure. [www.bigblueadventure.com](http://www.bigblueadventure.com) 530-546-1019

31 **North Tahoe Arts: Bizarre Bazaar**, Tahoe City, North Tahoe Arts. [www.northtahoearts.com](http://www.northtahoearts.com) 530-581-2787

## Calendar of Events August

1 **Astronomy Adventures: Sagittarius and the Galactic Center**, Tahoe Vista. Call for times. \$70. Guided sunset kayaking, hiking, followed by a tour of the sky. [www.tahoeadventurecompany.com](http://www.tahoeadventurecompany.com) 530-913-9212

1-5 **Summer Art Workshop and Lecture Series**, Sierra Nevada College, Incline Village. 775-831-1314

1-5 **Adventure Day Camps**, Sugar Bowl Ski Resort. \$420. Kids 4 - 6. Field science instruction, hiking, and reflection. [www.sugarbowl.com](http://www.sugarbowl.com) 530-426-9000

1-5 **Mountain Adventure Day Camps**, Sugar Bowl Resort. \$480/child. Kids 11-15. Field science instruction, hiking, and reflection. [www.sugarbowl.com](http://www.sugarbowl.com) 530-426-9000

1-5 **Summer Explorative Camps - Sierra Watershed Science Camp**, Kidzone Museum. 10 am to 3 pm. \$200. Ages 8-10. [www.kidzonemuseum.org](http://www.kidzonemuseum.org) 530-550-7578

1-21 **Lake Tahoe Shakespeare Festival**, Sand Harbor. 5 pm. Twelfth Night. [www.laketahoeshakespeare.com](http://www.laketahoeshakespeare.com) 800-747-4697

4 **Lake Tahoe Music Festival - Colbie Calliat**, Village at Northstar. \$35 to \$55. [www.tahoemusic.org](http://www.tahoemusic.org) 530-583-3101

6 **Annual Squaw Mountain Run**, Squaw Valley, USA. 9 am. \$35. 3.6 mile mountain run to High Camp, awards, raffle, music, light refreshments & beer. 20% of funds raised go to Tahoe Forest Cancer Center. [www.squawmountainrun.com](http://www.squawmountainrun.com)

7-11 **Active Gourmand Tour**, Cedar House Sport Hotel. \$1800. Four day adventure hike, food, wine, lodging, cooking class. [www.cedarhousesporthotel.com](http://www.cedarhousesporthotel.com) 530-582-5665

8-11 **Summer Explorative Camps - Farm Camp**, Kidzone Museum. \$120. 9 am to 12 pm. Ages 4 -6. Experience hands-on exploration and investigation of farming, growing, composting, natural plants, hikes.

[www.kidzonemuseum.org](http://www.kidzonemuseum.org) 530-550-7578

10-14 **Nevada County Fair**, Nevada County Fairgrounds, 11228 McCourtney Rd., Grass Valley. 10 am to 11 pm. \$9. [www.nevadacountyfair.com](http://www.nevadacountyfair.com) 530-273-6217

11 **Summer Winemaker Series - Chappellate Winery**, PlumpJack Cafe, Squaw Valley, USA. 6 to 9 pm. Wine tasting, wine and food pairings. [www.plumpjackcafe.com](http://www.plumpjackcafe.com) 530-583-1578

12-13 **Lake Tahoe Concours d' Elegance**, Sierra Boat Company, Carnelian Bay. Marque Class will be "Gar Wood - the Gentleman's Runabout". Antique and classic wooden boats. [www.laketahoekoncourse.com](http://www.laketahoekoncourse.com) 530-581-4700

12-14 **Summer Explorative Camps-KidZone Family Camp at Sagehen Creek**, Kidzone Museum. 3 pm Friday to 12 pm Sunday. [www.kidzonemuseum.org](http://www.kidzonemuseum.org) 530-550-7578

13 **Full Moon Kayak**, Tahoe Vista Recreation Area. 6 to 9 pm. \$60. [www.tahoeadventurecompany.com](http://www.tahoeadventurecompany.com) 530-913-9212

13 **Outdoor Concert - Blues Artist Robert Cray**, Tahoe Donner, Trout Creek Recreation Center. 7 pm. \$25 to \$45. Sponsored by KTHX. [www.Tahoedonner.com](http://www.Tahoedonner.com) 530-587-9425

13-14 **Ta-Hoe Nalu Stand-up Paddleboard Festival**, Kings Beach. Racing fun, family, friends, luau and concert. Elite Race \$10,000 in prize money. [www.tahoenalu.com](http://www.tahoenalu.com)

13-14 **Brews, Jazz & Funk Fest**, Village at Squaw Valley, USA. 2 to 8 pm. \$5. Benefit for Humane Society of Truckee-Tahoe. [www.squaw.com](http://www.squaw.com) 530-584-6266

13-14 **Pacific Fine Arts: Historic Downtown Truckee Arts & Crafts Festival**. 10 am to 5 pm. Hosted by Truckee Downtown Merchant's Association. [www.pacificfinearts.com](http://www.pacificfinearts.com) 209-267-4394

15-18 **Summer Explorative Camps - Farm Camp**, Kidzone Museum. \$120. 9 am to 12 pm. Ages 4 -6. [www.kidzonemuseum.org](http://www.kidzonemuseum.org) 530-550-7578

20-21 **Cal Neva Extreme**, Donner Ski Ranch. 10 am. 4 x 4 Rock crawling series. [www.cal-nevaextreme.com](http://www.cal-nevaextreme.com)

21 **Wine on the Water**, Incline Village, Hyatt. Wine tasting and food. Fundraiser for the Boys & Girls Club of North Lake Tahoe. 530-546-4324

22 **Astronomy Adventures: Neptune and the Distant Gas Giants**, Tahoe Vista. \$70. Guided sunset kayaking, hiking, followed by a tour of the sky. [www.tahoeadventurecompany.com](http://www.tahoeadventurecompany.com) 530-913-9212

24 **Lake Tahoe Music Festival - Michael Bolton**, Village at Northstar. \$45 to \$70. [www.tahoemusic.org](http://www.tahoemusic.org) 530-583-3101

25 **Summer Winemaker Series - Honig Vineyards & Winery**, PlumpJack Cafe, Squaw Valley, USA. 6 to 9 pm. Wine tasting, wine and food pairings. [www.plumpjackcafe.com](http://www.plumpjackcafe.com) 530-583-1578

27 **Village at Northstar Wine Walk**, Village at Northstar. 2:30 to 5:30 pm. \$25/\$30. Wine and food sampling stations throughout the Village. [www.northstaratahoo.com](http://www.northstaratahoo.com) 800-466-6784

27 **Summer Hiking with Cedar House**, Mount Judah Loop. \$65 to \$85. Guided hike, lunch and transportation. [www.cedarhousesporthotel.com](http://www.cedarhousesporthotel.com) 530-582-5665

27-28 **Peaks & Paws Art Bluegrass Festival**, The Village at Squaw Valley, USA. 2 to 7 pm. Animal themed booths, art and live music. Benefit for Humane Society of Truckee-Tahoe & homeless pets in our community. [www.hstt.org](http://www.hstt.org) 530-583-9247

28 **Tahoe Family Festival**, Truckee River Regional Park Amphitheater. 10 am. Music and entertainment for the whole family. Benefits KidZone Museum. [www.kidzonemuseum.org](http://www.kidzonemuseum.org) 530-587-5437

## Ongoing Seasonal Events — FREE

**TRUCKEE THURSDAYS – Historic Downtown Truckee**  
Thursdays: June 16 – August 25, 5 to 9pm  
Street Festival with live entertainment, beer garden, local artists, unique gifts and KidZone activities for children. [www.truckeethursdays.com](http://www.truckeethursdays.com)

**SUMMER MUSIC SERIES – Village at Squaw Valley**  
Thursdays: July 7 – August 25, begins at dusk  
[www.squaw.com](http://www.squaw.com) 530-452-7188

**BLUESDAYS – Village at Squaw Valley**  
Tuesdays: July 5 – August 30, 6 to 8:30pm  
Live Blues music.  
[www.thevillageatsquaw.com](http://www.thevillageatsquaw.com) 530-452-7188

**MUSIC IN THE PARK - Truckee River Regional Park**  
Wednesdays: June 15 – August 31, 6:30 to 8pm  
[www.tdprd.org](http://www.tdprd.org) 530-582-7720

**FOOTHILL FARMERS' MARKET – Truckee River Regional Park**  
Tuesdays: June – October, 8am to 1pm  
[www.foothillfarmersmarket.com](http://www.foothillfarmersmarket.com) 530-823-6183

**RETRO SKATE NIGHTS – Village at Northstar**  
Fridays: June 17 – August 26, 6 to 9pm  
[www.northstaratahoo.com](http://www.northstaratahoo.com) 530-562-1010

**LIVE MUSIC – Village at Northstar**  
Saturdays and Sundays  
[www.northstaratahoo.com](http://www.northstaratahoo.com) 530-562-1010

Visit [www.truckee.com](http://www.truckee.com)  
for more details!



10065 Donner Pass Road  
Truckee, CA 96161  
530-587-8808  
www.truckee.com

Change Service Requested

PRSR STD  
U.S. POSTAGE  
**PAID**  
KINGS BEACH, CA  
PERMIT #1

## Truckee Tomorrow, continued from page 1

retain businesses and implement strategies to maximize retention will be established.

- Truckee Tomorrow has joined SACTO (Sacramento Area Commerce and Trade Organization). *See sidebar for more info on SACTO.*

- Focus group of locally based businesses to be convened to refine criteria for business recruitment.

- Gather second homeowner data to identify opportunities to extend or expand their business presence in Truckee.

### Enhanced Marketing of Truckee

- Significant energy and resources were spent toward co-op marketing efforts in conjunction with the Amgen Tour of California.

- Partnered with Truckee Downtown Merchants Association (TDMA) on Amgen Tour-related events; production, printing, distribution of Downtown Truckee rack card and brochure.

- The 2011 Official Truckee Visitors Guide was produced by the Chamber that included 2-page feature on Zagat-rated restaurants (suggestion made in Truckee Tomorrow discussions). Brochure of this feature, including Summer/Fall events, in production to be mailed to second homeowners.

- In addition to efforts with TDMA (including the growth and popularity of their Truckee Thursdays), and The 3/50 Project (an ongoing buy local program), a locals strategy, including second homeowners, being developed to encourage local spending.

- Tourism committee, including identified stakeholders, will begin discussions on expanded marketing efforts and resources.

### Downtown Truckee Improvements

- In conjunction with the Depot Streetscape Project, a Town Square was preliminarily discussed. Downtown Specific Plan Update (to begin this fall) could focus on further development of such project.

- Bridge Street Streetscape Project underway – complete this season.

- Depot Streetscape Project – design approved, anticipate completion this season.

- McIver Roundabout to Gateway sidewalk – complete this season.

- TDMA continues downtown landscaping of planters and cleaning maintenance of newsracks and trash cans.

- Parking Working Group recommendations to Town Council in July.

- Avery Hotel MOU in place with Town; Railyard Project (request pending); Town streetscape, historic renovation and business startup loan programs in place.

### Transportation

- Analysis of existing reports and regional transportation plans has been done.

- General discussions with Airport District/Placer County.

- Initial discussions of funding sources to enhance the regional bus service.

- Key stakeholders working with Reno/Tahoe International Airport to enhance air service to region.

- Transportation Task Force to be established with goals/priorities (business plan) and strategies.

If you have an interest or area of expertise in one of the four identified priority projects, or want to get more involved, please contact Lynn Saunders for more information at [Lynn@truckee.com](mailto:Lynn@truckee.com) or call (530) 587-8808.

### SACTO – The Inside Track

SACTO (Sacramento Area Commerce and Trade Organization) was founded in 1975. Its mission is to recruit and grow high-value investment in the Sacramento region.

It serves as the region's leading facilitator of economic development. It brings together the organizations, information, and resources in the pursuit of jobs, talent, and investment needed to ensure regional prosperity and global competitiveness.

Over the last 35 years, SACTO has assisted hundreds of companies locate and expand in the Sacramento Region, generating billions of dollars of investment and strengthening our economy. Today the organization continues to create opportunities through focus and fulfillment of its mission.

As a member of SACTO, Truckee Tomorrow will gain first knowledge of new company locations and expansions; attend SACTO annual events; opportunity for committee involvement; access to Center for Strategic Economic Research (CSER) for data services; subscription to all SACTO/CSER publications; listing in SACTO Membership Directory with detailed profile; be preferred vendor in proposals for prospects; have a featured link in *The Insider* "Industry Spotlight" section; and exclusive invitation to VIP reception at SACTO events.