

# Truckee Tracks

Supporting the Business Community of the Greater Truckee Area



## Grand Opening Promised Land Express and Zephyr Lodge

Northstar California celebrated their brand-new Promised Land Express and Zephyr Lodge Grand Opening December 20<sup>th</sup>. Truckee Donner Chamber of Commerce Board member Kelly Rodriguez, Director On Mountain F&B, took the ribbon cutting honors. With \$30 million in capital improvements completed over the summer, “our guests are going to be blown away by the magnitude of the capital projects we’ve completed for this season,” said Bill Rock, chief operating officer at Northstar.

## Free Ski Shuttle to Be Offered January 14-16

*Avoid Driving in Ski Traffic in an Eco-Friendly Way*



Those who have experienced peak season traffic jams while trying to navigate certain stretches of Truckee and

North Tahoe roadways en route to or from a day on the slopes, have a new transportation option to consider. Regional leaders, intent upon improving the local weekend traffic situation, are launching a pilot free ski shuttle program which will provide service on Martin Luther King, Jr. weekend, January 14-16.

The Truckee Free Ski Shuttle will take skiers from Truckee to Northstar California Resort or Squaw Valley USA,

See **Free Ski Shuttle**, back page

## Are Your 2012 Business Goals in Place?

### Small Business Development Center Offers Programs to Assist Business Owners

Starting January 2012, the Small Business Development Center (SBDC) will increase scheduled consulting appointments in the Truckee area from two days a month to three days a month to meet increasing demand. The SBDC offers no cost individual consulting services to both existing and pre-venture businesses.

Statistics show that 90% of businesses with a current business plan realize its goals. Statistics also show that 85% of the businesses that fail do not have a business plan.

Now is a great time to schedule an appointment to review your 2012 plans or get your new business off to a great start with a comprehensive business plan. Dave McDougall is the SBDC Truckee expert and has been serving Truckee for the past seven years. Take advantage of this great no cost service.

Appointments can be scheduled by calling the SBDC Auburn office at (877) 853-9093. Appointments are held at the Truckee Donner Chamber of Commerce.

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- Save the Date! April 25<sup>th</sup> for 20<sup>th</sup> Annual Business Expo

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January/February 2012



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

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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.

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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.

Church of the Mountains Preschool

Studies have shown that in the years from birth to four years, patterns are formed that last a lifetime. These patterns, in most cases, never change. A preschool is not just babysitting and it's not just teaching children to get along with their peers. Preschool allows children to grow from dependence to independence, and to make their own decisions.

The job of educating very young children is extremely important, and the role of the preschool should be to help children through their journey into cognitive growth; numbers, colors, shapes, reading readiness; psychological maturation; and to help them care for themselves, others and the world around them by teaching cultural, spiritual and global awareness. Director Eileen Lyon welcomes your call at (530) 448-1017.

through education and world-class coaching.

Far West Nordic Ski Educational Association is supported by their membership base. Your membership includes benefits such as: discounts at participating Nordic ski areas; sport shops; and the two races they host, The Tahoe Rim Tour and Billy Dutton Uphill, as well as discounted fees for their masters' clinics. All levels of skiers will benefit from becoming a member of this nonprofit organization. To learn more call Kelly McElravey at (530) 852-0879.

Lucky Dog Consulting

The Internet is the great equalizer -- regardless of the size of your business, with a website everyone is on a level playing field. Big or small doesn't matter as long as you have a professional website. Lucky Dog Consulting helps businesses create user-friendly, professional websites that develop customer loyalty and helps them manage and maintain their identities on social media sites such as Facebook, Twitter, and Google.

Lucky Dog Consulting offers hands-on, face-to-face service in your home, in your office, or wherever you do business. Justine Pretorious is happy to discuss your goals regarding your website and social

See New Members, page 10

Chamber Calendar

- Ambassador Committee - Tuesday, January 3, 11:30 a.m., Thai Delicacy
Good Morning Truckee - Tuesday, January 10, 7:00-8:30 a.m., Truckee Town Hall
Board Meeting - Tuesday, January 17, 3:30 p.m., Tahoe Truckee Community Foundation
Ambassador Committee - Tuesday, February 7, 11:30 a.m., Taco Station
Good Morning Truckee - Tuesday, February 14, 7:00-8:30 a.m., Truckee Town Hall
Board Meeting - Tuesday, February 21, 3:30 p.m., Tahoe Truckee Community Foundation

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.

# 2011 Membership Survey Summary

As part of our continuing effort to provide the greatest benefit of chamber membership, we recently conducted an e-mail survey of the membership. The survey received a 13% response rate. Here are some highlights of the survey:

## How favorable are you towards the Chamber?

High	77%
Moderate	18%
Low	6%

## What do you think should be the main purpose of the Chamber?

To promote business growth in the community	40%
To promote the community	29%
To provide and share information among the business community	13%
To provide networking opportunities for businesses	13%
To represent the interest of business to local and state government	5%

## What services offered by the Chamber do you find most beneficial?

Mixers	45%
E-mail broadcasts	44%
Annual Truckee Visitors Guide	43%
Website exposure / listings / links	38%
Truckee Tracks Newsletter	38%
Annual Business Directory	36%
Credibility as a member of the Chamber	31%
Good Morning Truckee monthly breakfast forum	28%
Business resources	25%

## What is the biggest challenge facing your business?

The economy	74%
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## Member comments:

- *“Great resource for our town and our clients who want to know more about the community.”*
- *“The Chamber has staying power with advocacy and support for local business.”*
- *“The Chamber has done a good job shifting gears and teaming up with the Town and TDMA to focus on the real issues associated with improving the business climate in the Truckee region.”*
- *“Strong voice with local government, good job in marketing and visitor information.”*
- *“I believe the Chamber has the best communication to the business community.”*
- *“I have been able to utilize the Chamber for a variety of issues and am always given an answer or steered in the right direction to obtain it.”*
- *“I feel the Chamber is very involved with local businesses*

## Reasons for Belonging to Local Chamber

The Western Association of Chamber Executives (WACE) recently published the following results from Chamber surveys throughout the U.S. (5,500 individual member responses).

Number of Employees	0-5	6-10	11-20	21-49	50+
Business exposure	65%	56%	44%	47%	44%
Connections with other businesses	61%	55%	46%	49%	47%
Want to make a difference in community	41%	38%	39%	34%	37%
Credibility of membership	36%	32%	16%	26%	24%
Leads generation	33%	24%	19%	16%	15%
Advocacy on issues	29%	32%	23%	28%	30%
Civic responsibility	27%	30%	34%	32%	26%
Various benefits offered by the chamber	26%	22%	22%	17%	15%
Educational opportunities	22%	20%	14%	16%	13%
Participate on chamber committees	18%	16%	8%	14%	13%

## Truckee Chamber Members (by number of employees):

- 74% (417) of our members have 0-5 employees
- 12% (69) of our members have 6-10 employees
- 7% (38) of our members have 11-20 employees
- 5% (26) of our members have 21-49 employees
- 2% (17) of our members have 50+ employees

All of our members have different reasons for belonging to the Truckee Donner Chamber, but business exposure, connections with other businesses, and wanting to make a difference in the community are the top three across the board as reflected in the WACE Chamber survey.

## Business exposure

The Truckee Donner Chamber offers numerous opportunities for business exposure including: www.truckee.com website, Business Directory, Truckee Visitors Guide, *Truckee Tracks* Chamber newsletter, California Welcome Center brochure distribution, E-mail broadcasts, referrals, annual Business Expo, media partners advertising programs, Keep the Sierra Green, and marketing Truckee as a destination are just a few of the ways the Chamber can provide exposure for your members' business.

## Connections with other businesses

The Chamber mixers and monthly Good Morning Truckee forums are some of the best networking events in the Truckee/Tahoe area.

## Want to make a difference in the community

The Truckee Tomorrow collaborative economic development initiative in partnership with the Town of Truckee, the Truckee Downtown Merchants Association, and Nevada County is an excellent opportunity to get involved in creating economic prosperity for our region.

Other ways to make a difference in the community through Chamber programs include expanding the region's leadership capacity by connecting with the North Lake Tahoe-Truckee Leadership Program. Businesses and the community will benefit by sending a participant through the program, being a sponsor, or funding a scholarship. Since 2004, 175 people have graduated from the program.

For more information on how to maximize your membership, please contact Linda Pendleton, Chamber Member Manager at (530) 587-8808 or e-mail Linda@truckee.com. Linda would be happy to spend some time with you reviewing the various programs and benefits available to you as a member of the Truckee Donner Chamber of Commerce.

**Save the Date!**

**Promote Your Company at  
the 20th Annual Business Expo**

Join us in a unique opportunity to showcase your business, meet potential customers and network with other Chamber members in Truckee's popular business-to-business expo. The 20th Annual Business Expo produced by the Truckee Donner Chamber of Commerce will be held on Wednesday, April 25th from 5:30-8:00 p.m. at The Resort at Squaw Creek.

The savviest marketers know that marketing is even more essential in tough times. The Business Expo helps you make the most of your marketing budget and take advantage of the opportunity to showcase your business to the community in a relaxed atmosphere.

This event only comes around once a year – don't miss out! Mark your calendars today for the 20th Annual Business Expo.



**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**

Donner Lake Village Resort  
Squaw Valley Ski Corp.  
US Bank - Truckee Branch

**20+ Years**

Martis Valley Associates

**15+ Years**

Bookshelf Stores Inc.  
Carlson's Electronics  
Keller Williams Realty - Donna Gogain  
Ryan Group Architects

**10+ Years**

Alpine Technical Services  
Christian Science Society of Truckee  
Contractors Assoc. of Truckee Tahoe  
High Sierra Media Group  
High Signs & Graphics  
Jibboom Street Toastmasters  
Pacific Crest Grill & Bar of America  
Pianeta Ristorante  
Runway Cafe & Catering  
The Sports Exchange  
Truckee North Tahoe Transportation Management Association (TNT/TMA)

**5+ Years**

AAA Northern California, Nevada and Utah (NCNU)  
Alpen Engineering Inc  
Aspen Leaf Interiors  
Auburn Ski Club Associates  
Black Tie Ski Rentals  
Brimer Construction and Plumbing  
Brown Bear Inc.  
Cedar House Sport Hotel  
Center for Economic Development (CED)  
Disabled Sports USA Far West  
DMB/Highlands Group, LLC  
Erskine Creative Photography  
Housing Connection  
Keller Williams - Tahoe Truckee Homes  
KVMR 89.5/105.1 FM  
LJM Design Group, Inc.  
Martis Valley Associates - Anne Dain  
Nevada County Public Health Clinic  
Norwegian Wood Construction  
Raymond James Financial Services Inc.  
Shampoo Hair & Make-Up Salon  
SnowFest! of North Lake Tahoe & Truckee

Tahoe Forest Hospital Foundation  
TahoeStaff  
The Best Stove and Chimney Service  
Truckee Community Christmas, Inc.  
Truckee Donner Recreation & Park District  
Truckee Host Lions Club

**2+ Years**

CAL Lodge  
Casa Baeza Restaurant & Bar  
El Camino Trailways  
Henness Flats Apts.  
Mikuni Sushi  
Ritz-Carton Highlands, Lake Tahoe  
Scott Shots Photography  
Sherrin Fielder, CPA  
Sierra Mail/Print Art  
Spirit Interior Design  
**1 Year**  
Best Pies Pizzeria & Restaurant  
Care Flight  
CoffeeBar  
Gateway Urgent Care  
Grow Massage & Wellbeing  
Pamela Hurt Associates

**Chamber Statistics**

**The Chamber is Working For You**

**PHONE CALLS .....**

December 2010.....	1,373
January 2011.....	1,243
February 2011.....	941
March 2011.....	865
April 2011.....	1177
May 2011.....	1082
June 2011.....	1,371
July 2011.....	1,547
August 2011.....	1,138
September 2011.....	1,105
October 2011.....	1,133
November 2011.....	945

**WRITTEN REQUESTS .....**

December 2010.....	449
January 2011.....	936
February 2011.....	668
March 2011.....	821
April 2011.....	587
May 2011.....	801
June 2011.....	1,560
July 2011.....	2,499
August 2011.....	1,112
September 2011.....	936
October 2011.....	1,524
November 2011.....	1,193

**www.truckee.com VISITS .....**

December 2010.....	7,417
January 2011.....	7,006
February 2011.....	6,085
March 2011.....	6,021
April 2011.....	4,946
May 2011.....	6,092
June 2011.....	7,856
July 2011.....	9,475
August 2011.....	7,593
September 2011.....	6,894
October 2011.....	5,924
November 2011.....	5,464

**VISITORS TO CHAMBER .....**

December 2010.....	6,834
January 2011.....	6,322
February 2011.....	5,863
March 2011.....	5,185
April 2011.....	6,070
May 2011.....	6,066
June 2011.....	8,730
July 2011.....	10,019
August 2011.....	9,440
September 2011.....	6,310
October 2011.....	4,958
November 2011.....	3,862

## Truckee Dental *Dr. Leslie Joseph, Owner*



Dr. Leslie Joseph

*Dr. Joseph, most people are reticent to come to the dentist, but your office, website, and support staff all strive to make the patient's visit comfortable and informative. How long have you been in business and in Truckee?*

I've been in business in Truckee since 1995. In 1988 I completed my undergraduate degree, Bachelor of Arts in

Chemistry, at Miami University. Then I studied dentistry at The Ohio State University graduating in 1992 with the degree of Doctor of Dental Surgery. In 1992 I joined the United States Public Health Service/Indian Health Service interning at the Reno/Sparks Tribal Health Center. After that I was stationed in a rural village in the interior of Alaska, Fort Yukon. I traveled to remote villages in small aircraft providing care to the Alaskan native community. Then in 1995 I moved to Truckee, where I practice all phases of dentistry today.

*What is the nature of your business, what goods or services do you provide? Who are your clientele?*

I provide all phases of dental care including adults and children, as well as helpful information from my website.

*In what ways does locating in Truckee particularly suit your needs?*

My patients are almost all local, and Truckee has a population that is very health conscience.

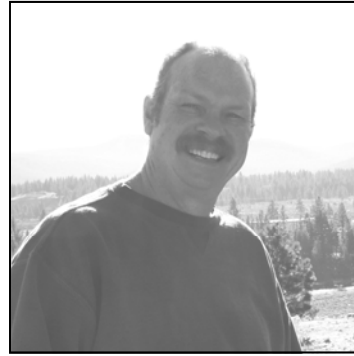
*What has been the most rewarding aspect of your practice here?*

It's wonderful because I've enjoyed watching families grow, including mine.

*What are some of your interests outside of work that you enjoy?*

I enjoy the outdoors with my husband Chip Messner, and our two children.

## Audio On-Hold *Rick Solinsky, Owner*



Rick Solinsky

*Rick you have a unique business, you sell air, and have been successful at it. How long have you been in business, and how long in Truckee?*

We started in 1994 in Reno but joined the Truckee Chamber because I lived here. I had an office in Reno for eight years and in those eight years I never had a single customer come through the door. We closed the office, although my partner still lives in Reno, and I work here from home, cold calling all over the

country. Most of our business is aimed at mid- to large-sized businesses that put their callers on hold.

I couldn't ask for a more interesting and fun job, and appreciate how the Truckee Chamber newsletter keeps me informed, and the support the Chamber provides for their members is encouraging.

*What services do you provide?*

We produce telephone on hold messaging that informs callers about your business, your products, or industry trends. The idea is to create an audio newsletter. A lot of businesses that have never tried on hold messaging as a form of marketing are missing out on a very inexpensive way to reinforce their message for literally pennies a day at below market pricing because of our low overhead.

*Who is your clientele?*

Any businesses that put their callers on hold. It is a small marketing niche. The beauty of this business is I can call any business anywhere in the world – this business is not geographically constrained.

*What have been the most rewarding and most challenging for you?*

I love every project we do. Getting paid to learn new things — I cannot think of a better job.

There are no challenges. When you do what you love, you look forward to waking up and making those calls and meeting new friends and providing them with a superior product and service.

*What are your business goals, and lessons learned?*

To have an awesome product and service, a successful business, a low stress lifestyle and make a decent living. I am there!

The main lessons I have learned are: Do what you love and it isn't work; people do business with people they like; ALWAYS over-deliver — NEVER cut corners; always be there for your customer, because without them you have nothing.

## Members in the News

### Better Homes and Gardens – Mason-McDuffie Real Estate

Cathy Harry, a long time member of the Truckee Donner Chamber of Commerce, recently led the merger of the Truckee Century 21 office with her Better Homes and Gardens - Mason-McDuffie Real Estate office.

“This was a great opportunity to expand our market share in Truckee,” said Cathy, broker/manager of Better Homes and Gardens - Mason-McDuffie Real Estate’s Truckee office. “We are pleased to bring our experienced agents a much more visible location where the outreach and information to the local public is the best available.”

Cathy, a 20-year resident of Truckee, is highly involved in the local community. She serves as President of the Rotary Club of Truckee 2011-2012, Past President of Tahoe Sierra Board of Realtors® (2008), Past Membership Chair and MLS Committee Chair, Tahoe Sierra Board of Realtors®, to name a few of the organizations she has been actively involved with.

Better Homes and Gardens - Mason-McDuffie Real Estate has relocated into this premier downtown office at 10044 Donner Pass Road next to the Pacific Crest Grill. Adds Cathy “With this central location, we are much more connected to the community; we are excited to serve the folks walking in daily to inquire about the local real estate market.”

Cathy will continue to manage both the Truckee and Tahoe City offices for Better Homes and Gardens - Mason-McDuffie. Cathy can be reached at (530) 587-3500.

### Long Time Employee Purchases La Galleria

Brooke Bentley, Truckee resident and a long time employee of La Galleria, has recently purchased the 30 year old retail store in historic downtown Truckee with her husband Chad Bentley.

Originally from Chico, Brooke Bentley has been living in Truckee for 12 years. “Like many of us who move to the Truckee-Lake Tahoe area, I had the intention of living here for just one season to be a ski bum. One season quickly became two seasons, five seasons and then in a blink of an eye, 12 years. I now have a beautiful family and a business I have always wanted.”

Brooke’s passion for the store began early as a customer, then sales associate, store manager, now owner. Her experience at La Galleria over the past ten years has earned her a loyal following of local customers, frequent visitors and credible designers, frequent visitors and knowledgeable shopping experience her and her staff provides.

“I have always wanted to have a store like La Galleria. It is a legacy in Truckee society. I enjoy the act of giving gifts and bringing back unique products from my travels for the community to enjoy.”

Brooke, along with her husband Chad, travels to Bali, Mexico, and South America to discover different artists from every corner around the world. They put in a lot of effort to bring affordable one-of-a-kind gifts for any occasion, any age group, of all



Brooke Bentley and family

prices, that include jewelry, fashionable clothing and home décor of fountain water features, metal art and hand carved sculptures.

To provide a great customer experience, she employs an expert staff that are artists themselves, specializing in jewelry design, paintings and glass. Brooke values her employees and encourages their artistic growth by displaying the staff’s art for sale in the store. Brooke’s employees are also able to conduct jewelry repairs and travel to customer’s homes to consult in interior design.

For more information on La Galleria, call (530) 587-5444, search “La Galleria Truckee, California” on Facebook, or visit [www.lagalleriatruckee.com](http://www.lagalleriatruckee.com).

### The Copy Center Now Features New PC’s and Laptops for Sale

The Copy Center opened its doors in 1992 offering black & white copies, color copies, UPS shipping and office supplies. Kevin and Justin Salas took over operations in 2009. They introduced their computer repair expertise and have had a banner year in 2011. They recently added new laptops and PC’s to the office supply lineup.

“We heard a growing number of complaints about after-purchase tech service help from the other big retailers” explained Kevin. After securing great deals with the suppliers, The Copy Center is there for their customers to provide a complete solution.

Now you can buy a computer for a great deal and get great, personal after-purchase service. Your new computer comes with a wide array of freebies including anti-virus, disk utilities, data transfer and free virus removal for a year. Try getting these additions at your big retailer and suddenly your discount computer doubles in price!

Kevin and Justin give the quickest and best customer service, along with the best prices. Twenty plus years as a Burger King Franchisee taught Kevin to offer speed of service along with value.

Look at the great lineup of low cost services Justin provides: website development and hosting, photoshop, brochure, poster work and same day professional business cards.

The Copy Center proves time and again that their customers are number #1! Stop by to see them at 11429 Donner Pass Road, Ste 10 (next to The Pet Station) and check out the lowest prices in the region on everything they offer from office supplies to copies.

For more information, visit [www.truckeecopycenter.com](http://www.truckeecopycenter.com) or call (530) 582-0884.

## Members in the News

### The Weekly Magazine Celebrates its 30<sup>th</sup> Anniversary with a Cover Exhibit

The Weekly magazine is celebrating its 30<sup>th</sup> anniversary in 2012 with an exhibit of 30 years of Weekly covers at North Tahoe Arts Center in Tahoe City from Jan. 5 to Feb. 24. An Opening Reception is Jan. 13 from 5:00 to 7:00 p.m. at the Arts Center.

The exhibit will feature 30 years of covers, with one cover picked from every year of publication from its inception in 1982. Covers feature winter and summer recreation, local faces, local events and a great look at Tahoe and Truckee for the past 30 years. The highlight of the exhibit is the first edition, which published on Feb. 18, 1982, as "North Tahoe Week." The first edition was 12 pages and featured a photograph by Vance Fox of a skier cliff jumping near the horse trails in Squaw Valley.

The Weekly is celebrating its 30<sup>th</sup> year with a redesign of the magazine, debuting on Jan. 12, along with a special 30<sup>th</sup> anniversary edition on Feb. 9. There will

be a 30<sup>th</sup> anniversary party on Feb. 11, location TBD, in which everyone will be invited to help celebrate the 30<sup>th</sup> anniversary. For details, e-mail editor@tahoethisweek.com.

#### Share Your Memories of The Weekly

The Weekly magazine is celebrating its 30<sup>th</sup> anniversary in 2012, with a special 30<sup>th</sup> anniversary edition publishing on Feb. 9. The Weekly is asking former staff members, writers, photographers and anyone else with a memory to share about The Weekly's first 30 years to send them to the magazine. The Weekly is looking for funny stories, photos and memories by Jan. 30 to editor@tahoethisweek.com.

As well, look for the magazine's redesign to debut with the Jan. 12 edition. The Weekly also will be exhibiting 30 years of covers at the North Tahoe Arts Center in Tahoe City from Jan. 5 to Feb. 24, with an Opening Reception on Jan. 13 from 5 to 7 p.m.

### Tahoe Forest Health System Foundation Welcomes Ted Owens as Executive Director

Tahoe Forest Health System recently announced the appointment of Ted Owens as executive director and director of strategic alliances for Tahoe Forest Health System Foundation.

"Ted's role will assist us in moving our Health System forward in alignment with our strategic goals," said Bob Schapper, Tahoe Forest chief executive officer, in a statement. "Our commitment continues to be offering excellence in health care, as we strive to be the Best Mountain Community Health System in the Nation."

According to a recent press release, Owens' primary focus will be developing and nurturing strategic partnerships with various public and/or private organizations; cultivating an array of new relationships and seeking corporate sponsorships in conjunction with the TFHS Foundation Development Office, led by Martha Simon. Efforts and projects will be national, state and multi-county, according to the press release, encompassing both Placer and Nevada counties.

Owens will initially join Tahoe Forest Health System Foundation in a part-time position, officials said, while he completes his last year as Nevada County's District 5 Supervisor, ending January 2013. On Nov. 29, Owens announced during a public appearance at Dragonfly restaurant in Truckee he would not run for re-election in 2012, in favor of accepting a role with Tahoe Forest.

"I have a very strong interest in continuing to serve our community in my new role as Executive Director and Director of Strategic Alliances for the Tahoe Forest Health System Foundation," Owens said in a statement. "This is truly an honor and is a monumental time to join a health system that was recently acknowledged as a Top 100 Critical Access Hospital nationwide."

--reprinted from *Sierra Sun*, 12/21/11



## Good Morning Truckee

### Truckee: Then & Now Topic of January 10<sup>th</sup> Good Morning Truckee

Local weather historian Mark McLaughlin will provide a short presentation on our region's wacky, but powerful, weather and climate. Truckee Native Chelsea Walterscheid, manager of The Richardson House and president of the Truckee Donner Historical Society, will speak about the early residents of Truckee and how they tie into our contemporary times.

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. Price at the door for general public is \$10; Truckee Donner Chamber members \$8 and includes a continental breakfast.

Good Morning Truckee is presented by the Truckee Donner Chamber of Commerce in partnership with sponsors Tri Counties Bank, The Office BOSS, the Sierra Sun, 101.5FM Truckee Tahoe Radio, North Tahoe Catering, and the Town of Truckee. Additional sponsorships opportunities are available.

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

# Best Sellers to Help You Do Business

## 2012 California and Federal Employment Poster

You must post a compliant *Employment Poster* in a conspicuous place in the workplace where all employees and applicants can see it. The poster also must include information about your workers' compensation benefits, payday schedule and emergency contacts. You may need to order several to ensure that your business, branches and satellite offices are displaying the poster according to the law. Failure to comply can result in severe penalties and fines by the state of California. **If any of your company's workers are Spanish-speaking, you will need to order the Spanish version.**

## 2012 HR Handbook for California Employers

**Includes color-coded easy reference sections.** Required and recommended forms for California businesses available to download using a special URL provided in the book.

## Employee Handbook Software for California Employers

California-specific, intuitive, Wizard-based software designed to create and/or update an employee handbook quickly and easily. (Available in English or Spanish.)

## California Labor Law Digest 2012 Edition

This comprehensive, California-specific Digest puts answers to labor law questions right at your fingertips, updated with new case law and regulations for 2012.

## Take Charge: Protecting Your Customers' Credit Card Data

If you accept payment cards at your business, you must comply with the PCI Data Security Standard (PCI DSS). Book geared for small and medium-sized businesses.

## Exporting Guide for California Businesses

This comprehensive guide is an easy-to-use essential reference for any company or entrepreneur in the U.S. exporting goods internationally.



These products are produced by the **California Chamber of Commerce**, a publisher of top-quality human resource products and services with more than 100 years of experience helping California business do business.

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# Members in the News



**For Goodness Sake**  
*The place you would have a spiritual perspective*

## For Goodness Sake Celebrates Five Years

Around six years ago, the cute building between Jackass Ridge and Joe Coffee was not much more than a construction site with a gravel lot and “up-to-the-door” parking. There was word around town that it was going to be some spiritual or religious center, but no one really knew what exactly.

Over the following year the site was improved to include a paved parking lot, a nice brick patio, and a sidewalk – the first to be constructed outside of the main Commercial Row area.

For Goodness Sake opened its doors on Saturday, September 30, 2006, coinciding with The Downtown Truckee Wine Walk and Shop. They had many visitors that day and during the following week. Every evening there was a special presentation starting with Dean Radin of the Institute of Noetic Sciences from the movie, “What the Bleep! Down the Rabbit Hole.” He spoke to a packed house. Each presentation that week was very well attended and the visitors were intrigued and impressed with the diverse subjects that were offered. Many people who came that week are still regular attendees and friends of For Goodness Sake.

For Goodness Sake is a friendly non-profit, non-denominational spiritual center given as a gift to the community of

North Lake Tahoe and Truckee as a result of more than a year of research as to the need for a spiritual gathering place. Anyone can come in to explore many different spiritual teachings and religions in comfort and freedom without being told what they should believe. There’s an ever increasing library, a small book store, comfortable study areas, space for meditation and a kids’ room. Free classes and workshops are offered all throughout the week, and regularly host guest speakers and teachers from a varied field of spirituality, psychology, science and more.

From before they even opened, For Goodness Sake has partnered with many community groups to help improve the lives and well-being of residents of North Lake Tahoe and beyond. Their philosophy is to offer a spiritual perspective without insisting that any one teaching or system is the only valid one, but to encourage people to explore for themselves and discover what really works for them.

Open six days a week, For Goodness Sake warmly welcomes everyone to come and browse the library, sit and read in comfort, attend classes, and engage in lively and respectful conversations on a broad selection of topics.

For Goodness Sake is located at 10157 Donner Pass Road in Downtown Truckee, with their own free parking lot.

For more information, visit [www.goodnesssake.org](http://www.goodnesssake.org) or call (530) 550-8981.

## Annual Labor Law Seminar

### Legal Update for California Business Leaders and Managers

The Truckee Donner Chamber of Commerce, in partnership with the North Lake Tahoe Chamber and the Sierra Human Resources Association (SHRA), presents the annual labor law seminar on Tuesday, January 17<sup>th</sup> at the Cedar House Sport Hotel from 9:00 a.m. to noon. This seminar will provide a review of labor laws and look forward to new laws that take effect in 2012 and how they impact employers. The lively, popular format includes a great presentation by Mary Guilfoyle followed by plenty of time to ask what is on your mind.

Mary Guilfoyle, Special Counsel with Miller Law Group in San Francisco, has been practicing labor and employment law exclusively for 20 years, representing management in both federal and state court in employment litigation matters involving claims of wrongful termination, discrimination, sexual harassment and retaliation. She advises clients on all aspects of employment law, including wage and hour laws, sexual harassment policies and investigations, drug testing policies, the Family and Medical Leave Act and the Americans with Disabilities Act.

Early bird registration (before January 9<sup>th</sup>) is \$55 for Chamber & SHRA members; \$65 for non-members. Registration and coffee service will begin at 8:30 a.m.

To register our seminar, visit [www.sierrahra.com](http://www.sierrahra.com) and click 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.

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

### Member

Kim Keece, Backstreet Boutique .....	Allen Wicks
Brinn Talbot, Switchback PR + Marketing .....	Tahoe Truckee Unified School District
Pat Davison, CATT .....	Linthicum Corp
Ed Hilton, Truckee Lutheran Presbyterian Church .....	Wren Elizabeth Gifts
Kathy Hess, Just Imagine Marketing and Design .....	Second Home Care
Don Geresy, Geresy Construction.....	Truckee Rib Fest
Jesse Hunter, Bank of the West.....	Church of the Mountains Preschool

### New Member



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

## New Members, continued from page 2

media needs with you, and then put those plans into action. You can reach Justine at (530) 388-0824 to determine your needs.

### NC Communications

NC Communications is a boutique public relations firm specializing in media relations, special events and tailored writing projects for small and medium sized businesses and nonprofit organizations. Their objective is helping you achieve your business goals of reaching diverse audiences through compelling online content, media coverage, marketing materials and engaging events, while remaining within your budget.

Proprietor Nicole Cheslock's media releases and articles frequently appear in local and regional publications. A sampling of some of her clients include Cedar House Sport Hotel, Sierra College, Sunshine Tahoe, For Goodness Sake, Historical Haunted Walking Tour, Trails and Vistas and Parasol Tahoe Community Foundation. Nicole holds a BA in English and Spanish from Vanderbilt University and a master's degree from Stanford University's Graduate School of Education. Nicole is available at (530) 548-5010.

### Rocket-Powered.com

Rocket-Powered.com's owner Eric Preorius specializes in web, e-mail, and DNS hosting for individuals and small businesses, and offers hands-on, face-to-face service in your home, in your office, or wherever you do business.

Rocket-Powered.com is a locally owned and operated business that provides

personal and powerful hosting services at an affordable price. You can reach Eric at (530) 386-3649.

### Second Home Care, Inc.

Second Home Care is all about making your stay in the area as free of extra work as possible. You don't want to spend valuable vacation time doing chores when you could be playing. Your second home property is a valuable asset that requires maintenance, especially considering the extreme seasonal elements. Gregory Vitale and his team are your eyes and ears while you are away, and your peace of mind is assured with their comprehensive inspection process.

They oversee regular maintenance and service calls as well as any emergencies that transpire. Located at 17400 Northwoods Blvd., Ste. 3, the team strives to use locals, maintaining the core businesses and financial strength of the community. Gregory is available to answer your questions at (530) 582-0220.

### Senator Ted Gaines

Ted Gaines represents the people of the 1st Senate District, which includes all or parts of Alpine, Amador, Calaveras, El Dorado, Lassen, Modoc, Mono, Nevada, Placer, Plumas, Sacramento and Sierra counties.

Since 2011, he has served as vice chair of the Senate Insurance Committee and the Transportation and Housing Committee, and is also a member of the Senate Elections and Constitutional Amendments

Committee and the Public Employment and Retirement Committee. Ted served the 4th State Assembly District from 2006 – 2011 working for limited government, lower taxes and private-sector job growth, drawing on his experience as a small business owner of Point West Insurance of Sacramento. He and his wife and six children enjoy their cabin on Donner Lake. Senator Gaines Capitol phone is (916) 651-4001 or email [senator.gaines@senate.ca.gov](mailto:senator.gaines@senate.ca.gov).

### Sierra FoodWineArt Magazine

From the same company that publishes the official *Placer County Welcome Guide*, comes *Sierra FoodWineArt Magazine*, a free, quarterly magazine that shares information about restaurants, wineries, and art shows and events in the Sierra Foothills and Tahoe/Truckee. There is also a new companion website called *SierraCulture.com* that includes a restaurant, lodging and art galleries directory, maps, videos featuring advertisers, and all archived magazine content.

Editor-owner Jeff Peline's 30-year journalism career includes editing and management positions at the *San Francisco Chronicle*, CNET where he won a prestigious National Magazine Award as Editor, *The Union* in Grass Valley, and he was published in the *New York Times*, *Time* magazine and the *Chicago Tribune*. Jeff's wife and business partner Shannon Peline will help you promote your business call her at (530) 263-1843.

See **New Members**, back page

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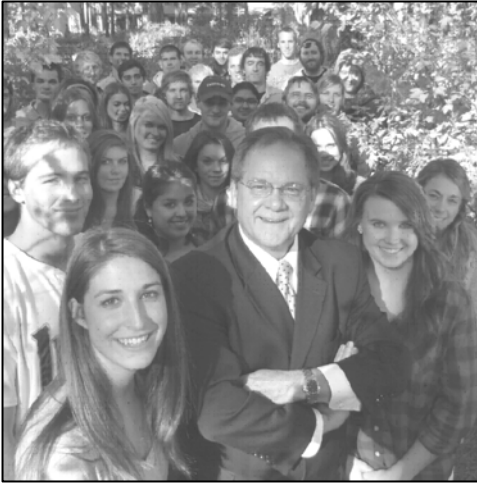
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## Members in the News

### Dr. Lynn Gillette Becomes the 10<sup>th</sup> President in Sierra Nevada College History



The Sierra Nevada College Board of Trustees recently announced Dr. Lynn Gillette as the new president of Sierra Nevada College. Gillette will oversee a new era in the college's growth and dynamic future. Gillette is well versed in the growth and changes at the college having served as the

Executive Vice President and Provost at the college for the past four years overseeing all academic departments. The students at Sierra Nevada College selected him twice as Faculty Member of the Year and twice as Executive of the Year during the past four years. He has also been selected by the former president for a special award for outstanding leadership and entrepreneurial thinking in 2011.

Gillette brings a unique focus to his position having worked closely with the faculty to refine the curriculum and student programs that engages and demands high student interaction. "I am determined to transform the life of every student that attends Sierra Nevada College. We will do that by continuing to raise academic expectations, and by engaging students' hearts and minds so that they are passionate about their education." Students see those changes in curricular programs that offer high energy, demanding classes, internships, case

studies, undergraduate research, and business plan competitions. "We are going to have the courage to be great. We have a unique opportunity to become a jewel in higher education and we have the right people to make that happen," said Gillette.

Gillette received a B.A. in Economics from the University of Richmond and a Ph.D. in Economics from Texas A & M University. He is also a graduate of the Management Development Program at Harvard University. He also serves as a consultant to businesses on team building, leadership, and change management.

Sierra Nevada College is a non-profit liberal arts college offering undergraduate and graduate degrees with locations in Lake Tahoe, Las Vegas, Reno and online. The interdisciplinary curriculum emphasizes entrepreneurial thinking, professional preparedness and sustainability. For more information, visit [www.sierranevada.edu](http://www.sierranevada.edu) or call (775) 831-1314.



### 2012 North Lake Tahoe-Truckee Leadership Program Begins January 26<sup>th</sup>

The North Lake Tahoe-Truckee Leadership Program, embarking on its ninth year, is a collaborative project of the Truckee Donner Chamber of Commerce, North Lake Tahoe Chamber of Commerce and the North Tahoe Business Association, in conjunction with Sierra Nevada College.

Each workshop is integrated with one-half of the time spent on regional issues such as special districts, planning, and non-profit advocacy; and one-half on leadership skill development such as collaboration, team basics, and negotiation.

Workshops are led by Shannon Beets, vice president for Institutional Effectiveness and Compliance and Associate Provost at Sierra Ne-

vada College, bringing in a host of instructors. Dr. Lynn Gillette has been one of the most popular instructors of the Leadership Program, typically leading the class through a fast-paced, fun and motivating segment on change management.

Since 2004, the Leadership Program has graduated more than 175 individuals. These alumni are now challenging themselves, serving their employers and our community in active community-building efforts. For more information, contact Lynn Saunders at the Truckee Donner Chamber of Commerce at (530) 587-8808 or e-mail [lynn@truckee.com](mailto:lynn@truckee.com).

### Local American Red Cross Capital Region Chapter Recruiting Volunteers

The American Red Cross is recruiting additional local volunteers for the Tahoe Truckee area. There are openings for Disaster Action Team members, instructors, outreach, special events, fund development, public affairs and leadership positions.

The Capital Region Chapter responded to more than 400 local disasters throughout our 11 county area last year, providing emergency shelter, food, clothing and supplies. Each year local Red Cross instructors certify nearly 60,000 people in

CPR/AED, first aid, water safety, lifeguard training and disaster preparedness classes. Our Service to the Armed Forces program supports members of the military, providing comfort in hospitals and by providing emergency communications for families.

The Red Cross is a charitable organization not a government agency and depends on volunteers and the generosity of the American public to perform its mission.

To begin training and join our local Tahoe/Truckee American Red Cross team,

please contact Lynn Felsch, Emergency Service Coordinator at (530) 391-8234 or email [felschl@usa.redcross.org](mailto:felschl@usa.redcross.org) to register.

Our next training class is Orientation, January 12<sup>th</sup> 5:30 to 7:00 p.m. a prerequisite for Disaster Services an Overview & Shelter Operations, January 14<sup>th</sup> 9:00a.m. to 4:00 p.m., all will be held in Truckee. These classes are required to become a Red Cross Volunteer. Our Disaster Team Training will be held January 28<sup>th</sup> 12 noon to 4:00 p.m. also in Truckee.

## Northstar California™ Resort Announces Local Beneficiaries of Annual Cash and In-Kind Donations

Northstar California Resort, through Vail Resorts Echo, recently announced the 2011-2012 grants it has awarded local non-profit organizations. Aimed at both protecting the beautiful natural resources that surround the resorts and helping build stronger communities where the Company's employees live and work, Vail Resorts Echo encompasses three core efforts – environmental stewardship, charitable giving and community volunteer engagement.

Each year, Vail Resorts Echo contributes more than \$6 million to over 150 local organizations that surround its resorts. This year, Northstar has partnered with 25 non-profits who are working to create a bright future for locals through education, environmental protection and awareness, and important services.

“For the first time, Northstar has created a comprehensive program that is granting both cash and in-kind donations to enable groups like the Boys & Girls Club to focus on helping local teens, support critical education initiatives with Excellence in Education, and help Tahoe Forest Hospital with the construction of the new cancer center,” said Bill Rock, chief operating officer at Northstar. “These are just a few of the examples of the partnerships we are working to create through Vail Resorts Echo.”

For more information about Vail Resorts Echo and Northstar's contributions, please visit [www.vailresortsecho.com](http://www.vailresortsecho.com).

## New State of the Art Facility at Truckee Tahoe Airport

The Truckee Tahoe Airport will soon unveil a new state-of-the-art air terminal that will provide passengers and pilots a comfortable and user-friendly facility to enjoy while waiting for flights and taking in the magnificent views of Donner Summit and the Pacific Crest to the West and the Carson Range to the east. The Truckee Tahoe Airport district invested \$7.5 million to erect this new 11,500 sq. ft. building which will replace a structure that has stood for nearly 50 years. The project has been designed to LEED Silver equivalent standards.

This ecologically sound building will include new café space, lounges, a flight

planning area along with staff offices. The flight planning room will double as small meeting and conference space, and non-profit organizations are able to make use of the meeting rooms free of charge.

The Truckee Tahoe Airport is a community airport providing high quality aviation facilities and services for private jets and planes, and strives to have minimal impact on its neighbors while enhancing the benefits of a small community airport for regional residents and visitors to use.

For more information, call (530) 587-4119 or visit [www.truckeeahoeairport.com](http://www.truckeeahoeairport.com).

## United Way of Nevada County Celebrates 30<sup>th</sup> Anniversary in 2012

United Way of Nevada County will celebrate its 30<sup>th</sup> anniversary in 2012. United Way of Nevada County improves lives by directing community resources to community needs.

During the last funding cycle United Way of Nevada County funded 20 non-profits in Nevada County. In the Truckee/Donner area, Sierra Senior Services, Tahoe Safe Alliance, Big Brothers Big Sisters, Community Recovery Resources and Sierra Nevada Children's Service all received funding through the community impact fund, which commits funds to the health and human services to maximize community impact in critical areas of community need.

This year's United Way community

impact areas are Education, Income and Health.

In the impact area of Education, they are helping children and adults achieve their potential through education and mentoring programs.

In the impact area of Income, they are helping families and seniors become financially stable and independent by supporting basic needs.

Through the impact area of Health, they are improving people's health by increasing access to critical healthcare services, reducing substance abuse, child abuse, and domestic violence. United Way is creating opportunities by focusing on these three building blocks for a good life.

**The United Way of Nevada County is currently seeking volunteers who represent a cross-section of our county to serve on their Board of Directors. Their current board members are very interested in representation from Truckee and will employ conferencing technology to facilitate participation in addition to meeting in Truckee on a periodic basis. The ideal candidates would have local business, county/state government or law experience. In addition to management meetings, board members actively participate in special committees and fund raising events. To learn more about the United Way of Nevada County and their partners, visit [www.uwnc.org](http://www.uwnc.org) or contact Executive Director, Megan Timpany at (530) 274-8111 to find out how your enthusiasm, passion and skills can help the United Way of Nevada County grow and strengthen.**

# Members in the News

## Three Community Service Awards Honor Local Advocates for Exemplary Service

The Community Collaborative of Tahoe Truckee (CCTT) is pleased to honor three local advocates for exemplary service.

The **Partner of the Year Award** is given in recognition of regional collaboration and vision for our community. **River Coyote** has demonstrated initiative and leadership in the health education field regionally for over a decade, most recently through her role at Placer County. River developed and was the principle author of a grant application submitted on behalf of the Tahoe Truckee Future Without Drug Dependency coalition, which she co-founded and now directs. This grant is designed to facilitate and fund participation in local drug prevention efforts. Through River's guidance, the Tahoe Truckee Future Without Drug Dependency coalition will receive \$125,000 for four consecutive years for a total of \$625,000. In addition, River has played a pivotal role in several community forums addressing drug and alcohol issues, prescription take back

events and revising the CCTT Community Report Card.



The **Chris Ballin Award** is given in recognition of those persons who advocate for cultural competency, equality and social justice in our community. Chris Ballin is remembered as the Founding and long time Director of La Comunidad Unida (The United Community) formed in response to growing racial tension on the North Shore. Chris was an enthusiastic collaborator who had creative ideas, experience, and knowledge for working with communities and those in need. **John Pillsbury**, with the Department of Vocational Rehabilitation, is a steward for social justice in our commu-

nity through his work with disabled and rehabilitating populations to help integrate them into the workforce. He's formed alliances with local business owners and community leaders to ensure the success of the populations he serves.

A new addition to the CCTT awards is the **Public Service Award of Excellence**, awarded to **Stephanie Castleman Blume** of Project MANA. Blume dives into her work with such a personal drive to help Tahoe Truckee make positive change in the region, consistently going above and beyond for individuals who come to her attention. Blume is charting new waters in Truckee through her work in finding solutions for local homeless populations. This year, she succeeded in supporting the opening of the Food and Resource Center, a day welcoming center offering food, showers and a warm space. She has been successful in building a network of local community leaders from the non profit and faith based communities to support individuals experiencing homelessness.

## Truckee Community Christmas Provided for Many



Truckee locals showed just how big their heart is, and how much they care about their fellow neighbors by supporting the Truckee Community Christmas non-profit umbrella organization. The Truckee Community Christmas program, which oversees food, coat, and toy drives during the holiday season and also serves to assist local elderly residents provided for a total of 349 individuals and families this year.

Each recipient was provided with a box of food, food gift cards, one wrapped age-appropriate toy for each child in the family and warm coats. This

year, 215 families were qualified through an application process along with 25 families from the STEPP program. Additionally, 59 seniors and 50 homebound individuals received gifts and food gift cards.

Two area ski resorts outdid themselves this year by donating generously. Squaw Valley donated an impressive 800 brand new jackets to the coat drive. And Northstar California set out to raise \$5,000 for the food drive via employee contributions and a company match, and they exceeded this goal.

The Soroptimists International Truckee Donner branch, in conjunction with the U.S. Marine Corps and Toys for Tots, collected, wrapped and distributed toys to our area's neediest children.

Porter Simon Law Office, Plumas

Bank, the Truckee Donner Public Utility District, Sunrise Rotary and the Noon Truckee Rotary clubs, Biking For A Better World, the Truckee Donner Chamber of Commerce and many other organizations, businesses, home owners associations, schools and churches all rallied to support Truckee Community Christmas this year. Some staffed food collection barrels at Safeway and Save Mart on the weekends, some adopted a senior, and others simply wrote a check or donated to the various drives.

"Year after year, we could not provide for so many families without the support from essentially, our entire town, which comes together and makes something quite larger than themselves happen." said Truckee Community Christmas board president Pam McCarthy.

## American Cancer Society Announces New Co-Chairs for Relay For Life of Truckee-Tahoe

The 6th annual American Cancer Society's Relay For Life (RFL) of Truckee-Tahoe will be held July 14-15, 2012. The RFL Committee is excited to announce its Co-Chairs for the event Jesse Hunter of Bank of the West and Chris Otto of Soroptimist International of Truckee Donner.

Thanks to everyone who participated and/or contributed to the success of the 2011 Truckee-Tahoe Relay, with 23 teams participating honoring 76 survivors, 850 luminaria bags lighting the track in memory and honoring those that have battled cancer. Sponsors included Mountain Hardware & Sports, Village Pizzeria, Truckee Donner Chamber, Zano's Family Italian & Pizzeria, Truckee River Winery, Crux Events, Truckee Fire Department, The Deckheads and Phoenix bands.

Over \$63,000 was raised for much needed services for cancer patients and their families in the form of research, advocacy, support, transportation, Look Good – Feel Better program and



scholarships. Please be sure to share the 1-800-ACS-2345 number and [www.cancer.org](http://www.cancer.org) website to anyone facing cancer so that they can receive assistance.

Several teams are returning and have already begun their fundraising efforts. The Rotary Club of Truckee provided the first matching donation for 2012 from the Bud Fish Memorial Tree Lighting Ceremony, for a total donation of \$174.

New this year, Relay For Life of Truckee-Tahoe will be producing the 3<sup>rd</sup> Annual Truckee RibFest on Father's

Day, June 17<sup>th</sup> at Citizen's Bank Plaza, with all proceeds going to the non-profit.

Those interested in participating in the 2012 Truckee Relay For Life as a volunteer, committee member, team captain, team member, walker, survivor, sponsor or to donate product or merchandise, please contact Chris Otto at [chrstruckee@yahoo.com](mailto:chrstruckee@yahoo.com) or after 5:00 p.m. at (530) 277-2639 or Jesse Hunter at [jhunter@bankofthewest.com](mailto:jhunter@bankofthewest.com). The first 2012 Relay meeting will be Thursday, January 12<sup>th</sup> at 5:30 pm at Dorinda's Chocolate Café on Brockway. Everyone is invited!

For more information, visit the newly launched 2012 event website at [www.relayforlife.org/truckeeeca](http://www.relayforlife.org/truckeeeca).

**The American Cancer Society (ACS) is looking for volunteer drivers to drive cancer patients to their treatments through the local Road to Recovery program. If you are interested in volunteering, contact Sue Kyler at 530-412-0869 or Jan Colyer at 530-546-2912**

## 9<sup>th</sup> Annual Downtown Truckee Wine, Walk & Shop Seeks Non-Profit Beneficiary for 2012 Event

The Downtown Truckee Wine, Walk & Shop is seeking beneficiary request applications from area non-profit organizations, with the hope of creating a partnership that will benefit the selected organization. The Downtown Truckee Wine, Walk & Shop has established itself as one of Truckee's signature events. Set for Saturday, October 6, 2012 from noon to 4 p.m., this annual favorite brings more than 1,000 locals and visitors to historic downtown Truckee to sip wine, taste scrumptious food samples and enjoy shopping.

The event, which has steadily grown since 2004, not only benefits the community through marketing efforts and a boost in tourism during the shoulder season, but also benefits a different local non-profit each year. In years past, \$3,000-\$5,000 has been donated to the chosen non-profit partner. Past beneficiaries have included Girls on the Run-Sierras, Sierra Senior Services, Tahoe Safe Alliance formerly Tahoe Women's Services, Truckee and Glenshire Elementary Schools' Special Friends Program, Truckee High School

music program, Truckee-Tahoe Humane Society, Lake Tahoe Music Festival and InnerRhythms Dance Theater.

Organizations can pick up an application at the Switchback Public Relations + Marketing, Inc. office at 10075 West River Street, or they can call and request a copy to be sent via e-mail, mail or fax. Applications are due Friday, January 13 by 5 p.m.

For more information, visit [www.switchbackpr.com](http://www.switchbackpr.com) or call (530) 550-2252.

## Calendar of Events January

**5 Acoustic Thursdays** - "Bourgeois Gypsies", Cottonwood. 7 pm. Happy Hour all night long in the Bar and Fireplace Room. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) 530-587-5711

**6 Friday Live Music** - "The After Eights", Cottonwood. 7 pm. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com). Facebook: "Cottonwood Rest". 530-587-5711

**7 Full Moon Treks**, Lake Tahoe, 4 to 7 pm, \$65 per person. [www.TahoeAdventureCompany.com](http://www.TahoeAdventureCompany.com) 530-913-9212

**7 Free Tire Recycling**, Eastern Regional Landfill. 8 am to 4 pm. Drop off up to 9 tires. No oversized or tires on rims.

**8 Sierra Senior Services Pancake Breakfast**, Truckee Donner Senior Apartments, Estates Drive. \$7. 8 to 11 am. Sponsored by Truckee Noon Rotary. [www.ttseniorscouncil.org](http://www.ttseniorscouncil.org)

**8-13 U.S. Revolution Tour**, Northstar-California. Top juniors compete in halfpipe, slopestyle, and cross events. This tour is also used to qualify athletes for World Juniors, U.S. Open, U.S. World Cup, USASA Nationals and Project Gold camps. [www.northstaratahove.com](http://www.northstaratahove.com) 800-466-6784

**8-13 Skiing for Schools**, Northstar-at-Tahoe. \$40. Lift ticket to be purchased week prior at Porters Sports in Truckee and Tahoe City. Proceeds go to Excellence in Education Foundation. [www.exined.org](http://www.exined.org) 530-550-7984

**8-13 Skiing for Schools**, Tahoe Donner Cross Country. \$15. Trail passes valid any one day. Purchase tickets week prior at Paco's in Truckee or Alpenglow in Tahoe City. [www.exined.org](http://www.exined.org) 530-550-7984

**10 Good Morning Truckee**, Truckee Town Hall. 7-8:30 am. Featuring historian Mark McLaughlin

speaking on our region's weather and climate and Truckee native Chelsea Walterscheid (President of the Historical Society) speaking on the early residents of Truckee. Open to the public \$10; Chamber members \$8; includes continental breakfast. [info@truckee.com](mailto:info@truckee.com) 530-587-2757

**12 Acoustic Thursdays** - "Kimba Madsen and Friends", Cottonwood. 7 pm. Happy Hour all night long in the Bar and Fireplace Room. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) 530-587-5711

**13 Friday Live Music** - "Lee Coulter", Cottonwood. 7 pm. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) 530-587-5711

**14 Star Tour Snowshoe Adventure**, Lake Tahoe, 4:30 to 8:30 pm, \$75 per person. [www.TahoeAdventureCompany.com](http://www.TahoeAdventureCompany.com) 530-913-9212

**17 Labor Law Seminar** - "Legal Update for California Business Leaders and Managers", Cedar House. 9 am to 12:00 pm. Registration 8:30 am. Register online at [www.sierrahra.com](http://www.sierrahra.com) 530-573-0224

**19 Acoustic Thursdays** - "Jason Wolley and Friends", Cottonwood. 7 pm. Happy Hour all night long in the Bar and Fireplace Room. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) 530-587-5711

**20 Friday Live Music** - "Circle Up! With Kalyani", Cottonwood. 7 pm. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) Facebook: "Cottonwood Rest" 530-587-5711

**21 Snow Carnival**, Tahoe Donner Downhill Ski Area. 10:30 am. Kids' events, match time race, sled pull, bounce house and ice cream. [www.tahoedonner.com](http://www.tahoedonner.com) 530-587-9444

**21 Free Tire Recycling**, Eastern Regional Landfill. 8 am to 4 pm. Drop off up to 9 tires. No oversized or tires on rims.

**21 Tahoe Adventure Company's Winter Adventure**, Tahoe Vista. \$65. Astronomy snowshoe adventure with Tony Berendsen. [www.TahoeAdventureCompany.com](http://www.TahoeAdventureCompany.com) 866-830-6125

**22 Olive Oils Revealed**, Cedar House Sport Hotel. 5 to 7 pm; Doors open at 4:30 pm. \$20 includes presentations, tastings, tasting wheel. [www.nicolecheslock.com](http://www.nicolecheslock.com) 530-548-5010

**22 Tahoe Rim Tour & Race**, North Tahoe High School to Northstar Cross Country. 26k race, lunch and awards. Fundraiser for Far West Nordic Ski Education Association. [www.farwestnordic.org](http://www.farwestnordic.org) 530-852-0879

**22-27 Skiing for Schools**, Tahoe Cross Country. \$15. Trail passes valid any one day. Purchase tickets week prior at Paco's in Truckee or Alpenglow in Tahoe City. [www.exined.org](http://www.exined.org) 530-550-7984

**26 Acoustic Thursdays** - "The Series Dawn Band", Cottonwood. 7 pm. Happy Hour all night long in the Bar and Fireplace Room. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) 530-587-5711

**27 Friday Live Music** - "John Ayres and Friends", Cottonwood. 7 pm. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) 530-587-5711

**29 Truckee Spaghetti Dinner/Bingo/Silent Auction**, New Recreation and Parks Center, Donner Pass Road. 5 to 9 pm. Fundraiser for the Sierra Senior Services Meals on Wheels program. [www.ttseniorscouncil.org](http://www.ttseniorscouncil.org) 530-550-7600

**30-31 Skiing for Schools**, Royal Gorge. \$15. Trail passes valid any one day. Purchase tickets week prior at Paco's in Truckee or Alpenglow in Tahoe City. [www.exined.org](http://www.exined.org) 530-550-7984

## Calendar of Events February

**1-5 Skiing for Schools**, Royal Gorge. \$15. Trail passes valid any one day. Purchase tickets week prior at Paco's in Truckee or Alpenglow in Tahoe City. [www.exined.org](http://www.exined.org) 530-550-7984

**2 Acoustic Thursdays**, Cottonwood. 7 pm. Happy Hour all night long in the Bar and Fireplace Room. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) Facebook: "Cottonwood Rest" 530-587-5711

**3 Multi-Media Jazz Concert**, Cal Neva, Frank Sinatra Showroom. 7 pm. \$15. Music inspired by the American jazz tradition and indigenous music of each composer's country of origin. Proceeds to benefit Arts for The Schools. [www.artsfortheschools.org](http://www.artsfortheschools.org) 530-582-8278

**5 Enlightening Tea Tasting with Tahoe Teas**, Scones from Stella and showing of "All in this Tea". 6 to 8 pm; doors open at 5:30 pm. \$18 tickets. [www.nicolecheslock.com](http://www.nicolecheslock.com) 530-548-5010

**7 Full Moon Treks**, Lake Tahoe, 4:30 to 7:30pm, \$65. [www.TahoeAdventureCompany.com](http://www.TahoeAdventureCompany.com) 530-913-9212

**9 Acoustic Thursdays**, Cottonwood. 7 pm. Happy Hour all night long in the Bar and Fireplace Room. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) 530-587-5711

**18 Star Tour Snowshoe Adventure**, Lake Tahoe, 4:30 to 8:30 pm, \$75 per person. [www.TahoeAdventureCompany.com](http://www.TahoeAdventureCompany.com) 530-913-9212

**18 Black Tie & Tails Gala**, Ritz-Carlton Highlands at Northstar. 6 to 11 pm, Guests & canine companions. Hollywood-style red carpet, champagne reception, dining, live music, entertainment. Benefits Humane Society of Truckee-Tahoe. [www.hstt.org](http://www.hstt.org) 530-587-5948

**14 Good Morning Truckee**, Truckee Town Hall. 7-8:30 am. A community forum presented by the Truckee Donner Chamber of Commerce to provide timely, relevant information on a variety of topics and create a networking opportunity. Open to the public \$10; Chamber members \$8; includes continental breakfast. [info@truckee.com](mailto:info@truckee.com) 530-587-2757

**16 Acoustic Thursdays**, Cottonwood. 7 pm. Happy Hour all night long in the Bar and Fireplace Room.

[www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) 530-587-5711

**18-25 Kid-O-Rama**, Squaw Valley, USA. Costumed skating parties, family ski racing, street parties and scavenger hunts. [www.squaw.com](http://www.squaw.com) 530-452-7123

**23 Acoustic Thursdays**, Cottonwood. 7 pm. Happy Hour all night long in the Bar and Fireplace Room. [www.cottonwoodrestaurant.com](http://www.cottonwoodrestaurant.com) 530-587-5711

**24 Mardi Gras Party**, Community Arts Center, 1 to 4 pm, Sierra Senior Services 530-550-7600

**25 Squaw Valley Prom**, Olympic House, Squaw Valley USA. 1980 Themed ski party. Music, food, dancing. Cost \$100 per couple; \$200 stag. Benefit for High Fives Foundation. [www.squawvalleyprom.com](http://www.squawvalleyprom.com)

**25 Children's Glowstick Parade and Carnival**, Tahoe Donner Downhill Ski Area. 5 pm. Children's version Torchlight Parade with glowsticks for children 10 or younger on Snowbird. DJ and snacks provided. [www.tahoedonner.com](http://www.tahoedonner.com) 530-587-9444



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## New Members, continued from page 10

### Truckee Talkers Toastmasters

One of the greatest fears for most people is public speaking. To stand in front of a group of people and not have your hands tremble and knees knock is a skill that you can learn. Since 1924 Toastmasters has helped men and women become more confident in front of an audience. The network of Toastmaster clubs and their learn-by-doing program can help you to become a better speaker as well as a strong leader.

The Truckee Talkers meets every Tuesday at noon in the Truckee Donner

Public Utility District boardroom, and welcomes guests. You will learn tips for becoming a dynamic speaker, and a leader, in a comfortable atmosphere among your friends and neighbors. Contact Rosana Matlock at (530) 582-3959 to learn more.

### Truckee Realty Broker

Deborah Lewis at Truckee Realty Broker takes pride in every aspect of the real estate transaction, meeting the goals and expectations of both the buyers and sellers, earning her the reputation of 'the one that gets the job done.' She excels in

skills that include coordination with residential fractional developers in Sun Valley, Idaho, and eco-village developer in Cabo Pulmo, Mexico, coupled with primary residence and second home expertise, as well as a strong financial background.

Deborah is affiliated with the Home for Heroes® program that honors all hometown heroes that serve our community, not just veterans of the military but firefighters, paramedics, police officers, teachers and more by offering a considerable savings when they buy or sell a home. Contact Deborah at (530) 205-7702.

## Free Ski Shuttle, continued from page 1

and back again at the end of the day. The park and ride lot will be located between the Truckee High School and the former Sierra Mountain Middle School. Buses will run from 7:00 a.m. to 7:00 p.m., with departure every 30 minutes.

The free shuttle offers savings on gas and provides an eco-friendly mode of travel. By riding the shuttle, users will be helping to put fewer cars on the road, enabling a faster ride to the mountain for everyone. Added bonuses of the free shuttle service include: being delivered right at the village eliminating any long walks; letting a professional driver worry

about road conditions and traffic so you are free to visit, surf the web or text; meet some new skier and rider friends; and a "goodie bag" stuffed with savings redeemable at local businesses.

The park and ride parking lot will be located between the Truckee High School and the Sierra Mountain Community Education Center, also known as the former Sierra Mountain Middle School, off Donner Pass Road. The entrance to this lot can be accessed via a driveway that runs past the fire house which sits adjacent to Wild Cherries Coffee House.

For more information and hours of operations, visit [facebook.com/TruckeeFreeSkiShuttle](http://facebook.com/TruckeeFreeSkiShuttle).

The Truckee Free Ski Shuttle is a collaborative program provided by Northstar California, Squaw Valley USA, Alpine Meadows Ski Resort, Sugar Bowl Resort, Tahoe Donner Association, North Lake Tahoe Chamber/CVB/Resort Association, Truckee Donner Chamber of Commerce, Town of Truckee, Truckee North Tahoe Transportation Management Association and the Tahoe Truckee Unified School District.