

Truckee Tracks

Supporting the Business Community of the Greater Truckee Area

Promote Your Company at the 19th Annual Business Expo & Mixer

Thursday April 28 ■ 5:30-7:30 p.m. ■ The Resort at Squaw Creek



Photo: Rob Retting

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 19th Annual

Business Expo is produced by the Truckee Donner Chamber of Commerce in conjunction with our media partners the *Sierra Sun*, *Moonshine Ink*, *101.5 FM Truckee Tahoe*

See **Business Expo**, page 6

Truckee Donner Chamber of Commerce to Launch Good Morning Truckee



The Truckee Donner Chamber of Commerce will be taking the lead as the presenting organization for Good Morning Truckee (formerly The Daybreak Club), a community forum designed to provide timely and relevant information on a variety of topics and create a networking opportunity.

The Daybreak Club was founded by Maia Schneider of the Tahoe Forest Health System four years ago. A similar program, Tuesday Morning Breakfast Club, has been held for over 25 years in Tahoe City. After it was announced that Schneider and the Tahoe Forest Health

See **Good Morning Truckee**, back page

“Truckee Tomorrow” Economic Development Initiative Looks to Create Prosperous Future

The Truckee Donner Chamber of Commerce recently partnered with the Town of Truckee and the Truckee Downtown Merchants Association (TDMA) in the creation of a collaborative economic development committee tagged Truckee Tomorrow – Creating Economic Prosperity.

A top priority for the Chamber and the Town, the effort brought together a small group of 30 leaders over several months in a series of four facilitated meetings. Highly regarded facilitator Pam Hobday led the committee of leaders and visionaries through stimulating dialogue and conversation designed to identify key economic opportunities and challenges, and determine implementable projects – keeping both short and long term in mind.

“This was not just bringing together people to talk – we had highly defined deliverables. This group clearly identified priority projects that can lead to greater prosperity for Truckee and the region,” explains Tonya Beyer, Chamber Board Chair.

See **Truckee Tomorrow**, back page

inside this issue...

- 2011 Truckee Visitor Guide Sales Underway
- Amgen Tour of California Starts at Lake Tahoe May 13-16
- 19th Annual Business Expo & Mixer April 28th – Plan to Exhibit or Attend!

Vol. 27-No. 3/4
March/April, 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
Kristin McAfee
Helyn North
Nancy Palmer
Saundra Parker
Karen Snyder
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.

Truckee Donner Chamber of Commerce
10065 Donner Pass Road • Truckee, CA 96161
(530) 587-8808 • (530) 587-2439 (fax)
info@truckee.com • 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.

Best Best & Krieger

Best Best & Krieger is a 120-year-old full service law firm with 200 attorneys in eight offices across California, which provides more services for cities and special districts than any law practice in the state. This firm also represents private clients in the areas of land use, environmental issues, water, real estate, agriculture and general business.

The firm's two attorneys Andy Morris (formerly of Porter Simon) and Stefanie Hedlund are full-time Truckee residents who constantly interface with their firm's attorneys all across the state enabling them to offer specialized expertise of a large firm but with a local presence. As a result Andy and Stefanie can handle highly sophisti-

cated work at rates that are usually lower than other large law firms. You can reach them at (530) 386-7412.

Care Flight

Care Flight is the local helicopter air ambulance that is essentially an emergency room in the sky. This service provides critical care patient transports in Northern Nevada and North Eastern California to ensure that patients are transported in a safe, efficient, and professional manner to decrease the severity and mortality of critically ill or injured persons. Care Flight operates a 24-hour base at the Truckee airport as well as 24 hour bases in Reno and Gardnerville, Nevada. Each base responds

See New Members, page 10

Chamber Chair Neil Cunningham Resigns from Board

Chamber Chair Neil Cunningham has resigned from the Board of Directors. Cunningham began his term with the Chamber in September of 2007. "Neil has been a tremendous leader for the Chamber, especially with the Truckee Tomorrow economic development initiative," said Lynn Saunders, President/CEO. "He has also volunteered as a Donner Party Hike guide for many years. His contributions are significant and he will be missed."

Cunningham is relocating to the El Dorado Hills area where he hopes to "really" retire. Don't be surprised if you find him chatting with people and pouring wine at one of the many wineries in that area though!

Chamber Calendar

- Ambassador Committee - Tuesday, March 1, 11:30 a.m., Best Pie Pizzeria
Good Morning Truckee - Tuesday, March 8, 7:00-8:30 a.m., Truckee Town Hall
Mixer - Thursday, March 24, 5:00-7:00 p.m., Carmel Gallery
Ambassador Committee - Tuesday, April 5, 11:30 a.m., California Welcome Center
Good Morning Truckee - Tuesday, April 12, 7:00-8:30 a.m., Truckee Town Hall
Mixer - Thursday, April 14, 5:00-7:00 p.m., Mountain High BNI at The Savvy Dog
Board Meeting - Tuesday, April 19, 3:30 p.m., Truckee Tahoe Community Foundation
Business Expo & Mixer - Thursday, April 28, 5:30-7:30 p.m., The Resort at Squaw Creek

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.

Thursday, March 24 • 5:00-7:00 p.m.

Hosted by: Carmel Gallery

Where: 9940 Donner Pass Rd.

Thursday, April 14 • 5:00-7:00 p.m.

Hosted by: Mountain High BNI at the Savvy Dog

Where: 11448 Deerfield Dr., C-1

Thursday, April 28 • 5:30-7:30 p.m.

19th Annual Business Expo & Mixer

Sponsored by: The Truckee Donner Chamber of Commerce

Venue and Mixer Host: The Resort at Squaw Creek

Media Sponsors: Sierra Sun, Moonshine Ink, 101.5 FM Truckee Tahoe Radio, Tahoe TV, and Sierra Heritage Magazine

Where: The Resort at Squaw Creek, 400 Squaw Creek Rd., Olympic

Anniversaries

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

10+ Years

Alpine Technical Services
East West Partners
Jibboom Street
Toastmasters

Kiski Design &
Construction Inc.
Monitor Premiums
Olympic Village Inn
Pet Station
Port of Subs
Rybicki & Associates, P.C.
Sierra Heritage
Squaw Village

Neighbourhood
Company

Streamscapes
Tahoe Mountain Resorts
Lodging

Tahoe Quarterly, LLC
The Auto & Tire Doctor Inc.
The Weekly
Truckee Sewing Company
Truckee Trails Foundation
Wild Cherries Coffee
House

2+ Years

FiftyFifty Brewing Co.
Housing Connection

Truckee River Winery
Sawmill Heights
Apartments
Sierra Avalanche Center
Pullen Realty Group
Granite Peak Management
Turning Point Tahoe
Drunken Monkey Sushi
Trails & Vistas
High Mountain Homes
Ron Wulff, Residential
Appraiser
Leslie Heating & Hydronics

1 Year

Best Western Gold Country
Inn
Castle Peak Painting Co.
Costco Wholesale Sparks
Edward Jones Investments
- Nathan Farnell
On the Hoof
Spirit Interior Design
Tahoe Plastic Surgery

Member Benefit

Did you know...

Chamber Members Are the Only Businesses That Can Display at the Annual Business Expo?

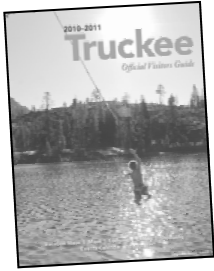
Tradeshows are one of the most proven ways to reach customers. Sales are frequently developed through the relationships we have created with other people. The 19th Annual Business Expo, coming up April 28th at the Resort at Squaw Creek, combines the benefits of a trade show and a Chamber mixer to create the ultimate networking experience. Only members of the Truckee Donner Chamber of Commerce have the opportunity to exhibit at this popular event.

E-mail marketing is an inexpensive way to stay in touch with your current clients and find new ones. Exhibit at the Business Expo, and utilize "the good old fish bowl" technique to collect new names and e-mail addresses for your e-mail marketing efforts. Start by sending these people a thank you for visiting your booth, then continue to stay in contact by sending them e-Specials or e-Newsletters.

Attendance to the Business Expo is free and considered by many a must-attend event for anyone doing business in the Truckee-Tahoe area. Tons of door prizes and free giveaways are available at many of the booths.

For more information on this and other membership benefits, contact us at (530) 587-8808.

2011 Truckee Visitor Guide Sales Underway



The Truckee Donner Chamber of Commerce is pleased to be partnering again this year with Just Imagine Marketing and Design in the publication of the 2011 Official Truckee Visitor Guide.

The 2011 Official Truckee Visitor Guide is a vacation planning guide that is the primary fulfillment piece for the Truckee Donner Chamber of Commerce, promoting Truckee to visitors throughout the west.

This attractive, magazine-quality publication will provide consumers information about lodging, dining, shopping, recreation, natural scenic beauty, culture, and history that define the amazing authentic experience they can have in Truckee.

The guide was so popular last year we are increasing the print run from 30,000 to 50,000 copies. This annual publication, with a year-long shelf life, will be printed with distribution beginning in May 2011, in time for the Amgen Tour of California.

The 2011 Official Truckee Visitor

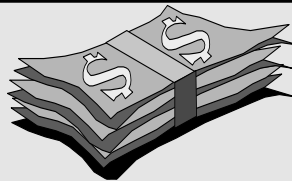
Guide will be distributed both in-market, and out-of-market through a variety of distribution channels, including consumer shows.

In addition, the 2011 Official Truckee Visitor Guide will be available on the www.truckee.com website.

Truckee Donner Chamber of Commerce members receive a 10% discount on advertising rates. Advertising placement/artwork deadline is April 1st. For more information, see the insert inside this issue of Truckee Tracks, or call Kathy Hess with Just Imagine Marketing and Design at (530) 386-4122, or (775) 846-5656 cell, or e-mail her at Kathy@justimaginemktg.com.



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



Member

Tim & Michelle Erskine, <i>Erskine Creative Photography</i>	Dorinda's
Brinn Wellise, <i>Switchback Public Relations + Marketing</i>	Papoose Preschool and Infant Care
Laura Ferree, <i>Ferree Law/Family Resource Center of Truckee</i> ..	Law Office of Peggy A. Headley
Allan Marshall, <i>Handcrafted Structures</i>	Genesa, Inc
Ron Farrell, <i>Wells Fargo Home Mortgage</i>	Tahoe Blooms Floral Design
Vicki Isacowitz, <i>Clever Minds</i>	High Fives Non-Profit Foundation
Sarah Deardorff, <i>Sierra Senior Services</i>	Lake of the Sky Garden Club
Tyler Bruno, <i>Tyler Bruno Acupuncture</i>	Grow Massage & Wellbeing
Kathy Hess, <i>Just Imagine Marketing and Design</i>	TruckeeAutoMall.com
Ann Lindemann, <i>Switchback Public Relations + Marketing</i> ..	Tahoe Fund
Eleanor Chapman, <i>Porters Sports - Truckee</i>	The Local's Coupon Magazine
Rebecca Deatsch, <i>The Local's Coupon Magazine</i>	Truckee Home Watchman

New Member

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

Chamber Statistics

The Chamber is Working For You

PHONE CALLS

February 2010	1,220
March 2010	1,623
April 2010	1,487
May 2010	1,261
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

WRITTEN REQUESTS

February 2010	1,292
March 2010	1,007
April 2010	466
May 2010	933
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

www.truckee.com VISITS

February 2010	7,472
March 2010	6,680
April 2010	5,118
May 2010	6,195
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

VISITORS TO CHAMBER

February 2010	3,670
March 2010	4,287
April 2010	3,479
May 2010	5,497
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

Porters Sports



John Chapman of Porters

John when was Porters first established?

The official date for Porters inception is 1960 – although it existed without winter ski equipment back to 1951. That’s the date for the Tahoe City shop, and the Truckee location next to Save-Mart has been there since that center opened in 1981-82.

What goods or services do you provide?

We’re primarily a winter-sports business

selling skis, snowboards, clothing, and accessories along with providing rentals, demos, and a full-service, tune-up and repair shop. In the summer we turn into a mini “beach shop” selling lots of sunglasses, flip flops, board shorts, and bikinis.

Your clientele is...

First and foremost we’re a “winter action sports” retailer, meaning skiers and snowboarders. We like to say whether you’re 50 or 15, skier or snowboarder, guy or gal...we should have most everything you and your family are looking for under one roof.

Since beginning what’s been the most rewarding project, and the greatest challenge to your business? What’s the most valuable aspect of your chamber membership?

Five years ago we launched our website www.porterstahoe.com and we run it and our warehouse out at the Truckee airport.

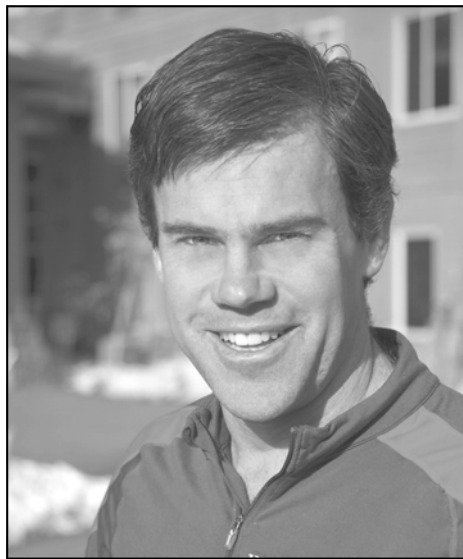
Besides the economy the last couple of years, it’s actually been the website ironically — both a source of inspiration yet a constant challenge. Through the Chamber the support of the business community and referrals have been helpful.

What are your business goals and tips for other small business owners?

Above money and all else, honestly it’s simply to take care of your locals and have you guys know that we’ll ALWAYS make it right in the end —even if we have to fully refund used equipment that you’re just not satisfied with. We have a lifetime return policy and unfortunately too many locals don’t know that.

We’re just fighting like everyone else, so I’d say never lose sight of the customer.

The Inn at Truckee



Jon Borden of The Inn at Truckee

Jon what’s the history of your hotel and how you purchased it?

The Inn at Truckee opened in 1987 and I purchased it in 2001. I’m originally from Westport, Massachusetts, but came to Tahoe in 1991. In 1999, while working as the controller of Truckee Tahoe Lumber Company, I was introduced to the developer building the Holiday Inn Express. I was offered a job to oversee the final construction stages and open the hotel as the General Manager. In 2001, I purchased the Inn at Truckee from the original owner, who is the founder of Super 8 Motels. Most of our guests come from Sacramento, San Jose and the Bay Area.

What do you like best about Truckee?

I love the quality of life Truckee has to offer and the ability to raise my family in such a great mountain community. My wife Jenelle is a long-distance runner and legal assistant, and we have twins, Stephen and Avian, who are five-years old. They attend Donner Trail Elementary and are on the Squaw Valley Ski Team (Mighty Mites).

What in your career makes you most proud, and to what do you attribute your success?

Opening the Holiday Inn Express in 1999, and my loyal, trustworthy and competent staff.

What is your goal for yourself and your business?

I’d like to grow my business back to where it was two years ago and continue my remodels over the next year. It’s important to maintain a healthy balance between work and recreation. That’s what I love best about the hospitality industry, the flexibility to ski 100+ days a year.

Jon, you are on the Chamber Board of Directors... why do you volunteer your time to the Chamber?

I have always felt the Chamber is an invaluable partner for anyone in the business community. They have solid leadership, a terrific team, and tackle so many issues within the community in addition to providing valuable benefits to their members. I am proud to be part of this organization as a Board member.

Truckee Chamber Introduces “Wear the Bear” Program



The Truckee Donner Chamber of Commerce, in partnership with the Town of Truckee, California Travel & Tourism Commission (CTTC), and Certified Folder Display Service, manages and operates the California Welcome Center (CWC) in historic downtown Truckee. It is one of 18 CWC's operated throughout the state of California.

Since the designation as a California Welcome Center, with prominent signage on Interstate 80 and promotion through CTTC, annual visitation has increased by 34%. The Truckee Welcome Center has one of the highest visitations of all 18 CWCs, receiving over 60,000 visitors each year.

The Truckee Donner Chamber of Commerce is introducing the “Wear the

Bear” Program that provides CWC visitors with discounts or special offers at local businesses. CWC visitors will be identified by a sticker with the California Welcome Center logo.

“Other California Welcome Centers such as Santa Rosa have a Wear the Bear or discount program for their visitors” explains Lynn Saunders, President/CEO. “It has proven to be an excellent way to encourage CWC visitors to utilize local businesses, and provides a trackable mechanism for businesses and the Chamber to quantify the value of the California Welcome Center.”

Survey of California Welcome Center visitors show:

- 77% report visiting a featured attraction or activity
- 56% purchased something because of their visit

Top activities in the area of visitation include:

- dining (61%)
- shopping (54%)
- visiting historical / cultural places (36%)



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

Business Expo, continued from page 1

Radio, Tahoe TV, and Sierra Heritage Magazine.

This great event will include door prizes, food, and drink — just like a Chamber Mixer but more! Get your reservation in today — **space is limited and this extremely popular event will sell out quickly!**

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 at the Business Expo.

This is your chance to:

- promote your business on a personal level at an affordable cost

- introduce new products or services
- meet new people who may become customers/clients – or know someone who may become a customer/client
- educate people about your business in just hours
- network with other Truckee business people

Exhibitors will receive a 6' table (including tablecloth, skirt, and two chairs) to display brochures or product samples. Wall booths are \$235; standard booths are \$195. Extra charge for electricity and internet access. In addition, exhibitors who commit by April 14th will also be featured in a special section to appear in the April 27th issue of the *Sierra Sun*. For those that

want additional exposure in that section, the *Sierra Sun* is offering exhibitors advertising specials.

Expo reservations will be on a **first-paid, first guaranteed** basis for members of the Truckee Donner Chamber of Commerce. All applications must be accompanied with payment in full. Last year, over 80 Chamber members took advantage of this unique opportunity.

This event only comes around once a year – don't miss out! Reserve your space for the 19th Annual Business Expo. **Look for the Application For Exhibit on Page 7** of this issue of *Truckee Tracks* and return it to the Chamber today. For more information, contact Linda at (530) 587-8808 or e-mail Linda@truckee.com.



Venue and Mixer Host



Media Sponsors

Sierra Sun

Moonshine Ink

Tahoe TV

101.5 FM Truckee Tahoe Radio

Sierra Heritage Magazine

19th Annual BUSINESS EXPO & MIXER

Thursday, April 28, 2011

The Resort at Squaw Creek

5:30 - 7:30 p.m.

- Showcase your business to the community
Meet new customers and clients
Network with other Chamber members

Sponsored by: Truckee Donner Chamber of Commerce

Hosted by: The Resort at Squaw Creek

Inner Booth: \$195

Electricity: \$35

Wall Booth: \$235

Internet Access: \$50

Includes 6' table & 2 chairs, tablecloth & skirt, small tabletop exhibitor sign
Participating Restaurants offering food samples are eligible for a FREE booth

How To Participate:

- Expo space reservations are first paid, first guaranteed. Spaces are limited so submit your application and payment as soon as possible.
Set-up is from 3:00 - 5:00 p.m. on April 28, 2011. Table locations will be assigned. Clean-up of space is required immediately following the event.
Exhibitors who sign up by April 14th will be featured in a special section of the Sierra Sun to appear in the April 27th issue. Don't miss this opportunity for GREAT exposure for your business!!

APPLICATION FOR EXHIBIT

Company Name _____ Contact _____

Mailing Address _____

City, State, Zip _____ Phone _____

Email _____ FAX _____

Payment Information: [] Check Enclosed [] Credit Card (Visa or MasterCard Only)

Card # _____ Exp. Date _____

Name on Card _____

Card Billing Address _____

Signature _____

Truckee Donner Chamber of Commerce

10065 Donner Pass Road, Truckee, CA 96161 • 530-587-8808 • FAX 530-587-2439

- Reserve a Wall Booth \$235
Reserve an Inner Booth \$195
I am able to donate a prize towards the raffle during the Business Expo.
Electricity \$35 additional fee
Internet access \$50 additional fee

TOTAL CHARGES _____



KEEP THE SIERRA GREEN
Sustainability & Waste Reduction
Business Recognition Program

SUPPORT LOCAL GREEN BUSINESSES!

Green Businesses go beyond recycling to reduce waste, prevent pollution and conserve energy and water resources.

TRUCKEE

- Grow Massage & Wellbeing
- Sara Zimmerman Art, Illustration and Design
- Tahoe Mountain Resorts Lodging
- The Best Stove and Chimney Service
- Lil' Green Beans Daycare
- Porter Simon, Professional Corporation
- Stoel Rives, LLP
- TahoeBlu

EASTERN PLACER COUNTY

- Sawmill Heights Apartments
- A Thyme to Plant
- Alpenglow Sports
- The Resort at Squaw Creek

NEVADA COUNTY

- Aikido'Ka
- Broad Street Inn
- Sustainable Energy Group, Inc.
- Sugar Bowl Corporation
- Sierra EEG
- Atmosphere Design Build Inc.
- Fine Line Joinery
- Lotus Lake House

INCLINE VILLAGE/CRYSTAL BAY

- Austin's Restaurant
- BITE Restaurant
- Hyatt High Sierra Lodge



Look for our logo.

Local Green Businesses display this logo in their shops and on their websites.

www.KeeptheSierraGreen.org

The above is a partial list of recognized green businesses. For more details and an updated list of participating green businesses, please visit KeeptheSierraGreen.org. More businesses are recognized all the time!

Participating Sponsors:



Keep the Sierra Green to Honor Local Business at Awards Luncheon

Keep the Sierra Green (KSG) is gearing up for its regional green business recognition and awards luncheon April 12th from noon to 2:00 p.m. at BITE Restaurant in Incline Village.

In addition to celebrating local businesses that demonstrate the best in green performance, the luncheon provides a unique opportunity to network with local green business professionals. Come learn about Keep the Sierra Green and its efforts to provide a viable forum in which local businesses can promote their sustainable practices.

To date, 44 local business partners have qualified for the program by successfully demonstrating their efforts to minimize waste, conserve energy and water, and implement pollution prevention measures. Keep the Sierra Green is excited to announce some of its newest members: Tahoe Mountain Resorts Lodging; Grow Massage & Wellbeing; Sara Zimmerman Art, Illustration and Design; Sugar Bowl Ski Resort; the Resort at Squaw Creek; BITE Restaurant; and Austin's Restaurant.

The awards luncheon will honor up to three businesses from each of the four participating jurisdictions. Previous award winners include Truckee Tahoe Airport District, Granlibakken Conference Center and Lodge, Integrated Environmental Restoration Services, Hyatt Regency Lake Tahoe Resort and Casino, and the Tahoe Center for Environmental Sciences.

For more information about Keep the Sierra Green visit their website www.KeeptheSierraGreen.org or on Facebook at www.facebook.com/KeeptheSierraGreen. To register for the luncheon, contact Kym Fabel at kym@puretahoenorth.com or (530) 581-8764. Pre-registration is required and the cost is \$25 per person.

Keep the Sierra Green is sponsored by the Town of Truckee, Nevada County, Placer County (east), Incline Village General Improvement District, Truckee Donner Chamber of Commerce, North Lake Tahoe Chamber of Commerce and the Sierra Green Building Association.

Nevada County Gold Raises Money for Truckee Donner Chamber of Commerce

IMS, publishers of *Nevada County Gold Magazine*, recently presented a check for \$839.58 to the Truckee Donner Chamber of Commerce. This amount represents the commission generated on advertising sales in the 2010-11 *Nevada County Gold Magazine*.

Nevada County Gold and its online companion, NevadaCountyGold.com, have been designated by the Nevada County Regional Chambers of Commerce as the "Official Guides to Nevada County." Both provide valuable information about Nevada County, including a yearly calendar of events, maps, a dining guide, and information about recreation, real estate and lodging.

Celebrating 25 years of publication, *The Gold* has raised more than \$180,000 for the Nevada County Regional Chambers of Commerce.

With a yearly distribution of 80,000, *Nevada County Gold* is a free publication that is available at more than 500 Nevada County locations. Additionally, *The Gold* is featured at the Truckee California Welcome Center, Old Sacramento Visitor Center, San Francisco Visitors & Convention Center, throughout the Bay Area, Reno, Sierra County, Auburn, and Lake Tahoe.

For information about advertising in the 2011 edition, contact *Nevada County Gold* at info@NevadaCountyGold.com.

Nevada County Tourism Web Site Launches

Vibrant, informative and easy to navigate, Nevada County's new tourism web site was recently unveiled to the public at a Nevada County Board of Supervisors meeting and can be seen at www.gonevadacounty.com.

The county's new web site and branding efforts are critical components in the contract of services awarded to Switchback PR + Marketing, Inc. last July.

"We are excited to present the web site and, more importantly, Nevada County's new cohesive look and branding," said Brinn Talbot Wellise, president of Switchback PR + Marketing, Inc. "It has been, and will continue to be, a collaborative effort that will encourage all travel and tourism entities within Nevada County to send visitors to the new web site."

"We are pleased to be at the point of unveiling the new brand, logo and web site on behalf of Nevada County," Supervisor Ed Scofield said. "The look and feel of the new brand brings together the diverse and unmatched tourism offerings we have on both sides of the county."

Switchback PR + Marketing, Inc.



teamed up with Blase Design, Strategic Marketing Group (SMG), V-Tour, the Nevada County Regional Chambers of Commerce, Arts Collaborative of Nevada County, Sierra Vintners and Nevada County to roll out a new vision for marketing the county's vast and varied tourism experiences.

The web site's logo reflects the history and the natural beauty of the area, yet also shows the contemporary sophistication of the culture that thrives in Nevada County. The sky blue and rich earthen brown color palette

makes a connection to the natural world and the roughened-up texture represents the history of the area, as well as the county's beautiful, rugged nature. The ornate border gives a nod to the area's historic architectural charm.

The new web site also features immersive multimedia technology from V-Tour that allows 360-degree photos, videos, animation, Google maps, and links to featured business websites. This interactive element is anticipated to increase the time visitors spend on the web site as they explore and tour the various regions.

Time Management for Busy Professionals 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 Time Management for Busy Professionals on Thursday, March 17th at the Cedar House Sport Hotel from 8:30 to 11:30 a.m.

It's the first quarter in the New Year of a brand new decade. How will you use your time? Learn to prioritize time to deal with both the urgent and important, assess work-life balance and carve out time for meaningful activities that will immediately make a positive change.

Learn to:

- Explore the reality of the demands of your job
- Discover if you are addicted to urgency
- Identify your timewasters to mitigate or eliminate
- Get perspective on what matters most in your life
- Prioritize what is important and what is urgent
- 50 high impact tips to beat the clock

Presenter Laura Moriarty, SPHR, is the president and co-founder of Tahoe Training Partners, a human resources and management training solutions consulting firm located near Lake Tahoe.

Early bird registration (before March 11th) is \$49 for Chamber and SHRA members, \$59 for non-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 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, SHRA President-Elect at (530) 573-0224 or Laura@tahoetrainingpartners.com; Linda Pendleton at the Truckee Donner Chamber of Commerce at (530) 587-8808.

CATT Announces Annual Award Winners

The Contractors Association of Truckee Tahoe recently announced the winners of the 2010 CATT Annual Awards Competition. The winners were nominated by fellow members for superior craftsmanship, excellent customer service, innovative design, devotion to CATT and community, or other outstanding characteristics.

Winners are as follows:

Public Works/Recreation Project of the Year

Travis AFB Demolition,
Olcese Construction

Sustainable Building Methods Project of the Year

Fulton Crescent, K.B.
Foster Civil Engineering, Inc.

Residential Remodel Project of the Year

Juniper Hills,
Dennis E. Zirbel, Architect

Residential Project of the Year

Valhalla, Bruce Olson Construction

New Member of the Year

Jeff Cotton, Cotton Construction

Volunteer of the Year

Dennis Boyer, Integrated Home Systems

Professional of the Year

Ken Foster,
K.B. Foster Civil Engineering, Inc.

Supplier/Vendor of the Year

Kristine Keck,
Truckee Tahoe Lumber Company

Sub-Contractor of the Year

Bill, Erin, and Kevin Kelly,
Kelly Brothers Painting

Builder of the Year

John Corda, J. Corda Construction

New Members, continued from page 2

to 150-mile radius, covering over 40,000 square miles. Care Flight services area hospitals, ski resorts, the Sierra backcountry, and neighboring communities.

Care Flight is a non-profit, non-tax subsidized community service delivering life saving services since 1981. Their website is www.care-flight.com or call (775) 858-5700.

DLP Construction

DLP Construction is a local Lake Tahoe-Truckee based, full-service construction company specializing in custom mountain construction of commercial and residential settings with a genuine organic result. DLP Construction partners with local suppliers and subcontractors supporting business in this area. Some of DLP Construction's services include; primary and vacation home remodels and additions, painting and decorating, plumbing, snow removal, home caretaking and maintenance, material recycling, and building consultation.

Owner Dave Pollock has an extensive construction background, is committed to superior work and uses the finest materials. He offers unique craftsmanship, creative building and design, an integration of green building, with a personal investment in ensuring his projects stand apart from the rest. DLP Construction offers complimentary estimates and Dave welcomes your call at (530) 386-1521.

InnerRhythms Dance Theatre

InnerRhythms Dance Theatre keeps their students on their toes. Located at 12047 Donner Pass Road, B7 Citizen's Bank Plaza (formerly the outlet mall) this non-profit organization hosts a training centre that offers a thorough education in dance that is geared to the interests and abilities of the serious student. You can choose classes in classical ballet, jazz, hip-hop, modern tap and mini rhythm (for mini dancers) just to name a few.

Elizabeth Archer is the energetic executive director whose mission is to use the power of dance, music and theatre to cultivate life skills and create an everlasting passion for the arts, manifesting an awakening of individual community consciousness. You can begin to transform your life and the human experience through art by call-

ing (530) 550-8464.

Jodar Vineyards & Winery

Jodar's Vineyard and Winery offers elegant handcrafted wines produced in small lots to achieve the balance of old varietal fruit framed with graceful oak notes held in focus by firm acid balance. Jodar's staff is knowledgeable and invites you to taste their wine and drink in the beauty of their lush but unpretentious grounds at any one of their great events that take place year round. The tasting room is located at 3405 Carson Court, Placerville, in the heart of Apple Hill.

Daily there are food and wine pairings of their gold medal wines that are reasonably priced. Discounts are available on multiple bottle purchases, and their wine club offers an additional five percent discount. Your call is welcome at (530) 644-3474.

O Weiss Designs

O Weiss Designs is an interior design firm located in Orinda, California specializing in creating comfortable and elegant interior designs tailored to suit your lifestyle. O Weiss' continuing studies and travels enable her to produce new and surprising finds. Whether designing custom furniture or shopping for you, she seeks the perfect piece to embellish your personal living space, lifestyle and personality.

Ofra Weiss is an A.S.I.D. allied member who believes that beautiful and functional interior design, attention to detail, and constant communication creates a living space that reflects the client's lifestyle and personality. Because of her love of the area Ms. Weiss has expanded her interior design services to the Truckee/Tahoe area. Please visit her web site at www.oweissdesignssite.com for more information or call (925) 258-9722.

The Law Office of Peggy A. Headley

The Law Office of Peggy A. Headley specializes in civil and criminal appeals and is certified as an appellate specialist by the State Bar of California. Peggy is familiar with the intricacies of appellate law as she was a Judicial Research Attorney at the California Court of Appeal in San Jose for nearly 15 years before moving to Truckee in 2003. Peggy graduated from Stanford and the University of Missouri Law School

and was the 2009/2010 President of the Tahoe-Truckee Bar Association.

Peggy will assess whether a case is appealable and the chances for success on appeal. She is devoted to researching and crafting a clear, concise, and persuasive appellate brief. Her office is located at 11448 Deerfield Drive #2, or call (530) 550-7458.

TheSatellite@Truckee

TheSatellite@Truckee telework center will be opening in March at 10075 West River Street to provide a new option for home-based business owners, consultants, start-ups, teleworkers and area visitors. This is the best of both worlds for those times when you need professional office space for just an hour, a day or full time. TheSatellite@Truckee will offer four private offices, eight cubicles, café space, one conference room and videoconferencing. These facilities make a welcome change when you are tired of the distractions of your current setting or experiencing the isolation of working from home.

TheSatellite@Truckee is perfect if you need a meeting room for an hour and don't want to make any long-term commitments. Alison Pratt Shelling is available to answer your questions at (831) 222-2100.

ServicesSideKick.com

ServiceSidekick.com is an online software program that caters to the service industry, such as plumbers, electricians, maid services, and more. This unique software solution assists in tracking customers, scheduling, estimates, jobs and invoices, and has a seamless integration so you don't have to do double entry. The application accommodates all types of companies — from the Mom and Pop stores to national franchises.

Owner and chief operating officer Chet Eccles has been in the service business for over 20 years, as have many of his employees. This results in providing better customer and computer support based upon their personal and professional experience.

Because Chet's company is rapidly expanding he is seeking help in the area of sales, marketing and computer programming. Learn more at (800) 530-3156 extension 1004.

The Amgen Tour of California Starts at Lake Tahoe May 13-16



The 2011 Amgen Tour of California, the largest cycling event in North America will hold the Overall Start Sunday May 15 in South Lake Tahoe and the Stage 1 Finish in North Lake Tahoe at Northstar-at-Tahoe Resort. Stage 2 Start takes place at Squaw Valley USA on Monday May 16, heading along Hwy. 89, turning left on Donner Pass Road as the race heads over Donner Summit on their way to that day's finish in Sacramento.

The North Lake Tahoe Resort Association and the Lake Tahoe Visitors Authority are spearheading promotional and sponsorship efforts for the Lake Tahoe Stage 1 Start, Stage 1 Finish and Stage 2 Start, and serve on the Amgen Tour of California Lake Tahoe Local Organizing Committee.

Tahoe 10-Day Countdown of Events:

The Lake Tahoe Organizing Committee's website, www.TahoeTourofCalifornia.com is highlighting events in the 10 days leading up to the tour, kicking off on Cinco de Mayo. "This website provides all the information a visitor might need in planning their trip to Tahoe to watch the tour. The calendar of events showcases the vast variety of activities to partake in, creating excitement and energy leading into the tour," explained Lynn Saunders, President/CEO of the Truckee Donner Chamber of Commerce.

To date, Truckee events in the works include a movie night at Elijah Bleu's, a poker bike ride, and Velo Volo Bocce Challenge. Several businesses and organizations attended a Truckee Planning Meeting in February to start brainstorming events for the 10 days before the tour, and ways to stage/showcase Truckee the day the tour comes by. As details of events are finalized, please send information to the Truckee Donner Chamber at info@truckee.com to be submitted to the website.

Events include the Opening Gala and Team Presentation; Legends Participation Ride; The South Lake Tahoe Expo; Finish Area Lifestyle Festival; and much more. Information on all events is available on the www.TahoeTourofCalifornia.com website.

Sponsorships:

Show your support for the Tour and contribute to its success by becoming a sponsor. The Lake Tahoe Organizing Committee has opportunities available beginning at \$1,000. For more

information on sponsorships, contact Les Pedersen at (530) 583-6300 or Lpedersen@DestinationHotels.com.

Volunteering:

Volunteer opportunities are posted on the official website at www.AmgenTourofCalifornia.com for the race. According to race officials, approximately 500 volunteers are needed for the Lake Tahoe stages. Positions include course marshals, media, security and more.

Viewing Opportunities:

Information on best viewing points, where to catch the riders up close will be available on the www.TahoeTourofCalifornia.com website. Stage 2 (the day the riders will head to Truckee) begins at Squaw Valley on Monday May 16. The action starts in the Village at Squaw Valley with riders racing down Squaw Valley Road and then turning left onto Highway 89.

The peloton will follow Highway 89, turning left onto Donner Pass Road, over Interstate 80 and along the shoreline of Donner Lake as they make their approach to the steeps of Old Highway 40 on their way to Donner Summit and the day's first King of the Mountain finish. With some of the best views of the approaching riders and Donner Lake far below, this spot is sure to be jam-packed with enthusiastic spectators.

From there, athletes speed pass Sugar Bowl Ski Resort, Donner Ranch Ski Resort and Soda Springs Ski Resort and descend into California's Gold Country via Highway 20 and the finish line for Stage 2 at the Sacramento State Capitol.

Amgen Tour of California Lifestyle Festival:

The spectator-packed Stage 1 finish line is also home to the Amgen Tour of California Lifestyle Festival, which features a health and fitness expo, cancer awareness education, cycling gear, family activities, bike safety, food and entertainment. Northstar-at-Tahoe Resort will also host a Breakaway from Cancer Walk on Sunday, May 15.

"Lake Tahoe is pulling out all the stops to provide cyclists and spectators with an unforgettable experience," said Tourism Director Andy Chapman of the North Lake Tahoe Resort Association. "This is our golden opportunity to make our mark on the cycling community, and businesses and organizations

are eager to welcome the thousands of visitors who will be traveling to the lake, many for the first-time ever."

For all the latest information about the tour in Tahoe, visit www.TahoeAmgenTourofCalifornia.com or follow on Facebook and Twitter. For details about the Tour and information about volunteering, visit www.amgentourofcalifornia.com.



Lift Ticket for License Plate

Now those who purchase a special Lake Tahoe license plate – either in California or Nevada – will be rewarded with a complimentary lift ticket at one of the many Tahoe downhill and Nordic ski areas participating in the Tahoe Fund's Lift Ticket for License Plate program.

In 1997 when the California Tahoe Conservancy launched the first Tahoe environmental license plate, Tahoe ski resorts responded in a big way by offering license plate purchasers comp lift tickets. The Lift Ticket for License Plate program was such a resounding success, the Tahoe Fund is doing it again 2011-style.

"The Tahoe license plates have become a way for those who appreciate the beauty of Lake Tahoe to help protect this special place," said Patrick Wright, executive officer of the California Tahoe Conservancy. "The complimentary lift ticket incentive is simply the icing on the cake."

The Tahoe Fund is a non-profit organization that was launched in partnership with the California Tahoe Conservancy and the Nevada Division of State Lands. Funds from the newly designed California Tahoe license plate and the existing Nevada Tahoe license plate are earmarked for the Tahoe Fund. Additionally, California Tahoe license plate revenues fund California Tahoe Conservancy staff and projects.

The Lift Ticket for License Plate Program continues through April 30th. There are a limited amount of lift tickets available; therefore people are encouraged to act quickly. For more information, visit www.tahoepates.com or www.tahoefund.org.



Labor Law Corner

By Richard C. Rybicki

Who's the Boss? Tell Employees Who Owns Your Technology!

Employment lawyers have long recommended "computer use" or "technological resource" policies for employee handbooks or personnel policies. These provisions accomplish several goals. They allow an employer to emphasize that it does not permit inappropriate or harassing material on its systems, that electronic materials are not "private" and may be viewed by management without warning, that the employer does not allow use of another company's trade secrets, and that information contained within technological resources is an employer's – not the employee's – property.

A recent California court case provides another reason for clear policies: prohibiting employees from using the employer's own systems to communicate with attorneys or other people to develop claims against the company. In *Holmes v. Petrovich Development Company, LLC* (Cal.App.3d Dist. 1/13/11), the court rejected an employee's claim that messages sent from her work e-mail account were "attorney-client privileged" and could not be introduced in evidence. Using the e-mails was important for the employer because, relying partly on them, the court had dismissed the employee's claims before trial (on "summary judgment").

Ms. Holmes had sued her former employer, alleging that its owner harassed her after she told him she would be taking maternity leave. While still employed with the company, she e-mailed a lawyer requesting referral to an employment specialist and making somewhat overblown claims about her employer's conduct to date. Then, immediately after meeting with an attorney, she abruptly quit due to alleged unlawful harassment.

The e-mails were found by the employer, who argued they were evidence she had not been subjected to a "hostile" environment but had instead left to manufacture a wrongful termination claim. The employee argued that the emails were privileged communications between her and her attorney that should not have been accepted by the court.

The appellate court rejected the employee's argument, noting she had been told in writing that company policy allowed access to all employee e-mails in its system and that it could "inspect all files and messages at any time." According to the court, communicating with an attorney through her work e-mail was like speaking "in the employer's conference room, in a loud voice, with the door open, so that any reasonable person would expect the discussion would be overheard." By exposing her communications to others' review, she waived any privilege that might otherwise apply to communications with her attorney.

This is not an isolated situation – our office frequently reviews email sent to or from an employee's work account, or conducts forensic analysis of a former employee's laptop or workstation. This case gives employers the right to use information stored on or sent through their own systems. Clear policies telling employees that their communications may be viewed by management will strengthen this right and protect against many other potential employee claims such as invasion of privacy.

Employers are well advised to review their written policies to ensure they (1) clarify that all information contained in or sent through technological resources are company, not personal, property, (2) advise that the resources may be accessed at any time by management, with or without notice, and (3) warn employees that they have no reasonable expectation of privacy in communications sent through employer-owned systems.

Richard Rybicki is an attorney with Rybicki & Associates | P.C., a management-side labor and employment law firm with clients ranging from the Fortune 500 to local retail, manufacturing, healthcare and hospitality businesses. Mr. Rybicki has represented employers in trial and appellate courts throughout the United States, as well as handling all levels of administrative investigations, citations and appeals. He spends much of each day dealing with employers' day-to-day issues.

Members in the News

Squaw Valley Appoints Julie Maurer to VP of Marketing & Sales

Squaw Valley USA welcomes Julie Maurer as the newest addition to the senior management team. With more than 25 years experience in the mountain resort industry, Maurer will serve as the resort's new Vice President of Marketing and Sales. She joins the team from Vail Resorts, where she served as the Vice President of Regional Marketing.

"We are delighted to bring Ms. Maurer on board," stated Andy Wirth, Squaw Valley's President and Chief Executive Officer. "We are fortunate to have such a well-versed and highly regarded professional join our executive team as we usher in a new era here at Squaw Valley USA."

Maurer will continue to unify Squaw Valley's marketing and sales teams, ensuring cohesive brand awareness for the resort. Her responsibilities will include but are not limited to overseeing all aspects of the resort's marketing and sales for Squaw Valley Ski Corporation, The Village at Squaw Valley, and Squaw Valley Central Reservations.

"Ms. Maurer is renowned as one of the industry's leading marketing minds," Wirth continued. "Her knowledge of regional, domestic and international markets coupled with her energy, branding expertise and passion for the industry will help position Squaw Valley as one of North America's leading resort destinations."

Maurer's experience dates back to 1982 when she joined Northstar-at-Tahoe's marketing team. Since then, she has worked with industry names from the likes of Fibreboard Resort Group including Sierra-at-Tahoe and Big Bear Mountain in California. Under Maurer's leadership, her staff and resorts have received multiple awards including: the North American Snowsports Journalists Association's Excellence in Media award, Far West Ski Association's Ski Resort of the Year award, and National Ski Areas Association Marketing Award.

Maurer also serves as a member of the National Ski Areas Association marketing council and is a board member of Ski Lake Tahoe, a cooperative marketing organization promoting Lake Tahoe's seven largest resorts.

SnowBomb Acquires Industry Innovator LiffTickets.com LLC

SnowBomb.com, the world's first online lift ticket distribution channel, has recently acquired LiffTickets.com LLC. LiffTickets.com is the newest and most technologically advanced company to begin offering online lift tickets within the ski industry. "The acquisition of LiffTickets.com combines levels of technology that we've been interested in, and their system is second to none. Strategically this puts us at the front of the pack in terms of the products we have to offer our clients. It also improves our East Coast presence," said Jim McAlpine, President and Founder of SnowBomb.

The announcement was made at the National Ski Area Association (NSAA) conference in January. "NSAA is the perfect venue to announce the news to our resort partners," said McAlpine. "Distribution channels have been on all resort radars lately. We have the industry experience, the tools, and the technology to improve exposure and gain targeted marketing data."

LiffTickets.com was launched only two months ago but already has almost 30 resort partners and 30,000 Facebook fans. Mike Pollock, founder of LiffTickets.com was also pleased at this acquisition. "My goal for LiffTickets.com from the beginning was to build a site that would lead this category in the ski industry," said Pollock. "I think putting our platform into the hands of McAlpine and his team is the best way to make that happen."

With millions of dollars in ticket sales, SnowBomb is already a leading force in the online ticket segment. McAlpine notes it is important to understand SnowBomb is not just a "discount" but a full service marketing partner to ski resorts. "The SnowBomb e-newsletter reaches about 100,000 opt in members. This acquisition will establish SnowBomb as one of the biggest ski resort marketers in the world."



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Humane Society of Truckee-Tahoe Sees Record Year for Adoptions

Despite a record number of animal relinquishments, the Humane Society of Truckee-Tahoe adopted out more animals in 2010 than ever before.

In 2010, HSTT adopted out 311 dogs and cats – 36 more adoptions than the previous record of 275 set in 2008 and almost 100 more than in 2009.

“The economy has directly affected every aspect of the animal world,” said Nanette Cronk, animal programs director for the Humane Society of Truckee-Tahoe. “The majority of turn-ins was due to people losing their jobs and homes. Fortunately, we were able to rely on our very dedicated foster volunteers.”

In addition to the generous support of the organization’s foster volunteers, a growing awareness in the community about the need for a new shelter has contributed to the number of adoptions, said Stephanie Jensen, executive director of the Humane Society of Truckee-Tahoe.

The Humane Society of Truckee-Tahoe is launching the final push in its capital campaign to raise money to build a permanent animal shelter in Truckee. A new shelter would make it possible for HSTT to save more pets than ever before, but private donations are still needed to make this vision a reality. Supporters are encouraged to visit www.hstt.org for more information or to contribute to the shelter building campaign.



Better Homes & Gardens Real Estate Second Annual ‘Giving Day’

Better Homes & Gardens Real Estate-Mason McDuffie offices throughout Northern California and Nevada will hold its second annual Giving Day Saturday March 5th.

“Every one of our 36 offices has been tasked with choosing a project in which everyone can participate, and that will take four hours or more to complete,” said Kathy Ollerton, Director of Charities and Training for Better Homes & Gardens Real Estate-Mason McDuffie.

The Truckee office will be working to support the Tahoe Women Services by repainting numerous rooms within one of their safe houses, making it a brighter place for the women they serve.

The company is encouraging their real estate agents and employees to bring in another person to the “The Giving Day”. If you would like to help support or get involved in either of these projects, please contact Maureen O’Keefe at (530) 412-1280 or Alan Harry at (530) 448-3027.

Betsy Watson Scholarship Awarded

The Truckee Sunrise Rotary Club recently announced the award of the Betsy Watson Nursing Scholarship for 2010 to Kai Amundsen of Truckee.

The \$1,000 scholarship grant honors the memory of Elizabeth “Betsy” Watson, a long-time professional nurse, nursing educator and nursing administrator at Tahoe Forest Hospital in Truckee.

Mr. Amundsen graduated from the University of Nevada Reno in December 2010 with a Bachelors of Nursing Degree, and is currently attending a preceptorship in the Perioperative Department at Tahoe

Forest Hospital. He plans to work locally as a Registered Nurse.

His selection was made by a panel comprised of Anne Knudsen recently retired from Tahoe Forest Hospital, Kathy Bender and Tom Watson of the Truckee Sunrise Rotary Club and Janet Van Gelder of the Truckee Rotary Club.

The Betsy Watson Nursing Scholarship has now been established as a fund within the Truckee Rotary Foundation. Tax-deductible contributions will grow within an endowment which will allow an increasing number of scholarships to be awarded in the future.

8th Annual Downtown Truckee Wine, Walk & Shop Announces Non Profit Beneficiary

The 8th annual Downtown Truckee Wine, Walk & Shop steering committee recently named Girls on the Run-Sierras as this year’s non-profit beneficiary.

Girls on the Run-Sierras provides life-changing, experiential learning programs for girls ages eight to thirteen years old in the Tahoe Truckee community. The programs combine training for a 5k running event with self-esteem enhancing, uplifting workouts. The goals of the programs are to encourage positive emotional, social, mental, spiritual and physical development.

The Downtown Truckee Wine, Walk & Shop has gained momentum in each successive year, donating proceeds to local

non-profit organizations such as Inner-Rhythms Dance Theatre, Lake Tahoe Music Festival, Humane Society of Truckee/Tahoe, Truckee High School band program, Glenshire Elementary and Truckee Elementary Special Friends programs, Tahoe Women’s Services and Sierra Senior Services.

The 8th annual Downtown Truckee Wine, Walk & Shop is set for Saturday, October 1, 2011 from noon – 4 p.m. Tickets are \$30 in advance (\$40 day of). Ticket includes wine tastings with over 30 wineries, five food tickets, commemorative glass, program/passport and goodie bag.

For more information call (530) 550-2252 or visit www.TruckeeWineWalk.com.

Calendar of Events March

1-6 **Skilling for Schools**, Tahoe Donner Downhill Ski Area. \$25. Purchase lift ticket week prior at Porters Sports. Proceeds go to Excellence in Education Foundation. www.exined.org 530-550-7984

2 **After School Art**, Kidzone Museum. 3:30 to 5 pm. \$144 for six-week session. Ages: 5-11 www.kidzonemuseum.org 530-587-5437

4 **Extreme Food Challenge**, Mamasake, Squaw Valley USA. 4 to 6 pm. Free. www.thevillageatsquaw.com 530-584-1000

4 **SnowFest: Opening Night Ceremonies**, Squaw Valley USA. 6:30 pm. Laser show, torchlight parade, fireworks display. Live music. www.tahoefest.com 530-583-7167

4-13 **SnowFest**, Various venues throughout the area. Numerous winter carnival activities. www.tahoefest.com 530-583-7167

5 **Toyota's Sick n Twisted Freestyle Tour-Rail Jam**, Alpine Meadows. \$20. 9 to 10:30 am registration. www.SnowBomb.com 530-581-0553

5 **Winter Beach Party**, Tahoe Donner Downhill Ski Area. 12 pm. Live music, food and games. www.tahoedonner.com 530-587-9444

5 **Sierra Nevada College Science Expo: Snow, Water, Ice, and Earth**, Sierra Nevada College, Incline Village. 3 to 7 pm. Free. www.sierranevada.edu

5 **Arts Saturday: Paint the Bear**, North Tahoe Arts Corison Loft, Tahoe City. www.northtahoarts.com

6 **Stone Soup**, Community Arts Center, Church Street, Truckee. 5 to 7 pm. Bring own bowl/spoon. Everyone welcome. Donations accepted.

6 **The Great Ski Race**, Tahoe City to Truckee. 30 km cross-country race begins 9 am. Register online. www.thegreatskirace.com 530-583-5475

6 **Sierra Senior Services Pancake Breakfast**, Truckee Donner Senior Apartments, \$7. 8 to 11 am. www.tseniorscouncil.org 530-550-7600

6 **Learn to Ski & Ride Day**, Squaw Valley USA. \$35. Beginner package includes lift ticket, lesson and equipment rentals. www.squaw.com 530-583-6985

8 **Good Morning Truckee**, Town Council Chambers, Town Hall. Formerly The Daybreak Club, now presented by Truckee Don-

ner Chamber. 7 am to 8:30 am. Amgen - Tour of California and Truckee Tomorrow at this meeting. \$8 for Chamber Members; \$10 for general public. Great raffle prizes. 530-587-8808

8 **Squaw Valley Town Race League**, Squaw Valley USA, Ford Recreational Raceway. 10 am to 3 pm. \$100 per team for the season. Form a team of 5 and compete. www.squaw.com 530-452-7188

11-13 **Any Mountain, Any Turn, Any Time**, Sugar Bowl Ski Resort. \$210. Two-day camp, plus lift ticket. www.sugarbowl.com 530-426-6700

11-13 **Glass Fusing Workshop**, JoAnne's home/studio. \$275. Create small free form plate. www.joannesstainedglass.com 530-587-4132

12 **Lions Club Cabbage Bash**, Truckee Community Arts Center. \$40. Dinner, entertainment, raffle, no-host bar and \$1,000 cash door prize. 530-386-7946

12 **Bump & Jump Hangar Party**, Truckee Tahoe Airport. 7 pm. KidZone Museum fundraiser. www.kidzonemuseum.org 530-587-5437

12-13 **Rahives' Banzai Tour**, Sugar Bowl Ski Resort, \$100. Big mountain freeride, boarder-cross strategy in a mad-dash race for \$10,000. Registration is open to men and women. www.rahivesbanzai.com

13 **Stone Soup**, Community Arts Center, Church Street, Truckee. 5 to 7 pm. Bring own bowl/spoon. Everyone welcome. Donations accepted.

13 **Tahoe Donner Association "Ididarun"**, Tahoe Donner, The Lodge Restaurant. 1 pm. \$20. Dogs pull covered wagon sleds over a course. Proceeds benefit the Humane Society of Truckee Tahoe. www.tahoedonner.com 530-587-9424

14-18 **College Week Discounted Lift Tickets**, Northstar-at-Tahoe. Current student ID required for \$59 lift ticket. www.northstaratahove.com 530-562-1010

15-17 **Seniors' All Mountain Adventure Camp**, Sugar Bowl Ski Resort. 55+. Three day clinic \$275 per person. www.sugarbowl.com 530-426-6700

17 **Saint Patrick's Day**, The Lodge in Tahoe Donner. Corn beef and cabbage plates for \$16, drink specials all night.

17-18 **Moonlight Snowshoe Tour**, Northstar-at-Tahoe, 5 pm.

\$40. 2-hour tour, followed by live music. www.northstaratahove.com 530-562-1010

18-20 **Open Jumphline Competition**, Alpine Meadows Ski Resort. \$100. Men Only. Freestyle ski/ snowboard competition. Win \$15,000 or season pass. www.skialpine.com 530-583-4232

19 **Skilling for Schools**, Sugar Bowl Ski Resort. \$25. Purchase lift ticket week prior at Porters Sports. Proceeds go to Excellence in Education Foundation. www.exined.org 530-550-7984

19 **Toyota's Sick n Twisted Freestyle Tour-Rail Jam**, Sugar Bowl Ski Resort. \$20. 9 to 10:30 am registration. All ages and abilities. www.SnowBomb.com 530-581-0553

19 **Crab and Pasta Feed**, Truckee Community Center, Donner Pass Rd. 5 to 9 pm. \$40 Adults; \$20 Kids. High Fives benefits from auction. www.truckeerotary.com 530-582-7720

20 **Stone Soup**, Community Arts Center, Church Street. 5 to 7 pm. Bring own bowl/spoon. Everyone welcome. Donations accepted.

20 **California Gold/Silver/Bronze/Junior Rush**, Royal Gorge XC. 9 am. \$45/\$55. 45km, 30km, 15km and 3km races. Benefit for Far West Nordic and ASC Junior Programs. www.farwestnordic.org 530-852-0879

20 **Skilling for Schools: Community Benefit Day**, Homewood Mountain Resort. \$25. Purchase lift ticket at Homewood. Portion goes to Excellence in Education Foundation. www.exined.org 530-550-7984

21-25 **College Week Discounted Lift Tickets**, Northstar-at-Tahoe. Current student ID required for \$59 lift ticket. www.northstaratahove.com 530-562-1010

24 **Cabernet & Cowboy Boots**, Truckee Tahoe Airport. 6 to 9 pm. \$45. Dinner, wine and beer. dancing, performance and fundraiser. www.cabernetandcowboyboots.eventbrite.com 530-550-8464

26 **200-foot Banana Split Extravaganza**, Tahoe Donner Downhill Ski Area. Help construct and devour the 200-foot banana split. www.tahoedonner.com 530-587-9444

27 **Stone Soup**, Community Arts Center, Church Street. 5 to 7 pm. Bring own bowl/spoon. Everyone welcome. Donations accepted.

Calendar of Events April

1-17 **Tahoe Women's Services Days**, Northstar-at-Tahoe Resort. Pre-purchase discount lift ticket through Tahoe Women's Services. Proceeds benefit Tahoe Women's Services. www.tahoewomenservices.org 530-582-9117

2-3 **Peaks & Lagoons Spring Party Weekend**, Squaw Valley USA, High Camp. DJ, pool party, skiing & riding. www.squaw.com 530-583-6985

2 **Toyota's Sick n Twisted Freestyle Tour-Rail Jam**, Squaw Valley USA. \$20. 9 to 10:30 am registration. All ages and abilities. www.SnowBomb.com

3 **Skilling for Schools : Community Benefit Day** at Alpine Meadows. Purchase \$25 lift ticket at Alpine Meadows. Portion goes to Excellence in Education Foundation. www.exined.org 530-550-7984

3 **Sierra Senior Services Pancake Breakfast**, Truckee Donner Senior Apartments, \$7. 8 to 11 am. www.tseniorscouncil.org 530-550-7600

3 **Billy Dutton Uphill**, Squaw Valley USA, Funitel. 8 am. \$ 20. www.squaw.com 530-583-6985

5-7 **Seniors' All Mountain Adventure Camp**, Sugar Bowl Ski Resort. 55+. Three day clinic. \$275 per participant.

www.sugarbowl.com 530-426-6700

9 **Young Eagle Flights and Pancake Breakfast**, Truckee Tahoe Airport. 8 am. Free airplane rides for children 8-17. www.EAA1073.org 530-587-4811

9-10 **IZSTYLE**, Squaw Valley USA, Reverb eco village. Natural/organic food, ski/snowboard demos and Bud Light concert series. www.squaw.com 530-583-6985

10 **Skilling for Schools**, Squaw Valley USA. Purchase \$25 lift ticket week prior at Porters Sports. Proceeds go to Excellence in Education Foundation. www.exined.org 530-550-7984

12 **Good Morning Truckee**, Town Council Chambers, Town Hall. 7 am to 8:30 am. \$8 for Chamber Members; \$10 for general public. Great raffle prizes. 530-587-8808

16 **Texas Hold'em Poker Tournament**, Truckee Community Arts Center, Church St. 6 pm. \$150 buy in. Hosted by Truckee Sunrise Rotary. No host bar, snacks. Proceeds benefit Truckee-North Tahoe Charities. www.truckeesunriserotary.org 530-582-6925

16-18 **Any Mountain, Any Turn, Any Time**, Sugar Bowl Ski Resort. \$210. Two-day camp offered, plus lift ticket. www.sugarbowl.com 530-426-6700

23 **North Lake Tahoe Truckee Earth Day Festival: A Billion Acts of Green**, Village at Squaw Valley USA. 11 am to 5 pm. free transportation provided by TART, raffle. www.tahoetruckeeearthday.org 530-542-8366

23 **Recycling Collection Event**, Village at Squaw Valley USA Parking Lot. 9 am to 2 pm. Drop off old electronic equipment, tires, household batteries free of charge. www.tahoetruckeeearthday.org 530-582-2909

24 **Community Easter Egg Hunt**, Truckee Regional Park. 11:30 am. Free. Bring your own basket. www.tdrpd.com 530-582-7720

27 **Tour d' Euer**, Tahoe Donner Cross Country Center. 7K, 15K, or 25K. Start anytime between 8:30 - 11 am. Lunch 11:30 - 1 pm followed by live music.

28 **Truckee Donner Chamber Business Expo & Mixer**, Resort at Squaw Creek. 5:30 to 7:30 pm. Meet local businesses. Everyone welcome - Free admission. Great prizes, food and drinks. 530-587-8808

30 **Truckee-Tahoe Community Chorus Spring Show**, Resort at Squaw Creek. 7 pm. www.singtcc.org 808-651-8397



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530-587-8808
www.truckee.com

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Truckee Tomorrow, continued from page 1

The priorities identified include:

- Downtown Truckee improvements – creating a more appealing atmosphere
- Enhanced marketing of Truckee – creating a “bigger voice” for Truckee and the region
- Business retention and recruitment – with a focus on second homeowners
- Transportation – leveraging Truckee’s position as a gateway to the region

The committee consisted of diverse industries such as ski resorts, health care, developers, construction, commercial real estate, small business, financial and non-profits. Most, if not all, of the committee members have committed to continued efforts on these projects.

“The Chamber was the energy behind bringing this group together to create the vision and the projects,” explained Beyer. “It is up to the committee and the community to continue the momentum to take each project forward. Of course, the Cham-

ber, the Town and the TDMA all have a vested interest in ensuring that the level of engagement from the group continues. We are all very excited about the positive energy and collaborative spirit that infused this effort.”

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

Good Morning Truckee, continued from page 1

System were discontinuing the program, the Truckee Chamber and a group of community leaders came together to start discussions to pick it up.

“We all felt this was a program that would create a void for the community if someone did not take it on,” explained Tonya Beyer, Chair of the Truckee Donner Chamber of Commerce. “While it is being presented as a Chamber program, it really is the community’s forum and we are encouraged by the group of people that are committed to its success. It will become a community program put on by the community.”

Good Morning Truckee is open to the public – everyone is invited. It will be 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 will receive a reduced rate. Price at the door for general

public is \$10; Chamber members \$8.

Good Morning Truckee will launch March 8th. The first presentation will feature Andy Chapman of the North Lake Tahoe Resort Association and Julie Maurer of Squaw Valley USA on the Amgen Tour of California; and also speakers on the Truckee Donner Chamber economic development initiative Truckee Tomorrow (produced in partnership with the Town and the Truckee Downtown Merchants Association).

Citizens Bank, The Office BOSS, the Sierra Sun, and the Town of Truckee are committed to Good Morning Truckee’s success and have signed on as sponsors. 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.

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

Good Morning Truckee

Tuesday, March 8

7:00-8:30am
Truckee Town Hall, Council Chambers
10183 Truckee Airport Road, 2nd floor

FEATURING:

- Amgen Tour of California**
Hear what this major event means to our community
Andy Chapman & Julie Maurer
- Truckee Tomorrow**
Creating Economic Prosperity
- Stump Speeches & Announcements**

Open to the public • \$10 • \$8 chamber members
Includes continental breakfast

Sponsored by:

For more information, contact the Chamber at 530-587-2757 or email info@truckee.com