

Truckee Tracks

Supporting the Business Community of the Greater Truckee Area

Truckee Tomorrow

Truckee Tomorrow Launches Business Retention Program

As part of the Truckee Tomorrow collaborative economic development initiative, one component of a Business Retention Program has been launched. Economic conditions are forcing companies to rethink every aspect of their operations. Many businesses are facing issues that directly impact their ability to survive in difficult market conditions.

On a monthly basis, the Truckee Donner Chamber of Commerce, the

Town of Truckee, and the Truckee Downtown Merchants Association will invite a few businesses for a small, informal gathering to help us understand how Truckee can create a better environment for local businesses to succeed.

“This program is all about hearing about individual challenges and suggestions. Its learning what we have, what

See Truckee Tomorrow, back page

Save the date

Chamber Annual Installation of Officers and Awards Dinner Set for November 9th

The Truckee Donner Chamber of Commerce will host its Annual Awards Dinner and Installation of Officers Wednesday, November 9th at the Resort at Squaw Creek. Tonya Beyer, W&T Graphix, will be installed as Board Chairman for the 2011-12 term.

This event is always a fun evening including the Pandora’s Auction – a silent auction of fabulous items generously donated by our members. Auction proceeds support dynamic Chamber programs to continuously improve the community’s economic vitality and quality of life.

One of the highlights of the evening is honoring Truckee businesses and

business people who have been nominated for five awards. We look to our members to nominate your peers in the following categories:

- Large Business of the Year
- Small Business of the Year
- Hospitality Award
- Volunteer of the Year
- Non-Profit Organization of the Year

Watch your e-mail for a Nomination Form outlining the criteria for each award. Deadline for nominations is October 7th.

Invitations will be mailed in October. For more information, contact the Chamber at (530) 587-8808.

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

the 3/50 project

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

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

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

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

.....

Have you joined in the movement?

Pick 3. Spend \$50.

Who are your three??

inside this issue...

- Good Morning Truckee Fall Line-Up
- North Lake Tahoe-Truckee Leadership Program Recruitment Begins
- Donner Party Hike Offering a New Hike in Recently Acquired Summit Canyon



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

2010-11 Board of Directors

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

Chamber Staff

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

California Welcome Center Concierge Staff

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

Truckee Tracks

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

Truckee Donner Chamber of Commerce
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(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.

Accountonomix Bookkeeping

Owner Clint Berger knows that you probably didn't start your business to become a bookkeeper, and that's where he can help. Clint is a QuickBooks Certified Pro Advisor and a member of the American Institute of Professional Bookkeepers who offers a full service bookkeeping firm specializing in accounting, payroll, QuickBooks consulting, business start-up and merchant services.

His customized 'mix' of solutions is geared toward helping business owners increase profitability and grow their company. He manages the business aspects you aren't comfortable with while saving you time and money. Accurate clear financial records provide you with the whole picture on how your business is doing. Clint wants to provide that picture to his clients in an easy understandable way. For a free consultation call (530) 392-8530.

Bodywise Massage

Polly McGehee Triplat C.M.T. is a Well-Being Facilitator and a Massage Therapist who has been providing her healing services in Tahoe/Truckee for 20 years. Polly includes Shamanic Healing practices in her massage and Visionary Craniosacral Work, and can help with; chronic back pain, Temporomandibular Joint (TMJ) migraines, headaches, whiplash, sinusitis, chronic fatigue, depression, insomnia, anxiety, hormonal imbalances, stress-related illnesses, and your personal and spiritual growth.

Polly can assist you through a challenging life transition. She also is a Wilderness Guide and can provide Wilderness Rites of Passage/Vision Quests and Wellness Retreats. Polly is a true Earth-spirit who is dedicated to increasing wellness, community connection, and

See New Members, page 13

Chamber Calendar

SEPTEMBER

- Ambassador Committee - Tuesday, September 6, 11:30 a.m., Dorinda's Chocolate Cafe
Durbin Amendment Workshop (changes to debit and credit card processing) - Wednesday, September 7, 12:30-1:30 p.m., Truckee Community Recreation Center
Mixer - Thursday, September 8, 5-7:00 p.m., Resort at Squaw Creek
Good Morning Truckee - Tuesday, September 13, 7:00-8:30 a.m., Truckee Town Hall
Board Meeting - Tuesday, September 20, 3:30 p.m., Tahoe Truckee Community Foundation

OCTOBER

- Ambassador Committee - Tuesday, October 4, 11:30 a.m., location tbd
Demystifying the 2010 Census Workshop - Friday, October 7, 9:00 am - Noon, Sierra College
Good Morning Truckee - Tuesday, October 11, 7:00-8:30 a.m., Truckee Town Hall
Board Meeting - Tuesday, October 18, time and location tbd
Mixer - Wednesday, October 19, 5:00-7:00 p.m., Carmel Gallery and Holliday Development
North Lake Tahoe-Truckee Leadership Recruitment Breakfast - Thursday, October 20, 8:30 - 10:00 a.m., Blue Onion Cafe, Kings Beach
Mixer - Thursday, October 27, 5:00-7:00 p.m., Sierra Sun

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, September 8 • 5:00-7:00 p.m.

Hosted by: Resort at Squaw Creek

Where: 400 Squaw Creek Road, Olympic Valley

(Joint Mixer with the North Lake Tahoe Chamber)

Wednesday, October 19 • 5:00-7:00 p.m.

Hosted by: Carmel Gallery and Holliday Development

Where: 9940 Donner Pass Road, Truckee

Thursday, October 27 • 5:00-7:00 p.m.

Hosted by: Sierra Sun (Joint Mixer with the North Lake Tahoe Chamber)

Where: 12315 Deerfield Drive, Truckee

Anniversaries

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

40+ Years

Porter Simon, A Professional Corporation

35+ Years

Donner Lake Realty, Inc.

25+ Years

McDonalds Corp.

Wells Fargo of California Insurance Services, Inc.

Boreal Mountain Resort

Coachland RV Park

DBI Beverage Co.

Inn at Truckee

Loch Leven Lodge

McClintock Accountancy Corp.

Sugar Bowl Resort

Tahoe Forest Hospital District

The Truckee Hotel

Truckee Donner PUD

Truckee Tahoe Airport District

Truckee Tahoe Medical Group

Coldwell Banker Residential

Brokerage

Fidelity National Title

Mountain Home Center

Larkspur Hotel Truckee-Tahoe

20+ Years

Truckee Rents

Ward Young Architecture & Planning

McCormick Realty

Tributary Whitewater Tours

Tahoe Forest Women's Center

Edward Jones Investments -

Bruce Turner

North Tahoe Event Center

Donald J. Orme DDS

Charter Media

Sitkoff/O'Neil Accountancy

Tahoe Sierra Board of Realtors

Villager Nursery Inc.

Russ Wilson Plumbing Inc.

Creative Concepts Media +

Marketing

Tahoe Dave's Skis & Boards

15+ Years

M W A Inc. Architects and

Engineers

Truckee Donner Land Trust

Sierra Mountain Mortgage, Inc.

Davis Yoder Realty Group

White Buffalo

Law Offices of Michael E.

Graham

SCO Planning & Engineering Inc.

Donner Gate Chevron

LPL Financial

EventMasters Party Rentals &

Supplies

Dragonfly Restaurant and Sushi

Bar

Southwest Gas

Placer Title Company

AWAXX Systems

Marilyn's Catwalk

Cabona's

Crossroads Car Wash

10+ Years

Community Recovery Resources

(CoRR)

Hania's Bed & Breakfast

W & T Graphix

Castle Peak Vacation Rentals

Robert Colpitts DDS

PlumpJack Squaw Valley Inn

All Star Carpet Care

Lahontan Golf Club

GLA Morris Construction

The Rock Garden

Truckee River Watershed Council

KidZone Museum

Truckee Home & Building Show/

Memorial Day Weekend

Truckee Donner Lodge

Aegis Insurance Markets

Sunny Day Guides

Associated Bag Company

Truckee Getaway Vacation

Homes

Tahoe Truckee Community

Foundation

Truckee Optimist Club

Truckee Donner Railroad Society

Truckee Pines Apartments

Elite Window Tinting

Truckee Sunrise Rotary Club

Truckee - North Shore Directory

Project MANA

Alpine Mounting Systems -

tahoeposters.com

Pettit Gilwee Public Relations

Airport Self Storage

Stoel Rives LLP

HD96 Publishing

5+ Years

The Real Graphic Source

Blue Coyote Bar & Grill

Resultant Profitability LLC

Sierra Senior Services

Tahoe Forest Hospice

O'Dette Mortgage Group

Business Connections

J D HOSS Hardwood and Carpet

Soroptimist International of

Truckee Donner

Tahoe Truckee Composite

Squadron Civil Air Patrol

Tahoe Truckee Excellence in

Education Foundation

Images Salon and Beauty Supply

Dickson Realty Truckee Tahoe

Alpine Lock and Key, Inc

Squeeze In

Wells Fargo Advisors, LLC

Thin Air Motorsports

For Goodness Sake

Gary Davis Group Design &

Engineering

A Step Above Inc.

The Pour House

SmallPond Studios

Schaffer's Mill Club

Mountain Forge

Rademachers Woodworking, Inc.

Tahoe Adventure Company, LLC

Squaw Valley Lodge

Sierra Cosmetic Laser

2+ Years

Andregg Geomatics

Kevin C. Johnson - Handyman

Cal Neva Resort Spa & Casino

NSM Corporation

Sears Hometown Stores

Boys & Girls Club of North Lake

Tahoe

Certified Folder Display Service,

Inc.

Custom Learning Academy

Tahoe Luna Chix

TW Electric

Tahoe Whitewater Tours

Tahoe Truckee Lacrosse

Association, Inc.

Friends of Truckee Library

1 Year

Handcrafted Structures

T Pots Pottery

Avec Wine + Food

Laura Ryan

American Red Cross

Law Office of Peggy A. Headley

Genesa Inc.

Pizza on the Hill Restaurant

The Lodge Restaurant and Pub



Chamber of Commerce Board of Directors

The following members of the Truckee Donner Chamber of Commerce have been nominated to serve on the Board of Directors for a three-year term that begins October 1, 2011 through August 31, 2014.

Chamber members may nominate other qualified members for the Board of Directors by submitting a candidate's statement and petition bearing ten nominating signatures from Chamber members to the Chamber no later than September 15, 2011 at 5:00 p.m.

If no other members are nominated, no election will be held and the following nominees slated will be declared elected:

The Nominated Slate:

- Jon Borden, *Truckee Donner Lodge*
- Jude Koenig, *Attorney at Law*
- Kelly Rodriguez, *Northstar-at-Taboe*
- Kevin Smith, *Truckee Tahoe Airport*

Questions should be directed to Lynn Saunders at the Chamber at (530) 587-2757.

Chamber Statistics

The Chamber is Working For You

PHONE CALLS

August 2010.....	1,560
September 2010	1,228
October 2010	1,313
November 2010	1,472
December 2010.....	1,373
January 2011	1,243
February 2011	941
March 2011.....	865
April 2011	1,177
May 2011.....	1,082
June 2011	1,371
July 2011	1,547

WRITTEN REQUESTS

August 2010.....	862
September 2010	1,133
October 2010	629
November 2010	1,228
December 2010.....	449
January 2011	936
February 2011	668
March 2011.....	821
April 2011	587
May 2011.....	801
June 2011	1,560
July 2011	2,499

www.truckee.com VISITS

August 2010.....	8,502
September 2010	7,155
October 2010	5,775
November 2010	5,755
December 2010.....	7,417
January 2011	7,006
February 2011	6,085
March 2011.....	6,021
April 2011	4,946
May 2011.....	6,092
June 2011	7,856
July 2011	9,475

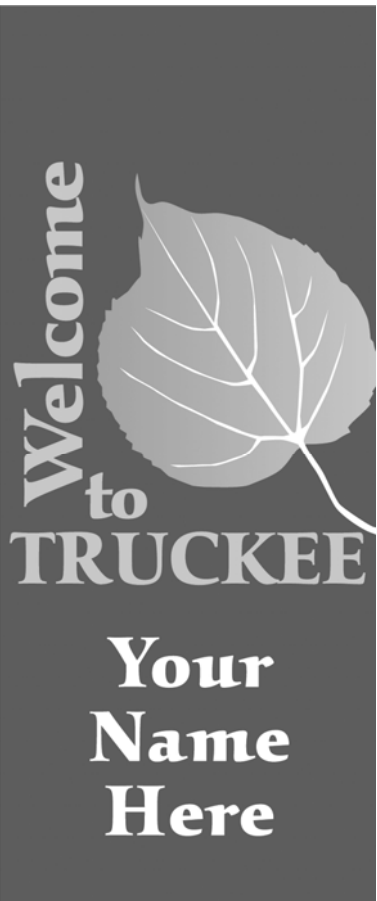
VISITORS TO CHAMBER

August 2010.....	7,598
September 2010	6,603
October 2010	4,611
November 2010	4,640
December 2010.....	6,834
January 2011	6,322
February 2011	5,863
March 2011.....	5,185
April 2011	6,070
May 2011.....	6,066
June 2011	8,730
July 2011	10,019

**Advertise your
business on
downtown
banners**

**that will hang from
mid-October to
mid-December.**

\$190 per banner



Contact Kathy Hess, *Just Imagine Marketing & Design*
530.386.4112 or kathy@justimaginemktg.com

**The Truckee Paint Mart
(Truckee and Reno)**

Brad, how long have you been in business, and how long have you been conducting business in Truckee?

We have had a store in Truckee since 2000, but our main store in Reno was started back in 1952!

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

We provide paints, stains, clear finishes, industrial coatings and just about anything related to painting.

Who are your clientele?

Our main business is generally with the painting contractors and general contractors, but we also cater to anyone that has a painting project.

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

By locating in Truckee we are able to fill the needs of the local community with their painting requirements, and establish great relationships.

What has been the most rewarding project undertaken since beginning business in Truckee?

Just being part of the building and development of some of the exclusive communities is always rewarding.

What has been the greatest challenge overall to your business?

Trying to keep up with California's legislation regarding paints and stains.

What has been the most beneficial overall to your ability to conduct business in Truckee?

We are fortunate to have well trained loyal employees that have your back.

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

We love to golf, go fishing and participate in just about any sporting event.

Any tips or pointers for other small business owners in the region interested in continued success like yours?

Keep working hard in the good years and work even harder in the not so good years.

What do you find is the most valuable benefit of Chamber membership?

We appreciate the support of the business community.

What are your business goals?

I would like to continue growing the business and open another outlet!



Owner Brad Becker

**Unique Boutique — Viviane’s
Vintage And Vogue**

Viviane, this is no ordinary shop, how long have you been in business?

The Unique Boutique opened in 1994, and began as the locals’ well kept secret. But word got out and a while ago New York City’s *Jane* magazine did an interview and photo shoot for an issue!

The Unique Boutique is a consignment shop in which others bring in their gently used clothing, and vintage treasures that they wish to sell. I have consignors that have been here since the beginning, and there are multi-generational customers that came in with their mother and are now returning as mothers themselves.

What has been one of your greatest challenges?

The location — I am off the beaten path, on the "other side of the tracks", yet out-of-towners always manage to find the shop. Google maps are helpful.

How has the Chamber helped?

Just yesterday four women came in after picking up my card at the Truckee Chamber Visitors Center!

What has been the most rewarding aspect of your business?

I love helping others to earn some income with things they're "over" and ready to share. One single mom was grateful for the added income, and I had a 90-year-old woman bring in her collection of vintage hats, she wanted them to live again.

I am proud of the items that people bring to my shop that are handmade, one-of-a-kind. I am more "hands on" now ordering specialty items that get people to their Disco or Flapper parties, or Burning Man as well as prepare for job interviews or weddings, whether the bride or the mother of the bride.

I take a personal approach and help fulfill the customer’s vision. This is "theme party central" — a happy place, lots of laughs, photos and fun



Owner Viviane Sabol



Good Morning Truckee

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

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

public is \$10 per person. Price includes a continental breakfast and raffle ticket.

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

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

Good Morning Truckee Chamber Member Business Profile Presentation

As a Chamber member benefit, each month a Chamber member is given the opportunity to make a 3 to 5 minute presentation to the group. The presentation should provide insight into their business and/or industry, trends, challenges and opportunities. It should not be a blatant commercial for their business. It is about a meaningful exchange of information, positioning themselves as a reliable resource, and developing relationships.

There is no charge to be a featured Chamber Member Business, however we do ask that the presenting Chamber Member Business please donate a raffle prize for the meeting (of a minimum \$25 value).

Due to time constraints, we are only able to offer one Chamber Member Business Profile each month. Please contact the Truckee Donner Chamber of Commerce at (530) 587-2757 or e-mail info@truckee.com to learn more and to get on a waiting list for this opportunity.

Good Morning Truckee Sponsorship Opportunities

Want to support this successful monthly event and promote your business through monthly ads, e-mail broadcasts, press releases and more?

There are various sponsorship opportunities for Good Morning Truckee that start as low as \$300. This successful event has an average attendance of 85 influential people.

Good Morning Truckee is presented by the Truckee Donner Chamber of Commerce in partnership with sponsors Citizens Bank, The Office BOSS, the Sierra Sun, 101.5FM Truckee Tahoe Radio, and the Town of Truckee.

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

Good Morning Truckee Fall Line-Up

September 13th

Government Over-Regulation - What You CAN Do

The September 13th Good Morning Truckee will feature two speakers discussing the financial burden on California businesses, particularly small businesses, brought about by over-regulation, and what you can do about it.

Businesses must survive in a highly regulated world. Burdened under the weight of current regulations, it's no wonder that small businesses are suffering.

Good Morning Truckee brings two speakers together to engage in a dynamic discussion, moderated by Jeff Ridgel, owner of The Office BOSS, about what is being done to help small businesses to succeed with limited government interference.

California Senator Ted Gaines has introduced "Red Tape" legislation that aims to reduce the number of existing regulations by one-third.

Karla Lyngvar is CEO and co-founder of the Small Business Economic Impact Alliance (SBEIA). She is an inspirational leader and in-demand speaker, trainer and coach. Karla has helped tens of thousands of individuals, businesses and aspiring entrepreneurs more effectively execute their mission and take action on their desires. The SBEIA goal is to help small businesses thrive and grow, gather and share information, and promote small business legislation in California. They are supporters of the "Red Tape" legislative bill SB 951 introduced by Senator Ted Gaines.

October 11th

The State of the Economy

The October 11th Good Morning Truckee will feature Gary Zimmerman, a Senior Economist with the Federal Reserve Bank of San Francisco, speaking on the current state of the economy. As an economist, his research, analysis, and outreach activities support both the Economic Research and Public Information Departments.

From 1996 to 1999, Gary served as the FDIC's San Francisco Regional Economist.

Gary's research has focused on economic and banking topics in the Twelfth District. He has written articles on banking industry competition and performance, the business cycle behavior of industries like high-tech, aerospace, and construction, as well as regional economic conditions in the West.

Durbin Dollars and Credit/Debit Card Processing Changes

By Ed Windham, Heartland Payment Systems

What are Durbin Dollars you ask and why should I care? It refers to the Durbin Amendment to the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010, which regulates and limits the Interchange Rate that card issuers can charge for debit card transactions.

If your business accepts debit and credit cards, then it is important that you understand the amendment and how it affects your business and bottom line. It is probably the most significant change in the way that debit cards are processed and can significantly reduce the cost to merchants.

When the amendment was originally approved by congress, the indicated limit was a flat \$.07 - \$.12/transaction. This was vigorously opposed by the issuing banks. They stated that as structured, it would cost the industry \$8,000,000,000. They sued to block the amendment and the courts rejected their arguments. They lobbied to delay the enactment of the law and that was rejected by congress. Finally they lobbied the Federal Reserve, who congress empowered to finalize the details of the amendment and oversee its implementation. The final rule out of the Fed shows the power of that lobbying effort.

On June 29th, the Federal Reserve Board (FRB), limited the charges for all debit card transactions to \$.21/transaction plus 5 basis points or .0005% for fraud prevention. This is a significant increase from the \$.07 - \$.12 that the FRB had originally in December 2010. The charge for a \$40 transaction would be \$.23 versus the current \$.48-.52. This applies to both signature and pin based debit card transactions. If you sell over the Internet, the savings are even more dramatic, for an average \$80 transaction the interchange rate goes from \$1.40 to

only \$.25. The final FRB regulation goes into effect on October 1, 2011.

Note that this legislation only regulates the card issuers in the amount that they can charge through the Interchange or cost to credit card processors. It does not mandate that the savings be passed on to the merchant by their processor. One processor has already stated that by not passing through the savings, it will add \$20-30,000,000 to their bottom line. The banks have already said that they will be looking at ways to replace that lost revenue. Note that some of the debit card issuers are also card processors. It is very important that you ask your processor how they will be handling the

Durbin Amendment and if they will be passing the savings to your bottom line. Heartland Payment Systems will be passing the entire amount of the savings to its merchants, an estimated \$350,000,000 or about \$1,400 annually for our average merchant.

If you are interested in learning more about the Durbin Amendment and some of the other changes that can also reduce your card processing costs, please join Ed Windham, Relationship Manager, and Jay Walsh, Territory Manager, Heartland Payment Systems for a "bring you own bag lunch" meeting, September 7 at the Truckee Community Recreation Center, 8924 Donner Pass Road, from 12:30 - 1:30 pm.

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It is probably the most significant change in the way that debit cards are processed and can significantly reduce the cost to merchants.
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Durbin Amendment Workshop
September 7, 2011
12:30 -1:30 p.m.
Truckee Community Recreation Center
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Immigration Compliance Workshop

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 workshop on "Immigration Compliance" on Thursday, September 22nd at The Village at Squaw Valley, Mountain Stream Conference Room from 9:00 to 11:00 a.m.

Learn about Form I-9 employment eligibility verification "best practices" and about other immigration-related record-keeping requirements.

- Form I-9 Do's and Don'ts
- E-Verify: costs and benefits
- How to create LCA Public Access File as required for employees on an H-1B visa
- How to properly document a leave of absence
- How to record a bona fide termination when terminating a foreign national employee
- How to deal with an audit

Presenter Gali Schaham Gordon practices immigration law in San Francisco. She is a local and national speaker on immigration issues for a variety of audiences, and has served as an expert witness on immigration law matters. Ms Gordon was selected to the "Rising Stars" list by Northern California Super Lawyers magazine in 2009, 2010 and 2011 and has received Outstanding Volunteer in Public Service awards from the Bar Association of San Francisco.

Early bird registration (before September 14th) is \$55 for Chamber & SHRA members; \$65 for non-members. Registration and coffee service will begin at 8:30 a.m.

To register, visit 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 or e-mail Laura@tahoetrainingpartners.com; or Linda Pendleton at the Truckee Donner Chamber of Commerce at (530) 587-8808 or e-mail Linda@truckee.com.

2012 Business Directory & Relocation Guide Ad Sales Begin

The 2012 Business Directory & Relocation Guide is the annual publication of Truckee Donner Chamber of Commerce members. The guide is an essential marketing tool that promotes your business, product or service. This useful guide puts your business in front of 550 Chamber members and their staffs, is mailed to over 11,000 homes and businesses in Truckee and surrounding area, and is distributed to potential new residents.

The Chamber is proud to have the reputation as a valuable resource for our members and an integral part of the Truckee community. Here is what some of our members say about the Chamber:

- “The Chamber is always looking for innovative ways to help people rally together; to build community; leadership and discussion – the Chamber is part of the solution!”

- “The Chamber does an outstanding job. They always meet me with a helping hand, good marketing, and successful events.”

- “The Chamber fills a valuable role in representing all business interests.”

- “The Chamber always promotes a positive economic, business and social environment for the local businesses in the area.”

Advertising in the 2012 Business Directory & Relocation Guide shows your commitment to the Truckee business

community, and supports dynamic Chamber programs to continuously improve the community’s economic vitality and quality of life.

The guide directs people where they should do business — with our members. Members of the Chamber are our number one priority. Members are the first referrals to the thousands of requests received each year from visitors, businesses, and residents seeking products and services. Last year, the Chamber assisted with:

- 75,230 walk-in customers to the Visitor Center
- 15,000 phone calls
- 10,000 written requests
- Over 87,000 visits to www.truckee.com

Distribution: A total of 16,000 guides will be printed. Every home and business in Truckee and surrounding areas, and Chamber member, will be mailed a copy with an additional 5,000 copies being distributed as relocation guides and to start-up businesses.

Advertising placement and artwork deadline is December 2nd. The guide is scheduled to be published mid-January. Don’t miss this opportunity to promote your company in the 2012 Business Directory & Relocation Guide.

For more information, contact Kathy Hess, Just Imagine Marketing & Design, office (530) 386-4112 office, cell (775) 846-

Recruitment for 2012 North Lake Tahoe-Truckee Leadership Programs Begins

Interested in honing and developing your leadership skills or learning more about the region, its challenges and opportunities? The North Lake Tahoe-Truckee Leadership Program, now embarking on its ninth year, is accepting applications for the 2012 program.

Since 2003, the program has graduated more than 175 individuals. These graduates are now challenging themselves, serving their employers and our community in active community-building efforts.

Workshops are lead by Shannon Beets of Sierra Nevada College. The day is integrated with 1/2 of the day spent on regional issues such as special districts, planning, and non-profit advocacy; and 1/2 on leadership skill development such as collaboration, team basics, and negotiation.

The program begins in January and ends with a May graduation. The program consists of five sessions, and two optional days where participants will be “out in the field” getting a bird’s-eye view of issues and challenges facing our community and how various agencies work.

Businesses can support the program, and show their commitment to the community, by sending an employee to participate in the program, and/or by being a sponsor. Businesses benefit from their involvement by developing well-rounded and newly energized employees and ensuring a continuity of leaders eager and able to improve and sustain our region.

To learn more about the program, consider attending the annual Recruitment Breakfast to be held October 20th at the Blue

Onion Café in Kings Beach. Breakfast includes a motivational speaker on the topic of leadership.

Information about the program, sponsorships, and applications can be found on www.TahoeTruckeeLeadership.com. The tuition fee is \$750; some partial scholarships will be available. Deadline for applications is December 15, and space is limited.

For more information, contact Lynn Saunders at (530) 587-8808 or e-mail lynn@truckee.com; or Cheri Sprenger at (530) 546-9000 or e-mail cheri@northtahoebusiness.org; or Kym Fabel at (530) 581-8764 or e-mail kym@puretahoenorth.com.

The North Lake Tahoe-Truckee Leadership Program 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.

North Lake Tahoe-Truckee Leadership Program Recruitment Breakfast

Date: October 20th
Time: 8:30 to 10:00 am
Where: Blue Onion Café, Kings Beach
Cost: \$15, includes breakfast
RSVP: (530) 546-9000 OR
cheri@northtahoebusiness.org

Resort at Squaw Creek™ Appoints New General Manager

Executives at Destination Hotels & Resorts recently announced that Eric Sather will take over the helm as the new General Manager for Resort at Squaw Creek™, the 405-room resort at the base of Squaw Valley USA. Sather, who served as General Manager of the Water Color Inn and Resort in Santa Rosa Beach, Florida, brings over 25 years of hotel management experience to the Tahoe-area resort.

“Eric Sather’s extensive background with luxury ski properties and resorts will be invaluable to Resort at Squaw Creek™, a perennial Condé Nast Traveler “Top 50” ski hotel,” said Mark Hickey, Senior Vice President, Hospitality Operations at Destination Hotels & Resorts. “We look forward to welcoming him to the Destination team, and his leadership at one of our marquee resorts.”

Prior to heading up management of The Water Color Inn and Resort, Sather served as General Manager at The Peaks Resort and Golden Door Spa in Telluride, Colorado, Robert Redford’s Sundance Resort, Aspen Meadows Resort in Aspen, Colorado and the IBM Learning Center, IBM’s hotel and conference center at their world headquarters in New York. He is a graduate of Trinity University with a Bachelor of Science in Business Administration.

AAA Four-Diamond Resort at Squaw Creek™ is a Destination Hotels & Resorts-managed property.

Squeeze In Expands to Meet Growing Demand

The Squeeze In opened a third location last spring in south Reno. The new location joins the ranks of already successful Squeeze Ins in northwest Reno and Truckee.

The 3,718-square-foot restaurant, located at 25 Foothill Blvd., in the South Creek Plaza at the corner of South Meadows Parkway and South Virginia Street, seats 150 guests indoors with outdoor patio dining in warmer weather. Well behaved, leashed pets are also welcome on the patio, where they are treated to water and gourmet dog food while their owners eat the Best Omelettes On The Planet.

“We strive to provide great food in a fun atmosphere by genuinely friendly energetic associates focused on the guest experience,” said Misty Young, president of Squeeze In.

With 107 quadrillion omelette possibilities, a healthy options menu, dozens of sandwiches, salads, burgers and burritos, as well as “killer” Bloody Marys and strong mimosas, the Squeeze In menu offers something for everyone, as told by thousands of guests.

The Squeeze In, voted “Best Breakfast Restaurant” in Reno, is owned by Misty and Gary Young and daughter and son-in-law, Shila and Chad Morris. The Squeeze In was featured on the Food Network’s Throwdown with Bobby Flay in 2010 and has been voted Best Breakfast in Truckee for the last eight years running.

Plumas Bank’s Creative Approach to Promoting Local Business

“It’s all about Relationships” ... that’s the tagline of Plumas Bank’s marketing campaign that features local businesses. The campaign includes print advertising that highlights a Plumas Bank local business customer with a photo and brief write-up about their business. The Business Showcase, within the Truckee Plumas Bank branch, provides a good amount of floor space for a business to highlight their product(s) or service(s). The campaign also includes an on-line presence, promoting local businesses on the www.PlumasBank.com website.

“We are so happy to be able to help promote our customers,” said Truckee Branch Manager, Shelly Wright. “We are committed to help strengthen the economic health of our community, and enjoy working together with our customers to help their businesses succeed and grow.”

Any Plumas Bank customer can ask to be featured in the marketing campaign. For more information, contact Shelly Wright at (530) 587-4747 or e-mail Shelly.Wright@PlumasBank.com.

Plumas Bank, founded in 1980, is a locally owned and managed full-service community bank based in Northeastern California. The Bank operates eleven branches located in the counties of Plumas, Lassen, Placer, Nevada, Modoc and Shasta. Plumas Bank offers a wide range of financial and investment services to consumers and businesses and has received nationwide Preferred Lender status with the United States Small Business Administration.

Better Homes & Gardens Real Estate Agents Now Five Star REO/Short Sale Certified

Better Homes & Gardens Real Estate recently announced that several of their agents have completed extensive training to handle both Short Sales and Bank Owned (REO) properties within their markets. The sales associates have received certifications in REO and Short Sales from the Five Star Institute.

“With the downfall of the economy real estate agents who obtain these certifications better understand that homeowners are looking for alternatives to foreclosure and these agents are now prepared to assist those who need help. This extensive training prepares the agent to walk both homeowners and lenders through the short sale and bank owned process.” said Cathy Harry, Broker for Better Homes & Gardens Real Estate.

Should homeowners have questions regarding the choices they have in this market, they can contact one of their certified agents for counseling and assistance in reaching a decision that is right for them. In Truckee, they can be reached at (530) 587-3500.

Dorinda's Chocolate Café Now Open

Local chocolatier Dorinda Vance now offers her award-winning gourmet chocolates in the new Dorinda's Chocolate Café located on West River Street, Suite B (formerly the Book & Bean), which opened the first week of July. The cafe features Alpine Sierra coffee and Tahoe teas. While famous for chocolate covered cherries, the café offers a variety of sweets, even for non-chocolate lovers, as well as breakfast breads.

"The café is part of my sons' education. Dustin and Austin participate in all the decision making for the business from the logo to the products we sell. They are becoming quite the baristas and learning about coffee as well as associating with the public every morning as business owners," said Dorinda Vance, owner and Chief Chocolate Officer. "It's a joy to create a family business around the experience of gourmet chocolate."

Dorinda's Chocolate Café is open Monday to Saturday from 8:00am to 6:00pm; and Sunday from 10:00am to 4:00pm. They offer specialty chocolates and coffees, light breakfast and lunch fare, and free Wi-Fi. In addition, other services include candy making for special occasions, birthdays or weddings or great gift basket options. Specialty cigars will be added to the list soon.

Dorinda's regularly supports non-profits fundraising efforts. Last year Dorinda's participated in the Tahoe Women's Center gala - *Chocolate, Wine and Rose's* and took the "most outstanding original taste" while donating more than 600 pieces of chocolates to help raise money for the center and Project MANA.

For more information, visit www.DorindasChocolates.com; call (530) 562-6715 or stop by at 10009 West River Street, Suite B.



Record Your Music at the Tahoe School of Music

You can now record your music at the Tahoe School of Music. Their recording studio is open and at your service!

Tahoe School of Music offers an opportunity for learning and sharing music. They encourage those who are new to music as well as those who are experienced musicians. They focus on an environment that serves as a positive outlet not only for learning, but creativity, fun and interaction with others. They offer live music; guitar, ukulele, mandolin, banjo, bass, fiddle, trumpet, sax, piano, flute and vocal lessons; and open mic opportunities.

Their instructors all share an enthusiasm and excitement for music. Their main

focus is to create a positive environment where students are encouraged to express themselves musically and to create and share music with others. Their instructors have a wealth of experience and knowledge from teaching as well as performing professionally, that allows them to take students to the next level.

For more information about recording your music contact Ronnie Greninger at (925) 487-4322. For more information about the Tahoe School of Music, visit www.tahoemusic.net, call (530) 584-1234, or e-mail ben@tahoemusic.net. The Tahoe School of Music is located at 10038 Meadow Way, Suite E in Truckee.

American Cancer Society Seeks Volunteer Drivers for Road to Recovery Program

The American Cancer Society is seeking volunteers in our community for its Road to Recovery program. Volunteers are needed who can give a few hours a month, between 9:00am to 5:00pm to pick up patients from their homes and drive them to and from their cancer treatments. A vehicle in good working condition, valid driver's license, safe driving record, current auto insurance and a desire to help local cancer patients are all that is required to apply. Training is provided and required in order to be a volunteer driver for The American Cancer Society's Road to Recovery program.

"Road to Recovery volunteers arrange their own schedules, with some volunteering as little as one afternoon a month and others driving people as often

as twice a week," said Cindy Bahl, Community Mission Director with the American Cancer Society. "If you have a car and some spare time, you can help someone keep a very important appointment and one step further on their road to recovery."

They aim to have drivers in place to serve our community by the end of the year and to have a strong program in place when the new Tahoe Forest Cancer Center opens next summer.

For more information about the Road to Recovery program or to find out about other volunteer opportunities and programs, contact the American Cancer Society at (530) 342-8365 or visit www.cancer.org or contact local Volunteer Driver Coordinators Sue Kyer at (530) 412-0869 or Jan Colyer at (530) 546-2912.

How Businesses Can Connect to Sierra College Students

Are you passionate about what you do and why? If the answer is yes, you may be a great candidate to provide informational interviews, job shadow opportunities or visit a class as a guest speaker.

Sierra College's Career and Technical Education faculty and students are seeking business connections. Career education classes on the Tahoe-Truckee campus in-

clude accounting, digital art and web design, business, human development, Mechatronics, photography, and nutrition.

For more information on how you or your business can connect with Sierra College, please contact Nicole Cheslock at (530) 548-5010 or nicole@nicolechelslock.com.



Donner Party Hike Offering a New Hike in Recently Acquired Summit Canyon

The Truckee Donner Land Trust recently acquired 260 acres in Summit Canyon west of Donner Lake and immediately below Donner Summit. Bisecting this property is the "Old Stock Trail". This historic route was one of the earliest routes over Donner Pass and is part of the Dutch Flat-Donner Lake Wagon Road. Previously private property, it is now available for public use.

A new hike in this area is being added to the 19th Annual Donner Party Hike, to be held October 8 & 9. The Truckee Donner Chamber of Commerce hosts this popular event that unites two passions – love for the Sierra Nevada wilderness and fascinating emigrant history.

The Summit Canyon hike is being added for the first 30 hikers that register. This hike will explore the Dutch Flat Donner Lake Wagon Road, and all inclusive history, from Donner Summit all the way to Donner Lake. The hike is one way, moderate, about 3.5 miles in length. The hike will be led by Greg Palmer, a volunteer guide for the Donner Party Hike for the past 19 years. "All of us history buffs are truly excited about this

new hike and want to share it with locals and visitors alike," said Palmer.

"The acquisition would not have happened without the help of Nevada County Supervisor Ted Owens, and Truckee Town Council member Barbara Green. They served as critical intermediaries with the sellers Frank and Julie Cad-jew of Reno," said Truckee Donner Land Trust Executive Director Perry Norris.

The property provides access to the historic features on Donner Pass such as petroglyphs and China Wall. "It has significant historical values playing a role in emigration, the transcontinental railroad, and development of America's highway system," said Nevada County Supervisor Ted Owens.

To register for the new Summit Canyon hike, or any of the other six hikes offered, visit www.truckee.com to download a registration form or call the



Truckee Donner Chamber of Commerce at (530) 587-8808. Space is limited for all hikes and reservations are required. Early registration for the Saturday hikes is \$45



(\$50 after September 20, 2011) per hiker and includes a guided hike, commemorative water bottle, BBQ lunch and afternoon presentation. Sunday's walking tour is \$15 and includes the guided walk and entrance to the Emigrant Trail Museum. 2-day hike package is \$60 (\$65 after September 20, 2011).

Sponsors of this event include: Cedar House Sport Hotel, Donner Lake Village Resort, Donner Memorial State Park, Hampton Inn and Suites Tahoe-Truckee, Larkspur Hotel Truckee-Tahoe, Northstar-at-Tahoe, Sugar Bowl Ski Resort, Town of Truckee, Truckee Donner Lodge and the U.S. Forest Service.

Donner Party Survivor Lewis Keseberg to be Portrayed In Chautauqua Performance at 19th Annual Donner Party Hike Event

Lewis Keseberg, perhaps the most infamous, and vilified, member of the Donner Party, will be portrayed in a Chautauqua performance at this year's 19th Annual Donner Party Hike event on October 8, 2011.

Lewis Keseberg, 32, was the last member of the Donner Party to be rescued, by the Fourth Relief. Upon his arrival at Sutter's Fort, he filed an action for defamation. Presumably the allegedly defamatory statements were the stories spread by the Fourth Relief that Keseberg had killed Tamsen

Donner for her money. The court found for Keseberg, but awarded him only one dollar in damages.

A Tahoe local since 1974, David Fenimore, Director of Undergraduate Studies in English and Core Humanities Instructor at University of Nevada, Reno, will treat Donner Party Hike participants to a top-notch Chautauqua performance of Lewis Keseberg. Chautauqua is where someone portrays a character through the character's own words and brings the character alive, plus adds commentary on today's issues.

Squaw Valley USA Opens Geocaching on the Upper Mountain

Squaw Valley USA recently announced the opening of geocaching on the resort's upper mountain. Geocachers can ride Squaw Valley's Cable Car up to High Camp to find ten caches hidden among the mountain's peaks. Geocaching is free with a Cable Car ticket and GPS units are available for rent at the High Camp retail store for \$10 per day.

Geocaching is an outdoor treasure-hunting game in which participants use a GPS (global positioning system) handheld device to locate more than 430,000 caches or treasure boxes, hidden around the world

on all seven continents including Antarctica. These caches contain small treasures, usually toys or other little trinkets.

"Geocaching offers yet one more way to experience Squaw's inspiring mountain terrain and scenic lake views for people of all ages—be they experienced cachers or families looking for a fun activity," said Mike Livak, Squaw Valley's senior vice president.

Squaw Valley's caches are rustic-looking ammo cans containing a logbook and small prizes. In the log book, cachers can see who has come before them and log

their own names and comments about their search. Geocachers are asked to follow the general caching rule of "take-a-trinket, leave-a-trinket."

Geocaching is only open during Cable Car hours of operation. The Cable Car runs daily from 10:40am to 5:00pm through September 5. The Cable Car will only operate on weekends, Saturdays and Sundays, from 10:40am to 5:00pm September 10 through September 25. Cable Car tickets are \$29 for adults, \$22 for youth and seniors and \$12 for children 12 and under.

Demystifying the 2010 Census Workshop

The 2010 Census is significantly different from any other data we have seen and used in the past. The social and economic data you need are no longer available in the decennial census, but we can show you how to find it!

Whether you are writing a business plan or a grant proposal, or solving community challenges, this introduction to the 2010 Census will teach you how to get and

use the data you need.

This hands-on, computer based workshop will be facilitated by Warren Jensen from the Center for Economic Development.

Class size is limited to 23 attendees! Reserve your space today. There is no cost to attend. Workshop will be held Friday, October 7, 2011 from 9:00am to noon at Sierra College at 11001 College Trail in

Truckee.

To RSVP, contact Maia Schneider at (530) 582-6313 or e-mail mschneider@tdhd.com.

The workshop is sponsored by the Truckee Donner Chamber of Commerce, Tahoe Forest Health System, Town of Truckee, Tahoe City Public Utility District, North Lake Tahoe Chamber, Sierra Business Council, and Sierra College.

Hotels **Resorts** **Agencies**
Home Repair **Legal Services** **Retail**
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Sports **Snow Removal** **Restaurants** **Design**

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Support green businesses in your community who hold themselves to a higher standard of sustainability and commitment to the environment. It's easy: Shop at green businesses displaying the KSG logo in their windows, or search for green businesses in your community at www.KeeptheSierraGreen.org.

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www.KeeptheSierraGreen.org

New Members, continued from page 2

nurturing the nature of the human spirit. Call her at (530) 412-0774 for questions or an outcall at your location.

First Command Financial

Nicole Silverio is a financial advisor at First Command Financial Services. Located at 10116 Jibboom Lane, Suite 3, she develops and delivers comprehensive financial plans and solutions to assist families in their efforts to reduce debt, build wealth, and confidently pursue their financial goals and lifetime dreams.

In the current economic situation it is important to trust your advisor and know what to do to protect your financial security, and to make the most of your pay and benefits. First Command Financial Services embraces conservative financial principles and advocates consistent saving, disciplined investing, and a thoughtful insurance strategy as cornerstones of a foundation for financial well-being. She can assist with ensuring lock-in affordable premiums and survivor needs planning. Nicole is available at (530) 550-1412.

Hang Gliding Tahoe

Paul Hamilton's Hang Gliding Adventures offers flying with a different perspective and is for all ages. Available year round hang gliding is also a great platform for aerial photography and

video. Paul is a Master Rated Hang Glider Pilot for more than 30 years, and Advanced Rated Paraglider Pilot for 20 years with the USHPA (United States Hang Gliding and Paragliding Association).

He holds the Federal Aviation Administration's (FAA) highest ratings possible for Weight-Shift Control aircraft with a Private Pilot rating, a Certified Flight Instructor (CFI) rating, and is an FAA Designated Pilot Examiner (DPE) to test pilots for FAA sport pilot and flight instructor licenses. Call Paul at (775) 772-8232 to make arrangements for him to meet you at the Truckee or Carson City Airport.

Heartland Payment Systems

Heartland Payment Systems is a payment technology company specializing in credit card processing, payroll services, gift marketing and check management. Ed Windham, a Truckee/Tahoe resident of 15 years, offers customers the highest level of ethical sales and service support. All his sales staff are employees and owners of Heartland Payment Systems, that exclusively use Interchange Plus pricing.

Whatever your industry Heartland helps with your payment transactions. The staff helps you navigate through the complexities of payment processing and managing the associated expenses, and

informs you about key developments and trends in the payments processing industry. You will also learn about fair card processing practices and ensure your business is compliant, especially with data security compromises on the rise.

Give Ed a call at (530) 414-1550.

Linthicum Corporation

Linthicum specializes in the development and construction of luxury residential and finely finished commercial spaces. Established in 1988 their team offers talent and experience as well as a desire to continuously improve. Combine this with a leadership team that maintains a position on the cutting edge of risk management and remains ahead of changes in the marketplace to better fulfill their clients' wishes.

Now in the Truckee area, Linthicum is the premier builder of high-quality custom residential, commercial and golf properties in the western United States. They combine exceptional architecture and design with superior craftsmanship and construction in some of the most breathtaking locations and environments in the world. Contact Aaron Genova, the director of building development at (623) 207-5200 to bring your dream into a reality.



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call (877) 853-9093

**Live Here. Work Here.
Play Here. Bank Here!**

We're committed to the Truckee Community.



Calendar of Events September

1 Summer Movie Series, Village at Squaw Valley USA. 8:30 pm. Free. Pedal Driven, a new bikeumentary. Sponsored by Biking for a Better World. www.squaw.com 530-583-6955

1-19 18 Holes and Sushi Rolls, Village at Northstar™. \$95. Includes 18 holes at the Northstar Resort golf course per person & \$25 gift card valid at Mikuni Sushi. www.northstaratahove.com 530-562-2188

2 First Fridays, Historical Downtown Truckee. Join Truckee merchants on the first Friday of each month from 4 to 8 pm for monthly specials and special guest artists, live music, and great shopping deals. www.historictruckee.com

3 Donner Lake Run, Donner Lake, West End Beach. 7:30 am. \$45. 6K/3.7 mile run. Entry to West End Beach, water bottle, catered breakfast, raffles, awards. www.DonnerLakeRun.com 530-448-0519

3 Summer Hiking with Cedar House, Donner Summit to Squaw Valley, USA. \$65 to \$85. Guided hike, lunch and transportation. www.cedarhousesporthotel.com 530-582-5665

3-5 Sierra Mountain Soccer Club: Fire in the Sky Labor Day Weekend Tournament, River View Sports Park. 9 am. Proceeds benefit Sierra Mountain Soccer Club scholarship program. www.sierramountainsoccer.com 530-587-2633

3-5 Tahoe Rim Trail Association Backcountry Camps, DWR Building at 948 Incline Way. Saturday; 8 am. \$40. Camping and working on the trail. www.tahoerimtrail.org 775-298-0231

4 Alpen Wine Festival, The Village at Squaw Valley, USA. 2 to 5 pm. \$40. 40 Northern California vineyards. Benefits Can Do Multiple Sclerosis. www.squaw.com 530-583-6985

4 Astronomy Adventures: Scorpius Stings the Moon, Tahoe Vista. Call for times. \$70. Guided sunset kayaking, hiking and tour of the sky. www.tahoeadventurecompany.com 530-913-9212

6 Foothill Farmer's Market, Truckee River Regional Park. 8 am to 1 pm. www.foothillfarmersmarket.com 530-823-6183

8 Squaw Valley Institute and Parasol Foundation present - Complexity of Economy Forum, Resort at

Squaw Creek. 7:00 pm. Panel comprised of Dean Meiling, David Hardie and Robert W. Holman. Admission free, limited space. 530-581-4138

9 Summer Winemaker Series - Orin Swift Cellars, PlumpJack Cafe, Squaw Valley USA. 6 to 9 pm. Wine tasting, wine and food pairings. www.plumpjackcafe.com 530-583-1578

9-11 Lake Tahoe Autumn Food & Wine Festival, Village at Northstar. \$50. Grape stomp, wine walks, seminars, cooking demonstrations, grand tasting, culinary competitions and mountain chef cook off. www.northstaratahove.com 800-466-6784

10 Tahoe Maritime Museum - Truckee Annex Open House, 10434 River Park Place, Truckee. 10 am to 5 pm. \$5 per adult, children 12 and under free. www.tahoemaritimemuseum.org 530-525-9253

11 Tour de Tahoe - Bike Big Blue, Start and Finish at the Lake Tahoe Horizon Casino Resort. 6:30 am. \$100. 72 mile bike ride around Lake Tahoe. www.bikethestwest.com 800-565-2704

11 Full Moon Kayak, Tahoe Vista Recreation Area. 6 to 9 pm. \$60. Star gazing. Kayaking equipment, knowledgeable guides, instruction, natural history and astronomy discussions, and kayak games. www.tahoeadventurecompany.com 530-913-9212

13 Good Morning Truckee, Town Hall. 7 to 8:30 am. Government Over-Regulation - What You Can Do. Speakers California Senator Ted Gaines and Karla Lyngvar, CEO and Co-founder of the Small Business Economic Impact Alliance (SBEIA). \$10 Public; \$8 Chamber Members includes continental breakfast. Great raffle prizes. 530-587-8808

13 Foothill Farmer's Market, Truckee River Regional Park. 8 am to 1 pm. www.foothillfarmersmarket.com 530-823-6183

17 Tahoe Big Blue Adventure Races, Northstar-at-Tahoe. Sprint (2-4 hour finish) and Classic (6-9 hour finish) adventure. Solo competitors or teams of two, three and four participate in kayaking, mountain biking, and trail running. www.bigblueadventure.com 530-546-1019

17-18 Trails and Vistas "Reflections & Rhythms", Spooner Lake. Various times. \$30 adults/\$10 children. 2 1/2 mile art hike with dance, music and po-

etry. www.trailsandvistas.org 530-563-6557

17-18 Tough Mudder, Squaw Valley, USA. Iron man meets Burning Man. A 10 mile obstacle course with 19 military-style obstacles. www.squaw.com 530-583-6985

18 Tahoe Fall Classic Paddleboard Race, South Lake Tahoe, Camp Richardson. 8 am. 22 mile race ending in Kings Beach. www.tahoeocup.org

20 Foothill Farmer's Market, Truckee River Regional Park. 8 am to 1 pm. www.foothillfarmersmarket.com 530-823-6183

21 Truckee Peace Day Celebration, Truckee River Regional Park Amphitheatre. 4 to 8 pm. Community Non-Profits will offer tables promoting peace while speakers, artists and musicians perform on stage. tdrpd.com 530-550-8981

22-25 Draft Horse Show, Nevada County Fairgrounds, Grass Valley. 530-273-6217 www.nevadacountyfair.com

24 Tahoe Sierra Century Ride, Squaw Valley USA. 7 am. Bike ride with scenic routes, challenging hill climbs, full support services, food and music. Benefit for Tahoe City middle and high school music programs. www.tahoesierracentury.com

24 Tahoe Maritime Museum - Truckee Annex Open House, 10434 River Park Place, Truckee. 10 am to 5 pm. \$5 per adult, children 12 and under free. www.tahoemaritimemuseum.org 530-525-9253

24 Truckee Flea Market, Community Arts Center, 8 am to 2 pm. \$20 per 12 x 12 spot, indoors and outdoors. tdrpd.com 530-582-7720

25 Donate Life Walk For Awareness, Sparks Marina. 9 am. 2 mile fun walk. Hosted by the Transplant Network. Registration \$25, for a team of 10 or more \$15 per member. www.donatelifewalknv.com

27 Foothill Farmer's Market, Truckee River Regional Park. 8 am to 1 pm. www.foothillfarmersmarket.com 530-823-6183

29 Kidzone Dragonfly Dinner, Dragonfly Cuisine. 5 to 9 pm. \$55. Benefit for KidZone Museum and Sierra Expeditionary Learning School. www.kidzonemuseum.org 530-587-0557

26th Annual Tahoe Autumn Food and Wine Festival is September 9-11

The 26th Annual Lake Tahoe Autumn Food and Wine Festival, considered one of Lake Tahoe's premier gourmet events, is scheduled for September 9-11 at the Village at Northstar.

The three-day event kicks off Friday, September 9 with the always hilarious Grape Stomp and Vineyard Luncheon.

Day two showcases some of the best culinary programs in the region, including three free outdoor seminars held in the heart of the Village at Northstar.

Saturday's ticketed events include both wine and food events, as well as a distillery party.

Sunday is the pinnacle of the festival with the Culinary Competition and Grand Tasting. It's a gastronomic dream as 30 of the area's finest restaurants, caterers and chefs from the Lake Tahoe region are paired with premium world-class wineries

For a complete list of festival programs, event descriptions, cost and to purchase tickets head to www.TahoeFoodandWine.com.

Calendar of Events October

1 Truckee Downtown Wine Walk & Shop, Commercial Row. 12 to 4 pm. \$30 in advance/ \$40 day of the event. Sip wine, taste scrumptious food samples and enjoy shopping. Tickets available from Truckee Donner Chamber of Commerce. www.truckeevinewalk.com 530-587-8808

1 Village Oktoberfest, Village at Squaw Valley USA. 2 to 6 pm. Traditional Bavarian music and folk dancers, benefit beer garden, brats, kraut and games, entertainment. Proceeds benefit the Tahoe Truckee Lacrosse Association. www.thevillageatsquaw.com 530-584-6266

2-9 Lake Tahoe Restaurant Week, Various locations. \$20, \$30 and \$40 per person. Guests visit favorite participating restaurants offering three-course, prix-fixe menus throughout the Tahoe-Truckee region. www.TahoeRestaurantWeek.com 530-583-2138

4 Foothill Farmer's Market, Truckee River Regional Park. 8 am to 1 pm. www.foothillfarmersmarket.com 530-823-6183

8 Tahoe Maritime Museum - Truckee Annex Open House, 10434 River Park Place, Truckee. 10 am to 5 pm. \$5 per adult, children 12 and under free. www.tahoemaritimemuseum.org 530-525-9253

8-9 Donner Party Hike, Truckee and Donner Summit. Emigrant history and more. Enjoy guided, interpretive hikes showcasing the spectacular beauty of Donner Summit and learn about emigrant history, the building of the transcontinental railroad including a walk through snowsheds, and High Sierra lakes. For detailed information please click on the yellow hiker icon at www.truckee.com 530-587-8808

11 Good Morning Truckee, Town Hall. 7 to 8:30 am. The State of the Economy - Present and Future. Speaker Gary Zimmerman, Federal Reserve. A community forum designed to provide timely and relevant information on a variety of topics. \$10 Public; \$8 Chamber Members includes continental breakfast. Great raffle prizes. 530-587-8808

11 Foothill Farmer's Market, Truckee River Regional Park. 8 am to 1 pm. www.foothillfarmersmarket.com 530-823-6183

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

15 TDRPD Art Show, Community Recreation Center. www.tdrpd.com 530-582-7720

16 Truckee River Day, Various venues. Work on

projects restoring meadows, planting native plants, and maintaining trails to improve water quality. All ages. Register for your location. www.truckeeriverday.org 530-550-8760

20-21 Truckee Historical Haunted Tour, Historic Downtown Truckee. \$30. Tales of the old west, shootouts, and Truckee's haunted history. Event hosted by Moody's Bistro, fundraiser for Trails & Vistas and Truckee Donner Historical Society. www.TruckeeHistoryTour.com 530-305-4231

22 Big Truck Day, New Town of Truckee Corporation Yard, adjacent to the new Forest Service building on Stockrest Springs Rd. 11 am to 2 pm. Free event. Hands-on, up close day with heavy equipment. 530-550-4457

28 Halloween Parade, Historical Downtown Truckee. Leaves the Truckee Train Station at 6 pm sharp along Donner Pass Road to the Community Art Center. Trick or Treat through the Community Art Center for candy. tdrpd.com 530-582-7720

29 Cadillac Ball, Resort at Squaw Creek. Rotary Club of Truckee fundraiser. 5:30 to 11 pm. \$100/dinner, \$100/raffle ticket. Auction, grand prize raffle, live entertainment and dancing. www.truckeerotary.org 530-414-1550

8th Annual Downtown Truckee Wine, Walk & Shop Set for October 1

Mark your calendars for the eighth annual Downtown Truckee Wine, Walk & Shop, set for Saturday, October 1st from noon - 4 p.m. This annual favorite brings nearly 1,000 attendees to shop and stroll in historic Truckee while indulging in some of the finest vintages and varieties matched with scrumptious food samples prepared by chefs representing the best restaurants and caterers in the region.

Tickets are just \$30 in advance (\$40 day of) and are available online at www.TruckeeWineWalk.com. A portion of the event proceeds will benefit Girls on the Run - Sierras.

The Downtown Truckee Wine, Walk & Shop is a fundraising event produced by Switchback Public Relations + Marketing, Inc. For more information contact Switchback at (530) 550-2252 or visit www.TruckeeWineWalk.com.

2nd Annual Lake Tahoe Restaurant Week is October 2-9

Lake Tahoe Restaurant Week is a celebration of the scrumptious cuisine and culinary talent that has made the Lake Tahoe region the best mountain-dining destination in the country.

The weeklong event, Sunday, October 2, runs through Sunday, October 9. Local food aficionados and visitors will delight their palate with 3-course prix-fixe menus at exceptional values that incorporate organic, seasonal and local ingredients.

There are no passes, tickets or coupons needed. Instead guests simply visit their favorite Lake Tahoe restaurants, which are offering 3-course, prix-fixe menus for \$20, \$30 or \$40 per person (tax and gratuity not included). Reservations are strongly recommended.

To learn more, and for a complete list of participating dining establishments, their downloadable prix-fixe menus, and how to take part, please visit www.TahoeRestaurantWeek.com or call Pettit Gilwee Public Relations at (530) 525-1164.

Rotary Club of Truckee Cadillac Ball Is October 29

The Rotary Club of Truckee presents the 2011 Haunted Cadillac Ball, *Not for the Faint of Heart*. The haunted event will be held on Saturday, October 29 at the Resort at Squaw Creek.

Event tickets and raffle tickets are on sale now. Event tickets are \$100 per person and raffle tickets are \$100 each. The raffle prizes include \$15,000 Grand Prize, \$5,000 Second Prize and \$3,000 Third Prize.

The Cadillac Ball is an annual "must attend" event and this year will be no different. Attire is elegantly spooky, dinner, a live band, live and silent auction will entertain the guests. The Cadillac Ball is the Rotary Club of Truckee's largest fundraiser and helps the club fund needs locally and globally.

For more information, visit www.cadillacball.com or call (530) 414-1550.



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problems there may be and what we can do as a business community to make it better,” said Lynn Saunders, President/CEO of the Truckee Donner Chamber of Commerce.

“It’s not just meeting and listening to what people need, but being able to respond to that,” said Saunders. “We are not selling Truckee, we are not selling the chamber. We are having them come in because we want to listen, we want to hear what each of those businesses does, we want to know what keeps them in Truckee, and if you’re looking to expand or relocate, how we can make that easier,”

“It’s about expanding the dialogue between the business community and the Town with a focus on the needs of business in these tough economic times,” said Tony Lashbrook, Truckee Town Manager.

The monthly gatherings have been named **Truckee Business Coffee Connection**. If you would like the opportunity to attend, please contact Lynn Saunders for more information at Lynn@truckee.com or call (530) 587-8808.



Interested in Getting Involved in Truckee Tomorrow?

Truckee Tomorrow identified four priority projects to focus on including:

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

Truckee Tomorrow is in the process of developing committees to tackle each of the four priority projects. If you have an interest or expertise in one of these areas, or want to get more involved, please contact Lynn Saunders for more information at Lynn@truckee.com or call (530) 587-8808.