



IN PROGRESS ONLINE

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North Lake Tahoe Business Assn. Names New Executive Director

The North Lake Tahoe Business Association (NTBA) has named Cheri Sprenger as its new executive director. Sprenger previously worked for the Walnut Creek Downtown Business Association from March 1998 through April 2004, guiding the organization through the "business improvement district" process. Through economic restructuring, design, promotion, and organization committees, the NTBA implements the Main Street Program for Kings Beach and Tahoe Vista. The Main Street Program engages businesses, property owners and local residents in the planning and enacting of programs and events that benefit the community economically and socially. For more information, contact the NTBA at (530) 546-9000 or visit <http://www.ntbamainstreet.org/> or the Sierra Sun at <http://www.sierrasun.com/article/20070504/NEWS/70504002&SearchID=7>

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PlacerArts to Present “A Starry Starry Night”

A local-wines wine bar, chef-prepared hors d'oeuvres, and live music alfresco await guests at PlacerArts' Board of Trustees Starry, Starry Night party May 24, 7 - 10 p.m., at Horton Farm Iris Garden, in Loomis. A silent auction at the event will offer framed artworks created in the style of Vincent van Gough by Placer Art League members. Raffle tickets will be available for packages donated by Loomis businesses such as the Flower Farm Inn, the Flower Farm Nursery, and High-Hand Nursery. Weather permitting, irises at the Horton Farm are expected to be in full bloom for the party. Tickets are \$20 for PlacerArts members, \$25 for non-members. For details and tickets, call (530) 885-5670 or visit PlacerArts at <http://www.placerarts.org/>

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California Welcome Center-Auburn Seeks Ambassador Volunteers

The California Welcome Center-Auburn, a state-certified tourism information agency, is seeking volunteers who are friendly, professional in manner, knowledgeable about the area, and interested in sharing their expertise with visitors. CWC Ambassador Volunteers meet and assist travelers from all over the world and interact with other community volunteers and docents. Other exciting volunteer opportunities at CWC's Tourism Information Center and Gift Shop include working on the CWC website; writing newsletter articles; updating the calendar of events; assembling information for weddings, company events, and reunions; and attending local fairs, festivals, and celebrations to distribute information. To prepare for their positions, volunteers will have the opportunity to attend orientations and training seminars, and take “familiarization” trips around the area. The center is located at 13411 Lincoln Way, Auburn. For details or to volunteer, call Jan Decker at (530) 887-2111 or visit CWC at <http://www.visitplacer.com/>

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Newcastle Produce Welcomes New Chef

As a teenager, Chelsea Federwitz got her first job ever at Newcastle Produce. Now, after graduating from the Culinary Institute of America in Napa, where she completed the Baking and Pastry program, Chelsea is back where she started. She's returning to Newcastle Produce at a time when many improvements and expansions are underway. The market is expanding its produce case and deli; adding a gourmet cheese case, espresso machine, and panini press; and starting to offer boutique wines. “I am striving to use high-quality foods and present them at their best,” Chelsea said. “My goals include offering more healthy options, promoting more seasonal and vegetarian-friendly options, as well as new desserts.” For more, visit Newcastle Produce at <http://www.newcastleproduce.net/newsletter/default.asp?id=109>

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Pescatore Winery Releasing 2006 Barbera

Medium-bodied, fruity-flavored, and not as heavy as Pescatore's other wines is how owner Pat Wegner describes the winery's 2006 Barbera, being released this month. "Many people who like white wine enjoy our Barberas," Pat says. "It's our most popular wine." Pescatore Vineyard and Winery, a small family estate located in Newcastle, is owned and operated by David and Pat Wegner, two sons, Tim and Steve, and their wives, Misti and Noelle. The name Pescatore derives from another family connection; it was the maiden name of Pat's grandmother, who immigrated to this country from Italy at age 13. The Wegner family makes wine in the traditional way, using a basket press and aging it in American and European oak barrels with no fining or filtering. Their 15 acres -- of decomposed granite soil and rolling hills -- provide a Rhone-style growing environment. Pescatore is now offering 2005 releases of Zinfandel, Syrah, Petite Sirah, and Barbera. The moderately-priced wines are available direct from the winery or at local supermarkets and small, independent markets and shops. For more, call (916) 663-1422 or visit Pescatore Vineyard & Winery at <http://www.pescatorewines.com/>

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Sierra College Offers Construction Boot Camp Training & Job Fair

Young adults looking for a way to get into the construction industry can sign up now for a two-week Construction Boot Camp and Job Fair being held July 9 to 20. The Sierra College Center for Applied Competitive Technologies (CACT) is offering the program to prepare graduates for positions with local contractors, builders, and developers. The intensive training includes hands-on instruction with tools, materials, basic construction math, blueprint reading, and job-seeking skills. Applicants must be age 18 to 22 and drug-free with a high school diploma or GED, and valid California drivers license. Program participants will be ready for entry-level positions in the construction industry as a result of earning certifications in CPR/First-Aid, OSHA Safety Overview, Forklift Safety Training, and Flagger Training. The Boot Camp is sponsored by the Golden Sierra Job Training Agency, Placer County Contractors Association, and 49er Regional Occupational Program. The fee to participate is \$80. For an application, call Carol Pepper-Kittredge at (916)781-6288 or visit <http://www.sierracollegegetraining.com/>

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Interactive Biomass Workshop to Address Forest Health, Alternative Energy

A Biomass Workshop will be held on Friday, June 1, 8:30 a.m. - 4:30 p.m. at the North Tahoe Conference Center, in Kings Beach. The workshop is the latest in an ongoing series of working conferences addressing forest health, fuel load reduction, and economic development potential from biomass in the Sierra and Tahoe regions. Hosted by the Sierra Economic Development District (SEDD), Western Governors Association,

California Department of Forestry, and Placer County, the workshop is open to anyone interested in the region's forest health, fire safety, and alternative energy future. Participants will discuss the latest advances in the use of biomass-based fuels and other products. They will hear the latest on regulatory compliance and share lessons learned from recent biomass projects. Each interactive session will be facilitated by leading experts. The cost, \$25 per person, includes registration, parking, lunch, and materials. To register, contact SEDD at (530) 823-4703 or sedd@sedd.org

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Employment Training Panel Assists Placer County Firms

The California Labor and Workforce Development Agency's Employment Training Panel (ETP) approved two additional contracts for Placer County companies at its April 26th meeting. The Panel awarded a \$47,520 contract to Brower Mechanical, Inc. of Rocklin. Established in 1970, Brower provides heating and air conditioning services, sales and installations throughout the Sacramento Valley. Also, the panel awarded \$49,500 to Polycomp Administrative Services, Inc. of Roseville. Polycomp creates and designs retirement plans, self-directed IRA's, and Association Trusts for its clients. ETP is a business and labor supported state agency that helps employers strengthen their competitive edge by providing funds to partially offset the costs of job skills training necessary to maintain high-performance workplaces. California's ETP is a performance-based program, providing funds for trainees who successfully complete approved training programs and are retained in well-paying jobs for a specific period of time. The program is funded by the Employment Training Tax paid by California employers. It targets firms threatened by out-of-state and international competition. Since its inception in 1983, the ETP program has provided over \$1 billion to train more than 660,000 workers in more than 65,000 companies. For more information on ETP, contact Charles Lundberg at (916) 327-5261 or clundberg@etp.ca.gov

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Metro-Pulse Business Retention & Expansion Program Launched

On May 9, the Placer County Office of Economic Development joined two dozen other economic development organizations in the Sacramento Metropolitan Region to launch "Metro-Pulse." Metro-Pulse is a business retention and expansion system that matches business owners with services and resources they need to succeed and remain competitive in the region. Businesses in Placer County can now go online and self-assess their needs. This information is then transmitted to the Placer County Office of Economic Development, and service providers quickly follow-up with the needed resources. There is no cost for a business to visit the site or to do a self-assessment. Individual business data is kept strictly confidential. Aggregate data from business sectors will be gathered and analyzed, and trends noted and publicized. Information gathered will help the Sacramento Metropolitan Chamber of Commerce and others to pro-actively advocate for

business-friendly laws, policies, and regulations. Director of Economic Development Dave Snyder is excited about the potential of this new program. “Studies show that 80 percent of employment growth in any community is driven by existing businesses and that it is ten times less expensive to retain business than to recruit new ones. This program will allow us to target businesses in Placer County that are already contributing to our regional economy and give them access to the tools that will enable them to grow and prosper.” For details and business assessment, visit Metro-Pulse at <http://www.metropulse.org/>

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Regional Job Fair Set for May 24

Career opportunities will abound at one of the region’s largest job fairs, on May 24, 10 a.m. to 3 p.m., at the Placer County Fairgrounds, 800 All America City Blvd., in Roseville. More than 100 employers will attend the fair. The job fair is hosted by Placer County and the Business Advantage Network, a coalition of government and nonprofit agencies that coordinate recruiting and informational events that bring businesses and potential employees together. All of the network's services are free to job seekers and employers. The Business Advantage Network sponsors two job fairs each year. Co-sponsors of the May 24th fair include Gold Country Media, Placer County Office of Economic Development, Roseville Chamber of Commerce, and the Workforce Investment Board. Abso and Thunder Valley are corporate sponsors for this year’s event. For details, call Cindy Burris at (530) 889-4090 or visit Placer County at <http://www.placer.ca.gov/hhs/CalWorks/JobFairs.aspx>

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Tahoe City Downtown Group Conducts Business Survey, Plans June Fest

“We’ve recently sent out about 500 eight-page business surveys to downtown and home business people,” said Kelly Atchley, Tahoe City Downtown’s executive director. “We’re asking, for instance, what people want in town and who should be responsible for what. In part, the survey will help us in considering whether we want to pursue an assessment district here.” Atchley said the group is also busy planning its Heart & Solstice Festival, June 17 - 24, Tahoe City’s start of summer event. The festival will include a street dance, an all-American BBQ, a wine block, opening of the new Heritage Plaza, and the first of the free summer concerts held every Sunday, 4 - 7 p.m. at Commons Beach. For details, call Atchley at (530) 583-3348 or visit <http://www.visittahoe.com/events.html>

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter, covers the latest news on Placer County business and industry, agriculture, tourism, and the arts. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, and loan programs that benefit business. It provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments, or suggestions to the Office of Economic Development at econdev@placer.ca.gov or visit the OED Web site at <http://www.placer.ca.gov/CEO/EconDev.aspx>. For past In Progress Online newsletters, go to Placer County Biz News at <http://www.placer.ca.gov/CEO/Econdev/business%20news.aspx>.