



News About Placer County Businesses

These news briefs are prepared by the Placer County
[Office of Economic Development](#).

Monthly Economic Development In Progress Email Newsletter Archive 2006

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Placer County Economic Development Director Retiring

Placer County Economic Development Director Ed Graves is retiring after 12 years with the county and 35 years working in economic development. Hired when Placer County was in an economic slump, Graves has seen the county grow in recent years to rank first among the nation's 315 largest counties in percentage of job growth for two years in a row. Graves, 58, has developed and managed programs for Clovis, Tulare County, Adams County, Colorado; the Santa Maria Valley, and, originally, in Anaheim. His final day on the job will be February 3. For details, visit the [Auburn Journal](#).

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Roseville Company Developing Non-invasive Imaging Devices

LifeWave, Inc., in Roseville, was established in 2002 to develop a new class of safe and non-invasive medical monitoring, imaging, and diagnostic technologies. The company's patent pending "UWB medical radar" employs extremely low-power electromagnetic energy capable of motion mode scanning, multi-dimensional imaging, and single organ monitoring. Unlike existing technologies, LifeWave's approach requires no electrodes, conductive gels, or skin contact and can permeate barriers such as clothing, air, and bone. Applications range from home monitoring for disease progression and treatment assessment to complex imaging for organ function and image-guided surgery, said CEO Joe Paul Tupin, M.D. LifeWave's new technologies are being tested in independent pre-FDA clinical trials at a leading American university. For more, visit [LifeWave](#) or [Healthcare Information and Management Systems Society](#).

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USDA Recognizes Rocklin Company's Food Safety Products

Mionix, a Rocklin company that creates products to make food safe, has received patents for products that serve as interventions against Listeria. Listeria are bacteria which can cause an infection known as listeriosis and are resistant to common food preservation agents. The USDA Food Safety Inspection Service lists Mionix products in its new Technology Information Table. Mionix's proprietary Acidic Calcium Sulfate (ACS), also known as acidified calcium sulfate, is the basis for Mionix's FDA and USDA approved formulations of Safe2O® brand products. ACS enables Mionix products to effectively inhibit microbial growth and greatly reduce pathogen contamination levels, thus making Mionix a leader in food safety. For details visit [Mionix](#) or the USDA's [New Technology Information Table](#).

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Lincoln Technology Company Gears Up for Growth

Airtop Technology Group, Inc., established in March 2005, is already revising its current business plan to incorporate new growth goals. Airtop offers professional information technology consulting services and wireless broadband Internet service. CEO Jonn Chapman comes from a corporate setting where he was a systems engineer for 23,000

computer users located in more than 40 countries. Also, as a systems engineer for the same organization, he was charged with analyzing current systems and process and finding ways to save money. This level of experience and responsibility, Chapman believes, is what gives Airtop the edge over most of its competitors. The company's philosophy, he says, is to 'become trusted advocates to our clients by providing our services with professionalism, experience, and integrity.' For more information visit [Airtop Technology Group, Inc](#) or contact [Jonn Chapman](#) CEO.

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Kollabra Ranked 39th Fastest-Growing

Kollabra, founded in 1996 by Auburnite Robb Moore, develops custom engineering solutions for a wide variety of companies across North America. The company announced in November that it had been ranked Number 39 on the 2005 Deloitte Technology Fast 50 - Silicon Valley. In addition, Kollabra ranked 345 on the 2005 Deloitte Technology Fast 500 fastest-growing technology companies in North America. Rankings are based on percentage growth over the past five years. Kollabra's revenues grew 396% during 2000 - 2004 period. Kollabra has developed innovative solutions for the medical, consumer products, aerospace, and semiconductor industries. Services include mechanical, software and electrical engineering as well as industrial design, optical, and systems engineering. For more, visit [Kollabra](#) or [Deloitte](#).

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Southwestern-style Eatery Opens in Tahoe City

What's cooking in Tahoe City? Rock's Mesquite Rotisserie, the newly renovated Cobblestone eatery in Tahoe City, has a fresh look and taste -- Southwestern and TexMex-styled food such as ribs, tri-tip tacos, and mesquite-cooked chicken. Owner Graham Rock owns two other well-known restaurants -- Graham's at Squaw Valley and Chambers Landing on the West Shore. Rock started construction on the rotisserie last May and opened last fall. Customers can enjoy a draft beer at the bar and dine inside or on the lakeview patio. Head chef Miguel Rueda, a veteran of Rock's other restaurants, and his crew can prepare complete meals to go or cook specialty meats on their Texas-made, 2,500-pound mesquite rotisserie. Rock's Mesquite Rotisserie is also available for private parties. For more, visit [Rock's Mesquite Rotisserie](#) or contact [Karen Willcuts](#), Tahoe City

Downtown Association, Design and Historic Committee secretary.

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New Year Offers Free FTC Classes

The Federal Technology Center (FTC) is a not-for-profit public benefit corporation that promotes California's economic development by teaching small business owners how to successfully compete for government contracts. Early 2006 classes include Doing Business with General Services Administration (Jan. 12, 9 a.m. - 12 noon, Sacramento); Getting Started with Government Contracting (Jan.19, 1 - 4 p.m., Lincoln) and Getting Started with Government Contracting (Feb. 6, 1 - 4 p.m., Citrus Heights). For a complete list of FTC classes and seminars visit [The Federal Technology Center](#) or contact [Jack Toney](#) Director, Procurement Assistance Program .

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It's all Downhill for North Lake Tahoe Ski Resorts

North Lake Tahoe boasts one of the largest concentrations of alpine ski resorts in North America. The resorts promise every skiing feature from spectacular runs with high-mountain views to easygoing beginner hills. Interchangeable lift tickets are offered at seven of the resorts: Alpine Meadows, Diamond Peak, Homewood Mountain Resort, Mt. Rose - Ski Tahoe, Squaw Valley USA, and Sugar Bowl. An overview of these popular downhill areas and links to weather and road conditions, lodging, and trip planning are available at the [North Lake Tahoe Resort Association](#).

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New Gallery Enlivens Downtown Roseville

Artist Deidre Trudeau has opened Artful-Blend Gallery in the heart of Historic Downtown Roseville. The innovative gallery features monthly themed exhibitions of work by artists throughout the region, ongoing classes, and special seasonal events. January's gallery show, Art of the World, celebrates ethnic diversity, and February's,

Passion People in Honor of the Holiday of Love, showcases the colorful acrylics of artist Linda Green. Classes in early 2006 include Travel Journaling, Watercolor, Drawing, Mono-printing, and Collage. Artful-Blend also participates in Placer Valley's 3rd Saturday Art Tour, which includes a dozen other galleries. For more, visit the [Artful Blend Gallery](#) or [Join the Arts](#) or contact [Deidre Trudeau](#).

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Farm and Home Program Benefits Urban and Rural Residents

It used to be cows and milking, but now support from the Farm and Home Advisor extends into every facet of foothills life. Cooperative Extension, a shared effort of the U. S. Dept. of Agriculture and state land grant colleges like the University of California receives staff support and services from Placer County in exchange for university-paid programs and professionals. Extension works with all aspects of agriculture, from large commercial operations to the small farmer and home gardener and Farmers Markets. But advisors also support youth and family development; home, health and nutrition, early literacy, and food safety. For more, visit [Placer County Farm and Home Advisor](#), [U.C Davis Cooperative Extension](#), [PlacerGROWN](#), [Placer County Agriculture Department](#), [4-H Clubs](#), [Master Gardener](#) program, and the [Foothills Farmers Market Association](#).

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IEDC Program Recognizes Placer County

The [International Economic Development Council \(IEDC\)](#) congratulates the Placer County Office of Economic Development, which recently earned re-accreditation through the [Accredited Economic Development Organization \(AEDO\)](#) program. Originally accredited in 1999, IEDC re-accredited the County in 2002. In two of the three years, the county has led the nation in job growth among large counties. The office has facilitated the location of a \$3 billion Leadership in Energy and Environmental Design ([LEED-certified](#)) ski and golf destination village and worked with area universities on development projects totaling over \$100 million. In addition, the Office developed an award-winning marketing program for technology-based economic development, and completed business retention and expansion plans for three communities. The AEDO program provides economic development organizations with independent feedback on their operations, structure, and procedures, and recognizes excellence in local economic

development efforts. Twenty-five organizations are accredited nationally. For more information on how to become an accredited organization, visit [AEDO](#) or contact [Alex Iams](#) Economic Development Associate.

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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. 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, as well as loan programs that benefit business. It even 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 ([OED](#)) or visit the OED [Web](#) site. For past In Progress Online newsletters, go to Placer County [Biz News](#).

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County's Job Numbers Shine

Placer County's unemployment rate is now the third lowest in the state. November rankings by the state Employment Development Department place the county's 4.0 percent unemployment rate as tied with San Luis Obispo County and trailing only Orange (3.7 percent) and Marin (3.8 percent) counties. The department's report estimated that Placer County had 6,500 unemployed workers out of a workforce of nearly 160,000 people in October. The county's improved rankings reflect ongoing job growth throughout the county -- from business and industrial employment accompanying the housing boom in South Placer to resort expansion in the Sierra, noted Ed Graves, the county's economic development director, who is retiring this month. For more, visit the Auburn Journal at

http://www.auburnjournal.com/articles/2005/12/22/news/top_stories/02jobs.prt

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U of Phoenix Relocates, Doubles Campus Size

With a new location at 516 Gibson Drive in Roseville and more than twice as much square footage, the University of Phoenix is meeting demand for more higher education in Placer County with a unique approach tailored to working professional adults. The school relocated to its new digs in November from its previous location at 2250 Douglas Boulevard, expanding its footprint up to a 25,000-square-foot campus, with new facilities, including new computing facilities which serve as what campus director Bob Eoff proudly refers to as an 'educational resource portal.' Part of the school's appeal is scheduling -- night courses that typically meet once a week -- and the opportunity to obtain financial aid because students are enrolled full-time, Eoff said. For more, visit Gold Country Media at

<http://www.auburnjournal.com/articles/2005/12/07/news/business/01up.prt> or University of Phoenix at

<http://www.about-univ-phoenix.com/sacramento.html>.

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All-Terrain Vehicles Taking Off

Rocklin Yamoto co-owner Mark Myles says that the business's 2005 fall line of all-terrain vehicles is going 'gangbusters.' The line includes sleek quads and dirt bikes for children and adults and snowmobiles. Yamoto debuted just last August and has already won a loyal following, Myles says. The main components of the business's and the brand's success, he notes, include the green stickers indicating stringent carbon emissions standards that allow people to ride the vehicles year-round, and the prices, which Myles said are as much as 50 percent cheaper than the major brands. For motorcycles, that means a range of \$875 to \$1,500 and \$975 to \$2,500 for quads. Yamoto has gotten the word out, in part, by participating in a variety of local events such as the Auburn Horse Show and Rocklin's Chili Festival. For more, visit Rocklin Yamoto at

<http://www.rocklinyamoto.com> or the Placer Herald at

<http://www.placerherald.com/articles/2005/12/14/news/business/01atv.prt>.

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Lincoln Winery Releases 2004 Barbera

Mark Adams, owner of Lincoln's Rancho Roble Vineyards, is encouraging residents to act soon in purchasing a wine he released in November -a 2004 Barbera, available for \$25 a bottle. Stock is moving very fast, Adams said of the 385 cases released, and he expects to be sold out within the year's first quarter. The wine is estate bottled, meaning the vineyard was in control of the grapes from growth to bottle; 2004 is the year the

grapes were harvested. Barbera is a type of grapes Italian immigrants brought with them to the Auburn area 150 years ago. Adams says the Rancho Roble Vineyards 2004 Barbera is a red wine with 'toasted oak undertones and subtle hints of sweet spices, more to the tone of Cabernet Sauvignon.' For more visit Rancho Roble Vineyards at www.ranchoroble.com or Lincoln News Messenger at http://www.lincolnnewsmessenger.com/articles/2005/12/15/news/business/02roble_barbera.prt.

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Auburn Engineering Firm Receives 'Best of California' Award

In December, R&B Engineering, Inc. of Auburn received a Best of California 2005 award from McGraw Hill's California Construction magazine for its work on the Access Dental Headquarters Campus, a phased two-building complex on 5.5 acres in Sacramento near Watt Avenue and Hwy. 50. R&B Engineering worked closely with RMW Architecture & Interiors, Panattoni Construction, Inc., and Integrated Design Group on this 44,575-square-foot project. Phase 1 was completed in 2005; Phase 2 which will begin construction as early as 2007. Judges' comments included 'Excellent project! Wonderful blend of materials and forms.' R&B Engineering, at 1161 High St. in Auburn, has been providing professional consulting services in land planning and civil engineering for 15 years. For more, contact R&B Engineering, Inc. at (530) 823-8420 or McGraw Hill Construction at http://california.construction.com/projects/05_BestOf/office_access.asp.

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Tahoe City Downtown Assn. Receives Tax Exempt Status

The TCDA is now officially a 501 (c) (6) designate, reported Karen Willcuts, secretary of TCDA's Design and Historic committee. The new status makes TCDA more official and fulfills an important element of the association's contract with Placer County, she said. County officials extended congratulations and noted, 'This is an excellent step forward in establishing a long term and viable Main Street Program for Tahoe City. Supervisor Kranz and the Redevelopment Agency look forward to our continued partnership in improving the business climate in Tahoe City.' Founded in 2004, TCDA is made up of local merchants, property owners, community groups, and residents working to forge a sound and prosperous future for the city and the North Tahoe region. For more, visit the Tahoe City Downtown Association at <http://www.visittahoe.com> or contact Willcuts at tcda@visittahoe.com.

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Property Owners Affected by New Year's Storms Asked to Contact County

Estimates of storm-related costs incurred by Placer County and other local governments over the New Year's weekend exceed \$1 million, reports program manager Rui Cunha of the county's Office of Emergency Services. Cunha emphasized that the county needs to hear from property owners, businesses, farmers, and ranchers who suffered damages during the storm. Their information will help officials compile a comprehensive estimate of the county's storm-related costs. If the federal government declares California counties hit by the storms a disaster area, those affected might be eligible for financial assistance through the Federal Emergency Management Agency. Affected businesses should call the county Office of Economic Development at (530) 889-4016; farmers and ranchers should call the county Agricultural Commissioner at (530) 889-7372. For more, visit Placer County at <http://www.placer.ca.gov/news/2006/01-05-06-storm-costs.htm>.

Thanks to a what's called a Rapid Response grant, the county's Office of Economic Development can offer business services to 150 small businesses, those with fewer than 49 employees. This project is Co-Sponsored by the Golden Sierra Workforce Investment Board. For more, contact Pamela Pierce at ppierce@placer.ca.gov.

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Loomis B&B Offers Old-fashioned Charm, May Soon be Expanded

Called 'cozy and classy,' by critics, Flower Farm Country Inn features a main house with three bedroom and baths, a separate guest cottage, a pond and waterwheel, and a raised-bed vegetable garden. Originally built in the 1800s, the inn is situated on 10 acres in Loomis. Last year, John and Annie Bowler purchased the property, located at 4150 Auburn Folsom Road. The Bowlers have completed extensive renovation and are hoping to expand the inn soon. Expansion plans include adding two cottages, modifying the barn to accommodate weddings and receptions, and planting 1200 fruit trees. Innkeeper Tina Fondren, who lives at the property, said they hope to be able to accommodate up to 250 guests for parties and receptions in the barn. The goal of the expansion, she said, is to make the property look and feel like a working farm.

For more, visit <http://www.flowerfarminn.com> or the Auburn Journal at <http://www.auburnjournal.com/articles/2005/12/19/news/business/01flower.prt>.

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PlacerArts' 2005 Artie Awards Presented

The annual Artie awards ceremony, held in late fall in Loomis, recognized Placer County

artists and volunteers who made outstanding contributions to the arts last year. Event sponsor, Arts Council of Placer County, presented each award winner with a framed quilt square made by Roseville Quilters Guild members. Winners were Deidre Trudeau, Artful Blend Gallery owner, Art Administration; Jerry Burns, The Arts Building owner, Business Support/Partnership to the Arts; Joanne Neft, arts promoter, Special Award; Bob Cooley and Sande Anderson, Roseville Cultural Arts Commission, Special Recognition; Suzanne Riley, printmaker and North Tahoe Arts founding board member, the Phyllis Butz Award; the Pacific Fairway Decoy Assn., Arts Education; Debbie Dragon, Auburn Symphony board member & Art Walk volunteer, Arts Volunteer/Patron; artist Anita Posey-Lowe and Blue Cat Studio, Artistic Excellence; South Placer Heritage Foundation & Otow Orchards, Culture & Humanities Excellence. For more visit the Arts Council of Placer County at <http://www.PlacerArts.org> or the Loomis News at http://www.theloomisnews.com/articles/2005/10/20/news/top_stories/01arties_awards.prt

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Newcastle Mandarin Grove Posts Most Successful Year

Established in 2001 by Steve and June Bourn, S and J Mandarin Grove enjoyed its most successful year so far in 2005. On their five acres near Newcastle, the Bourns grow organic Owari Satsuma mandarins that are certified by California Certified Organic Farmers (CCOF). ‘The decision to grow organic was important to us, not only for the health and well-being of our family, but every living creature around us,’ the Bourns note on their Web site. Each mandarin is hand-picked from their 270 trees, and only the best sold to their customers. The family sells their top-quality mandarins online and by the bagful at Placer County’s annual Mountain Mandarin Festival. The Bourns attribute their record-breaking year in 2005 to their growing customer base. For more, visit S and J Mandarin Grove at <http://www.sandjmandarins.com/>.

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County Project Named a Best of California Counties Winner

For its Countywide Interoperable Radio Network Project, Placer County recently won a Best of California Counties Innovation Award presented by California County Information Services Directors Assn. (CCISDA). The award was for Best IT Collaboration Among Organizations. The county’s new Digital Radio Network will provide a digital communications system that allows for interoperability, both for its internal users and with outside mutual aid agencies (law, fire, and medical response teams) within the county and in neighboring counties, and with state and federal agencies. The CCISDA awards program was established to salute IT professionals in

California county government organizations. For more visit California County Information Services Directors Association at <http://www.ccisda.org/awards/>.

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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. 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/business>. For past In Progress Online newsletters, go to Placer County Biz News at <http://www.placer.ca.gov/CEO/EconDev/Business%20News.aspx>.

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North Lake Tahoe Resort Association Celebrates 10-year Anniversary

The North Lake Tahoe Resort Association (NLTRA) is celebrating its 10th anniversary of service to its members, Placer County and the greater North Lake Tahoe community by taking its public information and outreach efforts to a new more sophisticated and electronically accessible level. The association was formally incorporated as a non-profit public benefit corporation in California on February 7, 1996. The NLTRA is an association of related and coordinated services, including the North Lake Tahoe Chamber of Commerce and the Tahoe North Visitors and Convention Bureau (NLTRA Tourism Division). The NLTRA also serves as a partner with Placer County and other local agencies and organizations in the development and funding of infrastructure, transportation and strategic planning projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region. The new web site provides a wealth of information about the mission, work and investments of the

Resort Association, reports NLTRA Executive Director Steve Teshara. For more, visit the [North Lake Tahoe Resort Association](#) or contact [Sarah Holster](#), Executive Assistant.

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PRIDE Industries Offers New Document Destruction Services

PRIDE Industries, one of the nation's largest employers of people with disabilities, recently announced the launch of commercial document destruction services for the shredding of highly sensitive and confidential information. PRIDE's document destruction services include scheduled pick up, secure transport, and a Certificate of Destruction, which verifies completion of the destruction process. The secure facility, located in the Natomas area of Sacramento, includes 20,000 square feet of space, video surveillance equipment, and high-end shredders and balers. PRIDE estimates that up to 50 jobs for people with disabilities will be generated by this new business offering, part of PRIDE's Integrated Facilities Services. Founded in 1966, PRIDE is headquartered in Roseville. For more, visit [PRIDE](#).

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Rocklin Company Creates Academy Award-winning 'Sound'

'The Last of the Mohicans.' 'Unforgiven.' 'A Few Good Men.' These are only three of more than two dozen movies honored for Best Sound featuring the work of Music Interface Technologies (MIT), a 22-year-old Rocklin company. Founded in 1984 by Bruce Briddon, MIT has pioneered a wide variety of interfaces for interconnecting audio and video components, and for connecting amplifiers to loudspeakers. 'For the last 16 years,' MIT's Web site states, 'MIT technology has played a role in delivering award-winning sound to many of your favorite pictures. We're particularly proud of our involvement in this area because ...audio engineers on big budget films don't trust their multi-million dollar projects to any technology simply because it's currently in vogue -- they are only interested in results.' For more visit [MIT](#).

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Psomas Joins Forces with Canty Engineering Group

A leading consulting engineering firm with offices in Roseville; Psomas is joining forces with one of the most well respected firms in Riverside County, Canty Engineering Group. Canty's services encompass all aspects of land development and municipal engineering. Joining with Canty's legal and financial experts also allows Psomas to add a new service: assessment district formation and yearly updates. Psomas offers services in water resources, planning and entitlements, land surveying and mapping, construction management, and land development engineering. Psomas is ranked nationally as one of ENR's (Engineering News-Record magazine's) Top Engineering Firms. Headquartered in Los Angeles, Psomas has offices in California, Arizona, Utah, and Colorado. For more, visit [Psomas](#) or [Canty Engineering Group](#).

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Auburn Publisher Markets Books Online for Farmers & Market Growers

'Sustainable Farm,' a Web site of Auburn's New World Publishing, offers a wealth of resources for farmers and market growers. Books such as 'Micro Eco-Farming,' 'The New Farmers' Market,' and 'Sell What You Sow' are colorfully presented, outlined, and reviewed by readers. And the site lists other books on gardening, renewable energy, green building, food and cooking. Coming soon to the site is a new book, 'Grower's Guide to the Internet,' subtitled Online Research & Marketing for Farmers & Market Gardeners. For more, visit [Sustainable Farm](#) or contact [New World Publishing](#).

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Small Business Development Center Hosts Business Conference

The Sierra College Small Business Development Center (SBDC) will hold a Small Business Conference on April 11, 2006 from 8:30 a.m. to 4:30 p.m. at the Sierra College Rocklin Campus. There will be two keynote speakers: Eric Mandell, Chief of Communications and Outreach for California Department of General Services, Procurement Division and Tom James, Senior Consultant of Spencer Johnson Partners and the consulting firm of the #1 international best-selling business book, Who Moved My Cheese? Registrants will have an opportunity to choose two of the four breakout sessions: Branding your Business as a Tool to Increase Sales and Drive Profit or

Globalization of your Business and Your Trade Expertise and Learn from Lending Experts How to Secure Small Business Financing and Protecting your Business and yourself from Identity Theft. Early registration cost is \$99 per person. For more information, call the Sierra College SBDC at (530) 885-5488 or visit the [SBDC](#).

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Placer County Sites Featured in Super Bowl Commercial

Some of Placer County's most spectacular scenery served as a backdrop for a commercial aired during January's Super Bowl. Filmed at the American River's North Fork, near Alta, the commercial features Kermit the Frog exploring the great outdoors and encountering a new Ford Escape Hybrid -- the world's first hybrid sports utility vehicle. The film site was selected in cooperation with the U.S. Forest Service's American River Ranger District. Placer-Lake Tahoe Film Office director Beverly Lewis served as a liaison for Bruce Dowad and Associates, the film company. A 50-person crew spent three days in January filming in the county. Lewis reports that the county issued 33 film permits last year, its highest total ever. For more visit [Ford](#) or the [Placer-Lake Tahoe Film Office](#).

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Auburn Symphony Goes to the Mondavi

Enthusiastically received last year at UC Davis's Mondavi Center, the Auburn Symphony will present its second Mondavi concert on Sunday, April 9th at 3 p.m. Led by Maestro Michael Goodwin, the orchestra will play works by Berlioz, Mahler, and Beethoven. Gwendolyn Mok, a guest soloist of international repute, will join the orchestra in performing Beethoven's Piano Concerto No. 1. Concerts will also take place in Auburn on April 1st at 7:30 p.m. and April 2nd at 3 p.m. The symphony will present a sparkling spring program called featuring soloist Horatio Eden playing Boccherini's Cello Concerto. Now in its 19th season, the highly praised Auburn Symphony draws nearly full houses for its concerts, held at Placer High Theatre. Audience members come from throughout Placer County and the region. In conjunction with the April concerts, Maestro Goodwin will present an evening lecture on composer Gustav Mahler on March 25th in a private home. For Mondavi & Auburn concert tickets and lecture details, call the Auburn Symphony at (530) 823-6683 or visit the [Auburn Symphony](#).

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Newcastle Produce Starts Cooking Club

Every third Tuesday starting in March, Newcastle Produce's new Cooking Club will meet and share a meal cooked by a group of members. Meals will explore a variety of cuisines and feature wines from local wineries. The club will be led by head deli chef Cathy Bianchi, also known as Newcastle Produce's Queen of Sweets. Cathy has been a pastry artist and teacher for more than 25 years. Other cooking classes are listed on the store's Web site along with recipes, specials, history, calendar, and newsletter. For more, visit [Newcastle Produce](#).

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Veterans Can Receive Business License Exemption

The Placer County Business License Office notes that there is no business license fee for veterans or non-profit organizations. To claim the exemption, however, the office requires submission of a DD Form 214, showing character of service as Honorable for veterans; and, for non-profits, tax exempt forms from the Secretary of State. The exemptions apply to those doing business in unincorporated areas of the county. For more information, contact the Placer County Business License office at (530) 889-4120 or visit [Placer County](#).

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Grant to County Aids Small Businesses

Placer County's Office of Economic Development has received a grant for the express purpose of assisting small businesses -- those with 49 employees or fewer -- with their business/employee enhancement/retention services. The program helps qualified small businesses prevent or reduce the impact of layoffs, and speed job-search assistance to laid-off workers through an integrated network and One-Stop Career Centers. Called 'Rapid Response,' assistance may include professional referral help to enable employers to retain jobs and strengthen and sustain their businesses. This project is Co-Sponsored by the

Golden Sierra Workforce Investment Board. For details, contact [Pamela Pierce](#).

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IN PROGRESS ONLINE

Office of Economic Development, Placer County, California
Vol. 7, No. 4 April 2006

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; Ruth's Chris Steakhouse at
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Small Manufacturers Upbeat, Satisfied with County Programs

Small manufacturing companies in Placer County are upbeat about the future. More than 85 percent expect conditions for their industry to improve, or stay the same over the next year. Forty percent anticipate solid growth for their companies, and another 45 percent do not foresee any change. These are among the key findings from a survey conducted earlier this year for the Placer County Office of Economic Development. The survey was done by the Sacramento Regional Research Institute, a joint venture of Sacramento State University and the Sacramento Area Commerce and Trade Organization. Earlier this year, the institute surveyed 95 Placer County manufacturers with no more than 49 employees. About 21 percent of the companies have used one or more business-assistance services offered by Placer County, and most of those described their experiences as positive.

"I'm very pleased with the results," said Bill Santucci, Chairman, Placer County Board of Supervisors. "They demonstrate that Placer County is a great place to do business, and will help the county target its programs to provide assistance where it is most needed."

The Office of Economic Development offers permit, site-search, and financing assistance. Through the Business Advantage Network, a coalition of local government and nonprofit agencies, the OED helps businesses recruit new employees, post job openings, screen applicants, and set up customized training programs.

The survey was funded with part of an \$82,000 grant the Office of Economic Development received from the Golden Sierra Job Training Agency and Golden Sierra Workforce Investment Board. The grant helps fund programs that assist laid-off workers and small businesses in danger of closing.

For more information, visit the Sacramento Business Journal at

<http://sacramento.bizjournals.com/sacramento/stories/2006/07/03/daily16.html>.

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Film Review

County Film Office Co-Hosts Film & Fire Safety Course

To explain how Hollywood manages its big explosions in buildings or cars, and creates those realistic shoot-outs -- all accomplished safely -- the State Fire Marshall's Office, co-hosted by PLTFO, recently held a three-day film and fire safety course. Firefighters and film commissioners from throughout central Northern California and eastern Nevada attended the course. Graduates became credentialed Film Safety Officers in their jurisdictions. The course finale was a live presentation of pyrotechnic devices -- from small "squibs" simulating bullet hits to very large gasoline-powered explosions. For more, call Placer Lake Tahoe Film Office at (530) 889-4091 or visit www.placer.ca.gov/films.

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Placer County Co-Sponsors Federal Technology "Super Seminar"

The Federal Technology Center's free "Super Seminar," sponsored in part by Placer County, will be held August 15, 8 a.m. - 3 p.m., in Rocklin. Subtitled "Getting to Know Your Local Contracting Resources," the seminar will include presentations on how to sell products and services to Federal, State of California, Placer County, and City agencies, and provide opportunities to network with purchasing reps from the various government agencies. It will cover the free local resources available to help businesses prosper.

Presenters include California Department of General Services, California Department of Transportation, City of Rocklin Community Development Dept, Placer County, the Federal Technology Center, and Sierra College Small Business Development Center. Discussing federal and local government contracting will be panels from Beale Air Force Base, U.S. Dept. of Forestry, and U.S. Small Business Administration; and the cities of Lincoln, Rocklin, and Roseville. Hosted by the City of Rocklin at Sunset Center, 2650 Sunset Blvd. Rocklin. Seating is limited. To register, call (916) 334-9388 or visit http://www.theftc.org/news&events/upcomingevents/courses/placer_county_superseminar.htm.

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The Business Advantage Network Works for Placer County Businesses

The Business Advantage Network assists Placer County businesses with recruiting and training needs. One of its many no-cost services includes posting jobs on the CalJOBS Internet site. This site is operated and maintained by the Employment Development Department to assist businesses and job seekers throughout California. Once a job opening has been posted, the business may access the resume database to search for qualified applicants. Starting July 1, the Business Advantage Network is offering a toll-free number to businesses throughout the state. Businesses may use this number to reach their local business services office to post a job opening, or to access other no-cost recruiting services such as job fairs, interview space, and monthly recruiting events. For more information, call 1-877-920-JOBS (5627). For more information on CalJOBS, visit www.caljobs.ca.gov.

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Mt. Vernon Winery Wins Double-Gold at East Coast Wine Competition

Jim Taylor, owner of Mt. Vernon Winery in Auburn, was awarded six out of six medals for Mt. Vernon wine entries at the recent Sixth Annual Finger Lakes International Wine Competition, held in Rochester, New York. Taylor was especially proud of a “double-gold” medal in the Syrah category for his winery’s 2003 Petite Clarksburg Salmon Farms Petite Syrah. “We were proud to show that Placer County grapes can compete with the big boys in Napa, Sonoma, and now the East Coast,” Taylor said.

Mt. Vernon competed against wineries in 37 states and 13 other countries. Established in 1996, Mt. Vernon opened its tasting room in July 2002. The family-owned winery, located on 31-acres outside Auburn, produced its first vintage in 1999. Mt. Vernon Winery is one of 14 members of the Placer County Wine & Grape Association (PCWGA). For more, contact Mt. Vernon Winery at (530) 823-1111 or www.mtvernonwinery.com or PCWGA at <http://www.placerwineandgrape.org/>.

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Recent Area Tech Job Growth Highest in State

An American Electronics Association study released in June found that in 2004 Sacramento’s technology employment grew faster than any other major city’s in California. The report said that the Sacramento area had 42,182 technology workers at the end of 2004, three percent more than in 2003. This year, Sacramento Area Regional Technology Alliance (SARTA), which produces a quarterly gauge measuring the region’s technology health, says the tech numbers are considerably stronger than in 2004, and that the trend is moving upward.

Of the 50 leading tech companies on SARTA’s Tech Index, 10 are located in Placer County. And on SARTA’s list of smaller, innovative “Companies to Watch,” are Applied Data Management (ADM), in Roseville, and Bizflex, in Auburn. ADM streamlines businesses’ IT systems to maximize productivity and reduce costs. Launched in 2004, Bizflex provides business management software to small businesses, automating their operations with Internet-powered solutions to help them grow.

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Calendar of Events

This calendar is a small sampling of the many events taking place throughout Placer County. Check with our office or a local newspaper for additional listings. We make every effort to insure that information is correct, but last-minute changes can occur. PLEASE CALL AHEAD TO VERIFY TIMES, DATES, AND LOCATIONS. To receive our next quarterly Calendar of Events, please send a self-addressed stamped envelope to California Welcome Center, 13411 Lincoln Way, Auburn, CA 95603

Foothills Farmers Markets

At 16 locations around the county. For addresses and times, call (530) 887-2111 or visit <http://www.foothillfarmersmarket.com/>

July

July 20 - August 12: Lake Tahoe Music Festival. Classical, orchestral, jazz, bluegrass, country, pop, and Broadway music presented in concerts at various beautiful outdoor North Tahoe settings. For a complete schedule and tickets, call (530) 583-3101 or visit www.tahoemusic.org.

August

August 10: Auburn Art Walk, a stroll through three dozen Downtown and Old Town Auburn venues showing the work of local and regional artists in a wide variety of media. Free admission, free shuttle, live entertainment. For details, call (530) 885-5670.

August 17 - 19 & 24 - 26. Summer Theatre Academy at Del Oro presents "The Apple Tree," three light-hearted, one-act musicals about men, women, and a little thing called temptation. At Del Oro Performing Arts Theatre, Loomis. For details, call (916) 652-7243

August 20: Jay Rolerz Band, Classic Rock, a free concert at Royer Park in Roseville, starting at 6:30 p.m. Presented by Music in the Park, Performing Arts of Roseville. For details, call (916) 786-7380.

August 27: Origins and Elements, an original art production integrating dance, music, and installation art on a beautiful Sierra hike. The event includes more than 20 dancers, musicians, and artists. At Donner Summit. For details and tickets, call (530) 550-8464.

September

September 15 – October 14: The Odd Couple. A Magic Circle Theatre production. Playing Fri. & Sat, 8 p.m.; Sun., 2 p.m., Tower Theatre, 421 Vernon St., Roseville. For details and tickets, call (916) 782-1777.

September 16: Auburn's Black & White Ball 2006 – The Great Gatsby Gadabout. Four "hot" bands perform on the streets of Downtown Auburn at a costume ball on the theme of the Jazz Age. For details, call (530) 885-5616 or visit www.partyauburn.com/

September 28 – October 1: 21st Annual Lake Tahoe Autumn Food & Wine Festival. Four days of food, wine, music, culinary classes with celebrity chefs, gourmet marketplace, and a food and wine competition. Events held in Tahoe City, Squaw Valley, Carnelian Bay, Kings Beach, and Truckee. For details call (800) 824-6348.

October

October 7: 19th Annual Loomis Eggplant Festival, a family-oriented event including arts, crafts, pancake breakfast, contests, free entertainment, and a farmers market. For details, call (916) 652-7252 or visit www.loomischamber.com/eggplant.asp.

October 8: Placer Farm & Barn Tour, featuring all things PlacerGROWN and the AGROart Competition. 10 a.m. – 4 p.m. Adults \$10, children & students free. At Western Placer County locations. For tickets and map, call (530) 885-5670 or visit www.placerfarmandbarnfestival.com/

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Small Manufacturers Upbeat, Satisfied with County Programs

Small manufacturing companies in Placer County are upbeat about the future. More than 85 percent expect conditions for their industry to improve, or stay the same over the next year. Forty percent anticipate solid growth for their companies, and another 45 percent do not foresee any change. These are among the key findings from a survey conducted earlier this year for the Placer County Office of Economic Development. The survey was done by the Sacramento Regional Research Institute, a joint venture of Sacramento State University and the Sacramento Area Commerce and Trade Organization. Earlier this year, the institute surveyed 95 Placer County manufacturers with no more than 49 employees. About 21 percent of the companies have used one or more business-assistance services offered by Placer County, and most of those described their experiences as positive. For more, visit the Sacramento *Business Journal* at

<http://sacramento.bizjournals.com/sacramento/stories/2006/07/03/daily16.html>.

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Romanian Restaurant Opens in Roseville

Six months ago George Muntean opened Roseville's first Romanian/Hungarian restaurant, Muntean's

Boulevard Bistro, at 5181 Foothills Blvd. Many customers followed him from his previous restaurant, Hannibal's in Sacramento, which he had owned for 10 years, allowing him to start building a new customer base in Roseville. Open for breakfast (served all day), lunch, and dinner, Boulevard Bistro offers homemade soups and desserts, fresh salads and sandwiches, Western-style food, and daily specials featuring ethnic foods from Greece, Italy, Mexico, Germany, Hungary, and Romania. Especially popular, Muntean says, is the bistro's Hungarian Goulash, served every Friday. Catering and event service is also available. 'Customer first' is Muntean's motto, and he trains his staff of 30 in that operating philosophy. He answers any questions customers have and provides samples of food for tasting. Muntean, who is Romanian, and his Hungarian wife, Terezia, are almost always on the scene. 'We were supposed to retire,' he says with a smile, 'but here we are, doing more than ever.' A Web site for Muntean's Boulevard Bistro will be up soon. For more information, email George Muntean at micalaca@aol.com. For reservations, call (916) 772-7960.

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Placer County Sponsors Federal Technology 'Super Seminar'

The Federal Technology Center's free 'Super Seminar,' sponsored in part by Placer County, will be held August 15, 8 a.m. - 3 p.m. in Rocklin. Subtitled 'Getting to Know Your Local Contracting Resources,' the seminar will include presentations on how to sell products and services to federal, State of California, Placer County, and city agencies, and provide opportunities to network with purchasing reps from the government agencies. Presenters include California Department of General Services, Caltrans, City of Rocklin, Placer County, the Federal Technology Center, and Sierra College Small Business Development Center. Panels will discuss federal and local government contracting. Seating is limited. To register, visit http://www.theftc.org/news&events/upcomingevents/courses/placer_county_superseminar.htm or call (916) 334-9388.

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Mt. Vernon Winery Wins 'Double-Gold' at East Coast Wine Competition

Jim Taylor, owner of Mt. Vernon Winery in Auburn, was awarded six out of six medals for Mt. Vernon wine entries at the recent Sixth Annual Finger Lakes International Wine Competition, held in Rochester, New York. Taylor was especially proud of a 'double-gold' medal in the Syrah category for his winery's 2003 Petite Clarksburg Salmon Farms Petite Syrah. Mt. Vernon competed against wineries in 37 states and 13 other countries. Established in 1996, Mt. Vernon opened its tasting room in July 2002. The family-owned winery, located on 31-acres outside Auburn, produced its first vintage in 1999. Mt. Vernon Winery is one of 14 members of the Placer County Wine & Grape Association (PCWGA). For more, visit Mt. Vernon Winery at <http://www.mtvernonwinery.com> or PCWGA at <http://www.placerwineandgrape.org/> or the Inside Roseville magazine at <http://www.insideroseville.net/2004-fall/article-wineries.html>

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New Nursery 'Flowers' in Quiet Countryside

The Flower Farm Nursery is a calm oasis in the countryside, on the corner of Horseshoe Bar and

Auburn-Folsom Roads in Loomis. Its winding paths are lined with a wide variety of mature plants, fields of lovely cutting flowers, and a picturesque pond complete with a 13-foot water wheel. Flower Farm specializes in unusual, high-quality, pesticide-free plants and trees and handcrafted, outdoor furniture made of kiln-dried, sustainable, farm-grown teak. The nursery's millhouse is filled with unique, locally produced gift items and garden art. Owners are sisters Sheri Fischer and Patti Foust, who delight in sharing what they know and love with others. Sheri has a degree in landscape design, and Patti has extensive plant knowledge. The sisters are ready to help customers make their own garden dreams come true. Flower Farm Nursery is open from 8 a.m. - 6 p.m. Mon. - Sat.; 10 a.m. - 4 p.m. Sun. (closed Tues.) For more, visit Flower Farm at <http://www.flowerfarminn.com/>

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Business Advantage Network Reps Graduate from Leadership Programs

The county's Business Advantage Network (BAN), a division of the Economic Development Office, provides a multitude of services to county businesses. Two BAN staff members recently graduated from Chamber of Commerce Leadership programs -- Marcy Schmidt from Leadership Roseville and Susanne McCabe from Leadership Rocklin. McCabe also received this year's Ambassador of the Year Award from the Rocklin Chamber. Another BAN team member, Cindy Burris, graduated from Auburn Leadership last year. 'These latest graduations mean that everyone on the BAN staff has completed this training,' said Pamela Pierce, BAN supervisor for business and workforce development. 'We're very proud.' For more visit Business Advantage Network at

<http://www.placer.ca.gov/business/business-advantage-network.htm>

Roseville Chamber of Commerce at <http://www.rosevillechamber.com/>

Rocklin Chamber of Commerce at <http://www.rocklinchamber.com/scrapbook.htm>

or <http://www.rocklinchamber.com/RocklinChamberNews0706Web.pdf>

or Auburn Chamber of Commerce at <http://www.auburnchamber.net/>

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County Film Office Co-Hosts Film & Fire Safety Course

At the Placer-Lake Tahoe Film Office (PLTFO) lately, things have been booming -- literally. To explain how Hollywood manages its big explosions in buildings or cars, and creates those realistic shoot-outs -- all accomplished safely -- the State Fire Marshall's Office, co-hosted by PLTFO, recently held a three-day film and fire safety course. Firefighters and film commissioners from throughout central Northern California, eastern Nevada, and as far south as Taft, Kern County attended the course. Graduates become credentialed Film Safety Officers in their jurisdictions, ensuring that safety issues on set are reviewed by an accredited firefighter. The course finale was a live presentation of pyrotechnic devices -- from the small 'squibs' that explode on actors to simulate bullet hits, to mortar type detonations and very large, impressive gasoline-powered explosions. For more, visit Placer Lake Tahoe Film Office at

<http://www.placer.ca.gov/CEO/EconDev/PlacerLTFilmOfc.aspx>

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50 CA Counties, including Placer, Eligible for Economic Injury Disaster Loans

As a result of unprecedented rainfall and severe weather conditions in California last winter, the Small

Business Administration has issued an economic injury declaration affecting 29 primary and 21 contiguous California counties, including Placer County. Small non-farm businesses in these counties may qualify for EIDL to help meet financial obligations and operating expenses disrupted by the disaster. The loan application deadline is February 15, 2007. For more information, visit the California Office of Emergency Services at <http://www.oes.ca.gov/Executive/Public/OES+News+Bulletin.nsf/Web%20News%20Lookup?openview> or contact the OES Office of Public Information at (916) 845-8400.

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Galleria's Plans Go Upscale

Six years after Placer County's only regional mall, Galleria at Roseville, opened for business, mall owners, the Westfield Group, are planning a major expansion to make way for about 100 new shops and restaurants. Westfield's proposal to expand the mall by 487,806 square feet includes 1,760 more parking spaces, a bigger dining area, and 350,000 square feet for shops and restaurants. The new retail space also includes major expansions for Macy's, Sears, and J.C. Penney. Westfield officials say the Galleria's new shops and restaurants are likely to be new to the region as well. Construction is expected to begin next year, with new stores opening in fall 2008 or spring 2009. Last year, Roseville received more than \$3.7 million in sales tax revenue from stores at the Galleria. The Galleria is the largest sales tax generator in Placer County and the second largest tax generator in the State of California behind the Santana Row center, in San Jose. For more, visit the Sacramento *Bee* at <http://www.sacbee.com/content/business/v-print/story/14267241p-15078969c.html> or Galleria at Roseville at <http://westfield.com/galleriaatroseville/>

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Young Loomis Company Fills Niche, Helps Others

Afton Medical LLC is a new, 20-employee company that is filling two needs: first, competing with the handful of large multi-national firms that manufacture oxygen cannula (tubes), masks, and other respiratory accessories; second, providing a hand to some recent parolees and young adults who need stable, productive, fulltime employment. 'For members of the production team, employment means getting back on their feet,' says Afton president Jon Bergstrom. 'Employees are judged by what they contribute to the team, not what they did before. One of the production supervisors, who spent 35 years as a guest of the state, is a prime example of what a solid opportunity to work means.' As a veteran-owned, small business, Afton is pushing hard to access federal, state, and large group purchasing organizations. In other sales endeavors, Afton is starting to ship products overseas -- to Costa Rica, Ghana, and Honduras. The company is currently installing new production equipment. For more, visit Afton Medical at <http://www.aftonmedical.com/>

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Lincoln Leads the Way for Placer County Land Value

Placer County's assessed property value increased 16.5 percent to \$52.3 billion -- with more than one-fifth of the gain coming from Lincoln, one of the fastest-growing areas in the Sacramento region. The county's annual property tax assessment improved \$7.4 billion this year from \$44.9 billion in 2005,

according to the Placer County Assessor.

Lincoln's assessed value increased 36 percent to almost \$5.9 billion, from \$4.32 billion last year. Loomis had the county's second-largest percentage increase at 19.2 percent, from \$649.2 million in 2005 to \$773.9 million this year. Roseville's assessed property value jumped almost 17 percent to \$15.9 million this year, from \$13.6 million in 2005. Roseville is the largest property-tax generator of the county's six cities, accounting for about 30 percent of the revenue. However, the county's unincorporated areas continue as the largest property-tax generator overall at \$21.4 billion, a 13.9 percent increase from last year. For more visit the Sacramento *Business Journal* at

<http://sacramento.bizjournals.com/sacramento/stories/2006/07/03/daily32/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/business>. For past In Progress Online newsletters, go to Placer County Biz News at <http://www.placer.ca.gov/business/biznews/biznews.htm>



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Gala Concert and Reception Open Auburn Symphony's 20th Anniversary Season

On **September 23**, the Auburn Symphony will open its 20th Anniversary Season with a *Mozart and Much More* concert, followed by an elegant outdoor reception 'under the tents.' The concert, starting at 7:30 p.m. at the Placer High School Auditorium, will feature guest soprano Svetlana Nikitenko, singing Mozart's Queen of the Night aria from *The Magic Flute*. At the after-concert reception, to be held in the auditorium courtyard and on the grounds, gourmet desserts and beverages will be served as guests visit with orchestra members and Maestro Michael Goodwin. The fundraising event, not part of the regular season, is open to the public. Tickets are \$75 each, which includes the special concert and reception and a set of Auburn Symphony CDs. Gala tickets -- and also season or individual concert tickets -- are available at <http://www.auburnsymphony.com> or by calling (530) 823-6683.

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Trade Center to Host International Trade Show Success Strategies Seminar

The Northern California World Trade Center (NCWTC) is recruiting high-tech companies to exhibit at the 2007 CeBIT, the world's largest technology trade show, set for March 15 - 21, 2007, in Hanover, Germany. An informational seminar will be held Thursday, **October 5**, 8 - 11 a.m., at the NCWTC, 917 7th St., Sacramento. Participants will learn how to prepare for exhibiting at an international trade show and how to strategize for making the most of their investment. Last year, CeBIT featured 6,300

exhibiting companies from 71 countries, and was attended by more than 450,000 people. Fewer than 200 U.S. companies were represented there as exhibitors. For details on the 2007 show, visit <http://www.hf-usa.com/cebit>. For more about NCWTC, visit <http://www.norcalwtc.org>. Registration for the seminar is free. To register, contact Jennifer Younathan at (916) 447-9827 ext. 124 or jyounathan@norcalwtc.org

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3rd Annual Placer Farm & Barn Tour Celebrates Agricultural Legacy

The 3rd annual Placer Farm and Barn Tour will be held Sunday, **October 8**, 10 a.m. - 4 p.m. at locations from Auburn to Lincoln, including the Blue Goose Fruit Shed in Loomis, the site that day of the annual AGROart™ competition. The tour theme, 'Hands Across Placer County,' celebrates the hard-working family farms that provide residents with fresh locally-grown food throughout the year. A family event, the tour includes dozens of fun, hands-on activities, live music, wagon rides, storytelling, food and wine tasting, along with demonstrations of agricultural operations. Most tour farms will host local artists demonstrating the process of their work and offering hand-made artwork for sale. Cost is \$10 for adults; children and students are free. For details, visit <http://www.placerfarmandbarnfestival.com/> or call (530) 885-5670.

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Registration Open for Greater Sacramento Economic Forecast '07

Registration is underway for the 2007 Earlybird Economic Forecast, **October 11**, 7:30 - 11:40 a.m. at the Sacramento Convention Center. Presented by the Sacramento Business Journal and the Sacramento Area Commerce and Trade Organization (SACTO), the forecast presents the trends and events that will affect Sacramento-area businesses next year. This regional event, which draws up to 700 business leaders, includes presentations by eight expert speakers. Among them are Cynthia Kroll, from the Fisher Center for Real Estate at UC Berkeley, and Dave Lucchetti of Pacific Coast Building Products, who will add their insights to the brokerage and analyst predictions for next year. SACTO executive director Barbara Hayes will present her annual growth outlook for the region. Pre-registration is necessary. For the agenda and to register, go to <http://www.bizjournalevents.com> or call the Business Journal at (916) 447-7661.

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Golden Opportunities Await at Fall Job Fair

Job seekers will 'Strike it Rich' with a gold mine of job opportunities at a Job Fair Thursday, **October 12**, 10 a.m. to 3 p.m., at the Gold Country Fairgrounds, 1273 High Street, in Auburn. Job seekers are encouraged to bring an abundant supply of resumes to present to employers. About 100 businesses from the Placer and Sacramento region will be represented in the fairgrounds' Placer and Sierra buildings. On-site resume critiquing will be available throughout the event. The job fair is hosted by Business Advantage Network (BAN), a coalition of workforce development agencies throughout Placer County providing free job services to both employers and job seekers. Pre-Job Fair_workshops will offered at the One Stop career Center, 1880 Sierra Gardens Drive, Suite 100, Roseville. For workshop details, call (916) 774-4074. For a list of participating Job Fair employers, visit <http://www.placer.ca.gov/jobfair>. For directions to Gold Country Fairgrounds, visit http://www.goldcountryfair.com/find_us.htm.

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Trade Mission to Istanbul Planned

Business leaders are invited to join the Northern California World Trade Center (NCWTC) on a trade and business development mission to Istanbul, Turkey, **October 27 - November 2**. Attendees will explore export opportunities in the following areas: building materials, construction and design, telecommunications and information technology equipment, medical technologies, and agricultural commodities including cotton and rice. Turkey represents a large (population: 70 million) emerging market for quality products from California. The World Trade Centers Association's annual General Assembly takes place October 29 – November 1, in Istanbul, providing opportunities for networking with companies from all over the world. Registration cost: \$750 (airfare and hotel not included). For details contact Michele Gault at (916) 447-9827, ext. 133 or mgault@norcalwtc.org or visit NCTWC at <http://www.norcalwtc.org/trademissions.htm>

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New Italian Restaurant Opens in Rocklin

Open just three months, Casa Bella Ristorante and Deli, in Rocklin at 4790 Rocklin Road, is attracting the area's Italian food lovers. Owner Minami Kim has had 25 years of experience in Italian fine dining, having previously owned two restaurants in the region. Casa Bella's menu, for a small restaurant, is outstanding and extensive, says our In Progress Online reviewer. He writes, 'We had an exquisite Veal Scaloppini sautéed with olive oil, marsala, and mushrooms, and the seafood pasta -- prawns, scallops, artichoke hearts, mushrooms, onions, and garlic with linguini Alfredo and marinara sauce. Salads were nicely done, and the wine list was notable; the Sauvignon Blanc and Chianti were quite nice. A variety of other entrees was offered. And the restaurant offers take-out -- imagine being able to take home a high-quality restaurant dinner. The service was efficient and warm. All in all, for an intimate dining experience on our home turf, Casa Bella rates a fabulous review.' Kim notes that, besides various pasta dishes, the house specialty is veal. Casa Bella is open Mon. - Sat., 11:30 a.m. - 9 p.m.; Sun., 5 - 8 p.m. For details and reservations, call (916) 624-4151.

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Child Care Needs Addressed by County's Child Care Planning Council

The Placer County Child Care Local Planning Council is an outstanding resource for Placer County employers and working parents with child care needs. Since 1990, Placer County has grown much more rapidly than the state as a whole, creating a very high demand for child care and leaving a shortfall of child care providers and spaces for children. The Council, established in 1991, works to close this gap and insure that every parent looking to place a child in care can be successful. For details, contact Francine Nunes at fnunes@placercoe.k12.ca.us or visit www.placercoe.k12.ca.us. An Employer Child Care Tax Credit is available for establishing or contributing to a qualified employee child care program: http://www.ftb.ca.gov/forms/05_forms/05_3501.pdf and also a Child and Dependent Care Expenses Credit for parents who have placed their child in child care while working or looking for work: http://www.ftb.ca.gov/forms/05_forms/05_3506.pdf or http://www.ftb.ca.gov/forms/05_forms/05_3506ins.pdf.

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Renovation Planned for Cal-Neva Resort

Located in Crystal Bay, Nevada, the Cal-Neva Resort straddles the border of California and Nevada. Owned by Namwest, LLC since February 15, 2005, the resort is planning a complete renovation and restoration program intended to position it as the leading destination in Lake Tahoe. One aspect of the restoration is to replace deteriorated guest room structures with 'condo-hotel' units. The Placer County piece of the project includes three parcels, 19 tourist accommodation units in three new buildings, two historic cabins, and other improvements. Built in 1926, Cal-Neva later earned the nickname 'Lady of the Lake.' The resort has been frequented through the years by celebrities, socialites, and movie stars. Frank Sinatra owned the resort in partnership from 1960 to 1963, and he and his 'Rat Pack' entertained in the Frank Sinatra Celebrity Showroom that he designed and built. In this new era for Cal Neva, the resort's Web site states, 'ownership will maintain the link with history while providing the most up to date technology, facilities, amenities and services available.' For more information, visit Cal Neva at <http://www.calnevaresort.com/index.php> or Namwest LLC at <http://www.namwest.com/>

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Congress Increases IDB 'Cap' Limit to \$20 Million

Grassroots efforts and lobbying by the Council of Development Finance Agencies (CDFA) resulted in May in a bill that raises the capital expenditure limit from \$10 million to \$20 million. 'This improvement to the laws that govern IDBs will provide yet another support structure for the continued advancement of tax-exempt bonds financed by state and local economic developers,' said Gary Smith, CDFA board president. 'This change will also produce real benefits by providing more options for manufacturers to consider when planning for expansion and growth.' Placer County manufacturers that want to take advantage of low, tax-exempt interest rates now have twice as much borrowing power, noted economic development director Dave Snyder. The new limit becomes effective January 1, 2007. For more, visit Council of Development Finance Agencies at <http://www.cdfa.net/cdfa/cdfaweb.nsf/pages/legpressreleases.html>

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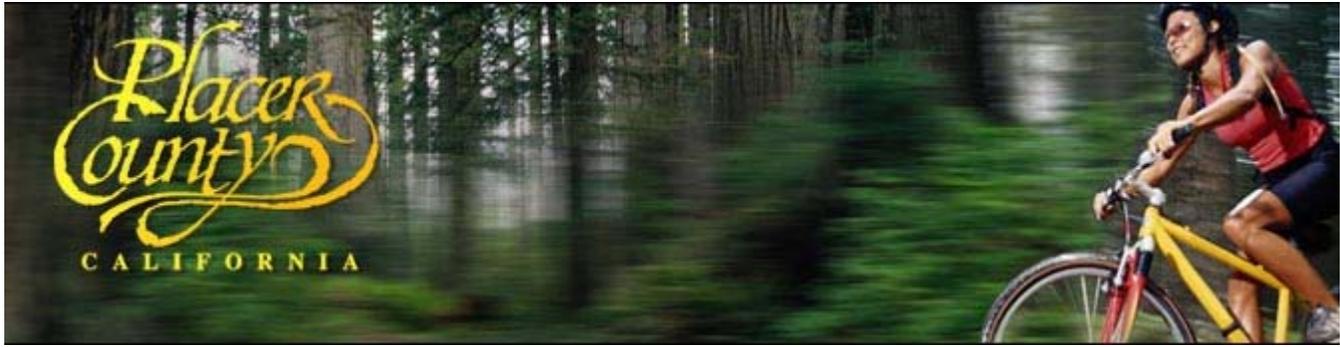
Gateway Brings Sacramento State Closer to County's Students

Sacramento State students who live in Placer County will soon be able to take four classes close to home at the Sierra College Roseville Gateway Center, located off Douglas Blvd. with easy access from Interstate 80. The new offerings begin this fall. The classes, offered in conjunction with Sierra College, include Business Finance, Business Communications, Management of Contemporary Organizations, and Multicultural America. A recent survey of 4,600 Sacramento State students in Placer County indicated that these courses are in high demand. The Gateway Center is also home to Sacramento State's College of Continuing Education's programs for bachelor's degrees in Organization Communications and Arts and Humanities, as well as upper-division General Education courses. These programs are designed for working adults as well, with classes meeting on Friday evenings and Saturdays. For details, visit <http://www.csus.edu/schedule/Fall2006Spring2007/gateway.stm> or call (916) 278-6156.

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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/business>. For past In Progress Online newsletters, go to Placer County Biz News at <http://www.placer.ca.gov/CEO/EconDev/Business%20News.aspx>.



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Talk of redevelopment and reinvestment in Kings Beach has many residents excited that their town will get a facelift, but planning a community that is pedestrian- and cyclist-friendly is a priority for many. That was the consensus of the nearly 50 community members from Kings Beach, Incline Village, and Truckee who attended the first in a series of three free public workshops discussing how to create healthful, walkable, and resource-efficient communities. The October 5 workshop was hosted by the Design Committee of the North Tahoe Business Association. Paul Zykofsky of the nonprofit Local Government Committee, based in Sacramento, ran the two-hour workshop, giving participants a basic insight into 'Making Your Neighborhood Work and the Citizen Planner.' The next community workshop, to be followed by a BBQ and live music, is set for October 27, 5:30 - 8 p.m., at North Tahoe Conference Center, Kings Beach. The last workshop will be held November 9. For more visit Sierra Sun newspaper at

<http://www.sierrasun.com/apps/pbcs.dll/article?AID=/20061005/NEWS/61004008&template=printart>

or the North Tahoe Business Association at

<http://www.ntbamainstreet.org/> or call (530) 546-9000.

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Monkey Cat Restaurant Brings San Francisco Dining Flair to Auburn

A year ago, Jim Brill, a 27-year veteran of the well-known Fior d'Italia restaurant in San Francisco, opened the Monkey Cat in a 100-year-old ivy-covered brick building located in Downtown Auburn. Since then the well-received restaurant has been chosen by Auburn Journal readers as one of the 'Best of the Best.' Sophisticated in its ambience -- decorated in the theme of the legendary, exotic monkey cat -- and consistent in its fine dining cuisine, Monkey Cat offers an imaginative menu of fish, meat, poultry, and pasta; signature salads; full bar and extensive wine list; desserts made by two local pastry chefs; the Palapa Bar, an outdoor dining and cocktail lounge; and banquet facilities. To support the local community, Brill says he tries to use local produce and products whenever possible. Monkey Cat, at 805 Lincoln Way, is open daily for lunch and dinner. For more, visit the Auburn Journal at http://www.auburnjournal.com/specials/best_of_the_best/story/?sid=16 Placer Magazine at http://www.monkeycat.com/placer_review.html or Monkey Cat at <http://www.monkeycat.com/> For reservations, call (530) 888-8492.

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Kaiser to Open Lincoln Medical Center

Kaiser Permanente opened a \$36 million new medical-office building in Lincoln on this month to serve its growing membership in the area. The 75,000-square-foot facility is part of Kaiser's plan to spend \$500 million to expand services to Kaiser members in south Placer County over the next decade. Kaiser membership in south Placer is currently about 186,000, but is expected to mushroom to 254,000 by 2010. Located near the intersection of Twelve Bridges Drive and Highway 65, the new building will house 32 doctors and a healthcare staff of 140. Services will include adult medicine, women's health, ophthalmology, optometry, pediatrics, physical therapy, radiology, a laboratory and pharmacy. The new offices will initially serve more than 36,000 in Lincoln and nearby communities. Kaiser membership in the area is expected to grow to 50,000 by 2010. For more, visit the Sacramento Business Journal at <http://sacramento.bizjournals.com/sacramento/stories/2006/09/25/daily13.html>

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Grant Will Aid County's Small Businesses, Laid-off Workers

The Placer County Office of Economic Development has extended a program that offers rapid-response assistance to small businesses in danger of closing permanently or laying off employees. The extension is funded with a \$15,000 grant, which follows an initial \$82,000 grant, from the Golden Sierra Job Training Agency and Golden Sierra Workforce Investment Board. Designed for businesses with 49 or fewer employees, the program can act as a referral service to help employers get the help they need to avoid or reduce the impacts of layoffs and to strengthen their businesses. Program resources include referrals for financial help, business-plan development, government contract resources, and recruitment assistance. The program can help laid-off employees through job-lead referrals, workshops, and no-cost job-search assistance. Special employment packets for laid-off workers are available at One-Stop Career Centers in Roseville and Auburn. For details, contact Marcy Schmidt at (530) 886-4641 or mschmidt@placer.ca.gov

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Roseville Adds a Best Western

Placer County's newest hotel, the Best Western Galleria Inn, opened this month in Roseville. The 83-room hotel features spacious rooms with wired and wireless Internet access, microwaves and refrigerators, business center, fitness center, shuttle services, and banquet and meeting facilities. A complimentary continental breakfast bar is available to guests. Located near the Galleria Mall, at 1398 E. Roseville Parkway, the inn is near restaurants of all kinds, recreational facilities, and top corporate businesses such as Hewlett-Packard and Intel. For details, contact Nicole Manucal at (916) 293-1908 or nmanucal@heritagehotelgroup.com or visit Best Western at <http://book.bestwestern.com/bestwestern/productInfo.do#null>

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Saddle Up for Loomis's Annual Cowpoke Fall Gathering

The South Placer Heritage Foundation presents the 12th Annual Cowpoke Fall Gathering November 10 - 12 at the Blue Goose Fruit Shed on Taylor Road in Loomis. The event features cowboy poetry and music performances by such noted cowboy poets as Baxter Black, Pat Richardson, and Dave Stamey. An opening night reception, at \$65 per person, includes food, a hosted bar, special surprise, and reserved seating for the show. An added event this year is a special matinee which will include student poets. On Saturday November 11, 3 to 6 p.m., a western-style barbeque, sponsored by Cattlemen's restaurant, will be served. The Cowpoke Fall Gathering is a benefit for the continuing renovation of the historic Blue Goose Fruit Shed. For details call (916) 787-0879 or visit <http://www.soplacerheritage.org>.

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Maidu Center Offers Tours, Classes, Events for Families

A preserved Southern Maidu village site in Roseville, Maidu Interpretive Center and Historic Site is a natural haven dotted with more than 300 bedrock mortars (acorn grinding holes) and petroglyphs (rock art), evidence of thousands of years of Maidu occupation. Guided tours of the site and Maidu Museum are offered Tues. - Fri., 10 a.m.; Sat., 10 a.m. and 1 p.m. The center has a full, changing schedule of exhibits, family weekend programs, campfire events, and 'old ways' classes. November's calendar includes Campfire Under the Stars (Nov. 3), Gourd and Pine Needle Basket Class (Nov. 4), Night Prowl (Nov. 11), Acorn Crafts (Nov 18), Archery for all Skill Levels (Nov. 18), Amazing Reptile Show (Nov 18), and Indian Museum Free Day (Nov. 25). The center, at 1960 Johnson Ranch Dr., is open Tues. - Sat., 9 a.m. - 4 p.m. For more, visit Maidu Interpretive Center at <http://www.roseville.ca.us/indianmuseum> or call (916) 774-5934.

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Mountain Mandarin Festival Opens Satsuma Mandarin Season

On November 18 and 19, the Mountain Mandarin Festival at Auburn's Gold Country Fairgrounds will open the foothills' annual mandarin season. At the festival, crisp autumn weather and a bit of fall color make a beautiful backdrop for food, crafts, and mandarins by the bushel. This is the place to stock up on fresh-off-the-tree Owari Satsuma mandarins, known as 'zipper fruit' because they're so easy to peel. Mandarin-themed recipe and centerpiece contests, live entertainment, free children's activities -- the festival is filled with food and fun. A commercial mandarin industry has been thriving in the foothills

since the 1960s, with about 50 growers today. The growers open their ranches for tours and sales November 27 through January 2007. For more visit Mountain Mandarin Festival at <http://www.mandarinfestival.com> or Mountain Mandarin Tours at <http://www.mountainmandarins.com>.

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[High-speed Internet Comes to Lincoln Area](#)

SkyHiCorp has announced it is bringing high speed internet access to the rural communities of Lincoln, Sheridan, Camp Far West, Wheatland, and other surrounding communities. Through a sophisticated and enhanced technology wireless network, SkyHi has built a high-speed broadband network to serve these residents. 'With around 43 percent penetration, broadband is growing at a phenomenal rate in the U.S.,' William Coleman, CEO of SkyHiCorp, said in a statement. 'Consumers in rural areas want and expect the same levels of communication services as in larger metropolitan areas. SkyHi is ready to meet their wireless broadband needs.' Starting last month, SkyHi Broadband began providing all customers with high-speed access. For more, visit the Sacramento Business Journal at

http://www.bizjournals.com/sacramento/stories/2006/09/04/daily23.html?from_rss=1

Lincoln News Messenger at

<http://www.lincolnnewsmessenger.com/articles/2006/09/28/news/city/03internet.txt>

or SkyHiCorp at

<http://www.skyhiwifi.net/>

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[Ceronix Plans to Sell Video Screens in Russia](#)

While visiting the Tolstoy museum in Russia last month, Don Whitaker, founder and owner of Ceronix Inc., based in Auburn, noticed a bowling alley across the street. Once inside, he found more than 70 Ceronix screens. That discovery prompted Whitaker to expand into Russia marketing the company's latest touch-screen technology as a replacement for thousands of old screens in casinos and game centers there. Ceronix plans to sell flat-screen liquid-crystal display monitors to Russian casinos eager to replace old bubble-shaped screens made from cathode-ray tubes. The new product is brighter and uses less energy. It seems the timing is good, noted a San Francisco market analyst, because the Russian government recently put a hold on any expansion of the gaming industry until regulations are adopted. Indications are, he said, that Russia will soon solve its regulatory issues, and that could translate into further growth in the gaming market there in 2007. For more, visit the Sacramento Business Journal at

[http://sacramento.bizjournals.com/sacramento/stories/2006/09/18/story6.html?](http://sacramento.bizjournals.com/sacramento/stories/2006/09/18/story6.html?b=1158552000^1346695&surround=etf)

[b=1158552000^1346695&surround=etf](http://sacramento.bizjournals.com/sacramento/stories/2006/09/18/story6.html?b=1158552000^1346695&surround=etf)

or Ceronix Inc. at <http://www.ceronix.com>

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[PG&E Offers Rebates on Energy-efficient Equipment](#)

Energy usage can have a huge impact on the cost of running a business. Pacific Gas & Electric offers its business customers hundreds of rebates on energy-efficient items. Rebates are a quick and easy way to get cash back on qualifying energy-efficient products. Virtually any type of business can take advantage of PG&E rebates-- food distributors, restaurants, retail stores, salons, offices, bakeries, and many more.

PG&E offers rebates on lighting, HVAC (heating, ventilation, and air conditioning), refrigeration, boilers, water heaters, food service products, agricultural products, and numerous general appliances. Energy-efficient equipment can reduce your energy costs while conserving natural resources. For more information, please visit www.pge.com/biz/rebates or contact Mary Post at map3@pge.com or (916) 386-5008.

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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>



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Bay Area Developers Selling Rainbow Lodge

Rainbow Lodge, a rustic Sierra inn located along I-80 near Donner Summit, is up for sale. Its owners are asking \$7 million for the lodge built in the 1920s with local granite and timber. The resort includes 35 guest rooms, restaurant and bar. The price includes 114 surrounding acres. The lodge was acquired last year by Bay Area developers Todd Foster and Kirk Syme as part of their purchase of Royal Gorge cross-country resort. They are selling the lodge to focus on the resort. A favorite of skiers, locals, and regulars from throughout the region, Rainbow Lodge is beloved for its peaceful location on the South Yuba River, warm historical ambience, and excellent food and drink. The lodge would be perfect for a buyer "who wants to own a part of California history," said commercial real estate agent Karl Saimre of Truckee River Associates, who has co-listed the property. For more visit Sierra Sun at

<http://www.sierrasun.com/article/20061109/NEWS/61108012&SearchID=73264250804164>

Royal Gorge at <http://www.royalgorge.com/Lodge.asp?d=1&fv=7&b=3&LodgeId=3> or contact Karl Saimre at Karl@truckeeriverassociates.com or (530) 587-7633.

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Granite Bay's Otow Orchards Featured in International Magazine

Tosh Kuratomi of Otow Orchards in Granite Bay makes Hoshigake -- a delicate dried persimmon -- just like his Japanese ancestors did a thousand years ago. Kuratomi is featured along with several other growers in the November issue of John Deere's *Furrow* magazine, circulated in more than 45 countries. In an article called "Ancient Ways," Kuratomi explains why his dried fruit is making a comeback. "One reason is that more and more people are experimenting with foods they may not be familiar with. The other thing is the whole heritage food movement. People don't want foods like this to go away, and they are realizing what it takes to produce it." Kuratomi goes on to explain the ancient and painstaking art of making Hoshigake, noting that it was passed down through the family for generations. For more, visit John Deere at

http://deere.com/en_US/ag/furrow/index.html

or PlacerGrown at

http://www.placergrown.org/pg1/ShowCompany.jsp?BUSINESS_ID=82

or the Sacramento Bee at

<http://www.slowfoodla.com/images/sacbee-hoshigaki.pdf>.

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Northern California World Trade Center Helps Companies Go Global

The Northern California World Trade Center in downtown Sacramento is an excellent resource for Placer County businesses considering expanding into global markets, says NCWTC program director Michele Gault. Established in 1996, the NCWTC is the region's premier international business organization. Part of a growing network of 275 World Trade Centers, the NCWTC offers export and import counseling, trade leads, trade education seminars, business networking events, and more. Placer County's Office of Economic Development is one of the NCWTC's 10 founders and holds a seat on its board of directors. Placer County is also a sponsor of NCWTC's International Business Leadership Certificate Program, a series of seven workshops designed for small business owners looking to take their companies global. All seminars and events are open to the public. For information about upcoming events, visit NCWTC at <http://www.ncwtc.org> or contact Michele Gault at (916) 447-9827, ext. 133.

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County Offers Training Classes

Organizational Development, a division of the Placer County Executive Office, offers cutting-edge training and development classes focused on enhancing county employees' knowledge and productivity. Instructed by subject-matter experts at a reasonable cost, these skill-based classes are also available to employees of local businesses and public agencies as space allows. For details and to see the full range of course offerings in the Catalog of Services, visit <http://www.placer.ca.gov/training> or contact Placer County Organizational Development at (530) 886-5270.

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PRIDE Industries Wins Federal Honor

PRIDE Industries, headquartered in Roseville, was one of nine national winners in October of the U.S. Secretary of Labor's New Freedom Initiative Award, recognizing efforts to improve employment opportunities for people with disabilities. PRIDE was the only winner from California, and one of four nonprofit winners. **Now PRIDE has expanded its audience by opening a staffing agency for people of all ability levels. "After about a month in business, PRIDEWORKS Staffing Co. has about 210 applicants and has placed almost 50 people," general manager Jan Russell said.** PRIDE, the nation's largest employer of people with disabilities, employs more than 3,100 people across seven states, including more than 2,500 with disabilities. Founded in 1966, PRIDE now ranks as the third largest manufacturing and service company in the greater Sacramento region. For more, visit PRIDE Industries at http://www.prideindustries.com/news_and_events/press_releases.php?id=179 or the Sacramento Business Journal at <http://sacramento.bizjournals.com/sacramento/stories/2006/10/23/daily40.html> or <http://sacramento.bizjournals.com/sacramento/stories/2006/11/06/story14.html>

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Auburn Symphony & William Jessup University to Present Messiah Sing-Alongs

Two Messiah Sing-Along concerts are planned for the area this season thanks to a second-year collaboration between Auburn Symphony and the William Jessup University choir. On December 12, the orchestra and 75-voice choir will perform at Placer High Auditorium in Auburn, and on December 14 at the university concert hall in Rocklin. Both concerts are at 7:30 p.m., and tickets are \$10 each. Soloists from the choir will sing the most popular pieces from Handel's oratorio, and the audience will sing along in the chorus sections. Attendees are invited to bring their own Messiah scores or purchase scores at the door. Auburn Symphony's Maestro Michael Goodwin, who will lead the sing-alongs, promises audiences a delightful experience. "The chorus has wonderful vitality," Goodwin says. "They're a very enthusiastic group with fresh young voices." Tickets can be purchased ahead of time, online or from the symphony office, or at the door. For tickets visit Auburn Symphony at <http://www.auburnsymphony.com/index.htm> or call the Auburn Symphony office at (530) 823-6683.

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First Harvest for Fawnridge Winery

One of the newest bonded wineries in Placer County began bottling a year and a half ago and is harvesting its first grapes this year. Stewart and Stephanie Perry of Fawnridge Winery, near Auburn, studied viticulture at UC Davis to prepare to start their vineyard, and decided that Syrah and Barbera were the best grape choices. The Perrys' first wines are from locally produced varietals. "Our grapes are four years old," Stephanie said. "This year will be our first major harvest. We'll have our own estate vintage in a year and a half." The Fawnridge label is sold at several locations including the winery, 5560 Fawnridge Road and Carpe Vino in Old Town Auburn. For more, visit Foothills magazine at

<http://www.foothillmagazine.com/article/2006/4/37> or Fawnridge winery at <http://www.fawnridgewine.com/>

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U.S. Commerce Dept. Honors Auburn's Ceronix Inc.

Ceronix, Inc. was presented this month with an Export Achievement Certificate by the U.S. Dept. of Commerce. The award recognizes that Ceronix exports its products and opens new foreign markets. Ceronix has expanded U.S. global trade, most recently in Russia. Ceronix founders Don and Kay Whitaker accepted the award in a ceremony held November 2 at Ceronix's corporate headquarters, in Auburn. Ceronix, Inc. is the leading U.S. developer and manufacturer of custom color video displays and circuit boards. For more, visit Ceronix, Inc. at <http://www.ceronix.com/>.

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New Airport Shuttle Running from Reno to Tahoe

The new North Lake Tahoe Express daily airport shuttle service has begun and is available to and from North Lake Tahoe and the Reno Tahoe International Airport. The shuttle runs from 3:30 a.m.-11:30 p.m. Fees are \$35 per person one-way, and \$60 round trip. Discounts are available for groups of three or more. Reservations are required and can be made 12 hours in advance. For more information call (530) 581-3922 or go to <http://www.northtahoetruckeeexpress.com/home>.

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Restaurant Brings Italian Flavor to Truckee

Dining at Pianeta Ristorante, tucked in the heart of downtown Truckee, is like taking a trip to Italy, minus the travel time. Serving authentic Italian cuisine since 1997, Pianeta (Italian for planets) is known for its lively bar and warm and friendly staff. The ambience of Pianeta evokes the artwork of Leonardo Da Vinci with antiqued murals painted on the walls by a local artist. Eclectic antique knick-knacks give the place an old-world charm. Pianeta offers a variety of classic house-made pasta dishes and delicious beef and fish entrees. Dessert might be Espresso Panna Cotta with Chocolate. Pianeta is the place to go for hard-to-find Italian wines. Tom Beckering, Pianeta's bar manager, says one of his recommendations to accompany a meal is the 2001 Argino Brunello, an Italian red wine. The restaurant is open seven nights a week, 5:30 p.m. to 9 p.m. or later. Reservations are recommended by calling (530) 587-4694. For more visit the Tahoe World at <http://www.tahoe-world.com/content/view/4542/75/>.

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Roseville Job Fair Set for January 17

Job seekers who have recently been laid off from local companies will find companies hiring for their particular skills at a job fair at the University of Phoenix, in Roseville, January 17, 10 a.m. - 3 p.m. The fair features on-site resume critiquing, workshops on preparing for an interview and resume writing, and panel discussions from industries such as health care, education, and construction. The cost to participating companies is \$100. That includes advertising, lunch, and table set up. Additional advertising packages are also available. For details, contact Natalie Keeve at Natalie@rocklinchamber.com or call (916) 624-2548.

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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>.