



MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

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DATE: December 5, 2006
TO: Honorable Board of Supervisors
FROM: David Snyder, Director 
SUBJECT: **California On-Location Award Federal Public Employee of the Year**

ACTION REQUESTED

Approve a presentation to Ed Moore, United States Forest Service Recreation Assistant for the American River District of the Tahoe National Forest from David Snyder, Director of Economic Development, for the Federal Public Employee of the Year Award from the 12th Annual California On-Location Awards program in Los Angeles in October.

BACKGROUND

Ed Moore, USFS Recreation Assistant for the American River District of the Tahoe National Forest, received the Federal Public Employee of the Year finalist award. Ed Moore oversees the USFS Special Use Permits for a very large portion of the Tahoe National Forest. He was honored as one of only three finalists at the 12th Annual California On-Location Awards program in Los Angeles in October.

The California On-Location Awards honors the 'best of the best' production companies and location managers in Film, Television, Commercial and print industries for their exemplary work shooting on location. In addition the COLA judges select pivotal individuals from the federal, state, county and city level for their outstanding contributions facilitating production in their jurisdictions.

He has accommodated scores of productions, most notably during the country's most expensive forest fire a few years back (two month's worth of TV movies and a Kevin Costner film) to most recently sheparding a Ford Escape Hybrid commercial starring Kermit the Frog in the district's rainiest season ever this past holiday season. With 90% of his staff absent, Ed was there to make production possible for those on short time frames, little patience, and big egos. And this despite the fact that most of his time is spent doing 'real' forestry work.

Ed's biggest challenge came during the rainy period when Bombardier ATV hired four separate production companies and they descended on Ed in a two week period (separately and independent of each other). First came the commercial, looking for a location to shoot rugged action scenes. With the rains barely underway, Ed was able work out a low impact solution in their OHV area and issue a permit. Next came the domestic still ad, wanting to use something "similar but different": more rain, more challenges. Ed made it happen. Next thing you know, Bombardier hires a company to shoot their showroom commercial: more mud, tougher challenges. Working with the local film office to find a private property for the bigger action scenes, a third Forest Service permit was issued. But Bombardier wasn't through - nor was the rain - it was time to shoot their international still campaign, and - well, Ed worked it out to the satisfaction of all.

ENVIRONMENT IMPACT - None

FISCAL IMPACT - None