

IN PROGRESS

A Quarterly Review of Economic Development Activity in Placer County

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Economic Development Board Hosts 20th Annual Summit Breakfast

Five local businesses and the Westfield Galleria at Roseville mall Recovery Team were honored by the Placer County Economic Development Board at its 20th annual breakfast summit, held March 31.

More than 200 people attended this year's summit, at Sun City Roseville. The theme of this year's gathering was "Partners in Prosperity." Each year, the board presents awards to recognize public and private-sector contributions to the county's economic well-being.

The Dr. Gerald Angove Public Sector Award, named after its first recipient, a former Sierra College president, was presented to the Westfield Galleria at Roseville Mall Recovery Team. The team was made up of mall employees and personnel from fire departments, law enforcement agencies, the city of Roseville, Placer County agencies, and state agencies involved in the recovery effort.

These five businesses were awarded private-sector honors:

- TGH Aviation of Auburn, the Robert M. Weygandt Private Sector Award
 - High Hand Nursery of Loomis, the Private Sector Award for Agriculture
 - ioSafe Corp. of Auburn, the Private Sector Award for Technology
 - RobbJack Corp. of Lincoln, the Private Sector award for Manufacturing
 - Thunder Valley Casino Resort of Lincoln, the Private Sector Award for Leisure and Hospitality
- (Placer County press release)*

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Past Economic Development Board Chairs were recognized at the event. Pictured above from left to right are: Pauline Roccucci - 1991 & 1992; Dr. Lyndell Grey - 2006; Current Chair and District Five Supervisor Jennifer Montgomery; Connie Cullivan - 1999; Susan Rohan - 2005; John Allard - 2007 & 2008; Alice Dowdin Calvillo - 2004; District Two Supervisor Robert M. Weygandt - 2009; and Tom Cosgrove - 2001



Film Review



PLACER LAKE TAHOE
FILM OFFICE

Production Companies Scout Placer County

Film Office director elected chair of state film commissions group

Maybe because it's spring or maybe because our area has so many great locations to offer, it's been a busy scouting season here in Placer County. At press time, ten production companies were actively scouting across the county, from Sheridan to Tahoe. Now we wait and see if the companies – which produce feature films, commercials, still photography, and catalog shoots – finally choose to shoot at locations here.

The Placer-Lake Tahoe Film Office attended two high-profile industry trade shows in April. One, hosted by the California Film Commission, was a networking opportunity for production executives from studios, television companies, and commercial houses to become familiar with locations and filming possibilities around the state. The annual California Only Trade Show, sponsored by the Film Liaisons in California Statewide (FLICS, the professional organization of California film commissions) was the second show. It provided a similar networking venue for film commissions and location managers. At the FLICS quarterly board meeting, held at the show, Beverly Lewis, Placer-Lake Tahoe Film Office director, was elected to a term as chair of the organization.

Placer-Lake Tahoe Film Office (530) 889-4091, www.placer.ca.gov/films

Intel-GE Lease is a Big Boost for Roseville

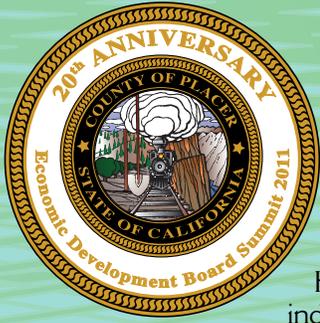
Intel-GE Care Innovations LLC, a joint venture focused on home healthcare technology, has landed in Roseville with a 20,000-square-foot lease at the Summit office building, in Roseville. Roseville officials said this week that 70 workers initially will be working at the new office, and the total is expected to rise over time.

The Intel-GE joint venture was launched last year by Intel Corp. and General Electric Co. In February, the venture announced it had won approval to market its new health monitoring

system, Intel Health Guide Express, an in-home device that allows remote monitoring of patients by collecting vital signs, providing interactive health sessions, video conference capability, and other content via personal computer. It stores and displays the information for the patient and sends it to a server so health care professionals can review the data. Intel-GE will continue to develop and market other tools aimed at independent living and assisted living communities. The markets for "telehealth" and home health monitoring are predicted to grow to \$7.7 billion by next year, the companies have said.

from the Sacramento Business Journal





20th Annual Summit Breakfast

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TGH Aviation

Formerly known as The Gyro House, TGH Aviation is an industry leader in the repair and installation of aviation instruments.

Established in 1957, the company moved to Auburn in 1972. Recently, TGH remodeled an old hangar at the Auburn Municipal Airport, that increased the company's repair capacity and included a state-of-the-art flight systems laboratory. TGH hires local residents, investing time, effort and resources in training employees for long-term careers. Through its relationships with general aviation, commercial, corporate, rotorcraft and military clients, TGH has publicized Auburn around the world.

High Hand Nursery

Located on the grounds of the historic High Hand fruit sheds, the business features a high-end nursery, a restaurant that showcases locally-grown foods and an art gallery. High Hand was also recognized for its selfless contributions to the community, landscaping the community's historic train depot, chamber of commerce, and fire department. Loomis councilman Miguel Ucovich noted that the business serves as a focal point for the community's downtown business district and is an iconic symbol of the community's character. High Hand is among the top producers of sales tax revenue in Loomis and provides quality jobs to its 60 employees.

ioSafe

A high-tech startup based in Auburn, ioSafe manufactures disaster-proof computer hardware. Its products are built to protect data during floods, fires, and other emergencies. ioSafe chief executive officer Robb Moore, a featured speaker at the breakfast, reported that his company grew by 250 percent from

2009 to 2010 and expects to maintain that growth rate this year. The company's customers range from the U.S Army and Navy and Fortune 500 companies to small businesses and home consumers.

RobbJack Corporation

The employee-owned business manufactures premium rotary cutting tools. RobbJack is partnering with Sierra College and has had great success in transforming their operation with lean manufacturing. Lean manufacturing is a strategy of increasing value-added work by eliminating waste and reducing incidental work. The company has a well-earned reputation for consistently providing superior-quality products, noted PG&E account executive Chuck Heisleman, who nominated RobbJack for the award. RobbJack currently has 80 employees.

Thunder Valley Casino Resort

Located in an unincorporated area between Lincoln, Roseville, and Rocklin, Thunder Valley was honored for its contributions to the local tax base, the many jobs it provides, and its generous contributions through grants and services to many community organizations. Thunder Valley was also honored for an expansion and remodeling project completed last year that included a 17-story hotel with 297 rooms, entertainment facilities, and a parking structure with 3,700 spaces.

The Westfield Galleria at Roseville Mall Recovery Team

Roseville mayor Pauline Roccucci presented this award, emphasizing that the team went above and beyond the call of duty to quickly get the Westfield Galleria mall on the road to recovery after a devastating fire.

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Photos From left to right:



Auburn City Councilman Mike Holmes; Robb Moore of ioSafe & District Five Supervisor Jennifer Montgomery



Steve Williams & Richard Anderson of TGH, Dave Baker of RobbJack and Scott Paris of High Hand Nursery.



District Five Supervisor Jennifer Montgomery; Doug Elmetts representing Thunder Valley Casino and Resort; and Dave Hinshaw of PG&E

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) 823-6183 or visit www.foothillfarmersmarket.com.

May

- **May - September: Cruise Nite**, a free classic car show on the streets of Downtown Auburn every second Friday, 5 - 9 p.m. For details, call (530) 885-4364.
- **May, June, July: Roseville Downtown Tuesday Nights**. Vernon Street in Downtown Roseville is filled with classic cars, food, a farmers market, vendors, entertainment, and a beer & wine garden. For details, call (916) 787-0101.

June

- **June 3 to Oct. 28: Front St. Fridays**, held 5 p.m. to 9 p.m. at Rocklin Road and the rail road tracks in historic downtown Rocklin. 19 distinct festivals including Blues on the Street, Wine and Art Festival, Organic Food & Lifestyle Fair and Auto-rama. For details visit www.placerlifestyle.com
- **June 4: North Lake Tahoe Clean Up Day**. Residents and visitors can help get the area ready for the busy summer season. Check-in stations located in Kings Beach, Tahoe Vista and Carnelian Bay. Appreciation BBQ following clean-up. For details, call (530) 546-9000.
- **June 4: Downtown Lincoln Classic Car Show**. Live entertainment and an extensive classic car cruise. Pancake breakfast. Registration 7 - 10 a.m. Downtown Lincoln. (916) 543-0464.
- **June 9: Auburn Art Walk**, a reception to showcase artists displaying work in participating businesses in Downtown and Old Town Auburn. 6 - 9 p.m. For details, call (530) 885-5670.
- **June 11: Blue Line Beach Bash**. An outdoor evening event held on the Blue Line Gallery rooftop 6 - 10 p.m. Fine food and wine, entertainment, music, art exhibits and activities. Blue Line Gallery, Downtown Roseville. For details, call (916) 783-4117.
- **June 11 & 12: 20th American River Festival**. Nature, art activities, hikes, music, entertainment, environmental education activities, information booths, and food. Sat., 7 - 9 p.m. Sun. festival 9 a.m. - 4 p.m.

At American River Overlook Park, Pacific Avenue, Auburn. For details, call (530) 887-9314

- **June 17: 10th Annual Party in the Park celebrates with two bands**, Mumbo Gumbo and Great American Taxi. Beer Garden, BBQ, organic and vegan choices, kids' zone, crafts, information booths, and demonstrations. At Auburn Recreation District's Regional Park, Auburn, 5:30 - 10:30 p.m. For details, call (530) 885-8461.
- **June 18: Tahoe City Heart & Solstice Festival Wine Walk**. A stroll through beautiful Tahoe City includes shopping, wine tasting at 30 different locations and sampling delicious food from local Tahoe restaurants and caterers. Live music. Noon - 4 p.m. Downtown Tahoe City. For details and tickets, call (530) 525-5203.
- **June 18: Auburn Family Night Out**. Family-oriented activities at various stations from Old Town to Downtown Auburn. 5 p.m. - 8 p.m. (530) 888-1585
- **June 19 & 26, July 10 & 17: PlacerArts' 23rd Annual Summer Series**. Free concerts in Auburn's Library Garden Theatre. Picnics welcome. For details, call (530) 885-5670.
- **June 23-26: Placer County Fair**. Animals, rides, activities for all ages. Placer County Fairgrounds, 800 All America City Blvd., Roseville. (916) 786-2023.

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Wise Villa Winery Celebrates Grand Opening

Placer County continues to grow as a wine region, to the point that Lincoln has its first full-production winery. Wise Villa Winery, at 4100 Wise Road, hosted its grand opening in March with two guest wineries – Casque Wines and Cante Ao Vinho. Wise Villa boasts 11 varietals of grapes, including pinot noir, merlot, syrah, Iberian Peninsula, and a Portuguese grape called the Torrigna national, used to make port.

“I’ve been making wine for about 12 years, and it’s something I started really enjoying right out of college,” said Grover Lee, who owns Wise Villa with his wife, Christine. The couple has 17 acres of grapes, which Lee tends by himself except during pruning and harvesting times, when he brings in a small crew to help.

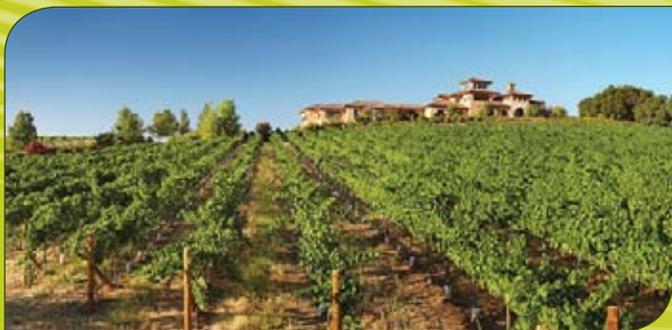
What makes Wise Villa unique, Lee said, is his background in the biological sciences and his love of farming – he majored in bio science and chemistry at Cal Poly San Luis Obispo. “The biggest challenge is to make sure that the wine I make is not just okay wine but great wine. That is what keeps me motivated, to make sure I’m doing everything possible to make great wine.”

Lee makes use of the winery’s garden for wine pairing parties, using onions, garlic, bell peppers, jalapenos, and other veggies for the tastings. “We really do a nice assortment of foods and pairings,” Lee said. “And we get inventive as far as looking at what possibilities you wouldn’t think of that would match.”

While winemaking is a full-time job, Lee also owns Rocklin-based American Health Care, which he said manages health care for large employers.

For details, visit www.wisevillawinery.com.

from the Lincoln News Messenger



Auburn Game Controller Company Steps Out for Its Debut



For players that want to stroll or run through virtual video game worlds, an Auburn company has developed GameRunner that is a digital controller integrated into a treadmill with a handlebar for controller buttons. GameRunner Inc. started taking orders for the \$495 GameRunner in April at its website www.gamerunner.com.

The product is a universal controller that can be used for most video game consoles and computer games on Mac or PCs. It can also be used to navigate through Google maps, said Joy Garner, spokeswoman with the company.

The device was invented by Charlie Van Noland, an engineer, and created with the help of his son, Charlie Van Noland Jr., a game developer. The Nolands have a patent on the digital controller interface that makes the GameRunner possible.

The treadmills come from Taiwan, the electronics from China, and some of the assembly of the GameRunner is completed in Reno. The company is taking shipped orders now, and it hopes to have models in stores before Christmas, Garner said.

from the Sacramento Business Journal

This issue of In Progress is dedicated to Betty Miliam Azevedo, Placer County’s first woman planning commissioner and long time member of the Economic Development Board. Betty passed at her home in Auburn on March 20, 2011. She is missed by family and friends.





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20th Annual Summit Breakfast *continued from pg 3*

“Working tirelessly, the team made it possible for the opening of one major tenant and 40 other stores by October 27,” she said. “That was six days following the fire.” (Galleria officials recently announced that the mall should be fully operational by October, before the one-year anniversary of the fire.)

Many city of Roseville departments helped in the recovery effort – the Electric and Environmental Utilities Dept., Public Works and Police departments, Building Division and Fire Inspection. Placer County staff opened a satellite office, and the Roseville Chamber of Commerce coordinated the many offers of help from the community.

