

IN PROGRESS

A Quarterly Review of Economic Development Activity in Placer County

Volume Thirteen
Number Four

Fourth Quarter 2009
County of Placer

ENGEO Named one of 25 Best American Employers

ENGEO Incorporated was recently recognized as one of the Top 25 best 250-to-500-person American companies to work for by the Society for Human Resource Management (SHRM) and the Great Place to Work Institute, Inc. (GPTW). ENGEO is the only business in this category from California to earn the distinction and was ranked 13th out of hundreds of companies.

ENGEO, based in San Ramon, has seven offices in California, including one in Rocklin. The company is a comprehensive provider of geotechnical, environmental, hydrologic, and geologic engineering and construction testing and inspection services.

"Making this year's top list means more to us than in any previous year because of the challenging economic climate and the difficult adjustments we've had to make," said Uri Eliahu, ENGEO's president. "We are thrilled to be among the top firms and believe it demonstrates the importance of having a corporate culture that empowers and motivates employees – something that is vital during this current economic downturn."

The Rocklin ENGEO Inc. office is located at 2213 Plaza Dr. For more information, contact Mark Gilbert at (916) 786-8883 or mgilbert@engeo.com or visit www.engeo.com.



Economic Development Board Spotlight:



John Allard

John Allard was appointed to the Roseville City Council in October 2003, and elected to four-year terms in November 2004 and 2008. Allard's focus on the council, he said, has been creating a safe and healthy community, building the best possible local/regional transportation infrastructure, enhancing community services, promoting economic vitality, and revitalizing the older parts of Roseville. Before serving on the council, from February 2001 to September 2003, Allard served on the Roseville Planning Commission.

In June 2005, John and his wife Lisa purchased Molly Maid of Placer County, a house cleaning business servicing South Placer County. Between that June and December 2007, the couple grew the business by over 350 percent.

"We built the business through a lot of hard work, the investment of personal savings, some effective marketing, and a lot of luck," Allard said. "Much of our focus went toward good hiring, proper training, quality control, aggressive marketing and networking – and just plain hard work! Then the economy began to decline, and we've seen our business suffer as a result. However, during these tough times we've learned some very valuable lessons about how to run our business more efficiently and effectively, and are looking forward to the economy turning around so we can get back on track.

"I'm very fortunate," he continued, "to have an extremely hard-working, understanding, and supportive wife, who really runs our business for us. While we have split up the overall responsibilities of running the business, she handles most of the day-to-day operations, which frees me up to do my government work."

John and Lisa have found owning their own business very rewarding. "It has given us a lot of flexibility to be able to spend quality time with our three children and be more active in our community," Allard explained. "I have also learned first-hand the huge challenges businesses face, which I believe has made me a better city councilman.

Also, we have been able to build something from almost nothing. That has been a very rewarding experience and given us the confidence that we can do many other things we never imagined we could do."

Earlier in his career John served as regional vice president for the Hospital Council of Northern and Central California (2000-2005); vice president of Grassroots and Political Activity, California Hospital Association (1999-2000); deputy director for Public Affairs, Public Education and Legislation, California Department of Forestry and Fire Protection (1997-1999); chief of staff, Assemblyman and Senator Tim Leslie (1986-1997); and legislative aide, Assembly Republican Caucus (1985-1986).

Included among Allard's city council duties are chairing boards of Placer County Economic Development, South Placer Wastewater Authority, Western Placer Waste Management Authority, and the Roseville Revitalization Committee. He serves as a member of the Highway 65 Interchanges JPA, on the Placer County Air Pollution Control District board, the Placer County Community Services Commission, and City of Roseville/ Union Pacific and Economic Development Advisory Committees; and as alternate board member of the Placer County Transportation Planning Agency and Sacramento Area Council of Governments. He also chairs the annual South Placer County National Day of Prayer Breakfast and serves on the Lincoln Club of Sacramento Valley board and on William Jessup University's Community Relations Council.

Allard is a former chair and board member of the Roseville Community Health Foundation; former vice chair and member of Sutter Health's Placer County Community Advisory Board; former VP of Government Relations and board member of the Roseville Chamber of Commerce; and former board member of Acres of Hope, The Gathering Inn, and the South Placer Transportation Management Association.

How does he do it all? "I was born and raised in a family where public service was considered a duty," Allard said. "So, from my early days, I have been involved in my community. Add to that my being very organized and task oriented, and I do my best to fit everything into my life."



Film Review

Gamboa's Body and Frame

Fairway Carwash

Dos Coyotes Café

Eco-Chic Design

Sierra Auto Care

American Home Sales

Get Scored!

problems? Sales down? Profit

answered "yes" to any of these

where it should be? No time

for your personal life? If you

questions, SCORE can help.

SCORE is the Service Core

of Retired Executives and

Concerned? Cash flow

For details, call (916) 649-0225 or visit

www.Sacramento-Sustainable-Business.org

Chapter 417 offers FREE counseling to Placer

County businesses through their volunteer

network. Its easy to get started. First, go

to www.sacscore.org/quiz and complete

quiz. Next, call 916-635-9085 to make an

assessment by one of SCORE's counselors.

appointment to receive a more thorough,

objective and (yes) still free business

SCORE has approximately 65 highly

Sacramento, many of which are based

right here in Placer County. They will

"match" the best counselor or counselors

to your business and he or she will act as a

second pair of eyes to review your business

and offer suggestions about making it more

SCORE can help you discover solutions and

successful. Whether you are a budding

entrepreneur or existing business owner,

get fast results. SCORE also offers small

Quickbooks and business plan preparation.

Placer County, Roseville and Lincoln offer

counselors. Take advantage of great advice

from veteran executives before its too late.

The Economic Development Offices of

convenient meeting space for business

owners to meet privately with SCORE

business marketing, internet marketing,

experienced counselors in Greater

the registration form and a short confidential

REI

Lincoln

Auburn

Loomis

Granite Bay

LFR, Inc.

Locals Honored at State's 'On Location' **Film Awards Show**

Several individuals nominated by the Placer-Lake Tahoe Film Office were recently feted at the 15th Annual California On Location Awards (COLA) show, held in Los Angeles. Two of these locals celebrated big wins: Auburn resident Lorin Miller was singled out as the top location manager for the Stills photography category for an O'Neill catalog shoot; and Gina Thompson, from the US Forest Service - Lake Tahoe Basin Management District, went home with the Federal Employee of the Year award in the Public Employees section of the program for her pivotal efforts in streamlining the filming process for 35 USFS sites around Lake Tahoe. Erika Fricke and Lauren Carbone of 'The Sierra," produced by Burnt Cedar Pictures, were finalists for their Western film shot on Tahoe's west shore.

Economic Development Board Spotlight:

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Allard also chose to become a member of the Roseville Arts! Capital Campaign Steering Committee, a campaign that brought a new gallery to downtown Roseville. "A very dear friend of mine asked me to help out – and I couldn't say no," he explained. "I also believed in what they were trying to accomplish and was convinced that a brand new, modern art gallery in Downtown Roseville would not only bring culture into our city, but also bring much-needed new life and synergy into our downtown. Due to the generosity of our community, the campaign was extremely successful, raising nearly \$700,000 for the construction of the Blue Line Gallery."

Allard relishes his role on the ED board. "Placer County has one of the fastest growing business communities in California, he said. "World class recreational opportunities, affordable housing, clean and safe schools and neighborhoods, a highly educated workforce, an excellent transportation network, and the choice of rural, urban and suburban living have created a top quality and unique lifestyle for our residents. It's been a pleasure for me to be able to serve on the ED board, and to help market this great county - which really isn't a very hard sell! As a small business person, I see my role as bringing the voice of small business to the economic development efforts of Placer County.

"The ED board has accomplished a lot over the past few years – hiring a new director. going through a complete restructuring of the board, undertaking several extensive economic development-related studies, and now drafting a county economic development strategic plan," Allard explained. "If you step back and look at what we have accomplished, we have completed a total overhaul of the county's economic development program and are now building the foundation for the future efforts. It's been an exciting time to be an ED board member. I'm looking forward to the great things that lie ahead for this county and being able to play a small role in that important effort."

Molly Maid of Placer County was recently voted Best House Cleaning Service in Placer

County by the readers of Style magazine. And John Allard was voted one of the top Civic Leaders in Placer County. For details, visit www.stylemg.com/Roseville-Granite-Bay-Rocklin/October-2009/5th-Annual-Readers-039-Choice-Awards-2009/

Placer County Companies Named as 'Sustainable **Businesses'**

More than two dozen Placer County businesses were named "certified sustainable" at the Sustainable Business Awards & Green-P2 EXPO, held in Sacramento in September. Businesses certified by the Sacramento Sustainable Business Program adopt environmentally friendly practices and implement measures to conserve energy and water, reduce waste and pollution, recycle and use recycled products, and use green building practices.

The county's newest certified sustainable businesses are these:

Rocklin

Bon Bon Boutique **ENGEO** Incorporated

Five Star Auto Care

Five Star Bank

Integral Networks

Mechanics Bank Rocklin

Solarecity Electric

Trofholz Technologies, Inc.

United Natural Foods

Varied Treasures

Roseville

The Dohemann Companies

Quick Books Specialists

Mechanics Bank Roseville

LPA, Inc.

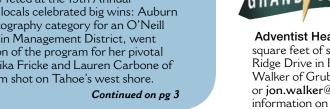
Johnson Controls, Inc.

Jaywalker Maintenance Solutions

Intero Real Estate

Green Planet Pizza

Golden State Collision Center



Sacramento Street in Old Town Auburn. Stop in to purchase casual and resort-wear clothing before your next vacation. Call 530-

Auburn Blooms Floral & Gifts is open in Downtown Auburn at 665 High Street, occupying the former Cattail Flowers. Contact Mark & Tina Joiner, or Lisa Baehr, to welcome them to the new store, 530-886-8913.

Auburn Boys and Girls Club purchased 10,000 square feet at 679 Lincoln Way in

Corkscrews Wine & Cheese Bar

offers small boutique labels. California and International wines at 475 North Lake Blvd.. Suite 151 in Tahoe City. Call Elgen Marsted

Courthouse Professional Center, located at 288-294 Placer Street in Auburn, recently underwent a beautiful facelift and is ready to attract new business. Contact Jim Esway of Crossroads Venture Group at 916-788-9731 for available space or visit them on the web at www.crossroadventures.net

127 finished lots at Fiddyment Farms in Roseville. Contact Roseville-based Meritage at 916-787-8787 or www.meritagehomes. com for more information on this purchase.

Revionics Inc., a "price optimization" software producer, will expand into 111,000 square feet at 2998 Douglas Blvd. in Roseville. Contact President Todd P. Michaud at 916-797-6051 to learn how the company helps retailers succeed with revenue bionics.

purchased 151 single-family home lots at Lincoln Crossing. Contact Pleasantonbased Standard at 925-847-8700 or www. standardpacifichomes.com for more information on this renewed interest in the home-building market.

Tahoe Youth Ballet is a professional level ballet company of young, local dancers and professional dancers, choreographers and master teachers from around the country. Reach out to Christin Hanna in Tahoma at 530-613-4363.

Thai Kitchen cooks authentic Thai and vegetarian cuisine at 255 North Lake Blvd. in Tahoe City. Find out how this family restaurant supports local farmers by calling Simon at 530-583-1784.



Adventist Health leased more than 37,000 square feet of space at 1101 Creekside Ridge Drive in Roseville. Contact Jon R. Walker of Grubb & Ellis at 916-770-8912 or jon.walker@grubb-ellis.com for more information on this transaction.

Al's Place For Menswear opened at 157 888-1569 for hours and sales information.

Auburn.

at 530-581-1106 for information.

Meritage Homes purchased an additional

Standard Pacific Corporation has

News & Notes

Did You Know...

- Businesses in Placer County can take a Self-Assessment Survey and be connected to programs and resources that help the business grow, hire skilled employees or overcome regulatory barriers. Visit www.metropulse.com to complete the survey.
- U.S. Commercial Service offers an on-line exporting course through Texas Tech. Learning modules are available 24/7, and those completing the course within a sixmonth period receive a certificate. Access this practical and comprehensive course via https://docttuexport.ba.ttu.edu/
- Sierra College has won a \$216,000 grant from the California Community Colleges Economic and Workforce Development Program to provide customized training in process improvement, quality management and mechatronics technical skills. Contact Sandra Scott at sscott@sierracollege.edu or 916-781-6245.
- The next meeting of the Sunset Industrial Area Business Organization is scheduled for Wednesday, December 2, 2009 at 3:30 p.m., at ACE Hardware on 3305 Industrial Avenue in Rocklin. PG&E, the California Enterprise Development Authority and Placer County Office of Emergency Services will present. Contact Kelly Kreeger at 530-889-4016 or kkreeger@placer.ca.gov to RSVP.
- Placer County's population in 1907 was 15,786. Ed E. Hill (D.) of Lincoln was Chairman of the Board of Supervisors. His colleagues on the Board included J.J. Brennan (D.) of Loomis, A.S. Waldo (D.) of Auburn, Wm. Kilgo (D.) of Colfax, and Geo. H. Bisbee (R.) of Foresthill. Supervisors earned \$600 per annum and 20 cents per mile. Sheriff George McAulay earned \$6,000 per year, and Assessor & Tax Collector George E. Mitchell earned \$5,250 in salary.

Locals Honored at State's 'On Location' Film Awards Show

Continued from pg 2

The COLA Awards honors location managers and public employees who provide exceptional service working on films, TV shows, commercials, and still shoots around the state during the year. The show is sponsored by the Film Liaisons in California Statewide (the statewide membership organization for film commissions). This year the 500 industry guests enjoyed wines generously donated by the Auburn Winery Trail: Fawnridge, Vina Castellano, Dono dal Cielo, Mt. Vernon, and



L to R: Lorin Miller, Location Manager; Beverly Lewis, Director, Placer-Lake Tahoe Film Office: Gina Thompson, US Forest Service/ Lake Tahoe Basin Management Unit. 1st placer winners Lorin and Gina were honored at the 15th Annual California on Location Awards.

Green Family. Gift baskets were presented to all the winners. The Placer County basket contained thoughtful donations from Plump Jack/Squaw Valley Inn, Tahoe Cross Country Ski Area, Sunnyside Steakhouse and Resort, and The Tahoe Gal paddlewheel cruise ship. For more information about California's film tax credit, visit www.film.ca.gov/Incentives/

> -Beverly Lewis, Director, Placer-Lake Tahoe Film Office www.placer.ca.gov/films

COUNTY EXECUTIVE OFFICE

COUNTY EXECUTIVE OFFICER Thomas M. Miller

ECONOMIC DEVELOPMENT DIRECTOR David C. Snyder dsnyder@placer.ca.gov

Chief Assistant County Executive Officer Rich Colwell

Sr. Economic Development Specialist Ron Yglesias ryglesia@placer.ca.gov

COUNTY OF PLACER OFFICE OF ECONOMIC DEVELOPMENT

175 Fulweiler Avenue, Auburn, CA 95603 PHONE (530) 889-4016 Fax (530) 889-4095 www.placer.ca.gov/business

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 ensure 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/

December

- December 4 & 5 24: Tahoe City Tree Lighting and Family Winter Wonderland. Family fun and festivities, including a tree lighting and picture-taking with Santa. Hot drinks and refreshments. For details, call (530) 583-3348 or visit www.visittahoecity.com.
- December 5: Festival of Lights Parade.
 More than 100 entrants in a glowing night-time holiday parade alight with creativity and spectacle. Parade winds through Downtown Auburn, ending at Gold Country Fairgrounds. For details, call (530) 885-5616.
- December 5: Holly Days Jubilee,
 Family Winter Wonderland at Heritage
 Plaza. Santa Pictures with beautiful Lake
 Tahoe as a backdrop. Enjoy hot cocoa and bring a toy to donate. Stroll through the shops and galleries in the Boatworks Mall to find that perfect gift for someone special. Tahoe City Town Tree Lighting. www. visittahoecity.com.
- December 5: Annual Holiday Fair and Tree Lighting Ceremony. North Tahoe Event Center, Kings Beach. Sponsored by the NTBA, Boys and Girls Club of North Lake Tahoe and the North Tahoe PUD. www.northtahoebusiness.org.
- December 6: Placer Theatre Ballet's Nutcracker, 12:00 PM - 2:00 PM. Join

- Placer Theatre Ballet for its 12th annual "Nutcracker," a lively and colorful rendition of this holiday favorite. Visit www.placertheatreballet.org for details.
- December 9: NTBA Holiday Mixer. Join us for great food and beverage and Holiday Cheer! Tahoe Biltmore, 5:30 -7:30pm. www.northtahoebusiness.org.
- December 18 20: The Nutcracker. Presented by Sierra Nevada Dance.
 Friday and Saturday at 7 p.m.; Sunday matinee at 3 p.m. at Truckee High School, Truckee. For details, call (530) 582-8278 or visit www.artsfortheschools.org.
- December & January: Winter activities at The Village at Northstar include live music on weekends, wine tasting on Saturdays, outdoor-by-the-fire s'mores parties, DJ parties, and ice skating and Turtleneck Tuesdays. For details, call (530) 562-1010 or visit www.northstarattahoe.com.

January

• January 8: Call To Artists - 33rd Annual Juried Open Show; Deadline, January 8, 2010. Open to all original works of art, the competition will award \$2000 in cash prizes—\$1000 to the Best of Show. The exhibit will run February 20—April 10, 2010, at the Blue Line Gallery, 405 Vernon Street, Roseville, CA 95678. A full prospectus is available at www.rosevillearts org.

- January 22-24: Women's Ski & Snowboard Camps at Northstar
 Resort. Taught by Northstar's top certified female instructors, camps include three days of instruction, demo equipment, lunch, video analysis, yoga classes, drinks and appetizers, and breakfast each morning. Participants can sign up through Northstar and the Estore. www. NorthstarAtTahoe.com.
- January 30: Magical Mendelssohn & Beethoven's 'Emperor'. The Auburn Symphony celebrates Mendelssohn's 200th anniversary with his two evocations of Scotland, and Mondavi pianist Robert Thies returns to play. For details www. auburnsymphony.com.

February

- February 7: PlacerGROWN Food & Farm Conference. Join us for this interactive and engaging conference that will bring the community together in support of local agriculture and a local food system. www.placergrown.org.
- February 13: Maidu Museum Grand Opening. Free event New Maiduan Museum Opening Day, 9:30am-4pm & 6:30pm-8:00pm. Visit www.roseville. ca.us/indianmuseum for details.

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