

IN PROGRESS

A Quarterly Review of Economic Development Activity in Placer County

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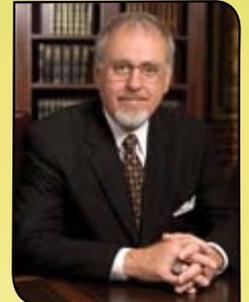
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Granite Bay Middle-market Investment Bank Serves Northern California



The McLean Group, one of the country's largest middle market investment banks, opened an office in Granite Bay in 2006. The office serves clients throughout Northern California – in the Sierra Foothills, San Joaquin Valley, and the East Bay.

“These areas historically have been underserved by the investment banking industry,” said Neil Paschall, managing director of the Granite Bay office. “Our local mission is to bring high-quality, professional service to the region's many fine privately-held middle market companies.”

Headquartered in McLean, Virginia, The McLean Group has 30 offices in the U.S. and Canada that provide mergers and acquisitions (M&A), capital formation, market intelligence, business valuation, and exit planning services to businesses. “At corporate headquarters, we maintain a large staff of research analysts and other support personnel, and we have access to numerous databases, research material, and to senior bankers who are among the best known middle market investment bankers in the country,” said Paschall. “So, while a research analyst and I run The McLean Group's Granite Bay office, we can build a team of experts to support any client engagement in real-time.”

The McLean Group's primary service, sell-side M&A, is important to its clients for many reasons, Paschall said. “First, the knowledge, experience, and skills required to position and manage the sale of middle market businesses are unique, not easily developed in the course of building a business but gained by focusing on doing deals. Second, many owners of privately held businesses do not plan adequately for exit and are not skilled at positioning and auctioning a business to an optimal number of potential acquirers. Consequently, The McLean Group routinely helps its clients realize a higher value in the sales of their business than they would have achieved on their own.”

In one recent engagement, Paschall noted, the client received – and was inclined to accept – an unsolicited offer of \$9.0 million for the company. Instead, the client retained The McLean Group and sold the company in a \$38 million, all-cash deal.

Sales of middle market companies and, especially, family-owned businesses are challenging, Paschall explained, because they tend to generate emotional roller coasters for founders, families, and close-knit teams of employees. “In a recent engagement with a third-generation management team running a \$157 million operation comprised of five business entities, The McLean Group brought 73 prospective buyers to the table and conducted a successful auction of the companies.”



Film Review



PLACER-LAKE TAHOE
FILM OFFICE

Films, Events, & 'Cineposium' Mark a Busy Season for Film Office

Wild bears took center stage in Placer County all summer as a British production company in residence followed the non-lethal bear removal and education efforts of the Tahoe-based Bear League. The company's series is destined for a run in England before it airs on the Animal Planet some time in 2011.

Several L.A.-based events kept the Placer-Lake Tahoe Film Office busy through the fall. First was the California on Location Awards. Two of the finalists were nominated by the film office – Brad Albertazzi and Bob Eicholtz of Placer County Fire/CalFire for Public Employee of the year at the county level; and New Remote Productions/MTV for Production Company of the Year in the Reality TV category for its winter episode of "The Dudesons." This event, hosted by film liaisons throughout California, recognizes location managers and production companies, as well as public employees at all levels, who have demonstrated exceptional accomplishments during the year working on location in California.

Also this fall, film office director Beverly Lewis attended Cineposium, the Association of Film Commissioners' international conference, a forum for professional development and networking with an emphasis on new technologies, and for marketing meetings with production companies.

Beverly Lewis, Director, Placer-Lake Tahoe Film Office

www.placer.ca.gov/films

Granite Bay Middle-market Investment

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The McLean Group's chairman, Dennis Roberts, "literally wrote the book on middle market investment banking," Paschall said. Roberts is the author of "Mergers & Acquisitions: An Insider's Guide to the Purchase and Sale of Middle Market Business Interests," published by John Wiley & Sons in 2009. "Dennis is one of the country's most widely quoted middle market investment bankers."

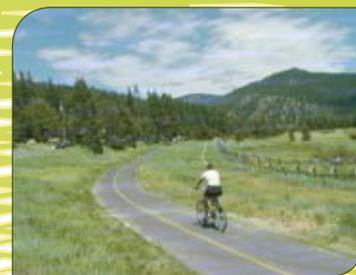
Gene Swanzey, who chairs McLean's board of advisors, is a

former Chase Manhattan Bank Senior Vice President and longtime senior advisor to Chase's chairman, David Rockefeller. Swanzey also worked in the White House as an assistant to Vice President Nelson A. Rockefeller in the mid-1970s. "Given his vision and leadership, The McLean Group is well-connected with institutional investors throughout the U.S and worldwide," Paschall said. "We leverage those connections to benefit our clients."

Paschall's goal for the Granite Bay The McLean Group is to reflect and enhance the company's status. "We are committed to building on our national reputation by providing excellent service one transaction at a time while creating brand recognition regionally."

For details, visit The McLean Group at www.mcleanllc.com.





CCC Youth Prepare for Green Jobs through Sierra College's Center for Applied Competitive Technologies



As a result of a grant secured by the Center for Applied Competitive Technologies (CACT) at Sierra College, young men and women in California Conservation Corps (CCC) Placer Energy Center in Auburn are receiving what's called Technical Education in Energy Efficiency and Construction (TE3C) that will prepare them for sustainable careers.

The center developed the 128-hour TE3C course to prepare corps members for entry-level employment in the energy efficiency construction industry. CCC members will receive a combination of lecture and hands-on training in building science basics, weatherization, energy efficiency, and alternative energy fundamentals. (The CCC plans to support state agencies in retrofitting facilities to reduce their energy consumption.)

Rod Thornhill, CCC conservation administrator, expects TE3C to become a state-wide model. "Our goal," Thornhill said, "is to prepare CCC members for highly paid in-demand local jobs. Not only will corps members have marketable skills, they'll have an excellent foundation to build rewarding careers. The CCC will become the training ground for technicians to fill growing demand statewide."

For details, call (916) 660-7801 or visit www.sierracollegegetraining.com

The Grid Bar & Grill Opens in Kings Beach

For brothers Mike and Gary Hayes, reopening the former Tradewinds bar in downtown Kings Beach is more than an entrepreneurial venture – it's the gamble of a lifetime. The brothers, former pilots for United Airlines, moved from St. Louis last year and invested their entire life savings into the bar and restaurant now renamed The Grid Bar and Grill – a tribute to the Kings Beach neighborhood north of Hwy. 28 known by locals as "The Grid."

The restaurant has been remodeled, and in keeping with the former Tradewinds' tradition, the brothers



will host a number of live music events, including local bands, open mic nights, and karaoke. "One of our goals is to provide a casual place for people to come and have a cocktail after work at a reasonable price," Hayes said. "We really want to cater to the locals. We know the place had a pretty good following, so we want to continue to have that following."

Mike and Gary and brother-in-law and business partner Shane McColgan purchased the property's restaurant, 11 apartments, and six-space mobile home park for \$1.1 million from Seattle-based Sterling Savings Bank. Previously, the bank had taken over the deed to the 8545 N. Lake Blvd. property at a public auction held in February 2009.

The Grid Bar and Grill celebrated its grand opening August 20 & 21 with a weekend of festivities, including live music and giveaways.

For details, www.thegridbarandgrill.com

from a Sierra Sun article

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.

December

- **December 2, 9 & 16: Noel Nights:** Festive atmosphere with a 35-foot tree and holiday trees throughout the Village decorated by local school children. Ice skating, warming fire pits, carolers, one-horse sleigh rides, cookie and ornament decorating, pictures with Santa. At the Village at Northstar. 5 - 8 p.m. For details, call (530) 562-1010 or visit www.northstaratahoe.com.
- **December 4 & 5: Tahoe City Tree Lighting and Family Winter Wonderland.** Family fun and festivities, including a tree lighting and Santa at Lake Tahoe picture taking. Hot drinks and refreshments. For details, call (530) 583-3348 or visit www.visittahoecity.com.
- **December 4: 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. For details, call (530) 885-5616.
- **December 5: Fashion Spree & Green Tea.** Green artists and vendors with creative recycled, or up-cycled, original works of art for sale. Fashion show, fabulous food and tea, live auction, raffle basket, and entertainment. Fundraiser for Roseville Arts' family oriented art programs and services. Sunday, 1 to 5 p.m. at Renesas Electronics, Roseville. For details, call (916) 783-4117 or visit www.rosevillearts.org.
- **December 7: Messiah SingAlong.** Auburn Symphony performs selections from Handel's great masterpiece, with guest soloists and chorus. At 7:30 p.m., Placer High Auditorium, Auburn. For details and tickets call (530) 823-6683 or visit www.auburnsymphony.com.

January

- **January 15 & 16: Auburn Symphony Presents "Pastoral Delights,"** featuring works by Rossini, Schumann, and Beethoven. Saturday's performance is at 7:30 p.m.; Sunday's at 3 p.m., both at Placer High Auditorium, Auburn. For details and tickets, call (530) 823-6683 or visit www.auburnsymphony.com.

- **Ongoing through January 31: Colfax Area Chamber of Commerce Visitor Center and Depot Gift Shop.** Come and see what is happening in the Colfax area from Blue Canyon to Meadow Vista. Visit with their volunteer ambassadors to find out about tourist information, Amtrak train information, maps, Walk about Colfax Guides, local wineries, where to eat and stay, and information about local businesses and recreation. Their depot gift shop has many gifts made locally. The chamber is located at the Colfax Passenger Depot, 99 Railroad Street, Colfax, CA 95713. For details, call 530-346-8888 or visit www.colfaxarea.com.
- **Through January 31: Mountain Mandarin Orchard Tour & Arts Show.** Western Placer County growers open their orchards to sell mandarins, mandarin products, and other in-season fruits and vegetables. For details, (916) 663-3843 or visit www.mountainmandarins.com.

February

- **February 5: 16th Annual PlacerGROWN Food and Farm Conference.** An exciting day of food, fun and workshops on farming, agriculture, and local sustainability. From 8 a.m. to 3:30 p.m. at Lincoln High School, Lincoln. For details, call (530) 889-7398.

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Roseville Company Powers on Reuse Movement

In 2004 Brent Kelley turned his simple used electronics and computer mail-order company, PowerON Services into a full-fledged service business. The Roseville company, which currently employs about 55 people, provides a host of services to manufacturers, retailers, and equipment owners by refurbishing electronics, selling new and used equipment, clearing memory, doing trade-ins and recycling valuable components.

“The word ‘used’ now turns into the word ‘reused,’ which is a form of recycling,” Kelley said. “Now, all of a sudden – while we’re not a recycler – we’ve been in the recycling industry because of reuse for 16 years.”

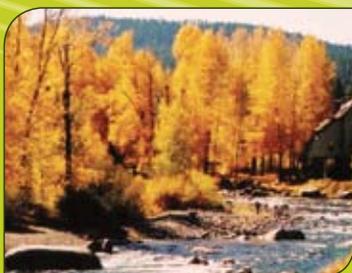
Kelley’s ability to stretch the definition of his company’s purpose and increase its function has allowed his organization to expand at a rapid rate.

In 2009, PowerON was recognized by Inc. magazine as the fastest-growing computer hardware company in America. As part of PowerON’s new trade-in program, consumers receive Apple credit for recycling their used computer equipment. “Our business – the reuse and recycling business – is actually inverse to the economy,” Kelley said. “As manufacturers are not hitting their marks, they have to sell off more excess. That’s what we do – we buy excess.”

By reusing and recycling, Kelley’s company is being noted favorably by proponents of the green movement. PowerON won an award in 2009 from the California Integrated Waste Management Board for applying workplace green solutions and reducing the amount of waste being sent to landfills.

For details, call PowerON Services, Inc. at (916) 677-6227 or visit <http://poweron.com>

From a Roseville Press Tribune article



New Business Briefs

- *Akebono Japanese Cuisine & Sushi Bar* is under new ownership at 8685 Auburn-Folsom Rd. in the Granite Bay Village shopping center. Sushi Chef Alan Nong brings new additions to the already extensive menu. Open for lunch and dinner; except Sundays. Call 916-791-2722 for reservations or visit www.akebonogbsushi.com.
- *Auburn Burrito Company* is serving quick and healthy burritos at the former Quizno’s site, Crossroads Center, 2530 Bell Road, North Auburn. Meet Jeff and Venessa Robles 7 days a week at this location, call in your order at 530-888-8441 or visit www.auburnburrito.com.
- *Auburn Thai Garden* has opened at 175 Palm Avenue in Auburn. This eatery has a mix of traditional and seasonal dishes, Thai and Chinese. Open 7 days per week, call 530-887-8696 for reservations or look them up on www.auburnthai.com or on Facebook.
- *C&E Auburn* V-Twin motorcycle shop re-opened at 12025 Shale Ridge Lane in North Auburn, rising from the ashes of the 49 Fire. Visit Carlo and Emma Lujan’s full-service parts and service center with Harley-Davidson certified technicians or call 530-885-5556 for an appointment.
- *Cloud Cruiser Inc.* is a startup software company in Roseville, and recently landed its first round of Venture Capital funding through Wavepoint Ventures. The growing opportunities in cloud computing are attracting investors and CEO Dave Zabrowski and Team and the fortunate beneficiaries. Leased offices are located in the heart of Roseville’s financial district, 2999 Douglas Boulevard. Visit www.cloudcruiser.com to receive a password and navigate their website.
- *ComputerEze* has moved to a new location at 2184 Grass Valley Highway, Bel Air Shopping Center, in North Auburn. Stop by and congratulate Bob Stern on his 15th Anniversary providing full-service computer repair and support, or visit www.computereze.com to learn more.
- *Ginger’s Restaurant* is open at 1410 E. Roseville Parkway, #140, Roseville. Enjoy an omelet, Big Surf Sandwich, Hang 10 Cal Wrap, or Senior Special. Open for breakfast, lunch and dinner, call 916-781-0110 for reservations.
- *OptimizedEnergy & Facilities Consulting, Inc.* was founded in 2003 and now proudly operates at 5734 Lonetree Boulevard in Rocklin. This full-service engineering firm supports clients in a range of areas including HVAC, Plumbing & Electrical Design; Title 24 Compliance; Energy Management & Expense Reduction; and more. Contact Mary Broome at 916-626-5518 or visit www.oefcinc.com.



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PLACER COUNTY

New Small Business Development Center Serves Four Counties

A new business development center opened in Auburn in July. Its long name mirrors its long list of services. The Northeastern California Small Business Development Center - Greater Sierra (SBDC) assists small businesses with cash flow, break-even, cost control, tax planning, loan packaging, public relations, e-commerce, business plans, bookkeeping, marketing, and international trade and procurement. All consulting services are provided by professionals and are confidential. Services are free to businesses located in the center's newly formed four-county area – Nevada, Placer, Plumas, and Sierra counties.

“The outpouring of support from local chambers, banks, city/county, and economic development centers has been excellent,” said Panda Morgan, Greater Sierra SBDC director. “We look forward to serving the businesses within our jurisdiction.”

The new center is located at 560 Wall St., Auburn. Appointments available Monday -Thursday. For details call (530) 823-4230 or visit www.sierrasbdc.com.

