

# IN PROGRESS

A Quarterly Review of Economic Development Activity in Placer County

Volume Seventeen  
Number One

1st Quarter 2012  
County of Placer

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## Board Spotlight: Edward S. Glavis

As senior vice president and area manager for Kaiser Foundation Hospitals/Health Plan in Roseville, Ed Glavis has responsibility for all local health plan and hospital services at the 340-bed Roseville Medical Center. Partnering with physician leaders, he is also responsible for the health care of more than 281,000 Kaiser Permanente members.

Glavis has been with Kaiser Permanente for 24 years. Earlier – from 1987 through 1994 – he served as assistant administrator of Kaiser Permanente's Redwood City Medical Center, associate administrator of the San Francisco Medical Center, and administrator of the Walnut Creek Medical Center. In 1994, he was instrumental in opening Kaiser's Fresno Medical Center. He was named senior vice president for South Sacramento, Sacramento, and Roseville, a position he held until 2005.

Glavis then served as Kaiser's vice president of Health Plan Service and Administration, leading the Claims Administration and Member Services departments. Glavis was a leader in starting KP HealthConnect, Kaiser's electronic medical record system. He has held his current position since 2008.

Glavis has served on the Economic Development Board since January 2010. "The EDB plays a pivotal role in promoting economic growth in



Placer County through the retention and creation of local businesses," Glavis said. "As a leader for Placer County's largest employer, I am committed to working with the board to insure future job growth and workforce development."

Glavis also serves on the boards of directors of the Make-A-Wish Foundation, Valley Vision, and Sacramento Area Commerce & Trade Organization (SACTO).

Kaiser Permanente insures about one-third of the Greater Sacramento region's population and employs nearly 13,000 including more than 1,400 physicians. The not-for-profit organization is the largest care provider in the region.

# Film Review

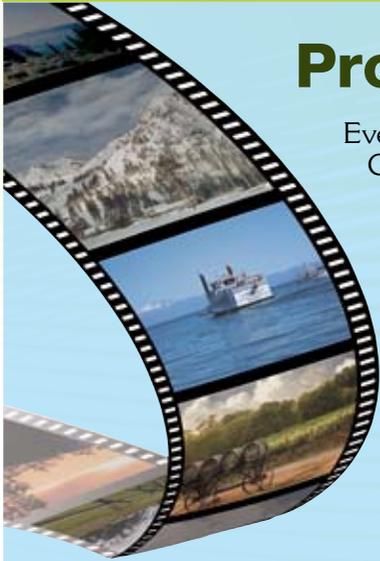


## Production in County Up by 16 Percent

Even with the unpredictable economic situation in 2011, production activity was up in Placer County over the year before. The film office logged a 16 percent increase in the number of productions that opted to work here, and the economic impact was 61 percent higher than the dollars generated by productions during 2010. Two of the productions were recipients of the very successful California Film and TV Tax Credit Program: the new "Muppet Movie" and "Cinema Verite," an HBO TV movie starring Tim Robbins and Diane Lane, which has garnered several nominations this awards season.

The success of this five-year program has resulted in a one-year extension funding the program through FY 2014-15. To date \$400 million of allocations has resulted in \$2.9 billion of aggregate spending from 166 productions, including \$1 billion in "below-the-line" wages (for those people listed in a film's end credits); it does not include wages paid to actors, directors, or producers. As we go into the program's third year, Placer County has already hosted three of these qualified productions. No matter where these productions shoot in the state, the production dollars are spent on California businesses and residents, and the payroll taxes generated go right back to the state even before tax credits can be claimed – a win-win for everyone!

--Beverly Lewis, Director, Placer-Lake Tahoe Film Office  
[www.placer.ca.gov/films](http://www.placer.ca.gov/films)



## Placer County Manufacturing & Industrial Development History Test\*

Q1 – Five Auburnites and George Huber formed the Auburn Consumers' Ice, Cold Storage & Fuel Company in 1904, playing an important role in supporting Pacific Fruit Express. How much stock did they originally issue to capitalize the company?  
\_\_\_\_\_ \$500 \_\_\_\_\_ \$1500 \_\_\_\_\_ \$2500 \_\_\_\_\_ \$5000

Q2 – The Wine Industry in Placer County got its start in the bottom land of the Bear River on Theodore Sigard's ranch. When the French sailor saw the growth of peach pits, he planted a variety of seeds and 200 grape cuttings from the Mission San Jose in 1848. By the mid-1850's his wine production reached how many gallons? \_\_\_\_\_ 2,000 \_\_\_\_\_ 5,000  
\_\_\_\_\_ 10,000 \_\_\_\_\_ 50,000

Q3 – Penryn was established and named in 1864 by Griffith Griffith a Welshman, whose extensive granite quarries for a number of years supplied the building material for many structures including San Francisco's U.S. Mint, the State Capitol Building, and Governor Stanford's residence on Nob Hill. How many workmen were employed at the Griffith Quarry at its height in 1878? \_\_\_\_\_ 25 \_\_\_\_\_ 50  
\_\_\_\_\_ 100 \_\_\_\_\_ 250

Q4 – Clay deposits were discovered near Lincoln and led to the founding of Gladding McBean & Company. Charles, Peter and George began manufacturing sewer pipe using local clay and expanded production to include firebrick, enamel brick and garden pottery soon thereafter. What year did these three Chicago businessmen start this internationally renowned company? \_\_\_\_\_ 1875 \_\_\_\_\_ 1881 \_\_\_\_\_ 1886 \_\_\_\_\_ 1891

Q5 – The first survey of Tahoe City was made in 1863 followed by construction of the Tahoe House the very next year. While the nature lover and tourist contributed to the early prosperity of Tahoe City, the coming of the Central Pacific Railroad to Truckee, and subsequent construction of a wagon road to the lake, set the stage for commerce. What was Tahoe City's leading industry throughout the late 19th Century? \_\_\_\_\_

Q6 – Prior to the completion of the California Central Railroad northward from Folsom, Rogers "Shed" aka "Union Shed" was an important crossroads station for freighters and stagecoaches where local farmers brought hay, grain and other commodities to supply freight teams. Where did E. C. Rogers build his house and 150 foot shed to serve as a strategic trading center in 1857?  
\_\_\_\_\_ Lincoln \_\_\_\_\_ Sheridan \_\_\_\_\_ Manzanita Grove  
\_\_\_\_\_ Newton

continued on page 5



## Rocklin Gutter Manufacturer Acquires Two New Patents

Commercial Gutter Inc. of Rocklin has received two new patents for its gutter guard technology, the company announced in December. The U.S. Patent and Trademark Office issued a patent for the company's Gutterglove IceBreaker® on Dec., 2011. The heated gutter guard uses a self-registered heat cable to melt ice and snow in gutters, while the guard itself filters out leaves, pine needles, roof sand and grit. The second patent was issued recently for a Gutterglove Pro gutter cover, invented in 2003 by Robert Lenney, co-founder of Commercial Gutter. The company's gutter guards are made of aluminum, which supports a stainless steel micro-mesh that filters out organic debris. Year-over-year sales were up 60 percent, according to the company. Lenney is now seeking help from investors in order to ramp up manufacturing.

*from the Sacramento Business Journal*

## New, Free Phone App Covers North Lake Tahoe's Social Scene

What's going on in the North Lake Tahoe area? Visitors and locals can now find out with the first and only free phone app and website, North Tahoe Playground. North Tahoe Playground is an easy-to-use smart phone application featuring nightlife, restaurants, happy hours, news, events, and weather. Truckee local Steve Morris, a bartender, was inspired to create the app by the question he was constantly asked, "What's going on tonight?" Morris came up with an easy to navigate app that incorporates an interactive list of what's happening in North Tahoe and Truckee every night.



Local business owners excited about the potential of the app include Brett Fite, of Old 40 Kitchen and Grill, who is advertising with North Tahoe Playground. "We have so many customers walking in with their smart phones," he said. "We felt it was important to use the North Tahoe Playground app to reach our tech-savvy clientele."

For more information, visit [NorthTahoePlayground.com](http://NorthTahoePlayground.com) or search North Tahoe Playground in the App store or Android Market.

## Tahoe Mountain Sports Goes Mobile with New Site for Smartphones and Tablets

Tahoe Mountain Sports, in Kings Beach, has launched a new mobile e-commerce site displaying the shop's gear, clothing, and footwear at customers' fingertips. Now, from anywhere, customers can order what they need from their phone and pick it up at their convenience.

Tahoe Mountain Sports worked with CommerceV3 to expand its web presence to the rapidly growing world of mobile devices, from iPhones and Androids to tablets. The business is among the first outdoor retailers in the Tahoe Area to launch a mobile website. Check them out at [www.TahoeMountainSports.com](http://www.TahoeMountainSports.com).

# 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.

## Foothills Farmers Markets

At 16 locations around the county. For addresses and times, call (530) 823-6183 or visit [www.foothillfarmersmarket.com](http://www.foothillfarmersmarket.com).

## March

- **March 2 - 11: 31st Anniversary SnowFest!** Family fun in North Lake Tahoe includes on-mountain competitions, parties, pancake breakfasts, polar bear swim, live music, parades, contests, the "Great Ski Race," dog pull, special dinners and nights out at local restaurants, and more. Opening ceremonies and fireworks March 2. For details, call (530) 583-7167 or visit [www.tahoefest.com](http://www.tahoefest.com)
- **March 4: The Great Ski Race**, a cross-country ski race to benefit Tahoe Nordic Search and Rescue. Begins at 9 a.m. at Tahoe Cross Country site. For details, call (530) 583-5475..
- **March 10 & 11: Foresthill Sled Dog Winter Classic.** Qualifying sled dog races for the Alaskan Iditarod Race; a variety of teams racing on groomed trails. Shuttle buses available to race site. For details, call (916) 599-0141.
- **March 17: St. Patrick's Day at Squaw Valley** includes skiing on green slopes, dancing to live Irish music, imbibing Irish drink specials, and frolicking on the slopes with Lenny the Leprechaun. At Squaw Valley USA. For details, call (800) 403-0206.
- **March 17 - 18: Auburn Symphony** presents "Romantic Extravaganza," including works by Grieg, Tchaikovsky, and Rimsky-Korsakov. Saturday at 7:30 p.m.; Sunday at 3 p.m., at Placer High School Auditorium. For details and tickets, call (530) 823-6683.
- **March 24: Placer County STEM Exposition 2012**, where students explore how science, technology, engineering and mathematics can be challenging, interesting and fun – and become viable career options. At William Jessup University, Rocklin. For details, call (916) 577-2278.
- **March 24: Lincoln's Eleventh Annual Dessert Extravaganza & Auction.** Delicious desserts for sampling, live and silent auctions, take-it-home desserts, prizes for favorite desserts as critiqued by "Celebrity Judges." At 6:30 p.m., Lincoln Community Center, Lincoln. For details visit [ccs.lincoln.com](http://ccs.lincoln.com) or call (916) 645-6280.

## April

- **April 8: Easter and Egg Hunt at Squaw Valley.** Easter egg hunt all over the mountain and appearances by the Easter Bunny on skies. A fun-filled day for the whole family. Noon to 4 p.m. at Squaw Valley USA. For details, call (800) 403-0206.
- **April 12: Auburn Art Walk**, a showcase of original artworks displayed in dozens of Downtown and Old Town Auburn venues. Free shuttle available. 6 to 9 p.m. For details, call (530) 885-5670.
- **April 13 & 14: Robotics & Microcontrollers Parallax Expo.** An exciting event full of walking and flying robots, hands-on tutorials, Boy Scout robotics merit badge training, vendors displaying unique projects, robot competitions, propeller and BASIC Stamp Microcontroller demonstrations. Friday, 10 a.m. – 7 p.m.; Saturday, 9 a.m. – 5 p.m. at Parallax Inc., Rocklin. For details and to register, visit [parallaxexpo.eventbrite.com](http://parallaxexpo.eventbrite.com) or call (916) 624-8333.
- **April 14 & 15: Foothill Quilters Guild's 30th Annual Quilt Show.** More than 300 quilts on display, demonstrations, fashion show of wearable and vintage clothing; vendor booths, country store, raffle baskets, and door prizes. 10 a.m. to 5 p.m. Sat.; 10 a.m. to 4 p.m. Sun. at Gold Country Fairgrounds, Auburn. For details, call (530) 271-5870.
- **April 21: Singer songwriter John Smith** brings heart and real life storytelling to his beautiful music. At 7 p.m., Auburn Placer Performing Arts Center, State Theatre, in Auburn. For details and tickets, call (530) 885-0156.
- **April 26 – 29: Auburn Wild West Stampede Rodeo**, at Gold Country Fairgrounds, Auburn. For details, call (530) 889-BUCK.
- **Friday, April 27: Funny Bones is an evening of dining**, comedy, and Hero Awards to recognize those who have gone above and beyond for animals in Placer County. Tickets are \$75 if purchased by April 1, \$100 after. All proceeds benefit Placer SPCA. Sponsorships available. [www.placerspca.org/funnybones](http://www.placerspca.org/funnybones) or (916) 782-7722, ext. 102 / (530) 885-7387, ext. 102 Located at Timber Creek Lodge, Sun City Roseville.

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# 10K Community Impact Grant Awarded to Sutter Auburn Faith Hospital



A \$10,000 Community Impact Grant from New York Life Insurance Co. will help support the Children's Bereavement Art Group at Sutter Auburn Faith Hospital.

The art group helps

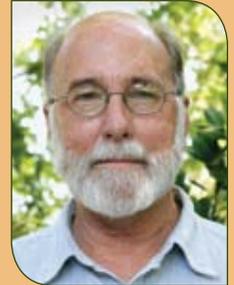
children to cope with the death of a loved one through expressing their grief in drawing and painting. Each group is led by an art therapist with a background in childhood grief.

The Community Impact Grant program, begun in 2008, awards grants of up to \$25,000 to local nonprofit groups supported by New York Life agents and employees that address the needs of the community.

"New York Life strongly encourages our employees to give their time and talents to help make a difference in our community," said Marc Ham, managing partner of the Northern California general office in Roseville. One hundred eighty-five grants totaling more than \$2.1 million have been awarded since the program was started.

# Photographer Gene Kennedy Profiled in National Magazine

B&W+Color magazine, a resource for connoisseurs and collectors of black and white fine-art photography, profiles photographer Gene Kennedy with an eight-page spread in its March 2012 issue. Kennedy is recognized nationally for his black-and-white documentary images of the evolving California landscape.



He is known regionally as a photographer, teacher, gallery administrator, and director of the popular Gladding McBean Photography Workshops held three times a year at the 136-year-old Gladding McBean ceramics factory in Lincoln. Kennedy has led photography workshops at the pottery for the past 16 years.

The magazine article covers Kennedy's history as a photographer and his photography philosophy. The article notes that "Kennedy describes himself as a documentary-style photographer because he tries to present clearly articulated descriptions of the interesting things and combinations of things he finds in the world. He provides the viewer with as much information as possible."

For details about Kennedy, visit [www.genekennedy.com](http://www.genekennedy.com). To read the B&W+Color article, visit [www.bandw.com/articles/739](http://www.bandw.com/articles/739)

## History Test\* *continued from page 2*

Q7 – Also in 1857, iron ore was discovered by early miners from Pennsylvania on the lower American River. The chief center for the industry was located near Clipper Gap, about six miles northeast of Auburn. Ultimately a smelting works was established in 1880 at the town of Hotaling. Who was the most successful iron ore extractor and shipper during this period?

\_\_\_\_ S.W. Lovell \_\_\_\_ Iron Mountain Company \_\_\_\_  
Robert E. Capson \_\_\_\_ Brown and Company

Q8 – This company established one of its first major manufacturing plants in the Sunset Industrial Area in 1966. The Placer County location was selected based on several factors including ample supplies of natural gas, electricity, and water; active cooperation by State, County and local political, business and community leaders; as well as a congenial area in which to live, work, and raise families. The President of the company at that time was Martin B. Friedman. Name the company \_\_\_\_\_

Q9 – Also in 1966, Alcan Cable West selected the Sunset Industrial Area for their plant location. The site was selected after careful study of a number of western states, primarily because of available transportation facilities, a high quality work force, and the full cooperation of local government and industrial neighbors. Name the President of Alcan Cable West in 1966: \_\_\_\_ Indru J. Kriplani \_\_\_\_ John F. Allen \_\_\_\_ Donald L. Heflin \_\_\_\_ Robert M. Weygandt

Q10 – During the 1870's hydraulic mining operations at Dutch Flat reached their height. In 1872, the Cedar Creek Company of London took millions in gold from extensive placers. Approximately how much gold is estimated to remain in this gravelly ridge (Based on the March 1<sup>st</sup>, 2012 price of gold)? \$ \_\_\_\_\_

\*Submit your answers via email to [kkreeger@placer.ca.gov](mailto:kkreeger@placer.ca.gov) - Contest ends March 30, 2012. Winner receives a gift basket of Placer County donated products.



# IN PROGRESS

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## Popular Tahoe City Mexican Restaurant Re-Opened to Raves

“Muey bueno grande news from the Boatworks Mall in Tahoe City!” Wrote Sierra Sun reporter Vicki Kahn last spring. Kahn was celebrating the re-opening of Hacienda del Lago last summer after closing several years ago. The space was briefly occupied by an upscale restaurant that went out of business after only a few years. Original owner and long-time Tahoe City businessman Joe Lanza re-opened Hacienda with the help of new manager Eli Covell.



hosting the same festive happy hour specials, including dollar nachos.

“I’m excited to be part of a restaurant in Tahoe City that the community has really needed,” said Covell. “One that is fun, family-friendly, and, most importantly, affordable.”

Tahoe City Downtown Business Association executive director Steve Hoch commented, “Re-opened under general management of new co-owner Eli Covell, Hacienda

The lakefront restaurant serves the same moderately priced, classic Mexican fare as it did before, along with

has rekindled and fueled loyalties of former and new patrons to grow the business.”

