

Poolside  
Event Set  
for June

See page 7



Hear the Vision for  
Rocklin's Future at  
State of the City

See page 9

The Rocklin Chamber has so many opportunities for you and your business to get involved. Since joining, I have made great connections, gotten several jobs, and been able to reach people all over Placer County by attending the events they offer.  
*Serena Olson, Culinary Comfort*



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# City of Rocklin Again Recognized as a BEST CITY FOR YOUNG FAMILIES

Rocklin has come out on top again, landing at number five in the top 10 list of the best cities for young families in Northern California as compiled by NerdWallet, a personal finance website that assists consumers in making sound financial decisions.

Rocklin also topped the list at number 13 in Apartment List's ranking of the nation's 100 best cities for young families. Rocklin is the highest-ranked California city recognized on the list.

The recent recognition is not a first for Rocklin, which has been named a top city before. In 2010, Rocklin was listed as one of



Clover Valley Park is one of the many parks and open spaces that help keep the City of Rocklin on the top of lists as one of America's best cities.

America's best small cities by CNN's *Money Magazine*, and in 2008, Rocklin was heralded as one of the 10 best cities for families by well-respected national family magazine, *Family Circle*.

"As someone who lives and works in Rocklin, it is gratifying to see others recognize our city for the place we already know it to be – a great community that offers a high quality of life and amenities for young families and people of all ages," says City of Rocklin Councilmember Diana Ruslin.

To zero in on the top 10 list of the best cities for young families, NerdWallet isolated three factors that matter most to families, including: public school excellence, home affordability, and growth and prosperity. For school quality, the organization gathered data from GreatSchools, which compares students' See FAMILIES on page 5

## Rocklin Leader in Statewide Water Conservation Efforts

Local Businesses, Education Take Steps to Aid Water Saving Efforts

While the mandate to conserve water has everyone feeling the pinch in the midst of one of California's worst droughts, the City of Rocklin is a bright spot for the state. Rocklin exceeded the statewide averages for water conservation by cutting its water usage by one-third in the last year alone. The city has been an early adopter of conservation measures since 1998, implementing landscape change such as replacing grass on medians and other areas with more drought-tolerant plants and shrubs.

The new vegetation along with installation of more efficient irrigation systems uses 40% to 50% less water. In the last 16 years, Rocklin has ripped out some 1.3 million square feet of grass, with an additional 300,000 square feet planned for replacement by 2016. Through the third quarter of last year, the new landscaping consumed 42.9 million fewer gallons of water, or 17.6% less than during the same period the previous year. To aid in its conservation efforts, Rocklin has allowed

See WATER on page 2

## Rocklin Gets Ready to Run, or Walk, for Local Nonprofits



Runners and walkers of all ages and speeds look forward to the annual Run Rocklin event. Now in its 12<sup>th</sup> year, Run Rocklin will be held Sunday, April 12 starting at Johnson-Springview Park in Rocklin. In addition to supporting Rocklin schools and the Matthew Redding Foundation, this year participants can also donate to a select group of nonprofit organizations who have supported the local community with hard work and perseverance. See article on page 6.

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# Meet the 2015 Rocklin Chamber Board of Directors and Honorary Board Members



Dawn Clayton, General Manager, Thunder Valley Casino Resort, and Rocklin Area Chamber Board Chair.

It is my pleasure to introduce the 2015 board of directors and honorary members of the Rocklin Area Chamber of Commerce.

It is an honor to work with such a passionate team of community leaders, business owners and company executives. I can attest that they are truly committed to showcasing and supporting local businesses while working collaboratively and strategically with local officials. This winning combination will result in a positive impact for years to come!

Additionally, board members are excited to welcome new businesses that will join the community throughout 2015! We look forward to networking with our valued Chamber members.

See page 7 for a complete listing of board members.



Highlighting news of Chamber members and the community. Send submissions to info@RocklinChamber.com.

## RC Willey to Open Second Store in Region

RC Willey announced plans to build their second store in the region in Sacramento's Delta Shores development. The home furnishings giant expects to open the new, 160,000 square foot, two-story building in the fall of 2017.

RC Willey opened their first California store in Rocklin nearly a decade ago, and has been an active member of the community ever since. Located in the Blue Oaks Town Center, 6636 Lonetree Blvd., the Rocklin store sells furniture, appliances, electronics, flooring and mattresses.

For more information call 770-2400 or visit [www.RCWilley.com](http://www.RCWilley.com).

## Sacramento Business Journal Seek Nominees

The *Sacramento Business Journal* is accepting nominations for their 20<sup>th</sup> annual *Women Who Mean Business* awards. Nominees should be leaders, entrepreneurs and innovators who are making a difference in our region. Driven, committed and determined, they also should have a strong record of meaningful community involvement. Nominees must work in Sacramento, El Dorado, Placer or Yolo counties.

Deadline for nominations is March 13, 2015. Winners will be announced at the awards luncheon June 19, 2015.

To make a nomination, visit [www.BizJournals.com/sacramento/nomination](http://www.BizJournals.com/sacramento/nomination).

# WATER: Five Star Auto Care, Sierra College Employ Water-Saving Devices

Continued from page 1

some parks to go brown and closed three local water parks.

According to Karen Garner, Rocklin's Public Affairs and Economic Growth Manager, residents are being asked to reduce water use by a minimum of 10% with an overall conservation of 20%. To achieve that reduction, the city recommends that residents limit landscape watering, cover pools to prevent evaporation and use a rake or a broom to clean hard surfaces outside. Inside, showers should be reduced to five minutes or fewer, only full loads of dishes and clothes should be washed, and appliances should be converted to high-efficiency. When washing vehicles or equipment, the city recommends using a bucket and a hose with a shutoff nozzle or visiting a commercial establishment that uses recycled water.

For its part, the city has installed two weather stations that monitor several factors, including wind, humidity, temperature and soil moisture rates to prevent over watering. All of the city's irrigation systems are computerized and controlled by detailed analysis per zone, and watering cycles are managed based on weather conditions. Irrigation systems have been run at 25% of their normal cycles to create additional water savings.

Rocklin is also looking to area businesses and organizations to do their part in the overall conservation effort.

"To reach these very aggressive water conservation goals, we need everyone to contribute," says Garner.

One local business that is on board is **Five Star Auto Care** in Rocklin. Five Star uses recycled water to wash all of its customer's cars and has implemented additional changes to reduce water consumption as well. With Five Star's current recycling system, they use about 34 gallons of water per car.

"With our new water reclaim system, that number will fall to eight," says general manager Pat Hoggan, who expects the new system to be installed by April of this year. On average, the typical homeowner uses about 60 gallons of water to wash a car.

Five Star has been able to capture further water savings by increasing the speed of

its car wash conveyor, downsizing its nozzles and employing a TunnelWatch system. The TunnelWatch system acts as electronic eyes that measure the exact length of a car so the water turns on and off at the appropriate times. In addition, the business has installed low-flush toilets in all its restrooms and more drought-resistant plants in its landscaping.

**Sierra College** is out in front in their efforts to conserve water. In 2007, the college replaced its grass football field with artificial turf, and the soccer, softball and multi-use fields have been converted to a more water-friendly, drought resistant variety of bermuda grass.

"The baby bermuda grass makes a nice carpet and does well in the heat," says Colin Irwin, deputy director of plant operations for Sierra College. "And this type of turf requires much less water than the previous fescue fields."

The operations staff has also gradually planted more drought-resistant and native plants, installed more advanced irrigation spray heads and implemented an extensive system of landscape sprinkler controllers. All the systems have been adjusted to reduce water use by 20%.

The college's indoor facilities have been retrofitted in recent years with numerous low-flow fixtures, including 100 high-efficiency showerheads installed throughout the locker rooms and approximately 40 waterless men's urinals. Each new urinal saves an average of 40,000 gallons per year and the showerheads save 5,000 to 6,000 gallons of water per year, for a combined total savings of over 2 million gallons annually. The college would like to double that number in the next year.

Sierra College draws its irrigation water for landscaping from a pond that's fed by the **Placer County Water Agency's** (PCWA) Boardman Canal, allowing it to avoid impacting the treated water supply for irrigation.



Five Star Auto Care's TunnelWatch system is one of many water-saving features employed by the car wash. The wash uses about half as much water as a typical home car wash.

"We work very closely with PCWA's directors to talk about how we can achieve optimal water reduction," says Irwin. "We just hope we don't have to go to the next stage of conservation, which is limiting water availability. That step would have a tremendous impact on the college and the whole community."

# Good News for County and City Economies



Jim Holmes, Placer County Supervisor

We’ve been witnessing our nation’s recovery from the recession, and recent labor force numbers show Placer County is on the road to recovery as well. Unemployment numbers released by the California Employment Development Department (EDD) in January show that Placer County’s unemployment rate dropped to 5.2 percent during December of last year, the lowest point since 2007.

Out of a civilian workforce of 178,000 in Placer County, 9,400, or 5.2 percent, were unemployed this past December. This seasonally unadjusted jobless rate was down from the 5.9 percent posted for November 2014, and notably less than the 6.5 percent unemployment rate recorded for December 2013. The 5.2 percent rate matches the rate last recorded in in December 2007, and is only slightly higher than the 4.9 percent recorded in November 2007.

In December, Placer County’s jobless rate was the 12<sup>th</sup> lowest of California’s 58 counties. It was below the 6.7 percent rate for the state as a whole and the 6.2 percent for the four-county Sacramento region. As a Supervisor I am pleased to see these numbers, as it tells me our economy continues to grow and many

more people are able to find jobs. As our economy grows we as a county government can also meet the budgetary and fiscal goals we have lined out for the future, and start to look toward long-term goals.

Over the past few years Placer County’s job-growth rate has received nationwide attention. For the 12-month period ending September 30, 2013 Placer County’s job growth rate was 5.0 percent, which put our County in a tie for sixth among the nation’s 334 largest counties, according to a report from the U.S. Bureau of Labor Statistics. In fact, of 26 counties in California with populations large enough to be included in the report, Placer County has the highest growth rate.

The news out of the EDD was also good for the City of Rocklin, where the 3.7 percent unemployment rate for December 2014 was also the lowest it had been since December 2007, when it was also 3.7 percent. This is down from the unemployment rate for November of 2014, which was at 4.2 percent, and an impressive reduction from the unemployment rate of 6.2 percent in January 2013. Retail space in Rocklin continues to fill and new businesses are choosing to locate in

Rocklin. Also propelling the City of Rocklin upward is the fact that it is a great place to live and raise a family. In fact, if you hadn’t already heard, in a recent survey the City of Rocklin was named the number one city for families in the state, and ranked number thirteen nationwide. This is great news for the City of Rocklin, Placer County, and the entire region.

The majority of the newly filled jobs in our region are in the nursing, health services, computer systems, software support and retail industries, however the professional and business service sectors also are doing well. Additionally, retail, office and industrial space in Placer County continues to fill, and new construction of homes, apartments, stores and industrial facilities are picking up. All of this positive growth has helped improve consumer and small-business confidence, which in turn helps the economy to continue to improve in both the County and the cities within the county. Overall the economy throughout our region is improving and our local business leaders are a big part of that growth. Let’s keep up the good work!

## Chamber Brings Regional Issues to Capitol

### Annual Cap-to-Cap Event Scheduled for April

As the largest Chamber of Commerce Advocacy Program in the nation, Cap-to-Cap enters its 45<sup>th</sup> year of sending representatives to Washington D.C. to lobby Congress. The significant regional effort includes the voices of leaders from the business community, non-profit organizations, education, health care, agriculture, technology, local elected officials and government agencies and gives the greater Sacramento region a tremendous advantage in the competition for federal resources.

Cap-to-Cap provides a unique opportunity for business and community leaders to align around regional issues and to work directly with congressional delegates to organize broad-based support for critical initiatives.

Cap-to-Cap is also known as the most regionally diverse networking opportunity Sacramento provides. Nearly 300 delegates participated in the 2014 trip, and Placer County has become an integral part of that delegation. Delegates will be working on 13 different policy teams for lobbying appointments.

Led by this year’s chair, Keri Thomas, Director, Community & Government Relations for **Sutter Health**, the delegates will have an opportunity to meet with local congressional representatives, plus other important agencies, committees and subcommittees.

“Many of these elected officials and staff members become well acquainted with the various issues we face because we take the time to visit and maintain contact, even after Cap-to-Cap is over,” says Thomas.

For example, during a meeting with Senator Feinstein at the 2014 Cap-to-Cap program, Feinstein committed to calling California

Senate Pro Tem Darrell Steinberg to ensure a state water bond focuses on core projects that provide additional water supply for the Capitol Region. Immediately following the meeting, she did exactly as promised. The longtime relationship members built with Senator Feinstein helped ensure the messages were considered. In 2014, the Water Bond passed with more than \$3 billion in funds that were included for new storage projects, confirming the influence of the program’s lobbying efforts.

Delegates will be organized into teams for lobbying appointments and can select their first and second choice teams when registering, including:

- ❖ Air Quality
- ❖ Aviation
- ❖ Civic Amenities
- ❖ Community Development
- ❖ Flood Protection
- ❖ Food and Agriculture
- ❖ Health Care
- ❖ Homeland Security
- ❖ Innovation and Economic Development
- ❖ Land Use and Natural Resources
- ❖ Transportation
- ❖ Water Resources
- ❖ Workforce and Education

There is still time to sign up to attend the 2015 Cap-to-Cap program, taking place April 18-22 in Washington D.C. For information or to sign up visit [www.MetroChamber.org](http://www.MetroChamber.org) or call 552-6800.

## Breakfast Features Courage Worldwide

### March Chamber Breakfast sponsored by Select Tax & Bookkeeping

The Rocklin Area Chamber of Commerce is pleased to host Jenny Williamson at this month’s *Good Morning Rocklin* breakfast meeting on Thursday, March 12. Williamson, the founder and CEO of Courage Worldwide, will be talking about the issue of child sex trafficking in the Sacramento region, as well as highlighting the work Courage Worldwide is doing to rescue these young, vulnerable victims.

Williamson is the founder and CEO of Courage Worldwide, an international non-profit organization that is building homes for children rescued out of sex trafficking around the world. Through personal passion and professional leadership, Williamson works tirelessly to inform communities around the world about the issue of child sex trafficking, involving individuals as well as business and government leaders in building more Courage Houses where victims can be rescued and restored. Under Williamson’s leadership, Courage Worldwide is prototyping the successful Courage House model internationally. Courage Worldwide has various profitable businesses under the non-profit umbrella to provide consistent, recurring revenue to support its efforts. In addition to her role as CEO, Williamson volunteers numerous personal hours at the homes of Courage House and with the young residents whom she calls daughters.

The March breakfast is sponsored by **Select Tax & Bookkeeping**. With over 40 years of combined tax and bookkeeping experience, Tina and John Cecil opened Select Tax & Bookkeeping in September 2009. They offer full bookkeeping and tax services for individuals, corporations, partnerships, trusts and nonprofits. They provide bookkeeping maintenance services and typically service small to medium-sized businesses. Select Tax & Bookkeeping is a member of the QuickBooks ProAdvisor program and also offers Controller-On-Call services. They are available to do onsite work at businesses when needed. For more information or a free initial consultation call 630-1040 or visit [www.SelectTax.net](http://www.SelectTax.net).

Breakfast will be held on Thursday, March 12 at 7:30 a.m. at **Whitney Oaks Golf Club**, 2305 Clubhouse Drive in Rocklin. Reservations are required by March 10 at 5:00 p.m. and can be made online at [www.RocklinChamber.com](http://www.RocklinChamber.com). The cost for members is \$20 per person and \$25 per person for non-members.



# City of Lincoln Hires New City Manager

## Matthew Brower Took the Helm in February

Lincoln Mayor Paul Joiner announced the Lincoln City Council appointed Matthew Brower to the position of Lincoln City Manager. Mayor Joiner made the announcement on behalf of the Lincoln City Council.

Brower, 47, will be paid an annual salary of \$193,500.



Matthew Brower,  
Lincoln City Manager

“Matt is an experienced, well-educated manager who possesses the strengths, high energy and vision that the City Council, residents, and City employees felt necessary for a City Manager who can help take Lincoln to the next level,” said Mayor Joiner. “With 18 years of experience in city government, he is a man of high integrity, strong interpersonal skills, and has experience in both development and economic development within growing communities. These qualities, combined with proven leadership in a large organization, are all critical components to guiding our City in the years to come.”

The City Council formally approved Brower’s employment agreement January 27<sup>th</sup> at their regularly scheduled Council meeting and he began working for the City on February 9<sup>th</sup>.

Brower most recently served as City Manager for the City of Ocala, Florida, and prior to that served as the City Manager for Santa Clara City, Utah.

Brower received his Bachelor of Science degree from the University of Utah and his Master of Public Administration degree from Florida State University.

Brower replaces Interim City Manager Bill Zenoni, who replaced City Manager Jim Estep when he retired in August.

“The City Council would like to publicly thank Interim City Manager Bill Zenoni for doing such a remarkable job of running the City during our search for a full-time city manager,” Joiner said. “His integrity, skills, and personality were exactly what the City needed to keep the City moving forward during the recruitment process.”

# City of Rocklin in Discussions for New Ownership of Club Rocklin Program and Rocklin Preschool Program

The **City of Rocklin** began discussions with **Rocklin Unified School District** (RUSD) to change ownership of Club Rocklin – the City’s before and after school recreation program and Rocklin Preschool program – at the February City Council meeting.

Club Rocklin, formerly named Kids Junction, operates on all 11 Rocklin elementary school campuses. The program is a state licensed, fee-based recreation program that offers safe and supervised activities for children enrolled in kindergarten through 6<sup>th</sup> grade. Rocklin Preschool is located on three elementary school campuses in Rocklin and is designed to prepare children for Kindergarten.

The City of Rocklin has managed Club Rocklin’s day-to-day operations since the 1980s and the Rocklin Preschool Program since 1976.

In early fall of 2014, the City and RUSD began informal talks on issues of mutual interest. Among those items were the Club Rocklin and Rocklin Preschool programs.

Based on the consensus of those talks and RUSD’s school foundation, **Rocklin Educational Excellence Foundation** (REEF) expressed interest in managing the program. Should all parties approve the transfer, it is anticipated that Club Rocklin and Rocklin Preschool will be managed by REEF, with the continued partnership of RUSD, starting at the beginning of the 2015-2016 school year.

The City and RUSD are committed to ensuring that Rocklin families will have uninterrupted access during any potential transition of these programs.

REEF is a non-profit organization dedicated to student enrichment within the Rocklin Unified School District, and is governed by a Board of Directors composed of educators, parents and leaders from throughout the Rocklin community.

# Help employees stay sharp and engaged

Meetings are a great opportunity to take a healthy step forward and a simple way to promote long-term health. By encouraging good habits at meetings, you can help your employees stay more focused and engaged throughout the workday—and positively affect your bottom line.

### Your healthy meetings checklist

To get started, tear out this condensed guide and keep it handy for creating healthy meetings that keep employees energized, engaged, and motivated.

Plan healthy meals	
<input type="checkbox"/>	Ensure the meal meets the recommended calorie guidelines
<input type="checkbox"/>	Include fruits and vegetables
<input type="checkbox"/>	Make sure that most of the food is low-fat, low-sodium, and/or low-sugar
<input type="checkbox"/>	Request smaller plates or serving sizes
<input type="checkbox"/>	Request condiments on the side
<input type="checkbox"/>	Order healthy drinks and water
Organize healthy activities	
<input type="checkbox"/>	Schedule at least one five-minute stretch break for every meeting lasting longer than one hour
<input type="checkbox"/>	Arrange for one 15-minute physical activity break during a full-day meeting (in addition to the five-minute breaks)

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MEMBER SPOTLIGHT

Chairman’s Circle Members

The first in a series of articles spotlighting Rocklin Chamber Chairman’s Circle sponsors.

Granite Bay Development – Gold Member

Established in 2002, **Granite Bay Development Communities** (GBD Communities) specializes in every step of the land planning and development process, creating a unified vision that weaves together location, project amenities and community design. GBD Communities serves as a true developer in the greater Sacramento region, providing high-quality planned communities with fully constructed lots that feature creative land plan design, entry monumentation, architectural theming and controls. GBD Communities’ offers expertise in the entitlement processing, land planning and engineering and is currently working on several projects in Rocklin, including the Los Cerros community development. The company has been a Chairman’s Circle member since 2013. For more information, visit [www.GBDCommunities.com](http://www.GBDCommunities.com) or call 960-0240.

Halldin Public Relations – Silver Member

**Halldin Public Relations** is a Rocklin-based, full-service public relations agency that assists clients in gaining and managing media – from national media to local media to social media. The firm works extensively with traditional media outlets and other communications channels to earn coverage for clients on print, radio and TV, as well as Facebook, Twitter, blogs and other social and online platforms. Halldin Public Relations has been a Chairman’s Circle member since 2006. For more information, call 781-0657 or visit them online at [www.HalldinPR.com](http://www.HalldinPR.com).

First Northern Bank – Bronze Member

Established in 1910, **First Northern Bank** has remained faithful to its roots as a community bank committed to personalized support and customer service. The Bank has grown to a billion dollars in assets and serves the business, professional, personal and real estate needs of people from Auburn to Walnut Creek. First Northern is actively involved with the community, sponsoring events and volunteering time. The bank has 10 full-service branches and offers a wide range of SBA, real estate, commercial, agricultural and consumer loans, as well as a trust department and a full array of non-FDIC insured investment and brokerage products and services. First Northern Bank has been a Chairman’s Circle member since 2013. For more information call 787-8510 or visit online at [www.ThatsMyBank.com](http://www.ThatsMyBank.com).



**FAMILIES:** Affordable Houses, Good Jobs, Top-Rated Schools, Open Spaces Keep Rocklin One of Top Cities

Continued from page 1

test scores and other statewide data to rank schools on a scale from one to 10. For home affordability, NerdWallet tapped into the U.S. Census Bureau data, factoring in median home values and monthly home ownership costs. To assess growth and prosperity, census figures that detailed median household income and long-term growth were used.

To gather its data, Apartment List, a website for apartment hunters, centered its analysis around four main factors, including: safety, housing cost, school quality, and child friendliness. Apartment List based its safety ranking on FBI statistics. To grade cities on housing cost, the website calculated the percentage of the average income required to rent a typical two-bedroom apartment. For school quality, cities were ranked on high school graduation rates for public school districts based on Department of Education data. Apartment List scored cities based on the percentage of the population that are under 18 to calculate child friendliness. Out of a possible 100 points, Rocklin posted an overall score of 87.

Rocklin’s ideal blend of affordable houses, good jobs, top-rated schools and wide-open spaces help keep Rocklin one of the top cities for families.

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## Annual Run/Walk Set for April 12 at Johnson-Springview

Since 2003, Run Rocklin has provided a top-notch running event for Rocklin and the surrounding communities. Run Rocklin includes: free kids fun runs, half marathon, 5K run/walk and a 12K run/walk.

Last year a half-marathon (13.1 miles) was added and helped the annual charity event have a record-number 3,123 participants. The event has benefited the Matt Redding Foundation and Rocklin’s local schools since 2006. Run Rocklin raised \$29,000 in 2014.

Unlike other half-marathons in the region, Run Rocklin offers more rolling hills and challenging terrain. The race starts and ends at Johnson Springview Park, 5480 5th St. The half-marathon is limited to the first 600 people who register.

“The half-marathon is a very popular distance and really helped boast our overall numbers last year. Half marathons are what a lot of runners are doing locally,” Race Director Larry Osborne said. “Our half-marathon offers a unique combination of a gentle start, up-and-down terrain, rolling hills and a flat fast finish.”

A year ago, Run Rocklin had more than 70 teams register. Creating a team is easy and fun, and requires six or more people. For details, please visit [www.RunRocklin.com](http://www.RunRocklin.com) and go to the “Create A Team” page. As a special bonus, your team name will be printed on the back of the event T-shirt for each team member.

Run Rocklin has become a significant community event that has attracted teams of runners from throughout the Sacramento region.

“Teams have been a significant part of Run Rocklin for several years and this year our goal is to have 100 teams. Teams are groups of 6 or more people who want to run or walk any of the distances with their friends and family,” Osborne said. “They are not competitive teams, but just a fun way to share and enjoy the Run Rocklin experience.”

Run Rocklin is still actively seeking sponsors. There are multiple sponsorship levels, starting at \$150 for a 10-by-10 exhibit space on race day morning. Event supporters will benefit from their name on the Run Rocklin T-shirt and also through various event advertising, including social media and mobile phone technology.

The event will once again feature music by JD Productions Quality DJ Entertainment, complimentary food from **Randy Peters Catering**, and other goodies from local vendors.

Awards will be given to the top-three finishers in each age group for the 5K, 12K and half-marathon events. Awards and prize money will also be given to the top-three male and female overall finishers in all three races. Prize money will be awarded to the top-three largest school teams. Every half-marathon finisher receives a “Run the Rock” medal and all other finishers get a ribbon.

The race helps raise money for local schools and for the locally-run, nonprofit Matt Redding Scholarship Foundation. Run Rocklin raised \$23,000 last year and has now given \$103,000 in memory of Matt Redding, a fallen Rocklin Police Officer.

A popular Rocklin Police Officer, Matt Redding tragically died while on duty October 2005 when he was struck and killed by a vehicle that was driven by an intoxicated driver.

“Matt loved this community and would be so honored that people are running year after year in a race that supports a scholarship foundation in his name,” said John Redding, Matt’s father. “Our family is extremely pleased that so many people continue to support Run Rocklin. It’s a tremendous community event and we’re happy the Redding family can be associated with it.”

New for 2015 Run Rocklin is supporting a select group of nonprofit organizations who have supported the local community with hard work and perseverance. When you register online you will have the opportunity to make a separate donation to one of five local nonprofit organizations: Placer 10-35 Foundation, Rocklin Community Animal Shelter, PlacerARTS, Stand Up Placer, or the Matthew Redding Foundation. This donation is in addition to the registration fee. Run Rocklin will forward donations to each organization after the event on April 12th.

To register, visit [www.RunRocklin.com](http://www.RunRocklin.com). For more information about the race or to become a sponsor or volunteer, e-mail Larry Osborne at [elephant@eward.com](mailto:elephant@eward.com) or call 415-9991.

# Wise Villa Winery Hosts March Chamber Mixer

Wednesday, March 18  
5:30 - 7:00 p.m.

Join us for good networking and great wine at this month’s Chamber Mixer at **Wise Villa Winery** in Lincoln.

Guests will enjoy some of Wise Villa’s award-winning wines, paired with gourmet creations.

The March Chamber Mixer will be held Wednesday, March 18 from 5:30 to 7:00 p.m. at 4200 Wise Road in Lincoln.

More than just a winery and tasting room, family-owned Wise Villa Winery is also a wine and food pairing bistro. The only winery in Placer County with a commercial kitchen and gourmet chef, the wine and food pairings at Wise Villa are delicious and distinctive, complimenting and enhancing its critically acclaimed wines.

Don’t miss out on the opportunity to mix with business and Chamber members at this month’s Chamber Mixer. No registration is necessary. Members are encouraged to attend and to bring a guest. Be sure to bring a raffle prize to have your business name mentioned at the drawing.

# Ribbon Cuttings



## Dickey's Barbecue Pit

5406 Crossings Drive, Suite 104, Rocklin • 652-7239 • [www.Dickeys.com](http://www.Dickeys.com)



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# Rocklin Chamber Board of Directors and Honorary Board Members

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408-7777



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**Jodie Day**  
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**Tim Ching**  
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**Terry Gilbeau**  
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**Greg Roberson**  
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**Mary Towne**  
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**Debi Fetzner**  
Thunder Valley Casino Resort  
408-8270



**Braden Moulton**  
5<sup>th</sup> Planet Games  
782-1506



**Todd Olson**  
Image Outfitters Photography  
989-8245

SAVE THE DATE!  
*Because Girlfriends Matter*

June 18th, 2015 | 6-9 pm  
THUNDER VALLEY CASINO RESORT





March

3	Business Resource Meeting	9:00 a.m.
5	Sunrise with the Chamber <b>Thrive Fit Club</b> , 2230 Sunset Blvd., Rocklin	7:30 a.m.
5	April <i>ChamberNews</i> Ad and Article Deadline	5:00 p.m.
6	<i>State of the City</i> <b>Sierra College</b> , 5000 Rocklin Road, Rocklin	7:15 a.m.
12	Good Morning Rocklin Chamber Breakfast <b>Whitney Oaks Golf Club</b> 2305 Clubhouse Dr., Rocklin	7:30 a.m.
13	Ambassador Meeting	9:00 a.m.
18	Mixer at <b>Wise Villa Winery</b> 4200 Wise Road, Lincoln	5:30 p.m.
19	Sunrise with the Chamber <b>Thrive Fit Club</b> , 2230 Sunset Blvd., Rocklin	7:30 a.m.
19	April <i>ChamberNews</i> Insert Deadline	5:00 p.m.
24	Late Lunch with the Rocklin Chamber Location TBD	1:00 p.m.
25	Executive Meeting	3:00 p.m.
25	Board Meeting	4:00 p.m.
26	Sunrise with the Chamber <b>Thrive Fit Club</b> , 2230 Sunset Blvd., Rocklin	7:30 a.m.
27	Chamber 101	10:00 a.m.
27	Joint Government Relations Committee Hosted by the Auburn Chamber of Commerce Canyon View Community Center 471 Maidu Drive, Auburn	7:30 a.m.

April

2	Sunrise with the Chamber <b>Thrive Fit Club</b> , 2230 Sunset Blvd., Rocklin	7:30 a.m.
3	Ambassador Meeting	9:00 a.m.
6	May <i>ChamberNews</i> Ad and Article Deadline	5:00 p.m.
7	Business Resource Meeting	9:00 a.m.
9	Good Morning Rocklin ChamberBreakfast <b>Whitney Oaks Golf Club</b> 2305 Clubhouse Drive, Rocklin	7:30 a.m.
19	April <i>ChamberNews</i> Insert Deadline	5:00 p.m.
15	Mix n' Mingle Tabletop Mixer <b>Rocklin Police Department</b> 4080 Rocklin Road, Rocklin	5:30 p.m.
16	Sunrise with the Chamber <b>Thrive Fit Club</b> , 2230 Sunset Blvd., Rocklin	7:30 a.m.
22	Executive Meeting	3:00 p.m.
22	Board Meeting	4:00 p.m.
23	Sunrise with the Chamber <b>Thrive Fit Club</b> , 2230 Sunset Blvd., Rocklin	7:30 a.m.
30	Sunrise with the Chamber <b>Thrive Fit Club</b> , 2230 Sunset Blvd., Rocklin	7:30 a.m.

All events take place at the Chamber offices unless otherwise noted.

Rocklin Community Games

March 14 • Johnson-Springview Park

Are you looking for a little friendly competition or maybe an exciting, interactive team building exercise for your organization? Rocklin's Community Games is a great way for your company to join the fun.



Jim Crosthwaite, City of Rocklin Recreation Supervisor

Coordinated by the **City of Rocklin's Parks and Recreation Department**, this new event invites any Rocklin business and organization to compete with other local businesses in a variety of sporting and non-sporting events. Points will be awarded for each activity but you do not have to compete in each event to participate.

The cost of each event varies; some events start as low as \$15 per person per event.

There is even an opportunity to participate for those that are not interested in competing in the games. To help your team earn more points, you can be a Team Spectator and cheer for your favorite team throughout the competition.

To be eligible, any business or organization that holds a current City of Rocklin business license or any non-profit organization based primarily in Rocklin – regardless of size – is eligible to enter the competition. All employees of the business and their immediate families are able to compete.

The Opening Ceremony for the games will be held March 14<sup>th</sup> at Johnson Springview Park and feature a free barbeque for all registered teams. The first race of the games is dubbed "The Amazing Race." This race will have teams compete in a course that requires both brawn and brains.

The rest of the games such as bowling, coed scramble golf, Rocklin Game Night, 3x3 basketball and Corn Hole Doubles take place at various locations throughout the City. This is a great opportunity to showcase the great facilities and businesses in Rocklin while enhancing community spirit.

Closing awards ceremony and banquet will be held on April 24<sup>th</sup> at the Rocklin Event Center. This will be an Academy Awards style event that includes celebrating all competitors, game highlights and much more.

For more information about the Community Games or if you are interested in having a packet delivered to your office, contact Jim Crosthwaite at 625-5215 or visit [www.rocklin.ca.us/communitygames](http://www.rocklin.ca.us/communitygames).

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Hear the Vision for the Future

State  
OF THE  
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Friday, March 6 • 7:15 a.m.  
Sierra College in Rocklin

Want to find out the latest about what’s happening in Rocklin? Join us for the annual State of the City address and breakfast sponsored by **Placer County Association of Realtors**. Scheduled for Friday, March 6 at **Sierra College**, 5000 Rocklin Road in Rocklin, the event features Rocklin City Manager Rick Horst as the keynote speaker. Horst will recap the City’s programs and plans from the past year and discuss future development.

Doors open at 7:15 in the Winstead Center, Building L, for a breakfast reception. Address begins promptly at 8:00 in the Dietrich Theatre.

Get a jump on your marketing efforts by sponsoring the event. With an audience of regional dignitaries and local business and community members, State of the City is a great way to promote your business in 2015. Each sponsorship level includes tickets to the event as well as tremendous exposure for your company.

Showcase your business for as little as \$50 for a display space. The title sponsorship is already sold out, but remaining sponsorships start at just \$150 for the popular Train Depot Sponsor.

Tickets are \$35 for members and \$50 for non-members. Online reservations are available at [www.RocklinChamber.com](http://www.RocklinChamber.com). For more information contact the Rocklin Chamber at 624-2548.

STATE OF THE CITY TICKETS AND SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR — ~~\$2,500~~ **SOLD OUT**

- ❖ 30 Event Tickets with VIP Seating
- ❖ Exclusive Mic Time
- ❖ Name in Event Program
- ❖ Logo on Screen
- ❖ Individual Sponsor Sign at Event
- ❖ Display Space at Event
- ❖ Thank You at Event
- ❖ Thank You in ChamberNews
- ❖ Thank You in Placer Herald

CITY HALL — \$1,000

- ❖ 18 Event Tickets with VIP Seating
- ❖ Name in Event Program
- ❖ Logo on Screen
- ❖ Individual Sponsor Sign at Event
- ❖ Display Space at Event
- ❖ Thank You at Event
- ❖ Thank You in ChamberNews
- ❖ Thank You in Placer Herald

DISPLAY SPACE

Members — \$50

Non-Members — \$75

- ❖ 1 Event Ticket
- ❖ Table Space for Marketing/Promotional Materials

FINN HALL — \$500

- ❖ 12 Event Tickets
- ❖ Name in Event Program
- ❖ Individual Sponsor Sign at Event
- ❖ Display Space at Event
- ❖ Thank You at Event
- ❖ Thank You in ChamberNews
- ❖ Thank You in Placer Herald

ROCKLIN LIBRARY — \$250

- ❖ 6 Event Tickets
- ❖ Display Space at Event
- ❖ Name in Event Program
- ❖ Thank You in ChamberNews
- ❖ Thank You in Placer Herald

TRAIN DEPOT — \$150

- ❖ 4 Event Tickets
- ❖ Name in Event Program
- ❖ Thank You in ChamberNews
- ❖ Thank You in Placer Herald

INDIVIDUAL TICKETS

Members — \$35

Non-Members — \$50



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# Don't Push Your Luck this St. Patrick's Day

St. Patrick's Day is widely recognized in the United States as a celebration of Irish American culture, often commemorated with activities such as parades, wearing green, eating Irish food, and celebrating with family and friends. Unfortunately, the celebrating can sometimes lead to over indulgence in drinking.

The California Office of Traffic Safety (OTS) is reminding all motorists to stay safe by designating a sober driver and making alternative transportation arrangements while planning the day's activities. Law enforcement agencies throughout the state will be increasing roving DUI patrols DUI checkpoints.

Consider the following safety tips this St. Patty's Day:

- ❖ The best way to avoid a DUI is to plan ahead and designate a sober driver, but if you find yourself in a situation where that's not an option, be sure to call a taxi or use the DDVIP mobile app.
- ❖ If you are the designated driver, be aware of your surroundings and always obey traffic laws. When

driving in areas with heavy foot traffic, stay alert and watch for pedestrians and "pub crawlers" who may not be as focused on the task at hand.

- ❖ If you will be hosting a get-together, offer non-alcoholic beverages and never let guests drive while impaired. Try the delicious non-alcoholic Designated Driver Drink (DDDink) recipes found at the Mixology Center on the OTS Facebook page ([Facebook.com/CaliforniaOTS](https://www.facebook.com/CaliforniaOTS)).

In this day and age, there are too many accessible ride services to even consider driving impaired. Paying a \$20-\$30 fare is a lot less than the repercussions of getting a DUI. In California, first time DUI offenders could face a suspended license, two points on their driving record, mandatory classes, community service, and fines and fees that can reach upward of \$10,000. Driving while under the influence of drugs or alcohol is a mistake that could cost you your life or the lives of others. For more information on DUI prevention or to find current OTS campaigns, visit [www.ots.ca.gov](http://www.ots.ca.gov).

## New Members

### FINANCIAL SERVICES

**Edward Jones – Kenny Nguyen**  
1430 Blue Oaks Blvd., Roseville  
772-1085

### HEALTH & FITNESS

**Elite Medical**  
5120 Ward Lane, Rocklin  
500-2474 • [www.EliteMedClinic.com](http://www.EliteMedClinic.com)

### INSURANCE

**Allstate Financial Services**  
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784-2121 • [www.Allstate.com/RickDomenick](http://www.Allstate.com/RickDomenick)

### RESTAURANTS, CATERERS & FOOD SERVICES

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759-3881 • [www.BitsBitesBoxes.com](http://www.BitsBitesBoxes.com)

**Domino's Pizza**  
2221 Sunset Blvd., Suite 123, Rocklin  
672-6630 • [www.Dominos.com](http://www.Dominos.com)

**Mooyah Burgers, Fries & Shakes**  
5194 Commons Drive, Suite 110, Rocklin  
660-9591 • [www.Mooyah.com](http://www.Mooyah.com)

### SPORTING GOODS

**Sportsman's Warehouse**  
6640 Lonetree Blvd., Rocklin  
782-9900 • [www.SportsmansWarehouse.com](http://www.SportsmansWarehouse.com)

### THEATERS

**Studio Movie Grill**  
5140 Commons Drive, Rocklin  
238-9000 • [www.StudioMovieGrill.com](http://www.StudioMovieGrill.com)

## Renewing Members

All About Realty, Inc.  
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Beary Huggables  
Bickford Ranch  
Crazy for Yogurt, Inc.  
First Northern Bank  
Law Office of Alexandria Goff  
LIFEhouse Church  
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Placer Community Foundation  
The Placer Herald  
Placer SPCA  
Principal Financial Group  
Residence Inn Roseville  
ReUseIt, LLC  
RNB Property Management, Inc.  
Rocklin Unified School District  
Rotary Club of South Placer  
Therapeutic Massage by Bekah  
Thunder Valley Casino Resort  
Trane  
Viola White – Health Insurance Advisor  
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Randy Peters Catering  
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## Rocklin Area Chamber of Commerce

3700 Rocklin Road • Rocklin, CA 95677  
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www.RocklinChamber.com  
Info@RocklinChamber.com

### Chamber Staff

**Chamber CEO**  
Robin McConnell-Trimble  
**Event & Development Director**  
Tiffany Neilson

### ChamberNews

**Graphic Design, Production and Editing**  
Right Angle Productions  
**Contributing Writer**  
Wordplay Communications  
**Printing**  
Gold Country Media/The Placer Herald

## Chamber Ambassadors

Tina Cecil .....630-1040 <b>Select Tax &amp; Bookkeeping</b>	Leslie Marks .....580-3880 <b>AuPairCare</b>
Kristin Cooper .....390-4689 <b>Prime Lending</b>	Cathy Mee .....316-4050 <b>Security Pacific Real Estate</b>
Chris Dancy .....202-9624 <b>Dancy Investments LLC – Danvest Consulting Group</b>	David Meek .....307-2157 <b>RC Willey</b>
Charlene Dawson .....660-3830 <b>Beyond Limits</b>	Chris Miller.....983-3616 <b>Bentley Mortgage and Real Estate</b>
Randy Dusseau.....296-3285 <b>Body Beautiful Photography</b>	Janet Moranda .....792-6485 <b>Catering by Design</b>
Jesse Gonzalez .....408-1408 <b>State Farm – Christine Taylor Office</b>	Rebekah Richards.....415-8625 <b>Jucebox Local Marketing</b>
Allyson Hugget .....773-7053 <b>The Tax Office</b>	Clark Snitko .....878-3352 <b>Mass Mutual Financial Group</b>
Julie Luna.....276-3865 <b>Town Planner Community Calendar</b>	
Deb Manley .....510-368-5402 <b>Pairings</b>	



AREA CHAMBER OF COMMERCE

## Send Us Your News

Have an upcoming event, ribbon cutting or open house? Let Chamber members know what’s going on in your organization.

Articles and press releases can be submitted for consideration to Robin Trimble, Chamber CEO, at Robin@RocklinChamber.com or Colleen Nihen, **Right Angle Productions**, at Colleen@RightAngle.ws.

Deadline for submission is the 10<sup>th</sup> of the month prior to publication.



## Ambassador of the Month Tina Cecil – Select Tax & Bookkeeping

Tina Cecil and her husband, John, are co-owners of **Select Tax & Bookkeeping**. They offer a wide range of bookkeeping, compilation, and tax return preparation services for a variety of industries or business endeavors – from start-ups to medium or large businesses. Select Tax & Bookkeeping is based in Rocklin, servicing businesses in the entire Sacramento region. Stop in to meet Tina and find out how Select Tax & Bookkeeping can help you save money and time on your tax and bookkeeping needs.

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