

Discover the Vision for Rocklin's Future

See page 7

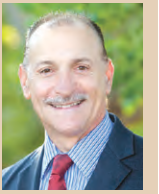


City Streamlines Small Special Event Process

See page 5

Since joining the Rocklin Chamber my network has grown exponentially! And becoming an Ambassador is a great way to be involved in the growth of local commerce, and my business. Get involved!

Scott Planer, *Blueprint Financial*



Rocklin
AREA CHAMBER OF COMMERCE

CHAMBER NEWS

Promoting Business, Building Community

www.RocklinChamber.com

January 2017



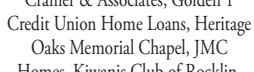
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GOLD



SILVER



BRONZE

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2016 YEAR IN REVIEW

With the help of staff, volunteers and members, 2016 proved to be yet another successful year for the Rocklin Chamber

By expanding membership, contributing to community nonprofits, managing a slate of successful events, and communicating its goals and achievements via social media, the Chamber fulfilled its mission to be the premier business organization for the region.

Reflecting its success and impact, the Rocklin Chamber was named Third Fastest Growing Chamber in the Region by the *Sacramento Business Journal* in a June ranking of local chambers of commerce.

As the City continues its run as one of the most popular, practical, and desirable places to live and work, the business community has

MEMBERSHIP GROWTH Most membership growth from 2015 to 2016

Rank	Chamber	Growth
1	Carmichael Chamber of Commerce	9.95%
2	Folsom Chamber of Commerce	7.87%
3	California Chamber of Commerce, dba CalChamber	7.69%
3	Rocklin Chamber of Commerce	7.69%
5	Sacramento Rainbow Chamber of Commerce	7.14%
6	North Sacramento Chamber of Commerce	6.9%
7	North Lake Tahoe Chamber of Commerce, Convention and Visitors Bureau and Resort Association	6.11%
8	El Dorado Hills Chamber of Commerce	5.77%
9	West Sacramento Chamber of Commerce	4.88%
10	Roseville Area Chamber of Commerce	3.2%

COURTESY SACRAMENTO BUSINESS JOURNAL

responded in growth and expansion. Rocklin welcomed hundreds of new retail tenants in 2016.

The Chamber taps into potential new members through its dedicated ambassadors, who volunteer in the organization's Ambassador Program. With a range of membership levels and benefits, these

ambassadors are able to present the Chamber as a valuable business partner. In response, Rocklin Chamber membership exceeded expectations, increasing to over 600 in 2016 and now represents over 10,000 employees.

This year, through its dedicated membership, the Chamber raised over \$13,500 to support

See REVIEW on page 7



Business Excellence AWARDS

Rocklin Chamber of Commerce

Chamber Recognizes Members for Excellence

Each year, the Rocklin Chamber recognizes member businesses and individuals who set the bar for success. The Annual Business Excellence Awards, an elegant reception and dinner, will be hosted on Thursday, January 26, 2017. Honorees and guests will enjoy a lavish dinner, raffle and prestigious awards ceremony. The Chamber's membership and South Placer community are invited to attend and celebrate the success of our business community.

Businesses will be recognized in the following categories:

From the Heart

A nonprofit organization that is a shining example to our community and has made an outstanding contribution to the quality of life in the Rocklin area and/or Placer County.

Business Person of the Year

An individual whose leadership has contributed significantly to the success of a

See AWARDS on page 8

Conway Named Placer County Economic Development Director



Sherri Conway was appointed Placer County's new Economic Development Director to replace retiring Director Dave Snyder

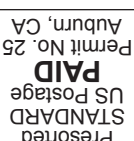
After a nationwide search and a rigorous evaluation process, the Placer County Executive Office announced that Sherri Conway has been appointed Economic Development Director effective December 5. Conway replaces Dave Snyder who retired.

Conway brings over 25 years of experience in community and economic development

to the new position. She previously served as planning director for the City of Colfax as well as planning director for the Village of Lake Placid, New York before joining the Placer County team in 2014.

Since joining the County in the Community Development Resource Agency, she has been the planning lead for development of the Sunset Area Plan, an 8,100-acre area in unincorporated Western Placer County where planned university, technology and residential developments are expected to drive economic growth for decades. The land is owned by the County and has been considered a potential employment generator for the area since its establishment in 1997.

See CONWAY on page 3



3700 Rocklin Road, Rocklin, CA 95677



Promoting Business, Building Community



Stephen Makis
Rocklin Chamber
Board Chair
Reach him at
Brown & Brown
Insurance
916-625-4507

Happy New Year! It's January 2017 – where did the time go? I feel like just yesterday we were worried about the Y2K bug.

I am excited to introduce myself as the Board Chair for 2017 and am looking forward to an incredible year. We have an amazing and diverse board of directors this year. The Chamber has always had excellent leadership and I realize what big shoes I have to fill.

I am very lucky to be working with such a passionate staff, tireless volunteer group, and dedicated membership. I want to thank Jodie Day, our past chair, for the amazing job and many successes she had in 2016. I plan to keep the momentum moving forward.

I have been serving on the Rocklin Area Chamber Board since 2011. I served in several capacities over the years including: Chamber Ambassador, Honorary Board member, Membership Committee Member, and Executive Board Member just to name a few.

The Rocklin Chamber exists to “Promote Business and Build Community” and that will continue to be our focus in 2017. I feel community partnerships are vital to the success of the Rocklin Area Chamber and its members. I look forward to continued partnerships with **Placer County, Placer Valley Tourism, the City of Rocklin, Rocklin Unified School District, Sierra College and William Jessup University.** These partnerships – along with our dedicated membership – directly contribute to the growth of our outstanding business climate and help make Rocklin the best place to live and play.

2017 is going to be a year jam packed with events and networking opportunities. We have the Business Excellence Awards January 26th, State of The City on March 3rd, g3: Glitz. Glamour. Girlfriends happening June 1st, New Teacher Welcome in August, and Hot Chili & Cool Cars rolling in on

September 16th. In addition to our major events, you will get a chance to attend the quarterly mixers, the weekly “Sunrise with the Chamber” networking meetings on Thursday mornings, and seven Good Morning Rocklin breakfast events.

This month we have the Business Excellence Awards dinner. This is an event you absolutely can't miss as we present awards in five categories. Businesses and/or individuals have been nominated for: Certified Smile Maker, Now Open, Wonderful Workplace, From the Heart, and Business Person of the Year. I hope to see you on January 26th at 6:00 p.m. at the Rocklin Event Center.

I look forward to working with prospective and existing partners as Rocklin continues to be a robust economic engine and beloved community.

ECONOMIC INDICATORS



David Brockway, CFP
is a Financial Advisor
with Edward Jones in
Rocklin. He can be
reached at 780-6380.

Investment Tips for Millennials

If you are a “millennial” – a member of the age cohort born anywhere from the early 1980s to the late 1990s – then you're still in the early chapters of your career, so it may be a stretch for you to envision the *end* of it. But since you do have so many years until you retire, you've got the luxury of putting *time* on your side as you save and plan for retirement.

Here are some suggestions for making the best use of that time:

Invest early – and often. Even if you are at the very beginning of your career, make investing a priority. At first, you might only be able to contribute a small amount each month, but something is far better than nothing – and after a year or so, you might be surprised at how much you've actually put away.

Take advantage of your employer's retirement plan. If your employer offers a 401(k) or similar plan, contribute as much as you can afford. At the least, put in enough to earn your employer's match, if one is offered. Your contributions can lower your taxable income, and your earnings can grow on a tax-deferred basis.

Invest more as your earnings increase. As your career advances, and your earnings rise, you'll want to increase your contributions to your 401(k) or similar plan. And if you ever “max out” on your annual 401(k) contributions (the limits change over time), you can probably still contribute to another tax-advantaged retirement plan, such as a traditional or Roth IRA.

Thus far, we've only discussed, in general terms, how much and how often you should invest. But it's obviously just as important to think about the *type* of investments you own. And at this stage of your life, you need an investment mix that provides you with ample opportunities

for growth. Historically, stocks and stock-based vehicles provide greater growth potential than other investments, such as government securities, corporate bonds and certificates of deposit (CDs). Of course, stocks will rise and fall in price, sometimes dramatically. But with decades ahead of you, you do have time to overcome short-term losses. And you may be able to reduce the effects of market volatility by spreading your dollars among many different stock-based investments, along with a reasonable percentage of bonds and other, more conservative securities.

Here's something else to consider: Many millennials want more from their investments than just good performance – they also want their money to make a difference in the world. This interest in “impact” investing (also known as “socially responsible” investing) has led some of your peers to screen out companies or industries they believe have a negative impact on society in favor of other businesses that are viewed as contributing to a more sustainable world. If this viewpoint resonates with you, then you may want to explore these types of investment opportunities with a financial professional.

But most importantly, keep on investing throughout your life. As a millennial, you've got plenty of the one asset that can never be replaced: time. Use it wisely.

Stocks of Local Interest

Index: Dow Jones Industrial Average

Closing Price: 19,212.06

Date: December 5, 2016

Name	Symbol	Closing	\$ Change
APPLE INC	AAPL	109.01	-0.89
AT&T	T	38.70	0.09
BANK OF AMERICA	BAC	21.79	0.56
BERSHRE CL A	BRK A	239910.00	840.00
CONSOLIDATED COM	CNSL	27.20	-1.18
GENCOR INSUTRES	GENC	15.62	0.22
HOME DEPOT INC	HD	129.72	-0.15
HP INC	HPQ	15.52	0.40
INTEL CORP	INTC	34.38	0.22
JOHNSON JOHNSON	JNJ	111.92	-0.04
MCCLATCHY CO	MNI	14.20	0.02
ORACLE CORP	ORCL	38.98	0.47
TRICO BANC SHRS	TCBK	31.83	0.56
WAL-MART STORES	WMT	69.85	-1.45

This is for informational purposes only and should not be considered a recommendation to purchase, sell or hold any particular security. Information provided by David G Brockway, CFP®, Financial Advisor, Edward Jones, 2210 Plaza Drive, Suite 100, Rocklin, 916-780-6380



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- Tim Ching 960-2253
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- Dawn Clayton..... 408-7777
Thunder Valley Casino Resort
- Chris Dancy..... 773-3343
Principal Financial Group
- Jodie Day 788-8122
- Debi Fetzner 408-8270
Thunder Valley Casino Resort
- Terry Gilbeau 626-5539
Law Offices of Terry L. Gilbeau
- Jay Lang 864-4272
Cramer & Associates
- Stephen Makis..... 625-4507
Brown & Brown Insurance
- Todd Olson 989-8245
Image Outfitters Photography
- Greg Roberson 315-3500
Oracle
- Mary Towne..... 521-4456
Elevate Public Relations
- Leslie Vaughn 770-2400
RC Willey

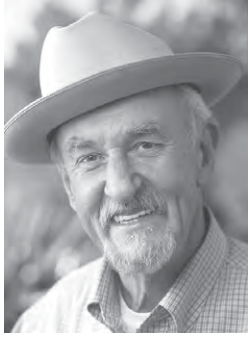
Honorary Board Members

- Kent Ferrin..... 780-2273
Destiny Christian Church
- Ruth Griffith 632-2250
ServPro Auburn/Rocklin
- Rebekah Richards..... 415-8625
Jucebox Local Marketing

Return on Involvement!

The Rocklin Area Chamber of Commerce is the voice for local business. We are a hub of activity that provides members the opportunity to earn a return on their involvement through new business and community relationships.

County Secures South Placer Buildings and Programs



Jim Holmes, Placer County Supervisor

Late last year the Board of Supervisors voted unanimously to approve the purchase of two key buildings in South Placer County: an office building on Sunset Boulevard in Rocklin and a 20-unit apartment complex in downtown Roseville. Although these are two very different properties, under county ownership they represent a commitment to providing county residents with much-needed services.

Placer County began leasing space in the office building on Sunset Boulevard in 2009 and now occupies 95% of the facility. The 97,477 square-foot building houses staff and programs from various county departments including Child Support Services, Veteran's Services Office, and multiple Health and Human Services Department programs such as Work Experience Production Center and Employment Services Center, Children's System of Care, Public Health Nursing, and Women Infants and Children. Additionally, beginning this month the Placer County Auditor-Controller will begin occupying the remaining space in the building.

By purchasing the building the County is able to guarantee continuity of vital

programs that are critical to the lives of so many county residents, including some of our most vulnerable populations, including our children. Additionally, purchasing the property protects the County's nearly \$3 million investment in the building and ensures the county will not be faced with rising rental costs for the facility in years to come.

In another step toward providing continued and expanded services to residents of Placer County, the Board of Supervisors approved the purchase of the multi-family residential building in Roseville. The building purchase will help to implement the Placer County Mental Health Services Act by providing housing for individuals with serious mental illness. The property is ideal for housing mentally ill adults as its 20 studio units each include a full bathroom and kitchenette, which will allow for independent living rather than the shared-housing option that is more commonly available in housing programs for mentally ill individuals.

Another benefit of the building is its location. In addition to being near shopping, food services and transportation, it is also within close proximity to complimentary services.

The Gathering Inn, which provides services to homeless individuals, is located on the same block and the Placer County Adult System of Care's Cirby Hills mental health facility is fewer than three miles away.

The funds for the purchase of this building come from a pool of money that was set aside over the past three years for just this purpose – to purchase or develop additional housing resources for individuals with mental illness. While the operation of the facility will ultimately be turned over to a nonprofit organization with extensive experience in this field in Placer County, the purchase of the building by the county will provide a secure location for these much needed programs.

As a member of the Board of Supervisors I take very seriously my responsibility with public funds, and very often the decisions I make are very difficult. In the case of purchasing these two buildings I feel confident that Placer County's residents will benefit from the expansion and consistency of the vital services being offered in these locations. I look forward to continuing to support changes that improve the lives of all Placer County residents.

CONWAY: New Director Recognizes Small Businesses Important to County's Economy

Continued from page 1

"With our Sunset Area Plan and plans for sustainable economic redevelopment in North Lake Tahoe, we are on the cusp of some incredible and transformative things for Placer County. I am truly honored and excited to be a part of them," Conway said. "The overall objective [of the plan update] is to re-envision and rebrand the Sunset Industrial Area to fully implement the County's long-term vision for the plan area as the economic engine for the County. Overall, the future development of the Sunset Area has the potential to create more than 50,000 jobs."

With focus on a jobs center and the benefits that the surrounding residents will enjoy, Conway wants small business owners to know that they are equally important to the county's economy and that she and her department recognize the barriers they may encounter. One of Conway's initiatives is to make sure that small businesses understand and have access to the resources they need to grow.

"Recognizing that small businesses are the backbone of Placer County's economy, one of my initiatives will be to foster a vibrant entrepreneurial climate that supports on-going small business growth and job creation by partnering with our family-owned and 'Main Street' businesses to better understand their needs," noted Conway. "From entitlements to permits, the process of establishing a new business can be overwhelming for some. I want to make sure that our office can be an advocate to get them through their issues, to get them up

and running. I see a real opportunity there to engage in a dialogue."

As director of the Office of Economic Development, Conway's main role will be to provide vision and leadership in planning, growing and managing economic development programs and projects. She will also manage staff responsible for economic and business development, film production coordination, and workforce and job development efforts.

"It is gratifying that the top candidate comes from within and can immediately build upon her intimate knowledge of our organization and community. I am excited about what Sherri will bring in terms of her experience, enthusiasm and energy," commented County Executive Officer David Boesch. "Sherri is well-versed in our plans and goals in the land development arena in Placer. With her extensive experience in economic development, she's the perfect person to work with our business community and partners to capitalize on the incredible opportunities that are before us and ensure we achieve those goals going forward."

Conway holds a Bachelor of Science degree in environmental science from the State University of New York, College at Plattsburgh, and a Master of Science degree in resource management and public administration from Antioch University in Ohio. She and her husband reside in Ophir, the former county seat.

BUSINESS ADVANTAGE NETWORK

A program that Conway would like to highlight is the Business Advantage Network, a team of workforce development professionals that provide no-cost hiring assistance to employers. Marcy Schmidt splits her time between Auburn and Rocklin to supervise the program.

"The beauty of this program is the untapped potential. On the Human Services side, we provide vocational training for young people and those on public assistance. But on the Economic Development side, our primary customer is the small business owner to match them with qualified candidates with the appropriate skillset," stated Schmidt. "We have over 2,500 people who receive our daily job leads, organize monthly recruiting events, and tailor our program to meet the needs of business. From entry-level to skilled professionals, we can and want to be a resource for small business owners."

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EDUCATION UPDATE



Diana Capra
RUSD Chief of
Communications
and Community
Engagement

Rocklin Unified School District's Transitional Kindergarten and Kindergarten is like the start of a well thought out Business Plan!

"Synergy." It is a buzz word so common in the business world, and it has a place in the education arena too. I've witnessed firsthand how synergy plays a critical role at RUSD as our students move from grade to grade in our elementary to middle to high schools.

A perfect example of this path to future success came during Whitney High School's Mock Interview program recently. I, along with several others (many Chamber leaders too – thank you!) put the students through a real-life job interview scenario. I was excited and ready to make sure I handed out advice and tips to get the students prepared for any kind of interview thrown their way. And then the personified version of RUSD synergy came along. A young lady, not just smart, but also polished and prepared, added an element that speaks to the experience all our kids have.



She answered my exercise questions superbly and when I asked her what her future goals were, she said, and I am paraphrasing here, that while she recognizes the business world can be tough, she just wanted to make sure

whatever she was doing, she was doing it with a *happy heart*. I was pleasantly surprised. And I'm a pretty positive person!

Rewind about a decade or more and you'll see how those happy hearts started in our Transitional and Kindergarten programs. The education buzzphrase these days is 21st century learning skills to help our students succeed in the ever changing landscape of technology and progress. The leadership from our Board of Trustee and Superintendent Roger Stock ensures RUSD provides that and much more. Amazingly our kindergarteners are learning how to code and even be scientists in a lab and of course they are also being prepared with academic and social skills to succeed. They become richly, well rounded adults.

"The children are so excited and they take their 'job' very seriously. They are funny, loving, clever and eager with a desire to

learn. TK is truly a gift of time to the children enrolled, time to grow and develop at an appropriate pace. They get hands on opportunities to explore and question the world around them. They are exposed to science, math, language arts and more in activities that challenge their thinking and often get them messy! You could find us any day with our hands in mud, goo, finger paint, rice, play dough, cornmeal or birdseed! We may be weighing, measuring, sifting, pouring, cutting or gluing. Or we might be singing and dancing with scarves, ribbons or a parachute. TK students might look like they are just playing, but there are strong learning foundation being created. Play is a way for the students to practice what they learn and is not a luxury but a necessity," according to dedicated TK teacher Allison Moores at Cobblestone Elementary.



"Transitional Kindergarten/Kindergarten is the beginning of a child's educational career and our TK and K team take that seriously. Our goal is to create life long learners by tapping into each child's sense of wonder and joy of discovery," says Ann Borchers, beloved Kindergarten teacher at Rock Creek Elementary. "We want them to love their new career of being a student and learn the confidence builder of being responsible for their own choices."

"We also have a wide development span with some not knowing their letters and sounds or not even how to write their name when they started to some reading at a second grade level. So we are mindful and purposeful in diversifying our curriculum to make sure we bring each child along to reach their potential while remembering to have fun all the while. We as a team work together to come up with strategies of how to best meet children's needs both academically and emotionally," continued Borchers. "It is so rewarding to see them come to us as babies and leave as confident students. I love what I get to do each day."

"Mrs. Holly Snyder and Mrs. Patty Knorzer have been the foundation for the TK program in RUSD and through enormous hours of hard work created a model that has led to tremendous success of their students and a

model for the other TK schools within our district," according to Mark Williams, Principal at Rock Creek Elementary. "Kindergarten teachers Mrs. Borchers, Ms. Hellen, and Mrs. Campus continue to provide tremendous opportunities for their students on a daily basis. I can't begin to tell you how many

parents have approached me and let me know how these teachers have impacted their son/daughter (and I've only been here for four months)! On a weekly basis, I am witnessing firsthand the emphasis on communication they place with parents and the care they take for their students."

As always, thanks for letting me share. Our RUSD community is grateful to be part of this great, strong, safe community and we appreciate your support. Here's hoping *you* have a *happy heart* and continued personal and professional success in 2017!

Registration is open now for TK/K!
Attend the Transitional Kindergarten Information meeting on January 17th at 6:00 p.m. at the RUSD District Office located at 2615 Sierra Meadows Drive in Rocklin. Kindergarten Information/registration meetings take place at each of our 11 elementary schools on Tuesday, January 24th at 6:00 p.m. Log onto www.rocklinusd.org for details or call 916-624-2428 for questions. Another option is our wonderful Rocklin Independent Charter Academy (RICA) which offers families a blended and balanced approach to K-6 education by combining school-site instruction at one of elementary campuses with home-based learning. For information on this option, please call RICA at 916-632-3195.

SAVE THE DATES 2017

- January 26 → Business Excellence AWARDS Rocklin Chamber of Commerce
- March 3 → State of the City
- June 1 → g³ glitz, glamour, girlfriends
- September 16 → hot chili & Cool Cars

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CITY PULSE



Michael Young
Associate Management
Analyst for the
City of Rocklin

City Streamlines Small Special Event Process

The **City of Rocklin** is continually searching for ways to improve its processes and services to meet the needs of the growing community. As more entrepreneurs join the Rocklin collective, the opportunity for partnership increases, as do the chances to identify and address concerns.

In the latter half of 2016, the need to update the special event permitting process came to light.

A business new to the City was interested in holding a relatively small special event to celebrate their grand opening. The deadline was short and the City's special event permitting process needed more flexibility to discern between small and large events, and expedite the process to mitigate impacts to surrounding neighborhoods and businesses.

In response to the need, City staff developed a "Small Special Event Pilot Program" intended to reduce the approval process to only two days for small events meeting certain criteria. These small events, which could include groundbreaking, ribbon-cuttings, or grand openings, would have 75 attendees or fewer, occur between 8 a.m. and 10 p.m. on a single day, with no special lighting required.

Alcohol sales or consumption can be allowed with the approval of a one-day license from the California Department of Alcoholic Beverage Control and the Rocklin Police Department. If event elements require approval of the Rocklin Police or Fire Departments, they must be contacted a minimum of 10 days in advance.

A complete list of criteria to qualify for the "Small Special Event Pilot Program" can be found on the City of Rocklin's website at www.rocklin.ca.us/smallevents.

City staff is confident the new process will streamline small event approvals, allowing businesses and others the ability to celebrate or commemorate occasions with ease while protecting surrounding neighborhoods and properties. The City is pleased to say that while the business mentioned earlier in the article did not host their initial grand opening, a ribbon cutting was held on a later date and the businesses is now in successful operation.

Businesses can register upcoming events now by calling 916-625-5160 or visiting Rocklin City Hall at 3970 Rocklin Rd. Rocklin, CA. 95677.

Sales and Use Tax Rate Decreases

The statewide sales and use tax rate will decrease one quarter of one percent (0.25%) from 7.50 percent to 7.25 percent on January 1, 2017. The decrease in the statewide rate is effective for all cities and counties in California; however, the actual sales and use tax rate may still be higher than the statewide rate in many jurisdictions in California due to the addition of district taxes.

Why is the sales and use tax rate decreasing?

Proposition 30, *The Schools and Local Public Safety Protection Act of 2012*, was approved by California voters in November 2012 to temporarily increase the sales and use tax by 0.25 percent. The sales and use tax imposed by Proposition 30 expired December 31, 2016.

Where can I find more information?

Guidance on how the tax rate decrease affects partial exemptions, fixed-price contracts, returned merchandise, fuel rates, and return filing can be found on the Board of Equalizations (BOE) webpage *Sales and Use Tax Rate Decreases January 1, 2017* at www.boe.ca.gov/sutax/prop30.htm. You may also call the BOE's Customer Service Center at 1-800-400-7115 (TTY:711) where customer service representatives are available to assist you weekdays from 8:00 a.m. to 5:00 pm. (Pacific time), except holidays.



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What's THAT Going To Be ?

Hacker Lab Sierra College has committed to quadrupling their “maker space” in Rocklin with a lease of 15,000 square feet at 4415 Granite Drive. In addition to expanding its class offerings and resources for makers and inventors, the organization is excited to be able to offer private office space for startups and small businesses. The move from their current location just down the street is scheduled to be complete by the end of January.



Clayton Honored as a Woman to Watch



Dawn Clayton, General Manager of **Thunder Valley Casino Resort** and past Rocklin Chamber board chair, was recently recognized as one of Bizwomen's Women to Watch for 2016. Each of the 100 women recognized was featured previously in 2016 by one of the 43 American Cities **Business Journals**. The staff at Bizwomen consulted with colleagues from across the country to learn more about the honorees whom they profiled during the year, and narrowed the list of over 1,000 to the top 100 for the nation.

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Chamber Ambassadors Help Local Families

Each year the Rocklin Chamber Ambassadors organize the Chamber's Adopt A Family program. They raise funds and collect donations throughout the year, then purchase and deliver items to the families each December.

In 2016, the Rocklin Chamber Ambassador Committee raised over \$3,500 and “adopted” three local families during the holiday season. In addition to providing gifts for Christmas, families also received meal support over the Thanksgiving holiday.

Fundraising efforts were supported by members and local business owners. **Goodyear Tires** on Lonetree donated a set of four new tires (a \$2,000 value) for a Hot Chili & Cool Cars raffle, with funds from the raffle ticket sales going to the Adopt A Family program.

Additionally, the Bella Vista High School Girls Basketball team donated \$100 grocery gift cards for each family, socks for the Chamber's sock drive, and decorated the Chamber office to make the families feel extra special.

The Rocklin Chamber and the Ambassadors Adopt A Family committee also sponsored one child for the RockPAL's Shop with a Cop event, and assisted a custodian at Rocklin Elementary who lost his home in a fire. Below is the letter the Chamber received from Rocklin Elementary custodian Mark Harris thanking the Chamber and Ambassadors for the much needed support.

To the Chamber of Commerce family. Just a brief note to thank you for your generosity following the damages to my home in the recent fire. Your kindness is greatly appreciated especially during the sometimes stressful holiday season. Thank you once again and best wishes to all of you for a wonderful Christmas + New Year
Sincerely
Mark Harris

DISCOVER THE VISION FOR THE CITY OF ROCKLIN



Rocklin City Manager Rick Horst will be the keynote speaker at the Rocklin Chamber's 2017 State of the City address

The Rocklin Area Chamber of Commerce recently announced plans for its annual State of the City address entitled, "Hearing the Vision for the Future," scheduled for Friday, March 3 at **Sierra College**.

Always a popular event, the address is an opportunity to hear first-hand about recent updates, future plans and continuing projects within the **City of Rocklin** from Rocklin City Manager Rick Horst.

Interested attendees can anticipate updates on new retail tenants such as Harley-Davidson on Granite Drive and housing developments like **The James Apartments**, luxury apartment homes locate off of Lonetree Blvd. Also of interest will be Quarry Adventures, an adventure center planned at Quarry Park on Rocklin Road. The center will feature rock climbing and a zipline.



Attendees at State of the City – including many business leaders and government officials – enjoy breakfast and networking prior to the address. Last year's networking took place in Sierra College's Natural History Museum.

For the fifth year in a row, **Sierra College** will host the Chamber's State of the City event.

"Hosting the Rocklin State of the City on the Sierra College campus reflects the strong collaborative partnership we have with the Rocklin Chamber and the City of Rocklin. We are very appreciative of the relationship we have with them, which benefits our students, the college and the community," commented Sierra College President Willy Duncan.

The administration at Sierra College is also excited to share the latest campus updates with event attendees. Plans include the potential development of the surplus property adjacent to the Rocklin campus at Rocklin Road and Sierra College Blvd.

In addition, the College has received a \$2 million grant to expand its highly successful partnership among regional high schools, community colleges and Sacramento State to ensure more students successfully transition to college and complete degrees and certificates in a timely manner. The competitive grant, awarded by the California Community Colleges Chancellor's Office, is largely in response to the ongoing statewide need to improve college readiness.

Furthermore, the College recently announced that it will manage a \$17 million grant to develop maker spaces at community colleges throughout the state, expanding on the success of its relationship with Hacker Lab in Rocklin. The California Community College's Chancellor's Office launched the Innovation Maker initiative to increase

interest in science, technology, engineering, art and math education.

State of the City sponsorships are a great way to engage with a highly targeted audience of regional decision makers. Sponsorship levels range from \$125 to \$5,000 and include at least one event ticket. Sponsorships at the higher levels include a display space, mic time, event signage and other unique benefits to boost your company's visibility. All sponsorships offer an unparalleled opportunity to communicate your message to Rocklin's gatekeepers, decision-makers and business owners. Sponsorships sell out each year, so be sure to secure one now.

Individual State of the City tickets are \$35 for members and \$50 for non-members.

To purchase tickets or for more sponsorship information, contact the Chamber at 916-624-2548.



FRIDAY, MARCH 3, 2017

BREAKFAST RECEPTION AT 7:15 A.M.

ADDRESS AT 8:00 A.M.

SIERRA COLLEGE DIETRICH THEATER

FEATURING ROCKLIN CITY MANAGER RICK HORST

STATE OF THE CITY PHOTOS COURTESY IMAGE OUTFITTERS PHOTOGRAPHY

REVIEW: Chamber Hosts Events, Programs That Engage Members

Continued from page 1

the community. These funds were donated back to the following local nonprofits:

- ❖ KidsFirst
- ❖ Placer SPCA
- ❖ Whitney High School ROTC and Marching Band
- ❖ Matt Redding Foundation
- ❖ Rocklin Public Safety Foundation

The Chamber's annual events continue to be the hallmark of its networking opportunities for its membership. By attending, sponsoring or participating in networking and public events, members are exposed to thousands of local residents and consumers, furthering their reach and access. Two of the largest events – g3: Glitz, Glamour, Girlfriends and Hot Chili & Cool Cars – both saw record attendance and business community participation, in turn generating thousands of dollars for the local economy.



The Chamber's annual g3 (above) and Hot Chili & Cool Cars (right) events continue to draw record numbers of people to South Placer, helping to boost the local economy.



400	State of the City Address attendees	9	Good Morning Rocklin breakfasts
230	Business Excellence Awards attendees	750	Sunrise with the Chamber attendees
600	g3 attendees	7	Networking mixers
30	g3 vendors	250	Networking mixer attendees
3	Dogs adopted at g3	20	Leadership Rocklin graduates
15,000	Hot Chili & Cool Cars attendees	23	Current Leadership Rocklin students
366	Hot Chili & Cool Cars participants	2,082	Likes on Facebook
40	Ribbon cuttings	\$13,500	Charitable donations
9	Business Excellence Series workshops	600	Rocklin Chamber members
146	Business Excellence Series attendees	10,000	Member Employees
		25	Ambassadors

PHOTOS COURTESY IMAGE OUTFITTERS PHOTOGRAPHY

Mark Your Calendar

January 2017

5	Sunrise with the Chamber Thrive Fit Club , 2230 Sunset Blvd., Rocklin	7:30 a.m.
5	February <i>ChamberNews</i> Article and Ad Deadline	5:00 p.m.
6	Ambassador Meeting	8:30 a.m.
10	Business Resource Meeting	9:00 a.m.
12	Sunrise with the Chamber Thrive Fit Club , 2230 Sunset Blvd., Rocklin	7:30 a.m.
18	February <i>ChamberNews</i> Insert Deadline	5:00 p.m.
19	Sunrise with the Chamber Thrive Fit Club , 2230 Sunset Blvd., Rocklin	7:30 a.m.
26	Sunrise with the Chamber Thrive Fit Club , 2230 Sunset Blvd., Rocklin	7:30 a.m.
26	Business Excellence Awards Rocklin Event Center , 2650 Sunset Blvd., Rocklin	6:00 p.m.

February 2017

1	Government Relations Meeting	8:00 a.m.
2	Sunrise with the Chamber Thrive Fit Club , 2230 Sunset Blvd., Rocklin	7:30 a.m.
3	Ambassador Meeting	8:30 a.m.
6	February <i>ChamberNews</i> Article and Ad Deadline	5:00 p.m.
7	Business Resource Meeting	
9	Good Morning Rocklin Breakfast Whitney Oaks Golf Club 2305 Clubhouse Dr. in Rocklin	7:30 a.m.
15	February <i>ChamberNews</i> Insert Deadline	5:00 p.m.
16	Sunrise with the Chamber Thrive Fit Club , 2230 Sunset Blvd., Rocklin	7:30 a.m.
17	Chamber 101	9:00 a.m.
23	Sunrise with the Chamber Thrive Fit Club , 2230 Sunset Blvd., Rocklin	7:30 a.m.

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

AWARDS: Features Dinner, Entertainment

Continued from page 1

business or nonprofit organization in the Rocklin area and/or Placer County.

Certified Smile Maker

A business that provides outstanding customer care and service.

Now Open!

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Wonderful Workplace

A business that has a wonderful work environment, competitive benefits and team spirit.

Lisa Peters of **Randy Peters Catering & Event Center**, last year's Fork, Wine & Ale winner, reflected on the recognition.

"It was such a great surprise to be nominated and recognized as a leader in this category. Randy and I are proud of our employees; it is their tireless effort that makes our company successful. We are also grateful for the Rocklin community who has embraced us with their loyalty for over 25 years. I am looking forward to honoring this year's nominees at this beautiful event."

The event will be held at the Rocklin Event Center's ballroom and feature live entertainment and music provided by **A&A Music Events**. VIP attendees will enjoy a cocktail reception in the Alpine Room prior to the event.

The **City of Rocklin's** Director of Recreation, Arts, and Event Tourism, Karen Garner, commented on the updated facility. "We were tasked with



Karen Garner
Director of Recreation,
Arts, and Event Tourism
for the City of Rocklin

turning the facility into a truly unique destination and our Public Services group did an excellent job transforming the space, which was once somewhat

basic and utilitarian, and made it a luxurious and tasteful venue available to the public. The space is ideal for weddings, celebrations, fundraisers and smaller gatherings and our bookings have increased in response. Every room has been touched, including the outside and garden area. Our next focus will be looking at how we can technologically improve the space to attract more business functions."

Business are invited to sponsor the event, which attracts hundreds of attendees. With sponsorship levels ranging from \$125 to \$2,500, benefits include access to the VIP reception, reserved tables, raffle and drink tickets, and reserved parking.

Tickets to the event are available through the Chamber and are \$50 for members and \$75 for non-members. Contact the Rocklin Chamber office at 916-624-2548 for more information.

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

- Ensure the meal meets the recommended calorie guidelines
- Include fruits and vegetables
- Make sure that most of the food is low-fat, low-sodium, and/or low-sugar
- Request smaller plates or serving sizes
- Request condiments on the side
- Order healthy drinks and water

Organize healthy activities

- Schedule at least one five-minute stretch break for every meeting lasting longer than one hour
- Arrange for one 15-minute physical activity break during a full-day meeting (in addition to the five-minute breaks)

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M E M B E R N E W S

Highlighting Chamber members' special events. Press releases can be submitted for consideration to Info@RocklinChamber.com.



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Tommy A Helps Kids in Need

On Saturday, December 3, Tommy Apostolos Fund hosted its annual Holiday Shopping Spree, an opportunity for 361 low-income children to “shop” at Kohl’s in Roseville for much-needed warm clothing.

For almost 30 years, The Fund has worked directly with Roseville school district teachers and staff who identify worthy students from within the local community. This year, the students were paired with 710 volunteers to escort them through the store to shop outside of Kohl’s normal business hours. Noteworthy volunteers included Placer County police and fire personnel, councilmembers, judges, and CEOs. After Kohl’s generous discounts, the children each had \$125 to spend on new, warm clothes, shoes and other essentials.

On hand was Tommy Apostolos’ granddaughter, Lillie Apostolos, who eagerly greeted students and families individually and personally escorted them into the store. Roseville School District Superintendent Derk Garcia introduced students to their respective school principal, who then paired the students with two volunteers each. The students were guided through clothing, coats and sweaters, and shoes where they were able to try on and purchase items of their choosing.

The Tommy Apostolos Fund, or “Tommy A”, as it is casually known, was established in 1988 in memory of Tommy Apostolos, a lifetime Roseville resident whose passion was helping children in need. The organization raises funds throughout the year to purchase new clothing for children in need. Today, The Fund provides nearly 500 children each year with clothing, shoes, and school supplies.

“Many people are unaware that a significant need in our community exists,” said Hallie Romero, executive director at Tommy Apostolos Fund. “Tommy A is honored to fill the gap for many families in need. We rely on the generous support of our volunteers to help kids in our local community get the warm clothes they need during the holiday season.”

Dugan joins Sac Metro Chamber

The Sacramento Metro Chamber announced that Robert Dugan will join the organization as Senior Vice President of Public Policy & Economic Development. In his new position, Dugan will assume responsibility for direct management and oversight of all aspects of the Public Policy department, which includes development and direction of all advocacy programs and activities associated with the Metro Chamber’s policy initiatives at the local, state and federal levels and managing Metro-PAC, the Chamber’s political action committee. Additionally, Dugan will oversee the Economic Development department currently managing the Capital Region’s Small Business Development Center which has assisted in opening 64 new businesses to date in the region since 2015.

Robert Dugan joins the Metro Chamber after serving as the Director of Governmental and Civic Affairs for Sacramento State. In this role, Dugan was responsible for advocacy, civic, industry, and community engagement for the University, its departments and colleges. As a tireless advocate of regional collaboration, Dugan worked with university, government, and community leaders to develop support for campus facility needs and growth initiatives; economic development partnerships; and bringing academic programming, scholarship, and research to the community to address local issues through strategic partnerships.

Dugan’s professional career is complimented by volunteer activities in the business, civic and social service realm with local, state and federal non-profit and membership associations including: leadership roles with the Sacramento Asian Pacific and Roseville Chambers of Commerce, more than a dozen area non-profit organizations, and almost 10 years on the Roseville Planning Commission. Dugan is currently the President of the **Sierra College Foundation** and an elected member of the **Placer County Water Agency**.

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WJU Designer Frank Gehry Awarded Presidential Medal of Freedom

Frank Gehry, who designed the original buildings at **William Jessup University**, was among 21 people that President Barack Obama awarded the 2016 Medal of Freedom.

A world-renowned architect, Gehry’s best-known buildings include the Walt Disney Concert Hall in Los Angeles, the Dancing House in Prague and the Guggenheim Museum in Bilbao, Spain. He was also responsible for the redesign of the Art Gallery of Ontario in Toronto.

William Jessup’s 125-acre grounds were originally designed by Gehry and housed the western headquarters and warehouse location for furniture manufacturer Herman Miller. Miller contracted the world-renowned architect to build a 400,000-square-foot factory. In 1991, Gehry’s design was awarded the National Honor Award by the American Institute of Architects (AIA).

“It’s always been a tremendous source of pride that our campus is connected to Frank Gehry, one of the

world’s most influential living architects,” said John Jackson, President of William Jessup University. “We have a tremendous legacy that the university will always cherish. The original buildings won design awards and the campus additions that we’ve made over the years have also been award-winning efforts.”



President Obama said Gehry had inspired the next generation through his advocacy for arts education, and he “never let popular acclaim reverse his impulse to defy convention.”

“He spent his life rethinking shapes and mediums, seemingly the force of gravity itself,” President Obama said. “Frank Gehry’s work shows that while buildings may be fixed to the ground, like all great art they can lift our spirits, they can soar.”

Looking to relocate, San Jose Christian College purchased the Herman Miller property in 2002 and changed the name to William Jessup University, after its founder. After much renovation, the original warehouses were retro-fitted into a spacious indoor-

outdoor campus with classrooms, dormitories, offices, lounges and athletics.

William Jessup opened its doors in August 2004 as the first and only WASC accredited private four-year Christian university to have its main campus located in the greater Sacramento area, just 25 miles northeast of Sacramento.

The campus renovation received the Best Rebuild/Renovation Award from the Sacramento Business Journal in March 2005 and was similarly recognized in 2006 by the San Joaquin chapter of the AIA. As the University has grown, Gehry’s design has become a permanent staple of campus architecture. In 2010, an entirely new apartment building was unveiled on campus that also received an AIA award.

Earlier this year, the university completed its latest project, a nearly \$13 million campus expansion featuring a new dormitory that houses 210 students.

“William Jessup continues to make impressive strides since relocating to Rocklin nearly 12 years ago,” said Mike West, Chairman of the William Jessup University Board of Trustees. “We are thrilled to be opening our doors and creating a new home for more students.”

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Ambassador of the Month

Cindy Ralston, Team Ralston

Cindy and Tom Ralston have been married for 26 years and work together in all real estate transactions. They are active in the community and are both Ambassadors of the Rocklin Chamber. The team achieved the designation of Master Certified Negotiation Expert, held by fewer than 1% of Realtors nationwide. By working together, the Ralstons exceed their clients' expectations.

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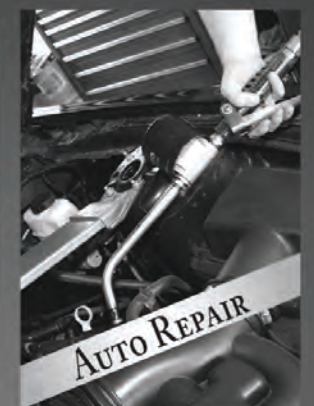
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