

Business Excellence Series Focuses on Social Media Marketing

See page 8

Learn What's Next for Measure M

See page 3

As an entrepreneur, having the support of a great local chamber can make a huge difference in the growth of your business. As a community, let's make 2017 the best year yet for Rocklin by connecting through the Chamber and doing business together.

Michael Tracewell, *Heartland*



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New Faces on Rocklin City Council



The 2017 Rocklin City Council (from left): Vice Mayor Ken Broadway, Jill Gayaldo, Greg Janda, Joe Patterson and Mayor Scott Yuill. Broadway, Janda and Patterson were elected in November; Gayaldo was appointed in January to fill an open seat.

The five-member Rocklin City Council features three new faces and a new mayor in 2017 thanks to the November 2016 elections and an appointment by the Council in January to fill a vacant seat.

In December, the Council selected Scott Yuill as the 2017 Mayor of Rocklin, and Councilmembers Ken Broadway, Greg Janda, and Joe Patterson took their oaths of office after winning the November 8 election.

The Rocklin City Council appointed Jill Gayaldo on January 5 after interviewing 13 candidates who applied to fill an open seat. The

interview process, including Council discussion and deliberation, was open to the public.

Mayor Yuill was first sworn in to the Rocklin City Council in 2006 and begins his second term as Mayor (2014). Yuill is focused on continuing to attract quality employers and appropriate retailers to the City, prioritizes public safety, and treasures Rocklin's parks and open space. Yuill lives in Rocklin with his wife, is owner of **Scott Yuill Insurance and Financial Planning**, and has served as a member of multiple boards and commissions including the Rocklin Chamber where he served as Chairman in 2005 and as a member

of the Placer County Transportation Planning Agency Steering Committee.

Broadway begins his first four-year term and is serving as Vice Mayor in 2017. He is a corporate pricing manager for UPS and has lived in Rocklin for 18 years. His community leadership experience includes serving as a representative for the **Rocklin Public Safety Foundation**, secretary for the **Rocklin Educational Excellence Foundation**, president of the **Rocklin Girls Fast Pitch Softball League**, past Rocklin Chamber Board Member, Leadership Rocklin Steering

See *COUNCIL* on page 5

Ensuring Success for Tomorrow

Chamber's State of the City Address Features Updates from Government, Community Leaders

Join the Rocklin Area Chamber along with leaders from around the region on Friday, March 3, as we celebrate and showcase the **City of Rocklin** at the State of the City address. This annual community event offers important updates by government and community leaders who will detail Rocklin's economic, educational and cultural developments as well as provide a preview of what to look forward to in the coming years.

See *UPDATE* on page 7

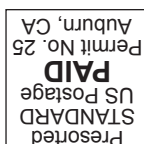


Rocklin City Manager Rick Horst is featured as the keynote speaker at the Chamber's annual State of the City event.

Quarry Park Amphitheater Gets New Name



Marshall Tucker Band was the inaugural act at Quarry Park. Recently a local company purchased the naming rights for the new amphitheater. See article on page 6.



Get the Most from Your Networking



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

One of the main reasons members tell us they join the chamber is for more Networking.

Do networking events leave you tired, frustrated and drained? It may be time for a **new approach**. Whether you're a bubbly extrovert or a quiet introvert, these networking tips may help you meet the right people and leave any event with meaningful connections:

1. Prepare ahead of time.

Stumbling over your words makes a poor first impression and negatively shapes the entire interaction. Start strong by mastering a one or two-line statement in advance that summarizes who you are and what you currently do (or would like to do). Practice short answers to the most frequently asked questions such as, "What brings you to this event?" and "What do you do?" When it's your turn to talk, you'll be ready to engage with confidence.

2. Early bird gets the worm.

Yes, showing up early can feel a bit awkward. But doing so also gives you a huge advantage over the other attendees: you can meet the event's organizers first. Many of the greatest networkers recommend showing up early in order to get a lay of the land before the

crowds arrive. Maybe even try complimenting the event's organizers on the event production and ask if there's anyone they think you should definitely meet. Arriving before the crowds do will make it easier to strategize your time and connect with the right people.

3. Courage to be Curious.

Inserting yourself into a group conversation is tricky. You don't want to come off as rude for interrupting, but meeting new people is the point of networking events. Standing on the sidelines because you're afraid to interrupt won't get you anywhere. Try this approach: when you join a group, wait for a lull in the conversation to quickly introduce yourself and then ask a follow up questions based on what the group has been discussing. You'll be gracefully inserting yourself into the existing conversation rather than hijacking it. Listen genuinely to the response, be an active listener, and ask follow-up questions. People love to talk about themselves: give them an opportunity to do so and you'll gain valuable insights into their interests, needs, and motivators.

4. Don't forget the follow-up.

Don't let these new contacts languish as forgotten business cards in the back of your

desk. Try sending a short email that references a topic in your conversation. For example, you might say, "Great to meet you tonight; best of luck with your business trip to Florida next week." Another option, "Thanks for the fantastic restaurant recommendation! Looking forward to trying it next time I'm in Napa." Once you've sent the initial email and connected on LinkedIn, make a note in your calendar to reach out again after a few weeks. Rather than simply asking to chat over coffee, send along a useful news article or pass along an invite to another valuable event. You'll position yourself as a valued contact!

In February the Chamber has a few networking events that will give you an opportunity to try these new tips.

- ❖ On February 2nd, 16th, and 23rd there are Sunrise with the Chamber Networking events. This growing group meets every Thursday – when there isn't a breakfast – from 7:30 - 9:00 a.m. at **Thrive Fit Club**, 2230 Sunset Blvd. in Rocklin.
- ❖ On February 9th is The Good Morning Rocklin Breakfast sponsored by **KidsFirst**. This event is also from 7:30 - 9:00 a.m. and is held at Whitney Oaks Golf Club, 2305 Clubhouse Dr. in Rocklin.

ECONOMIC INDICATORS



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

What's Smarter – Paying Off Debts or Investing?

If you're just starting out in your career, you will need to be prepared to face some financial challenges along the way – but here's one that's not unpleasant: choosing what to do with some extra disposable income. When this happens, what should you do with the money? Your decisions could make a real difference in your ability to achieve your important financial goals.

Under what circumstances might you receive some "found" money? You could get a year-end bonus from your employer, or a sizable tax refund, or even an inheritance. However the money comes to you, don't let it "slip through your fingers." Instead, consider these two moves: investing the money or using it to pay off debts.

Which of these choices should you pick? There's no one "right" answer, as everyone's situation is different. But here are a few general considerations:

- ❖ *Distinguish between "good" and "bad" debt.* Not all types of debt are created equal. Your mortgage, for example, is probably a "good" form of debt. You're using the loan for a valid purpose – i.e., living in your house – and you likely get a hefty tax deduction for the interest you pay. On the other hand, nondeductible consumer debt that carries a high interest rate might be considered "bad" debt – and this is the debt you might want to reduce or eliminate when you receive some extra money. By doing so, you can free up money to save and invest for retirement or other goals.
- ❖ *Compare making extra mortgage payments vs. investing.* Many of us get some psychological benefits by making extra house payments. Yet, when you do have some extra money, putting it toward your house may not be the best move. For one thing, as mentioned above, your mortgage can be considered a "good" type of debt, so you may not need to rush to pay it off. And from an investment standpoint, your home is somewhat "illiquid" – it's not always easy to get money out of it. If you put your extra money into traditional investments, such as stocks and bonds, you may increase your growth potential, and you may gain an income stream through interest payments and dividends.
- ❖ *Consider tax advantages of investing.* Apart from your mortgage, your other debts likely won't provide you with any tax benefits. But you can get tax advantages by putting money into certain types of investment vehicles, such as a traditional or Roth IRA. When you invest in a traditional IRA, your contributions may be deductible, depending on your income, and

See *INVESTING* on page 9

This article was written by Edward Jones for use by your local Edward Jones Financial Advisor.

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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, Community Pull Together During Winter Storms



Robert Weygandt,
Placer County
Supervisor

The new year is off to a wild and wooly start, thanks to an epic winter storm that brought torrential rain, flooding, blizzard conditions, funnel clouds and powerful wind gusts throughout Placer County.

But what's more impressive than the impact of Mother Nature is the overwhelming response by county public safety agencies and residents alike.

I am proud to say that as our county was tested by rain, wind and snow, and we pulled together and showed our true colors by looking after each other.

In the days leading up to the Pineapple Express' arrival, the Placer County Office of Emergency Services coordinated preparation efforts with county departments, cities, utilities companies, fire departments, the American Red Cross and other agencies.

OES sent pre-storm alert messages to thousands of residents who live in flood-prone areas via Placer Alert emergency notification system. The message advised residents to take precautions such as clearing leaves from drains and gutters and having emergency supplies of

food, batteries and other necessities available in case of extended power outages.

The Placer County Public Works and Facilities Department in coordination with local fire departments provided more than 110,000 free sandbags and 530 tons of sand to residents concerned their properties might flood. That's over 25 miles of sandbags!

With the winter storm approaching, OES activated the Emergency Operations Center to respond to emergencies and emerging concerns ranging from flooding to road closures to massive snow impacts in the Sierra.

I would like to take this opportunity to recognize the county's Public Works and Facilities department for their Herculean efforts to keep our roads open and warn residents from dangerous driving conditions. Our county roads and highways faced a relentless onslaught of flooding, washouts, debris, downed trees and power lines, mudslides and snow – lots and lots of snow. These men and women were on the frontlines to help keep our residents safe and traffic moving.

As we continue to recover and dry out I cannot stress enough that all of our residents sign-up for the Placer Alert notification system. Placer Alert is the best way to receive timely alerts during future wildfires, severe winter storms and other emergencies that affect you and your community.

If you'd like to receive emergency alerts on mobile phones, though, you'll need to register them with Placer Alert. It's quick and easy. Simply log on to www.Placer-Alert.org and provide the requested information. All personal information is kept strictly confidential.

By registering mobile devices, residents can ensure they receive alerts through landline telephones, mobile phones, emails and text messages for all the places they care about.

Again, I want to give a very sincere thank you to everyone in the community for pulling together to help our neighbors, friends and strangers. It is this spirit that makes Placer County a place I am proud to call home.

Presidents Help Shape Chamber

In honor of Presidents' Day, the Rocklin Area Chamber of Commerce would like to salute all of our past presidents for their commitment and dedication to Rocklin's business community. Each and every one exemplifies the ideals and values that have helped to shape the Rocklin. For all their hard work and commitment, we would like to say thank you for a job well done.

- | | | |
|---------------------------|-------------------------|-------------------------|
| 1969 – Phillip Freer | 1985 - 1986 – Ted Bravo | 2002 – Rob Kolb |
| 1970 – Lee Rouillier | 1987 – George Wofford | 2003 – Rod Weissner |
| 1971 – Dr. Steve Kerwin | 1988 – Terry Cecchi | 2004 – Dave Brockway |
| 1972 – Chuck Lucas | 1989 – Bob Howse | 2005 – Scott Yuill |
| 1973 – Tom Bautista | 1990 – Phil Robinet | 2006 – Bill Halldin |
| 1974 – Warren Swendsen | 1991 – Russ Answorth | 2007 – Dale Roberts |
| 1975 – Ab Abdullia | 1992 – Larry Osborne | 2008 – Todd Lowell |
| 1976 – Len Ostrow | 1993 – Bob Paese | 2009 – Tammy Cooper |
| 1977 – Matt Condo | 1994 – Roger Grissom | 2010 – Franklin Burriss |
| 1978 – 1979 – Ivan Quincy | 1995 – Sue Fields | 2011 – Dave Butler |
| 1980 – Ray Spadoni | 1996 – Jane Petit | 2012 – Patricia Marquez |
| 1981 – Judy Richman | 1997 – Roger Grissom | 2013 – Brian Jensen |
| 1982 – Jerry Rogers | 1998 – Roger Grissom | 2014 – Aldo Pineschi |
| 1983 – Cookie Lowry | 1999 – Bill Kenny | 2015 – Dawn Clayton |
| 1984 – Ben Buccri | 2000 – Fred Kurzhells | 2016 – Jodie Day |
| 1985 – Steven Manly | 2001 – Steve Paul | 2017 – Steve Makis |

Learn What's Next for Measure M at February's Breakfast

Sponsored by KidsFirst

Celia McAdam, Executive Director of the The Placer County Transportation Planning Agency, will be the featured speaker at the February *Good Morning Rocklin Chamber* breakfast. McAdam will provide an update on what's next for the Transportation Investment Plan, designated as Measure M.

The February breakfast is sponsored by **KidsFirst** whose mission is to end child abuse and neglect by providing services, resources and programs to help parents cope with potentially overwhelming situations. With counseling and family resource centers in Auburn and Roseville, education and advocacy are available through wellness programs, information referral and outreach. Through no-cost, innovative programs such as child and family therapy, after-school youth enrichment, support groups, and parenting classes, the primary goal of KidsFirst is to keep children safe from harm. For more information, contact their Roseville location Monday through Friday at 916-774-6802 or kidsfirst@kidsfirstnow.org.

The breakfast is Thursday, February 9 beginning at 7:30 a.m. at **Whitney Oaks Golf Club**, 2305 Clubhouse Drive in Rocklin. Reservations are required and may be made online at RocklinChamber.com. The cost is \$20 per person for Rocklin Chamber members and \$25 per person for future members.

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EDUCATION UPDATE



Diana Capra
RUSD Chief of
Communications
and Community
Engagement

Customize Your Student's Education with RUSD's Rocklin Independent Charter Academy (RICA)!

There is a wonderful option for families who prefer an alternative to the traditional school day experience in the Rocklin Unified School District. The Rocklin Independent Charter Academy (RICA) is a Western Association of Schools and Colleges (WASC) accredited school that offers California State Standards based curriculum for students in grades K-12 culminating with a high school diploma. The unique program occupies two campuses: K-6 students attend school on the Cobblestone Elementary school campus and 7-12 on the Rocklin Alternative Education Center campus. Enrollment is open to all students regardless of district of residence within the adjacent counties.

"Transferring our son to RICA his Junior year was the best decision ever. After feeling invisible and overwhelmed at a large high school, my 11th grader is now so grateful to feel connected and challenged at RICA. It's such a gift to see him thriving in such a caring, close community of teachers, students, and staff. Communication is highly valued and expected between staff, students and parents. RICA was definitely the best choice for our family," according to parent Joanne Wetzel.

settings and never before have I worked with such a dedicated staff and wonderful group of students. With our small class sizes and unique model I have observed countless students achieve personal success and build confidence. It is truly a pleasure to be a part of a school that is not only academically rigorous, but also focuses on the whole child and acknowledges that each student has their own set of unique goals and dreams for the future," says Julie Casler who teaches 12th grade Language Arts, Social Science and Biology.

"In the 3 years I have taught at RICA, I have gotten the opportunity to work with amazing teachers and administrators who dedicate their time and efforts for the greater good of their students. I am proud to be part of the community at RICA that continues to grow and support its students; helping all achieve their greatness and explore each individual child's ability and strengths. Every child learns in his or her own way, and I get to be a part of a school that embraces this," adds 2nd/3rd grade teacher Jennifer Hampleman.

"As a dependent Charter within the Rocklin Unified School District, our setting is quite unique, offering a blended learning environment to students Kindergarten – 12th grade. I have been extremely fortunate to have worked in a variety of roles here at Rocklin Unified but serving as the Assistant Principal at RICA has been by far the most rewarding. Never have I experienced a team so attune to the unique needs of their students and so purposeful in fulfilling them. Families choose to come to RICA for various reasons, but in every case, it is a choice. That in itself speaks volumes to our program," says Assistant Principal Scott Hutton.

Perhaps the best testimonies come from the students who experience an overwhelming sense of accomplishment at RICA!

"I was on a path to failure before RICA, with all Fs. I transferred to RICA where

social pressure was less and the program flexible to suit every student. My grades have skyrocketed since then," according to 11th grader McKenna who by the way, just made the honor roll, an accomplishment she always thought was out of reach.

"I love my teacher, and Mr. Hutton is always so nice to me. Plus, school is right next to the park!" happily adds 3rd grader James.

"There are always teachers there to support and help you with any problems," says 12th grader Jordan.

Rocklin Independent

Charter Academy's founders believe that a well-educated person in the 21st century possesses the knowledge and skills to succeed as affective citizens, are able to make sense of the world, and act in creative ways to purposely communicate and problem-solve.

RICA requires students to earn 200 credits in specific subject areas to earn a high school diploma. The RICA curriculum and instruction is tailored to meet the individual needs of its students by providing choice, variety and flexibility. Elementary and middle school students are on campus two days per week, from 10:00 a.m. to 3:00 p.m.

Similar to a college setting, RICA high school students attend two-hour classes, where they receive direct instruction, collaborate with peers and conduct assessments. The number of classes per week a student is enrolled in is based on need and/or interest, but on average, high school students are on campus two days per week for approximately four hours per day. The remaining week, students work independently and online as instructed by their respective teachers. Students in need of additional assistance can attend intervention classes for academic support. All student assessment and performance is instructed and supervised by fully credentialed teachers.

For more information check out RICA's website at: <http://rica.rocklinusd.org/>



In addition to the flexibility, the high level of excellence that makes the Rocklin Unified School District a destination district remains.

"I feel very fortunate to teach at a school where I have the ability to work individually with my students and get to know each of them as unique individuals. Rocklin Independent Charter Academy is an extremely supportive school where the staff is truly passionate about the success of each student. I have taught in many school

SAVE THE DATES 2017

March 3 → *State of the City*

June 1 → *g³ glitz, glamour, girlfriends*

September 16 → *hot chili & Cool Cars*



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CITY PULSE



Jerry Dolly, Rocklin Firefighter/Paramedic

Fire Department Helps Families in Times of Crisis

The series of storms that rolled through Northern California in early January proved to be both rewarding and destructive. In a single week, some analysts are predicting that the drought, that has plagued our state over the last five years, has been wiped out. On the other hand, the destruction done in some communities was extensive.

As first responders, we often take to heart the pain and suffering that families and businesses face in the light of Mother Nature's wrath. We are routinely called upon to assist in mitigating an incident or even assisting in righting a seemingly impossible task of securing or stabilizing a business or home. While a disaster may be unfamiliar or new to you, it is likely very routine for firefighters.

During the recent storms, a Rocklin resident and family experienced this very type of devastation. Due to torrential rains and high winds, a massive oak tree toppled over onto a

home. Residents described the event similar to an earthquake, as the large limbs ripped through the roof of the home leaving all below open to destructive rains.

Rocklin Fire Department was called to the scene and upon their arrival they found a difficult task of removing the tree and getting the home protected before any more damage could occur. One of our goals as a fire department, following the protection of life, is preservation of property. The residents were safe, so it was on to step two. A tree service arrived to assist in removing the tree from the home. It was a slow and dangerous process as much of the tree was now within the attic space of the home. Simultaneously, firefighters were working on securing material, which was available on scene, to rebuild a temporary roof. Framing lumber and plywood were needed before any tarps or plastic could be spread over the roof to shed off any rainwater.

While the task may have seemed impossible, The Rocklin Fire Department and City of Rocklin Public Services (who worked closely with the tree service) were able to remove the tree, get a temporary roof built and preserve much of the resident's contents within the home. Without this degree of compassion for the resident's property, the contents of the home would surely have been lost or damaged in the approaching rain.

Walking away is not an option. Memories and dreams are on the line and the Rocklin Fire Department takes tremendous pride in assisting our residents and business owners in prospering within the City of Rocklin. Maybe it is a family picture or heirloom or maybe it's the American Dream of owning a business, either way, if it is important to you then it is important to the Rocklin Fire Department.

COUNCIL: All Members Active in Community

Continued from page 1

Committee member and serving on the Rocklin Parks and Recreation and Planning Commissions.

Gayaldo's term runs through December 2018. She works as the Director for Transportation for the Elk Grove Unified School District, overseeing a department of more than 200 employees with an annual budget of approximately \$14 million. Her community leadership experience includes having served as a School Site Council President at Del Oro High School, as former co-chair of the Rocklin

Christmas Tree lighting event, and she serves as a member of the Rocklin Historical Society.

Janda is serving his second term on Council after first being elected in 2012 and serving as Mayor in 2016. He is a local businessman and has owned and operated a technology design firm. He has been an active community volunteer working with the Rocklin Chamber, his local church, and his children's schools and sports teams.

New Councilmember Patterson is the executive director of the California Gaming Association and lives in the Whitney Ranch area of Rocklin with his wife and two children. He serves the community as treasurer of the Rocklin Public Safety Foundation and is on the Region Business, Inc. board of directors, a business association advancing regional economic growth. Patterson's priorities on the Council include ensuring transparent and responsive government and partnering with schools to maintain a first-class education for children.



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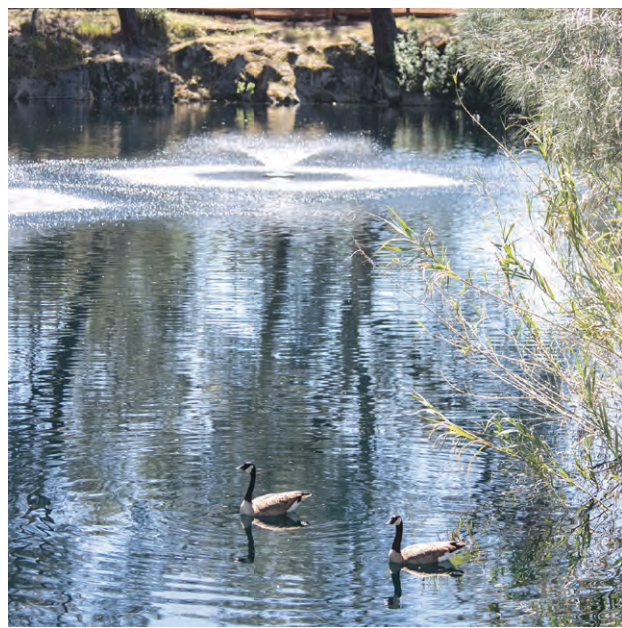


New Name for Quarry Park Amphitheater

Platinum Living Secures Naming Rights for Rocklin's Iconic Location

The **City of Rocklin** proudly opened the spectacular Quarry Park last year, featuring an outdoor amphitheater with space for more than 1,500 attendees. The Marshall Tucker Band played the inaugural concert on April 29, 2016. The six-concert season featured Papa Doo Run Run, local favorites Garratt Wilkin & the Parrotheads, the Bay Area sensation Sons of Champlin, and more. The series concluded in September with iconic performer Molly Ringwald.

The amphitheater is a part of Quarry Park, a 22-acre community gathering space that includes the water-filled Quinn Quarry and the 75-foot deep Big Gunn Quarry. Quarry Park is located within the City's Quarry District, which is envisioned as a place to live, work and come together for events. The District includes a library, City Hall, the Rocklin Chamber office, the Amtrak station, the Rocklin History Museum, and the City's police and fire facilities.



Until now, Rocklin has not had a traditional downtown, but over the past five years the City has invested several million dollars in the Quarry District. These investments, which are spurring private interest, capitalize on opportunities to create a vibrant town center that provides a mix of public space, housing and commercial space.

Responding to a public request for proposals from local businesses issued by the City, Platinum Living Services, a subsidiary of Rocklin-based Western Care Construction, purchased naming rights to the venue for \$50,000 a year from 2017 through 2019. Platinum Living runs eight communities offering independent living, assisted living and memory care. Locations include two in Roseville and one each in Lincoln, Auburn, Chico, Sonoma, Bishop and St. George, Utah.



The amphitheater sponsorship includes a monument sign at the entrance corner of the amphitheater, as well as the company's name painted on one wing of the stage and on a proposed replica water tower on Rocklin Road near the park entrance.

Aside from the naming rights, the City also provides sponsorships for the summer concert series, allowing other local businesses to gain regional exposure and play an important role in the City's future by providing necessary funds for updates and repairs to the facility.

"We had a successful first year. Businesses saw the venue and



Bob Hilton,
Rocklin's Business
Development Manager

they loved it," stated Bob Hilton, Rocklin's Business Development Manager. "These types of sponsorships ensure continued success for the amphitheater and will allow us to start putting money away for the eventual repairs, replacements, and improvements to the amphitheater."

According to Hilton, the City also received positive feedback from numerous residents about the new venue.

For a preview of the events coming to the Platinum Living Amphitheater in 2017, plan to attend the City's free Kick-Off Party on April 8. The complete list of concerts for the coming season will be available soon on the City's website at www.Rocklin.ca.us/concerts-quarry-park.



The City's grand opening of Quarry Park included free concerts and events throughout the park, including on the smaller community stage (above).

What's **THAT** Going To Be?

Harley-Davidson Motorcycles plans to return to Rocklin's "Toy Row" in early 2017 with a dealership located at 4401 Granite Drive. Victor Guidera, who owned a Harley-Davidson dealership on Granite Drive until 2009, purchased the building and will occupy 30,000 square feet, with 10,000 square feet to continue to be leased by Boot Barn.



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UPDATE: Hear the Vision for the City's Future, Upcoming Opportunities in Rocklin, and Updates from Community Leaders

Continued from page 1

The event features Rocklin City Manager Rick Horst as keynote speaker. Horst will discuss his vision for the City's future and upcoming opportunities in Rocklin and provide updates on happenings from 2016, such as the progress on Rocklin's Quarry District and the Whitney Ranch Interchange.

Again this year, **Placer Valley Tourism** and **Placer County Association of Realtors (PCAR)** join forces as title sponsors of this valuable community event.

Local businesses are encouraged to take advantage of this ideal marketing opportunity and become sponsors. Sponsorship levels vary and provide a number of ways for businesses to build visibility. Packages start at \$150. Each sponsorship includes tickets to the event and recognition

in the Chamber newsletter as well as other marketing opportunities.

Display space is available to showcase businesses to attendees. Display space for members can be secured for just \$50, or \$75 for non-Chamber members, which includes one event ticket.

State of the City takes place March 3rd at **Sierra College**, 5000 Rocklin Road in Rocklin. Light refreshments will be served at 7:15 a.m. with the address following promptly at 8:00 a.m. in the college's Dietrich Theatre.

Individual tickets are \$35 for Rocklin Chamber members and \$50 for non-members and may be purchased online at RocklinChamber.com or by calling 916-624-2548.

State OF THE CITY

FRIDAY, MARCH 3

BREAKFAST RECEPTION AT 7:15 A.M.

ADDRESS AT 8:00 A.M.

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FEATURING ROCKLIN CITY MANAGER RICK HORST

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Thank You to our Sponsors!

PCAR Foundation's 4th Annual Crab Feed!

Friday, February 10th, 2017
PCAR Conference Center: 270 Technology Way Ste. 100, Rocklin

Charities Benefited in 2016:

- Acres of Hope
- Auburn Area Christmas Basket
- Boys & Girls Club of Placer County
- Excel Roseville
- Feed the Hungry of Auburn
- Fitness Challenge Foundation
- Gathering Inn
- KidsFirst
- Lighthouse Counseling Center
- Loomis Basin Christmas Basket
- Meadow Vista Friendly Neighbors Club
- Peace for Families/Stand up Placer
- Placer Food Bank
- Ride to Walk
- Salt Mine
- Seniors First
- St. Vincent DePaul
- Salvation Army Auburn & Roseville
- Soroptimist of Colfax
- \$6000 in Scholarships to local students

6:00pm to 6:30pm
No Host Cocktails

6:30pm to 9:30pm
Dinner
Live Auction
Silent Auction
Dessert Auction
Raffle Prizes

Single Ticket: \$45/Two or More Tickets: \$40 each
Premium table of 8: \$350 (Only 8 tables available)

Purchase your ticket TODAY at:
<https://pcarfoundation.ticketspice.com/crabfeed>

PLEASE JOIN THE KIWANIS CLUB OF ROCKLIN

ST. PATRICK'S DAY LIVE AUCTION & DINNER

Saturday, March 11, 2017
5:30pm-10:00pm

Auction proceeds benefit the children of Rocklin and Loomis schools through scholarships, mentorships and youth development.

ROCKLIN COMMUNITY CENTER
5480 5TH STREET · ROCKLIN, CA 95765
Contact Marie Stone for more ways to help
916.315.8699 or mariestone1709@gmail.com

Mark Your Calendar

February 2017

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

March

- 2 Sunrise with the Chamber 7:30 a.m.
Thrive Fit Club, 2230 Sunset Blvd., Rocklin
- 3 State of the City at **Sierra College** 8:00 a.m.
Deitrich Theater, 5000 Rocklin Road, Rocklin
- 6 April *ChamberNews* Article and Ad Deadline 5:00 p.m.
- 7 Business Resource 9:00 a.m.
- 9 Sunrise with the Chamber 7:30 a.m.
Thrive Fit Club, 2230 Sunset Blvd., Rocklin
- 10 Ambassador Meeting 8:30 a.m.
- 15 April *ChamberNews* Insert Deadline 5:00 p.m.
- 16 Sunrise with the Chamber 7:30 a.m.
Thrive Fit Club, 2230 Sunset Blvd., Rocklin
- 23 Sunrise with the Chamber 7:30 a.m.
Thrive Fit Club, 2230 Sunset Blvd., Rocklin
- 30 Sunrise with the Chamber 7:30 a.m.
Thrive Fit Club, 2230 Sunset Blvd., Rocklin

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

Business Excellence Series Focuses on Social Media Marketing

Join the Rocklin Chamber for the 2017 Business Excellence Series entitled: The Social Media Accelerator Series.

Beginning in February and winding up in October, Series workshops take place at **Blacktop Comedy**, 3101 Sunset Blvd., Suite 2A in Rocklin the last Wednesday of every other month. Networking begins at 8:00 a.m. and the 90-minute presentation starts promptly at 8:30 a.m. Cost for Rocklin Chamber members is \$10 per workshop and \$15 for future members.



Jen Lang

The Series kicks off February 22 with Jen Lang presenting *Facebook for Businesses*. Lang walked into the digital world of blogging

and podcasting in 2007 as Mommy of Many®. After finding some success with her own show and blog, she began writing for traditional and online publications. In 2011 she began working as a digital and social media marketer, blogging and writing content for clients, as well as managing

accounts. She joined the team at **Tyanium Ideas Inc.** in 2013, writing for and managing client accounts. She spent a couple of years as the Sales Coordinator and Client Experience Manager, educating individuals and businesses to the ever-changing world of social media and digital marketing as an essential piece of their business plan. After 4 ½ years with the Tyanium Ideas team, she decided to break out of the office setting and independently pursue client relations. This feeds her passion to connect with business owners and help them learn and use best practices for promoting their businesses using digital platforms.

Other workshops in the Social Media Accelerator series include:

- April 26 LinkedIn for Businesses
- June 28 Pinterest/Instagram for Businesses
- August 30 Online Video for Businesses
- October 25 2017 Panel Presentation & Review

To register or for more information, please contact the Rocklin Chamber at 916-624-2548.

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.

Kiwanis Club Supports Our Community, Improves Lives

It has been an amazing year for the **Kiwanis Club of Rocklin**. We have been able to assist with a wide variety of community programs and make strides to improve our town and the quality of life for our citizens.

Here are a few of the things we were able to do for the **City of Rocklin** in 2016 as a result of your donations:

- ❖ Sponsor the 2016 Back to School Shopping Event at Kohl's for elementary school children in low-income homes
- ❖ Provide meals for the homeless at The Gathering Inn
- ❖ Award scholarships to graduating high school students from Del Oro, Rocklin, Whitney, and Victory High Schools
- ❖ Provide housing for families of patients at UMC Davis Medical Center and Shriner's Hospital by supporting the Kiwanis Family House
- ❖ K Kid Christmas Shopping



Let's keep this momentum going in 2017, and bring even more help to our wonderful community!

Will you consider supporting the Kiwanis Club of Rocklin in 2017? With your help, we will continue to provide clothing and school supplies for those in need, food and shelter for those who are homeless, scholarships for our students, and more!

Your tax-deductible donations will also be used to provide financial support for community organizations such as Cub Scouts, and to fund leadership programs for high school students, teaching them valuable lessons about teamwork, accountability, and problem-solving in real-world scenarios.

Our annual fundraising event, St. Pat's Dinner and Auction, will be held on March 11th, 2017 at the Rocklin Community Center. We hope you'll join us for this night full of fun and laughter as we have St. Patrick's Day themed dinner and a fundraising auction! Come place some bids and support your community, all while having a great time and enjoying delicious food! Get your sponsorship and table reservations in ASAP.

To RSVP for this event, please visit RocklinKiwanisEvents.com or call Marie Stone 916-315-8699.

Thank you for your consideration of our cause. Without your support and encouragement, we would not be able to help improve our community.

Celebrating Long-Time Members

30 Years

Consolidated Communications

17 YEARS

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13 Years

Principal Financial Group
Rocklin Academy

12 Years

Franck Family Dental
Style Media Group

11 Years

Rabobank
Thunder Valley Casino Resort

10 Years

Brandman University
Placer Law Group APC
Wendy Lang

9 Years

David R. Gotham, Jr. D.O., Inc.

7 Years

AT&T
Sylvan Learning of Rocklin

6 Years

MDStat Urgent Care

5 Years

BBC Blue Oaks, LLC
KM3 Media
Western Care Construction Co.

Generate More Leads with Chairman's Circle Membership

Promote and Strengthen Your Business

Each year, the Rocklin Area Chamber invites members to join its exclusive Chairman's Circle, and there is still room to add your business. In addition to supporting the Rocklin Chamber, which acts as the voice of business for Rocklin, members receive repeated exposure for their businesses through enhanced social media and company exposure, including advertisements in the Chamber's monthly newsletter. Chairman's Circle member businesses are also prominently featured at major regional events like State of the City and Hot Chili & Cool Cars, helping maximize your marketing dollar.



Tammy Cooper,
General Manager,
RC Willey

"Being a member of the Rocklin Area Chamber Chairman's Circle positions us as a vital business partner in Placer County," said Tammy Cooper, General Manager of **RC Willey**. "We are able to work with other business leaders to better ourselves, receive public awareness of our business, and enjoy participation in all sponsored events. Chairman's Circle benefits allow you to budget expenses once a year to cover your membership dues as well as all other yearly events and admission."

Offered exclusively to Chamber members, joining the Rocklin Chamber Chairman's Circle provides the opportunity to expose your business to thousands of potential customers and gain year-round visibility in the local area and the region.

Some of the benefits you can expect with Chairman's Circle membership include:

- ❖ Yearly membership dues included
- ❖ Discounted Leadership Rocklin enrollment
- ❖ Complete marketing campaign including:
 - ◆ Banner ads
 - ◆ Advertisement in monthly newsletter
 - ◆ E-Blasts
 - ◆ Facebook mentions
- ❖ Recognition at all events through the Chairman's Circle display
- ❖ Ticket to events throughout the year including Chamber breakfasts

Chairman's Circle sponsorships begin at \$1,250 for the Bronze level and can be paid all at once or in installments. Silver, Gold, Diamond and Platinum levels are also available for \$2,500, \$5,000, \$10,000 and \$15,000 respectively.

Enjoy year round visibility for your business by joining the Rocklin Chamber 2017 Chairman's Circle. Contact Robin Trimble at Robin@RocklinChamber.com or call 916-624-2548.

INVESTING: Mixture of Debt Reduction and Investing May Be Best Solution

Continued from page 2

your money grows on a tax-deferred basis. (Keep in mind that taxes will be due upon withdrawals, and any withdrawals you make before you reach 59½ may be subject to a 10% IRS penalty.) Roth IRA contributions are not deductible, but your earnings are distributed tax-free, provided you don't take withdrawals until you reach 59½ and you've had your account at least five years.

Clearly, you've got some things to ponder when choosing whether to use "extra" money to pay off debts or invest. Of course, it's not always an "either-or" situation; you may be able to tackle some debts *and* still invest for the future. In any case, use this money wisely – you weren't necessarily counting on it, but you can make it count for you.

Send Us Your News

Have an upcoming event, ribbon cutting or open house? Let Chamber members know!

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

Deadline for submission is the 5th of the month prior to publication.

New Members

ACCOUNTANTS – CERTIFIED & PUBLIC

Brooks & Gavel CPAs
6940 Destiny Drive, Suite 5, Rocklin
916-435-0349

CONSULTANT

Breninger Consulting
425 Webster's Court, Roseville
916-771-5685

EDUCATION

Capital Training, Inc.
4240 Earns Cliff Avenue, Fair Oaks
916-579-5205

EVENT SERVICES

Danielle Roe Events
925-890-5724
www.DanielleRoeEvents.com

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711 Pleasant Grove Blvd., Suite 130, Roseville
916-409-7809

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Rocklin Laundry
5063 Pacific Street, Rocklin
916-581-9800

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5130 Fruitvale Road, Newcastle
916-645-2217

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916-303-7145

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916-782-8787

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Volunteers

Tina Cecil
Sharon Hoyt
Allyson Huggett
Judy McConnell
Scott Planer
Janae & Stephen Platte
Rebekah Richards
Clark Snitko
Michael Tracewell

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Chamber CEO

Robin McConnell-Trimble

Event & Development Director

Tiffany Neilson

Administrative Assistant

Sabrina McConnell
 Jaida Sandhu

Member Relations

Sabryna Roberson

ChamberNews

Graphic Design, Production and Editing

Right Angle Productions

Contributing Writer

Colleen Nihen, Right Angle Productions

Printing

Gold Country Media/The Placer Herald

Chamber Ambassadors

- | | |
|--|--|
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| Serena Olson.....916-295-3527
Culinary Comfort | |



Tina Cecil
 Select Tax & Bookkeeping
 Ambassador Committee Team Leader



Ambassador of the Month

Tom Ralston, Team Ralston

Active in sports throughout his life, Tom Ralston learned at a young age how to work as a team and appreciate everyone's talents. After graduating from Chico State, Tom and his wife, Cindy, settled in Rocklin where their sons attended Rocklin schools. He appreciates the relationships he has made in the Real Estate industry, especially working with clients helping them to find their new homes.

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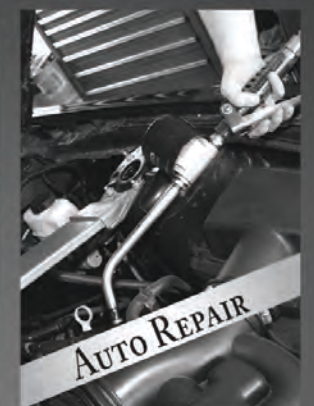
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MILLENNIAL WORKSHOP

February 10, 2017
11:45am-1:30pm

William Jessup University
Bernardoni Lecture Hall

Gabrielle Bosché
Founder and CEO of
The Millennial Solution

Join us as Jessup Alumna, Gabrielle Bosché (Jackson, '09), Founder and CEO of The Millennial Solution provides marketing secrets on Millennial engagement and insight into the science behind the Millennial mindset. Gabrielle is the best-selling author of three books on her generation and consults Fortune 500 companies around the world. The first 50 registrants will receive a copy of her book, 5 Millennial Myths. Gabrielle will be signing books at the completion of the workshop and additional copies will be available for purchase.

REGISTER AT:
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