

NEVADA CITY TIMES

A Publication of the Nevada City Chamber of Commerce

—Promoting & Marketing Nevada City Since 1902—

NEVADA CITY, CALIFORNIA

AUGUST 2008 – OCTOBER 2008

Constitution Day Parade on September 14; Weekend of Patriotic Celebration is on Tap

From the top of Broad Street to the turn on Union and then up past the post office, thousands of people will line the parade route on September 14 as Nevada City hosts the 42nd Annual Constitution Day Parade.

Also, there will be a Civil War encampment at Pioneer Park with mock battles scheduled for both Saturday and Sunday.

The annual weekend of patriotic celebration is a joint effort of Nevada Lodge #13 of the Free and Accepted Masons of Nevada City along with the local Constitution Commission — a committee of the City of Nevada City.

The parade theme of *Life, Liberty and the Pursuit of Happiness* is sure to draw dozens of colorful floats music and marching entries — led by 2008 Grand Marshal Richard Hopper of Visalia, the current Grand Master of California Grand Lodge.

Before the parade begins, be sure to gather at noon to hear the Nevada County Concert Band perform from its customary spot in the alcove of Broad Street Furnishings. In addition, members of the Masonic Lodge will stage a reenactment of the signing of the Constitution at 1:30 p.m.

Since parking is always tight on Constitution Day, shuttle buses will run with regularity from the Eric Rood Government Center to the edge of the parade route. The fare is only \$1 each way — free to youth under 18 and those dressed in historical costumes.

“Constitution Weekend is one of the events that makes Nevada City such a special place to live and work,” said chamber of commerce executive manager Cathy Whittlesey. “Many communities have a July Fourth parade, but very few celebrate the signing of the Constitution.”

MERRY WIDOWS WILL JOIN THE PARADE

CONSTITUTION DAY CELEBRATION SCHEDULED FOR SEPTEMBER 14

CONSTITUTION WEEKEND
SEPTEMBER 13 & 14

CIVIL WAR REENACTMENTS

Pioneer Park

Saturday 1:00 pm & 4:00 p.m.

Sunday 11:00 a.m.

NEVADA COUNTY CONCERT BAND

Broad Street Furnishings Alcove

Sunday Beginning at 12:30 p.m.

PATRIOTIC PARADE

Downtown Nevada City

Sunday at 2:00 p.m.



PRESIDENT'S MESSAGE

By Jeff Ackerman

2008 President

Nevada City Chamber of Commerce



If you've turned on the television, filled your gas tank, or checked your 401(k) stock portfolio lately you probably know what's happening in the economy. Most experts suggest our troubles may last at least through 2009.

"Right now it's like there's pressure building in a steam pipe," one economist told me recently. "But the pressure is not yet enough to cause a rupture."

The economist said this had to happen sometime, equating it to a forest fire, which is nature's way of cleaning out the deadwood. The key, of course, is to make sure our respective businesses are not part of that so-called deadwood.

The key to survival is to recognize the dangers quickly and prepare to meet them. The game of golf, for example, requires you to hit the ball where it lies and try to get back on the fairway. The economy is simply in the rough at the moment. We can either meet the challenges, or close shop and call it a day, or pick up the golf ball and return to the clubhouse.

Focus is more important than ever. "If you don't focus, you end up being a me too company across the board," my economist friend suggested. "Look at what makes your company different and emphasize on that uniqueness to find customers willing to pay for differentiation. There is less business overall, but there are also companies doing well because they continue to attract new customers."

This is also the time to take really good care of customers you already have. Instead of lowering prices, maybe add value and get a greater return. When customers make decisions in a bad economy they are more likely to go with a more trusted source. We need to market to them, ask them what they need from us and care for them as if our lives depend on them.

A professor from Northwestern University once asked me, "What business are you in?" I thought that was a stupid question to ask a newspaper publisher,

but then realized that I wasn't in the newspaper business at all, but the communications business. Ask yourselves the same question and you might be surprised at the answer. I have a friend who owns Clark's Pest Control with his family. If you ask him what his business is, he'll answer, "Peace of mind."

We need to find out what keeps our customers up at night and then try to solve their need, or, as one fellow suggested, "Show them the fire and then sell them a fire extinguisher."

So where are the opportunities? Let's start with gasoline prices. I think it's another reason for folks in the Bay Area and Sacramento to take shorter trips, avoiding the airfare that is getting more expensive and cumbersome by the day. It's also another reason for locals to stay on the hill, avoiding that tank of gasoline it takes to get to Roseville, or Sacramento. We need to make sure that our business meets the needs of our local consumers.

And while price isn't always the most important deterrent, it's still a huge factor for most consumers. Customers will shop for the best bargains. That doesn't mean you need to cut prices, but you may need to offer more temporary price promotions. In tough times, price cuts attract more consumer support than promotions such as sweepstakes and mail-in offers.

A poor job market is a good opportunity to make sure we have the very best people we can get our hands on. We just can't afford to keep the pain-in-the-fanny employees in this kind of economy.

This economic "downturn" will eventually reverse itself. History has shown us that. But survival will require all of us watching out for one another, working for that long-sought "sustainable community" we frequently speak of. There are business-to-business opportunities to pursue and many consumer needs still unmet.

I really do believe that every problem presents an opportunity for those keeping their eyes open and their minds uncluttered by all the naysayers.

Nevada City Chamber of Commerce

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Jeff Ackerman, President
The Union Newspaper

Duane Strawser, President-Elect
Tour of Nevada City Bicycle Shop

Denise Anderson, Treasurer
Bank of America

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Robert L. Buhlis, *Nevada City Postal Co.*
Thomas A. Coleman, *National Hotel*
Greg Cook, *Friar Tuck's Restaurant & Bar*
Ellen Davis, *Nevada City Winery*
Madelyn Helling, *Retired County Librarian*
Andrew Howard, *Emma Nevada House*
Dave Painter, *SPD Markets*
Kirk Valentine, *Nevada City Classic Cafe*
David Vertin, *Nevada City Carriage Co.*
Lisa White, *Citizens Bank*

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CHAMBER SIGN REPLACED — FAMILIAR VOLUNTEERS DO THE WORK



Originally installed in 1973, the chamber office sign at 132 Main Street was removed this spring to make way for a new sign. Nick Whittlesey, left, and Jim Moon volunteered their time to handle the task. Next time you're near the office, be sure to take a look at the new sign — it's beautiful.

JOINT CHAMBER MIXER HELD AT THE LIBRARY
UNEXPECTED GUEST DROPS BY TO PROMOTE LITERACY SERVICE



Coldwell Banker Grass Roots Realtor Shirley Fletcher, along with Weldon Travis of the Noni Juice Company, attended the recent joint chamber mixer at the Madelyn Helling Library — held to recognize the library's literacy service. To their surprise, a congenial fellow from Tupelo, Mississippi dropped by to enjoy the festivities.

T.O.T. Recap

Transient Occupancy Tax collected at City Hall over past ten years:

Fiscal Year Totals

1997-98:	\$289,144
1998-99:	\$348,540
1999-00:	\$362,471
2000-01:	\$366,861
2001-02:	\$354,589
2002-03:	\$332,930
2003-04:	\$331,668
2004-05:	\$353,350
2005-06:	\$333,733
2006-07:	\$344,443

Please Note:

Nevada City Chamber of Commerce receives 8% of all collected TOT — \$27,555 for fiscal year 2006-07

Sales Tax Income Recap

Nevada City's Share of Sales Tax income over the past ten years

Fiscal Year Totals

1997-98:	\$ 877,082
1998-99:	726,517
1999-00:	1,100,256
2000-01:	1,037,411
2001-02:	947,138
2002-03:	990,304
2003-04:	1,178,213
2004-05:	1,066,839
2005-06:	914,800
2006-07:	1,124,133

Please Note:

During the 2004/05 fiscal year, the Legislature created a different formula for distributing sales tax. The new formula reduces Nevada City's share of sales tax income and increases its share of property tax income.

NEVADA CITY FURNITURE & MATTRESSES HOSTED ANNUAL MIXER



Host Jim Minasian of Nevada City Furniture & Mattresses, 74 Bost Avenue in the Seven Hills Business District, along with his longtime squeeze, Joyce Scott, welcomed a large crowd to his July 10 chamber mixer. As usual, Jim and Joyce greeted everyone in attendance and made certain that no one left hungry. If you're looking for quality furniture at great prices, be sure to drop by and see Jim's large inventory.

FAMILAR FACES AT NEVADA CITY FURNITURE & MATTRESSES MIXER



Former city manager Beryl Robinson and his wife, Betty, were among over 150 people who answered the call when host Jim Minasian hollered "Food's ready, folks!" Beryl, who served as city manager for thirty-seven years before retiring in 2002, claims he and Betty are fully enjoying life at their Banner Mountain home. And who says Beryl never takes Betty out to dinner?

CO-OP AD PROGRAM
PARTICIPATING MEMBERS

Asylum Down
 Sharalyn Barley – CBGR Realty
 Bonanza Oriental Gifts
 Broad Street Furnishings
 California Gold
 Cirino's Restaurant
 Coldwell Banker Grass Roots Realty
 ERA Cornerstone Realty Group
 Country Rose Cafe
 Deer Creek Inn
 Earth Store
 Foothill Theatre Company
 Fred's Szechwan
 Friar Tuck's
 The Fur Traders
 Gray Goose
 Holiday Lodge
 Indian Springs Winery
 J.J. Jackson's
 Las Katarinas
 The Mine Shaft
 Miners Foundry
 Mountain Pastimes
 Mountain Song
 Music in the Mountains
 The National Hotel
 Nevada City Classic Cafe
 Nevada City Crystal & Glass
 Nevada City Inn
 Nevada City Winery
 New Moon Cafe
 Northern Queen Inn
 Novak's
 Off Broadstreet Theatre
 Outside Inn
 Piety Hill Inn
 Posh Nosh Restaurant
 Recreation Realty, Inc.
 SPD Market
 Scott's Flat Lake
 Spirithouse
 Shaw's Antiques/Top Floor Tea Room
 Sushi Q
 Tanglewood Forest
 The Truffle Shop
 Tour of Nevada City Bicycle Shop
 Utopian Stone
 Yabobo

Richard Hopper Will Serve as Constitution Day Grand Marshal

The 2008 Constitution Day Grand Marshal will be Visalia resident Richard W. Hopper — Grand Master of the California Grand Lodge. Hopper was initiated, passed and raised in Visalia-Mineral King Lodge #128, where he served as Master in 1998. He has been state Grand Master since last September.

Dick Hopper is a retired real estate appraiser, longtime supporter of local education, and a life member of the Visalia Parent-Teachers Association.

Hopper and his wife of forty-three years, Judi, met when he was active in DeMolay and she was an active Rainbow Girl.

He is a native Californian, a graduate of CSU-Fresno, and currently serves as Chairman of the Grand Executive Committee of Rainbow Girls in California.



Richard Wakefield Hopper
Grand Master – California Grand Lodge
2008 Constitution Day Grand Marshal

Recent New Regular Members

Calla Lily Crepes

P.O. Box 891 — Cedar Ridge, CA

Ellen Solomon — Arborist, Horticulturist

Post Office Box 736 — Dragon House, CA

Heartland Payment Systems

Grass Valley, CA

Lindal Cedar Homes

1479 Arrowbee Drive — Placerville, CA

Mustain Photography

11113 Greenbriar Way — Auburn, CA

Nevada County Fair

Post Office Box 2687 — Grass Valley, CA

Nevada County Laundry & Linen Service

250 Gracie Road — Nevada City, CA

NevadaCountyMall.com

204 West Main Street — Grass Valley, CA

orionsphoto.com

12430 Nevada City Highway — Grass Valley, CA

Polished

547 Uren Street — Nevada City, CA

Posh Nosh Restaurant

(Chester Cusimano, New Owner)

318 Broad Street — Nevada City, CA

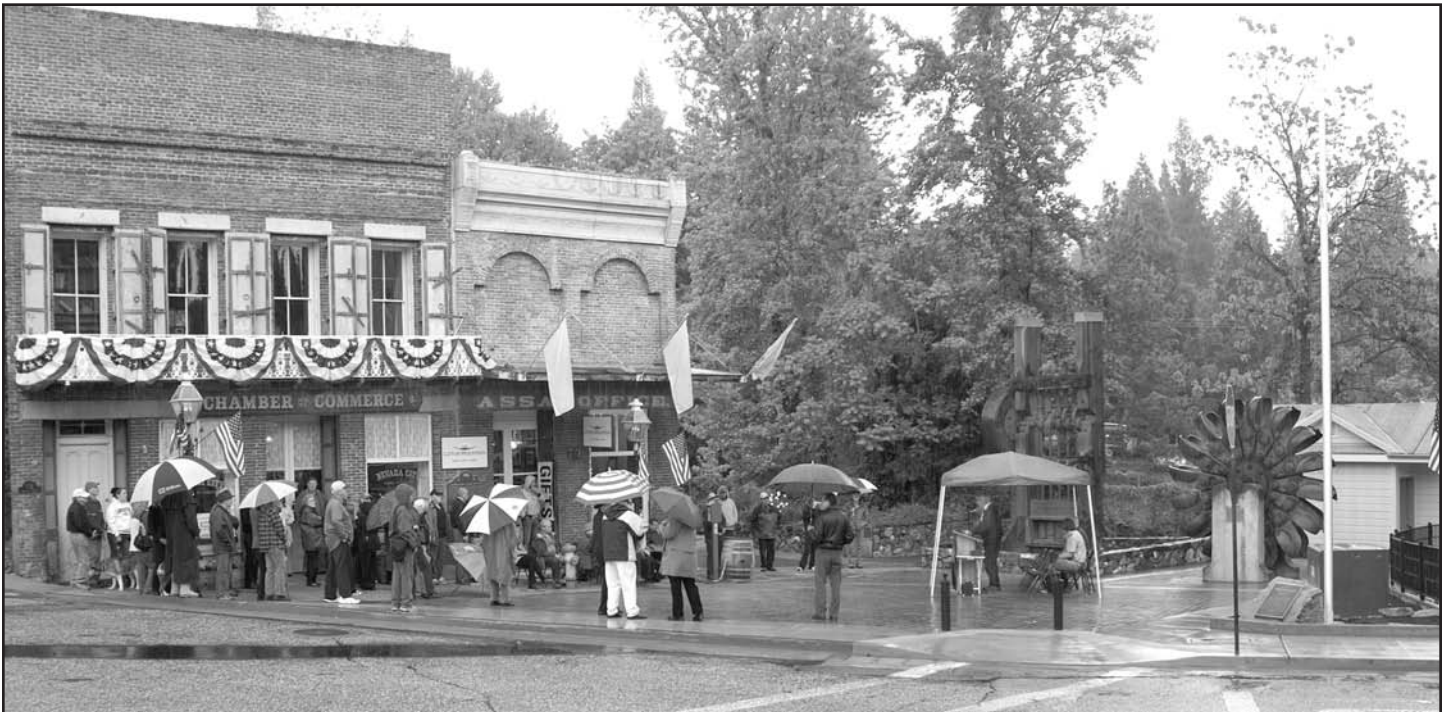
Still Mountain Acupuncture, Inc

202 Providence Mine Road (Suite 205) — Nevada City, CA

The Roth Estate

12282 North Bloomfield Road — Nevada City, CA

EXPANDED BERYL P. ROBINSON, JR. PLAZA DEDICATED ON MAY 24
FORMER CITY MANAGER HONORED WITH FLAGPOLE TO ACCOMPANY EXISTING PLAQUE



Robinson Plaza — named for former City Manager Beryl Robinson, who retired in 2002 after thirty-seven years at the helm — underwent some modifications this spring, resulting in relocation of the plaque honoring Beryl and a cobblestone area for public gatherings. Despite the inclement weather, several of Beryl's friends gathered to celebrate completion of the expanded plaza area.

—Panoramic Photo by David McKay

NEVADA COUNTY LIBRARY JOINS THE CHAMBER



Nevada County librarian Mary Ann Trygg, far left, had the honors June 4 when the Madley Helling Library, named for former county librarian and current chamber director Madelyn Helling — center with sunglasses — joined the Chamber of Commerce. A social mixer followed the ceremony.

Want to know more about...

NEVADA CITY REGIONAL
CO-OP ADVERTISING PROGRAM?

Call Donna Carter
265-2249

The Co-Op Advertising Program promotes Nevada City locally as well as along the I-80 corridor, and is one of the chamber's most effective marketing tools.

Western Nevada County
Sacramento
Roseville
Auburn
Davis
Reno

REGULAR MEMBER RENEWALS

Adecco	Nevada City Classic Cafe
Alta Sierra Country Club	Nevada City Ice Cappuccino
Art in Bloom	Nevada City Inn
Bella Rosa Inn	Nevada City Mint
Black Bart Ornamental Iron Works	Nevada City Picture Framing
Bonanza Gift Shop	Nevada City Postal Company
Broad Street Bistro	Nevada County Board of Realtors
Byers Leaf Guard Gutter System	Nevada County Broadcasters (KNCO)
Cafe Mekka	Nevada County Recycles!
Can't Read Fashions (Formerly Western Liquidators)	Northern Lights Ice Cream
Chief Crazy Horse Inn	Nutstruck
Chris' Collision Repair	Outside Inn
CoHousing Partners	Placer Title Company
Comcast	PowerUp-NC
Community Asian Theatre of the Sierra (CATS)	Red Castle Inn
Confectionary Mine	Retailer's Credit Association of Grass Valley
Contrast	Rev. Phillip C. Lanzarotta
Cooper's Ale Works	Rick Dejesus/Mike Snegg (Coldwell Banker/Grass Roots Realty)
Country Collectibles	Riebe's Automotive
Daju Bhai Restaurant (Formerly Annapurna Restaurant)	Robinson Enterprises, Inc.
Dave's Auto Repair	Rogers Picture Framing
Deer Creek Inn	Scotts Flat Lake
Designs by Giudita	Serenity Zone
Emma Nevada House	Sierra Metal Fabricators
Extasia, Inc.	Sierra Sacred Systems
Good & Company Realty	Sopa Thai Cuisine
Grass Valley, Inc.	South Yuba Club
Grass Valley Trader	Spiral
Hilltop Commons Senior Residence	Suitcase Ron's Kettle Korn Revue
Holbrooke Hotel	Sushi-Q
Idaho-Maryland Mining Co.	The Cake Artist
Indian Hill Ranch & Gardens	The Earth, Science & Nature Store
Jon Blinder/Gold Country Land	The Magic Carpet
McGee's Annex	The Willo
Mana Beads	Timberline Custom Homes, Inc
My Favorite Things	Trophies Anyone?
Myrtle & Marjoram	Unicorn Press
Nevada City Baking & Catering	United Independent Title Co.
	Walker's Office Supplies
	Wells Fargo of Calif. Insurance Co

Miners Foundry to Host an Open House September 28; Tours Will Be Available

By Gretchen Bond, Executive Director
Miners Foundry Cultural Center

Miners Foundry Cultural Center will be hosting its First Annual Open House on Sunday, September 28, from 11:00 A.M. to 3:00 P. M. The historic building, located at 325 Spring Street, will be open for four hours, during which time docents will be available to discuss specific aspects of the former industrial building — from the early days when it was a working foundry, to the present day as it hosts dozens of social and entertainment events each year.

An actual working two-stamp mill, powered by a Pelton Wheel, will be running outside in the parking lot. Also, the Idaho-Maryland Mine, the first mine to purchase Pelton Wheels, will have a display of their historic relationship with the Miners Foundry. And the Searls Historical Library will have some interesting 19th century documents relating to the Foundry's mining days.

A unique display, demonstrating how the patterns were used to create a mold, will also be avail-

able for visitors to see. And children will have a rare chance to watch a Pelton Wheel, powered by water, operating just outside the Upper Gallery doors.

In addition, entertainment will be provided by the Cornish Choir with ice cream and beverages available throughout the day.

This will be a great opportunity to see the historic impact the Miners Foundry has had on Nevada County. From the mining days, when the Foundry provided access to much-needed equipment to our local mines, to the present-day cultural center, providing the

community with a gathering place for a variety of activities, the Miners Foundry has been a part of our lives for over 152 years.

In response to the need for a local blacksmith and ironworks, the Miners Foundry was built in 1855 and grew up with Nevada City, serving the mines of the foothill region and helping Nevada County become the greatest gold-producing region of the entire world.

So be sure to visit the Miners Foundry during its inaugural Open House scheduled for September 28 — 11:00 A.M. to 3:00 P.M.

ARE GAS PRICES TOO HIGH FOR YOU?



Nevada City Chamber of Commerce Executive Manager Cathy Whittlesey holds the promotional sign as her Grass Valley counterpart, Mary Ann Mueller, steers a sleek Honda motor scooter. The scooter is being raffled off as a fundraiser for our good friends at the Grass Valley chamber, with the drawing scheduled for August 21 during a joint chamber mixer scheduled at Delta Home Loans. Tickets are \$5 each — five for only \$20 — and can be purchased at the Grass Valley chamber office.

TREE TOUR GUIDES
AVAILABLE AT THE
CHAMBER OFFICE



Enjoy Nevada City's
Newest Self-Guided Tour

Brochure Filled with
Fascinating Information

Chamber Ambassador Committee is Ready, Willing & Able to Assist You

By Gerry Anderson, Member

Nevada City Chamber of Commerce Ambassador's Committee

The Nevada City Chamber of Commerce is your connection to the business community. You are encouraged to place business cards and brochures in the chamber office, or have a flyer inserted into this quarterly newsletter. And if you tend to be bashful, a member of the chamber's Ambassador's Committee will gladly accompany you to a chamber social mixer and take you around the room to meet other chamber members.

The ambassadors work hand-in-hand with Executive Manager Cathy Whittlesey and her staff to assist you in any way possible. And the full board of directors share that philosophy.

The chamber promotes its members throughout the region and beyond with creative advertising campaigns in *Sunset*, *San Francisco Chronicle*, *Sacramento Bee*, *Via*, *Los Angeles Times* and other major publications. And don't forget the movies and television commercials filmed here — including *The Christmas Card*, the highest-rated program in the history of the Hallmark Channel.

We are in business to help you — and we've been doing a great job of it for the past 106 years. But there are some things we *can't* do for you.

Although we will lend whatever help we can, it will be up to you to acquire all the appropriate permits and licenses from City Hall. If you need sign approval, it will be necessary to work with the city's

planning department, and in some cases appear before the planning commission. Even minor exterior alterations or other work might require review and approval from City Hall, so we encourage you to make contact with the City Planner before you begin to spend money for your new business.

You will find that people in City Hall are in many ways like the chamber ambassadors — they are there to help you. Yes, there are certain rules and guidelines — especially inside our Historical District — but if you use City Hall as a resource, the process is not

that complicated. The same is true if your business is located in the unincorporated areas of the county and you are working through the folks at the Eric Rood Government Center.

If you have any questions about any aspect of conducting business in Nevada City or Nevada County, be sure to give the office a call at 265-2692. If we don't have the answer, we will direct you to someone who does.

The chamber office and its volunteer ambassadors exist for your benefit, so don't hesitate to contact us when you need assistance.

THE AMBASSADOR'S COMMITTEE — MEMBERS HELPING MEMBERS



Members of the chamber's Ambassadors Committee met recently at the chamber office to discuss means and methods by which they can continue to assist local business owners. The sign board, now prominently displayed at all chamber mixers, was created by Gerry Anderson, second from right. Also at the committee meeting were, left to right, chamber administrative assistant Cindy Moon, along with ambassadors Barbi Jackson, Janet Douglas, Lisa White and Barbara Tanner.

BEAR RIVER RANCH JOINS THE CHAMBER



Kayli Davidson, far left, owner of Bear River Ranch, was recently welcomed into the Nevada City Chamber of Commerce by, left to right, chamber director Lisa White, administrative assistant Cindy Moon and ambassadors Barbara Tanner and Janet Douglas. Located at 21039 Brewer Road in Grass Valley, Bear River Ranch offers vacation rentals and equestrian boarding. Call 268-9999 for more information.

RIBBON IS CUT AT NEVADA CITY PICTURE FRAMING



Owner Kathryn Anderson, second from right, joined by employees, friends and chamber members, sliced the ribbon when her Nevada City Picture Framing shop officially joined the Nevada City Chamber of Commerce this spring. The shop is located at 571 Searls Avenue, Suite B, in the Seven Hills Business District and features framing services as well as an art gallery. Kathryn's website is www.nevadacitypicture-framing.com and her telephone number is 478-1990.

New City Council Seated; Barbara Coffman is Mayor

Following certification of the recent election, the Nevada City Council was reorganized at a July 9 meeting. With longtime councilman Steve Cottrell choosing not to seek a fifth term and one seat open as a result of Sheila Stein's resignation earlier this year, two new council members — Reniette Senum and Robert Bergman — were sworn in, along with David McKay, who was reelected, and Sally Harris, who was appointed an interim council member pending a November special election.

Once all were duly sworn-in, they returned to the council table and assumed their responsibilities.

Barbara Coffman was chosen to serve as mayor for the next year, with Senum named vice mayor.

Niel Locke took the oath as the new city clerk, while Robert Wright became Nevada City's newest planning commissioner.

If you need to contact any of the council members, their e-mail addresses and telephone numbers can be found on the next page.

HOT OFF THE PRESS!

Latest Nevada City
Business Directory

An Official Publication
of the Nevada City
Chamber of Commerce

Pick One Up at the
Chamber Office

Community Asian Theatre of the Sierra to Stage 'Flower Drum Song'

With a stellar creative team, including director Michael Baranowski, musical director Ken Hardin and choreographer George Jayne, the Community Asian Theatre of the Sierra (CATS) will be producing its first musical— scheduled for the Nevada Theatre from January 22 to February 14, 2009.

Rodgers and Hammerstein's *Flower Drum Song*, set in 1960 China and San Francisco's Chinatown, was previously produced in 1992 by the founding members of CATS under the direction of the late Nelda Honey of Gold Country Productions at the Studio Theatre in Grass Valley.

For the '09 production, CATS will present David Henry Hwang's 2002 Tony-nominated version. Although the popular music and

songs are the same, the story line has been updated. Hwang was the playwright of CATS' 2008 production of *Golden Child*.

Before the 2009 *Flower Drum Song* stage production, however, CATS will be organizing a bus trip to San Francisco on October 3 to enjoy *Bonesetter's Daughter* — an opera based on Amy Tan's best-selling novel. (Tickets are also available for those who choose to drive down and back on their own. Check with CATS for details).

Deadline for the Friday, October 3 event will be mid-August, while tickets for *Flower Drumsong* will be available in December.

For more information, visit the CATS website at www.catsweb.org or email info@catsweb.org.

PENNY LANE JOINS THE CHAMBER — 241 COMMERCIAL STREET



Jennifer Borel, far right, is assisted by co-owner Mary Vitamanti as the Penny Lane children's boutique at 241 Commercial Street is welcomed into the Nevada City Chamber of Commerce. On hand to help with the festivities were Jennifer and Mary's families, along with representatives from the chamber.

Local Officials & Other Important Numbers

Barbara Coffman, Mayor
265-3788
bcoffman@nccn.net

Reinette Senum, Vice Mayor
470-8381
reinette@powerup-nc.org

David McKay, Councilman
265-2969
mckaydb@pacbell.net

Sally Harris, Councilwoman
478-9377
sallyhar@pacbell.net

Robert Bergman, Councilman
265-8831
rcontrol@pacbell.net

City Hall General Information
265-2496
www.nevadacityca.gov

New Visitor's Guide is Hot Off the Press; Copies at Chamber

The 2008-09 Visitor's Guide is now available at the chamber of commerce office. As always, it's filled with valuable information for locals and visitors alike.

Printed by *The Union* newspaper, the handy 74-page guide is an annual publication jointly created by the Nevada City and Grass Valley chambers of commerce.

Information covering local history, nightlife, shopping, parks, tours and more can be found, along with important telephone numbers and e-mail addresses.

NEWEST NEVADA CITY TECH CENTER BUILDING IS COMPLETED



Brent and Suzie Daggett were on hand May 15 to welcome Nevada City and Grass Valley chamber members and others to view Liberty Hill — the newest addition to the Nevada City Tech Center, 350 Providence Mine Road. Brent's firm, Daggett Designs, provided architectural services for Nevada County's newest office condominium building. If you are interested in relocating to the Tech Center's new Liberty Hill building, be sure to call Lock Richards at 470-1740.

COMMON GOALS — LOCATED AT 727 ZION STREET

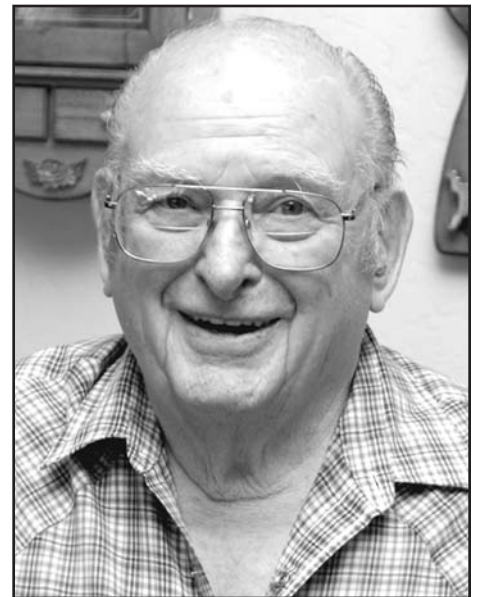


Common Goals — some good folks helping those in need of drug and alcohol outpatient treatment — recently joined the chamber of commerce. Along with chamber ambassador Barbara Tanner, far left, Maris Sanford, Melissa Hempel, Joe Festersen and Jan Frankenberger (in baseball cap) were on hand to represent Common Goals. Others who assisted were chamber board member Lisa White, chamber ambassador Janet Douglas and chamber administrative assistant Cindy Moon, far right.

Jim Mackey Died July 7; Chamber President in 1987

Jim Mackey — the ultimate community volunteer, who owned and operated Mackey Real Estate for thirty years — died at his rural Nevada City home shortly after midnight on Monday, July 7.

Jim served as president of the Nevada City Chamber of Commerce in 1987, and in 1990 was recipient of the chamber's coveted Elza Kilroy Award. In addition, he was the 1994 recipient of the Col. William H. Lambert Award for



JIM MACKEY
1926 – 2008

longtime community service, presented annually by the Nevada City Marching Presidents.

"He was an extraordinary man who devoted over thirty years of his life to Nevada City — especially to the chamber of commerce," chamber executive manager Cathy Whittlesey noted. "If Jim had a fault, it was his inability to say 'No' when asked to help with one of the many chamber events for which he regularly volunteered."

MARANATHA CHOCOLATES & BASKET GIFTS — YUMMIES GALORE



Linda and Walt Davis, far left, owners of Maranatha Chocolates & Gift Baskets, cut the ceremonial ribbon then welcomed hospitality ambassadors and other members from both the Nevada City and Grass Valley chambers to spoil themselves with samples of the chocolate delights they carry at their 121 Bank Street shop in Grass Valley. The ribbon-cutting was hosted by the Nevada City Chamber of Commerce, but represented Linda and Walt's recent membership in both promotional organizations.

MINERS FOUNDRY HOSTED MAY DAY JOINT MIXER



Historic Miners Foundry hosted a May Day chamber mixer — jointly sponsored by the Nevada City and Grass Valley chambers of commerce. A large crowd enjoyed good food and good company, including newly-elected Nevada City Councilman Robert Bergman, left, shown here discussing civic matters with chamber of commerce directors Tom Coleman and Madley Helling.

Stonehouse Receives Recognition from the Heritage Council

The California Heritage Council, at its annual awards dinner in San Francisco on June 26, recognized owners Mimi Boardman and Pam Scanlan for restoration and preservation of Stonehouse Restaurant at 107 Sacramento Street.

The Stonehouse joins Ott's Assay Office, South Yuba Canal Building, Baruh Family Home (516 Main Street) and Nevada Theatre as Nevada City buildings to be so honored by the CHC over the past forty-eight years.

2008 CHAMBER MIXERS

AUGUST 14

KNCO Radio

Joint Chambers Mixer

AUGUST 21

Delta Home Loans

Joint Chambers Mixer

SEPTEMBER 11

The Old Barn Self Storage

Joint Chambers Mixer

SEPTEMBER 25

ERA/Cornerstone Realty Group & Olympic Mortgage & Investment Co.

Joint Chambers Mixer

November 13

Hospice of the Foothills

Joint Chambers Mixer

NOVEMBER 20

Holiday Inn Express Hotel & Suites

Joint Chambers Mixer

DECEMBER 11

The National Hotel

Nevada City Mixer

(Mixer schedule is subject to change, so please confirm as year progresses).

TREE TOUR BECOMES AN INSTANT HIT



Local naturalist Roger McGehee helped introduce the new self-guided Nevada City Tree Tour when he shared his knowledge with interested citizens on May 20. The tour of local trees — forty-two native and non-native varieties — was an idea developed by horticulturist Ellen Solomon. Ellen helped create an informative, first-class brochure, available at the chamber office free of charge.

ESKATON VILLAGE HOSTED JOINT MIXER IN APRIL



Tracie Jarosh Krause, Director of Marketing for Eskaton Village in Grass Valley, greeted the large crowd that attended an April 24 joint mixer at the beautiful, multi-service retirement center. During an introduction of key staff, Tracie lauded Executive Chef Carlos Trujillo as Grass Valley chamber ambassador Hank Di Pillo looked on.

Film Festival Runs August 14 to 17 at Four Local Venues

The Eighth Annual Nevada City Film Festival is scheduled for August 14-17, utilizing four local venues: The Nevada Theatre, National Hotel, Miners Foundry Cultural Center and the Magic Theater.

In 2001, local filmmakers Jason Graham and David Nicholson — along with Magic Theater owner Jeff Clark — organized the original event and have worked hard to make it a major festival for the national and international independent film community.

Organizers expect over 1500 people to attend this year's festival while enjoying dozens of films from around the world. The festival will also feature panel discussions and Q&A session with some of the filmmakers.

Among those scheduled to attend this year's festival is Mike Mills — best known for his directorial debut, *Thumbsucker*, starring Keanu Reeves. Others due to take part this summer include Jon Krisel and Doug Lussenhop from the popular program *Tim & Eric Awesome Show: Great Job*.

The Nevada City Film Festival is made possible through the generous support of the Nevada City Chamber of Commerce, Thomson/GV, Telestream, Nevada City Downtown Association, Firestone Brewery, Nevada City Winery, Amy's Kitchen, National Hotel, Current TV, *The Union* and KVMR 89.5 FM.

For more information about the festival — including the films and filmmakers — be sure to visit wwwnevadacityfilmfestival.com

Non-Profit Member Renewals

American Victorian Museum
 Ananda
 Child Advocates of Nevada County
 Malakoff Diggins Park Association
 Nevada Theatre Commission
 Underground Gold Miners Museum
 Wolf Mountain Camps

Associate Member Renewals

Beryl P. Robinson, Jr.
 Bob & Barbara Weaver
 Linda McVicker
 Otto Haueisen
 R. D. "Don" Schmitz
 Robert Bussey
 Robert J. Pelton
 Roger H. Savage

New Non-Profit Members

Gold Country Kennel Club
 Nevada County Library

Cathy's Corner



BY CATHY WHITTLESEY • EXECUTIVE MANAGER
 NEVADA CITY CHAMBER OF COMMERCE

•For the past few years, I've enjoyed watching City Council meetings from the comfort of the couch — which means that I've always been behind in knowing what happened. I hear about it from this one and that one, of course, but seeing is believing.

Now, thanks to the new and improved programming at NCTV Channel 17 — and some technical additions at City Hall — I can sit at home eating bon bons and watch it live.

I wonder if they'll ever have a speaker phone where you can call in during the meeting and give 'em your two cents' worth? Probably not — the meetings would last into the wee hours of the morning if they allowed that. They already last too long.

•Visitors are coming. Hurrah! Hurrah! Robinson Plaza, in front of the chamber office, has made a gigantic difference. It's almost as if we moved the South Yuba Canal Building closer to town.

The crosswalks are being used, the artifacts are being noticed and it feels like the chamber is part of the town. If you haven't seen the new plaza area, you need to.

•Kudos to the City Council for hiring Gene Albaugh as the new City Manager — he's "The Real Deal." Gene's been a friend for a long time and an excellent choice to lead us for the next few years.

•The new Nevada City Tree Tour Guide has proven to be a "hit" with locals and visitors alike. Remember: It's a year-round guide and each tree is marked with a green leaf on the sidewalk.

Tree descriptions and maps are included. It just goes to show you that we take things for granted and need to recognize the assets of our beautiful town. Any *other* ideas?

•Speaking of ideas....this year's Ambassador Committee is up and running a sprint! And I think it's because of committee chair Barbi Jackson — who's like that little energized pink bunny.

They've already put some ideas into action. Like welcoming new members at mixers, linking our website with other chambers in the region, and creating a calling card which drives potential visitors to our website. (See example below).

If you'd like a supply of these calling cards to hand out when you travel, let us know.

Chamber Volunteers

The following people volunteer to meet and greet visitors at the Chamber of Commerce office. Without their commitment, it would be impossible to accomplish all that we do each year:

- MARILYN ALSTRAND
- PAM DICKERMAN
- SHERRY ELLISON
- JOANIE GUNTER
- GEORGE HARPER
- PAM HEAD
- MADelyn HELLING
- DONNA JARRELL
- NANCY JOHANSEN
- LOIS KOONS
- JANE MANES
- ARTIE SCOTT
- SHIRLEY SLAVONIC
- BERNIECE SELAYA
- JEAN WILSON
- RITA WILSON
- GLENDa ZANONE

For All That He Did For So Many Years, The 2008 Constitution Day Parade Will Be Held In The Memory of Jim Mackey

Looking for a little excitement?
 Nevada City, California



www.nevadacitychamber.com

Calendar of Events

August 6-10

Nevada County Fair
County Fairgrounds — Grass Valley

August 18

Chamber Board of Directors Meeting
5:30 p.m. — City Hall

September 13 & 14

Constitution Weekend
Pioneer Park & Downtown

September 15

Chamber Board of Directors Meeting
5:30 p.m. — City Hall

September 18

Draft Horse Classic
County Fairgrounds — Grass Valley

Attention Volunteers!!

Your Help is Needed For:

COUNTY FAIR HAMBURGER BOOTH
42ND ANNUAL CONSTITUTION DAY

VICTORIAN CHRISTMAS

MARDI GRAS 2009

For details or to volunteer, call
the chamber office at 265-2692

Nevada City
Chamber of Commerce
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