

2019

nevada county

BUSINESS CONNECTIONS



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REGIONAL Chambers
Nevada County CALIFORNIA



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Take advantage of the best Commercial Real Estate firm!

Institutional experience, local market knowledge – Our local team has significant experience in institutional real estate investment banking and private equity, including the representation of some of the world's most reputable and demanding private equity firms in acquisitions totaling more than \$250M.

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our databases of ALL commercial property owners in Nevada County and the surrounding region filtering likely buyers based on asset class, type of business and location.

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Ownership experience – As principals ourselves in commercial real estate investments we understand landlords' perspectives on lease-up, property management, and buy/sell decisions.

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Starting a business is hard. You have a passion for something, and want to bring that good or service to the people. But how? Business is more than providing a product, and starting or expanding one can make anyone throw up their hands in frustration. However, if you have the right resources, the whole experience from concept to success is a much easier one. That is where Business Connections can help.

Three years ago, Susan George, the head of the Nevada County Regional Chambers of Commerce, came to us with the idea of creating a resource for business owners and those who wanted to open new businesses in Nevada County. This little magazine is full of information that can take you from idea to opening your doors, with lots of helpful tips along the way. Whether you want to open a small boutique or a tech hub, or anything in between, this publication can help.

Do you need permits? Employees? Transportation? You can find all of that and much more in this guide. There is a step by step guide on page 14 of how to start a business, and every resource that you could possibly need to make it a success. Need to network? All of the active groups in the area are listed starting on page 10, so that you can meet up and learn from

the successes of others. Starting on page 26 is a business resource guide that can help with everything from permits to transportation to taxes and everything in between.

So, if you are thinking that now is the time to open or expand a business in Nevada County, take a peek inside and you will find everything you need to know right here in the this handy little guide. It is our sincere hope that it will make your life a little bit easier, and help all of us in Nevada County to thrive together.

Special thanks to Susan George for her own passion to help local business owners and those aspiring to become business owners be more effective in their pursuits.

Here's to a prosperous future in Nevada County!

Valerie Costa

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| Benjamin Franklin

SOME OF THE UNION'S
ADVERTISING TEAM
PICTURED HERE

Photo by Winding Road Photography

By Susan George

The belief that a positive culture in the workplace promotes increased productivity, better employee morale and the ability to retain competent workers is a widely accepted methodology. Similarly, research shows the integration of strength-based principles into workplace cultures can lead to even greater employee satisfaction. According to Gallup, "Employees who report being able to use their strengths at work every day are 8% more productive and 15% less likely to quit their jobs."

Generally, organizations are very interested in developing employee strengths. All too often, though, the strategy is to find out what is wrong with people and try to "fix" it. Unfortunately, this approach can bring about employee inequality and disengagement. In contrast, valuing people's strengths and talents will lead to more constructive outcomes. The true diversity that exists among people will emerge naturally, along with the benefits that come from differing perspectives and a broader range of world views.

A few years ago I giggled as my employer handed me a book, *Strengths Finder 2.0*, by Tom Rath. He asked me to take the accompanying online assessment test to help identify my strengths. We joked a bit about the potential outcome. Would I have a job once the results were in? With the laughs aside, I was motivated to learn more about my strengths and how they might play out in the workplace and also my personal life.

Taking the assessment test was fun and the results were very comprehensive. I received personalized descriptions of how five top themes operate in my life and ten "Ideas for Action" for each of the five themes. I have come away with a deeper understanding of the application of my own strengths and an increased awareness of the unique talents found in all people.

The Strength Finder 2.0 assessment philosophy stresses the idea that every human being has talents waiting to be uncovered. Discovering your strengths and those of your

team is a fun, insightful activity that can boost self-growth and team building. When people are able to function effectively within their areas of strength, they're happier and more productive!



Michael Bratton Ins Agency Inc
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Insurance Lic#: 0L71564
Grass Valley, CA 95945
Bus: 530-273-0521

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State Farm Florida Insurance Company, Winter Haven, Florida
1706446 State Farm Lloyds, Richardson, TX

Tech Related Meetups and Initiatives in Western Nevada County

NEVADA COUNTY TECH CONNECTION: Promotes the Nevada County Tech eco-system to build awareness and connectivity locally as well as showcase the region as a desirable destination in Northern California for tech start-ups and employees. In addition to marketing, education, recruitment and talent development through the creation of training sessions, courses, workshops and industry expert presentations promote innovation and learning with peers. info@nctechconnection.org

VIRTUAL REALITY MEET-UP: A “hacking” session where they bring ideas and tech related to AR and VR to work on projects and talk about them. [meetup.com/nevada-county-vr](https://www.meetup.com/nevada-county-vr)

DIGITAL INNOVATORS GUILD: The Digital Innovators Guild of Nevada County (DIGNC) facilitates networking, advocacy, and community building for digital creative professionals in the Grass Valley & Nevada City area. facebook.com/groups/dignc

THE CURIOUS FORGE: Nerd night is a public meetup that happens on the second Wednesday of every month from 6:00 – 8:00 p.m. at Curious Forge, 12400 #5 Loma Rica Drive, Grass Valley, CA 95945. [thecuriousforge.org](https://www.thecuriousforge.org)

NEVADA COUNTY HACKERS: Nevada County's programmers, software developers, and scalable tech business founders are getting together for hackathons, help, support, and fun.

CODE AND COFFEE is an ongoing meetup organized by local developers for NC Hacker peers to come together and work on independent projects in the company of their counterparts who are available to brainstorm and mentor each other. [meetup.com/nevada-county-hackers](https://www.meetup.com/nevada-county-hackers)

TECHTONIC TUESDAYS: is a platform to bring topics, speakers and discussions to the technology community in Western Nevada County. info@nctechconnection.org

NEVADA COUNTY FREE CODE CAMP: Nevada County Free Code Camp an open source community that helps you learn to code, then practice by building projects for nonprofits. [meetup.com/nevada-county-free-code-camp/](https://www.meetup.com/nevada-county-free-code-camp/)

NEVADA COUNTY ONLINE: A professional meetup aims to provide a networking and learning forum for Nevada County's micro and small businesses. The focus on sharing digital marketing best practices via presentations and round table discussions aligned with today's current market. [meetup.com/NevadaCountyOnline/](https://www.meetup.com/NevadaCountyOnline/)

CONNECTED COMMUNITIES ACADEMY: CCA is Nevada County's newest Technology Training Center. CCA provides Nevada County residents with a hands-on opportunity to learn valuable technical skills while working with local mentors. The Academy offers classes at every level, with the goal of giving people the training they need to begin or expand a digital career. connected.academy/

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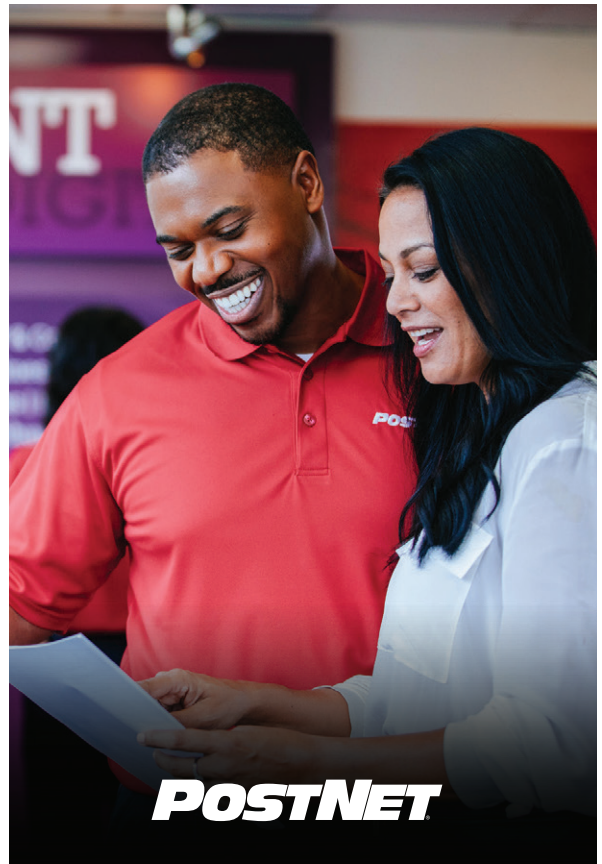
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TECHNOLOGY LENDING LIBRARY: A program of the Nevada County Community Library. Teachers and after-school providers who work with youth can check out robotics, coding, hacking, computing, virtual reality, and other technology sets with just their library card for free for a month at a time. The library also hosts free trainings on using the technology, as well as free technology programs for kids. To reserve your set in Western Nevada county, contact Lisa Nowlain. To reserve your set in Truckee, contact Sachi Neumann. mynevadacounty.com/2305/Technology-Lending-Library

NEVADA CITY FILM FESTIVAL PROGRAMS:

NCFF screens over 60 films, including comedies, dramas, documentaries, animation, and international shorts in a variety of historic locations in downtown Nevada City. They also provide training and internship opportunities for people interested in digital media production. nevadacityfilmfestival.com/programs-resources/workshops/

QUIETECH ASSOCIATES: Quietech Associates, Inc. has been providing on-site tech solutions to businesses and individuals throughout Nevada County since 1986 and, also, offers a storefront (The Geek Boutiques) with new and refurbished computers and a full-time technician. They host frequent digital literacy classes for the community. quietechassociates.com

NEVADA COUNTY DIGITAL MEDIA CENTER: The Nevada County Digital Media Center is a fully equipped production studio which includes a 20x20 greenscreen, a Creative Lab, Control Room and Various equipment. They operate 3 local TV channels, various internet-based sites and are the community hub for things video & film. nevadacountytv.org/

Tech Related Meetups and Initiatives in Eastern Nevada County

TAHOE SILICON MOUNTAIN: Tahoe Silicon Mountain is the hub for entrepreneurs, aspiring entrepreneurs, small business owners, tech and other professionals who live, frequently visit, or own a second home in the Truckee-Tahoe region. tahoesigniconmountain.com/

TRUCKEE ROUNDHOUSE: The Truckee Roundhouse is a nonprofit makerspace that supports the teaching, learning, and practicing of a wide variety of crafts, skills, technologies and arts in the Truckee-Tahoe community. truckeeroundhouse.org/

TAHOE MILL COLLECTIVE: Whether you're a Tahoe local who needs a full-time desk or a visitor looking for a spot to work remote for the day or week, we've got you covered. Our co-working space is located near Alpine Meadows and Squaw Valley ski areas—between the towns of Truckee and Tahoe City. tahoemill.com/about/

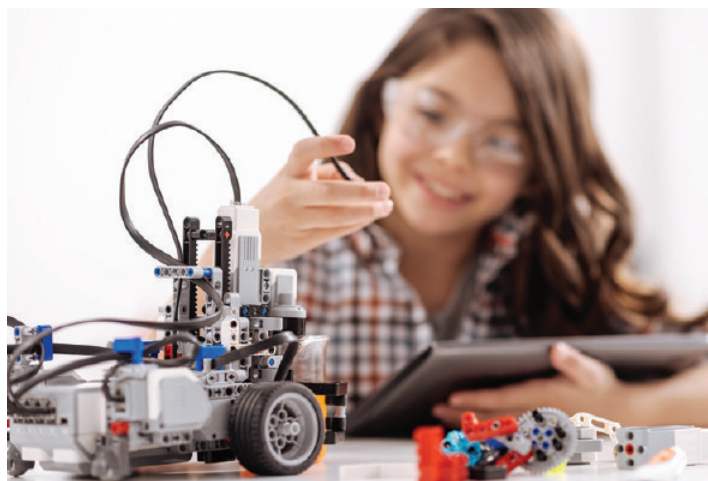
ELEVATE BLUE: A tech accelerator & startup studio located on the north shore of Lake Tahoe invests heavily in entrepreneurs and engineers, creating a highly unique tech scene high up in the Sierra Mountains, but with incredibly close proximity to Silicon Valley. We incubate homegrown ideas we generate or find within our ecosystem and work with both first time and proven founders to develop and launch new companies. elevate.blue/

Technology Related Initiatives for Youth

ACME ROBOTICS: ACME Robotics is an independent robotics team for 8th through 11th graders from various schools in Nevada County. Students build and program robots and compete with other robotics teams around the country. goacmerobotics.com

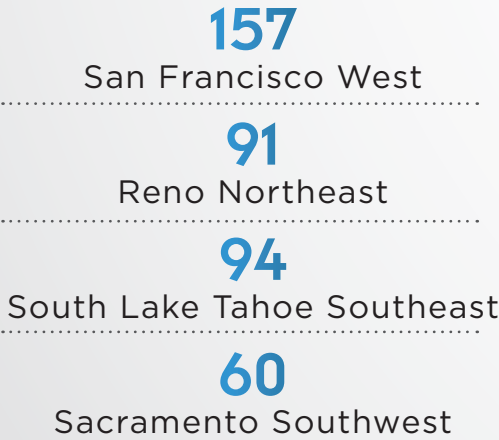
GIRLS WHO CODE: The Girls Who Code Clubs Program, hosted by Nevada City School District, teaches computer science to 6th-12th grade girls. It is a unique and scalable model that enables girls in the community to access fitting and challenging resources. girlswhocode.com

THE COMPUTER CLUB: A social network for kids and technology and science. thecomputerclub.org



DISTANCE TO KEY LOCATIONS

(from Nevada City)



Nevada County, California is a land of blue skies, green trees and golden opportunity. The county extends eastward from the rim of the Sacramento Valley, spans the snowcapped Sierra, and continues to the Nevada state line.

Life in Western Nevada County is centered around the historic Gold Rush towns of Grass Valley and Nevada City. All-weather highway access is via State Routes 20, 49 and 174.

Grass Valley and Nevada City are 60 miles northeast of Sacramento, 50 miles west of Truckee-Tahoe, and 80 miles west of Reno.

Eastern Nevada County includes the town of Truckee and the Donner Lake-Donner Summit area, where year-round recreational opportunities attract visitors from far and wide. Truckee is reached via Interstate 80, old U.S. 40 and State Route 89. Truckee is located 100 miles east of Sacramento, 50 miles east of Grass Valley and Nevada City and 35 miles west of Reno.

Education Completed

(25+ Yrs of Age)	Nevada County	Statewide
Less than 9 th Grade	2%	10%
9 th to 12 th grade, no diploma	4%	8%
High School Diploma/GED	21%	21%
Some College, no degree	30%	22%
Associates Degree	11%	8%
Bachelor's Degree	21%	20%
Graduate or Professional Degree	11%	11%
Total	100%	100%

Source: County of Nevada

Labor Force (Greater Sacramento Region / Within Commuter Distance)

Source: CA Employment Development Department

Nevada County	2018	2017	2016	2015
	48,130	48,390	48,420	48,510
Placer County	2018	2017	2016	2015
	185,000	179,300	179,800	176,500
Yuba County	2018	2017	2016	2015
	28,900	28,600	28,300	28,100
Sacramento County	2018	2017	2016	2015
	709,300	694,900	697,400	677,500

Source: CA Employment Development Department: Quarterly Census of Employment and Wages

Nevada County has over 11,000 commuters going out of the county for work, and nearly 6,000 coming into the county. The top destination out for work is Placer County (6,170), followed by Sacramento County (1,732), and Washoe County, Nevada (844).

Nevada County's vibrant community, abundant natural beauty, outdoor recreation, location and natural resources provide a competitive advantage for employee attraction. Nevada County's top businesses include technology, ski-resort and lodgings, supermarkets and other service providers.

Source www.census.gov/population/metro/data/other.html 2016-2017 Nevada County, California Demographic Report

Average Weekly Wages All Industries 2018

- Nevada County: \$919
- Placer County: \$1107
- Butte County: \$826
- El Dorado County: \$983
- Mendocino County: \$792
- Napa County: \$1,119
- Sutter County: \$825
- Tehama County: \$854
- Santa Clara County: \$2,576
- Sacramento County: \$1,180
- Yuba County: \$997
- San Francisco County: \$2,232

Key Baseline Demographic Information (from County Report)

Population	98,893
	United States Census Fact Finder
Median Age	47
No. of Establishments	5,868
	CA Employment Development Department, Quarterly Census of Employment and Wages, Annual 2013
% of High School Graduates or higher	94%
	United States Census-Fact Finder - American Fact Finder
Total Housing Units	53,393
Median Household Income	60,610
	http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmrk Ca
Individuals Below Poverty Level	12.1%
	US Census - http://factfinder2.census.gov/

Population by Age %

0-14	14,140	14.3%
15-29	14,818	15.0%
30-44	15,459	15.7%
45-59	21,907	22.2%
60-74	23,284	23.5%
75+	9,285	9.3%
Total	98,893	100%

S2016-2017 Nevada County, California Demographic Report

CLIMATE

	Grass Valley	Nevada City	Truckee	Penn Valley	Alta Sierra	Lake of the Pine	Lake Wildwood	US Average
Annual Rainfall	52.8	59.6	28.8	39.5	46.7	36.8	39.5	39.2
Annual Snowfall	10.7	13.1	194.4	1.99	10.3	4.04	1.99	25.8
Sunny Days	243	239	245	240	243	237	240	205
Ave. January Low Temp	34.7	34.1	16.5	36.6	35.2	36.44	36.6	22.6
Ave. July High Temp	89.8	88.8	81.1	92.6	91.33	90.86	92.6	86.1
Elevation	2525	2582	5960	1450	2013	1598	1267	1443

<http://www.bestplaces.net/climate/city/california/>

The weather of Nevada County is another valued feature of the area. Residents enjoy a long, warm sunny season while experiencing color changes in the fall with cool, snowy winters.

On the western slope of the Sierra, the western part of the county has warm, dry summers and cool wet winters. Average annual precipitation is 53 inches with occasional winter snow at the mid-elevations.

RETAIL AND BUSINESS ASSOCIATIONS

WESTERN NEVADA COUNTY CHAMBERS OF COMMERCE

Benefits of Chamber Membership

Membership in a local chamber of commerce offers numerous benefits and helps keep business owners on top of important, ever-changing issues and trends within their community. The Chambers of Commerce also focus on bringing the business community together through networking activities that foster individual member growth and support for one another.

"When consumers know that a business is a member of local chamber, there is a **49% increase in favorability toward that business and consumers are 80% more likely to patronize a business in the future that they believe is a member of the local Chamber of Commerce.**"

- *The Schapiro Group Research Study 2012*

Nevada County Regional Chamber of Commerce (NCRCC)

The Nevada County Regional Chambers of Commerce formed in 2010 is a strategic alliance of business organizations. The success of the overall business community is the first and foremost goal of the group. Representatives from local Chambers of Commerce and other business organizations meet monthly to exchange ideas and to plan and implement collaborative tourism and business marketing projects that enhance the economic vitality of Nevada County.

Greater Grass Valley Chamber of Commerce

This 106 year old chamber actively seeks to expand its involvement with all civic entities, other chambers of commerce, member nonprofits and media organizations to establish new, or enrich existing relationships that through

collaboration will benefit the community.

128 E. Main St.
Grass Valley, CA 95945
(530) 273-4667
(800) 655-4667
Grassvalleychamber.com

Nevada City Chamber of Commerce

The Nevada City Chamber of Commerce is a voluntary partnership of business and professional people working together to promote commerce, business and tourism through marketing campaigns, promotions and events. While emphasizing our quality of life and historic environment, our goal is to benefit merchants and citizens both professionally and economically.
132 Main St.
Nevada City, CA 95959
(530) 265-2692 * (800) 655-6569
Nevadacitychamber.com

Penn Valley Area Chamber of Commerce

The Penn Valley Area Chamber of Commerce serves a unique purpose in the rural far western area of Nevada County. In addition to the primary function of promoting and protecting business and commerce, the Penn Valley Area Chamber of Commerce takes on a leadership role and advocates on behalf of the entire community with programs, projects, and beneficial assistance for all.
17422 Penn Valley Dr., (In the Penn Valley Shopping Center)
Penn Valley, CA 95946
(530) 432-1802
Pennvalleycoc.org

South Nevada County Chamber of Commerce

The South Nevada County Chamber mission is to provide a voice for the business community and enhance the economic vitality of South Nevada County. As our membership continues to grow and flourish, the Chamber will continue to work with our local businesses and the community bringing vitality to the South Nevada County area.
10063 Combie Rd., Suite C
Auburn, CA 95602
(530) 268-3794
Sncchamber.org

Rough & Ready Chamber of Commerce

Rough & Ready today is home to hundreds of residents who take pride in the culture, history and sustainability of their community. With social and community activities centered around the Chamber of Commerce, the Grange and the Volunteer Fire Department, Rough and Ready is a popular place to live or visit.
Post Office Box 801
Rough & Ready, CA 95975
(530) 272-9145
Roughandreadychamber.com

Truckee Chamber of Commerce

The Truckee Chamber of Commerce provides a host of benefits and programs designed to assist and promote members. It's the hub of the business community, keeping members informed, educated and connected. Businesses that join are supporting a vital organization and professional staff that is actively involved in the community who work on behalf of our members to enhance and improve the community and business climate.
10065 Donner Pass Rd.
Truckee, CA 96161

ADDITIONAL NEVADA COUNTY BUSINESS ASSOCIATIONS

Nevada County Economic Resource Council

104 B New Mohawk Rd,
Suite 2
Nevada City, CA 95959
(See pg. 7 for details)

Grass Valley Downtown Association

The Grass Valley Downtown Association is a Business Improvement Assessment District. The function of the organization is to represent its general membership with a unified voice in economic development and the historical preservation of Downtown

Grass Valley. Currently, 218 businesses reside in the district. The boundaries include parts of Main St., Mill St., Church St., North and South Auburn St.s, Neal St. and Bank St..
125 Neal St. Grass Valley, CA 95945
(530) 272-8315
downtowngrassvalley.com.



SPARC

Put together by the Greater Grass Valley Chamber Ambassadors, this group will focus on bringing together new business professionals with seasoned local professionals. With the tagline: Meet New Friends, Make New Business, the brand new group plans to meet bi-monthly; once for a "lunch mob" at different restaurants and once more for happy hour. The meetings will rotate to different establishments, and there are fun and engaging activities planned for all who attend. To learn more, call 530-273-4667.a

The Nevada County Arts Council

Nevada County Arts facilitates a range of collaborative activities for county arts organizations and artists, unified around the

common purpose of promoting and exhibiting their talents and sustaining their organizations. The group represents and advocates for the arts in Nevada County and acts as liaison to city, county and state government, chambers of commerce and other regional organizations; secures funding to facilitate collaborative projects of benefit to the artists and arts organizations of Nevada County; collaborates to increase audiences and support the arts of Nevada County and; educates and inspires the community about the value of the arts both economically and for quality of life.
PO Box 1833, Nevada City, CA 95959
(530) 278-5155
Nevadacountyarts.org

The Nevada County Association of Realtors

The Nevada County Association of REALTORS® provides services, programs and a level of expertise and knowledge that distinguish REALTORS® from all other real estate agents. Our members, directors and officers adhere to a strict Code of Ethics and are among a professional group of local, state and national real estate professionals. Our staff's goal is to provide the most professional and congenial service to members and the public.
336 Crown Point Cir.
Grass Valley, California
Call (530) 272-2627
nevadacountyaoar.com

Nevada County Contractors Association

The Nevada County Contractors' Association is a nonprofit association of general contractors, sub-contractors, building material suppliers, and other related construction industry businesses. The purpose of the NCCA is to promote high standards, integrity and ethical practices within the construction industry.
149 Crown Point Ct.
Grass Valley, CA 95945
(530) 274-1919
Nccabuildingpros.com

Sierra Vintners

Association of Wineries
PO Box 1552, Grass Valley, CA 95945
(530) 205-3016
sierravintners.com

Truckee Downtown Merchants Association

The Truckee Downtown Merchants Association (TDMA) is a nonprofit association of local businesses in Truckee working for the economic, social, cultural and environmental vitality of Historic Downtown Truckee. The TDMA is integral to downtown historic preservation, beautification projects, and infrastructure improvements, as well as the recruitment and support of small businesses that are the cornerstone of our vibrant community.
PO Box 1356
Truckee, CA 96160
Historictruckee.com

Tahoe Sierra Board of Realtors

The Tahoe Sierra Board of Realtors enhances the ability of its members to practice their profession ethically and effectively through communication, training and accountability.
12315 Deerfield Drive, #1
Truckee, CA 96161
Tahoemls.com

Contractors Association of Truckee (CATT)

The Association assists property owners who want to find qualified and reliable designers, builders, specialty contractors, suppliers, and others for their remodeling and new construction projects in the Truckee/Tahoe region. Looking for multiple bids? Click on the "Request a Design or Construction Bid" icon and simply fill out the form. We do the rest.
12313 Soaring Way, Ste 1g,
Truckee, CA 96161
(530) 550-9999
Ca-tt.com

Western Nevada County

CHAMBER SPONSORED BUSINESS

AFTER HOURS MIXERS – Chamber members host after hours mixers at their businesses that provide hours of power networking with other Chamber members. Building relationships and making business connections at mixers are key strategies for small business success. Most of the mixers involve joint chambers 1-2 times per month extending the opportunity to network with an expanded number of business owners.

BUSINESS FOR BREAKFAST - The Penn Valley Business for Breakfast networking meeting is held quarterly at Buttermakers' Cottage in Western Gateway Park. Each gathering presents guest speakers, as well as networking introductions and breakfast.
(530) 432-1802 or pennvalleycoc.org

THIRD THURSDAY TOGETHER - A monthly event held every third Thursday of the month for Realtors. This networking opportunity is a great chance for new and seasoned real estate agents from Nevada County to meet and socialize. The events are held at Kane's Family Restaurant, 120 East Main St. in Grass Valley from 4 p.m. to 6 p.m.

Eastern Nevada County

TRUCKEE CHAMBER SPONSORED MIXERS (Monthly)

Members can host after hours mixers at their business inviting other Chamber Members to a first-hand view of their business and products. Mixers are booked a year in advance.
truckeechamber.com or (530) 587-8808

NETWORK, GET ADVICE, BUILD YOUR BUSINESS, MEMBERSHIP

101 - Once a month, the Truckee Chamber and prospective members are invited to introduce themselves and their business, exchange ideas, and have a conversation with Chamber staff and a board member about how the Chamber can best support their business. truckeechamber.com or (530) 587-8808

GOOD MORNING TRUCKEE -

Networking & Thought Leadership – The second Tuesday of every month, the Chamber presents a community forum with presenters that spark dynamic debate and exceptional networking with attendance ranging from 60-160.
truckeechamber.com or (530) 587-8808

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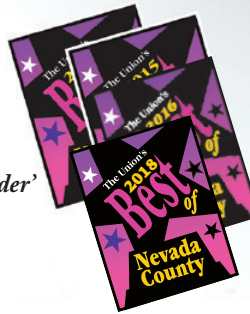


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Education

K-12

Nevada County offers an abundance of school choice from well regarded open enrollment traditional public schools to innovative charter options that emphasize different learning styles and philosophies. There are also several higher education options either within the county or within easy commuting distance. The area has well regarded and innovative K-12 school systems, focused on continuous improvement, including numerous public charter schools. For a complete directory of schools visit: Western Nevada County nevco.org or in Truckee ttusd.org

Charter Schools:

Nevada County boasts the greatest number of charter schools per capita in California. A variety of educational offerings are available in each of the 12 charters.

National Blue Ribbon Schools:

Nevada Union High School, Alta Sierra Elementary, Pleasant Ridge Elementary and Cottage Hill Elementary were named Blue Ribbon Schools by the President for academic excellence. Nevada City School of the Arts is the first charter school in the nation to earn the Blue Ribbon award.

California Distinguished Schools:

Many schools throughout the county, in the past decade, have been recognized as Distinguished Schools by the Governor for academic excellence. Nevada Union High School, Bear River High School, Ghidotti Early College High School, Magnolia Intermediate School, and Seven Hills Middle School were all awarded this honor.

S.T.E.A.M. Expo:

The event combines science, technology, engineering, art and math into a stimulating experience that promotes 21st Century educational goals and links to local career opportunities and resources.

Nevada Joint Union High School District is a group of Innovative Educational Communities:

- Nevada Union Partnership Academy of Telecommunications, which has a multimedia focus to many of the assignments with video production at its core.
- Engineering Design Pathway.
- Green Academy which focuses on renewable energy.
- The Humanities Academy which focuses on the classical education with extra focus on world languages.

Secondary Education

Sierra College

Nevada County has two Sierra College campuses, one in Grass Valley and one in Truckee. The college ranks among the top 1% of United States community colleges in awarding Associate Degrees and ranks 4th in California. Sierra College is also ranked first in Northern California (Sacramento north) for transfers to four year Universities.

Career/technical training and classes for upgrading job skills are available by way of approximately 83 degree and 78 certificate programs. Graduates from Sierra College can be found in businesses and industries throughout the region.

The college also prepares students bound for engineering majors through lower division required courses such as Mathematics, Chemistry and Physics. Sierra College is proud to offer the Mechatronics program which is the study of electronics, mechanics, pneumatics, hydraulics through

computer control in one cohesive hands-on, project-based program. The field of mechatronics includes robotics, industrial automation, industrial process control, and electro-mechanical systems. Sierra College offers a three course series in photovoltaic (i.e. solar energy) technician training. Numerous programs in the digital arts are offered such as graphic design, 3-D modeling, web design, video production and editing and interactive multi-media production.

Students may choose from traditional on-ground, online, and hybrid courses from each of the four campuses, Rocklin, Nevada County, Tahoe-Truckee and Roseville. Sierra also offers an extensive not-for-credit Community Education (Kaleidoscope) program, as well as a large variety of courses through the Osher Lifelong Learning Institute (OLLI) program for retired community members.

The Nevada County Campus (NCC)

located in Grass Valley currently offers courses in all patterns of Intersegmental General Education Transfer Curriculum (UC Admissions), Cal State University

Breadth (Cal State Admission), and General Education requirements for Associate degrees, as well as Community Education non-credit courses and Osher Lifelong Learning courses. Students may entirely complete 38 degrees at NCC, as well as many others by taking a combination of on-ground and online classes at NCC and Rocklin.

To learn more about Sierra College and what it can do for you, visit sierracollege.edu.

University of Nevada, Reno

1664 N. Virginia St.
Reno, NV 89557
(775) 784-1110
unr.edu

University of California, Davis

One Shields Avenue
Davis, CA 95616
(530) 752-1011
ucdavis.edu

There are four Major Universities within 90 miles of Nevada County

Cal State University Chico

400 West First St.
Chico, CA 95929
(530) 898-4636
csuchico.edu

Cal State University Sacramento

6000 J St.
Sacramento, CA 95819
(916) 278-6011
csus.edu



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www.EconomyPestControl.com



The Union's
Best of 2002 - 2018



Starting a business is an exciting proposition, however a level of risks and challenges are always part of the undertaking. You can improve your chances of success with proper planning and preparation.

01 A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenue.

02 The business structure you choose will have legal and tax implications. Learn about the different types of business structures and find the one best suited for your business. If you will be establishing a corporation, S-corporation, partnership or a limited liability company you must register with the California Secretary of State.

California Secretary of State
Business Program Division
(916) 653-6814
sos.ca.gov/business/

03 Choosing and registering your business name is a key step to legally operating your business and potentially obtaining financial aid from the government. If you intend to name your business anything other than your personal name, you must file a Fictitious Business Name Statement with the Nevada County Clerk.

Nevada County Clerk
(530) 265-1221
mynevadacounty.com/recorder/index.cfm?ccs=1597

04 No business license is required to conduct business within unincorporated Nevada County. A business license is required within the incorporated city limits of Grass Valley and Nevada City. If your business is

within city limits, contact the business permit and licensing section of your city's government. Additionally, special permits are required for businesses such as second-hand dealers, taxi services, kennels, automobile wreckers and massage studios. Some occupations such as accountants, cosmetologists, optometrists, real estate agents and brokers etc., may require additional state licensing. Contact the California Department of Consumer Affairs to determine what licensing board governs your profession.

05 Improve your odds of business success by understanding your financing needs as well as the options that are available to help you start, manage and grow your business. sba.gov/starting-business/business-financials

06 There are a variety of options when it comes to financing your small business. Explore opportunities that range from traditional loans to grants and bonds. To help you identify what government financing programs may be available to help you start or expand your business, check out the "Access Financing" Wizard from Business USA, a guide to government resources that access financing for your business. Keep in mind that SBA and Business USA do not provide grants to start or grow a business. usa.gov/access-financing#

07 Having separate business and personal accounts is essential. Contact the lender of your choice directly. A Fictitious Business Name Statement may be required to open a business account

08 Find out if your business needs to obtain a tax ID and what are the benefits and requirements.

09 Learn about employment and labor laws to make sure your business is in compliance.

BUSINESS CONFIDENCE SURVEY

In August of 2018, The Union worked with the Regional Chambers of Commerce and other local business organizations to create and distribute a Business Confidence Survey. The information collected from the survey will be shared with The Union readers, local Chambers of Commerce, the Economic Resource Council and other business advocate groups.

Using The Union's active advertiser business database the email survey went to just over 600 local businesses. With an open rate of 29% (national average is 24%) we felt this is a solid snapshot of the local business confidence level for 2019 and want to share this information with our business community.

We thank those who took the time to participate and fill out this survey. We hope that you find it useful and valuable for the upcoming business year.

Keep your attention on The Union and feature stories all focused on local economic conditions of Nevada County.

Thank You

Julia Stidham

Julia Stidham

Advertising Director

jstidham@theunion.com

The Union and www.theunion.com

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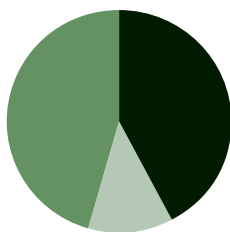
WHAT LOCAL BUSINESS LEADERS ARE SAYING

What are expectations for the next 12 months?

SALES

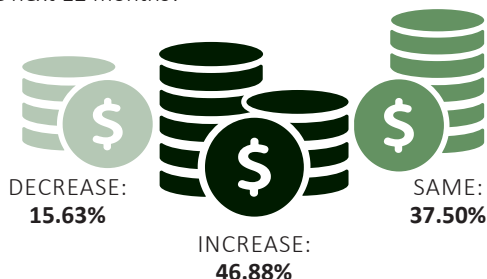
How are top line sales (annual gross revenue) expected to change in the next 12 months?

■ STAY THE SAME: **45.45%**
■ INCREASE: **42.42%**
■ DECREASE: **12.12%**



PROFITS

How is profit expected to change in the next 12 months?

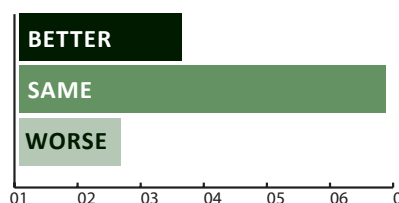


EMPLOYMENT

How is the level of employment expected to change in the next 12 months?

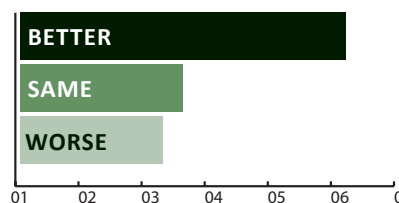


LOCAL BUSINESS CONDITIONS



How will general business conditions in Nevada County change in the next 12 months?

U.S. BUSINESS CONDITIONS



How will general business conditions in the U.S. change in the next 12 months?

LEVEL OF OPTIMISM

How would you rate your level of optimism when considering the overall economy in the next 12 months?

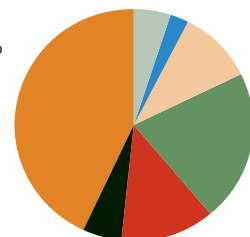
■ EXTREMELY OPTIMISTIC: **6.45%**
■ VERY OPTIMISTIC: **16.13%**
■ SOMEWHAT OPTIMISTIC: **51.61%**
■ NOT SO OPTIMISTIC: **22.58%**
■ NOT AT ALL OPTIMISTIC: **3.23%**



INDUSTRY

What industry do you currently work in?

■ Agriculture, Forestry, Fishing: **5.13%**
■ Construction: **2.56%**
■ Retail Trade: **10.26%**
■ Finance, Insurance, Real Estate: **21%**
■ Services: **12.82%**
■ Public Administration: **5.13%**
■ Other (Includes Healthcare): **43%**



Resources and Funding Options for Small Business

The Small Business Association Resource Partners offer an impressive number of resources available to small business owners, training agencies and trade associations. The network of programs provide interesting opportunities for potential funding and other types of assistance intended to stimulate business creation and growth. Please explore these forward thinking tools and services to learn more about how they can work for you!

SCORE services are all free. This national organization is staffed by Volunteer Executives who provide mentoring by way of conference calls, email communication or face-to-face counseling. SCORE also offers seminars, educational workshops, business tools and templates. Contact Bob Gius at (916) 635-9085 or bjgius@comcast.net.

The Small Business Development Center (SBDC) targets small to medium businesses to provide one-on-one technical assistance workshops, Pitch Camp, Microloans and the ETSY Marketplace strategies. The SBDC partners with local banks, SCORE, investors and community agencies. (916) 319-4268 or visit: sbdc.com

Veteran Launch helps veterans connect with the resources available to them and provides affordable business loans of up to \$250,000 for both veteran start-up businesses and existing businesses needing capital to expand and grow. Contact Mike McGrane at (916) 300-3470.

United States Department of Agriculture (USDA) Business programs work through partnerships with public and private community based organizations and financial institutions to provide financial assistance, business development, and technical assistance to "rural businesses. Contact Tammy Laizure at (530) 533-4401 x131 or tammy.laizure@ca.usda.gov.

USDA Rural Development's Business, Energy and Cooperative Programs are available to help finance the expansion of a rural business or help establish a revolving loan fund. From a dairy farmer installing solar panels to a grocery store selling locally grown products, USDA can help. Contact Karen Rich, Business and Cooperatives Program Director, at (530) 792-5825 or Karen.rich@ca.usda.gov.

California Air Resources Board (CARB) provides technical assistance, regulatory compliance information and financial assistance. Explore the Funding Wizard website, fundingwizard.arb.ca.gov, to locate funding opportunities for projects that help support a sustainable future. Contact Judy Nottoli at (916) 322-7429 or Judy.Nottoli@arb.ca.gov.

Governor's Office of Business & Economic Development offers the following GO-Biz programs: California Competes Tax Credit, IBank's Small Business Finance Center, the "CA Made" Program, the California Business Portal – businessportal.ca.gov and CalGOLD (a permit assistance tool), calgold.ca.gov. (877) 345-4633

California Capital Procurement Technical Assistance Center (PTAC) builds small business capacity for federal, state, and local government contracts through one-on-one counseling, workshops, training and bid matching. (916) 442-1729 or visit cacapital.org.

CalRecycle provides grants or lends money to companies that increase the diversion of recyclable materials from landfills, promote Green House Gas Reductions and manufacture recyclable content products. (916) 341-6300 or visit calrecycle.ca.gov.

The U.S. Commercial Service offers counseling in trade planning and strategies, legal and regulatory issues, documentation requirements, trade challenges, and trade finance and insurance, marketing tools and commercial diplomacy training. Contact Tony Hill, Senior International Trade Specialist at Anthony.Hill@trade.gov or George Tastard, U.S. Commercial Service, at George.Tastard@trade.gov.

Veterans Business Outreach Center (VBOC) is committed to the growth and commercial competitiveness of veteran-owned small business enterprises through education and services focusing on business development,



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technology deployment and e-commerce. Services are delivered to clients by E-mail, telephone, webinars, Skype and/or face to face consulting. (916) 527-8400, vbocix.org.

State of California Employment Training Panel (ETP) is a business and labor supported state agency that assists employers in strengthening their competitive edge by providing funds to off-set the costs of job skills training. Contact Barry Worthington, (916)327-5262 or barry.worthington@etp.ca.gov.

The California Small Business Loan Guarantee Program enables small businesses to obtain credit when it cannot otherwise qualify for a loan. The program provides a lender with necessary security in the form of guarantee. Contact Anthony Rucker, SR. Loan Officer, (916) 442-1729 or arucker@cacapital.org.

Alliance for Workforce Development is a local one-stop business and job seeker center that assists those seeking employment, wanting to improve career opportunities or a business looking for trained and skilled employees. (530) 265-7088

Sierra Business Council (SBC) pioneers and demonstrates innovative approaches and solutions to increase community vitality, environmental quality, economic prosperity, and social fairness in the Sierra Nevada. SBC's work includes research, policy analysis, public education and leadership development. (530) 582-4800 or visit sierrabusiness.org.

What to Look for in Your Next Employee

By Kristine Farrell, NC Business & Career Network

It's not always about what the candidates know; skills can always be taught to the right person. You can train an employee on your services or products but you can't train them to have a good work ethic, resiliency, self-confidence and integrity.

Personality. Will they fit with your team and company culture? Remember, skills can be learned but you can't train people on personality.

Adaptability and Eagerness to Learn. How well do they adjust and adapt to change? Do they want to learn? Are they passionate about their work?

Communication skills. In an ever-evolving world of business, it is becoming more important than ever that employees communicate effectively and appropriately.

Ability to multi-task. It has become the norm in today's workforce for an employee to wear many different hats and perform a variety of tasks.

Long-term potential. Look at their past commitments and history. However, don't overlook someone just because of his or her gaps. You could miss out on someone great!

If you need to build YOUR perfect team, use these resources available in Nevada County:

Personnel | Staffing Services

Adecco Staffing in Grass Valley
452 Brunswick Road
Grass Valley, CA 95945
(530) 273-7633
adeccousa.com/locations/grass-valley-california-staffing-agencies/

Blue Ribbon Personnel Services Grass Valley, Auburn
4150 Grass Valley Highway #B
Auburn, CA 95602
(530) 823-0556

Principle Resource Group
Executive recruiting services to civil engineering and construction companies
313 Railroad Ave.
Nevada City, CA 95959
(530) 478-6478
prgnc.com

Express Employment Professionals
(530) 671-9202
expresspros.com

Rush Personnel Services
15 Independence Circle
Chico, CA 95973
(530) 893-5500
rush-personnel.com

Nevada County Business and Career Network
Grass Valley Location
988 McCourtney Drive
Grass Valley, CA 95949
(530) 265-7088

The Union
Classified Ads and Employment Ads
Zip Recruiter, After College & more
Laci Lund
(530) 477-4208
llund@theunion.com

The Union introduces Top Jobs, a better way to find quality employees



LACI LUND
Recruitment Specialist
and Classified
Advertising Consultant

Are you in search quality, qualified candidates to fill a position? Are you searching for just the right position to take the next step in your career? *The Union* has got you covered!

Top Jobs is a brand new enhanced website targeting job seekers interested in finding employment in Grass Valley, Nevada City, and surrounding areas. The site features local job postings, employer profiles, and content that delivers real value. The design and ease of use keeps job seekers engaged and returning to the site again and again. They love the streamlined process that allows them to easily apply to jobs they are interested in.

Top Jobs is optimized for maximum search engine exposure and is included on Google for Jobs as well as Indeed®, Glassdoor®, Jobs2Careers, Nexxt®, ZipRecruiter®, and other premiere job sites. The Top Jobs technology, powered by Recruitology, constantly monitors the performance of your job posting across these sites and adjusts placement, ensuring that employers get optimal results and, best of all, highly qualified candidates. Best of all, the Top Jobs packages offer more digital options for less than it would cost if you went to each individual site.

If you're more of a paper person, never fear! Top Jobs packages include four lines in *The Union* Classified section in print and on our website, so you are covering all the bases.

There is no need to spend your precious time posting your job on multiple sites. Let us do the heavy lifting for you!

Great! What do I need to do?

Contact *The Union* and ask to speak to Laci Lund, Recruitment Specialist and Classified Advertising Consultant. Laci interviews the employer to learn about the position they are hiring for and how far they want to expand the search for candidates. She then works with the employer to develop the best strategy to market the listing. Employers then email the information about what they are looking for in

an ideal candidate to Laci, and then she creates the ad based upon the meeting and follow up information.

"*The Union's* parent company, Swift Communications, created this program to offer a better success rate and broaden our reach for our customers and keep it at an affordable price," Laci said. "I am here to help employers get the best candidates in the area for whatever positions local employers have available."

Laci is quite knowledgeable about the recruitment process and which listings garner the best results for employers. She has been in her current position for three years, having started at the company as a carrier delivering papers on a route. She did that for a year and then applied to work in the Classified department, where she has since proved to be a valuable employee who quickly moved into the recruitment lead position in her department. Laci was a key figure in the development of the annual Meet your Match job fair, which takes place each year at the Grass Valley Vets Hall. She is the main point of contact for vendors attending the job fair as well as employees seeking jobs, so she is familiar with the terminology and processes of employment advertising.



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LLUND@THEUNION.COM.



Sierra Business Council: Fostering Resilient Businesses in Nevada County and Beyond

By Brittany Benesi

Sierra Business Council is a nonprofit organization based in Truckee and serving the entire Sierra Nevada region with a multitude of resources available to Nevada County businesses. As a triple-bottom-line organization, our programs focus on serving the community, economy, and environment simultaneously, which fosters a wide-breadth of work advocating for the region, supporting small business innovation, and helping our communities adapt to and mitigate climate change.

The Sierra Small Business Development Center at Sierra Business Council serves a seven-county region comprised of Nevada, Plumas, Sierra, Lassen, Modoc, Placer and El Dorado counties. We serve small and medium businesses with fewer than 500 employees, including new ventures, growing companies and mature businesses. We provide direct, no cost one-on-one consulting that enables businesses to improve and expand their companies, solve problems, strengthen management, develop new ideas for products or services, or investigate business opportunities. Learn more and book your consultation today at SierraSBDC.com.

The Sierra Nevada Geotourism project helps promote Sierra business and off-the-beaten-path destinations to travelers interested in experiencing the Sierra through the

eyes of a local. The Sierra Nevada Geotourism MapGuide, available at SierraNevadaGeotourism.org, features nearly 2,000 destinations nominated by local residents and those who know the region best. Help travelers discover your favorite businesses by making a nomination for the MapGuide today.

Additionally, our Sierra Nevada Energy Watch program, in partnership with Pacific Gas and Electric Company, provides energy efficiency rebates for small and medium sized businesses, nonprofit organizations, special districts, and municipalities in 11 counties including Nevada. Since inception in 2010, Sierra Nevada Energy Watch has reduced energy use and greenhouse gas emissions by approximately 25 million kilowatt hours, or the equivalent of 2,371 homes' electricity use for an entire year. For more information on whether your business may qualify for rebates, call (530) 582-4800.

We understand that the Sierra's prosperity is largely built by small business owners. SBC is here to support your efforts and create a strong regional economy, resilient communities, and a healthy environment, for this and future generations.

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Debbie Prisk Olsen,
General Manager: FDR 2247
Kay Lott Baker, Owner: FDR 2228
Lic FD411, CR142

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Ken Meyers
Matt Enright
Rick Hansen
Preston Daniells
Scott Beesley

Meyers Investment Group
Baird
360 Sierra College Drive, Suite 200
Grass Valley, CA 95945
530-271-3000

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MC-305636.

**100
YEARS**

Forgery: A Cause for Alarm?

Forgery is the crime of falsely and fraudulently making or altering a legal document. It is a felony punishable by imprisonment in a state prison. It is also an act which may cloud title to property and may result in protracted legal proceedings.

The incidence of forgery is escalating, and the victims are innocent property owners. Title industry figures reveal that over the last decade forgery losses tripled, accounting now for over 20% of all losses paid by title insurers. These statistics indicate that the consumer's chances of becoming a forgery victim are the greatest ever. Forgeries affecting real property are created in a number of ways.

- A deed may be forged by someone, often a family member or associate, in an attempt to transfer legal ownership of the property without the knowledge of the true owner. A lender's recorded security agreement for a loan may be eliminated by a forged instrument falsely indicating payment of the secured debt, thereby allowing another loan to be fraudulently obtained. A note and deed of trust may be forged by a person who then sells the note secured by the deed of trust and disappears, leaving an unsuspecting homeowner to discover the cloud on title when the purchaser of the note commences foreclosure proceedings for the nonpayment of the debt.
- A fraudulent document may be notarized by either a person impersonating a notary or a legitimate notary who fails to ascertain that the person signing the document is not the person whose name appears on the document.

The mounting trend in forgery has received serious attention. No longer may title companies concentrate only on removing risks arising from inadvertences or errors in recordings; instead, they now have the additional



responsibility of contending with criminal acts. The title industry is reevaluating its title and escrow practices and strengthening notarization processes, hoping to close loopholes which forgers might otherwise exploit. In addition, special incentives are being offered to company employees who detect forgeries during the process of title examination and escrow closings.

The title insurance industry is also working with law enforcement agencies, providing them with assistance in the prosecution of forgers by making available industry expertise and offering results of their investigations. The California legislature has responded to widespread public concern by raising the penalty for forgery so that it now is a felony punishable by up to three years in state prison, and, in the case of multiple forgeries or repeat offenders, severely limiting the granting of probation. For forgeries affecting homeowners, a fine may also be imposed of up to \$75,000. Through improved practices and cooperation with enforcement agencies, the title industry has moved vigorously to reduce the incidence of forgery and lessen the opportunities for forgery.

But, what can you as a property owner do about forgery? While you may not be able to prevent a forgery, you can be protected. Title insurance provides protection against forgeries in your title which may have occurred prior to the issuance of your title insurance policy. Without this protection, you would single-handedly face the uncertainty and expense of resolving legal issues.

Your local title company will be happy to provide additional information.

This article was published by the California Land Title Association. Member companies of the California Land Title Association are dedicated to facilitating the transfer of real property throughout California and increasing the public's awareness of the value and purpose of title insurance.

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Grass Valley, CA 95945**



Business Assistance & Business Education Programs

SIERRA COLLEGE SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

- The Sierra College Small Business Development Center has been established to serve the unique needs of the small business community. The Center and its staff provide comprehensive assistance to those who own or plan to own a small business, in the areas of general management, business planning, financial resources and marketing services. Consultation services are provided at no cost and consultations are confidential.
11930 Heritage Oak Pl #1,
Auburn, CA
(530) 885-5488
Sierrasbdc.com

SIERRA COMMONS BUSINESS IGNITOR

- Working at Sierra Commons gives people access to a supportive business network. It is comprised of a combination of remote employees, independent contractors, freelancers, startup companies, students, consultants, growing businesses and more. This shared working environment fosters collaboration, sharing new ideas, peer to peer feedback, team building, consultation, mentoring and marketing programs.
792 Searls Ave, Nevada City,
CA 95959
(530) 265-8443
Sierracommons.org

NEVADA COUNTY BUSINESS AND CAREER NETWORK

- The Mission of the Nevada County One Stop is to provide access to a comprehensive array of quality employment services, job-related education, and training opportunities to job seekers, employers and the community.
Grass Valley Office
988 McCourtney Drive,
Grass Valley, CA 95949
(530) 265-7088
Afwd.org

SIERRA HUMAN RESOURCES ASSOCIATION (SHRA)

- Serves HR practitioners, business owners and managers, students and community members by providing professional resources, networking and educational opportunities.
(530) 573-0224
Sierraahra.org

SIERRA COLLEGE CAREER AND TECHNICAL EDUCATION (CTE)

CTE at Sierra College is a group of programs that prepares students for entry into professional level employment opportunities, typically within one to four semesters. The programs are organized by 15 industry sectors: Agriculture and Natural Resource; Arts, Media, and Entertainment; Building Trades and Construction; Education, Child Development, and Family Services; Energy and Utilities; Engineering and Design; Fashion and Interior Design; Finance and Business; Health Science and Medical Technology; Hospitality, Tourism and Recreation; Information Technology; Manufacturing and Product Development; Marketing, Sales and Service; Public Services; and Transportation.

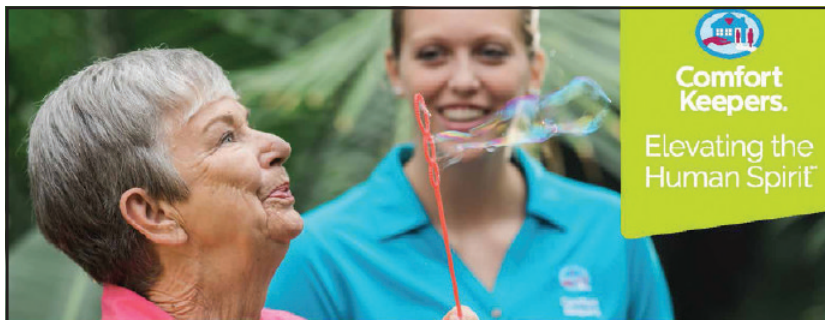
sierracollege.edu/academics/divisions/cte/cte-programs.php
One stand-out CTE program is:

• **Mechatronics**, the study of electronics, mechanics, and computer control in one cohesive hands-on project base program. The field includes robotics, industrial automation, industrial process control, and electro-mechanical systems. Local employers are very interested in mechatronics graduates because with so much of world be automated, there is a huge demand for people than can install, maintain and upgrade automated systems. Funded by more than \$900,000 in state and federal grants, Sierra College Mechatronics labs allow students to learn on state -of-the-art, industrial-quality equipment.
realskillsrealjobs.com

• Sierra College - Business Information Worker, Pathway to Success

- In just two semesters gain marketable skills to get hired and start your career. The Business Information Worker is a job readiness pathway or certificate for office workers, developed in conjunction with local employers. Enrolled students are prepared in a broad range of entry-level skills and applications which promote success in a variety of workplace environments.
sierracollege.edu

LUNCH-N-LEARN The Nevada County Association of Realtors provides the popular Lunch and Learn program. Topical subjects, interesting speakers and valuable education - and lunch is included!
ncaor.getlamps.net



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What makes a community great: The **T.O.T.A.L.** Package!

Nevada County and the ERC: The Place to Be

Submitted by Gil Mathews

The Nevada County Economic Resource Council is a place for all to be. It assembles the largest spectrum of the community partners, from healthcare, government, utilities, retail, technology, service, finance, hospitality, arts and manufacturing. Combining all of these sectors, the ERC has the power of numbers to help build Nevada County to an economically healthy community.

One of the least visible of these community partners is the manufacturing sector. Often working quietly out of the public view, this industry remains a prime generator of economic health to our economy by exporting products and importing wealth that in turn re-circulates in the community to the butcher, the baker and the candlestick maker.

Economic resilience is the ability of a community to embrace the change around it. Nevada County has evolved from a mining and natural resource extraction economy to a healthy economy of technology, art, tourism and manufacturing. These changes have come from innovative individuals and companies that have looked beyond our borders to see what possibilities lay out there.



Part of this forward looking came on May 30th, as the Nevada County Economic Resource Council (ERC) hosted several manufacturing companies in the inaugural "Nevada County Manufacturing Forum." The ERC produced this forum in collaboration with Nevada County Tech Connection as part of a new "Manufacturing Connection," an initiative in partnership with California Manufacturing Technology Consulting (CMTCC), a federally funded nonprofit that provides technical assistance for small to medium sized companies to help them grow and retain jobs in California. The cities of Grass Valley and Nevada City, the Town of Truckee, and the County Board of Supervisors were all supporters of this event. Some 30 companies attended the event, taking the opportunity to network with their peers and participate in a facilitated discussion about common challenges and opportunities in the local manufacturing sector.

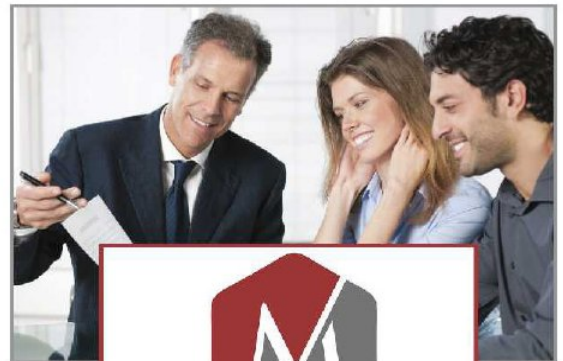
Several local and regional agencies were present to answer questions about the services and resources available to help accelerate business growth and transform operations to be more innovative, efficient, and to take a market-driven approach. These agencies included: Sierra Business Council, Business and Career Center, Nevada County Tech Connection, Nevada County Sierra College, Nevada County Economic Resource Council, and California Manufacturing Technology Consulting, Connecting Point, Nevada Joint Union High School District and SVMI (Sacramento Valley Manufacturing Initiative).

Manufacturing is just one of the many sectors contributing to the healthy economy of Nevada County. With the help of the ERC and the Nevada County Tech Connection, the many sectors of the community are being brought together for the mutual benefit of all. Nevada County and the ERC are the place to be. Come join us.



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Required Education

First things first - Education

Course Requirements

Prior to applying for the exam and license, individuals pursuing the license must complete specific industry-related classes. Courses must be three semester-units or four quarter-units at the college level. Courses must be completed at an institution of higher learning accredited by the Western Association of Schools and Colleges or by a comparable regional accrediting agency recognized by the United States Department of Education, or by a private real estate school which has had its courses approved by the California Real Estate Commissioner. Each course approved by the Bureau of Real Estate is a minimum of 45 hours in length.

Salesperson's License Course Requirements

Completion of three college-level courses is required to qualify for a real estate salesperson:

- Real Estate Principles
- Real Estate Practice

And one of the following:

- Real Estate Finance
- Real Estate Appraisal

- Real Estate Economics
- Property Management
- Legal Aspects of Real Estate
- Real Estate Office Administration
- Escrows

Broker's License Course Requirements

Applicants for a real estate broker license examination must have successfully completed the following eight statutorily required college-level courses:

- Real Estate Practice; and
- Legal Aspects of Real Estate; and
- Real Estate Finance; and
- Real Estate Appraisal; and
- Real Estate Economics or Accounting*; and
- Three courses from the following list:
 - Real Estate Principles
 - Business Law
 - Property Management
 - Escrow
 - Real Estate Office Administration
 - Mortgage Loan Brokering and Lending

- Advanced Legal Aspects of Real Estate
- Advanced Real Estate Finance
- Advanced Real Estate Appraisal
- Computer Applications in Real Estate
- Common Interest Developments

*Note: If both Real Estate Economics and Accounting are taken, only two courses from the above group are required.

Nearby Institutions & R.E. Schools offering Real Estate Classes

- Sierra College - matchcollege.com
- California Community College Real Estate Programs - cccreec.org/community-college-real-estate-programs/
- Allied Real Estate Schools - realestatelicense.co
- Kaplan Real Estate Schools - kapre.com/real-estate-courses/california
- California State Universities offer a bachelor's degree with an emphasis in Real Estate. degrees.calstate.edu/degree_list/csu-degree-programs



Test & Get Licensed

The Next Step is Real Estate License Testing

To obtain a real estate salesperson or broker license, you must first qualify for and pass a written examination. Those who pass the examination are must complete and submit a license application to the CalBRE.

also result in the denial of a license.

For a Broker's License, you must also qualify with:

- **Experience:** A minimum of two years full-time licensed salesperson experience within the last five years or the equivalent is required. For further information, see Documenting Experience Requirements for the Broker Examination on the CalBRE website.

General Requirements

- **Age:** You must be 18 years of age or older to be issued a license.
- **Residence:** If you are not a California resident, refer to Out of State Applicants on CalBRE website
- **Honesty:** Applicants must be honest and truthful. Conviction of a crime may result in the denial of a license. Failure to disclose any criminal violation or disciplinary action in an applicant's entire history may

License Exam Time-

- **Salesperson:** 3 hours 15-minutes. 150 multiple choice questions.
- **Broker:** 5 hours, administered in a 2 1/2-hour morning session

and a 2 1/2-hour afternoon session. 200 multiple choice questions (100 in each session).

Format

Examinations conducted in Fresno, La Palma, Oakland, Sacramento and San Diego are currently offered in an electronic format.

Method

The examinations are given in a multiple-choice format.

Acceptable Identification

To be admitted into an examination, you must show a valid form of photo identification issued within the past 5 years: Current state-issued driver's license or DMV identification card, Passport or U.S. Military identification card.



Sign-on with a Broker

Finally - Get Your Business Going

Sign-on with a Broker

Under CA Law, a license is required to conduct real estate activities and under a broker's license or the supervision of a licensed broker; A salesperson without an employing broker may not perform acts requiring a real estate license.

JOIN A LOCAL ASSOCIATION OF REALTORS AND MULTIPLE LISTING SERVICE



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Call (530) 272-2627 • nevadacountyraor.com

Housing

Residential Real Estate Sales

March 2019 Median Sales
Price Comparison by County

Nevada County	\$412,500
Butte	\$369,000
El Dorado	\$506,165
Mendocino	\$394,500
Napa	\$699,000
Placer	\$475,000
Tehama	\$315,000
Sutter	\$310,000
Yuba	\$290,000
Sacramento	\$365,000
Santa Clara	\$1,300,000
San Francisco	\$1,637,500

Source: California Association of Realtors

Securing a residential rental property

By Amelia Barrett,
President/Broker, Barrett Property Management, Inc.

In order to successfully secure a residential rental property in Western Nevada County, it is necessary to first understand the unique features of the area.

- **GEOGRAPHY & TERRAIN:** Our unique geography lends itself to the adventurous outdoor community that we are. From the 1,400 foot elevation in Penn Valley to the 4,000+ foot elevation at the top of Nevada City, Western Nevada County provides an abundance of residential properties, which can range from lake-front, golf course, river side, agricultural, recreational, city lots, rural and everything in between. The diverse geography provides a perfect "pairing" of tenants with homes, but it is up to the home seekers to first decide which terrain fits their needs and likings best before beginning the search.
- **HOW TO SEARCH:** Most property management companies in California list their rental inventory for lease in their local Multiple Listing Service (MLS), which is also a hub for listing properties for sale. However, that process is not the "norm" for Western Nevada County. Each property management company works independently. Take it upon yourself to search all avenues of available rental properties (including Craigslist and management companies) in order to be successful in securing a rental home.
- **PROVIDE PERSONAL INFORMATION TO PROPERTY MANAGEMENT COMPANIES:** If one is able to meet minimum screening requirements for a rental property, it may be advantageous to provide personal information to local property management companies. Often times, brokers can match potential tenants with a home before it hits the market.

Shannon Buehler

Mortgage Advisor | MLO # 287329

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Transportation

Air Access

Nevada County Airport

13083 John Bauer Avenue
Grass Valley, CA 95945

In 1995, over \$5 million was invested in improvements to the airport. Currently, it is home to over 140 aircraft and facilitates over 30,000 take-offs and landings each year.

- Nevada County residents commute in their private aircraft to business meetings outside the area and,
- Both business people and recreational travelers use the airport as a gateway to the national air transportation system.
- Aircraft charter business locate at the airport provides transportation to larger airports.
- Travelers in small aircraft from all over the U.S. have visited for business and recreation by flying into this community airport.
- Nevada County Airport is also home to the California Division of Forestry (CDF) Grass Valley Air Attack Base. Aircraft based at the airport are on standby, ready at a moment's notice, to respond to fires throughout the foothills and mountains. When large fires occur nearer to the airport, many other fire-fighting aircraft use the airport as a base for fuel and supplies.
- Search & Rescue, Medi-Vac, and local, state and federal law enforcement agencies also use the airport year round.
- Several flight instructors provide flight training every day to young men and women who are considering a future in commercial aviation. Through the Golden Empire Flying Association, www.goldenempireflyingassociation.org, scholarship programs and the Experimental Aircraft Association's Young Eagles Flights, eaa.org, hundreds of young people are introduced to the world of aviation each year.

Alpine Air

Charter Flights and Flight Instruction
13310 Nevada City Ave
Grass Valley, CA 95945
(530) 477-7701
flyalpine.com

Truckee Tahoe Airport District

10356 Truckee Airport Road
Truckee, CA 96161
Phone: (530) 587 4119
TruckeeTahoeairport.com

The Truckee Tahoe Airport District has been providing a high quality, safe facility for pilots, visitors and the community. It is nestled in the Sierra Nevada mountain range at an elevation of 5,900 feet

- Twelve miles from Lake Tahoe
- Proudly hosts pilot safety and community programs, state-of-art energy saving facilities
- RENTAL CAR CENTER -both Hertz and Enterprise rental car agencies.
- The airport offers free meeting room space to community and nonprofit groups.
- The Truckee Tahoe Airport (KTRK) is a regional hub for many of the agencies vital to the safety and protection of the community. Care Flight has a full time, 24 hour facility for emergency medical response and transport located on site. Care Flight can reach most locations within the Town of Truckee in less than a minute and other more remote areas of Placer and Nevada County in less than ten minutes.
- The California Highway Patrol uses the airport to stage and refuel both its fixed wing and helicopter assets in support of search and rescue missions and law enforcement.
- Fire Fighting aircraft are based at the airport in the summer to aid in quick response to forest fires.
- The District is in the process of developing a Tahoe City heliport for rapid transportation and staging for both firefighting and medical response helicopters. In addition to this, the airport is frequently used to transport patients and organ donors nationwide in conjunction with life-saving, time critical missions.

Surf Air

Private air travel membership club, entrepreneurs and frequent regional travelers, travel quickly and comfortably, anywhere in California, on Executive Pilatus PC-12 aircraft, flying to and from Truckee Tahoe Airport
(800) 365-6179
surfair.com

Reno-Tahoe International Airport

2001 East Plumb Ln, Reno, NV
(40 Miles from Truckee and 91 miles from Nevada City)
(775) 328-6400
renoairport.com

Sacramento International Airport

6900 Airport Blvd
Sacramento, CA 95837
(916) 929-5411
sacramento.aero/smf

BUS TRANSPORTATION

Gold Country Stage

13801 John Bauer Avenue
Grass Valley, CA 95945
(530) 477-0103
goldcountrystage.com
Provides safe, convenient, reliable, and affordable fixed route transit services and specialized paratransit services. Gold Country Stage Route 5 travels to Auburn Station for connections to Placer County Transit, Auburn Transit, Sacramento Light Rail, and Amtrak Thruway bus services as connecting schedules allow.



Photo provided by Lee Ocker



Taxi Services

Fast Taxi

(530) 477-7766

fasttaxi.com

Provides taxi services for Nevada County and the surrounding area. Airport shuttle service is available. Call in advance for airport transportation.

Gold Country Cab and Courier

(530) 274-8294

Provides taxi services for south and western Nevada County. Offers wheelchair accessible taxi service.

Gold Country Lift

(530) 271-7433

goldcountrylift.com

Provides public door-to-door paratransit service throughout western Nevada County for individuals with disabilities

RAIL SERVICES

Amtrak

(800) 872-7245

amtrak.com

Auburn Station

277 Nevada St.

Auburn, CA 95603

Short-term Parking Only

1 Quick-Trak Machine –
No Amtrak agent
Unstaffed – No Amtrak agent

Colfax Station

99 Railroad St. at Church St.

Colfax, CA 95713

Enclosed Waiting Area

Short and long-term parking

Unstaffed – No Amtrak agent

Truckee Train Depot

10065 Donner Pass Rd.

Truckee, CA

Enclosed Waiting Area

Short-term Parking Only

Unstaffed – NO Amtrak agent

Amtrak Capitol Corridor Route

Provides convenient, frequent and affordable daily service between the Sacramento region and the Bay Area, with multi-ride tickets available. You can also take the easy Thruway bus connections to San Francisco from the Emeryville Station (EMY).

The connection from Western Nevada County to the Amtrak services located in Colfax is provided by Gold Country Stage. goldcountrystage.com.

The California Zephyr Route

Runs daily between Chicago and San Francisco, traveling through the mid-west, across the Rockies through to Reno, Truckee and Sacramento into Emeryville/San Francisco. It stops in Truckee, Colfax, and Sacramento once a day eastbound and once a day west bound. Coach seats, roomettes or bedrooms in the Superliner Sleeping Cars all require reservations.

ELECTRIC CHARGING STATIONS

Sierra College

250 Sierra College Drive, Grass Valley –

4 Charging Units

I-80/Colfax Amtrak Station

99 Railroad St., Colfax -

1 Charging Unit

Miners Foundry

Cultural Center

325 Spring St., Nevada City –

1 Charging Unit

The Cedar House Sport Hotel

11209 Brockway Rd., Truckee -

1 Charging Unit

Meadow Park/Truckee

Historical Society

1011 Donner Trail Rd - 1 Charging Unit

Train Depot/CA Welcome Center

10065 Donner Pass Rd., Truckee -

1 Charging Unit

Pioneer Commerce Center

11025 Pioneer Trail, Truckee -

1 Charging Unit

TESLA CHARGING STATIONS

Grass Valley Courtyard Suites

1 Tesla Charging Unit

310 N Auburn St., Grass Valley

The Cedar House Sport Hotel

1 Tesla Charging Unit

11209 Brockway Rd., Truckee

Best Western Plus

11331 Brockway Rd., Truckee

4 Tesla Charging Units

Safeway

6 Tesla Charging Units

11290 Donner Pass Rd., Truckee

ROAD CONDITIONS

California

(800) GAS-ROAD; (800) 427-7623

Nevada

(877) NV-ROADS; (877) 686-6237



Media Contacts

THE UNION

464 Sutton Way
Grass Valley, CA 95945
(530) 273-9561
Theunion.com

THE WILDWOOD INDEPENDENT

11270 Pleasant Valley Road
Penn Valley, CA 95946
(530) 432-2747
Theunion.com/news/twi

NEVADA CITY ADVOCATE

435 B Zion St.
Nevada City, CA 95959
(530) 559-6378
Nevadacityadvocate.com

APPEAL DEMOCRAT

1530 Ellis Lake Drive
Marysville, CA 95901
(530) 749-4700
(800) 831-2345
Appeal-democrat.com

BEALE AIR FORCE BASE

Public Affairs
(530) 634-8887
beale.af.mil/ContactUs.aspx

SACRAMENTO BEE

2100 Q St.
Sacramento, CA 95816
(916) 321-1000
sacbee.com

Nevada County Broadcasters

KNCO NEWSTALK

AM RADIO
Business Line:
(530) 272-3424
Knco.com

Nevada County Broadcasters

STAR 94.1 FM RADIO

(530) 477-9494
Mystarradio.com

KVMR RADIO

120 Bridge St.
Nevada City, CA 95959
Email: office@KVMR.org
Phone: (530) 265-9073
Studio line:
(530) 265-9555
Kvmr.org

NCTV

Nevada CountyTV
104 New Mohawk Rd.
Nevada City, CA 95959
(530) 272-8862
NevadaCountyTV.org

YUBANET

Email:
news@yubanet.com
Yubanet.com

NEVADA COUNTY GOLD MAGAZINE

14520 Lynshar Road
Grass Valley, CA 95949
(530) 272-3239 fax: (530) 272-3239
nevadacountygold.com

SIERRA

FoodWineArt
P.O. 2528
Nevada City, CA 95959
(530) 263-1843
sierraculture.com

SIERRA HERITAGE MAGAZINE

231 Lathrop Way, Suite A
Sacramento, CA 95815
(916) 426-1720
sierraheritage.com

Truckee Area

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(530) 550-9696
.sierrasun.com

MOONSHINE INK

(530) 587-3607
moonshineink.com

THE WEEKLY

(530) 546-5995
theweeklymagazineonline.com

TRUCKEE TAHOE RADIO 101.5FM

(530) 587-9999
truckeetahoeradio.com

TAHOE TV

(530) 583-4206
tahoetopia.com

Helpful resources for business owners

LICENSES, PERMITS, AND REQUIRED FILINGS

No business license is required to conduct business within unincorporated Nevada County.

A business license is required within the incorporated city limits of Grass Valley and Nevada City. If your business is within city limits, contact the business permit and licensing section of your city's government. Additionally, special permits are required for businesses such as second-hand dealers, taxi services, kennels, automobile wreckers and massage studios.



John Renwick, Eric Hatch, Teresia Renwick meet up at a Chamber Mixer.
Photo submitted by Susan George

City of Grass Valley

125 East Main St.
Grass Valley, CA 95945
(530) 274-4300
cityofgrassvalley.com/services/departments/finance/bl_how_to_apply.php

City of Nevada City

317 Broad St.
Nevada City, CA 95959
(530) 265-2496
nevadacityca.gov

Town of Truckee

10183 Truckee Airport Road
Truckee, CA 96161
Phone: 530-582-7700
Fax: 530-582-7710
Townoftruckee.com
Some occupations such as accountants, cosmetologists, optometrists, real estate agents and brokers etc., may require additional state licensing. Contact the California Department of Consumer affairs to determine what licensing board governs your profession.

Department of Consumer Affairs

Consumer Information Center:
(800) 952-5210
dca.ca.gov

Contractors State License Board

24-hour licensing & Consumer Information: (800) 321-2752
cslb.ca.gov

State Board of Equalization

Central Information Center:
(800) 400-7115
boe.ca.gov

California Bureau of Real Estate

1651 Exposition Blvd.,
Sacramento, CA 95815
CalBRE Public Information Line –
(877) 373-4542
dre.ca.gov
A special business license known as a Hawker and Peddler License is required

for: outdoor music festivals, carnivals, public dances and special events, door-to-door solicitors, peddlers, and itinerant businesses. Before the County Tax Collector's office will issue a Hawker and Peddler License, the applicant must first see the appropriate city or County Planning Department.

Nevada County Tax Collector

Eric Rood Administration Center
950 Maidu Ave.,
Nevada City, CA 95959
(530) 265-1285
(888) 807-1285
mynevadacounty.com/nc/ttc/Pages/Home.aspx

FICTITIOUS NAME STATEMENTS

– If you operate a business under any name other than your own, you must file a fictitious business name statement. This also referred to as DBA (doing business as). Forms are available at the County Recorder's Office. The completed form must be filed with the Nevada County Recorder's Office. Within thirty days of filing for the fictitious business name, you must run a "Fictitious Business Name Statement" in a local newspaper with general circulation. This statement will run weekly for four weeks. At the end of four weeks, the newspaper will issue an affidavit of publication, which must be returned to the County Recorder with 30 days.

Nevada County Recorder's Office

Eric Rood Administration Center
950 Maidu Avenue
Nevada City, CA 95959
(530) 265-1285
Toll Free: (888) 807-1285
mynevadacounty.com/nc/recorder/Pages/Filing-a-Fictitious-Business-Name-Statement.aspx

HOME OCCUPATION PERMITS

(For Home-Based Businesses)

The County of Nevada requires a permit to operate a business within your home. The residential character of the dwelling must be maintained. There can be no change in outward appearance of a business and the home occupation must not infringe upon the rights of neighboring residents to enjoy the peaceful occupancy of their homes. A home occupation must not occupy more than 25% or 400 square feet of floor area of the residence (whichever is greater), or 1,000 square feet in an accessory building, or involve on-site retail sales of merchandise. Contact your city or county planning department regarding this

permit. See contact information under PLANNING AND ZONING.

REGISTRATION OF TRADEMARK, CORPORATE FILINGS, NOTARY PUBLIC, ETC.

To register a trademark or trade name, find out specifics regarding corporate filings, notary public regulations, international business relations program and more.

- Secretary of State
General Public Information:
(916) 657-5448
ss.ca.gov/business

BUSINESS PROPERTY TAX

Businesses are required to file an Assessor's Business Statement 571 annually, when requested by the Assessor or when equipment and fixture costs reach a total of \$100,000. The form can be downloaded from the Assessor's web site.

- Nevada County Assessor's Office
Eric Rood Administration Center
950 Maidu Ave.

Nevada City, CA 95959
(530) 265-1232 or
(888) 806-1232
mynevadacounty.com/assessor

SELLER'S PERMIT/SALES AND USE TAX PERMIT

All businesses involved in the sale or lease of tangible personal property must register with the California State Board of Equalization for a seller's permit, resale license or wholesale license. This permit provides a business with a registered resale number, which must be posted where they are clearly visible at the place of business. An application may be downloaded from the BOE website. To obtain more information on seller's permit, resale license or wholesale license, contact the State Board of Equalization District Office in Sacramento.

- State Board of Equalization
(800) 400-7115
boe.ca.gov

ENVIRONMENTAL HEALTH PERMIT

An Annual Certificate of Operation (C of O) is required for businesses that dispense food to the public; pump septage; operate community water systems with less than 199 connections, centralized sewage systems, underground storage tanks (USTs), public

pools or beaches; store, generate, or recycle hazardous materials. The C of O permit is issued by the Department of Environmental Health and is required prior to operation.

Fee list, ordinances and program information can be obtained from:

- Nevada County Environmental Health Department

Eric Rood Administration Center
950 Maidu Ave.
Nevada City, CA 95959
(530) 265-1222
mynevadacounty.com/eh

PLANNING AND ZONING

Before applying for any business license or permit, make sure your business meets local zoning requirements and any construction conforms to local building codes. Usually, building permits are required for new construction as well as building improvements and change in occupancy. If you are seeking a location for your business, thoroughly investigate zoning ordinances through the local planning department to be sure that your choice is zoned for your particular business activity. In some cases, zoning regulations will require a type of use permit for your business.



- Nevada County Planning Department
Eric Rood Administration Center
950 Maidu Ave.
Nevada City, CA 95959
(530) 265-1759
mynevadacounty.com/planning
- Nevada County Building Department
Eric Rood Administration Center
950 Maidu Ave.
Nevada City, CA 95959
(530) 265-1222
mynevadacounty.com

The Over-the-Counter Wednesday Plan Review by Appointment Program is a program that was created to allow customers, contractors and their designers to schedule appointments with appropriate Community Development Agency staff to review plans for minor and moderate commercial tenant improvements, residential remodels, and other qualified projects.

- City of Grass Valley Building Department
125 East Main St.
Grass Valley, CA 95945
(530) 274-4330
cityofgrassvalley.com
- City of Grass Valley Planning Department
125 East Main St.
Grass Valley, CA 95945
(530) 274-4330
cityofgrassvalley.com
- City of Nevada City
317 Broad St.
Nevada City, CA 95959
(530) 265-2496
nevadacityca.gov

STATE TAXES

- Franchise Tax Board
Collection of individual and business income taxes
(800) 852-5711
ftb.ca.gov
- Employment Development Department
Collection of employment taxes.
edd.ca.gov

For the most up-to-date information, download the California Employers Guide at gov/taxrep/de44.pdf

- State Board of Equalization
Issues seller's permits and is responsible for the administration and collection of the state's sales and use, fuel, alcohol, tobacco, and other special taxes and fees.
Central Information Center:
(800) 400-7115
boe.ca.gov

Nevada County Sales & Use Tax Rates

Grass Valley	8.50%
Nevada City	8.375%
Truckee	8.25%
Unincorporated Area	7.5%

Source: <https://www.boe.ca.gov/pdf/boe95.pdf>

RESOURCES FOR AGRICULTURE RELATED BUSINESSES

Nevada County Farm Bureau – An organization where all county residents interested in ranching, farming and agriculture have the opportunity to join together, stay informed and have a voice managing our agricultural resources.
(530) 346-8146
Nevadacountyfarmbureau.com

Nevada County Resource Conservation District – The Nevada County Resource Conservation district has an Advisory Visit Program. It provides technical services, assessments, and information on the natural resource management of your property at no cost to you.
113 Presley Way, Suite One
Grass Valley, CA 95945.
(530) 272-3417
ncrcd.org

Nevada County Grown - Nevada County Grown is a nonprofit organization created to promote local farmers and ranchers and to strengthen the connection between Nevada County agriculture and the larger community.
nevadacountygrown.org

Nevada County Agricultural Commissioner – California's County Agricultural Commissioners serve as the primary local enforcement agents for State agricultural laws and regulations. Agricultural Commissioners have a unique and important role in the promotion of agriculture,

the protection of environmental resources, and the assurance of a fair marketplace.

(530) 470-2690
mynevadacounty.com/nc/cda/agcomm/Pages/Home.aspx

University of California Cooperative Extension – University of California Cooperative Extension provides information and assistance with crop selection, costs of production, pest management, soil fertility management, crop water requirements, livestock, range management, invasive weeds, etc.
(530) 273-4563
ucanr.edu





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