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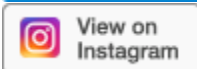
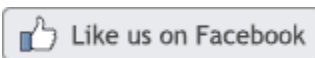
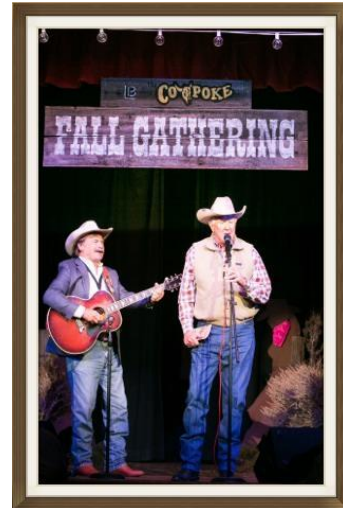
The City of Roseville's Annual Thanksgiving Day 5K & 10K that promises family-fun for everyone.

### **PVT NEWS**

Exciting updates on the Placer County Fairgrounds revitalization plans.

### **Upcoming Events**

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## **Carol and Bert Braun**

### **The Heart and Soul of the Cowpoke Fall Gathering**

Most South Placer County residents have either heard of or attended the Cowpoke Fall Gathering; an enchanting four-day event in Loomis that celebrates the cowboy or cowgirl in all of us. What many might not know is how, or rather who makes, the magic happen. Carol and Bert Braun are the couple behind all the magic and it began on a ride home from Elko, Nevada in January of 1995 after they had attended a cowboy poetry event that inspired them beyond their wildest dreams. It was then the vision for the Cowpoke Fall Gathering was born.



Carol and Bert Braun at a recent Ride to Walk Fundraiser.

The Braun's moved to Loomis in 1975 and have called it home ever since. They raised their two daughters in Loomis and both attend the local schools and graduated from Del Oro High School. They also owned and operated the local feed store, The Cowpoke (now Foothill Feed), for 30 years. Their roots and ties to Loomis run deep and that is exactly why when the vision for their cowboy poetry event took shape, they knew it would always be held in Loomis.

In November of 1995 the inaugural Cowpoke Fall Gathering took place at the Red Brick Theater and 75 people attended, which was a sellout crowd. For the first few years they used local talent and moved from location to location. The

third year they had to use three different locations just to accommodate the fans and because they were committed to keeping the gathering in Loomis.

"As the event began to grow we recruited a higher caliber of talent and the ticket prices did go up as we were paying these professional cowboy poets and storytellers," commented Carol. "But we have always given everything back to charity; that is my favorite aspect, the fact that we can support important charities in our community with our event."

One of the main charities the Braun's have invested in is the South Placer Heritage Foundation, who spearheaded the renovation of the Blue Goose Event Center, a local fruit shed in downtown Loomis, which is now a state-of-the-art facility that is utilized by many organizations and a true Loomis jewel. When the event center was opened in 2004, the Cowpoke Fall Gathering was the very first event held there and even though there were no working heaters yet they made it work!

This year the beneficiaries are Ride to Walk, a therapeutic horseback riding program for neurologically disabled children that is based in Lincoln and the Wellness Within, a non-profit organization that offers free services to patients and families dealing with cancer and of course the South Placer Heritage Foundation.

They also provide a scholarship program for local high school students who have an interest in agriculture and give them the opportunity to win \$1,000 for their continuing education. All seven of the Loomis grammar schools have a contest for the 4<sup>th</sup> and 7<sup>th</sup> grades to enter a creative writing, cowboy poetry style piece and the winners invited to come perform at the Cowpoke Fall Gathering!

So as they enter year 22 of putting on such an amazing four-day event, both of them wouldn't change a thing. "The exposure to the cowboy culture and keeping it alive and well is the most rewarding aspect for me," explained Bert. Carol chimed in as well, "Seeing our vision become a reality and grow so much just warms my heart!"

The Cowpoke Fall Gathering will take place on November 10- 13 and the line-up, activities and speakers are fantastic! If you haven't checked it out yet, this is the year to do it! Thank you so much to Carol and Bert Braun for not only bringing the art of storytelling to life in our digital age by keeping it real but for also teaching us about how the spirit of the cowboy lives on!



[Click here for more information about the Cowpoke Fall Gathering.](#)

## **The 9th Annual California Bowl**

### **Youth Football Players Gear up to Compete over Thanksgiving Weekend in Placer Valley**



Here in Placer Valley we are marking off the days until the 9<sup>th</sup> Annual California Bowl that will take place Nov. 25-27 over Thanksgiving weekend in Roseville. Dubbed "Cali Bowl" this is considered the number one youth football tournament on the west coast with players as young as 5 up to 15-years-old playing their hearts out in hopes of being crowned Cali Bowl Champions.

Currently there are more than 30 teams registered to compete in four different age divisions: Jr. Pee Wee, Pee Wee, Jr. Midget and Midget. Teams from throughout California and Nevada will be participating and all teams are guaranteed a three game minimum.

Placer Valley Tourism and A2K Sports and Entertainment are working hard to make this year's Cali Bowl the biggest and best ever! Once again the games will have play-by-play announcers and will be filmed and streamed live which the players, parents and spectators love because of the element of excitement it adds.

Jim Cooley and Matt Roblez, who are both well-known in the Mixed Marital Arts (MMA) arena, will be the commentators for the tournament. Serving as the announcer is local celebrity announcer from North Highlands High School, Dick Andrade.

Tournament Director Brent Gray is excited for the level competition that will be seen in this year's Cali Bowl. He also has many new features in store including interviews with the coaches and players and a social media challenge.

Gray summed it up perfectly, "We will have more awards, more competition and the biggest thing - more fun!"

**[Click here for more information about Cali Bowl or  
to get your team registered today!](#)**

## The Turkey Trot

### Thanksgiving Day Fun Run in Downtown Roseville



Whether or not you are worried about those extra calories we all are likely to consume at our Thanksgiving meals, we have the perfect fun, outdoor, family-friendly event for you - Roseville's Annual Turkey Trot!

The Turkey Trot has long been a Thanksgiving Day tradition for many Roseville and Placer County residents. In 2013 they moved the headquarters from Maidu Regional Park to the Vernon Street Town Square that is located in the heart of downtown Roseville. As in past years, this year there will be a 5K and 10K course option. So rather you want run, jog, walk or stroll this "fun run" delivers a sense of community that will keep you coming back year after year.

The age categories in both the 5K and 10K are as follows: Junior 0-12, Teen 13-19, Adult 20-49 and Fifty and Better (FAB) 50+. On-line registration is ending on Sunday, Nov. 6 where the prices are \$30 for the 5K and \$35 for the 10K. Youth registration for both races is only \$25. After this date all prices increase by \$10 and they cannot guarantee a shirt or the shirt of your desired size if you miss the on-line registration window.

Packet pick-up will be available at the Roseville Sports Center located at 1545 Pleasant Grove Blvd in Roseville on Tuesday, Nov. 22 from 12:30 to 3:30 p.m. and again at 5:30 to 8 p.m. and then on Wednesday, Nov. 23 from 9 a.m. to 12 p.m. In the spirit of Thanksgiving, you can help feed the hungry by bringing canned food donations during packet pick-up or on race day.

The City of Roseville Fitness Instructors will lead an energetic warm-up to get everyone ready for the race. Start time for both the 5K and 10K is 9 a.m. and the awards ceremonies will be at 10:30 a.m. so everyone can make it back home in time for meal preparations and football games. Don't delay- get signed up today!

[Click here for more information or to register for the Turkey Trot.](#)

## **PVT NEWS**

### **Placer County Fairgrounds Revitalization Moving Forward**

On the heels of the feasibility study PVT had conducted by Hunden Strategic Partners that unequivocally concluded a multipurpose indoor facility is needed in our footprint, an opportunity presented itself that would not only benefit the future of our sports tourism industry but Placer County as a whole.

This opportunity is the revitalization of the Placer County Fairgrounds which would include a new indoor sports and event center, updating the existing infrastructure and buildings; all while creating unique destinations within the entire site.

Located on 61 acres within the Roseville city limits, the fairgrounds began operations under the Placer County Fair Association in 1937. However, in the last decade the grounds have suffered due to lack of state funding. The need for new ideas was paramount and that is how the Fairgrounds Revitalization Committee (FRC) was born in early 2015. This committee has been focusing on developing ideas and helping with the vision for the future of the fairgrounds.

PVT presented its proposal to the FRC, which voted unanimously in support of this idea as it fulfilled their vision and goals of the fairgrounds. The proposal would allow the fairgrounds to continue to be utilized by the community with special focus on youth activities and the agricultural heritage of the county. The concept would allow the fairgrounds to remain as the location for the annual Placer County Fair, speedway events and additional festivals.

With the support of the FRC, County Staff presented PVT's concept to the Board of Supervisors on October 11 which voted unanimously to move forward with discussions with PVT in order to bring this concept forward. With many stakeholders, current and past residents speaking during public comment on the positive impact that this type of project would have on the community it was hard not to be excited about what this new opportunity could bring.

"It is so exciting to see two years of work come to fruition with a proposed project that will be a source of tremendous pride and excitement for our community. PVT's proposal seems like exactly the type of partnership we have been looking for over the last two years," stated Madeline Miller, Senior Counsel at Renne Sloan Holtzman Sakai LLP, and Fairgrounds Revitalization Committee Member.



**Placer County Fairgrounds Preliminary Master Layout Plan**



## November Events



The Bill Holtz Classic at William Jessup University promises great basketball match-ups on Nov. 4-5 in Rocklin.

### Room Nights Sold

Sept. 2016: 58,562

Sept. 2015: 51,248

YTD: 484,371

Prior YTD: 459,621

### Occupancy

Sept. 2016: 81.0%

Sept. 2015: 70.9%

YTD: 77.1%

Prior YTD: 73.4%

## Sport Events

[Sierra College Women's Soccer:](#) Nov. 1, 4, Rocklin

[CIF DII Sections Girl's Tennis:](#) Nov. 3-4, Roseville

[Calif. State Senior Bowling Championships:](#) Nov. 4-6, 11-13, 18-20, Rocklin

[Bill Holtz Classic Basketball Tournament:](#) Nov. 4-5, Rocklin

[Sierra College Women's Cross Country:](#) Nov. 4, Rocklin

[Life Time Athletic USTA Jr. Tennis Tournament:](#) Nov 4-5, Roseville

[Sierra College Men's Basketball:](#) Nov. 4-6, Rocklin

[GSAC Cross Country Championships:](#) Nov. 5, Rocklin

[Bonanza Girl's Lacrosse Tournament:](#) Nov. 5-6, Cherry Island Sports Complex

[USA BMX Racing:](#) Nov. 5-6, 12-13, 19-20, 26-27, Roseville

[Basketball Tournaments at Hardwood Palace:](#) Nov. 5-6, 12-13, 19-20, Rocklin

[ASA Softball Tournaments:](#) Nov. 5-6, 19-20, Roseville & Lincoln

[AAU Basketball Tournaments:](#) Nov. 5, 12, 19, Rocklin

[USSSA Allstar Softball Tournaments:](#) Nov. 5-6, 26-27, Roseville

[Footgolf Tournament:](#) Nov. 6, Roseville

[USSSA Sandlot Softball Tournaments:](#) Nov. 12-13, Lincoln

[Sierra College Home Football Game:](#) Nov. 12, Rocklin

[Beach and Beer Cyclocross:](#) Nov. 12, Granite Bay

**Commissioner's Cup Soccer Tournament:** Nov. 12-13, Cherry Island Soccer Complex

**PGF Softball Tournaments:** Nov. 12-13, Lincoln

**Life Time Athletic NTRP USTA Tennis Tournament:** Nov. 18-20, Roseville

**Sierra College Women's Basketball:** Nov. 18-20, Rocklin

**PBA Capital West/Northwest Region Capital City Open:** Nov. 18-20, Rocklin

**9th Annual Calibowl:** Nov. 25-27, Roseville

**William Jessup Men's Basketball:** Nov. 29, Rocklin

## Community Events

**Thunder Valley Entertainment Series:** Nov. 3, 5, 12, 26, Lincoln

**Handmade Rocklin Craft Fair:** Nov. 5, Rocklin

**Rocklin Thunder Golf Tournament:** Nov. 5, Rocklin

**Cowpoke Fall Gathering:** Nov. 10-13, Loomis

**40th Annual International Railfair:** Nov. 12-13, Roseville

**Denio's Gather, Ride and Give:** Nov. 12, Roseville

**Mes Amis Vintage Antique Show:** Nov. 18-19, Roseville

**55th Annual Sylvia Besana Holiday Parade:** Nov. 19, Roseville

**Night out at the Museum:** Nov. 19, Roseville

**Turkey Trot:** Nov. 24, Roseville



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