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Don Martinez

Wrestling Coach Superstar

For the past 31 years Don Martinez has been a prominent figure in the Northern California wrestling arena with many coaching credits to his name. Back in 1985 he started at Sacramento High School and moved onto Cordova High, his alma mater, where he served as the assistant coach for six years.

When Natomas High School opened nearly 20 years ago, he was at the forefront of their wrestling program and continues to serve as head coach to this day. Sierra College was able to snag him 14 years ago and he serves as their head coach of wrestling as well.

Martinez's dedication to wrestling extends beyond these coaching positions, as he has been instrumental in the Sacramento Area Wrestling Association (SAWA) for more than 15 years and currently serves as the president. Under Martinez's guidance SAWA has grown and is the largest wrestling organization in the state with nearly 2,500 members!

He oversees many wrestling tournaments throughout the calendar year for middle school, high school and college wrestlers. Although he enjoys all of them, the one that stands out the most is the SAWA Folkstyle Championship that is coming up on January 29 at Hardwood Palace in Rocklin.

"This middle school tournament brings in about 1,200 wrestlers and I love seeing all of them excited about competing and then throughout the years watching them progress, it's so rewarding," commented Martinez.



The Women's West Coast Tournament of Champions (WWCTOC) is another event that is coming up soon that Martinez is looking forward to hosting as well. "It's pretty cool that WWCTOC is the only tournament in the country that combines girls high school wrestling with women's college wrestling and will have a college showcase for recruiting," explained Martinez. "We are pioneers!"

Martinez is the type of coach that every parent dreams of for their child and that every athlete will remember for a lifetime. He focuses on far more than just the athletic aspect of coaching and takes the opportunity to implement life skills and responsibility as a core part of what he coaches.

"The biggest reward for me as a coach is to see how wrestling has made my wrestlers successful in life," Martinez remarked. "I'm very proud of the fact that at Natomas High School 94 percent of my wrestlers have gone on to college. Many of them come into the program thinking they could never go for various reasons but I hammer them about their academics and it sticks, that's the reward right there."

PVT wants to take this opportunity to thank Don Martinez for his incredible partnership with us and for the many lives he has helped mold and made stronger because of his vision and guidance. His commitment to his schools, SAWA and his wrestlers is unparalleled. The world is a better place because of coaches like Martinez who don't just strive to make a difference but do, Thank you Don!

[Click here for more information SAWA.](#)

Women's West Coast Tournament of Champions
All-Female Wrestling Tournament Returns to Rocklin



On Dec. 17-18 the Women's West Coast Tournament of Champions returns to Hardwood Palace in Rocklin for the second consecutive year and there are several exciting, new features this year to this all-female premier wrestling event. Placer Valley Tourism will once again be teaming up with Sacramento Area Wrestling Association (SAWA) along with the prestigious Cliff Keen Wrestling who signed on as the WWCTOC title sponsor.

The high school competition for both varsity and junior varsity wrestlers will take place on Saturday, Dec. 17 and currently more than 40 teams have already registered to participate. There will be 14 different weight divisions ranging from 101 to 235 pounds.

That same day a high school showcase will take place and provide these female athletes with an incredible opportunity to be seen by college recruits. Several college scouts have already committed to attending including: Simon Fraser University, Eastern Oregon University, Menlo College, University of the Cumberlands, Grays Harbor College, Warner Pacific College and Southwestern Oregon Community College.

Sunday, Dec. 18 we will be taking the tournament to the next level with an open college division that promises outstanding competition from the remarkable female athletes. Colleges that currently signed on to attend are: Simon Fraser University, Eastern Oregon University, Menlo, Grays Harbor, Warner Pacific and Southwestern Oregon Community College.

Mike Jones, who serves as the head coach for women's wrestling at the Canadian college Simon Fraser University, is thrilled to be bringing some of his top wrestlers to this first time collegiate competition.

"Simon Fraser is currently ranked the number one dual meet team in the country and the overall second team in the nation; along with Woodcreek Alum Lauren Mason, we have two other Californians, Dominique Parrish from Scotts

Valley and Mallory Velte from Christian Brothers in Sacramento who will attend the competition," explained Jones.

"We will also have the number three ranked Iber Fran Giorgio of Pennsylvania in 136 weight class, Payten Smith who is the number two ranked athlete in the 190 weight and Abby Lloyd, the number two ranked athlete in the 116 weight division." Jones added, "It should be a great match with Menlo's top athletes and we are excited to be entered in a new and exciting west coast event!"

Champions in both the high school and college competitions will receive a Cliff Keen backpack, singlets for finalist, medals for top placer and most outstanding wrestler and team awards.

[Click here for more information about the WWCTOC.](#)

Holiday in the Hills
Placer County Wine Trail Wine Tasting and Toy Drive



Once again the Placer County Wine Trail wineries are embracing the holiday spirit with their annual Holiday in the Hills two-day celebration the first weekend in December. On both Saturday and Sunday, Dec. 3-4, you can experience the beautiful wine trail and the 20 participating wineries decked out in holiday festivities galore.

From 11 a.m. to 5 p.m. on both days enjoy a self-guided tour at your leisure for only \$25 per person or if you only have one day available, you can purchase a single day ticket for \$15. Your ticket will include wine tastings at all 20 participating wineries and a souvenir wine glass.

Several wineries are unveiling new wines just in time for this exciting event. Food trucks will be on-site at many of the wineries as well and there will be delectable treats to indulge your sweet tooth. Holiday specials, live music and all-around holiday cheer will most definitely fill the air.

Holiday in the Hills is also proud to include a *Toys for Tots* toy drive as a part of this wonderful event. Please bring an unwrapped, new toy for a child in need. Wineries will have drop boxes for your convenience.

It's not too late to purchase your tickets and kick-off your holiday celebration enjoying great wine, delicious food and perhaps even getting some Christmas shopping done for the wine-lovers on your list!

[Click here for more information on Holiday in the Hills.](#)

[Click here for a map of the Placer County Wine Trail.](#)

PVT NEWS

PVT Awarded Champion of Economic Impact for Speedo 2016 Summer Sectionals CA/NV

Sports Destination Management (SDM), a magazine that specializes in sports planning and tourism with a focus on the sport event organizers, recently surveyed thousands of organizations and events throughout the nation, searching for champions of economic impact in sports tourism. SDM who is known for their extensive coverage and content on amateur, professional, youth and adult sporting events, analyzed both small and large sport markets that made this impact in 2016.

Placer Valley Tourism was awarded in the small market category for the USA Swimming Speedo 2016 Summer Sectionals California-Nevada Region swim meet. This four-day event that was held in late July, drew in more than 2,000 spectators to Placer Valley and produced more room nights than any other aquatic competition we have ever hosted. It also attracted more than 1,000 tourists from outside our area.

The Roseville Aquatics Complex (RAC) was the venue for the Speedo Summer Sectionals and it proved to be a champion of economic impact in sports tourism by creating nearly a quarter million dollars from event participants alone in just four days.

Our regional swimming affiliate, Sierra Nevada Swimming (SNS) in conjunction with our local California Capital Aquatics (CCA) worked tirelessly to ensure this event was above par for all parties involved. The City of Roseville was instrumental as well by allowing the use of the RAC which includes the Summer Sanders Olympic-sized competition pool that is needed for an event of this caliber.

Beyond being a premier sports destination, Placer Valley aims to enrich the communities within PVT's footprint for our residents and visitors alike. Without

access to exceptional venues that the City of Roseville has to offer and partnerships with high-quality organizations like SNS and CCA the success of these types of events would not be possible. Thank you to SDM for recognizing and awarding our efforts and a huge thank you to our partners who facilitated in making all of us sports tourism champions of economic impact!



Photo Credit: Janet Vargas

A swimmingly successful partnership

Speedo 2016 Summer Sectionals California-Nevada
Congratulations to California Capital Aquatics and City of Roseville for hosting an amazing event which brought in thousands of swimmers to compete at the Roseville Aquatics Complex. A special thank you to USA Swimming and Sierra Nevada Swimming for sponsoring such an impactful event!

Thank you for making us a sports tourism champion of economic impact!



PVT by the Numbers

December Events



The *No Guts! No Glory!* wrestling tournament will take place at the Hardwood Palace in Rocklin on Dec. 29-31.

Room Nights Sold

October 2016: 56,413

October 2015: 50,480

YTD: 540,857

Prior YTD: 510,101

Occupancy

October 2016: 75.5%

October 2015: 71.2%

YTD: 77%

Prior YTD: 70%

Sport Events

[Whitney Winter Classic:](#) Dec. 1-3, Rocklin

[Rocklin High School Freshmen Basketball Tournament:](#) Dec. 1-3, Rocklin

[William Jessup Men's Basketball:](#) Dec. 1, Rocklin

[William Jessup Women's Basketball:](#) Dec. 1, 3, 19, Rocklin

[FBU National Football Championships:](#) Dec. 2-5, Roseville & Rocklin

[USA BMX Racing:](#) Dec. 3-4, 10-11, 17-18, Roseville

[AAU Basketball Tournaments:](#) Dec. 3, 10, 17, Rocklin

[US Youth Fustal Regional Championships:](#) Dec. 3-4, Rocklin

[Titan Holiday Classic Basketball Tournament:](#) Dec. 8-10, Antelope

[Sacramento Cyclocross:](#) Dec. 10-11, Elverta

Basketball Tournaments at Hardwood Palace: Dec. 10-11, Rocklin
Royce Browning ALS Sunday Shootout: Dec. 11, Rocklin
Rocklin High School Varsity Basketball Tournament: Dec. 15-17, Rocklin
Women's West Coast Tournament of Champions: Dec. 17-18, Rocklin
Resolution Round Robin Pickleball Tournament: Dec. 28-30, Rocklin
No Guts! No Glory!: Dec. 29-31, Rocklin

Community Events

Winter Holiday Outdoor Ice Rink: Dec.1-31, Roseville
Lincoln Holiday Parade & Tree Lighting: Dec. 3, Lincoln
Fire Department Open House: Dec. 3, Roseville
Holiday in the Hills: Dec. 3-4, Placer County Wine Trail
27th Annual Holiday Craft Fair: Dec. 3, Roseville
Orange is the New Pink 5K: Dec. 4, Penryn
Santa in the Park: Dec. 10, Roseville
Rocklin Holiday Tree Lighting: Dec. 10, Rocklin
Silverado Middle School Holiday Craft Fair: Dec. 10, Roseville
Gingerbread House Contest: Dec. 16, Rocklin
Breakfast with Santa: Dec. 17, Rocklin
Thunder Valley Entertainment Series: Dec. 31, Lincoln



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