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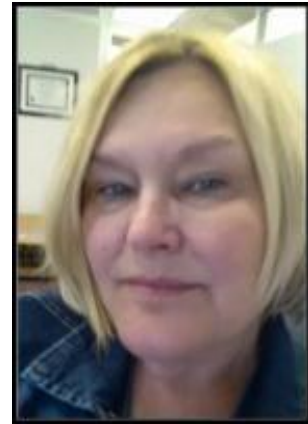
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Lesa Johnston
**Education Specialist for Calif. Department of
Fish and Wildlife**

For the past 27 years Lesa Johnston has been with the California Department of Fish and Wildlife and although her positions have changed some over the years, her commitment to wildlife conservation and educating the youth have never wavered.



Johnston learned of the National Archery in the Schools Program (NASP), which is an international-style archery program that is brought to schools and implemented by the teachers as part of their physical education program for students in grades 4-12, and she was curious about it because she was already involved in youth archery.

"I first started doing youth archery clinics as an Outdoor Education Coordinator in partnership with the California Bowmen Hunters/State Archery Association and it was through that program that I was introduced to NASP," explained Johnston. "The youth clinics were so successful that we decided to make a pitch to our director to implement the program in California."

It was in 2005 when Johnston began working as the California NASP Coordinator (CalNASP), where she brought this exciting and unique program to California schools. In 2006 she was officially named an Education Specialist for the Department of Fish and Wildlife and had 15 pilot schools in the state to participate in CalNASP.

"At the end of 2007 the schools were surveyed and all but one school ran the program and the survey results were very good so we decided to move

forward with implementation," stated Johnston.

Fast forward to present day and there are more than 100 schools involved with 10,000 student participants state-wide. The feedback Johnston receives and sees first-hand from teachers as well as students is always positive. Not only do they compete within their own schools but they also have tournaments against other schools as well.

Typically the tournaments are virtual where the schools compete in their own gym over an allotted period of time and the scores are then entered in a database. This February the first-ever land-based youth archery state tournament will take place at Sierra College. Placer Valley Tourism is thrilled to be working with the Department of Fish and Wildlife and CalNASP to help bring this land-based tournament to Placer Valley.

"As the program has continued to grow, we realized that by having archers compete in a true competition format with judges and other archers it would be advantageous to not only the program but the students as well," elaborated Johnston.

Johnston explained that archery is beneficial to students in a variety of ways and can help them achieve goals because of the skills it instills. "To be a great archer it requires mental concentration, focus and practice, but the playing field is level for all; target archery is an inclusive sport - students of all athletic and physical abilities can participate," stated Johnston. "Students really love this sport!"

Well here at PVT we love what you do Lesa Johnston! Thank you for helping bring this unique sport to the California schools and investing in the youth. You hit the bulls-eye in our book!

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



Johnson Ranch Junior Singles Championship

**USTA Sanctioned Tournament
Brings in Top Youth Tennis
Players**

Top youth tennis players from throughout Northern California are getting ready for the annual Johnson Ranch Junior Singles Championship that will take place over President's Day Weekend. Placer Valley Tourism will join forces with Johnson Ranch Racquet Club in Roseville to once again host this three-day event on Feb. 18-20.

Girls and boys ages 12 to 18 will be competing in this United States Tennis Association (USTA) sanctioned event and the competition promises to be fierce. This tournament traditionally brings in a very advanced level of play among this age group.

Cris Bacharach, Tournament Director and Johnson Ranch Racquet Club Head Tennis Pro, explained that many of these players are quite serious and will even travel with their coach.

"Last year we had 253 competitors which means quite a few kids had to be turned away as only the best 32 applicants for each age division are accepted," explained Bacharach.

Games will start early Saturday morning and continue well into the evenings on both Saturday and Sunday. The NorCal champions in each age division will be decided in the final match-ups that will take place on Monday, Feb. 20.

Mark your calendar and come down to the courts at Johnson Ranch Racquet Club located at 2600 Eureka Rd in Roseville to see these junior tennis athletes take their swing at becoming NorCal champions.

**[Click here for more information about the Johnson Ranch
Junior Singles Championship.](#)**

Museum Day

Maidu Museum & Historic Site and Roseville Utility Exploration Center Offer Free Admission on Feb. 4



The Annual Sacramento Area Museum Day will be taking place on Saturday, Feb. 4 and there are 26 museums in the Sacramento area and beyond that will be offering free or half-off admission. Two Roseville facilities will be participating and offering a day of family-fun with activities, tours and more.

The Maidu Museum & Historic Site, located at 1970 Johnson Ranch Drive in Roseville, will offer free admission and guided trail tours at 10 a.m. and 1 p.m. They will also have tables for grinding acorns, a station for making beaded bracelets or necklaces and a scavenger hunt. Families can enjoy a self-guided tour inside the museum where they can browse the contemporary art galleries and interactive exhibits. Extended hours are 9 a.m. to 4 p.m.

The Roseville Utility Exploration Center is also joining in on the fun with the Bird and Bug Bonanza event from 10 a.m. to 2 p.m. They will be offering interactive activities such as a creek crawl, a build your own bluebird house (\$10 material fee does apply for the is activity), a special story time with the Bug Squad and much more! Check out the creatures in your local habitats when you come down to 1501 Pleasant Grove Blvd. in Roseville.



[Click here for more information on the Maidu Museum Day.](#)

[Click here for more information on the Bird and Bug Bonanza.](#)

PVT NEWS

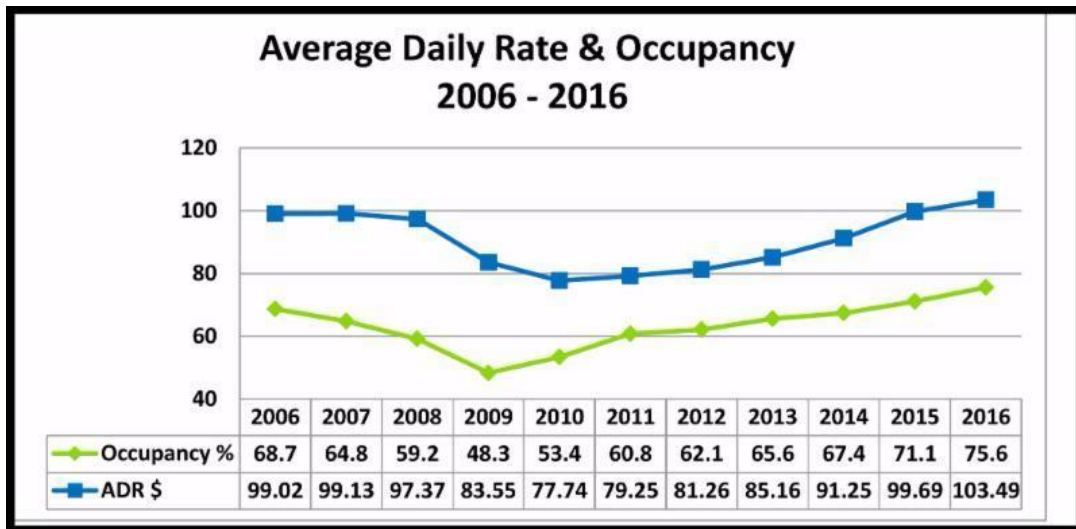
PVT Year in Review

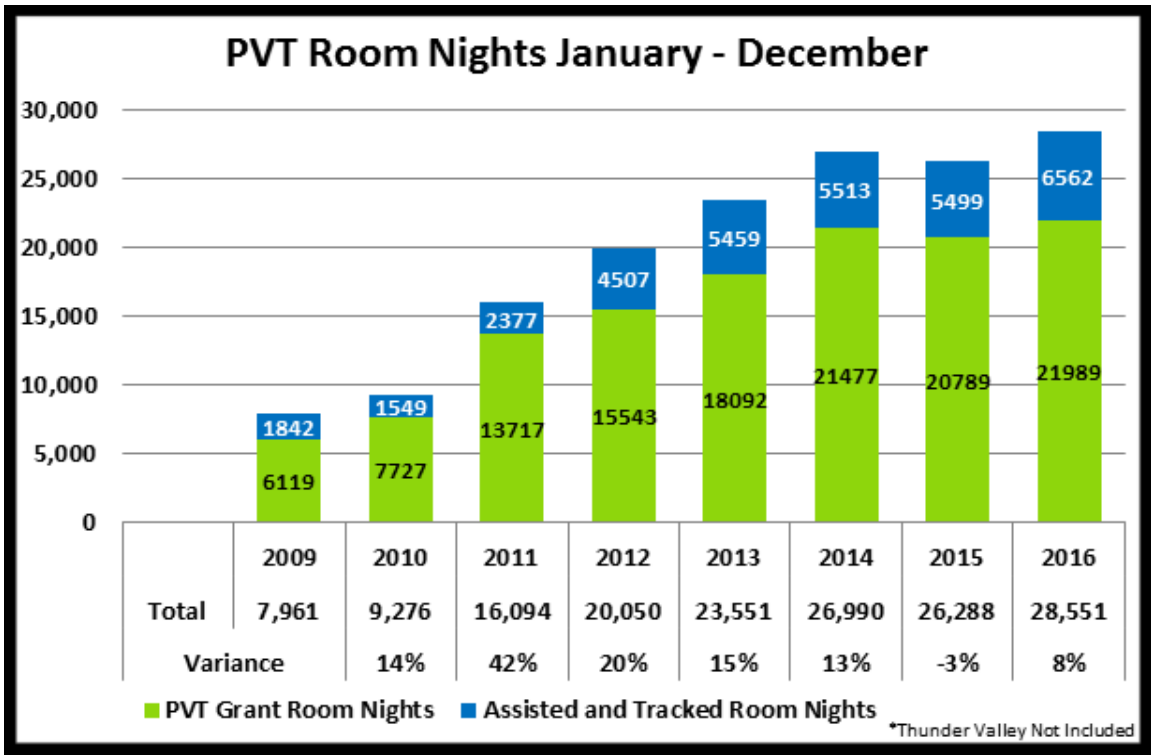
2016 saw major increases in rooms sold, occupancy, Average Daily Rate (ADR) and PVT associated events.

The overall occupancy rate for 2016 rose to an astounding 75.6 percent, up nearly four percent from the previous year. The total number of room nights for our hotels reached 642,220 with 28,551 of those nights being grant and assisted room nights coming directly from PVT.

The ADR for 2016 was also at an all-time high coming in at \$103.49. This is significant because in 2015 we finally rose above pre-recession numbers with an ADR of \$99.69 and ADR is a good measurement of the health of the hotel industry. Currently we are nearly \$4 above that number and now on an upward trend.

As we enter into 2017 PVT's focus remains strong and our commitment to the economic health of our region by generating incremental hotel room nights as well as continuing to enhance the facilities with our footprint that allow us to host high-quality, diverse events will be at the forefront of our efforts.





PVT by the Numbers

February Events



The VanBelle ATA Regional Championship is on Feb. 25 at Rocklin High School.

Room Nights Sold

December 2016: 50,232
 December 2015: 46,891
 YTD: 642,220
 Prior YTD: 602,364

Occupancy

December 2016: 67.2%
 December 2015: 66.1%
 YTD: 75.6%
 Prior YTD: 69.3%

Sport Events

[Sierra College Baseball:](#) Feb. 2, 3, 4, 7, 9, 16, 18, 25, Rocklin

[Sierra College Softball:](#) Feb. 3, 4, 11, 14, 16, 17, 28, Rocklin

[William Jessup's Softball:](#) Feb. 3, 4, 16, 20, Rocklin

[AAU Basketball Tournaments:](#) Feb. 4, 11, 12, 18, 19, 25, 26, Roseville & Rocklin

[California State NASP Archery Tournament:](#) Feb. 4, Rocklin

[Sandlot Softball Tournaments:](#) Feb. 4, 11, 12, 18, 19, Lincoln

[USA BMX Racing:](#) Feb. 4-5, 11-12, 18-19, 25-26, Roseville

[Basketball Tournaments at Hardwood Palace:](#) Feb. 4-5, 11-12, 18-19, 25-26, Rocklin

[Sierra College Women's Basketball:](#) Feb. 7, 10, 16, Rocklin

[Sierra College Men's Basketball:](#) Feb. 7, 9, 17, Rocklin

[William Jessup Women's Basketball:](#) Feb. 9, 11, 14, 23, 25, Rocklin

[William Jessup Men's Basketball:](#) Feb. 9, 11, 23, 25, Rocklin

[National Umpire School USA Softball:](#) Feb. 10-12, Rocklin

[Byers Gymnastics Roseville Invitational:](#) Feb. 11-12, McClellan

[TBF Racing Events:](#) Feb. 11, 12, 25, 26, Granite Bay

[Johnson Ranch Junior Singles Championships:](#) Feb. 18-20, Roseville

[Granite Bay State Prep Wrestling Tournament:](#) Feb. 19, Rocklin

[Sierra College Men's Golf:](#) Feb. 24, Rocklin

[Battle of the Roses Armored Combat:](#) Feb. 25, Roseville

[USA Softball Tournament:](#) Feb. 25-26, Lincoln

[Fustal Fest:](#) Feb. 25-26, Rocklin

[VanBelle ATA Regional Championship:](#) Feb. 25, Rocklin

Community Events

[Thunder Valley Entertainment Series:](#) Feb. 3, 11, 17, 24, 25, Lincoln

[Maidu Museum Day:](#) Feb. 4, Roseville

[Bird and Bug Bonanza:](#) Feb. 4, Roseville

[Chocolate Lover's Ball:](#) Feb. 11, Lincoln

Winter Celebration at High Hand: Feb. 12, Loomis

Night Out at the Museum: Feb. 18, Roseville

Disney's The Jungle Book: Feb. 18-19, Roseville

Legally Blonde the Musical: Feb. 24-26, Roseville

Comedy Night Downtown: Feb. 25, Roseville



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