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## **Craig Irish**

### **National History Day-California Coordinator**

For nearly 20 years Craig Irish has worked in the Sacramento County Office of Education and over the course of that time he has helped many youth scholars through his dedication and time to educational programs. Currently he serves as the coordinator for the Sacramento County Academic Decathlon, Sacramento County History Day and the Gordon D. Schaber Mock Trial & Moot Court Competition. Irish also is the state coordinator for National History Day-California (NHD-CA).



Clearly he wears many hats and thoroughly enjoys them all. "I love seeing kids get excited about learning and really dive into a project," explained Irish. "Between the academic decathlons, the history day competitions and the mock trials, I get the opportunity to see so many students really put their hearts and souls into their projects."

Luckily the various programs Irish oversees land at different times throughout the year, but they all keep him continuously busy. Presently he is knee-deep in preparation for the upcoming NHD-CA competition that takes place on May 6-7 at William Jessup University campus in Rocklin.

This year's theme *Taking a Stand in History* is explored in-depth by students in fourth through twelfth grade in several different project categories. Irish explained that most students will invest anywhere from 80 to 120 hours on their projects if not more. "We encourage the participants to go back at least 20 to 25 years and examine a topic they are passionate about, then relate it to the theme," added Irish.

There will be twenty-nine counties throughout California represented at this two-day event with more than 1,000 students competing. "We are so thankful for the partnership we have formed with William Jessup and Placer Valley Tourism," Irish stated. "Returning to William Jessup for our third year makes it really feel like home!"

Here at PVT we are thrilled to be part of this wonderful NHD-CA partnership and would like to give Irish a huge shout out for his time and commitment to programs that positively impact so many students. Thank you for making the future a brighter place.



[Click here for more information on National History Day-  
California.](#)



## **BMX Riders Gear Up for State Qualifier**

**Oak Creek BMX Hosts a  
State Race Double on May  
13**

Oak Creek BMX is gearing up for an action-packed day on Saturday, May 13 when they host a State Race Double. With the BMX state championship season getting into full swing, this race is important because it serves as a state championship qualifier. Top BMX amateurs as well as professionals from throughout Northern California will be in attendance.

"Racers with their eye set on earning a California State Championship title or state ranking need to compete in at least four state qualifiers to be eligible for the state title," explained Kent Elliott, USA BMX Racer and Oak Creek BMX Spokesperson. "They take your four best finishes in the qualifiers and then NorCal State Finals, which is again slotted to take place at Oak Creek BMX in August, to determine the rankings."

BMX as a sport has grown rapidly in the last several years and Northern California in particular has one of the most popular and well-attended state series in the country. Kent added, "These qualifiers will rival national events both in size and level of excitement generated!"

Oak Creek BMX has continually been ranked as the number one BMX facility in Northern California and shortly after this State Double Race they will have a rebuild of their track that was made possible by a Capital Improvement Grant from Placer Valley Tourism. May 19-25 the number one BMX track builder in America, Billy Allen, will work his magic at Oak Creek just in time for a full summer season of incredible BMX racing and the NorCal State Finals.

So mark your calendars and come check out these fearless riders as they

shred it up one last time before the rebuild. The State Race Double will start at 11 a.m. Action and excitement are guaranteed! Oak Creek BMX is located at 648 Riverside Ave in Roseville.

[Click here for more information on the BMX State Double Race.](#)

## BerryFest

### Placer County Fairgrounds Comes Alive for Annual Festival

Mother's Day Weekend in Placer Valley means it is BerryFest time! This annual festival that folks from throughout the area attend in flocks will be returning for the ninth straight year at the Placer County Fairgrounds. Family fun at its finest, this event not only celebrates mothers everywhere but the harvest of the strawberry with entertainment, activities and attractions for all.



Honoring the long-standing tradition both days will kick-off with the Boy Scout Pancake Breakfast in Johnson Hall. Come by between 8 a.m. and 11 a.m for some delicious strawberry pancakes, not only will your taste buds thank you but it will give you the stamina you need to power through the day.

Afterwards venture through the fairgrounds where you can enjoy strawberry treats, arts and crafts shopping, kids fun zone, face painting, a petting zoo with pony rides, cooking demonstrations, live bands, parades, pageants and so much more.

The mastermind behind all this incredible BerryFest fun is John Javidan of Johny 5 Productions. Javidan commented, "We are very excited about Berryfest this year, we've started an advisory group called the Berryfest Committee and from that committee we've created a new event at our festival called *Mom of the year*."

This is a wonderful, interactive way to get the community involved as children can nominate their mother to be crowned *Mom of the Year* and then watch as their mom just might be the lucky one that is unveiled at the festival. "Our mother of the year will be crowned during the Little Miss Strawberry pageant on Saturday at 11 a.m. on the main stage."

You can purchase tickets in advance until May 7 by clicking [here](#). Gate tickets on the day of the event are as follows:

Ages

- 6 to 12 - \$5 Kids
- 13 to 59 - \$10 General
- 60+ - \$5 Seniors
- 5 & under FREE
- Veterans FREE (with ID)
- Active Military in Uniform FREE
- American Legion in Uniform FREE
- Boy Scouts of America in Uniform FREE
- Girl Scouts of America in Uniform FREE
- Anyone pulling a decorated float for the Raspberry Parade FREE
- 

Mark your calendars for May 13-14 and come enjoy everything the BerryFest has to offer. Bring your sunscreen, walking shoes, appetite and sense of adventure and you're set! The Placer County Fairgrounds is located at 800 All America City Blvd. in Roseville. We hope to see you there!

**[Click here for more information on the BerryFest.](#)**



## **PVT NEWS**

### **Social Media Workshop**



Placer Valley Tourism strives to support our event organizers and community partners with their mission. Knowing how important social media is in today's day and age, we put into action plans to host PVT's first ever social media workshop. The workshop took place at the end of March with Lemon Tree Agency leading the training. With more than 20 attendees that included event organizers, city, county and chamber

staff we had a full house.

Marketing/Development Specialist for the City of Rocklin Monica Nitz had this to say about the workshop, "Thank you for the great workshop you hosted; I found it incredibly valuable and very informative and it seriously was one of the better marketing workshops I've attended lately." Nitz added, "Please pass on my kudos to Lemon Tree for me; I look forward to more of your workshops in

the future."

Patrick Storm, Director of Communications for Lemon Tree Agency, did a phenomenal job presenting his in-depth yet very easy to understand material. "Presenting our social media workshop to such a large group for Placer Valley Tourism partners was such an enriching experience," stated Storm. "Lively and engaged, the group worked on tactics to improve their online messaging and we all shared our plans for positive and productive social media exchanges."

We look forward to working with Lemon Tree Agency again and being able to offer future workshops to our wonderful community partners and event organizers.



[Click here to learn more about Lemon Tree Agency.](#)



## Room Nights Sold

March 2017: 58,508

March 2016: 52,850

YTD: 162,046

Prior YTD: 145,343

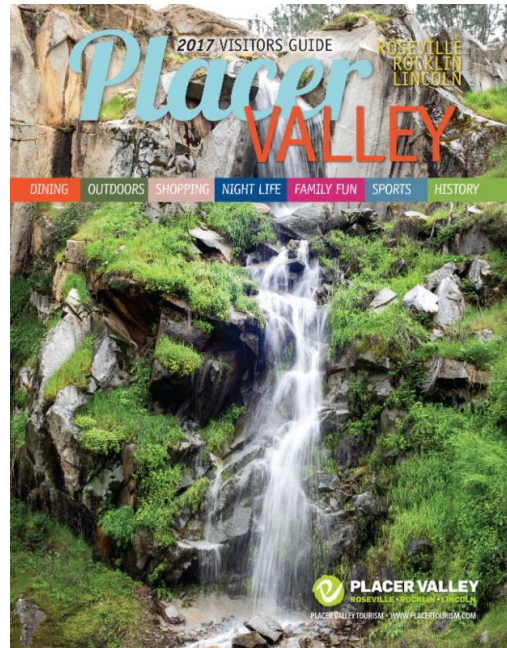
## Occupancy

March 2017: 78.3%

March 2016: 74.5%

YTD: 74.7%

Prior YTD: 70.6%



The 2017 Welcome Guide is hot off the presses. If you would like a copy please call our office at 916-774-5400.

## May Events

### Sport Events

CIF Boys Tennis Sectionals: May 3-5, Roseville

Basketball Tournaments at Hardwood Palace: May 6-7, 13, 20-21, Rocklin

USA Softball Tournaments: May 6-7, 20-21, Lincoln

Tour de Lincoln: May 6, Lincoln

Valley Cup Women's Soccer Tournament: May 6-7, Cherry Island Soccer Complex

USTA Sierra View Tennis Tournaments: May 6-7, Roseville

AAU Basketball Tournaments: May 6-7, 13, 20-21, Roseville & Rocklin

USA BMX Races: May 6-7, 14, 20-21, 27-28, Roseville

I Love the 80's Fun Run: May 7, Roseville

**BMX State Race Double:** May 13, Roseville

**TBF Events:** May 13-14, Granite Bay

**USTA National L2 Tennis Tournament:** May 19-22, Roseville

**CRL Showcase Soccer Tournament:** May 20-21, Cherry Island Soccer Complex

**Rocklin Pony Memorial Day Tournament:** May 26-29, Rocklin

**USA Softball Memorial Classic:** May 27-29, Roseville, Rocklin & Lincoln

## Community Events

**Blue Line Arts "Off Center" Exhibit:** May 1-27, Roseville

**Downtown Tuesday Nights:** May 2, 9, 16, 23, 30, Roseville

**Wine Down Wednesday:** May 3, 10, 17, Roseville

**Rocklin Community Festival:** May 4-7, Rocklin

**Thrive Leadership Conference:** May 4-6, Roseville

**Big Day of Giving 2017:** May 4, Placer County

**Beauty and the Beast Mini-Musical:** May 5, Loomis

**Thunder Valley Entertainment Series:** May 6, 13, Lincoln

**Shop for the Arts:** May 6, Loomis

**National History Day-CA:** May 6-7, Rocklin

**Dinosaur Day Science Fest:** May 7, Rocklin

**Rocklin Reveal:** May 12, Rocklin

**BerryFest:** May 13-14, Roseville

**Winnie the Pooh Kids Performances:** May 13-14, Loomis

**Night Out at the Museum:** May 20, Roseville

**Sun City Lincoln Arts & Craft Tour:** May 20-21, Lincoln

**Roseville Moose Lodge Golf Tournament:** May 20, Rocklin

**Townsquare Concert:** May 20, Roseville

**Lincoln Potters Fan Fest:** May 29, Lincoln



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