



In This Issue:

[Bridget Kennedy](#)

Meet California Department of Fish and Wildlife's new National Archery in the Schools Program Coordinator.



[Mikuni Sushi Shootout](#)

NCAA Division II Women's Golf Championship to be held at the Catta Verdera Country Club in Lincoln.

[Chocolate Lover's Ball](#)

The Downtown Lincoln Association presents their annual Chocolate Lover's Ball at Orchard Creek Lodge on Feb. 10.

[PVT NEWS](#)

PVT's CEO David Attaway honored as Business Person of the Year from the Rocklin Area Chamber of Commerce.

[Upcoming Events](#)

[PVT Progress By The Numbers](#)

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Bridget Kennedy

California Department of Fish & Wildlife CalNASP Coordinator

Nearly five years ago Bridget Kennedy began working for the State of California as a marketing analyst and when she noticed an opening in the California Department of Fish and Wildlife (CDFW) in her field she jumped at it! Her 15 years plus experience and enthusiasm for marketing and education helped pave the way for to be offered this new position. She happily started in CDFW as a marketing specialist and coordinator for the California National Archery in the Schools Program (CalNASP) on June 19, 2017.



"I recall the exact date because it has been a dream of mine to work here at CDFW since my employment with state began," commented Kennedy. "My job as the CalNASP Coordinator is awesome; I have the privilege of promoting archery for grade 4th through 12th, I get to work with dedicated coaches and archery enthusiasts and being a part of California's students finding a new and exciting sport they may not have had access to before is so rewarding."

CalNASP is a program that is designed to teach international-style archery for students of any athletic ability while fostering confidence and cooperative learning strategies. Currently there are more than 100 schools in the state participating in the program.

Kennedy elaborated on the immense benefit the NASP program provides

nationwide to today's youth. "Today more than ever, our youth have to face difficulties we did not, such as cyber bullying and seemingly endless negative imagery and messaging in social media; NASP offers a positive outlet for students where they learn to grow as individuals and teams through focus, patience and fun!"

Another factor that makes this program so outstanding is the fact that students of all skill levels are welcome and encouraged to participate. Kennedy explained that they have many students that face daily challenges, both physical and emotional and archery ignites their enthusiasm and pride. She summed it up perfectly, "They shine when they shoot!"

Next up for Kennedy and the CalNASP program is the second ever land based archery tournament for schools that will showcase archers actively participating in the program. Placer Valley Tourism (PVT) is thrilled to be teaming up with CDFW again to bring this event back to Sierra College on Saturday, Feb. 17.

The opening ceremonies are scheduled to begin at 8 a.m. with the competition immediately following. There is no fee for spectators so be sure to mark your calendars and come down to the Sierra College gymnasium in Rocklin to see this amazing archery program in action.

If you are curious about the sport and how to get your local school involved please contact Kennedy at Bridget.Kennedy@Wildlife.ca.gov by email. PVT would like to thank Kennedy for her incredible dedication and commitment to the students of our state and this great program! We look forward to many years of hosting this tournament and helping it grow!

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

Mikuni Sushi Shootout

NCAA Division II Women's Golf Tournament Comes to Catta Verdera Country Club in Lincoln

On February 11-13 the Mikuni Sushi Shootout Women's Collegiate Golf Championship will take place on the golf course at the Catta Verdera Country Club in Lincoln. Holy Names University (HNU) from Oakland serves as the host college, bringing this exciting National Collegiate Athletic Association (NCAA) Division II event to Placer Valley.

HNU Head Golf Coach, Chris Oetinger, explained that this is the inaugural year for the Mikuni Sushi Shootout and they are hoping to make this an annual event that grows to encompass many NCAA colleges from the western states. Colleges from California and Hawaii will be represented this year.

"We have eight women's collegiate golf teams coming and each team will bring five players to compete for their team," stated Oetinger. "The focus is on the team score although we will award the top individual golfers as well."

On Sunday, Feb. 11 the teams will arrive and have an opportunity to assess the course with practice rounds. On Monday, Feb. 12 the competition will begin using a 36-hole format and they will finish up on Tuesday, Feb. 13 where the team with the lowest score will be the champion of the Mikuni Sushi Shootout!

Several local restaurants including Mikuni's, Chick-fil-A and Beach Hut Deli have generously offered to sponsor meals for the collegiate golfers during the tournament.

The action will start at 8 a.m. both days with players on the course until midafternoon. Catta Verdera Country Club is located at 1111 Catta Verdera in Lincoln. Mark your calendars and come see some future women PGA players!



[Click here for more information on the Mikuni Sushi Shootout.](#)

Chocolate Lover's Ball

Downtown Lincoln Association Presents a Night of Decadence

On Saturday, Feb. 10 the Downtown Lincoln Association will be hosting their annual Chocolate Lover's Ball at the beautiful Orchard Creek Lodge in Lincoln from 6 to 11 p.m. This event promises to be a delectable experience that will make for a perfect early Valentine's celebration.

"The Downtown Lincoln Association is proud to host this premier formal gala event in Placer County where guests will experience a four course chocolate infused dinner with tastes that will never be experienced elsewhere in your life,"

commented Pam Lopez, who is the owner of Mr. Pickle's in Lincoln and serves as the Chocolate Lover's Ball Chair as well as the Downtown Lincoln Association Vice President.

Lopez enthusiastically added, "If you are a chocolate lover, you dare not miss the treat of the year- an unforgettable gourmet dinner followed by a lovely evening with music, dancing and raffles."

Tickets are \$85 and still available for purchase. Dust off your formal attire and prepare for an enchanting, chocolate-filled night! Orchard Creek Lodge is located at 965 Orchard Creek Lane in the Sun City Lincoln Hills Community.



[Click here for more information or to purchase a ticket for the Chocolate Lover's Ball.](#)

PVT NEWS

PVT's CEO David Attaway Named Business Person of the Year

On January 18 the Rocklin Area Chamber of Commerce held their annual Business of Excellence Awards and we are thrilled to announce that PVT's own CEO David Attaway was honored with the Business Person of the Year Award for 2017.

The nomination process started in October of last year and 24 business leaders were nominated for the Business Person of the Year. The next step took place in November when a voting survey was sent out to membership which narrowed the field down to semi-finalist. The semi-finalist then went through two rounds of voting committees including Rocklin Chamber Board Members, staff, ambassadors and various community leaders.

The finalist included: Barbara Besana of KidsFirst; Ken Broadway, City of Rocklin Mayor; Scott Yuill, Rocklin City Councilmember and David Attaway of PVT.

"David is very deserving of the Business Person of the Year Award, his vision and forward thinking ensures that the South Placer Region stays competitive and continues to attract new and exciting sporting tournaments to the region," stated Tiffany Neilson, VP of Operations for the Rocklin Area Chamber of Commerce. "The acquisition and remodel of @the Grounds is prime example of his leadership and ingenuity."

We couldn't more proud of our fearless leader! His vision and enthusiasm for Placer Valley inspires all of us daily! Great job David!



Pictured left to right: Robin Trimble, CEO of Rocklin Area Chamber of Commerce, David Attaway, CEO of PVT and Willy Duncan, President of Sierra College.

Room Nights Sold

December 2017: 51,190
December 2016: 50,212
YTD: 682,370
Prior YTD: 642,380

Occupancy

December 2017: 68.2%
December 2016: 67.2%
YTD: 77.5%
Prior YTD: 75.6%



The USTA Junior Singles Championships will be held at Johnson Ranch Racquet Club in Roseville over President's Day Weekend.

February Events

Sport Events

William Jessup Women's Basketball: Feb. 1, 3, 17, 22 and 24, Rocklin

Sierra College Baseball: Feb. 1, 2, 10 and 23, Rocklin

William Jessup Men's Basketball: Feb. 1, 3, 17, 22 and 24, Rocklin

Sierra College Softball: Feb. 2, 3, 8, 10, 17, 21 and 24, Rocklin

Sierra College Basketball: Feb. 2 and 15, Rocklin

Sandlot Softball: Feb. 3. 10-11 and 17-18, Lincoln

[USA BMX Races:](#) Feb. 3-4, 10-11, 17-18 and 24-25, Roseville
[Hardwood Palace Basketball Tournaments:](#) Feb. 3-4, 10-11 and 17-18, Rocklin
[AAU Basketball Tournaments:](#) Feb. 3, 10, 17 and 24, Rocklin & Roseville
[William Jessup Baseball:](#) Feb. 6, 9, 10, 16-17 and 19, Rocklin
[TBF Racing Events:](#) Feb. 10-11 and 24-25, Granite Bay
[Mikuni Sushi Shootout Women's College Golf Tournament:](#) Feb. 11-13, Lincoln
[USTA Junior Tennis Championship:](#) Feb. 16-19, Roseville
[CalNASP Archery Tournament:](#) Feb. 17, Rocklin
[USA Softball Tournaments:](#) Feb. 24-25, Roseville, Rocklin & Lincoln

Community Events

[Thunder Valley Entertainment Series:](#) Feb. 2, 9, 16 and 17, Lincoln
[Gem Faire:](#) Feb. 2-4, Roseville
[Thrive Women's Conference:](#) Feb. 2-3, Roseville
[Bird and Bug Bonanza:](#) Feb. 3, Roseville
[Chocolate Lover's Ball:](#) Feb. 10, Lincoln
[City of Rocklin 125th Anniversary Celebration:](#) Feb. 24, Rocklin
[Crossroads Doll & Teddy Bear Show:](#) Feb. 24, Roseville
[Wellness Conference:](#) Feb. 28, Rocklin



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