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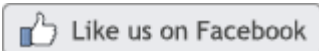
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## Dan Pearson

### Superior Showcase Softball's Dedicated Director

Four years ago Dan Pearson started Superior Showcase Softball with a goal in mind that focused on providing a platform for female student-athletes to have an opportunity to meet and interact with college recruiters. Today Pearson has more than reached that goal and continues to grow his organization by hosting quality events that benefit players, coaches and colleges alike.

Although Superior Showcase Softball has only been around for four years, Pearson's investment in softball and youth sports dates back much further. "It all started with my daughter when she was playing USA Softball at the U8 level years ago," he explained. "As a three sport athlete myself, sports have had a significant presence and influence all throughout my life so it made a lot of sense to me to go all in with my daughter's experience, which ultimately paved the way to my deeper interest and involvement with fast pitch softball."

Pearson's dedication to the players, their families and their future is evident to everyone who has worked with him. One of the reasons Pearson has been so successful with his organization is because he understands the importance of making connections and building lasting relationships.

"I am a person who is involved in every aspect of the business to ensure that we deliver results to each and every player and coach who participates in our events and I strive to remain as accessible as possible to all who participate in the success of our showcases," elaborated Pearson.



Dan Pearson with a softball player on her signing day.

Superior Showcase Softball has an incredible line-up of eight showcases scheduled as far out as January of 2019 in Placer Valley. First up they are hosting the Summer College Explosion Showcase this coming weekend from June 1-3 at various fields in Roseville, Rocklin and Lincoln. Plus with more than 30 colleges out scouting this is sure to be a home run showcase!

"Placer Valley Tourism has played an essential part in shaping Superior Showcase Softball into what it is today," added Pearson. "PVT has assisted us in securing fields, hotels and providing support and guidance as well as elevating our exposure - so thank you!"

All of us at PVT want to say a great big thank you to Dan for going that extra mile and helping so many softball players take their game to the collegiate level!



[Click here for more information on Superior Showcase Softball.](#)

## **USA BMX Summer Nationals**

### **Oak Creek BMX Hosting Huge Event June 22-24**

On June 22-24 the USA BMX Summer Nationals are racing into Roseville and here at Placer Valley Tourism (PVT) we couldn't be more excited! This three-day event will bring thousands of riders and spectators from around the nation to Oak Creek BMX in Roseville this summer.

Since 1985 Oak Creek BMX has been making dreams come true for BMXers young and old, all which has been made possible because of the dedication of track owners and operators, Bruce and Linda Minton. Their BMX facility has continually been ranked the No. 1 track in Northern California.

Last May PVT gave a \$10,000 capital improvement grant to Oak Creek BMX to help fund a track rebuild that would keep them competitive and eligible for national events. USA BMX rider and long-time champion for Oak Creek BMX Kent Elliot explained, "We got the nation's best in the BMX track rebuild business, Billy Allen, to head up this project with the focus being to bring Olympic BMX riders and national events back to Roseville- mission completed!"

"We are so excited to bring the Summer Nationals back to Oak Creek BMX," stated Chris Luna, USA BMX National Coordinator. "Bruce and Linda Minton have done so much for the sport of BMX and we are fortunate to have them as track operators at this facility."

Luna added, "This event will attract over 1,000 participants from all over the country as well as other parts of the world and would not be possible without our great partners at PVT."

Mark your calendars for June 22-24 if you want to see some of the fastest BMX riders nationwide tear it up on the track! Friday, June 22 the racing will take place from noon to 9 p.m., Saturday, June 23 the schedule is 7 a.m. to 5 p.m. and Sunday, June 24 these champion riders will race from 7 a.m. to 3 p.m. Parking is \$10 daily. Oak Creek BMX is located at 648 Riverside Ave in Roseville.



[Click here for more information on the USA BMX Summer Nationals.](#)



## Placer County Fair

Renew Your Love of Fair June 21-24 @the Grounds



The 81st Annual Placer County Fair will take place on June 21-24 @the Grounds in Roseville and in light of the \$10 million renovations recently completed to the site that was formerly known as the Placer County Fairgrounds this year's fair theme, *Renew Your Love of Fair*, is quite fitting.

Not only will fairgoers experience a more accessible and accommodating venue but they will also get to indulge in some good old-fashion county fair fun! Placer Valley Tourism (PVT), @the Grounds and The Arts Council of Placer County are preparing an amazing showcase of local artists, Placer wine and microbrews, community performances, exhibits, live music, entertainment for all ages and much more!

"This June will mark the 81<sup>st</sup> year for the Placer County Fair and here @the Grounds we are looking forward to hosting the fair with a focus on honoring the roots of Placer County," elaborated David Attaway, CEO of both PVT and @the Grounds. "The improvements will undoubtedly enhance the fair experience for everyone who attends."

Mark your calendar and come renew your love of all things fair! On Thursday and Friday, June 21-22 hours of operation will be 5 to 11 p.m. and

Saturday and Sunday, June 23-24 the fair will be open from noon to 11 p.m. Parking is \$6 per day, carnival wristbands for unlimited rides are \$30 and gate prices are as follows:

- Adults: \$7
- Seniors (60+): \$3
- Children (16 and under; 5 and under are free): \$3
- Family Pack (two adults, up to three children 16 and under): \$15

[Click here for general information on the Placer County Fair and to purchase discounted tickets and wristbands in advance.](#)

## PVT NEWS

### Grand Reveal of @the Grounds



On May 1 Placer Valley Tourism celebrated their biggest project to date with community members, city and county officials and more! Just shy of one year ago PVT entered a 35-year management agreement to take over the Placer County

Fairgrounds in Roseville, now re-branded as @the Grounds.

The aging 80-year old fairground facility was in desperate need of a face-lift and PVT stepped in by leading the \$10 million renovations that literally transformed this 61-acre property. The collaboration with Placer County and PVT is garnering national attention as a tourism agency and a county joining forces to rehabilitate an aging fairgrounds site to this scale has never been done before in the United States.

To date the work completed includes: major renovations to existing buildings Johnson and Jones Halls, a digital marquee, new landscaping and paving of the south end parking lot, renovations to the multi-use barns, new walkways throughout the complex and additional repairs.

David Attaway who serves as the CEO for both PVT and @the Grounds explained, "We had a vision of what this community asset could be and we are excited that the dream has become a reality."

If you missed the Grand Reveal event, be sure to come down to the Placer County Fair on June 21-24 @the Grounds to see all the amazing renovations for yourself!

**[Click here for more information about @the Grounds.](#)**



### Room Nights Sold

April 2018: 56,707  
April 2017: 54,254  
YTD: 218,872  
Prior YTD: 216,073

### Occupancy

April 2018: 78.1%  
April 2017: 75.0%  
YTD: 75.4%  
Prior YTD: 74.7%



The 21st Summer Sanders Swim Meet returns to the Roseville Aquatics Complex on June 7-10.

## June Events

### Sport Events

[Speedworld RC Event:](#) June 1-3, 10 & 16, Roseville

[Lincoln Potters Baseball Games:](#) June 1-6, 10, 15-17, 19-21, 25-27, Lincoln

[USA Softball Tournaments:](#) June 2-3, 15-17, 22-24, Roseville, Rocklin & Lincoln

[Hardwood Palace Basketball Tournaments:](#) June 2-3, 9-10, 16, 24-25 & 30, Rocklin

[USA BMX Races:](#) June 2-3, 8-10, 16-17 & 30, Roseville

[AAU Basketball Tournaments:](#) June 2, 9, 16, 22-24 & 30, Rocklin & Roseville

[CRL Soccer Showcase:](#) June 2-3, Cherry Island Complex

[Summer Sanders SR+ Swim Meet:](#) June 7-10, Roseville

[PGF 18U National Softball Qualifier:](#) June 8-10, Rocklin & Lincoln

[\*\*I-80 Titan Varsity Basketball Tournament:\*\*](#) June 8-9, Antelope  
[\*\*USSSA All-Star Softball:\*\*](#) June 9-10 & 30, Roseville  
[\*\*Cal North ODP Soccer:\*\*](#) June 9-10, Cherry Island Complex  
[\*\*California Junior Cup Soccer Tournament:\*\*](#) June 15-17, Cherry Island Complex  
[\*\*Piece of the Rock Softball Tournament:\*\*](#) June 5-17 & June 30, Rocklin  
[\*\*All American Speedway Race:\*\*](#) June 16, Roseville  
[\*\*Rocklin JV and Freshman Summer Basketball Tournament:\*\*](#) June 22-24, Rocklin  
[\*\*USA BMX Summer Nationals:\*\*](#) June 22-24, Roseville  
[\*\*ARFC Independence Cup Soccer Tournament:\*\*](#) June 23-24 & 30, Cherry Island Complex  
[\*\*Senior Softball CAN-SIRS Norcal State Championships:\*\*](#) June 26-30, Lincoln  
[\*\*Rick Hitch Roseville Summer Shootout:\*\*](#) June 30, Roseville  
[\*\*Rockwood Varsity Basketball Tournament:\*\*](#) June 30, Roseville & Rocklin

## **Community Events**

[\*\*Thunder Valley Entertainment Series:\*\*](#) June 1,2, 8, 9, 15, 23, 29 & 30, Lincoln  
[\*\*Downtown Lincoln Car Show:\*\*](#) June 2, Lincoln  
[\*\*Concerts at the Quarry:\*\*](#) June 2 & 23, Rocklin  
[\*\*Downtown Tuesday Nights:\*\*](#) June 5, 12, 19 & 26, Roseville  
[\*\*Classics, Cats & Cabernet:\*\*](#) June 9, Lincoln  
[\*\*Country Swing at McBean:\*\*](#) June 9, Lincoln  
[\*\*Night out at the Museum:\*\*](#) June 16, Roseville  
[\*\*Food Truck Cinema:\*\*](#) June 16, Roseville  
[\*\*Miss Placer County Scholarship Pageant:\*\*](#) June 16, Roseville  
[\*\*Roseville Concerts on Square:\*\*](#) June 16, Roseville  
[\*\*Quarry Park Adventures Summer Concert Series:\*\*](#) June 16, Rocklin  
[\*\*Placer County Fair:\*\*](#) June 21-24, Roseville  
[\*\*Miss Placer County:\*\*](#) June 21-22, Roseville  
[\*\*Celebrate America:\*\*](#) June 30, Rocklin



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