

August 2018

Placer Valley Tourism



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Katie Feldman

Wine Country Curling Club's President

Metaphorically speaking most people tend to either gingerly dip their toes in the water or dive right in when trying something new, Katie Feldman definitely was in the latter category when it came to trying curling.

Feldman's dive into the world of curling took place back in March of 2014 after hearing local radio hosts Pat & Tom of KNCI talk about a learn to curl clinic they attended in Roseville at Skatetown Ice Arena with Wine Country Curling Club (WCCC). Because it was an Olympic year Feldman and her husband Brian were wait-listed but once they got into a class they were both hooked! Now she jokes that it's a routine debate in her house on who loves curling more.



It didn't take long for Feldman to get more involved, by July of 2015 she joined the WCCC board as the Treasurer. "It was an open spot that needed to get filled and I took it; I became President the next summer," explained Feldman. "Curling is life for me, my husband and our 15-year-old son; the three of us have always done things together and curling has only enhanced that and made it stronger."

Feldman's dedication to WCCC is incredible and her enthusiasm for curling is infectious, "Being President has made me come out of my shell and talk to people, I don't normally do that as I like to stay in my little bubble observing the world around me." Feldman continued, "But curling is so fascinating that it makes it easy to talk to people about it plus the curling world has the nicest people ever, I have yet to meet a mean curler and I don't think they actually exist."

"Curling is also the only sport that I know of where you can play an Olympian or elite curler on the same sheet of ice, I've never beaten one but the fact that I've had the opportunity to share the ice with them and learn from them was cool enough for me," added Feldman.

In addition to her WCCC duties Feldman is quite busy with her "real" job as an Operations Manager for an insurance recruiting firm as well as serving as the registrar of a summer swim team that her son competes for from April to August. Feldman runs the computers during the Saturday swim meets and provides administrative support to the coaches. Feldman truly is a prime example of someone who goes above and beyond for the people and activities she loves.

Next up for Feldman is the Crush, WCCC's signature bonspiel, that takes place Labor Day Weekend from Aug. 31 to Sept. 2. Here at Placer Valley Tourism we are thrilled to be teaming up with them again for this fantastic three-day event that will showcase 40 curling teams including local, international, Olympic level and even a youth team. This event would not be possible or go off as smoothly as it does without Feldman's dedication, attention to detail and passion for curling! Thank you Katie!

[Click here more information on Wine Country Curling Club.](#)

[Click here for more information on The Crush.](#)

Senior Softball Western National Championships

Foskett, Mahany and Maidu Parks All to Host Games For 18th Annual Softball Event

Placer Valley Tourism has teamed up with Senior SoftballUSA (SSUSA) once again for their 18th Annual Senior Softball Western National Championships that started on July 31 and continues through Aug. 5. This week-long event that showcases 130 teams will have games at parks in Roseville and Lincoln as well as several fields in the Sacramento region.

There are 10 different divisions competing between the men and women's brackets 40 years and up. Teams are traveling from Nevada, Oregon, Washington, Colorado, Utah, Arizona, Idaho, Minnesota and all throughout California to compete. British Columbia, Canada will also be represented at this exciting showcase where teams are vying for a spot at the SSUSA World Masters Championship in Las Vegas later this year.

"We are excited to bring one of the most prestigious Senior Softball tournaments, the Western National Championships, to the South Placer and Sacramento area for the sixth straight year and we are even happier that the 2018 Western Nationals has set a new record with 131 teams from nine Western States and Canada," stated Terry Hennessy, Chief Executive Officer of SSUSA. "We treasure our relationship with Placer Valley Tourism, which keeps us -- and our players -- coming back to this beautiful part of California."

Games will be played at Foskett Park in Lincoln from all week, at Mahany Park in Roseville on Friday, Aug. 3 and at Maidu Park in Roseville Aug. 3-5 so come on down and check out the action. There is no fee for spectators and these "seniors" promise some serious softball competition!



[Click here for more information the Senior Softball Western National Championships.](#)

Foghat

Ready to Rock Quarry Park's Platinum Living Amphitheater



On Saturday, August 11 the Platinum Living Amphitheater at Quarry Park will come alive with music from the double platinum recording artist *Foghat*. This unique venue in Rocklin truly sets the stage for an amazing outdoor concert experience.

"It's been wonderful to see the vision for Quarry Park realized so quickly with regard to bringing A-list talent to the City of Rocklin," stated Dana Moret, Special Events Production Coordinator for the City of Rocklin. "In just three short concert seasons the word of the amphitheater's beauty, excellent production

capabilities, and the audience's friendly, enthusiastic vibe has spread to larger entertainment agencies and their acts allowing us to secure legendary artists like *Foghat* at Platinum Living Amphitheater."

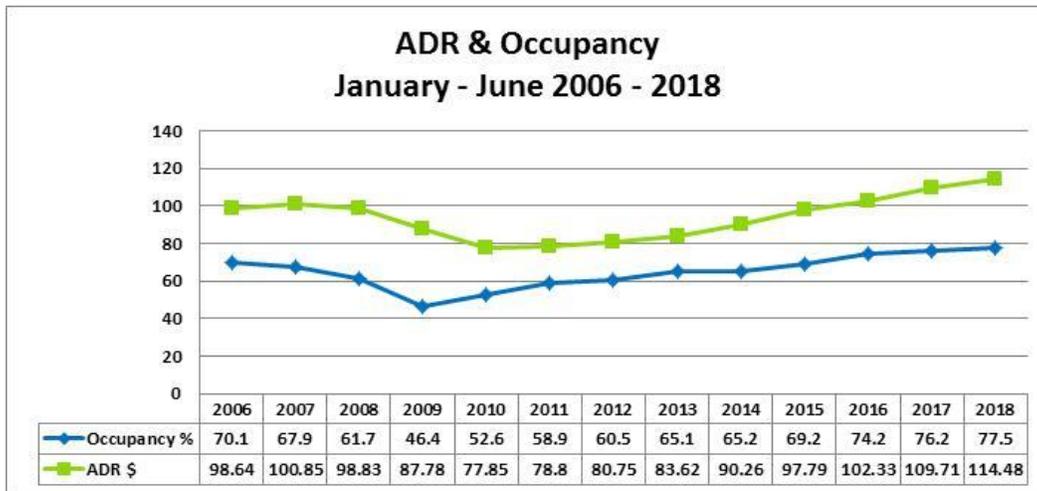
"It's also been a great opportunity for promoting our own local talent; for the *Foghat* concert we were able to secure local artist and Rocklin resident Aaron Leigh with his duo *The Vagabond Brothers*," elaborated Moret. "We are very much looking forward to seeing what stellar entertainment will grace our city in the coming seasons as well."

Gates open at 6 p.m. with the concert slated to take place from 6 to 10 p.m. Ticket prices start at \$30 and can be purchased [here](#). Several food trucks will be on-site including: Cowtown Creamery, Rudy's on the Roll, Doggie Style Hot Dogs, Rainbow Snow shaved Ice, Bella Familia Wood Fired Pizza and Authentic Street Taco. Quarry Park is located at 4000 Rocklin Rd in Rocklin. We hope to see you there!

[Click here to for more information on Concerts at the Quarry.](#)

PVT NEWS

Healthy ADR & High Occupancy Rates Help Attract Two New Hotels to Placer Valley



Placer Valley hotels have enjoyed a stellar first half of 2018 with the Average Daily Rate (ADR) and Occupancy recording all-time highs. The ADR, which is a key indicator of a healthy hotel market, is up nearly \$5 from this time last year and the occupancy rates continue on their upward climb reaching 77.5%.

Heather Hilton, Regional Sales Support Manager of Tharaldson Hospitality Management and PVT's Board of Directors Chair, explained that with the occupancy so high in Placer Valley additional hotels were needed to help fill that demand.

"We are so excited to open the brand new Residence Inn by Marriott Roseville/Rocklin in late November 2018," stated Hilton. "This Residence Inn is the newest hotel to be added to Placer Valley's array of properties and the 104 all-suite extended stay hotel is located at 1850 Freedom Way Drive in Roseville at Blue Oaks and Washington near Top Golf and adjacent to the FBI Building off of Highway 65."

"Our new General Manager Martin Johnson and Director of Sales Lauren Young are planning to meet with the community and local businesses over the next

few months; they will begin hiring for the new hotel as early as the end of this month looking for all position including Guest Service Agents, Housekeeping, Food & Beverage attendants, Maintenance and Engineering," commented Hilton.

Many of you may have also noticed the second property currently being built near the new Residence Inn location. That hotel is slated to open in early 2019 and is a Home2 Suites by Hilton. This property will be a limited service extended stay hotel with 107 rooms and will be the first Home2 Suites in the Placer Valley market.

Hilton added, "With the newly renovated meeting space @the Grounds, an increase in sports tourism, the high demand in corporate travel and the government markets, these hotels will help drive occupancy and revenue into the community to accommodate the demand in Placer Valley."



The new Residence Inn by Marriott, located at 1850 Freedom Way Drive, is slated to open by late November 2018.

[Click here more information on the Residence Inn by Marriott Roseville/Rocklin.](#)

Room Nights Sold

June 2018: 60,427

June 2017: 58,979

YTD: 339,618

Prior YTD: 332,331

Occupancy

June 2018: 83.2%

June 2017: 81.5%

YTD: 77.5%

Prior YTD: 76.2%



The 5th Annual Grateful Dog Rescue Run will take place on Sunday, Aug. 26 at Johnson Springview Park in Rocklin.

August Events

Sport Events

Senior Softball Western National Championships: Aug. 1-5, Lincoln & Roseville

USTA 18+ Tennis Districts: Aug. 2-5, Roseville

Hardwood Palace Basketball Tournaments: Aug. 4-5, 11-12, 18-19, 25-26, Rocklin

AAU Basketball Tournaments: Aug. 4, 11, 18, 25, Rocklin & Roseville

USA BMX Races: Aug. 4-5, 11-12, 18-19, 25-26, Roseville

[**Match Club Bowling Tournament:**](#) Aug. 4-5, Rocklin
[**Western Zones Swim Meet:**](#) Aug. 8-11, Roseville
[**Cal Cup Soccer Tournament:**](#) Aug. 10-12, Cherry Island Soccer Complex
[**USSSA All-Star Softball Tournaments:**](#) Aug. 11-12, 18-19, 25-26, Roseville
[**Speedworld Race:**](#) Aug. 12, 24-26, Roseville
[**William Jessup Volleyball:**](#) Aug. 15-16, 22-23, Rocklin
[**William Jessup Men's Soccer:**](#) Aug. 16 & 28, Rocklin
[**Rocklin Quarry Blast Soccer Tournament:**](#) Aug. 17-19, Rocklin
[**William Jessup Women's Soccer:**](#) Aug. 17 & 28, Rocklin
[**Champion's Cup Soccer Tournament:**](#) Aug. 18-19, Cherry Island Soccer Complex
[**All American Speedway Race:**](#) Aug. 18, Roseville
[**NorCal Curling Clinic:**](#) Aug. 25-26, Roseville
[**PongNation Labor Day Open Table Tennis Tournament:**](#) Aug. 31-Sept. 2, Roseville
[**The Crush:**](#) Aug. 31-Sept. 2, Roseville
[**USA Softball Pacific Northwest Invasion:**](#) Aug. 31-Sept. 2, Roseville & Lincoln
[**USA Softball Adult Nationals:**](#) Aug. 31- Sept. 3, Roseville

Community Events

[**ACPC August Auction & Gala:**](#) Aug. 3, Loomis
[**Thunder Valley Entertainment Series:**](#) Aug. 3, 4, 10, 11 & 31, Lincoln
[**Gather Movie in the Park:**](#) Aug. 3, Rocklin
[**Country Swing at McBean:**](#) Aug. 4, Lincoln
[**Expansion Conference:**](#) Aug. 9-11, Rocklin
[**Beauty and the Beast:**](#) Aug. 10-12, 17-19, 24-26, Rocklin
[**Poppy State Cat Show:**](#) Aug. 11, Roseville
[**Concert at the Quarry:**](#) Aug. 11, Rocklin
[**Food Truck Cinema:**](#) Aug. 18, Roseville
[**Roseville Concerts on Square:**](#) Aug. 18, Roseville

[Night out at the Museum:](#) Aug. 18, Roseville

[Night of the Revving Dead Car Show:](#) Aug. 18, Roseville

[SacCubing V:](#) Aug. 25, Roseville

[Kinetic Ink Freedom Festival:](#) Aug. 25, Roseville

[The Grateful Dog Rescue Run:](#) Aug. 26, Rocklin

[Woofstock:](#) Aug. 26, Rocklin

[Foothill Fanciers Exotic Bird Market:](#) Aug. 26, Roseville

