

# **Famous Hudson River pilot to give talk in Lake Tahoe**

Capt. Chelsey “Sully” Sullenberger will be in Incline Village on Sept. 3 to raise money for the nonprofit Thunderbird Preservation Society.

Sullenberger, the U.S. Airways pilot who landed a plane in the Hudson River saving all 155 passengers, will talk about core values and the preservation of American culture like the Thunderbird yacht.

Only 300 tickets are available and cost \$35 in advance and \$45 at the door for the 3pm event at the Hyatt Regency’s Lakeside Ballroom. Tickets for a 1pm members only reception at the Thunderbird Lodge cost \$250.

His appearance will raise money to help keep the Thunderbird boat at Lake Tahoe.

For more information, call (775) 832.8752.

---

# **Raley’s giving out money to schools**

PTAs in Northern California and Northern California have a chance to win a \$5,000 grant from Raley’s.

The grocery story chain is giving away \$25,000 on Sept. 30. Votes can be cast online for the nominated schools from Sept. 6-23. Schools with the most votes in each region will receive a \$5,000 grant to put toward “back-to-school” needs,

ranging from new books to physical education equipment to art supplies.

**The regions are:**

Region 1: Carson City, Churchill, Douglas, Elko, Humboldt and Washoe counties.

Region 2: Butte, Shasta, Siskiyou, Nevada, Sutter and Tehama counties.

Region 3: Amador, Calaveras, El Dorado, Placer, Sacramento, Solano and Yolo counties.

Region 4: Madera, Merced, San Joaquin and Stanislaus counties.

Region 5: Alameda, Contra Costa, Mendocino, Monterey, Napa, San Benito, San Mateo, Santa Clara, Santa Cruz and Sonoma counties.

---

## **Sexual harassment class for business owners, managers**

The North Lake Tahoe Chamber of Commerce and the Truckee Donner Chamber of Commerce in partnership with the Sierra Human Resources Association are offering The Generations and Sexual Harassment: Awareness and Prevention for Business Owners and Managers on Aug. 24 from 8:30-11am at Cedar House Sport Hotel, 10918 Brockway Road in Truckee.

This workshop, required per California's AB1825, will bring your business into compliance regarding sexual harassment awareness in the workplace. The topic is presented in an engaging and provocative way, from the perspective of

generations working side by side. The speaker is Laura Moriarty, SPHR President and head of Tahoe Training Partners.

Registration is \$59 for SHRA members, \$69 for North Lake Tahoe Chamber of Commerce members and \$79 for non-members. Seating is limited.

To register and for more information about the workshop, call Laura Moriarty at (530) 573.0224 or Kym Fabel at (530) 581.8764.

---

## Snippets about Lake Tahoe



- Keb Mo, who was in town last weekend, told Harrah's Lake Tahoe officials he would consider recording a live album in the South Shore Room.

- Burger King is inviting all Lake Tahoe families to celebrate the last days of summer with an ice cream party on Aug. 21 from 11am-7pm. The restaurant in Heavenly Village will be giving away free caramel, strawberry and fudge sundaes with all orders that day.

- The El Dorado Community Foundation is participating with Bill and Melinda Gates on a national project called Ready by 21. El Dorado County is one of four U.S. counties selected. The goal is to assist youth to pursue higher levels of education or training.

- Dragonfly in Truckee is having a Beer & Food Festival on Aug. 24 from 6 to 9pm. Tickets are \$32 per person.

- Chip Seamans is leaving Kirkwood Mountain Resort to become COO and general manager of Windham Mountain in New York effective Sept. 1.
  - The 4th annual golf tournament for the Emily Clothier Memorial Scholarship Fund is Aug. 25 at Lake Tahoe Golf Course. For more information, click on the flyer.
- 

## **Sierra Summer Festival – a new 3-day event in Sparks**

The Sierra Summer Festival presents families in the Tahoe-Reno region with a new entertainment option Aug. 26-28 at the Reno-Sparks Livestock Event's Center. The event, which is indoors and out, features live entertainment, freestyle motocross, a carnival midway, demolition derby and more.

Tickets are \$5 for children and \$10 for adults, in advance.

Tickets may be purchased online, which is also the place for more information.

---

## **Workshop for people wanting to sell their business**

As part of its Chamber Education program, the North Lake Tahoe Chamber of Commerce in partnership with the Sierra Economic Development Corporation is hosting a Thinking of Selling Your

Business Workshop on Aug. 31 from noon to 1:30pm at the Mark Twain Cultural Center, 760 Mays Blvd., Ste. 10 in Incline Village.

Deadline to register is Aug. 26.

This workshop is designed for those thinking of taking the leap and selling their business or perhaps have received an offer they can't refuse. Attendees will learn about the planning, preparation, communications and execution when selling their business that will lead to a positive, profitable life transition.

The presenter is David Frazier, a partner at B2B CFO, the largest financial consulting firm in the country with 184 partners in 39 states. Prior to B2B CFO, Frazier spent more than 25 years in various executive positions in finance and operations at large publicly traded companies.

The cost is \$55/person (payable in advance by mail or credit card), and participants need to bring their own lunch. To register, call the Sierra Economic Development Corporation at (530) 823.4703 or email [info@sedcorp.biz](mailto:info@sedcorp.biz).

This class will also be repeated Sept. 14 in Tahoe City at the Tahoe City Public Utility District and Oct. 12 in Tahoe Vista at Mourelatos Lakeshore Resort.

---

## **Internet marketing class in Incline**

As part of its Chamber Education program, the North Lake Tahoe Chamber of Commerce in partnership with the Sierra Economic

Development Corporation is hosting a beginner Internet Marketing – The Superhighway to Success & The Road class Aug. 23 from noon to 2pm at Patterson Hall (PA 207), Sierra Nevada College, 999 Tahoe Blvd., Incline Village. Deadline to register is Aug. 19.

In this beginner class, attendee will learn how to get top rankings on Google, how to pick the right keywords for their business, along with free tools that will improve their business and assist them in tracking website visitors. The instructor is Coryon Redd, a successful entrepreneur who has grown an e-commerce business to more than 3 million in annual sales of cell phone batteries and accessories. Redd will also help attendees develop a blueprint for online success through advanced techniques that will build their online traffic and convert more shoppers into buyers.

The cost is \$65/person (payable in advance by mail or credit card), and participants need to bring their own lunch. To register, call the Sierra Economic Development Corporation at (530) 823.4703 or email [info@sedcorp.biz](mailto:info@sedcorp.biz).

This class will also be repeated Sept. 21 in Tahoe City at the Tahoe City Public Utility District and Oct. 4 in Kings Beach at the North Tahoe Event Center.

---

## Snippets about Lake Tahoe



- Fireworks on the South Shore start at 8:30pm on Sept. 4.

- Lake Tahoe – both ends – are working together again to be part of the 2012 Tour de California cycling event that almost started on the South Shore this year.
  - Eppic Studios, a media production company providing marketing, mobile media, and motion picture production services, is open in Incline Village.
  - In the 60-plus degree waters of Lake Tahoe on Aug. 14, Dave Van Mouwerick of San Luis Obispo became the 19th person to swim the 21.2-mile length of the lake.
  - Great Basin Brewing Co. of Sparks is selling its Ichthyosaur India Pale Ale at stores in the Reno-Sparks area.
- 

## **Learn how to start a business**

As part of its Chamber Education program, the North Lake Tahoe Chamber of Commerce in partnership with the Sierra Economic Development Corporation is hosting a How to Start a Business workshop on Aug. 25 from noon to 1:30pm at the Mark Twain Cultural Center, 760 Mays Blvd., Ste. 10 in Incline Village. Deadline to register is Aug. 19.

This workshop, taught by Brent Smith of the Sierra Economic Development Corporation, will assist attendees in minimizing their risks and walk them through the steps in the business start-up process. They'll also learn about free resources.

The cost is \$55/person (payable in advance by mail or credit card), and participants need to bring their own lunch. To register, call the Sierra Economic Development Corporation at (530) 823.4703 or email [info@sedcorp.biz](mailto:info@sedcorp.biz). This class will also be repeated Sept. 23 in Tahoe City at the Tahoe City Public

Utility District and Oct. 13 in Tahoe Vista at Mourelatos Lakeshore Resort.

---

## Forest fuels reduction work in Rubicon Bay area

U.S. Forest Service fuels management crews are scheduled to resume prescribed fire operations in the Rubicon Bay area Aug. 17.



Operations are expected to continue through the week. All prescribed fire operations are dependent on weather and available staffing.

Residents and visitors can expect to see smoke from prescribed fire project areas and smoke may be visible from Highway 89. Forest Service prescribed fire managers expect good dispersion of smoke based on predicted weather. Smoke management is part of every prescribed fire burn plan, and efforts are taken to reduce actual or potential smoke impacts on community areas.

This and other prescribed fire projects are designed to reduce wildfire risks to communities and critical resources.

State and local fire management agencies may also be conducting prescribed fire work during this period.