

Inside Nevada County

Quarterly Edition

ERC Board of Directors

Jeff Johnson, Chair
Donna Brown, Chair Elect
Dale Creighton, Secretary
Rod Fivelstad, Treasurer
Neal Allbee
Dan Castles
Barbara Coffman
Tom Conley
Tim Corkins
Joe Heckel
Judy Hess
Lennart Hjord
Rolf Kleinhans
Gil Mathew
Kathy Medeiros
Dan Miller
Doug Moore
Mary Ann Mueller
Ron Nelson
John Powers
Brent Smith
John Spencer
Russ Steele

Welcome New Investor/Partners

Economic Resource Council

For the Present and Future Vitality of Nevada County

President's Comments

The first quarter of 2007 whisked by! I participated in six university job fairs, where I represented five different companies including the County. I was encouraged by the qualifications and enthusiasm of the students and sincerely hope that we can lure a few of them to Nevada County. Graduations take place next month, so decisions will soon be made. I am keeping my fingers crossed that we bring at least four or five on board this year.

As you will see in this edition of *Inside Nevada County*, there are several events in the works over the next few months. I would highly encourage you to clear your calendar for the Economic Forecast Conference that will be held in late May or early June. We are days away from having a firm date for that event.

Beginning with this issue I will also be providing feedback from the 11 questions I posed at the Investor/Partner Annual Meeting on March 1st.

This edition features the first question only. In subsequent editions I will probably include two questions per issue.

Finally, I want to remind you that I maintain a Blog site for the ERC. From time to time there are issues covered there that may be of relevance to you and your business. The ERC Blog can be found at:

<http://ncerc.typepad.com>

Carpe Futura!
(Seize the Future!)

Chuck Neeley

Inside this issue:

Calendar of Events	2
Featured Investor/Partner	2
From the Roundtable - Question 1	3
Drugs Don't Work Here	3
Web Site Redesign in Progress	4
Economic Facts	4

Community Appreciation Award Breakfast - April 20, 2007

Ridge Feed & Supply Co. will be recognized at our next Appreciation Awards Breakfast. The event will be held on April 20th at the National Hotel in Nevada City, and start at 7:30 a.m. You will want

to join us for this special time. Send us an E-mail at the following address to confirm your reservation:

info@ncerc.org



Calendar of Events



Meetings of interest pertaining to economic development can be viewed on the ERC Web site at the following address: www.ncerc.org/calendar/html

MAJOR UPCOMING EVENTS:

Community Appreciation Award Breakfast	April 20, 2007
ERC Board Meeting (Physician Recruitment)	May 10, 2007
Nevada County Economic Forecast Conference	May / June 2007
ERC Board Meeting (Nevada County Fire Plan)	June 7, 2007

Featured Investor/Partner - AT&T



at&t

Your world. Delivered.

Legislation That Matters

AB 2987, "The Digital Infrastructure and Video Competition Act of 2006," authored by Assembly Speaker Fabian Nunez, became the law of the land in the Golden State on January 1, and its goals are to remove outdated regulations – in place since the early '60s – in an effort to spur investment in our State's broadband infrastructure and provide new choice and competition – even to rural areas like Nevada County.

The law creates a new paradigm for serving different customers in different ways: using the benefits of a competitive marketplace to not only increase the investment needed to deploy current technologies, but also to fund the innovation of new technologies currently being trialed or under development.

AT&T plans to invest more than \$1 Billion, over the next 2 years, to upgrade their network, paving the way for next generation IP-based services. This investment is in addition to the \$20 Billion spent over the past 10 years. AT&T is the leading broadband provider in California, with close to 90% of its customers having access to high-speed internet access. They continue to expand their service offerings.

Access to high-speed broadband and other new technologies has been improving – especially in the many rural parts of the State. The new law recognizes that advanced telecommunications services are essential for California communities if they are to attract new businesses and compete in today's technology-driven marketplace. This new law will encourage investment and jobs across the State as telecommunications carriers expand their services and their networks. And that's good news for all Californians – and for rural communities – as these new investments will encourage more choice and more competition.

As companies invest in their networks and new technologies, they want to get those services to as many customers as possible and will look for new and innovative ways to do it – and they just won't be looking at areas like San Francisco or Los Angeles. AT&T for example, recently introduced a new satellite-based high-speed Internet service designed especially for rural areas where there is no DSL or cable modem service. AT&T and other companies are also investing in and trialing other broadband access technologies – like Wi-Fi and Wi-Max, for example – that can bring additional service choices to rural areas.

As rural communities look to provide economic opportunity for their young people, new legislation that will encourage investment in the State and in digital infrastructure that will ultimately benefit communities with more competition and new choices.

From the Roundtable - Question 1: Focus

This is the first of 11 questions that were posed to the Investor/Partners at the Annual Meeting conducted on March 1, 2007. All 11 questions are listed on the ERC Blog at:

<http://ncerc.typepad.com>

We will summarize the feedback we received at that meeting, as well as that received subsequent to that meeting. Please note that Mr. Russ Steele decided to respond to each question individually on his Blog. We encourage you to go to his site, if you are interested in his perspectives on these questions. His Blog site is at the following address:

<http://ncwatch.typepad.com/media/>

Here is the first question:

1) On what types of business / industry should the ERC focus?

From the Roundtable:

- Businesses that utilize a more highly skilled and educated workforce
- Manufacturing industries, i.e., video tech and farming
- Conditions, i.e., infrastructure, housing, and businesses not dependent on transportation

From Russ Steele:

- Attracting the creative class,

i.e., thinkers and tinkers who will develop the products we have yet to imagine we desire, need, and then demand

- Expanding existing industry clusters, i.e., chip design, digital video, medical devices, and glassblowing
- Secure a satellite university campus (private), to help attract new blood, new ideas, and new energy

If you have any further feedback, please send it to us at the following E-mail address:

info@ncerc.org



Drugs Don't Work Here



Drugs Don't Work Here, a recent panel discussion focusing on the benefits of a drug-free work place, provided both context and guidelines for small businesses interested in increasing their bottom line while avoiding legal pitfalls associated with wrongful termination of employees. Highlights of the presentation included the following points:

- A lawsuit for wrongful termination can cost the employer between \$60K-80K if you win and \$400K-500K if you lose!
- The three industries with the largest drug use among employees are construction, mining and manufacturing.
- Ninety percent of large businesses have drug-free programs; 10% of small to medium businesses have such a program.
- A drug-free workplace

pays for itself in the first year through saved costs for workers compensation fees and time lost.

What can you do as an employer to establish a drug-free workplace? Handouts from the session describing the steps to implementing a drug free workplace policy and a sample Drug and Alcohol Abuse Policy are available from the ERC and the Nevada County Contractor's Association.

Panelists included local attorney Jeff Ingram, who specializes in employment law and civil litigation and has represented both employers and employees; Mark Stewart, a loss control representative for an insurance company; Bob Medlyn, CEO, president, and general manager of Beam Easy Living Center in Grass Valley; and Warren Daniels, executive

director of Community Recovery Resources (CORR), Nevada County's primary substance abuse treatment provider. The program was sponsored by the Coalition for a Drug-Free Nevada County in partnership with the Grass Valley/Nevada County Chamber of Commerce, Nevada County Contractor's Association, the Nevada City Chamber of Commerce, the Nevada County Business Association, and the ERC.

For additional information read these articles on-line:

www.theunion.com

[Drug-free policies aim to aid community](#)

By Greg Moberly,
Mar 23, 2007

[Drugs at work a major concern](#)

By Dave Moller,
Dec 22, 2006



P.O. Box 515
Grass Valley, CA 95945

EXECUTIVE STAFF

President/CEO
Chuck Neeley

Executive Assistant
Barbara Campbell

Phone: (530)274-8455
Fax: (530)274-3942
E-mail: info@ncerc.org

Web: www.ncerc.org
Blog: http://ncerc.typepad.com

NOTE: This edition of *Inside Nevada County* is posted on the ERC Web site.

Web Site Redesign in Progress

Work has begun on the redesign of the ERC Web site. A big thanks goes to **AT&T** who is underwriting the cost of this project. The ERC competed for an AT&T Accelerator Grant and was fortunate to have been selected. A small committee is now working the internal design specs to be incorporated in the final product. A contract will soon be let to complete the technical design work. The new Web site is expected to roll out by this summer.



Economic Facts

I, however, place economy among the first and most important republican virtues, and public debt as the greatest of the dangers to be feared.

Thomas Jefferson

As of February 28, 2007:

Nevada County Employment: 47,670

Nevada County Unemployment: 5.0% (#19 County in State)