

# Inside Nevada County

## Quarterly Edition

### ERC Board of Directors

Jeff Johnson, Chair  
Vacant, Chair Elect  
Dale Creighton, Secretary  
Rod Fivelstad, Treasurer  
Neal Allbee  
Dan Castles  
Barbara Coffman  
Tom Conley  
Tim Corkins  
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

**New Investor/Partners - 2nd Qtr**  
Nevada City Tech Center

## Economic Resource Council

*For the Present and Future Vitality of Nevada County*

### President's Comments

The year is shaping up to be a busy one! I hope activity level translates to prosperity for your business!

If you missed the Economic Forecast Conference, you missed a grand event! We were treated with glimpses into the future by two formidable economists, and then challenged with a truly unforgettable speech to proceed through life with no fear. The reviews of the event confirm the importance of conducting

this event on an annual basis.

The 2007 Tour of Nevada County will be here before you know it. Save the date of September 27th! Mr. Gil Mathew will be the master of ceremonies for the event, which will showcase the economic engine of the community through a guided tour of a whole new set of businesses. You will not want to miss the "Tour" this year!

Finally, I am in the midst of conducting formal

business surveys to ascertain if there are companies in the community that are contemplating downsizing or layoffs. The campaign is called Rapid Response, and is designed for early detection of problems. If your company is currently stressed or in need of assistance, give us a call. We can connect you immediately with professional help.

Carpe Futura!  
*(Seize the Future!)*

Chuck Neeley

### Inside this issue:

Economic Facts	1
Calendar of Events	2
Featured Investor/Partner	2
From the Roundtable - Question 4	3
Top Graduates Work at Low Cost	3
Invitation - Awards Breakfast	4

### Economic Facts

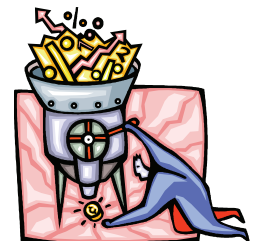
As of May 31, 2007:

Nevada County Employment: 47,630

Nevada County Unemployment: 4.6% (#17 County in State)

"Economics is extremely useful as a form of employment for economists."

John Kenneth Galbraith



## 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](http://www.ncerc.org/calendar/html)

### MAJOR UPCOMING EVENTS:

Workshop: From Patent to Profit	July 12, 2007
Community Appreciation Award Breakfast (NVision)	July 20, 2007
ERC Board Meeting (Workforce Investment Board)	August 2, 2007
Workshop: Business Plan 101	August 22-23, 2007
Workshop: Marketing Strategies	September 12, 2007
2nd Annual Tour of Nevada County	September 27, 2007
3rd Annual Job Fair - Nevada County Fairgrounds	October 10, 2007

## Featured Investor/Partner - Burke Home Loans

By John "Red" Burke



### Mortgage Notes: How to Save Time, Money and Hassles in Your Home Loan Search

Arranging financing for the purchase or refinance of a home can be a confusing, overwhelming experience for most consumers. Wading through the thousands of loan programs on the market to find the right loan at a competitive price can be, at least, nerve-racking. Even if you find a lender with your ideal loan, there's no guarantee that the lender can deliver. If the lender can't deliver, the search for your ideal loan has to begin again.

To avoid the difficulties of shopping for a home loan, more and more consumers are turning to Mortgage Brokers to help them search for their ideal home loan. A Mortgage Broker can provide flexibility, service, price and security that are difficult to find by going directly to a bank or savings and loan for home financing.

#### Matching borrowers with the right loans

A Mortgage Broker is a person who specializes in matching the borrower with real estate loans. Through a Mortgage Broker you can have easy access to loan programs offered by hundreds of lenders throughout the country-including many loans that are available only through a Mortgage Broker. In other words, a Mortgage Broker will shop for the ideal loan to suit your needs. Working with a Mortgage Broker is usually easier and more effective than looking for the cheapest rates and the best loan yourself.

#### The difference between approval and denial

Each lender has established its own criteria for credit, property and income to qualify borrowers. A good Mortgage Broker knows these criteria and can help you put together a loan package that represents you to the lender in the best possible light. In the event a lender rejects your application, you don't have to start the application process over — a Mortgage Broker can simply submit your loan file to another lender for consideration. Working with a Mortgage Broker can often mean the difference between getting a loan or getting a denial. Since a Mortgage Broker does not get paid unless a loan closes, he or she works hard to assure your loan is approved and closed as soon as possible.

#### Saving money

The services provided by a Mortgage Broker usually cost nothing more than if you had gone directly to the lender for the loan. A Mortgage Broker usually receives loans at wholesale prices and passes them to you at competitive rates.

#### What to watch for, where to go

Make sure your Mortgage Broker is a competent, knowledgeable professional. Ask your friends, relatives, or a Real Estate professional for a recommendation. Better yet, call us today. We are specially trained and experienced in meeting your every home loan need while providing fast, flexible service. Working with some of the top lenders in the country, we have hundreds of home loan programs at competitive rates to meet all of your Real Estate financing needs.

#### About the Author

John "Red" Burke is the President and Broker of Burke Home Loans. John has been providing professional home loan services to Nevada County residents since 1990. Contact John at [john@burkehomeloans.com](mailto:john@burkehomeloans.com) or 530-274-7575.

## From the Roundtable - Question 4: Issues

This is the fourth 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 fourth question:

**1) On what issues should the ERC take a stand?**

**From the Roundtable:**

- Regulations
- Permit Fees
- Housing Density
- Affordable Rentals
- Education
- Zoning
- Housing for Workforce
- Fast Track, especially for Home Grown/Developed Businesses
- Micro Enterprise Businesses
- Government Red Tape

• Benefits of Intelligent Development

- Transportation
- Infrastructure

• Workforce

**From Russ Steele:**

Not many... but:

• Framing economic development issues

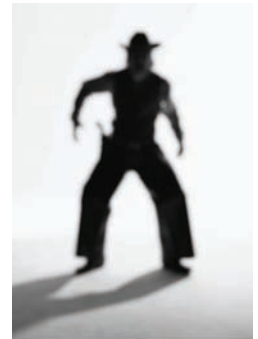
• Educating the public

Examples:

- Affordable Housing
- Transportation
- Broadband
- Business Park Inventory

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

[info@ncerc.org](mailto:info@ncerc.org)



## Top Graduates Will Work at Low Cost !!!

By Bernadette Gonzales

Do you have open positions in Information Technology, Marketing, Finance, Engineering, Human Resources, Business, or others?

**USA Career Start**, an award-winning educational organization located in Roseville, has come to Nevada County as an excellent resource for startups, small, and mid-sized companies that are in need of creative talented graduates at a low cost. No more sorting through mountains of resumes or getting e-mails from the likes of [BirdDog@hotmail.com](mailto:BirdDog@hotmail.com). **USA Career Start** does it all.

Ms. Bernadette Gonzales, Executive Director of **USA Career Start** built partnerships with private universities in Europe & Mexico. Talented graduates want to start their careers in the U.S.

and **USA Career Start** is their career resource. Only exceptional grads are accepted to the program and an extensive pre-screening of transcripts, grades, and English skills is given. All applicants are pre-qualified for the J-1 Visa for practical training which requires No Sponsorship. Companies save money on recruitment fees as well as valuable time not sorting through applicants.

The process is quick and simple. **USA Career Start** matches a candidate to your open position. A phone interview is scheduled. When a Company likes a candidate, an offer of internship is given. Upon acceptance, the paperwork process begins. The standard time from offer of internship to arrival of your graduate is approximately six weeks.

All entry level positions are full-time for 18 months. All graduates come with 18 months of pre-paid medical insurance. Your company saves in medical benefits as well as not having to match social security taxes since the graduate is not required to pay this. Companies must guarantee that they will pay a minimum salary of \$1500/per month. For a list of available graduates, their resumes and credentials, contact Bernadette at:

[bg@usacareerstart.com](mailto:bg@usacareerstart.com)

Mr. Coryon Redd from the Grass Valley company "Batteries for Less," recently took advantage of this program and brought on a graduate from Germany, Mr. Meik Wernicke. Needless to say, Coryon is extremely pleased with the entire process as well as the results!



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.

**Friday, July 20 at 7:30 a.m.**  
**At the Gold Miners Inn**  
**121 Bank Street, Grass Valley**

Since its founding in 1989, NVision's innovative, reliable and cost effective technology has led the industry in video and audio signal management tools.

**YOU ARE INVITED**

**Community Appreciation Award Breakfast**  
*Honoring*  
**NVision, Inc.**

Cost is \$13 for Investor/Partners, \$16 for all others.  
We guarantee seating for those who email [info@ncerc.org](mailto:info@ncerc.org) or call 274-8455 by Tuesday, July 17(48 hour notice required for cancellations).

*George King, General Manager, will provide an informative tour of Grass Valley's newest, premier conference center.*

This event sponsored by:

**GOLD MINERS INN**  
**Holiday Inn Express & Suites**