

## If The Sign Is Out, What Then?

By Gil Mathew, Board of Directors  
Nevada County Economic Resource Council

If the sign posted on America's front door says, "Widgets no longer made here," what then? Do we fold our manufacturing tent and vanish? I for one say "no." And so do a lot of other Nevada County businesses. To showcase this thriving export manufacturing engine, we offer the community a unique opportunity to view what's going on in western Nevada County.

The Nevada County Economic Resource Council (ERC) will host "The Tour of Nevada County – 2007," and it will kick off at 9:00 a.m. Thursday, September 27 from the Nevada County Fairgrounds. This is the second such tour. Last year's tour saw over 150 participants touring the county in air-conditioned buses, visiting five export manufacturers and service providers, learning firsthand about the exciting businesses that exist within the natural beauty of our county. All this with a kick off breakfast, then lunch and finishing with a wine reception. This year's "Tour" will be even better with more stops, more fun, more news.

Along "Tour 2007," we will hear stories and details of this fascinating economic engine we call the "Export Community." The cost of \$50 covers all transportation, morning coffee and rolls, lunch, the wine reception and more knowledge than you can carry in a farmer's bushel basket. On deck is a visit to Benchmark Thermal, a company that manufactures heating systems for the world-wide semiconductor industry, Maier Manufacturing which serves the motorcycle aftermarket, Nevada County Airport, and a visit with the agricultural community and a trip to a farmers market. These stops, along with others and one at the new Nevada City Tech Park will demonstrate the extent to which this group imports vast quantities of money into the local economy where it is cycled multiple times.

The interdependency of the butcher, the baker and the candlestick maker will be explored, as well as how the Chambers of Commerce, the ERC and the business community share and serve one another. During the wine reception, the service industry and the chambers will also discuss how they are part of the cycle of economic interdependency.

The Economic Resource Council is proud to be leading the advancement of viable industries in Nevada County and looks forward to hosting this fun and informative day. We hope you will join us on September 27 for "Tour of Nevada County – 2007" to witness firsthand this remarkable secret engine. Please contact the office at 274-8455 to reserve your spot and remember seating is limited.

**Editor's Note:** ZAP Manufacturing, a company on last year's "Tour," is featured in a story on Pages 8 and 9.

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**Cover Photo:** Tim Corkins, ZAP general manager, in the company's retail area. The company recycles old signs and makes them into new ones. Cover Story on Pages 8 & 9. Photo: Paula C. Collins

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