

Inside Nevada County

Quarterly Edition

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New Investor/Partners - 3rd Qtr

John N. Hazelwood

Economic Resource Council

For the Present and Future Vitality of Nevada County

President's Comments

If you missed the 2007 Tour of Nevada County, you will have to wait another year! Attendance was down a little from last year, but the networking for those that did attend was absolutely phenomenal! See pics below!

For anyone looking for a new job or career, the 3rd Annual Job Fair is on October 10, 2007, at the Nevada County Fairgrounds. Pass the word to family, friends, and neighbors!

Another big event on the calendar this year is the Community Appreciation Award Breakfast on October 26, 2007. We will be recognizing the largest private employer in Western Nevada County, the Sierra Nevada Memorial Hospital. This is a breakfast event and will be held at Miners Foundry in Nevada City. Call in your reservation as soon as possible, as I do believe this will be a sell-out event!

Local merchants should plan to attend the **Be Lo-**

cal - Buy Locally campaign meeting scheduled for November 5, 2007, at 7:30 a.m. at the Sierra Cinemas.

Finally, I was pleased with the unemployment figures that came out for August, which showed we are holding our own, and, in fact, actually improving our standing with the other 57 California Counties. Keep up the good work!

Carpe Futura!
(Seize the Future!)

Chuck Neeley



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Economic Facts

As of August 31, 2007:

Nevada County Employment: 48,870

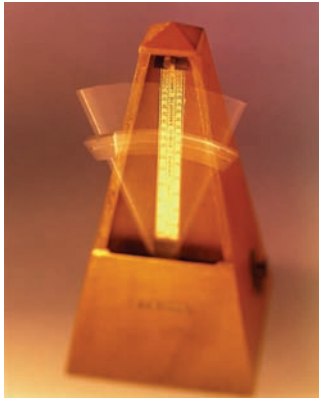
Nevada County Unemployment: 4.9% (#12 County in State)

"Beware lest you lose the substance by grasping at the shadow."

Aesop



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:

ERC Board Meeting (Be Local – Buy Locally Campaign)	October 4, 2007
3rd Annual Job Fair - Nevada County Fairgrounds	October 10, 2007
Workshop: Drugs Don't Work Here	October 24, 2007
Community Appreciation Award Breakfast	October 26, 2007
ERC Board Meeting (Physician Recruitment/Retention)	November 1, 2007
Be Local - Buy Locally Business Meeting	November 5, 2007
ERC Board Meeting (Videobroadcasting)	December 6, 2007

Featured Investor/Partner - Mini Mania Into the 21st Century

By Don Racine

You might ask how a business can survive for over 30 years and still find the majority of people have never heard about it? It is a fair bet that the vast majority of people even in Nevada County, yet alone the other half of the world, do not even know we exist. Mini Mania is just such a business.

The business was started in the San Francisco Bay Area as a part-time hobby effort. It is a classic niche business that kept growing in spite of economic logic. The business focused on the supply of original equipment and aftermarket parts for a little British car that was last imported into the USA in 1968. The very small market for these parts was a blessing in disguise as it also meant that marketing could be very cost effectively focused. With little competition and aggressive marketing the market share grew to the point that the business employed up-

wards of 20 people before leaving the Bay Area, after 25 years, and heading north.

The nature of the business changed dramatically after arrival in Nevada City. Not only was it more difficult to find employees, but many of the taken-for-granted 'local' services were just not available. This was further complicated by the introduction of a modern version of the enthusiast's car that the classic business was built upon. The BMW MINI Cooper was thought to be a natural extension of the Mini Mania brand. The business that started with a very small, fixed-size market, now found the opportunity to increase its market by two or three times every year!

Mini Mania now operates out of a warehouse/office area at 870 Gold Flat Road and employs almost the same number of people as it did in the Bay Area. The business has changed from parts and service to only a mail-

order catalog sales operation that now does over 50% of its business on the Internet: <http://newminimania.com/>

The little business that almost no one knows about now survives as an Internet leader in the very small world of automotive aftermarket products.

Pictured below is the "Nevada City Adventure" held annually for MINI Cooper enthusiasts.



From the Roundtable - Question 9: Sales Tax Leakage

This is the ninth of 11 questions that were brought before the Investor/Partners at the Annual Meeting on March 1, 2007. The format will be the same as before; first will be the summary from the roundtable session, then Mr. Russ Steel's impressions. Russ's Blog can be found at:

http://ncwatch.typepad.com/media/2007/03/erc_question_9_.html

The ERC assessment and perspective is provided under the "comments" link to Russ's Blog.

Here is the Ninth question:

1) How should we approach sales tax leakage to adjoining counties?

From the Roundtable:

- Bring to Nevada Co. the things people need/want
- Provide more of what people leave town for
- Try to shop local
- Formally study sales tax in-flow/outflow
- Educate buyers on what is available locally
- Longer work hours
- Careful attention to inventory
- Conduct customer service classes at Sierra College

From Russ Steele:

- Will only be resolved when local merchants have the products people want, at the price points they are willing to pay.
- Emotional appeals to shop local do not work
- Most local businesses cannot compete on price
- Local businesses could compete on customer service, but it is a hard to find commodity

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



49er R.O.P. Helps Students Prepare for a Future of Success!

By Jessica Hardtke

The 49er Regional Occupational Program (49er R.O.P.) is a career technical education program that offers high school and adult students classroom instruction, and for most classes, on-the-job training in an array of career fields. The career fields include: Animal and Veterinary, Fire Science, Health, Education, Cosmetology, Computer Technology, Business, Marketing, Construction, and Automotive.

For over 30 years, this public education program has offered classes to over 1,800 local high school students and adults each year. Sponsored by the California Department of Education in association with the Nevada County Superintendent of Schools, 49er R.O.P. is part of a statewide program designed to bring education and business together.

Besides giving students the entry-level skills required to gain quality full-time employment after high school, it gives them the skills to obtain a well-paying job while going to college. Students also benefit from the opportunity to research and experience a career before entering college, thus helping them to decide on a major course of study. Additionally, all R.O.P. students are taught basic work ethics, job etiquette, resume writing and interviewing skills.

R.O.P. instructors enjoy witnessing their students' self-discovery of qualities based on what was originally an interest or curiosity. During R.O.P. training, these interests and qualities cultivate into valuable skills.

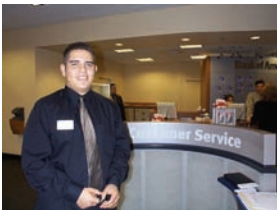
The beauty of this partnership between education and business is not only the educational advantage that stu-

dents obtain through their training at local businesses, but also the benefit accrued to local businesses from the constant supply of well-trained job applicants available to them.

The success of 49er R.O.P. has come from strong partnerships with the local high schools and community colleges, a dedicated and well-qualified instructional and support staff, and the support of hundreds of local businesses.

For more information, high school students should see their high school counselor, and adults should contact 49er R.O.P. at (530) 265-8848 or (530) 889-5949. Businesses interested in more information about partnering to train students should also contact 49er R.O.P.

Excellence In Career Preparation
49ERROP





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

Friday, October 26 at 7:30 a.m.
At the Miners Foundry
325 Spring St., Nevada City

The comfort and care of patients and their families is the primary goal of the Sierra Nevada Memorial Hospital.

YOU ARE INVITED

Community Appreciation Award Breakfast
Honoring
Sierra Nevada Memorial Hospital

Cost is \$13 for Investor/Partners, \$16 for all others.

We guarantee seating for those who email info@ncerc.org or call 274-8455 by Tuesday, Oct 23 (48 hour notice required for cancellations).

Scott T. Seamons, Regional Vice President, Hospital Council of Northern and Central California will be the keynote speaker.

This event sponsored by:

Waste Management

