Placer Valley Tourism



In This Issue:

Justin Brosseau

California Capital Aquatics has struck gold with their new head coach!

The Barrel Bonspiel

Wine Country Curling Club to host a springtime bonspiel at Skatetown Ice Arena.

Mes Amis Vintage Antique Show

Come to the Placer County Fairgrounds to discover the worldly treasures at the Mes Amis Spring Show.

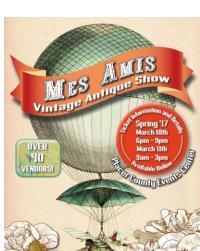
PVT NEWS

PVT's Capital Improvement Grant Program in action brings a much needed track rebuild to Oak Creek BMX.

Upcoming Events

PVT Progress By The Numbers





Justin Brosseau California Capital Aquatics Head Coach

Last summer California Capital Aquatics (CCA) was on the hunt for a new head coach and as a premier USA Swimming Olympic development team based in Roseville, Calif. with a stellar reputation for building young swimmers into Olympic ready athletes, a nationwide search was underway. When Justin Brosseau walked through their doors, CCA knew they had hit the jackpot!



Brosseau's, who's coaching resume is impressive to say the least, grew up in the Missouri Ozarks just outside of Springfield, Miss. and really began taking swimming seriously when he was rehabbing a broken elbow in the sixth grade. With two sisters who also were swimmers, he caught the swimming bug and never looked back! He started coaching before his junior year in high school and was a collegiate level swimmer with a focus on Breaststroke and the Individual Medley.

"Despite being landlocked in Springfield, we had a great swim community; I began my coaching career there and was able to make connections across the country," stated Brosseau. "After finishing my degree at Missouri State University (MSU) and coaching for Springfield Aquatics, I spent five years as an assistant coach at Boise State University and then one season back in Springfield with MSU when I began my master's program."

In January of 2014 he was offered a position at the prestigious KATY Aquatics in Houston, Texas and is thankful for his time there but had always been eyeing the west coast as his wife is from Fairfield, Calif.

"Over my years as a college and club coach I had made some strong professional connections in this area, so when the job at CCA opened up it was exactly what we had been looking for," elaborated Brosseau. "With my wife growing up here we visited a lot and we are excited to make this our long-term home with our first little one who is about to turn 2-years old and we expecting our second child this month!"

Beyond the location, Brosseau was thrilled to become a part of the CCA family and this community. He commented that it was clear to him through the selection process what a well-organized club CCA is with wonderful people who are

committed to making a positive impact with their student-athletes and the community.

The sense of community is what really made an impression on him. "It was a community that loved swimming and loved this team, the families at CCA have created a strong history and worked to maintain great relationships with the City of Roseville, the Roseville Park & Recreation Department and Placer Valley Tourism."

The vision he has for CCA is growth and fast swimming. Already Brosseau is happy to report that the team is responding to change over the last season really well and they are excited for the opportunity to bring more swimmers into the CCA family. Helping the swimmers work hard every day to achieve new goals is a paramount focus for him and he wants to ensure that these young athletes apply the discipline they put into their sport and carry it over into their daily lives.

Next up for Brosseau and CCA is the South Western Age Group Regionals (SWAGR) that will take place on March 16-19 at the Roseville Aquatics Complex. This meet is a first year event that was formed to provide a higher level meet for the 14 and under age groups. More than 400 swimmers are expected to participate, all who had to previously qualify by meeting a certain time standard in each event in order to compete.

As always, PVT is happy to lend a supportive hand to CCA's events and is excited for this upcoming, new meet. Brosseau has been in awe of the PVT and CCA relationship. "Our relationship with PVT is so unique to any swim club in the country, and we are incredibly grateful for it!"

"To have a partner in the community who realizes the cultural and economic impact a strong USA Swimming Club can have for a community is really special and forward thinking; I hope the relationship between CCA and PVT can become a model for other sports clubs across the country," added Brosseau.

We are extremely grateful that Brosseau walked through that door last summer and into the CCA and PVT families. His leadership, vision and dedication shine through in his coaching and commitment to his team. We know how lucky we are to have you Justin and look forward to many wonderful years of fast swimming and fun events!

Click here for more information on CCA.

Click here for more information on SWAGR.

The Barrel Bonspiel

Wine Country Curling Club Adds a Springtime Tournament



Wine Country Curling Club (WCCC) and Placer Valley Tourism (PVT) are thrilled to announce that on March 24-26 they will host a springtime bonspiel at Skatetown Ice Arena in Roseville. The WCCC already has a rich history with The Crush, their signature bonspiel that is held over Labor Day Weekend, and due to the wonderful success they have had with that tournament they have decided to add The Barrel Bonspiel.

"We had such a great time hosting The Crush at Labor Day that we decided to host another bonspiel in March," commented Katie Feldman, President of WCCC. "Curling in California is growing so much and we're proud to be the first club to now host two bonspiels in a year."

For those of you wondering what exactly curling is, think of a large shuffleboard on ice and throw in 42-lb curling stones that you literally do throw down a long sheet of ice that is 150 feet long and 15 feet wide and now you're headed in the right direction. Points in curling are awarded to the team whose stones land closest the "house" which refers to the giant bull's eye at either end of the sheet of ice.

WCCC offers Learn-to-Curl clinics frequently, so if this has peeked your interested attend one of these sessions and not only will you gain a wealth of curling knowledge but you will also realize that this truly is a sport!

If you'd rather watch a competition before taking a stab at it yourself, then make sure to mark your calendar and come to The Barrel Bonspiel. The first games will start at 7 a.m. on Friday, March 24 and continue through Saturday, March 25 with finals beginning at 10:30 a.m. on Sunday, March 26. We hope to see you there!

Click here for more information about the Barrel Bonspiel.

Mes Amis Vintage Antique Show

Placer County Fairgrounds to Host Two-Day Vintage Lovers Dream Show



Come see with your own eyes a true transformation when Jones Hall at the Placer County Fairgrounds is brought to life with treasures from the past at the Mes Amis Vintage Antique Show on March 10-11. The Olive and Rose, the company that hosts this incredible show, is expecting about 40 different vendors that will bring a wide variety for vintage lovers to enjoy. Some items from France and Hungary, found items such as old

tables, architectural salvage, finished items such as pillow and jewelry made with vintage linens and many other vintage inspired items will be available.

Sandy Bryan, owner of the Olive and Rose, explained that they began doing these antique shows in 2009 and they were held outdoors twice a year, once in the spring and once in the fall. "In the spring of 2014, we moved the show to the Placer County Fairgrounds and made them indoor, two-day shows plus we created a winter show called Noel, so now we have three shows with a different season in mind," added Bryan.

Bryan commented on what makes the Mes Amis Vintage Antique Show so special, "My favorite part of the show is seeing all the variety come together in one place, all of our vendors are experienced and love selling at shows around the state as well and each of them brings with them a story for every piece they have."

There really is no other place like the Mes Amis Shows in Northern California that brings together this much talent all under one roof. "We have been in this business for over 10 years and connected with people from all over the country and we know how to select vendors that can offer the customer variety and special pieces that are truly unique," added Bryan.

On the first night, which is commonly referred to as the "first dibs night", they will have live music. A no-host bar will be on-site both days. Hours for Friday, March 10 are 6 to 10 p.m. and admission is \$10 which also includes admission for Saturday, March 11 from 9 a.m. to 3 p.m. Children under 12 are free and if you can only make Saturday's show the admission price is \$5 with no parking fees either day. We are sure all you antique lovers out there will find some fantastic treasures!

Click here for more information on the Mes Amis
Vintage Antique Show.

PVT NEWS

Capital Improvement Grant Program In Action

Since 1985 the Oak Creek BMX track in Roseville has been making dreams come true for the young and old as they tear up the track and fly through the dirt on their BMX bikes in quest for glory. Without the dedication and devotion of track owners and operators, Linda and Bruce Minton, none of this would have been possible for the thousands of BMX riders that come from all over the country to compete at their facility. They have invested thirty plus years to this track, that is nationally known and has continually been ranked the No. 1 BMX facility in Northern California

With any facility that is as heavily used as Oak Creek BMX is, maintenance and upgrades are necessary to stay competitive and secure events that will benefit their riders and maintain the standard they strive to provide for the community. The last track re-build was done in 2011 and with the recent rain and normal wear and tear on this type of track they requested a Capital Improvement Grant from PVT to help fund the expense this would entail.

We are thrilled to announce that the PVT Board approved the request to Oak Creek BMX to help fund this rebuild for their facility at the February board meeting. The amount requested was \$10,000 with the total cost of the re-build being estimated at \$13,200. Oak Creek BMX has been a consistent partner to PVT by bringing in weekly events as well as several major events throughout the year.

Kent Elliot a USA BMX Rider and Spokesperson for Oak Creek BMX explained, "Without Placer Valley Tourism's guidance in coming up with a long term plan along with the financial support, this much needed plan for Oak Creek BMX was only a dream and I want to thank everyone at PVT for all the work that they have done over the past several months to make this new track rebuild a reality for Oak Creek BMX!"

Elliot added, "With PVT's support over the years Oak Creek BMX has grown to and continues to maintain its No. 1 track ranking on the west coast as well as its top five track ranking in the nation and this new plan will keep us there; this is truly a long term win-win for everyone!"

Click here for more information on Oak Creek BMX.

Click here for more information on PVT's Capital Improvement Grant Program.



PVT by the Numbers

Room Nights Sold

January 2017: 51,031

January 2016: 46,177

YTD: 51,031

Prior YTD: 46,177

Occupancy

January 2017: 68.3% January 2016: 65.1%

YTD: 68.3%

Prior YTD: 65.1%



Thrive Women's Conference will be at the Bayside Granite Bay Campus from March 10-11.

February Events

Sport Events

Sierra College Men's Golf: March 1, Rocklin

Sierra College Baseball: March 2, 7, 11, 14, 18, 23, 30, Rocklin

Unified Basketball Game: March 2, Rocklin

William Jessup's Softball: March 3, 4, 18, 25, Rocklin

William Jessup's Baseball: March 3, 4, 10, 11, 24, 25, Lincoln

AAU Basketball Tournaments: March 4-5, 11-12, 18-19, 25-26, Roseville & Rocklin

Sierra College Softball: March 4, 11, 21, 28, Rocklin

<u>Basketball Tournaments at Hardwood Palace:</u> March 4-5, 11-12, 18-19, 25-26, Rocklin

USA Softball: March 4-5, 18-19, 25-26, Lincoln

USA BMX Racing: March 4-5, 11-12, 18-19, 25-26, Roseville

LifeTime Athletic USTA Tennis Tournaments: March 4-5, 24-26, Roseville

Woodcreek High School Swim Invitational: March 10-11, Roseville

St. Patrick's Pro Disc Golf Tournament: March 10-12, 17-19, Orangevale

NorCal TOC: March 11, Loomis

TBF Racing Events: March 11-12, 25-26, Granite Bay

South Western Age Group Regionals Swim Meet: March 16-19, Roseville

Excuses Cyclocross Short Track Series: March 18, Roseville

Gold Rush Showcase on Ice: March 18-19, Roseville

Folsom Lake Grom Cyclocross: March 18, Roseville

The Barrel Bonspiel: March 24-26, Roseville

NorCal High School Swim Championships: March 31, Roseville

Community Events

Legally Blonde the Musical: March 3-5, Roseville

Roseville Run for Freedom: March 4, Roseville

Thunder Valley Entertainment Series: March 4, 17, 24, 25, Lincoln

STEM Expo: March 4, Rocklin

Mes Amis Vintage Antique Show: March 10-11, Roseville

Thrive Women's Conference: March 10-11, Roseville

Roseville Celebrity Chili Cook-Off: March 17, Roseville

Night out at the Museum: March 18, Roseville

Roseville Rock Rollers Gem Show: March 25-26, Roseville

