Changing demographics alter U.S. food choices

By J.M. Hirsch and Suzette Laboy, AP

MIAMI – Salsa overtaking ketchup as America's No. 1 condiment was just the start.

These days, tortillas outsell burger and hot dog buns; sales of tortilla chips trump potato chips; and tacos and burritos have become so ubiquitously "American," most people don't even consider them ethnic.



Sierra-at-Tahoe has an annual taco eating contest and salsa competition. Photo/LTN file

Welcome to the taste of American food in 2013.

As immigrant and minority populations rewrite American demographics, the nation's collective menu is reflecting this flux, as it always has. And it goes beyond the mainstreaming of once-esoteric ethnic ingredients, something we've seen with everything from soy sauce to jalapenos.

This is a rewrite of the American menu at the macro level, an evolution of whole patterns of how people eat. The difference this time? The biggest culinary voting bloc is Hispanic.

Read the whole story

Truckee opening temporary property tax office

Nevada County Treasurer & Tax Collector Tina Vernon will be setting up office in the Truckee area to serve residents during peak property tax season.

Property tax bills were mailed Oct. 4 and first installments are due no later than Dec. 10.

The seasonal office will be located at the Truckee Sheriff Substation in the supervisor’s office at 10879 Donner Pass Road, Suite A.

Payments can also be made by mail, P.O. Box 128, Nevada City, CA 95959-0128.

Juice sales getting squeezed by healthier choices

By Vanessa Wong, Bloomberg

Americans may be trading in soda for healthier alternatives, but it seems like juice isn’t one of them. Per-capita juice consumption in the U.S. dropped to 35.5 liters last year, from 39.9 liters in 2007, according to researcher Euromonitor

International. It’s a complication for beverage makers looking for ways to make up for slowing soda sales.

Juice has been something of a bright spot this year for Coca-Cola, the largest juice and juice drink producer in the U.S. The company reported Tuesday that juice sales by volume in North America were up 4 percent from July to September, including a 7 percent increase for its fast-growing brand, Simply. On Wednesday, No. 2 juice maker PepsiCo reported share gains in chilled juice and strong performance by its new Tropicana Farmstand fruit-and-veggie drinks.

Considering the larger trend, however, it’s unclear how long this momentum can be sustained. Retail juice sales in the U.S. shrank 7.2 percent from 2007, to 9 billion liters last year, according to Euromonitor. Recent data show that sales of orange juice, the most popular, are now at their lowest level in 15 years.

Read the whole story

Children’s art to raise money for N. Shore schools

The North Lake Tahoe Visitor Information Center is hosting a fundraiser for the art programs of local schools. The center is displaying hand-crafted pieces from classrooms in North Lake Tahoe and Truckee.

The pieces on display, all made from recycled materials, are part of the Ironman Lake Tahoe 2013 Children’s Mural Project.

The public is invited to cast votes for their favorite murals.

To cast a vote for a mural purchase a $1 vote. All proceeds are donated the art program that produced the piece.

The North Lake Tahoe Visitor Information Center, located at 100 North Lake Blvd. (at the Y) in Tahoe City, will house the murals until Nov. 15, when voting will end.

Additionally, four winning tickets will be drawn for the public to win one of the murals.

Students were asked to create pieces inspired by the dedication and strength of the Ironman athletes. The organizations with pieces on display are the Boys & Girls Club of North Lake Tahoe, Lake Tahoe School in Incline Village, Tahoe-Truckee High School and the Sierra Expeditionary Learning School in Truckee.

Grant makes Fanny Bridge upgrades more likely

Money is in hand to reroute Highway 89 in Tahoe City so it no longer crosses Fanny Bridge.

A $25.5 million federal grant was awarded to the Tahoe Transportation District for this project as well as bike paths in Meeks Bay and Dollar Point.

An additional $7.5 million needs to be secured to complete the bridge project.



The 100-year-old dam between Fanny Bridge on the Truckee River and the lake outlet. Photo/Bill Kingman

“Although the SR89/Fanny Bridge Community Revitalization Project is still in the environmental stage, the TTD is extremely pleased that a federal agency will fund a major portion once an alternative is chosen,” said Carl Hasty, TTD manager, said in a statement.

The bridge is seismically challenged. The plan is to make upgrades to it and then turn that stretch of the highway into a city street.

The highway will be rerouted through U.S. Forest Service land where the transit center is. The exact route is not set. Alternatives are being studied in the environmental documents. Draft environmental documents could be released in winter 2014.

In addition to the safety concerns, the goal is the new route would relieve congestion at what is now a choke point where highways 89 and 28 come together. Environmental gains are also expected.

Placer County Board of Supervisors will hear an update on the project Oct. 22. An economic study is expected to be completed later this year. Construction could begin in 2015.

The 84-year-old bridge that crosses the Truckee River not far

from the mouth of Lake Tahoe got its name because of all the backsides of people that look at the water.

– Lake Tahoe News staff report

Letter: Spend money on buses, not airport

To the community,

For years the city has dumped money on the airport, a loser. The airport is supposed to be a self-supporting enterprise, but that is fiction. Early in his career Councilman Hal Cole said the airport was an albatross around the city's neck. That hasn't changed.

Today the city funnels money to the airport by paying rent, which if not a lie, is one more fiction, self-deception. The "rent" is a subsidy pure and simple.



Bill Crawford

The city should run its own bus system. Some people like the idea, but rightly ask, "Where is the money to operate the system?"

The city should stop the airport subsidy and use the money to

help support the bus system. What the city is doing is subsidizing the well healed who use the airport to fly in. Hal Cole has said he supports use fees for paid parking OK, why not the airport users?

Bill Crawford, South Lake Tahoe

PS: Before the city started airport rent the city made loans to the airport until the auditor said the loans should be called gifts because the city would not get the money back.

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3 S. Tahoe residents accused of burglary



The arrest Friday of three South Lake Tahoe residents may have broken up a burglary ring that was going on in South Lake Tahoe, El Dorado County and Douglas County.

Douglas County sheriff's deputies said they caught Jeffrey Lee Stephens, 44, Jean Rene Winters, 45, and Joseph Alan Winters, 48, while they were inside a residence Oct. 18 in Valley Crest Estates, located in north Douglas County.

Investigators from the three jurisdictions' law enforcement agencies have been working together to solve a string of

burglaries.

“The investigation has so far revealed that the suspects may be responsible for other residential burglaries committed throughout the region,” Sgt. Jim Halsey with Douglas County said in a press release.

He said at the time of arrest deputies recovered several stolen items.

The suspects allegedly forced entry into the residence where they were caught.

Anyone who has seen the suspects or the white 2000 Ford Explorer they drove, is asked to call DCSO Investigators Ted Duzan or John Preston at (775) 782.9905.

– Lake Tahoe News staff report

Motivation and inspiration are critical to success

By Mitchell Levy

Inspiration and motivation are two completely different concepts, but a majority of managers still make the mistake of interchanging the two.

It’s easy to get lost in the semantics, but the difference can be boiled down to one simple observation: motivation can be manufactured, inspiration needs to be instilled.

Money, job security and career advancement are all effective means of motivation, but they’re also solutions that can be

delivered on a piece of paper. Salaries can be increased, contracts can be lengthened and staff can be promoted.

Inspiration, however, is a much more organic concept. An inspired employee is not only more engaged, but they are more empowered and more productive than their uninspired counterparts. They are more inclined to strive for excellence, most notably because they equate the triumphs of their organization to their own personal success. In other words, employees can be motivated because they are inspired.

Leadership expert and author Simon Sinek has long been known for his theories on how inspiration correlates to proper leadership. His mantra is simple. “People don’t buy what we do, but why we do it.”

It’s a strange, if not counterintuitive assertion, but it’s also an assertion grounded in truth. A customer will buy a product not simply because of what it does, but because they believe in what it does. The most recognizable brands in the world aren’t simply successful because of their products, but because of our belief in those products.

Sinek meant his words in the context of customers, but it’s easy to see how his insight can be translated in the context of leadership. When a leader nurtures a working environment that is motivated by inspiration, they foster a team that isn’t afraid to act.

Inspired employees take the initiative to make great work not because their jobs depend on it, but because they believe in the importance of what they do. This, in turn, is a far more effective tool than any raise, or any job promotion.

Inspiration is the direct result of instilling power and purpose into your employees. One can’t be done without the other.

Purpose is the rationale behind one’s work, but it goes far

beyond salary and formal job titles. It is the whats and whys of your organization. Why is what you do so important? Why is it important that you excel at your job?

Power, on the other hand, is not a characteristic of authority, but a characteristic of ability. For someone to be inspired, they need to know that they have the power to act on their purpose. They need to feel that their decisions and their actions have impact on the organization.

It's through the combination of both purpose and power that an employee becomes truly inspired. It is leadership without micromanagement, an organization fueled by initiative. When purpose and power come together, an employee realizes that they have the reason and the ability to excel at their job. They are motivated to decide, act and take initiative, not because they have to, but because they want to.

Mitchell Levy is the CEO at THiNKaha.

Park family splits Tahoe, valley holdings; Horizon hotel-casino to be revamped

By Kathryn Reed

Descendants of the Park family are dividing their thousands of acres at Lake Tahoe and in the Carson Valley, including buildings and business operations, among family members. The property has been in the family since the late 1800s.

"We had a differences with the business philosophy of the company. This split allows us to move forward with ideas that

are aligned with our long-term goals," Jon Park told *Lake Tahoe News*.

Once known as Park Cattle Company based in Minden, the company this century evolved into Edgewood Companies.



Expect changes at the Horizon hotel-casino in Stateline after the lease expires March 31, 2014. Photo/LTN file

The Blach, Seeliger, Lourdeaux and Kelly families will continue to operate Edgewood Companies. The Park family will establish a yet to be named company.

Edgewood Companies will retain Edgewood Tahoe Golf Course, MontBleu casino, Harveys parking garage land, Friday's Station and Edgewood Water Company. The company also owns other undeveloped parcels and beachfront properties on the South Shore as well as commercial real estate investment properties in Colorado, Georgia and North Carolina.

"Everything on our end stays the same minus the assets, and they won't be on the board when the deal is finalized," Bryan Davis, spokesman for Edgewood told *Lake Tahoe News*.

The changes do not impact the plan to develop Edgewood Lodge at the golf course.

The new company will own the 539-room Horizon casino at

Stateline and the 4,000 acres in Carson Valley, including all of the ranching operations.

The change in ownership is expected to be completed in January or February. The Nevada Gaming Control Board needs to approve the changes involving the casino ownership.

LV Casino LLC, which operates the Horizon, has a valid lease and gaming license until March 31.

Park said, “A big step going forward is improving the operations at the Horizon property. We are hands-on owners and we will definitely be involved in the business at the lake and in Carson Valley on a daily basis.”

He would not get into what the plans are for the rundown casino when the family takes over the operations.

The Horizon has fallen on hard times that go beyond gaming declining at Lake Tahoe. Table games are no longer offered and big-name performers are no longer booked there.

When the property opened in 1965 it was called Del Webb’s Sahara Tahoe, and Elvis Presley played there.

Park isn’t worried about the decline of gaming, saying Lake Tahoe is still a draw from gamblers.

MontBleu, which is across the street from the Horizon, is an Edgewood Companies property. The lease with Tropicana Entertainment out of Las Vegas expires in 2028.

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Lake Tahoe News in June 2011 did a three-part series on the Park family. Here are links to part one, part two and part three.

S. Tahoe woman wins $1.4 mil. at Stateline casino

South Lake Tahoe has a new millionaire.

A woman in her 30s, who wants to be anonymous, won $1.4 million at MontBleu in Stateline on Oct. 16.

This is the largest single win in the resort’s seven-year history.

The winner hit the big payload on the IGT Wheel of Fortune progressive slot for a total of $1,407,656.68 in the High Limit Room. The winner played $100 before hitting the jackpot.