

Warren Miller movie on North Shore

Warren Miller's "Like There's No Tomorrow" will be shown at CalNeva in Crystal Bay on Nov. 25 and Nov. 26 at 7:30pm.

Warren Miller movie in Stateline

Warren Miller's "Like There's No Tomorrow" will be shown in the MontBleu Theater in Stateline on Nov. 18 and Nov. 19.

Doors open at 6:30pm, with the movie at 7:30pm.

Tickets are \$16 plus tax and fees.

Sierra's Pray for Snow Party

Sierra-at-Tahoe's annual Pray for Snow Party is at Opal Ultra Lounge inside MontBleu casino in Stateline.

The Nov. 10 event starts at 6pm for pass holders, 7pm for the general public.

Business Identity Theft Compliance Workshop

As part of its Chamber EDucation program, the North Lake Tahoe Chamber of Commerce in partnership with the Sierra Economic Development Corporation is hosting a Business Identity Theft Compliance Workshop on Oct. 26, noon to 1:30pm, at Mourelatos Lakeshore Resort, 6834 North Lake Blvd., Tahoe Vista.

Deadline to register is Oct. 24.

Attendees will learn about identity theft laws and how they affect businesses, business liability when there is a breach, the types of identity theft and behavior awareness, as well as tools for creating a policy to protect their business.

The cost is \$55/person, and participants need to bring their lunch. To register, call the Sierra Economic Development Corporation at (530) 823.4703 or email info@sedcorp.biz.

Direct Marketing for Small Farms

Challenged by today's industrial food system, many small farms are looking for new and creative ways to sell their products directly to consumers.

Western Nevada College Specialty Crop Institute offers a workshop on "Direct Marketing for Small Farms" on Nov. 5, 9am-5pm, at WNC Carson City campus, 2201 West College Pkwy.

Cost is \$35 when registering by Oct. 27 and \$45 after Oct. 27.

Lunch is included.

Participants will learn how to develop and execute a simple, effective marketing plan to fit their small farm enterprise. Industry experts will present sessions that include branding and authentic messaging, media relations, effective signs and displays, Facebook and social media, and more. They will discuss sales options including farmers markets and farm stands, restaurants, subscription farms, u-pick, and other direct-marketing opportunities.

Featured speaker Vance Corum of Farmers' Markets America is a direct marketing specialist who has assisted small farm entrepreneurs and farmers markets for more than 30 years. He is coauthor of the book "The New Farmers Market".

Jonathan Wright, food and drink editor for the *Reno Gazette-Journal* and *RENO* magazine, will present ideas on how to make friends with the media, learn interview skills and get pertinent messages to the public.

The WNC Specialty Crop Institute is an innovative program that teaches alternative farming methods. Funding for this project is provided by the Washington State University Western Center for Risk Management Education and the USDA National Institute of Food and Agriculture.

For information/registration, contact Ann Louhela at (775) 351.2551 or louhelaa@wnc.edu.

Chamber meeting featuring ski

industry execs

The North Lake Tahoe Chamber of Commerce is hosting its annual chamber membership lunch Oct. 27 at noon, with registration beginning at 11:30am, at the North Tahoe Event Center in Kings Beach.

This year's presentation is titled "The Changing Face of the North Lake Tahoe Ski Industry" with a guest speaker panel that includes General Manager Bill Rock of Northstar, Chief Executive Officer Art Chapman of JMA (co-owner of Squaw-Alpine, and sole owner of Homewood Mountain Resort) and Chief Executive Office Andy Wirth of Squaw-Alpine.

Attendees will learn about the new ownership of the larger ski resorts, the future of skiing in North Lake Tahoe, what's new on the mountains and what does the merger of Alpine Meadows and Squaw Valley mean for employees and guests.

Bella Affair will cater the luncheon. Cost is \$35/per person for chamber members and \$45/per person for non-chamber members before Oct. 24, and \$40/members and \$50/non-members after Oct. 24.

For more information about the lunch or to register, call Kym Fabel, North Lake Tahoe Chamber of Commerce manager, at (530) 581.8764 or kym@puretahoenorth.com.

Chamber mixer, bat lecture

UC Davis is hosting a Haunted Halloween Chamber Mixer with Masters of the Night bat lecture immediately following at Historic Fish Hatchery.

The event is Oct. 20, with the mixer from 5-6pm and lecture from 6-7pm.

The cost is \$10. There will be a no-host, cash-only bar. All proceeds go to UC Davis Tahoe Environmental Research Center Education Center and the Nor Cal Bats foundation.

The UC Davis Tahoe City Field Station (Historic Fish Hatchery) at 2400 Lake Forest Road, just east of Tahoe City off the bike path.

This event is open to the public and intended for adults.

Tahoe City community workshop

The community workshop to talk about changes in Tahoe City will be Oct. 17 at 6pm at Granlibakken.

Later this year the North Tahoe Fire Protection District will be moving into a new Tahoe City station located on Fairway Drive. This will leave the existing building, located in downtown Tahoe City at West Commons, vacant.

A group of community members representing various agencies and organizations including the North Lake Tahoe Historical Society, the Tahoe City Downtown Association, the North Lake Tahoe Resort Association, the North Tahoe Fire Protection District, the Tahoe City PUD and Placer County formed the West Commons Steering Committee. This committee commissioned a small study to come up with several alternatives for the site.

This is what the meeting is all about, as well as to find out what the public would like done with the site.

Harvest Festival and Pumpkin Patch

The Tahoe City PUD Parks and Recreation Department's annual Harvest Festival and Pumpkin Patch is Oct. 22 from 10am-2pm.

This family event is the wrap up to the Tahoe City Downtown Associations yearly Oktoberfest which is the backbone of the fall celebration in Tahoe City.

Although there isn't much fall harvesting in the basin besides pine needles and firewood, Tahoe City likes to participate in a tradition that takes place worldwide.

The Harvest Festival and Pumpkin Patch is going into its fourth year at Rideout Community Center. Back for the second year is the "Pumpkin Seed."

For more information, call (530) 583.3440, ext.14.

Philanthropy Day lunch

Barton Foundation's Philanthropy Day lunch is Nov. 4 from noon-2pm at Riva Grill. Barton Health grants will be distributed. Cost of lunch is \$25. RSVP by Oct. 31 to Natalie at (530) 543.5909 or nstetson@bartonhealth.org.