

# News and Public Relations

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## **Sierra Business Council Celebrates Regional Leaders at 2007 Vision 2020 Awards Celebration in Auburn, CA Friday evening October 19th**

Every year the Sierra Business Council honors, with the Vision 2020 Award, the outstanding efforts of community members as their work continues to achieve excellence in securing the social, natural and financial health of the Sierra Nevada.

“We are honored every year by the remarkable accomplishments of our friends and neighbors; they are the people in our communities who do the heavy lifting to make our futures bright. One of our greatest pleasures is being able to recognize them for their innovation and hard work,” said Rich Morrison, Chairman of the Board, Sierra Business Council.

Sierra Business Council’s 2007 Vision 2020 Awards Celebration features presentations from Vision 2020 Award winners, a Slow Food Dinner prepared by local chef and advocate of the slow food movement, Matthew Broucaret, and a presentation by Slow Food Placer Gold Convivium representative Joanne Neft.

SBC’s 2007 Vision 2020 Awards Celebration takes place on Friday, October 19th from 5:00-10:00pm and is hosted at the Ridge Country Club in Auburn, CA. This special event is open to the public; RSVP and advance payment are required. Please see [www.sbcouncil.org](http://www.sbcouncil.org) for more information and to register, or call SBC’s Anna Toso at 530-582-4800 x10.

This year’s winners include Perry Norris from the Truckee Donner Land Trust for his achievement in building one of the most effective land trusts in California. Perry has demonstrated a remarkable commitment to partnership and collaboration. He has conserved lands in the Truckee River watershed while protecting open space, promoting recreation, and improving the quality of life in the community.

Jay Francis of Collins Pine Company is being recognized for his outstanding sustainable forestry management and leadership. The management of Collins Almanor Forest has earned certification from the Forest Stewardship Council since 1993. This forest supports a diverse ecosystem, produces a variety of sustainable products to the community, and contributes to the natural beauty of the Almanor Basin and the Deer Creek watershed.

Bernie Vlach & Todd Thallhamer, Gerri Silva, and Norma Santiago of the California Integrated Waste Management Board, El Dorado County Environmental Management, and the El Dorado County Board of Supervisors will also be honored. This team exuded tireless commitment to implement the unique and timely Angora Fire Recovery Plan. Their success has restored hope and confidence within inter-agency efforts and demonstrates the essence of cooperation after the dramatic effects of the catastrophic wildfire in South Lake Tahoe.

The final winners are Kathryn McCamant & Charles Durrett of CoHousing Partners and McCamant & Durrett Architects, who partner as a developer/architect team to

build sustainable communities in the Sierra. This team is being honored for their commitment to promoting a unique solution to one of the most vexing problems in the Sierra Nevada - the growing need for affordable, high quality housing. They have worked to educate, support, and inspire community members, elected officials, government agencies, and local businesses to pioneer a socially responsible form of housing and development through numerous Co-Housing projects.

Founded in 1994, the Sierra Business Council has been recognizing outstanding achievements that serve the social, natural, and financial health of the Sierra Nevada through the Vision 2020 Award. Please join us in honoring this year's winner.

#### About Sierra Business Council

The Sierra Business Council is the only business organization serving the entire Sierra Nevada region. We are a nonprofit association of more than 700 businesses, agencies, and individual members committed to promoting a new perspective on regional wealth while emphasizing collaboration in planning and policy making. SBC's mission is to secure the social, natural, and financial health of the Sierra Nevada for this and future generations. Our projects focus on community-based planning, conservation, leadership development, and sustainable business and development practices to build a sustainable future for the region. SBC is an innovative leader that provides communities the tools and models to develop livable towns and prosperous economies while maintaining our sense of place and protecting our natural resources. For more information on the Sierra Business Council, visit [www.sbcouncil.org](http://www.sbcouncil.org) or call 530-582-4800.



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