

Aldo's Community Update

PRESENTED BY PLACER BUSINESS ALLIANCE



Hello & Happy November!

Welcome to Aldo's Community Update, presented by Placer Business Alliance! I'm Evi Pineschi, Aldo's daughter, and it is my honor and privilege to continue my dad's legacy in a small, but meaningful way with this weekly newsletter.

Seeing the leaves change color is always my favorite thing! Having spent a good chunk of October on a family trip to Japan (which was, of course, incredible), it feels so welcoming to come home and see all the warm tones decorating Roseville's landscape. However, I'm still jetlagged, and with the recent Daylight Savings timechange, I'm doing my best to figure out my sleep schedule again. Speaking of sleep, the earlier sunsets can make one feel tired earlier than expected, so I hope everyone is getting plenty of rest!

As always, we appreciate your help in spreading the word so that this newsletter may reach its target audience. For any questions, comments, or events you would like to have added to the calendar, please contact me at events@placerbusiness.com.

Thank you and please enjoy this week's newsletter!

Evi Pineschi

In this newsletter
you can expect:

2025 Calendar

Community
Updates

Regional Spotlight

Economic &
Political News

Local Events

Fundraiser &
Charity Info

POLITICAL NEWS



Placer Business Alliance DC Summit 2025

- That's a wrap on the PBA DC Summit! Thank you everyone for a successful summit and we look forward to seeing you all at the next one!



Placer Business Alliance Names Steve Johns to Board of Directors

- PBA is pleased to announce that Steve Johns, senior director of government affairs at Sutter Health has been named to the Board of Directors. Congratulations, Steve!
- [Website](#)



Matt Maynard Campaign Kickoff Reception

- Join Matt Maynard for the Placer County Assessor Campaign Kickoff Reception at Cattlemen's Restaurant in Roseville on **December 9 from 5:30pm - 7pm**. Please RSVP to ElectMattMaynard@gmail.com.
 - [Flyer](#)
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ECONOMIC UPDATE & CHAMBER EVENTS



Rocklin Chamber: Tree Lighting

- Rocklin's Annual Tree Lighting Ceremony will occur at Quarry Park on **December 6 from 4pm - 7pm.**
- [Website](#)



Roseville Chamber: December Breakfast

- The Roseville Chamber of Commerce's monthly breakfast will be held at Sierra View Country Club on **December 11 from 7:30am - 9:30am.**
- [Website](#)



Lincoln Chamber: December Breakfast

- The Lincoln Chamber of Commerce hosts their monthly breakfast on the 4th Wednesday of each month to network and engage in business opportunities. This month's event will be held at the Women's Club of Lincoln on **December 17 from 7:30am - 9am.**
- [Website](#)



Auburn Chamber: Weekly Meddlers Forum

- **Every Tuesday** morning with local officials, city and county leaders at Auburn City Hall **at 7am.**

NON-PROFIT FUNDRAISERS & EVENTS



Health Education Council: Grand Re-Opening

- Join HEC at the grand re-opening of their space, with new amenities, accessibility features, and a vision for community-oriented services and programs on **December 4 from 5:30pm - 7:30pm.**
- [Website](#)



Tommy Apostolos Fund Kohl's Shopping:

VOLUNTEERS NEEDED!



- Annual shopping event for families in need will occur at the Roseville Kohl's off of Fairway Drive on **December 6 at 5:30am - 9:30am.** To donate or volunteer, please visit the Tommy Apostolos website.
- This year's shopping spree is helping a record-breaking 530 kids! But with a lot of families comes the need for more hands on deck. Please consider volunteering or donating using the QR code, or head to the website for more information.
- [Website](#) & [Flyer](#)



1st Saturday Drop-in Activity Day

- Family friendly arts and crafts activities are available to the public on the first Saturday of every month. May's event at Blue Line Arts will be on **December 6 from 11am - 2pm.** Please RSVP.
- [Website](#)

Annual December Surprise Birthday Party



- Join December-born members of the community for their 23rd Annual Surprise Birthday Party benefiting Toys for Tots. Lunch is \$30 cash per person + an unwrapped toy and will be held at Sierra View Country Club on **December 10 at 11:30am - 1pm**. For any questions or to RSVP, please contact Carol Garcia at cgarcia@myrvcb.com or 916-752-6185.
- [Flyer](#)



Scouts of Roseville 49th Annual Pancake Breakfast

- Come to the Roseville Veterans Hall for the 49th Annual Pancake Breakfast by Boy Scout Troop 11 on **December 13 from 7am - 11am**. Admission is \$5, Cub Scouts in uniform eat free.
- [Website](#)



Lighthouse Counseling & Family Resource Center Events

- Lighthouse offers myriad resources for those in need, and has an upcoming series of mental health group classes open to children and adults on topics such as emotional regulation, parenting, and grief management.
- [Website](#)



Itsie Bitsie Rescue Weekly Adoptions

- Itsie Bitsie dog and cat adoptions occur **every Saturday and Sunday from 12pm - 5pm** at PetSmart off of Fairway Drive in Roseville. Please visit the website for more information on volunteering or fostering.
 - [Website](#)
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ADDITIONAL UPCOMING EVENTS

Be Well Roseville: Turkey Trot 2025 Training



- This 6-week training program will get you ready for race day at the Roseville Turkey Trot on November 27. Class will meet with a coach at the Mahany Fitness Center on **Wednesday's from October 22 - November 26 at 6:30pm.**
- [Website](#)



Roseville Turkey Trot

- The annual Turkey Trot is a Roseville tradition, with options for 5k and 10k races. Packet pickup is at Mahany Fitness Center on November 25 - 26, with race day held at Vernon Street Town Square on **November 27 at 7:30am.**
- [Website](#)



Downtown Roseville Christmas Tree Lighting

- The city's Christmas tree will officially be lit tonight in Vernon Street Town Square, and features music, food, a visit from Santa, and more on **December 4 from 6pm - 8pm.**
- [Website](#)



Sylvia Besana Holiday Parade

- The 64th Annual Sylvia Besana Holiday Parade will feature vendors, craft booths, parades, dances, and more! Come celebrate the holiday festivities on **December 6 at 11am.**
 - [Website](#)
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Sacramento LGBT Center: Holiday Makers Market

- The annual Holiday Makers Market will be held at the Sacramento LGBT Center showcasing handmade work by local vendors on **December 6 from 9am - 1pm.**
- [Website](#)



Placer Wine & Ale Trail: Holidays in the Hills

- Sip and shop your way around the Placer Wine Trail with local wineries, live music, food trucks, and a toy drive benefitting Toys for Tots on **December 6 - 7 from 12pm - 5pm.**
- [Website](#)



Sierra College Kaleidoscope Classes Fall 2025

- Sierra College's community education program features classes on cooking, finance, art, and everything in-between. Visit the website for the course list and more information.
 - [Website](#)
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CALENDAR

NOV 11	Veteran's Day
NOV 13	Good Morning Rocklin Breakfast, <i>Destiny Community Center</i>
NOV 13	North State BIA Chili Cook-Off, <i>Citrus Heights Community Center</i>
NOV 14	HEC and West Sacramento ACH Breakfast
NOV 14	Gathering Inn Glitz and Glam Gala, <i>Rocklin Event Center</i>
NOV 20	HEC Cooking Class, <i>Health Education Council Office</i>
NOV 21 - 23	Mountain Mandarin Festival, <i>@theGrounds</i>
NOV 22	Roseville Fountains Christmas Tree Lighting
NOV 27	Thanksgiving
NOV 27	Roseville Turkey Trot, <i>Vernon Street Town Square</i>
DEC 4	HEC Grand Re-Opening
DEC 4	Downtown Roseville Christmas Tree Lighting, <i>Vernon Street Town Square</i>
DEC 6	Tommy Apostolos Shopping, <i>Kohl's</i>
DEC 6	Sylvia Besana Holiday Parade, <i>Downtown Roseville</i>
DEC 6	1st Saturday Drop-in Activity Day, <i>Blue Line Arts</i>
DEC 6	Sacramento LGBT Center Makers Market
DEC 6	Rocklin Christmas Tree Lighting, <i>Quarry Park</i>
DEC 6 - 7	Placer Wine & Ail Trail Holidays in the Hills
DEC 9	Matt Maynard Campaign Kickoff Reception, <i>Cattlemen's</i>
DEC 10	Annual December Surprise Birthday Party, <i>Sierra View Country Club</i>
DEC 11	Roseville Chamber Breakfast, <i>Sierra View Country Club</i>
DEC 13	Scouts of Roseville Pancake Breakfast, <i>Roseville Veterans Hall</i>
DEC 17	Lincoln Chamber Breakfast, <i>Women's Club of Lincoln</i>
DEC 24	Christmas Eve
DEC 25	Christmas

Thank you for reading!

For questions, comments, or to submit an event to be added to the calendar, please contact Evi Pineschi at events@placerbusiness.com.

Include your name, the event details and website, and a photo if applicable. For your event to be considered and added to that week's calendar, please have submissions in by Thursday at 3pm.

PLACER BUSINESS ALLIANCE	916-234-0233
www.placerbusiness.com	events@placerbusiness.com