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LINCOLN NEWS
MESSENGER

A PUBLICATION OF THE LINCOLN NEWS
MESSENGER IN PARTNERSHIP WITH THE
LINCOLN AREA CHAMBER OF COMMERCE





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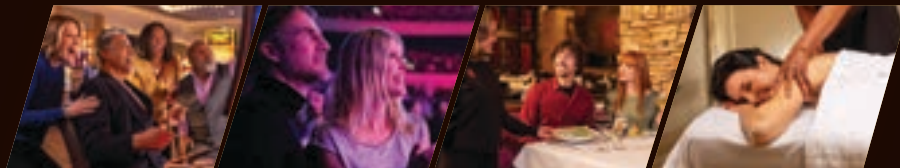
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LINCOLN STATISTICS

AREA WITHIN TOWN LIMITS: 20.11 sq. mi.

ELEVATION: 167 feet

POPULATION: 48,183

CITY COUNCIL

Mayor Richard Pearl

Mayor Pro Tem Whitney Eklund

Ben Brown

John Reedy

Holly Andreatta

CITY WEBSITE

lincolncal.gov

EMERGENCY PERSONNEL

Matt Alves, Public Safety Chief

Anthony Mejia, Fire Chief

LINCOLN NEWS MESSENGER

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GENERAL INFORMATION

530-885-5656

specialsections.goldcountrymedia.com

PUBLISHER/GENERAL MANAGER

John Love, 916-774-7939

johnl@goldcountrymedia.com

GOLD MOUNTAIN CALIFORNIA NEWS MEDIA EDITOR

Bill Poindexter, 530-852-0256

billp@goldcountrymedia.com

ADVERTISING DIRECTOR

Debbrah Campbell,

debbrahc@goldcountrymedia.com

GRAPHIC DESIGNER

Shaden Solanji,

shadens@goldcountrymedia.com

ADVERTISING REPRESENTATIVES

Gayle Scott, Julie Robledo, Penny Martinez, Joe Chiodo

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MAKIN' IT HAPPEN PHOTOGRAPHY

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A MESSAGE FROM.....

LINCOLN AREA CHAMBER OF COMMERCE BOARD PRESIDENT MARK LUSTER

To Our Community,

With the primary now behind us and the broader election season continuing toward November, our community finds itself in a moment that calls for steadiness and perspective. The recent political season has been difficult, divisive, and at times painful. Strong convictions have been expressed, sharp differences have been exposed, and many people are carrying frustration, disappointment, or fatigue. But political seasons, however hard fought, do not define the whole of who we are. What defines us is how we choose to move forward together.

As Chamber president, I believe leadership calls us to rise above division and recommit ourselves to the greater good. We do not have to agree on every issue to stand together for the future of this community. We are bound not by uniformity of opinion, but by a shared duty to protect what is best in our town: respect for one another, faith in our institutions, and a determination to serve with integrity.

Our businesses, schools, nonprofits, families, and civic institutions depend on something greater than politics alone, they depend on trust, stability, and cooperation. We may have taken different sides in this election, but we all share a stake in a community that is safe, prosperous, welcoming, and strong. That shared responsibility is what will bring us together.

A Chamber of Commerce is not about ideology; it is about people. It is about businesses opening their doors, nonprofits serving without fanfare, and leaders building relationships rooted in trust and respect. Community is not built on agreement, but on commitment: to service, to collaboration, and to a shared future greater than any single moment.

Throughout my time as president, I have seen those commitments in action with competitors becoming collaborators, businesses investing in the next generation, and people asking, "How can I help?" Service steadies us when opinions divide us. It reminds us that we all want safe communities, strong businesses, and opportunity. It creates common ground and carries us forward together.

I want to close with a message about gratitude. Gratitude is not passive; it is a powerful act of leadership. It asks us to pause long enough to recognize what is working, who is helping, and how far we have come. Gratitude shifts our focus from what we lack to what we've been given, from what divides us to what connects us. It reminds us that none of us builds a community alone, and that every success stands on the effort, generosity, and belief of many others. In times of uncertainty, gratitude grounds us. In times of division, it humanizes us. And in times of transition, it gives us perspective and hope.

At the end of the day, it is not what divides us that will define us, but how we choose to stand together and build what comes next.

Mark Luster,
Lincoln Area Chamber President



MARK LUSTER

A MESSAGE FROM.....

LINCOLN PUBLIC SAFETY MATT ALVES

I am honored to serve as the Chief of Police in this great city, which is officially ranked the third safest, according to the annual Safewise Safest Cities in California report. Also, I am very proud of the men and women who have chosen a career with the Lincoln Police Department. My staff and I work hard to earn and maintain a high level of support from the community, something we do not take for granted. We are committed to serving in a manner that ensures that this support continues.

We are also very appreciative of, and reliant upon, the partnerships we have developed with those who have chosen to live and work in Lincoln. Ensuring the safety of our community is a team effort. I am extremely grateful for our dedicated group of citizen volunteers, who do an amazing job of assisting us in our efforts. We are also very fortunate to have so many active Neighborhood Watch groups who help us in our efforts to maintain a safe community.

The safety and well-being of our residents remain our foremost priorities. Our police and fire teams are committed to serving with integrity, empathy, and professionalism, and we are deeply grateful for the unparalleled support we receive from the community in return. Together, we will ensure Lincoln remains a welcoming and secure place where residents and businesses can flourish.



MATT ALVES

A MESSAGE FROM.....

CITY OF LINCOLN MAYOR RICHARD PEARL

My wife and I moved to Lincoln in 2008, when the city's population had reached 35,000—a significant increase from just 11,000 at the start of the new millennium. This remarkable growth was matched by a surge in new commercial openings, which added vibrancy to the expanding residential areas and gave the city a promising outlook.

However, the momentum was interrupted by the Great Recession, which brought progress to a standstill and posed challenges for the community's development.

Today, Lincoln is thriving once again. According to our Long-Range Plan, completed in 2006, we aim to reach a population of more than 100,000 residents by 2050.

Currently, our population is 55,000, and both residential and commercial sectors continue to expand. The Plan envisions distinct “villages” surrounding a lively downtown, and we remain confident that this original concept will guide our structured, sustainable growth.

Our greatest challenge is to “Keep Lincoln, Lincoln,” which means managing growth while preserving the values and character that unite our city. As



RICHARD PEARL

you drive north on Highway 65, you leave the urban setting behind and enter a suburban and rural landscape—where life slows and families flourish. Residents consistently say that Lincoln’s small-town charm and sense of community are what they cherish most, because neighbors feel connected to something greater.

Lincoln stands out in California for requiring that 40% of all new land developments be designated as Open Space. The city features extensive local and regional parks, our local softball team (the Potters), farm-to-fork restaurants, and award-winning wineries and breweries. Our Historic Downtown is growing, and we boast the only General Aviation airport in south Placer County and the region’s only high school rodeo grounds. Our schools are exceptional.

Lincoln hosts a variety of community-oriented events that each draw more than 10,000 local and regional residents, including the Fourth of July Parade, the Holiday Parade, and the Lincoln Airport Wings & Wheels event. Other annual highlights include the Downtown Car Show, the Lincoln Wine Fest, and the Lincoln Showcase.

Perhaps the most exciting news for Lincoln is the surge in economic development across four major areas of the city. Businesses are preparing to invest millions of dollars in new commercial centers, creating job opportunities and generating sales tax revenue to support essential services such as police, fire, recreation, and the library.

Lincoln is on the rise. We invite you to join us and be part of this thriving community.

A MESSAGE FROM.....

PLACER COUNTY SUPERVISOR SHANTI LANDON

Welcome to Lincoln, a community that continues to shine as one of Placer County’s most inviting places to live and visit. As we move through 2026, Lincoln’s small-town character, strong sense of community, and high quality of life remain at the heart of what makes this city so special. I’m honored to represent Lincoln on the Placer County Board of Supervisors and remain focused on supporting a future that reflects our shared values.

What truly sets Lincoln apart is its people. This is a community where neighbors know each other, lend a helping hand, and show up, whether it’s volunteering at local events or supporting small businesses. That spirit is on full display year-round through beloved traditions like the Lincoln Hometown Christmas Parade, Fourth of July festivities, Potters baseball games, and summer nights at Beermann Plaza. Events like the Taste of Lincoln Showcase and our vibrant downtown scene continue to bring people together and create a strong sense of connection.

Lincoln’s historic downtown remains the heart of the community, full of character, local flavor, and entrepreneurial energy. Whether you’re enjoying a morning coffee, browsing local shops, or meeting friends for dinner, it’s a place that reflects both our history and our future.

A key part of Lincoln’s success is its strong local business community, supported by the Lincoln Area Chamber of Commerce. The Chamber connects business owners and

community leaders, promotes economic vitality, and helps enterprises grow in an evolving economy. From new startups to long-standing establishments, Lincoln benefits from a network rooted in collaboration and innovation.

Lincoln also serves as the gateway to the Placer County Wine & Ale Trail, showcasing the best of our region’s agriculture and hospitality. Nearby wineries and breweries attract visitors who often continue into Lincoln to explore our shops, restaurants, and events, boosting tourism and strengthening our local economy.

Looking ahead, the future of Lincoln is bright and full of opportunity. Whether you’re a longtime resident or visiting for the first time, I encourage you to take it all in, walk our downtown streets, attend a local event, and connect with the people who make this city so special.

Thank you for the privilege of serving you. Together, we’re building a Lincoln that continues to thrive for generations to come.



SHANTI LANDON

A MESSAGE FROM.....

WESTERN PLACER UNIFIED SCHOOL DISTRICT SUPERINTENDENT KERRY CALLAHAN

Welcome to WPUSD—serving the City of Lincoln, Sheridan, and our surrounding rural communities. As Superintendent, I'm proud to share what makes our growing, high-performing district so special.

Since becoming Superintendent in 2021, it has been an honor to lead a district grounded in strong relationships, innovation, and a shared commitment to students. That commitment continues to show in meaningful ways. Our schools have earned regional and state recognition—from academic growth and Career Technical Education expansion to honors in the arts and student leadership. We've also seen increased student engagement through initiatives like our Student Senate and Portrait of a Learner, both of which elevate student voice and help shape the future of our district.

WPUSD continues to expand opportunities for students across all grade levels. From dual language immersion and college credit courses, to robust CTE pathways and hands-on experiences like our Lincoln High School farm—one of the largest working high school farms west of the Mississippi—students are supported in discovering their

passions and preparing for what's next.

As one of the fastest-growing districts in the region, we are thoughtfully planning for the future.

Through strong partnerships and long-term planning, we are working to enhance and modernize our learning environments while maintaining the close-knit feel that defines WPUSD.

This growth presents exciting opportunities to innovate and ensure our schools continue to meet the needs of every student.

Above all, we believe when students feel seen, heard, and supported, they thrive. That belief drives everything we do.

We invite you to visit our schools, connect with our community, and experience WPUSD firsthand.



KERRY CALLAHAN

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LINCOLN AREA CHAMBER OF COMMERCE

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LINCOLN REGIONAL AIRPORT UP, UP, AND AWAY

BY RICHARD PEARL

A transformational expansion of the Lincoln Regional Airport is underway, the culmination of years of dedicated collaboration among private enterprise, the Lincoln City Council, and the city administration. This expansion will benefit not only Lincoln but also the broader region.

General aviation airports have long served as engines of prosperity. They attract high-value businesses, create skilled jobs, generate tax revenue, support emergency services, and provide critical transportation infrastructure for growing communities. For cities with vision, airports are not sidelines to progress—they are catalysts for it.

Lincoln Regional Airport is proving exactly that.

The Airport's last major expansion came in the early 2000s, when 34 hangars were added by the City. Since then, demand has steadily increased as more aircraft owners, aviation professionals,



and service operators have recognized Lincoln's unique advantages: location, accessibility, and room to grow.

Fast-forward to today, and local pilot and developer Ed Soo, {wanting a new hangar for himself but finding one unavailable} took the plunge and is now constructing not only a personal hangar but also 46 new hangars, both small and big-box.

The scale and significance of this project, Executive Hangars of Lincoln, place it among the most notable private airport developments in the Sacramento region as well as the entire State of California. More importantly, it sends a clear message: Lincoln Regional Airport is open for growth.

As these facilities come online later this year, they are expected to attract additional based aircraft, expand aviation fuel sales, increase maintenance and support services, and generate new streams of economic activity for years to come.

City leadership is matching private-sector confidence with a deliberate strategy for long-term success. Professional airport management, active commercial land marketing, and infrastructure planning are all designed to maximize the airport's value as a regional asset and economic engine.

At the same time, Lincoln Regional Airport continues to strengthen its ties to the community through signature events such as the annual Wings & Wheels showcase, which draws more than 10,000 visitors for aircraft displays, specialty vehicles, and youth aviation education.

What is unfolding at Lincoln Regional Airport is more than an expansion—it marks the emergence of a modern regional aviation destination powered by vision, partnership, and decisive leadership.

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ANTHONY MEJIA, **FIRE CHIEF**

At Lincoln Fire Department, our mission is simple: protect lives, property, and our community with professionalism and pride. Every member of our team is committed to delivering prompt, skilled, and compassionate service.

As Fire Chief, I understand that achieving this mission depends on supporting the people who make it possible, our firefighters. That means providing strong leadership, ensuring they have access to the best equipment and training, and prioritizing their physical and mental well-being. When our firefighters are prepared, supported, and healthy, they can serve the community with excellence.

Founded in 1896 as a traditional volunteer fire department, Lincoln Fire has grown into a modern, full-service organization. Today, we operate three fire stations with a dedicated team of full-time professionals, responding to more than 6,500 calls for service each year. Our commitment to high standards in training, equipment, and emergency response has earned Lincoln Fire an ISO Class 2 rating, placing us among the nation's top fire protection agencies and reflecting the quality of service our community can count on.

We invite you to explore the city website for valuable resources, including fire safety information, community programs, and department updates. If there is ever a concern or something we can assist you with, please don't hesitate to reach out. We are here for you and proud to serve the City of Lincoln.

MESSAGE FROM CEO **TOM INDRIERI**

The Lincoln Area Chamber of Commerce was founded in January of 1909. Its mission is to be a fierce advocate for business and a resource to the community. Today, the Chamber continues that mission from its new office at 640 5th Street located in the heart of downtown Lincoln in Beermann Plaza.

The Lincoln Chamber hosts many events throughout the year such as the Fourth of July Parade (with an average attendance of nearly 15,000) and the equally well-attended Hometown Christmas Parade and Tree Lighting. Both events represent Americana at its finest.

The Chamber also helps organize the Rods and Relics Car Show that has over 400 classics cars and trucks, 60 plus vendors and seven to ten thousand in attendance. Several other events put on by the Chamber is the Lincoln Chamber Golf Classic and the ever-popular Taste of Lincoln Showcase.

The newest event, in partnership with the City of Lincoln, is the Lincoln Airport Wings and Wheels, which brings hundreds of classic cars and aircraft to the tarmac, along with tethered hot air balloon rides and many artisan vendors and food trucks.

We sincerely appreciate the support that allows the Chamber to serve and represent our business community while bringing outstanding events to our All-American City.



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>The Nisenan, a subgroup of the Maidu Native Americans, lived between Marysville and Roseville. Of the twenty Nisenan villages in the area, Ba-Mu-Ma was the major village. It was located near the present site of Lincoln, probably because of the salt ponds south of town. One of the legends among the Nisenan, tells the origin of this source of salt. A man made of pure white salt appeared near Auburn, was chased down toward the Lincoln area, and was killed there by a coyote. Salt has been found in that area since that time.

LINCOLN'S FIRST 100 YEARS

>1859 Charles Lincoln Wilson, President of the California Central Railroad, hires engineer Theodore Judah to map out the route for the new railroad. Wilson has the land along Auburn Ravine creek surveyed and maps out the entire town site as a grid and begins selling lots. His wife suggests his middle name Lincoln for the name of the new town.



>1861 The first train arrives from Sacramento at the new depot located at 5th and G streets and the first school opens at 5th and J streets. (Over the years there were 13 rural schools around Lincoln.)



>1864 Lincoln's three oldest buildings open: 'Oddfellows building on 5th street. (eventually 13 different lodges would meet in the building) 'Good Templars Hall on G street, promoting abstinence from drugs and alcohol.

'John Ziegenbein's grocery and general store at 5th and G street.

>1866 Lincoln's first established church begins, the Catholic Church on 1st street.

>1867 Lincoln Cemetery was established on 1st street along the Auburn Ravine.

>1873 Coal was discovered at 7th and G streets, mining operations begin.

>1875 Clay discovered while mining coal. Charles Gladding, Peter McBean and George Chambers buy several lots at 7th and G street. Gladding McBean Clay Company is established making clay sewer pipes.



The Gladding McBean "pottery" was Lincoln's largest employer. Because of the jobs offered at "the pottery" Lincoln tripled in size by 1900. Its founders were very generous to the town of Lincoln. They donated or gave at cost to the city for the Carnegie Library, the high school, the grammar school, the civic auditorium, the women's clubhouse, McBean swimming pool and the Veteran's memorial building. Today Gladding McBean is the leader in Terra Cotta, Clay Pipe, and Tile Products.

>1875 Train tracks finally reach Marysville. Due to this delay (1861-1875) Lincoln became a transportation hub with a stage line to surrounding towns as well as livery stables, blacksmith shops, hotels and restaurants.

>1880 Charles Beermann's saddlery and harness shop begins operation at 5th and F street. Stephen Burdge opened the earliest winery in the area on 5th street.



>1883 Fire on G street burns down three hotels near the train depot.

>1890 Lincoln is incorporated. Lincoln's first library opened in Ahart's Hall on G street.

>1890 groundbreaking for the Methodist Church on 6th street, still in use today. Charles Lincoln Wilson, our founder, passes away.

>1891 Lincoln News Messenger begins and is still the town paper.



>1892 Buckeye Milling Company on G street between 4th and 5th streets. Would later become Walter Jansen & Son operating till 1990.

>1893 Telephone service was established in the True-Blue Hall on G street.

New train depot opens. Old depot moved to 5th and E street to be used as a city hall.

>1895 The city hall was donated to the Lincoln Fruit Packing Company to use as Lincoln's first cannery and moved to H & 7th streets.

>1896 Lincoln now has a water system. Burdge's winery building on 5th street was purchased to be used as a firehouse and city hall.



>1899 One week before the turn of the century electricity reached Lincoln.

>1901 The cannery is four times its original size and an output of 20,000 cans per day. At its peak it employed over 600 people.



>1902 Bank of Lincoln opens. Four tons of turkeys were shipped from Lincoln in a single day.



>1907 Tofft & Kier Hardware begins. Tofft Hardware in business for 99 years. Lincoln High School begins in a house on H St with a barn available for the rural students to keep their horses.



>1909 Parade downtown for Lincoln's 50th anniversary. Carnegie Library opens. One of only three Carnegie Libraries in the county.

>1915 Round trip fare to the 1915 World's Fair in San Francisco is \$4.75.

>1918 WWI casualty, James E. Fowler was killed in France. American Legion Post 264 and local Boy Scout Troop #160 named in his honor. Streets of Lincoln are paved. Previously water trucks were used to keep the dust down.

>1921 Civic Auditorium was built. Still in use today.

>1921 A row of black walnut trees planted along the highway south of town. One for every veteran of WWI.

>1923 Women's Clubhouse was built, still in use. First Portuguese Picnic, the Holy Ghost Celebration, is held at McBean Park. Gladding McBean sponsors a baseball team called The Potters.



>1925 McBean Memorial Park and Swimming Pool are dedicated. Still in use today.

>1928 An ordinance is passed making the Town of Lincoln officially the City of Lincoln, which resulted in a City Council and a Mayor rather than a Board of Trustees and a Chairman or President.

>1929 The Lincoln-Newcastle Road becomes State Highway 193. A turkey packing house is established in the old Stuart Fruit Company building at 7th & H Streets.

>1930 Tough times ahead. Bank of Lincoln fails, teachers' salaries are cut, gold dredges become a common sight outside of town.

>1935 Lincoln Japanese School opens on Virginiatown Road.

>1937 Lincoln Hotel fire destroys the second story. It was later leased by the Santini Brothers and became the Lincoln Inn.

>1938 Mt. Pleasant native Fred Clark begins his professional acting career on Broadway in New York.

>1941 WWII begins, A Lincoln Defense Council was formed. Black outs are in force.

>1942 Japanese American Internment Presidential Order #9066 authorized the forced internment of Americans with Japanese ancestry, including nearly 2,000 Placer County residents who were relocated and confined in camps during WWII. Many of these citizens were able to return to their homes and businesses. Conrad Frausto was Lincoln's first casualty of the war. A field three miles west of town on Nicholas Road is set up as a military installation used as a training facility. The U.S. Army takes over Nicolaus Road leading to the airfield.

>1943 Gas rationing allows 180 miles per month of driving.

>1945 Ma Reed's newsletter to servicemen was in its second year and reached over 175 local servicemen and women directly plus 100 more in the Lincoln News Messenger.

>1946 The U.S. Army declared the airport surplus. The Civil Aeronautics Authority offers the airport and its 640 acres to the City of Lincoln.

>1947 Lincoln presented the deed to the airport by C.E. Wilson, Chief of the Airport Division of the W.A.A.

>1949 Muroc Air Force Base in Southern California was renamed Edwards Air Force Base in honor of Captain Glen W. Edwards of Lincoln who gave his life on a test flight of the YB-49, the all-jet version of the Flying Wing.

>1950 Lincoln's new high school opens on September 11th.

>1952 Golf Club makes plans for the approaching season. Fifty memberships are needed. Lone bandit holds up Bank of America, holding employees at gunpoint, escaping with an estimated \$8,695.

>1954 Construction of Lincoln's sewage disposal plant is expected to get under way within the next few days weather



permitting. Lincoln goes dial! All phone numbers change! New numbers will include the prefix Mission 5.

>1955 As the Placer-Nevada Baseball League opener looms on the horizon there is every reason to believe that the local Potters will be able to start their home schedule in a park of their own. Marysville floods Christmas Eve, 38 lives lost. Lincoln residents join the relief effort. Gladding McBean gives a check for \$3,059.24



>1956 Gordon Nakagawa, son of Mr. and Mrs. Bunny Nakagawa of Lincoln, was a member of the five-man team winning the National Championship in the 35th Annual William Randolph Hearst Rifle Match. Gordon was a naval hero reaching the rank of Captain. He was a naval aviator shot down during the Vietnam War and served two years as a POW.

>1957 Some 170 dogs were vaccinated under requirements of a new city ordinance. The Holy Ghost Association favored turning over the association's property to the city for inclusion in the McBean Memorial Park.

>1958 Overwhelming passage of city water bonds. Lincoln Zebras Football Schedule includes games against Live Oak, Clarksburg, Galt, Folsom, Benecia, Vacaville, & Davis.

>1959 Lincoln's Centennial year. Coronation of Queen Joyce Owsley marks first centennial event. The sale of Whitney Ranch points to a large project.

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Member Benefits



- ✓ Business Advocacy
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www.lincolinchamber.com
640 5th Street Lincoln, CA 95648



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BUSINESS EXCELLENCE AWARDS DINNER

- February Recognition Honors Members
- Members Nominate Businesses and Individuals

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- Spring Tournament
- Professional Networking
- Sponsorship Opportunities

4TH OF JULY & CHRISTMAS PARADES

- Annual Community Parades
- Community Awareness
- Highlight Your Business

LINCOLN WINGS & WHEELS*

- Lincoln Airport's Annual Open House (August)
- Regional Event

**Estimated Attendance 10,000+*

TASTE OF LINCOLN SHOWCASE*

- Positively Impact Your Business Community
- Regional Event

**Estimated Attendance 1200+*

NETMIXERS & BREAKFAST SPEAKERS

- Professional Networking
- Spotlight Opportunities
- Access to Business Leaders

SPONSORSHIP OPPORTUNITIES

- Elevated Visibility and Credibility
- Partnership Opportunities

CHAMBER COMMITTEES

- Shape Community Policies
- Drive Business Growth
- Professional Development

LOCAL ADVOCACY

- Invitations to Key Events
- Government Information
- Be "In The Know"
- One Collective Voice

**Advancing business interests locally and throughout the region.
Let's do it together!**



www.lincolinchamber.com




See's fundraising supports our local community!

Our candy sales take place prior to major holidays.

- Thanksgiving/Christmas (mid-November to New Year's Eve)
- Valentine's Day (February 1-14)
- Easter (three weeks before Easter)
- Mother's Day (week before)



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Wine tasting is just the beginning. Throughout the year, Placer Wine Trail wineries host seasonal celebrations, vineyard experiences, food events, live music, holiday festivities, and exclusive tasting opportunities. Come discover why Placer County has become one of Northern California's most exciting wine destinations.



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CALENDAR OF EVENTS:

Sip Into Spring, Summer Passport, Auburn Wine Festival, and Holidays in the Hills





STEP INTO HISTORY AT THE EVENT CENTER AT HISTORIC BEERMANN PLAZA

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KEY

-  Winery
-  Brewery
-  Hard Cider
-  Distillery
-  Farm Stand
-  Explore Outdoors

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PLACER WINERIES



BONITATA BOUTIQUE WINE

TASTING:

Wed-Fri: 12:30-5:30pm
Sat & Sun: Please Call Ahead
The Bernhard Museum
291 Auburn-Folsom Rd, Auburn
530.305.0449
bonitataboutiquewine.com

CANTE AO VINHO

TASTING:

Thurs: 4-8pm
Fri: 11am-9pm
Sat & Sun: 11am-5pm
5250 Front St, Rocklin
916.824.2277
canteaovinhowinery.com

CASQUE WINES

TASTING:

Thurs-Sun: 11am-5pm & by Appt.
9280 Horseshoe Bar Rd, Loomis
916.652.2250 | casquewines.com

CIOTTI CELLARS

TASTING:

Fri-Sun: 12-5pm
3285 Crosby Herold Rd
Lincoln | 916.534.8780
ciotticellars.com

CRISTALDI VINEYARDS

TASTING:

Sat: 12-4pm
By online reservation at:
CristaldiVineyards.com
4060 Ridge Drive, Loomis
916.759.1291
cristaldivineyards.com

DONO DAL CIELO WINERY

TASTING:

Wed-Fri, Sun: 12-5pm
Sat: 11am-5pm
6100 Wise Rd, Newcastle
530.615.1564 | donodalcielo.com

DORA DAIN WINES

TASTING:

Sat-Sun: 11-5pm
2560 Crosby Herold Rd, Lincoln
916.975.5368
doradainwines.com

HAPPY DAYZ VINEYARD

TASTING:

Sat-Sun: 12-4*
*Select Weekends Only
2338 Mandarin Hill Lane, Penryn
916.412.1457
happydayzvineyard.com

HILL TOP OAKS WINERY

TASTING:

Events & Select Weekends Only
Appointment Required by online
Reservations Winebyhto.com
4150 Ridge Dr, Loomis
916.652.9250 | Winebyhto.com

LECAVALIER CELLARS TASTING ROOM

TASTING:

Wed: 11-6, Thurs-Sat: 11-7
Sun: 11-5
9314 Chantry Hill Rd, Newcastle
916.300.6504 | www.lecel.com

LONE BUFFALO VINEYARDS

TASTING:

Fri-Sun: 12-5pm
7505 Wise Rd, Auburn
(Enter at Buttes View Lane)
530.823.1159
lonebuffalovineyards.com

MT. VERNON WINERY

TASTING:

Thurs-Sun: 11am-5pm
10850 Mt. Vernon Rd, Auburn
530.823.1111
mtvernonwinery.com

MOUNT SAINT JOSEPH WINES TASTING ROOM

TASTING:

Thurs: 4-7pm
Fri: 4-8pm, Sat: 12-8pm
Sun: 12-3pm
8629 Auburn Folsom Rd, Granite Bay
916.784.9463
mountsaintjosephwines.com

PAZA VINEYARD & WINERY

TASTING:

Fri-Sun: 12-5pm
3357 Ayres Holmes Rd, Auburn
916.834.0565 | pazawines.com
*Call During Inclement Weather

RANCHO ROBLE VINEYARDS

TASTING:

Fri: 12-5pm
Sat-Sun: 11am-5pm
340 Fleming Rd, Lincoln
916.645.2075 | ranchoroble.com

RAPPÉ FAMILY VINEYARDS

TASTING:

Fri-Sun: 12-5pm
6680 Mt Vernon Road, Auburn
916.847.2774
RappeFamilyVineyards.com

SECRET RAVINE VINEYARD & WINERY

TASTING:

Thurs-Sun: 12-5pm
4390 Gold Trail Way, Loomis
916.652.6015 | secretravine.com

SMOKIN' BARREL WINERY

TASTING:

Sat & Sun: 12-5pm
3700 Wise Rd, Lincoln
916.759.9330
smokinbarrelwinery.com

TWIN ROCKS ESTATE WINERY

TASTING:

Wed-Fri: 3-8pm
Sat: 11am-6pm, Sun: 11am-5pm
6635 Cavitt Stallman Rd.
Granite Bay
916.587.0618 | trwinery.com

VIÑA CASTELLANO WINERY

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530.889.2855
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Sun: 11am-5pm
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916.543.0323 | wisevillawinery.com

2026 PLACER WINE TRAIL EVENTS

SIP INTO SPRING

March 28 - 29

MOTHER'S DAY WEEKEND

May 9 - 10

ROSEVILLE SIP & SHOP

May 16

SIPS & SUDS SUMMER PASSPORT

June 1 - Aug 31

FATHERS DAY WEEKEND

June 20 - 21

AUBURN WINE ALE, & FOOD FESTIVAL

Oct 10

THANKSGIVING WEEKEND

Nov 27 - 29

HOLIDAYS IN THE HILLS

Dec 5 - 6



PLACER BREWERIES



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530.885.2537 | auburnalehouse.com

CROOKED LANE BREWING CO. BREWERY, TAPROOM & BEER GARDEN

Sun-Thurs: 11-8, Fri-Sat: 11-9
536 Grass Valley Hwy, Auburn
530.878.5232
crookedlanebrewing.com

DUELING DOGS BREWING CO. BREWERY, MEADERY, CIDERY, & FARMSTAND

Thurs-Fri: 3-8pm,
Sat: 12-8pm, Sun: 12-6pm
3030 Barrett Park Ln, Lincoln
916.434.8141
duelingdogsbrewing.com

FOWLER RANCH FARM BREWERY BREWERY, TASTING ROOM, & FARMSTAND

Thurs: 12-8pm, Fri-Sat: 12-10pm
Sun: 9am-8pm
3111 Lincoln Newcastle Hwy,
Lincoln | fowlerranch.com

GOATHOUSE BREWING CO. BREWERY, TASTING ROOM & HOP FARM

Thurs-Fri: 3-8pm, Sat 11am-8pm
Sun 11am-7pm
600 Wise Road, Lincoln
916.740.9100
goathousebrewing.com

GRANITE BAY BREWING COMPANY BREWERY & TAPROOM

Wed-Fri: 4pm-10pm
Sat-Sun: 11am-10pm
8601 Auburn Folsom Road
Granite Bay | 909.560.1801

HIGH-HAND BREWERY BREWERY & TAPROOM

Wed-Fri: 3-9pm
Sat: 12-9pm, Sun: 12-8pm
3750 Taylor Rd, Loomis
916.660.0117
highhandnursery.com

HILLENBRAND FARMHAUS BREWERY BREWERY, TASTING ROOM & PROVISIONS

Thurs: 5-9pm, Fri-Sat: 12-9pm
Sun: 11am-7pm
5100 Virginiatown Rd, Newcastle
hillenbrandbrewery.com

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BREWERY & RESTAURANT
Mon-Tues: 4-9pm
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916.251.7502
kathrinsbiergarten.com

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3277 Swetzer Rd, Loomis
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loomisbasinbrewing.com

LBB GASTROPUB & SMOKEHOUSE TAPROOM & RESTAURANT

Wed-Thurs: 11:30am-8pm
Fri-Sat: 11:30am-9pm
Sun: 11:30am-7pm
3640 Taylor Rd, Ste. C, Loomis
916.824.1527 | lbbpub.com

MINDSCAPE FERMENTATIONS BREWERY & TAPROOM

Mon: 4-9pm
Wed-Thurs: 11am-9pm
Fri-Sat: 11am-10pm
5424 Crossings Drive, Suite 105
Rocklin | 916.672.6462
mindscape-fermentations.com

MOKSA BARREL HOUSE BREWERY & TAPROOM

Sun-Thurs: 7am-9pm
Fri-Sat: 7am-10pm
10007 Foothills Blvd, Suite 180
Roseville | 916.783.1444
moksabarrelhouse.com

MOKSA BREWING CO. BREWERY & TAPROOM

Mon-Wed: 3-9pm, Thurs: 3-10pm
Fri-Sat: 12-11pm, Sun: 12-9pm
5860 Pacific St, Rocklin
916.824.1366 | moksabrewing.com

MONK'S CELLAR BREWERY & PUBLIC HOUSE

Tues-Thurs: 11:30am-9pm
Fri & Sat: 11:30am-10pm
240 Vernon St, Roseville
916.786.6665 | monkscellar.com

MOONRAKER BREWING CO. BREWERY & TASTING ROOM

Sun-Wed: 11am to 8pm
Thurs-Sat: 11am-9pm
12970 Earhart Ave, Ste. 100
Auburn | 530.745.6816
moonrakerbrewing.com

REBELLION BREWING CO. BREWERY & TAPROOM

Tues-Wed, Fri: 3-8pm
Thurs: 3-10pm
Sat-Sun: 11am-8pm
11768 Atwood Rd Suite 3, Auburn
530.906.7721 | rebellionbrewco.com

SHRED BEER COMPANY BREWERY & TAPROOM

Mon: 3-8pm, Tues-Thurs: 3-9pm
Fri & Sat: 11am-10pm
Sun: 11am-8pm
4480 Yankee Hill Rd, Rocklin
shredbeercompany.com

SLICE BEER CO. BREWERY & TAPROOM

Mon-Thurs: 3-10pm
Fri-Sat: 11am-10pm
Sun: 11am-9pm
665 6th St, Lincoln
916.408.6889 | slicebeer.com

TWO ASS BREWING CO. BREWERY & TAPROOM

Wed: 2-8pm, Thurs: 12-8pm
Fri & Sat: 12-9pm, Sun: 12-8pm
140 Hoffman Ave, Auburn
530.537.2333 | twoassbrewing.co

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see Fowler Ranch listing to the left
NittysCider.com

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ponderosacider.com

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12205 Locksley Ln., #11, Auburn
916.599.6541
californiadistilledspirits.com

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BEAR BELLY BREWING BREWERY & TAPROOM

Tues-Sat: 3-9pm, Sun: 12-5pm
8428 Trout Ave, Kings Beach
530.553.1776 | bearbellybrew.com

TAHOE NATIONAL BREWING CO. BREWERY & TAPROOM

Mon: 4-9pm, Wed-Sun: 9am-9pm
850 North Lake Blvd, Suite 21,
Tahoe City
530.213.3505 | tahoenational.beer

WINE & ALE TRAIL

CALENDAR OF EVENTS



LINCOLN HIGH SCHOOL RODEOS

Where: Lincoln Blvd, Lincoln
When: One weekend a month, September through May
Info: chsradistrict3.com

The California High School Rodeo Association (CHSRA_ founded in 1970 is open to any high school student enrolled in a California High School.



LINCOLN CAR SHOW

Where: 65 McBean Park Drive, Lincoln, CA 95648
When: Saturday, June 20th, 2026

The Rods & Relics Club is a 501-C3 organization formed by individuals with the interest in the restoration, preservation and the enjoyment of collector cars that are American made or powered by 1975 and older.



4TH OF JULY PARADE

Where: Downtown Lincoln CA
When: Saturday, July 4, 2026 9:00 AM
Info: www.LincolnChamber.com

The 4th of July Parade commemorates the formation of our country, is celebrated on the 4th of July. This is a day filled with patriotic events, fun for families and is capped with spectacular fireworks display at McBean Park.



24TH ANNUAL TASTE OF LINCOLN SHOWCASE

Where: 640 5th Street, Lincoln, CA 95648
When: Saturday, September 26th, 2026
Info: www.LincolnChamber.com

The annual Lincoln Showcase provides party-goers with free samples from local restaurants, wineries & breweries as well as live entertainment.



TOUR DE LINCOLN

Where: McBean Park, Lincoln CA 95648
When: Saturday, October 17th, 2026
Info: <https://tourdelincoln.org/>

Join local bicyclists for a day of riding the numerous back roads around.



COMMUNITY TREE LIGHTING CEREMONY & VENDOR FAIRE

Where: Beermann Plaza, Downtown Lincoln
When: Thursday, December 3rd, 2026
Info: www.lincolinchamber.com

Join us for an evening of community, choir performances and vendor faire experiences.



12 BRIDGES RIB COOK OFF

Where: Twelve Bridges Park 2450 Eastridge Dr., Lincoln, CA 95648
When: Saturday, September 19th, 2026
Info: 12bridgesribcookoff.com/



LINCOLN WINGS & WHEELS

Where: Lincoln Regional Airport
When: Friday, August 28th through Saturday, August 29th, 2026



HOMETOWN CHRISTMAS PARADE

Where: Downtown Lincoln
When: Saturday, December 5th, 2026 5:00pm
Info: www.LincolnChamber.com

The Christmas Parade is an annual celebration that is community oriented and family focused.



PORTUGUESE FESTIVAL

5th Weekend after Easter
Where: 65 Mcbean Park Drive
When: Saturday, May 1st - Sunday, May 2nd 2027



LINCOLN WINE FEST

Where: Downtown Lincoln Stores
When: Saturday, April 24th, 2027
Info: <https://www.lincolnwinefest.org/>

Taste award-winning wines from Placer County from wine produced here in Lincoln, Loomis, Auburn, Granite Bay, Rocklin, and Meadow Vista. Shop for yourself or find that perfect gift while tasting wine in a walk around city setting. Small bites accompany most wineries and breweries that participate.



MONTHLY BINGO SUPPORTING LOCAL NON-PROFITS

Where: 65 McBean Park Drive, McBean Park Pavilion
When: 2nd Wednesday of each month
Info: lincolncommunityfoundation.org/bingo/

The Lincoln Community Foundation (LCF) is organizing monthly Bingo Events for the benefit of a different non-profit each month. Held from 5:30-8:30pm on the 2nd Wednesdays of each month. Must be 21+ older to attend!



MARKET UNDER THE LIGHTS: A FESTIVE AFFAIR

Where: Beermann Plaza, Downtown Lincoln
When: Saturday, November 14, 2026
Info: www.eventsbymia.com/events-1

Experience the magic of Market Under the Lights in downtown Lincoln, Beermann Plaza. Twice a year, in September and November, our vibrant event ignites the holiday spirit. Discover local treasures, savor gourmet delights, and enjoy live music as you stroll through the enchanting plaza. Follow us for event details and immerse yourself in the magic of Market Under the Lights, brought to you by Events by Mia G.



DIA DE LOS MUERTOS (DAY OF THE DEAD) FESTIVAL (7th ANNUAL)

Where: Beermann Plaza, Downtown Lincoln
When: Wednesday November 11th 2026
Info: www.eventsbymia.com/events-1

Experience the layers of color, culture, and community at our 6th annual Day of the Dead festival at BEERMANN PLAZA. Immerse yourself in Aztec dancers, heart-and-soul altar exhibits by our community members, mouthwatering street eats, funky artisan local vendors, and live music that'll have you dancing.



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916-229-9994 | dogtopia.com/rocklin

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EVENING MOON GLOW

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LIVE MUSIC

FOOD TRUCKS & BEER GARDEN

**GATES OPEN
AT 5PM
\$5 ENTRY FEE**

SATURDAY, AUGUST 29TH

**\$20
CAR SHOW
FEE**

AVIATION & CAR SHOW

**GATES OPEN
AT 7AM**

YOUTH AVIATION EXPO - FLIGHT SIMULATORS

FOOD TRUCKS - VENDORS - DJ

LINCOLN HOMETOWN CHRISTMAS

A TWO DAY EVENT!

TREE LIGHTING

**THURSDAY
DECEMBER 3RD**

5-8 PM

Food Trucks & Vendor Faire

6-7 PM

Local School Choir
Performances & Holiday
Characters in the Plaza

7 PM

Tree Lighting, followed
by Santa Picture
Opportunity in the Plaza



PARADE

**SATURDAY
DECEMBER 5TH**

5:00 PM



CHAMBER

2026-2027 DIRECTORY

ACCOUNTING & BOOKKEEPING

Cheryl's Cloud Accounting
cheryl@cherylscloudaccounting.com
(916) 708-1503

Freddi Eberhart & Associates, Inc
anna@freddicpas.com
(916) 580-2120

Jensen Smith Certified Public Accountants, Inc.
jennifer@lincolnpcpa.com
(916) 434-1662, (916) 434-1090

AGRICULTURE & FARMING

Fiddymment Farms, Inc.
Frank@fiddymmentfarms.com
(916) 645-7244

ANTIQUES

Rustic Crown Mercantile
rusticcrownmerc@gmail.com
(916) 947-3725

APARTMENT RENTALS

Auburn Creek Apartments
auburncreek@gmail.com
(916) 645-3816

ARCHITECTURAL DESIGN & BUILDING

IMC Builders
isaac@imcbuilt.com
(530) 301-0059

ART GALLERY/GIFTS

Art League of Lincoln
Artleaguelincoln@gmail.com
(916) 209-3499

ARTIST/ART & CULTURE

Studio 93
captainbillsf@yahoo.com
(916) 580-5222

ARTS & CRAFTS

The Artist Workshop
theartistworkshop768@gmail.com
(530) 362-0990

The Culture House
info@culturehouseca.org
(916) 655-2236

The Whimsical Canvas
susan@thewhimsicalcanvas.com
(916) 580-5771

ASSOCIATIONS

Sun City Lincoln Hills Community Association
(916) 625-4000

Lincoln 4th of July Foundation
lincolncafireworks@gmail.com
(916) 216-9123

Lincoln Peace Officers Association (LPOA)
info@lincolnpoa.com

Placer County Vintners Association
placervintners@gmail.com
(530) 990-2505

Placer County Wine & Grape Association
craig@beechum.com
(916) 439-2160

ATTORNEYS

DB Hill Law A Professional Law Corporation
dennis@dbhillllaw.com
(916) 434-2553

Martenson, Hasbrouck & Simon LLP
srobertson@martensonlaw.com
(916) 970-1430

AUTOMOTIVE

Caliber Collision
terrie.bowers@calibercollision.com
(916) 434-1560

iCrash Collision - a Kniesels Company
keving@icrashcollision.com
(916) 286-8800

Quik Tag
lincolnca2@gmail.com
(916) 343-0748

Smog 'N Go, LLC-Rockin
brian@smogngo.com
(916) 208-5986

Surveillance Audio Video
bobby@isavinc.com
(916) 569-1545

Tires Direct
tiresdirect916@yahoo.com
(916) 645-2400

Very Smooth Auto Glass
sales.verysmoothglass@gmail.com
(916) 899-9215

Lakeview Petroleum
rrogers@lakeviewpetroleum.com
(530) 742-7614

CHAMBER

DIRE

2026-2027

BAKERY

Panaderia La Michoacana
(916) 645-3477

BANKS

PNC Bank
chrissy.corral@pnc.com
(916) 434-5252

Umpqua Bank
BenjaminJeffords@
UmpquaBank.com
(916) 543-2381

BEAUTY SALONS & SERVICES

Avant-Garde Salon
(916) 759-0125

Copper + Honey Salon
copperandhoneysalon@gmail.com
(916) 884-4003

Stella Nail Lounge
stellanailslounge22@gmail.com
(916) 831-0669

Attitudes Salon
ksiddle@sbcglobal.net
(916) 6450526

Coco Nails
hanatran060812@gmail.com
(916) 409-2228

Studio 48 Salon Suites
stephkinnan@yahoo.com
(916) 244-3670

BEER TASTING /BREWERY

Dueling Dogs Brewing Co.
info@duelingdogsbrewing.com
(916) 220-2968

Infusion Taproom
dreamarshall@yahoo.com
(916) 4092274

Lincoln Speakeasy Taproom
info@lincolnspeakeasytaproom.com
(916) 409-5122

Brothers Taphouse
steve@brothers-taphouse.com
(916) 238-8283

Slice Beer Co.
billing@slicebeer.com
(916) 408-6889

BLOOD DONATION - HEALTH CARE

Vitalant Blood Center
jalfred@vitalant.org
(279) 210-8388

BRIDAL & TUXEDO SHOP

Alma's Bridal
almasbridalboutique@hotmail.com
(916) 434-8084

CAR CLUB

Rods & Relics
(916) 543-0464

CAR RENTAL

Good Times Travel Trailer Rentals LLC
contact@goodtimesttr.com
(916) 759-8924

CARPET & HARDWOOD FLOORING - CONSTRUCTION & BUILDING SERVICES

Tile Liquidators Of Lincoln
jaredc@tileliquidators.us
(916) 209-3695

CATERING/CATERERS

Randy Peters Catering and Event Center
Kerry@randypeterscatering.com
(916) 726-2339

CHIROPRACTIC & HEALTH SERVICES

Flourish Chiropractic
drmariavazquez1@gmail.com
(916) 343-0764

Lincoln Chiropractic
drleamon@gmail.com
(916) 434-6464

Disc Wellness Chiropractic
rocklin@dwchiro.com
(916) 805-7996

Longo Chiropractic
longochiropractic@gmail.com
(916) 209-3259, (916) 581-9600

CHURCHES

First Street Community Church
office@fscchurch.org
(916) 645-2428

Lincoln Christian Life Center
info@lclc.church
(916) 409-2307

FACTORY

Lincoln Lighthouse Church Ministries

Deandeascentis@gmail.com
(408) 687-7037

Lincoln United Methodist Church

vsantanelli@gmail.com
(916) 645-3588

St. James Episcopal Church

st.jameslincoln@gmail.com
(916) 645-1739

St. Joseph's Catholic Church

stjosephlincoln@gmail.com
(916) 645-2102

Summit Church

dan.houk@mysummit.church
(916) 409-2333

The Ridge Church

markwelch57@gmail.com
(916) 276-7772

CIVIL ENGINEERING

Frayji Design Group, Inc.

tfrayji@frayjidg.com
(916) 782-3000

COFFEE SHOP

Dutch Bros Gold Country

hmauel@liquid-luv.com
(530) 852-2322

East Ave Cafe

mshephard63@sbcglobal.net
(916) 409-5392

Easy Company Cafe

contact@easycompanycafe.com
(916) 229-8829

Papa's Coffee Company

papascoffeeco@gmail.com
(916) 247-2403

Rebel Hen Cafe

KessiKoompin@gmail.com
(916) 259-6535

COMPUTERS/ SOFTWARE & SERVICE

HometownLift.

rt@hometownlift.com
(916) 581-1491

L4 Solutions, LLC

info@l4solutions.com
(888) 845-1770

New Age Technology

parker@natnetworking.com
(916) 613-2071

SD IT Support

mario@sditsupport.com
(916) 994-0485

CONSTRUCTION & BUILDING SERVICES

A. Teichert & Son, Inc

NEngland@teichert.com
(916) 645-4834

Franco and Sons Construction, LLC

cfrancoandsons@yahoo.com
(916) 645-6083

MNJ Advisors Inc.

mike@mnjadvisors.com

Wyatt Knotts Construction Inc

wyatt@wyattknotts.com
(916) 886-1769

CONSULTANTS & CONSULTING

Meraki Public Affairs

cherri@merakipublicaffairs.com

COSMETIC MEDICAL CLINIC - HEALTH

Viona Medical Spa

info@vionamedicalspa.com
(916) 262-7963

CREDIT UNIONS

First US Community Credit Union

pshepherd@firstus.org
(916) 576-5700

Golden 1 Credit Union

lchavez@golden1.com
(877) 465-3361 x3536

Safe Credit Union

Alex.Becerra@safecu.org
(916) 597-7300

DANCE STUDIO

Expressions Academy of Dance

ead.kristen@gmail.com
(916) 543-0299

DENTISTS

Bella Vista Smiles

office@bellavistasmile.com
(916) 543-4400, (916) 563-8008

Crawford Orthodontics

admin@crawford-orthodontics.com
(916) 408-8688

Denzler Family Dentistry

contact@mylincolndentist.com
(916) 645-2131

Dr. Jon's Dentistry, Jonathan

Vongschanphen DDS
jonvdds@gmail.com
(916) 435-2800

CHAMBER

DIRE

2026-2027

Lincoln Crossing Dental
mylincolndental@gmail.com
(916) 253-7000

Lincoln Smiles
info@lincolnsmilesdental.com
(916) 543-8800

Placer Smiles Pediatric Dentistry
admin@placersmiles.com
(916) 253-6002

Victoria S. Mosur, D.D.S. PC
victoriasm@gmail.com
(916) 645-3373

DESIGN LANDSCAPE

Rogers Landscape
office@rogerslandscaping.com
(916) 844-8828

DEVELOPERS/LAND DEVELOPMENT

Beazer Homes
inna.miller@beazer.com
(916) 802-3122

Domeyko Taylor Holding Company - Ceramica
alisha@taylor-builders.com
(775) 233-7044

Drago Vantage, LLC
marketing@dragovantage.com
(916) 270-6963

DIGITAL MARKETING - MARKETING & MEDIA

Citywide DMS/Rocket TV Inc.
jim@citywidedms.com
(279) 999-6363

Zora Nova Design Agency
alex@znabrand.com
(916) 581-9462

DJ SERVICES - ENTERTAINMENT

DJ Professor Rockola
professorrockola@yahoo.com
(916) 645-1086

DRONE SERVICES

DreamWorks Drone Light Shows
contact@dreamworksdroneShows.com
(916) 765-0789

DRUG & VARIETY STORES

MZ Smoke Shop Lincoln
hayat@regalti.com
(916) 809-1698

DUCT CLEANING

The Duct Cleaning Pros
info@thedcpros.com
(916) 462-2425

EDUCATION

Jessup University
cvonvogt@jessup.edu
(916) 577-1815

John Adams Academy
Carlos.Yniguez@johnadamsacademy.org
(916) 580-9551

Lincoln Christian Academy
office@lcalincoln.com
(916) 645-6280

Lincoln Community Preschool
playcountsearlyeducation@gmail.com
(916) 712-0684

New Pacific Charter
loana.sparrevohn@pacificcharters.org
(916) 890-7579

Rocklin Academy Family of Schools
dbarron@rafos.org
(916) 778-4544

Sierra College
scarroll8@sierracollege.edu
(916) 624-3333

Sterling Bambini Montessori
info@sterlingbambinimontessori.com
(916) 4347000

The Treehouse
amy@thetreehousehomeschool.com
(916) 622-6600

Western Placer Unified School District
kcallahan@wpusd.org
(916) 645-6350

ELECTRICAL

3G Electric
its3gelectric@gmail.com
(916) 461-4080

J and J Screen & Glass/Electrical
(916) 645-3151

EMERGENCY PROPERTY DAMAGE SERVICES

CRBR Property Damage Services
yubabbranch@crbr.com
(530) 685-8293

EMPLOYMENT SERVICE

Express Pros
tina.williams@expresspros.com
(916) 781-0177

Golden Sierra Job Training Agency
info@goldensierra.com
(916) 773-8552

FACTORY

ENTERTAINMENT

Epic Sports Cards

EpicSportsCards30@gmail.com
(916) 409-7114

Friends Of McBean Park Stadium

friendsofmcbean@gmail.com
(916) 768-3803

Lincoln Potters Baseball Club, LLC

lundgrenmt@gmail.com
(916) 209-3444

Lincoln Theatre Company

info@lincolnthatrecompany.org
(916) 409-7030

@the Grounds

heather@atthegrounds.com
(916) 701-8181 x 1003

EQUIPMENT RENTALS

Far West Rents & Ready Mix, Inc.

Matt@farwestrents.com
(916) 645-2929

EVENT CENTER - HOSPITALITY & EVENT SERVICES

The Event Center

info@theeventcenterlincoln.com
(916) 770-1101

EVENT PLANNING

Events by Mia G/Bless Your Heart

eventsbymiag@gmail.com
(916) 667-5974

Lekker Event Designs

melanie@lekkereventdesigns.com
(916) 581-1282

FABRIC/QUILT SHOP

Sew Katie Jean

sewkatiejean@gmail.com
(530) 450-5462

FASHION & CLOTHING

The Corner Shoppe

TheCornerShoppe505@gmail.com
(530) 362-0990

FINANCIAL & INVESTMENT SERVICES

Ameriprise Financial Services, LLC

bryan.ludwig@ampf.com
(916) 380-3180

RWM Financial Group

marcus@rwmfinancialgroup.com
(916) 580-9255

Bankcard Processors LLC

Jphaire@bankcardprocessors.biz
(850) 228-5571

Edward Jones - Office of Mark Schumacher, CFP®, CPWA®, ChFC®, CRPC™, AAMS™

mark.schumacher@edwardjones.com
(916) 409-9067

Edward Jones Office of Mandie VanBuren

mandie.vanburen@edwardjones.com
(530) 830-1270

Edward Jones Office of Shayla Cloutier

shayla.cloutier@edwardjones.com
(916) 408-4722

Edward Jones-Ken Aquino

ken.aquino@edwardjones.com
(916) 543-1387

Melanie Bergevin

Mbnd1978@gmail.com

West Capital Wealth Management

clark.osterhout@lpl.com
(916) 886-5380

FITNESS/PERSONAL TRAINER

The Hybrid Garage

samantha@thehybridgarage.fit
(916) 577-0369

FITNESS CENTERS

9Round Lincoln

lincolnblvdlincolnca@9round.com
(916) 800-5012

Club Pilates Twelve Bridges

e.guedenet@clubpilates.com
(916) 588-4528

Hotworx - Lincoln

sarah.brewer@hotworx.net
(916) 270-6995

Studio One Pilates

staff@sopilatesfit.com
(916) 258-5760

FLIGHT TRAINING SCHOOL

AeroLuxe Flight Training & Charter

aeroluxeflighttraining@gmail.com
(916) 909-9211

FLORISTS

Lincoln Florist & Gifts

jenniferibarra1@hotmail.com
(916) 645-2303

FOOD & BEVERAGES

Wheel and Wedge Charcuterie

info@wheelandwedgearcuterie.com
(916) 587-1465

CHAMBER

DIRE

2026-2027

FOOD TRUCK

4 HEROES GRILL

4heroesgrill@gmail.com
(916) 298-4142

Food Trucks Direct

catering@foodtrucksdirect.com
(916) 583-3475

Snowie King Naturals

Mobile Shaved Ice Truck
admin@snowieking.com
(916) 750-5464

FOUNDATION

Christy Lynn Mitchell Foundation

ashleyjohnm@gmail.com
(916) 295-0069

Lincoln Public Safety Foundation

Lincoln Public Safety Foundation@
gmail.com
(916) 343-1920

FRUIT & NUT TREE NURSERIES

Fowler Nurseries, Inc.

nancy@fowlernurseries.com
(916) 645-8191

GIFTS & SPECIALTY ITEMS

Ternero Farms/Ternero Olive Oil

lisa@terneroofarms.com
(916) 508-5325

GLASS REPAIR AND REPLACEMENT

The Glass Guru of Roseville

samantha.h@theglassguru.com
(916) 786-4878

GOLF COURSE

Lincoln Hills Golf Club

cbennett@lincolnhillsgolfclub.com
(916) 543-9200 x 4

GOVERNMENT

Placer County Board of Supervisors

broberts@placer.ca.gov
(530) 889-4031, (530) 889-4025

City of Lincoln

jennifer.riling@lincolnca.gov
(916) 434-2400

Placer County Assessor's Office

MMaynard@placer.ca.gov
(530) 889-4300

Placer County Auditor - Controller

asisk@placer.ca.gov
(530) 889-4152

Placer County Clerk- Recorder-Elections

cre_admin@placer.ca.gov
(530) 886-5690

Placer County Office of Education

kchase@placercoe.org
(530) 889-5941

Placer County Transportation Planning Agency

ssabol@pctpa.net
(916) 997-2760

Placer County Water Agency

clerk@pcwa.net
(530) 823-4860

GRAPHIC DESIGN

F&A Graphix Design

fagraphixdesign@gmail.com
(408) 688-7387

GUNS & SUPPLIES

Lincoln Gun Exchange

lincolngunexchange@jps.net
(916) 671-4867

HEALTH & WELFARE

His Mountaintop Ministries -

Therapeutic/Adaptive Horsemanship
horsesdoctor@ymail.com
(530) 561-4321

HEALTH & WELLNESS

Optavia

sherrybaby@surewest.net
(916) 204-0150

Simply Nutrition

simplynutrition@outlook.com
(916) 253-9276

Spine & Nerve Diagnostic Center

mtong@spinerve.com

Haven Med Spa

virpalthiara@gmail.com
(916) 409-5988

Serena Olson Nutrition

serenaolsonnutrition@gmail.com
(916) 295-3527

HEALTH CARE FACILITIES

Kaiser Permanente

brandon.x.ida@kp.org
(916) 784-4000

Sutter Health Valley Area

trejot@sutterhealth.org
(916) 781-1000

HEATING & AIR

American Comfort Heating & Air LLC

americancomfort2023@gmail.com
(916) 367-8672

Class Act Plumbing, Heating & Air

hansshaver@gmail.com
(916) 645-4628, (916) 624-7927

Phillips Heating and Air

brittany@phillipsheatandair.com
(916) 450-0312

FACTORY

Kleen Air, Inc.

office@kleenairpros.com
(916) 922-3995

Service Champions Heating & Air Conditioning

dserrano@servicechampions.net
(925) 872-1793

HOME BUILDERS

JMC Homes

ckerby@jmchomes.com
(916) 782-8879

Taylor Morrison

Mina@esplanadetc.com
(916) 246-1833

HOME IMPROVEMENT

American Remodeling Co.

arc2024ps@gmail.com

HomeSmiles Sacramento

agonzales@homesmiles.com
(916) 878-0353

MasterMax Builders

contact@mastermaxbuilders.com
(916) 773-7616

Roseville Kitchen and Bath

tony@rosevillekb.com
(916) 970-9040

Home Depot Interiors

nancy_j_tomich@homedepot.com
(916) 794-6783

Lawton Construction & Restoration

lisa@lawtoncr.com
(866) 990-5150

Rock Solid Construction LLC

RockSolidLB@gmail.com
(530) 908-4162

Sanchez Home & Yard Service

sanchezhomeandyardservice@hotmail.com
(916) 408-3902, (916) 408-3902

HOME-BASED BAKERS

The Dancing Dog Bakery

ronald.kammeyerii@gmail.com
(279) 966-8135

HORSE STABLE & ARENA

Jr Ranch Horse Stables & Arena

crnutz@sbcglobal.net
(916) 709-5434

HOSPITALITY & EVENT SERVICES

Stone Barn Ranch

beverly@familyministries.com
(916) 214-7873

Toyota Amphitheatre Wheatland

BrianaHickey@LiveNation.com
(415) 281-9227

HOTEL RESORT

Thunder Valley Casino Resort

(916) 408-8398

HOTELS & MOTELS

Holiday inn Express & Suites Lincoln

Shiromi@internationalsuitesllc.com
(916) 644-3440

La Quinta Inn & Suites Lincoln

gm@lqlincoln.com
(279) 400-7390

HUMAN RESOURCE SERVICES

People Path Consulting

(650) 432-0646

INSURANCE

State Farm Agent Andres Ordaz

agent@andresordaz.com,
suzanne.m.ordaz.vafthh@statefarm.com
916-409-2700

Bozzuto & Company Insurance Service

kensleyg@bozzutoinsurance.com
(916) 673-2618

Bunker Insurance Solutions

ewbunker@bunkerinsurancesolutions.com
(916) 759-1802

Cornerstone Associates Insurance Services

psantini@cornerstoneinsurance.net
(916) 645-3333 x 226

Mertens Insurance

wanda@mertensagency.com
(530) 362-1182

Scott Yuill Insurance & Financial Services

scott@scottyuillagency.com
(916) 772-2131

Smedley Insurance Solutions

go@smedleyinsurancesolutions.com
(916) 425-5604

INTERIOR DECORATORS & DESIGNERS

House Maroe

kcolzani1@gmail.com
(916) 209-3258

LAND DEVELOPMENT

Lewis Planned Communities

phil.rodriquez@lewismc.com
(916) 403-1703

Richland Communities, Inc.

bcooley@richlandcommunities.com
(916) 7823330

CHAMBER

DIRE

2026-2027

LANDSCAPING SUPPLIES

Rock Pros Landscape Supply
admin@rockproslandscape.com
(916) 409-5051

LAWYERS / LEGAL SERVICES

Law Office of Sean Musgrove
myteam@seanmusgrove.net
(916) 965-4577

Kronick Moskovitz Tiedemann & Girard hward@kmtg.com
(916) 321-4500

Law Offices of Mark A Doughty
info@golaw.com
(530) 674-1440

LegalShield/ID Shield
thedoylegroup@outlook.com
(775) 842-1289

Robertson Law Group
jtr@robertsonadamslaw.com
(916) 434-2550

LIVE SCAN

Rask Mobile Livescan
rasklivescan@gmail.com
(916) 580-7808

MAIL SERVICES/SHIPPING

The UPS Store
faraz.cre@gmail.com
(916) 408-0319

MANUFACTURING & PRODUCTION

Gladding McBean
STEPHEN.ENSLEY@
GLADDINGMCBEAN.COM
(916) 644-9367

Sierra Pacific Industries
mluster@spi-ind.com
(916) 645-1631

MARKETING & MEDIA

Call Cristie
cristie@callcristie.com
(909) 282-2689

MARTIAL ARTS

Evolution Martial Arts
Lincoln@evolution-ma.com
(916) 209-3283

Lincoln Family Martial Arts Academy
lincolnfamilytkd@gmail.com
(916) 645-7856

MEDICAL SERVICES & SUPPLIES

Sutter Medical Lincoln
fellowha@sutterhealth.org
(916) 408-5915

MORTGAGE SERVICES

Loans by Rita A-Arbor Financial Group
rita@loansbyritaa.com
(916) 280-1506

Lighthouse Mortgage Company, Inc.
larry_goodrow@yahoo.com
(408) 892-3523

MORTUARY/ FUNERAL ARRANGEMENTS

Cremation Society of Placer County
dgwagemann@gmail.com
(916) 550-4338

Lincoln Funeral Home
kimberly.windle@
dignitymemorial.com
(916) 645-2347

Morgan Oaks Eternal Preserve, LLC
nicoles@morganoaksgreenburial.com
(916) 298-8883, (833) 667-4266

Murray Family Funeral Chapel
murrayfamilyfc@outlook.com

Placer County Cemetery District #1
placercemetery@gmail.com
(916) 645-2475

MOVING & STORAGE

East Avenue Self Storage- Uhaul Rentals
eastavenueselfstorage@yahoo.com
(916) 645-6200, (916) 645-6023,
(916) 645-2878

Joiner Parkway Self Storage
sp79@storagepro.com
(916) 645-8542, (916) 645-2737 x 2

Lincoln Ranch Self Storage
lincolnranch@storeassure.net
(916) 572-4771

JunkGuys Sacramento
Contact@junkcalifornia.com
(916) 471-4916

MUSEUMS

Lincoln Area Archives Museum
lincolncmuseum@gmail.com
(916) 645-3800

MUSIC INSTRUCTION, MUSIC INSTRUMENT STORES

Rockstar Music Academy
letsrock@therockstarmusicacademy.com
(916) 409-2166

NETWORKING ORGANIZATIONS

Advanced Business Roundtable
Info@ADCBiz.com

Lincoln Business Network
shane@majrspecialties.com
(916) 622-5618

NEWSPAPERS

Sun Senior News, Lincoln Hills
SunSeniorAD@gmail.com
(916) 727-6383

Lincoln News Messenger
johnl@goldcountrymedia.com
(916) 774-7939

NON-PROFIT ORGANIZATION

AAUW - Roseville-South Placer Branch
aauwrosevillesouthplacer@gmail.com
(916) 751-6272

Assistance League of Greater Placer
vpmarketingcomm@algreaterplacer.org
(530) 885-4397

Boys & Girls Club of Placer County
rtooker@bgcplacercounty.org
(530) 889-2273

California Agricultural Aircraft Association
terry.gage@caaa.net
(916) 645-9747

Circle T Ranch
denise@supportnewbeginnings.org
(559) 288-9537

Democratic Club of Lincoln
lincolnindems@gmail.com

Downtown Lincoln Association
downtownlincolnevents@gmail.com

Feeding the Foothills
lisa@feedingthefoothills.org
(916) 7830481

FieldHaven Feline Center
makenna@fieldhaven.com
(916) 434-6022

Friends of Auburn Ravine
jbxw@att.net
(916) 801-3669

Friends of the Lincoln Public Library
Friends@LincolnLibraryFriends.org
(916) 521-9940

Glen Edwards Veterans of Foreign Wars Post 3010
lincolnvfw3010@gmail.com
(925) 384-2329

KidsFirst
abangs@kidsfirstnow.org
(916) 774-6802

Kingdom K-9s
Sabrina@kingdom-k9s.org
(916) 273-2282

Lighthouse Counseling & FRC
jbaird@lighthousefrc.org
(916) 645-3300

Lincoln Community Foundation
lcomfound@gmail.com
(916) 316-6589

Lincoln High School Booster Club
lhszebraboosters@gmail.com

Lincoln Hills Republican Club
republican_club@republicanclubscfh.org
(408) 529-0119

Lincoln Police Activities League
lincolnpcapal@gmail.com
(702) 378-1206

Lincoln Veterans Memorial Coalition
hcicogna@gmail.com
(530) 812-0376

Placer Breast Cancer Foundation
info@wethinkpink.org
(916) 910-5769

Placer Land Trust
(530) 887-9222

Placer SPCA
administration@placerspca.org
(916) 782-7722

PRIDE Industries
info@prideindustries.com
(916) 788-2100

Republican Club
dianapeters@wavecable.com
(916) 541-6632

RRUFF Healing Heroes
rruff@rruffhealingheroes.org
(916) 300-0282

Semper Fi Association
semperfiassociation@gmail.com
(916) 573-1704

Seniors First
stephanie@seniorsfirst.org
(530) 889-9500

Short Stack Ranch
shortstackranch@yahoo.com

Sierra Pregnancy + Health
accounts@sierraph.org
(916) 624-8990

Stand Up Placer, Inc.
Gary@StandUpPlacer.org
(530) 823-6224

The American Legion Post 264
commander@lincolnlegion.org
(916) 409-6750

CHAMBER

DIRE

2026-2027

The Salt Mine

eric@thesaltminelincoln.com
(916) 645-3778

Twelve Bridges Junior Rhinos

fundraiser@jrrhinos.org
(916) 316-4392

Warriors Soul, Inc.

warriorssoul.org@gmail.com
(916) 626-9647

NOTARY

Van Sant Mobile Notary Service

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(530) 521-9520

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selenamiranda0302@gmail.com
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(530) 888-1928

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Kiwanis Club of Lincoln Foothills

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LINCOLN ADDS TO ITS FOOD & BEVERAGE SCENE

BY RICHARD PEARL

Food and beverage businesses are always a gamble. Some are brand new concepts, others are reinventions of familiar spaces—but all face steep odds. Nationally, roughly 60% of restaurants fail within the first year, and nearly 80% close before year five.

Yet Lincoln's dining scene continues to fare better than average.

As our city grows, so does its appetite for locally owned restaurants, creative concepts, and thoughtfully repurposed spaces. Whether it's steady population growth, a strong entrepreneurial base, or the community's willingness to support new ventures as they find their footing, Lincoln has become a place where food and beverage establishments are given a real chance to evolve.

EASY COMPANY DEVELOPS LOCAL FOLLOWING

At the Lincoln Chamber of Commerce's 2026 Annual Awards Banquet, the City of Lincoln recognized Easy Company with its second annual Business Innovation Award. The restaurant was honored not just for its concept, but for its persistence through significant construction challenges during launch time. Today, it has carved out a loyal following with its distinctive atmosphere and wide-ranging food and beverage offerings, becoming a destination for both residents and visitors.

THE EVENT CENTER AND ROCKSTAR PIZZA

Equally notable is the continued reinvention of some of Lincoln's most recognizable spaces. The historic Beermann building, long a centerpiece of downtown, has taken on



multiple identities over the years before being reimagined under local entrepreneur Steve Pagano as a dynamic venue known as the Event Center and he has partnered with Hops & Hogs owner Phil Woodman to introduce Rockstar Pizza—a wood-fired kitchen.

The Event Center is a dedicated space for private rentals, community gatherings, live entertainment, and special events, preserving the building's historic character while giving it a flexible new purpose in Lincoln's social and cultural life.

LEGACY SPORTS BAR AND GRILL

Another example of successful reinvention is Legacy Sports Bar and Grill. The space has undergone several transformations—from bicycle shop to wine bar before settling into its current identity as Lincoln's only full-service sports bar and restaurant.

The city's food and beverage scene continues to expand, with new wineries and brew-pubs. Lincoln is finding its mojo as the gateway to Placer County's Wine and Ale Trail.



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