

ROCKON

MAGAZINE

TAHOE
WINE+FEAST



ISSUE 82

www.rockonmagazine.com



GEAR UP
for Spring & Summer
*with **Truck Envy!***



Warmer Weather Means More
ADVENTURES!

75 E Patriot Blvd Unit 13 Reno, NV 89511

775.993.3700

TruckEnvy.com

ROCKOn

MAGAZINE

JULY-AUGUST
ISSUE 82

TAHOE WINE+FEAST



Gina Adams
CEO/Publisher



RKW Designs
Design Director



Bill Kopp
Contributing
Journalist



Jason Kincade
Contributing
Photographer



Tony Contini
Contributing
Journalist/
Photographer



Justin Beckelman
Ad Sales



Melody Ann Minx
Contributing Writer

GINA ADAMS - CEO/PUBLISHER | 949.337.0246 | GINA@ROCKONMAGAZINE.COM

ROCK ON MAGAZINE 630 E. PLUMB LN, RENO, NV 89502

SOUTH -40-

775.800.9070

BAR GAMING
VR ROOM
HAPPY HOUR

*Delicious Food • Arcade
Fine Wines • Specialty Beers
Live Sports*



www.south-40-reno.com



DUNCAN
GOLF MANAGEMENT



Duncan Golf Management is a family owned and operated business. Offering 6 premier semi private golf course offering daily tee times and a competitive membership along with excellent food and terrific service-a proven winning combination. We offer competitive Group and Tournament Packages along with full planning of Special Events/Weddings!

Call us TODAY!

775-851-3301

DuncanGolfReno.com

Scan to join our Loyalty Program and start earning point to redeem for drinks, golf balls, and green fees!





ROCKon MAGAZINE

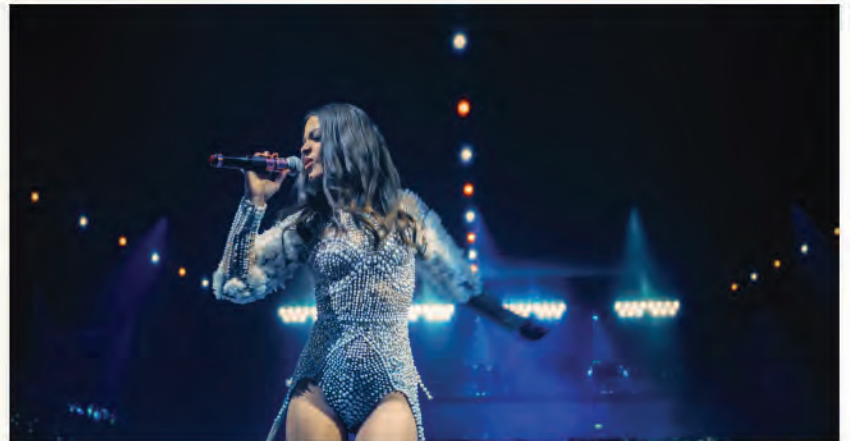
By: Melody Ann Minx

The Reno area is no stranger to events, especially dress up ones. In fact, we birthed one of the largest costumed Santa Crawls in the country, nay the world. And we're the way station for all things Burning Man. There's more than a few of us with storage bins full of costumes. Or entire rooms (I resemble that remark). At this point, you'd think we've seen it all. Then, along comes the first of its kind, The Dead Artists Ball. It's being praised as an immersive experience, "where Hollywood glam meets the Oscars, the Grammys and the wild energy of Studio 54." You had me at "experience." A great life is made of those things.



This idea flowed from the noggin of Hindi Marciniak, the founder of the ever-growing Reno Women Owned Business group and CEO of Empowered Ventures, LLC. She hailed from a hi-tech trade show background, where their large-scale gatherings lacked that unforgettable experience factor. "I have always wanted to host a fabulous party. Where people, the community, could come together, meet or reconnect, have fun and give back," she said in a recent interview. She then surrounded herself with only the best to bring it to light. She partnered with the preeminent arts organization in Nevada, Sierra Arts Foundation (SAF). And all proceeds go to SAF programs. "It's a party with benefits – tax deductible tickets, raising money for Sierra Arts and the artistic community. It's a win-win," she stated. She also enlisted ME Entertainment, who has lined up some premier talent. Guests will be shaking tail feathers to the DJ stylings of local favorite, Cliff Porter. There will be performances by celebrated vocalists Jennie O, Whitney Myer, and Jeness Carter. Hindi is also teasing a surprise performance that's supposed to be EPIC. Plus, prepare for decadent grazing tables, themed specialty drinks, aerialists and multiple photo stations, plus professional photographers snapping pictures of the fete. There will be independent artists on hand making art, to be auctioned off later in the evening. "It's going to be a VERY visually stimulating event," Hindi added. Even the venue fits that bill. The ballroom at Whitney Peak almost seems to have been made for this event. Glass chandeliers hang from wood beams. Exposed brick walls accentuate portraits of musical legends at every turn. A match made in heaven.

But the main visual experience will come from those in attendance. The event is encouraging grand involvement. "So, end of September is perfect as it's back from Burning Man just in time to clean off the playa dust and get ready for the red carpet! And kick off Halloween season," explained Hindi. The event provides an opportunity for guests to embrace their inner icon. "We want to pay tribute to the legends that have shaped our culture from stage and screen to music to literature to art. Embody them. BE them." For one evening, it's your chance to be David Bowie or Josephine Baker or Buster Keaton or Georgia O'Keeffe or Ernest Hemingway.





Or you and your pals could be The Ramones or the 3 Stooges or Mozart, Bach & Beethoven or Shakespeare, Burbage and Mary Shelley. Whomever you are, jump in. Any artist is a go. Oh and did I mention the karaoke contest? The prize is no chump change. It's \$1000 for the best performance. And I mean PERFORMANCE. Participants are strongly encouraged to go all out: backup singers, choreography, the whole shebang. Hindi's excitement is palpable, "it's your own 4-minute concert as a legend with an audience FULL of legends cheering you on." All karaoke participants must sign up prior, and costumes are mandatory.

For those who want even MORE, then the VIP experience is for you. VIP tickets grant you access to an elegant champagne reception and a gift bag full of goodies from the event's sponsors and event memorabilia. There will be captivating, surprise performances, promised to be amazing. But the details are very hush-hush.

The Dead Artists Ball is gearing up to be one of those events that will be talked about long after it's over. It's steering clear of the mundane; that's for sure. "Just like the legends we're embodying, this night will be legendary," Hindi vowed. When all the pictures of your friends start filling your feed, you will feel it. It will be tangible. The FOMO is absolutely real. But by then, all you can do is plan for next year. Get those tickets now.

www.thedeadartistsball.com
<https://sierraarts.org>





Elevate Your Culinary Senses
Lake Tahoe's Premier Wine + Feast Event



September 18-21, 2025
Located at
Tahoe Blue Event Center

www.tahoewinefeast.com
www.tahoeblueeventcenter.com



LITHIA

HYUNDAI OF RENO

(775) 447.9111

Pre-Owned
2025 HYUNDAI KONA
SE AWD SPORT UTILITY

#SU246680U

\$28,475



Pre-Owned 2020 Ram 1500 Laramie
Lar4WD Crew Cab Pickup **\$30,793**
#LN280731A



Pre-Owned 2018 Hyundai Sonata
SE FWD 4DR CAR **\$11,975**
#JH598906



Pre-Owned 2017 Chevrolet Sonic
LS FWD 4DR Car **\$9,993**
#H4103925



Pre-Owned 2023 Nissan Rogue
SV AWD Sport Utility **\$22,293**
#PC794351



Pre-Owned 2020 Hyundai Elantra
Value Edition FWD **\$13,693**
#LU941488A



Pre-Owned 2011 Acura MDX
AWD Sport Utility **\$11,893**
#BH531504



Pre-Owned 2017 Hyundai Tucson
SE AWD Sport Utility **\$13,975**
#HU481809



Pre-Owned 2022 Toyota Corolla Cross
LE AWD Sport Utility **\$23,793**
#NV018428A



Pre-Owned 2023 Genesis G70
2.0T AWD 4dr Car **\$25,293**
#PU125952



Pre-Owned 2021 Hyundai Elantra
SEL FWD 4DR CAR **\$18,285**
#MH029010B



Pre-Owned 2012 Jeep Wrangler
Unlimited Sahara 4WD Sport Utility **\$15,393**
#CL322972



Pre-Owned 2023 Hyundai Venue
Limited Fwd Sport Utility **\$21,993**
#PU228769A



Pre-Owned 2020 Hyundai Santa Fe
LIMITED AWD Sport Utility **\$26,867**
#LH246992A



Pre-Owned 2018 Subaru Outback
Premium AWD Sport Utility **\$15,593**
#J3232960



Pre-Owned 2017 GMC Sierra 2500HD
Denali 4WD Crew Cab **\$40,993**
#HF233281P



Pre-Owned 2024 Hyundai Palisade
SEL AWD Sport Utility **\$35,993**
#RU737466



Pre-Owned 2023 Volkswagen Taos
SE AWD Sport Utility **\$22,993**
#PM328871



Pre-Owned 2024 Hyundai Santa Cruz
XRT AWD Crew Cab **\$34,337**
#RH083762A



Pre-Owned 2024 Hyundai Palisade
Calligraphy AWD Sport **\$41,993**
#RU715389



Pre-Owned 2014 Jeep Wrangler
Sport 4WD Sport Utility **\$16,347**
#EL121018

Prices include \$998 High Desert Protection Package. Price does not include \$599 Dealer doc fee, taxes and license fees.

LITHIA

HYUNDAI OF RENO

2620 Kietzke Ln. Reno NV 89502

LithiaHyundaiReno.com | (775) 447.9111



Northern Nevada's #1
Upgrade & Exchange Dealer
(775) 447.9111



Pre-Owned 2024 Hyundai Elantra
 SEL FWD 4DR Car **\$22,903**
 #RU843695SC



Pre-Owned 2017 Nissan Murano
 S AWD Sport Utility **\$16,505**
 #HN167011



Pre-Owned 2020 Hyundai Kona
 Ultimate AWD Sport Utility **\$22,975**
 #LU565803A



Pre-Owned 2023 Nissan Murano
 SV AWD Sport Utility **\$23,293**
 #PC127404



Pre-Owned 2013 Jeep Wrangler
 Unlimited Sport 4WD Sport Utility **\$17,946**
 #DL518390



Pre-Owned 2019 Hyundai Santa Fe
 Ultimate AWD Sport Utility **\$23,496**
 #KH118485



Pre-Owned 2022 Volkswagen Tiguan
 SE AWD Sport Utility **\$23,893**
 #NM126162



Pre-Owned 2024 Hyundai Kona
 SEL AWD Sport Utility **\$23,893**
 #RU070764



Pre-Owned 2024 Hyundai Kona
 SEL AWD Sport Utility **\$24,473**
 #RU164821



Pre-Owned 2019 Toyota Highlander
 Limited AWD Sport Utility **\$30,906**
 #KS992185



Pre-Owned 2023 Nissan Rogue
 S AWD Sport Utility **\$20,693**
 #PC782623



Pre-Owned 2022 Dodge Challenger
 GT AWD 2dr Car **\$24,993**
 #NH223887



Pre-Owned 2022 Audi Q3 S line
 Premium AWD Sport Utility **\$25,293**
 #N1120812A



Pre-Owned 2011 Ford F-150
 Lariat 4WD Crew Cab **\$20,993**
 #BFA63056A



Pre-Owned 2023 Hyundai Palisade
 LIMITED AWD Sport Utility **\$39,993**
 #PU570645P



Pre-Owned 2005 Chevrolet Corvette
 RWD Convertible **\$26,993**
 #55115892P



Pre-Owned 2021 Chrysler Voyager
 LXI FWD Mini-van **\$22,202**
 #MR533895



Pre-Owned 2022 Honda Civic
 Hatchback Sport FWD 4dr **\$27,487**
 #NE015937A



Pre-Owned 2024 Ford Bronco Sport
 Big Bend 4WD Sport Utility **\$27,393**
 #RRE25208



Pre-Owned 2019 Kia Sorento
 SX Limited V6 AWD Sport Utility **\$21,693**
 #KG439339A

Prices include \$998 High Desert Protection Package. Price does not include \$599 Dealer doc fee, taxes and license fees.



2620 Kietzke Ln. Reno NV 89502
 LithiaHyundaiReno.com | (775) 447.9111

The Gift Of Good Vibrations

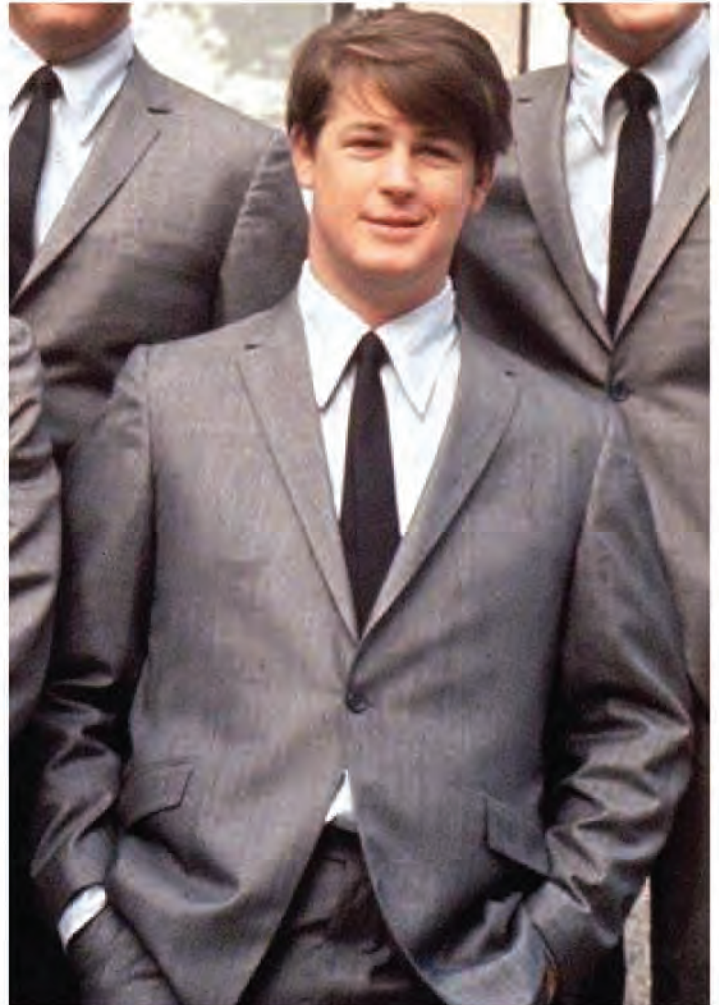
**Brian Douglas Wilson
20 June 1942 - 11 June 2025**

BY JAY LUSTER

When I asked to write a farewell to Brian Wilson, the visionary of The Beach Boys, I knew immediately I had bitten off more than I could chew. How do you encapsulate a story as rich in personal and cultural relevance, but is also as well known as Brian's in a couple of thousand words or less? The answer is that you simply can't. What I can do is tell you what Brian and his music meant to me, and how much he will be missed.

Although the band had been around since November of 1961. I didn't learn of The Beach Boys until the spring of 1975. When I was 13, my big sister Sue plopped me down on the floor in front of her Technics stereo, slapped her headphones over my ears and blasted The Best Of The Beach Boys at a decibel level roughly the equivalent of Apollo 11 taking off. Up to that point, my taste in music was more like my parents as teenagers. Growing up in the 60's and 70's, during the summer months my parents would play 8 tracks of Glenn Miller, The Andrews Sisters, Benny Goodman, and the Borscht Belt comedian Allan Sherman. During the school year my exposure to music was dished out by Carl DeSuze, the morning drive DJ on WBZ AM radio out of Boston playing on my moms dirty white Zenith clock radio. As far as I know the clock never worked, but the radio worked just fine. My only reason to listen was for school closing during snow storms, but between those listings, they would play a dizzying array of music ranging from Bing Crosby, Frank Sinatra and Tony Bennett to Elvis, The Beatles, and The Ventures. Even at a very young age I noticed that some songs seemed to reach out of the radio, grab you by the ears and pull you in. For example, the irresistible nervous energy dripping from Elvis's Hound Dog, to the insistent groove of the Hawaii 5-0 theme song, I was aware that music was important, but the snow closing was what really counted.

Into this wide world of 60's and early 70's music, Sue had thrust me, and I've never looked back. Eventually she gave me that record, plus Summer Days, Pet Sounds and Beach Boys Concert from 1963. Later, I spent my paper route earnings on the albums Spirit of America, and Endless Summer Compilations, and saw of the album jackets, and sometimes of the record itself, most of the songs were written by the duo Wilson/Love. I obsessively looked for any information I could about these guys, and eventually found a book about the band. Again, I was blown away. From learning that Brian was almost completely deaf in one ear, and had a serious mental illness, their close call with Charles Manson, and the dysfunctional push and pull within the band over the type of music to make, as well as a host of other issues that crop up in families. Instead of recoiling from the horrors of the disgraced former doctor, Eugene Landy unethically isolating and dominating Brian, to the obnoxious and occasionally violent Murray Wilson, Brian's dad. Fortunately, I had no Landy doppelganger in my life, but my dad was loud and threatening, While it was occasionally terrifying, violence was "minimal," However, it was all too easy to believe Brian had written the escapist In My Room just for me. Nonetheless, the first line of the second verse, "In this world I lock out all my worries and my fears," is unflinchingly ironic. Try as you might as a child, you can't run far enough or fast enough to escape your worries and fears. Brian voiced that sad discovery in the song Until I Die. When death is impossible, and life is interminable, it's easy to muse about an autumn leaf being blown away.



The Beach Boys became popular for some of the most joyous and innovative music ever written or recorded. With their deep love, and focus on the California of their childhood, it's little wonder Ronald Reagan, America's only president from Cali, dubbed them "America's band." When they played on the 4th of July on the Mall in Washington DC, in '80, '81, '82 & '84 on the 4th of July they routinely drew an audience of 500,000+, and yet, after 1966, other than the odd greatest hits collections, the band all but disappeared from the zeitgeist of the late 60's and early 70's. Their music hadn't kept up with the times, but it was those greatest hits records, *Endless Summer*, and *Spirit of America* that pulled kids like me, by the millions, into arenas and stadiums. I remember me and my friends dancing on our seats in the old Boston Garden screaming our lungs out and pouring our hearts into every single word of every single song. None of us surfed, nor were we old enough to drive, yet the myth of an endless and joyous summer lit up Boston Garden that sleety November as if we were all roller skating on the Venice Beach Boardwalk.

As a grownup with a life, like everyone else, I had a career. First with the navy, and then eventually with the railroads. When I was injured and forced into an early retirement, I began a third career as a writer. Over the decades, I studied everything I could get my hands on about the rock and roll of my childhood, and decided to share that knowledge with the world. I began a blog that barely lasted three months before a publisher of a small magazine contacted me and asked me to join her staff. The word small is probably too big to describe exactly just how small the publication was. When I joined, the circulation was literally 6 subscribers. After a year of toiling away for free, the magazine reached a peak of 35 subscribers. While this does seem, and actually is kind of pathetic, it gave me the freedom to get behind the velvet rope, with press passes and one on one phonetime interviewing genuine celebrities. At first I was clumsy and awkward, but eventually I was able to move on to bigger and more serious publications. It was then I realized I might be able to use my position to actually interview Brian. I did, twice. What I learned was what almost every other journalist before me had learned, Brian was kind of a lousy interview. His answers to questions were essentially monosyllabic, and it was nearly impossible to get him to open up, or even elaborate on the answers he was giving.

Brian had a childlike, whimsical sense of humor that showed itself in his music.



Songs like *Take Good Care Of Your Feet* off of the *Holland* album, and *I'd Love To Just Once See You* from their *Wild Honey* record. When I had him on the phone, I sensed there was a jokester hiding under the quiet uncommunicative man. It turned out that I was right. My first chance to speak with him was when he was doing press ahead of his solo album *No Pier Pressure*. I asked him how he chose Zooey Deschanel to sing the song *On The Island*? His answer was, "we liked her voice so we invited her down to sing it." Obviously that's not much of an answer, so I turned my attention from him directly to the music itself. I asked him if that song was based on Astrud Gilberto's song, *The Girl From Ipanema*? In a surprised voice, he said, "yeah." I waited a moment to see if he would elaborate, but he didn't. After a short pause, I said that this was the second bossa nova that he wrote that I was aware of, the first being *Busy Doing Nothing* from the 1968 *Friends* album. Again he seemed surprised and pleased that I had noticed, but he still wasn't really opening up. Finally, as I became desperate to get a usable quote from the man who was, without any doubt, my favorite musician, and the secret reason I became a journalist to begin with, I asked him if anyone had ever sent in a letter to tell him what their favorite vegetable was? At that point he laughed out loud and I think I had broken through, but unfortunately my 20 minutes were up and he had to move on to the next interview.

The whimsy I am talking about can be heard in dozens of his songs from both the Beach Boys and his solo career. The song *Vegetables* was originally released on an album called *Smiley Smile* which took the place of the stillborn *SMiLE* record. *SMiLE* was, in its day, probably the most anticipated record in music history. *Pet Sounds*, though misunderstood by the fans of the surf and car songs, it was recognized as a masterpiece within the music industry. On the heels of that, the band released *Good Vibrations*, which Brian called both a pocket symphony, and a teenage symphony to God. Whatever else it was, it propelled the band to Beatlesque heights of expectations that were soon dashed by Wilson's emerging battle with mental illness. He would eventually release *SMiLE* in 2003 as a solo record, which is where the song *Vegetables* took its rightful place on an album. I can't say for sure if *SMiLE* was the masterpiece Leonard Bernstein imagined it was going to be, but to his fans it was like welcoming your most eccentric, and favorite relative home after a long absence.

I had a second chance to interview Brian upon the eve of his Pet Sounds tour. He was equally as incommunicative as he was the first time, except this time he simply wouldn't open up. I asked him how he came up with the idea of using unconventional instruments and techniques in the studio, I knew, for example, there were no guitars in the opening song on Pet Sounds, Wouldn't It Be Nice, and that is what I was thinking about when I asked him how he intended to play the song on stage. His answer was, "exactly like it was on the record." I followed up, "Oh cool, with accordians?" and he said, "what?" as if he was surprised that the song actually used accordions instead of guitars. I don't know if he was pulling my leg, or didn't actually remember but it wasn't easy interviewing Brian. He was, after all, my musical hero and his music was in many ways my emotional support group. I told him that I had read in his autobiography and I wondered what it meant that he "played the studio?" His answer? "I don't know, what do you think it means? Of course I admitted right away that I didn't know what it meant, and though I can't be sure, I think he was disappointed that I didn't have an answer. We went on like that for another five minutes or so before he had to move on to talk to the next journalist. I did see him and his band three more times, and it was fantastic. The Pet Sounds concert, despite the lack of accordions, couldn't have been better. In order to reproduce the stunning Beach Boys harmonies he had 14 musicians with him, and they treated his music with the kind of respect you'd expect the London Philharmonic would pay to Mozart.' Later I saw him paired with Jeff Beck, and never in the annals of music has there been a more awkward pairing of eccentric superstars.

This is the first time I've ever written an article, any article, from a personal perspective, but as I said at the outset, Brian Wilson's music is personal to me, and I suspect it is to most everyone who's followed his career as closely as I have. The man reached heights of stardom seldom seen by anyone except the brightest and the best. He shockingly imploded on the threshold of his most anticipated triumph, and then slowly but surely put his life back together again. He is in the Rock and Roll Hall Of Fame as a Beach Boy, and he's in the songwriter's Hall Of fame, and he has won a couple of Grammy's, but I believe it is the personal depths of pain, and bubbles of laughter, as well as the exuberance and joy his music has invoked in me that makes losing Brian as difficult as losing a loved one. In fact, the last time I saw my sister Sue alive was when I visited her in Winnipeg shortly before she herself passed away. During that visit she had bought tickets to see the Beach Boys, who just happened to be in town during the couple of weeks I would be there. It was the Mike Love version of the band, which didn't include Brian, but there was this moment towards the end of the show when everyone was standing and some people rushed to the front of the stage because the music was drawing us in. I turned to Sue, who in that moment ceased to be my big sister, and became the young teenage girl who blasted Surfin USA into my brain. I grabbed her by the arm and asked if she wanted to get closer, she nodded her head yes, and I pushed our way through the crowd right up to the stage apron, where Mike Love, the Beach Boys lead singer, and the other half of the Wilson/Love writing team, reached down and shook her hand. The next day I got on a plane and returned to Richmond, Virginia and Sue passed away shortly after that. When she introduced me to the music of Brian Wilson and The Beach Boys, that day she gave me the gift of good vibrations.

Love and Mercy,
Jay Luster



WOMEN OWNED BUSINESSES



**Professional
Dog groomer
& sitter.**

CONTACT ME:
530-635-8034
oceanblissrg@
gmail.com

Luxury, stress-free grooming delivered right to your doorstep. At Auntie Rose's, your dog's comfort is the priority—because every happy, healthy pup deserves personalized care in their favorite place: home.

Happy healthy dogs one paw at a time



Barbara Bolcavage Financial Services

Independent insurance professional under American Classic Agency, specializing in women and retirement planning. Co-founder of Women, Wellness, and Wealth Conferences, promoting financial literacy since 2009. Serving Middle America's families with life insurance strategies to protect income, eliminate debt, and build financial legacies.

443-253-3268 | www.Barbsbuzz.com



WILKINSON
GROWTH PARTNERS

Strategic Business Growth. Done For You.

Proudly Woman-Owned.

We help small businesses grow—without the overwhelm. As your outsourced growth team, we take the lead on client outreach, referral building, lead generation, and content support.

If you're ready for more visibility, more referrals, and more results—with less hustle—we'll build the plan and make it happen.

Wilkinson Growth Partners
Sarah Wilkinson
907-378-2175

sarah@wilkinsongrowthpartners.com
wilkinsongrowthpartners.com



The Venue
3652 S. Virginia St., Suite C13.
775-558-9244

Reno's Hottest New Event Space!
Conveniently located next to the Atlantis,

Say hello to 3,000 square feet of pure possibility. From epic birthday bashes & stylish soirées to corporate events that impress—The Venue is where unforgettable moments are made.

- Built-in stage with professional AV
- Dance floor, lounge seating & full bar
- Custom layout options for up to 150 guests
- Tall ceilings can accommodate bounce houses and more!
- On-site event planner to handle every detail

Modern, bold, & built to celebrate—The Venue is Reno's new go-to for events that make a statement.



775.234.8649
www.theoutlierpartners.com
info@theoutlierpartners.com

The Outlier Partners provides fractional CFO services for women-owned companies navigating growth, complexity, or pivotal transitions. We deliver financial leadership that optimizes profit, manages cash flow, guides your team, and advises you through executive decisions. Gain clarity and confidence as you lead your business into its next stage. Schedule your free consultation today.



BACK TO HEALTH CHIROPRACTIC & WELLNESS

(775)826-5800

www.backtohealthreno.com

Back to Health Chiropractic and Wellness is proud to be serving the greater Reno-Sparks area since 2023. Dr. Olivia Bailey's mission is to help families maintain balance and alignment through tailored, quality chiropractic care, that is blended with therapeutic modalities and dry needling work. We are proud to offer the newest FDA cleared violet-laser for fat loss, as well.



Always Virtual Solutions provides high-level admin and digital marketing support for entrepreneurs, executives, and growing businesses ready to reclaim their time. Backed by 15+ years of experience and a top digital marketing partner, we deliver streamlined operations, strategic visibility, and brand-aligned communication. From executive admin to full-service social and ad management, we're the powerhouse behind your business growth.

<https://www.alwaysvirtualsolutions.com/hello@alwaysvirtualsolutions.com>



Decluttering your space has never been easier. Heavenly Junk Removal helps homeowners, renters, and real estate pros clear out unwanted items quickly and affordably. Whether you're prepping to sell, rent, or simply reclaim your space—we handle the heavy lifting with care.

Call or Text: (775) 298-1450

Email: admin@heavenlyjunkremoval.com

DM us on Instagram or Facebook :

@heavenlyjunkremovalnv

Website: heavenlyjunkremoval.com



1270 E Plumb Ln, Suite A, Reno, NV 89502

Call/Text: (775) 622-3302

Book Now:

www.TheDistrictNV.com

Ready to recharge like never before?

Discover Reno's go-to wellness hub for powerful recovery and total body reset.

Compression Therapy

Boost circulation, reduce inflammation, speed up recovery, and support sleep, immunity, & conditions like lymphedema or neuropathy.

Cold Plunge / Ice-less Bath

Fight soreness, improve circulation, boost mood, energy, & sleep. Some even say it supports fat loss.

Infrared Sauna

Sweat it out to reduce pain, detox, improve heart health, rev your metabolism, & promote deeper sleep.

Feel better. Move better. Live better.



Buying or selling a home isn't just a transaction—it's a life moment. I'm here to guide you through it with clarity, care, and expert insight.

What you can expect:

- Clear, consistent communication
- A smooth, stress-free process
- Local knowledge + national reach
- Honest advice with meaningful results

Let's make your next move one you feel good about. Ready to begin?

Crystal Reiley

Chase International | BS 146637

(916) 712-2589

Realtor | Trusted Negotiator | Local Expert

Serving Reno, Sparks, Carson City, Gardnerville & Minden



TAHOE WINE + FEAST

By Bill Kopp

Fun is the foundation of the inaugural Tahoe Wine + Feast event, a four-day extravaganza happening September 18-21. The event will showcase some of the best wines from America's West Coast and beyond, inventive and delectable food prepared by the region's best chefs, and a curated experience at Tahoe Blue Event Center featuring sommeliers, educators, brand experts and more. Organizer Tom Kees took a quick pause from preparing for the gala to speak with Rock On about the origins, components and future of Tahoe Wine + Feast.

What inspired you to launch Tahoe Wine + Feast?

Well, let me go back in time. I did a radio show for 16 years, interviewing winemakers and vintners. I got to know a lot of them, and got to know the business very well. I even owned a wine bar at one point in time. And I've done a lot of wine dinners. So I have those one-night stands – pardon the expression – in my background. And when my [out-of-town] friends come out to visit us here in Tahoe, we always take them over to Napa. So like the saying goes, I know a thing or two because I've done a thing or two.

One of my friends – who used to be my co-host on the radio show – said to me, “T.K., Lake Tahoe is gorgeous! Why don't you do one of those Pebble Beach Food and Wine kind of things up here?” I said, “You know, my wife and I have already been talking about it!” So here we are a year and a half later, and we're going to launch a big four-day event here in Lake Tahoe.



What are your objectives for the event?

First of all, it's always that three-letter F-word: fun. I want people to have fun. I enjoy wine. It brings people together; always has, always will. And I think it should be fun. While I love my sommeliers – trust me – I'm not here to be a proscriber of wine to people. We're going to have about a hundred wineries pouring four wines each.

There are only about eight of these big events around the country. I've studied them all, and the big one – the granddaddy of them all – is in Aspen. It's every June, and I think they're on their 42nd year. And all of those events around the country are outdoors, pitched in tents.

But here in Lake Tahoe, we have the Tahoe Blue Event Center. Doing it there makes sense for a lot of reasons: I don't have to build a tent, rent chairs, tables, stages and all that. I've done that before; I used to run professional golf tournaments.

I just want people to come and enjoy really good, phenomenal wine and food without it being fussy. I want it to be fun. That's our goal.

Do you plan to make Tahoe Wine + Feast an annual event?

Oh, yes; it's going to be annual. I've got a three-year deal with the Tahoe Blue Event Center, with options for the future. This is our first year, and it's been a real learning curve putting it together brick by brick. Because what I've come to understand very clearly is that – even among my friends who love wine – not a lot of people have been to big four-day events. They're much different than a one- or two-day event.

When I just mentioned that there are 400 wines to taste, we'll have four hours on Saturday and four hours on Sunday at the grand tastings. And if you divide the 400 wines by the eight hours, see how many wines you can get to! You've got to have a plan to do these things. I tried it at Pebble Beach one year; it's impossible. Because if you talk more than 30 seconds with anybody, you'll never make it around to all the wines. So you've got to prioritize what you want to taste and how you're going to get there.

One of the phrases that's used a lot in the wine business is, "What was your aha moment of getting involved in premium wine?" I want people to walk away saying, "Wow." That's what I want!; I want to give them their aha moment.

We have three feasts during this four-day event: Thursday, Friday and Saturday night. They're all special dinners with special chefs and special wineries.

The Thursday and Friday dinners are going to be at the Tahoe Blue Event Center. It's a really good spot to host a dinner; it's a little different than going to a restaurant.

The culmination is on Saturday night. We're doing it at the Idle Hour wine bar on the lake, which is gorgeous. A good friend of mine – a multiple James Beard award-winning chef from Fort Worth – is coming to do a game dinner. My favorite winery in the world is Chappellet from Napa. And we're pairing those two together on Saturday night.

What are you projecting as far as attendance?

It's our first year, so this is a real swag. But we think for the four days it'll be between 700 and 1,000 people, with the bulk of that being on Saturday and Sunday.



What are some of the highlights of the overall program?

My original thought was, "We'll just do a golf tournament over here at Edgewood." But I got to thinking about that, and realized, "What's that going to draw: 100 people?" So I decided, "No, I don't need a golf tournament."

The first event is going to be what we call WOW: Women of Wine. We're honoring about 40-odd women, whether they're a winemaker, a vintner, ordering person on the phone, or anybody who has exceeded and really understands and gets what customer service is. That will be the opening event at a brunch on Thursday. So that's one of the highlights.

Following that, we're throwing a big party at the arena. We'll have spirits people, brewery people, wineries there. And it's for all the VIPs, chefs and winery people to consume the good stuff that'll be following the brunch. And that night is the first feast: a barbecue with lots of ribs and that kind of stuff. That's the first day.

The second day on Friday is expansive; there are eight seminars lined up. One will feature a knowledgeable person talking about the difference between Champagne, Prosecco and cava. We've got wineries coming from all over, including France and Italy and Spain, and there are three seminars that deal with those areas. And there's so much... [laughs] there's another one I'm forgetting about at the moment.

We also have a very recognized master sommelier from Puerto Rico who – of all things – is now involved in tequila. He's got a new product that's coming out about the same time this event happens. He's going to lead a seminar on tequila so people can understand all the differences. And of course this guy knows wine backwards and forwards, too; he's a master somm, and he's a great guy. So that'll be a fun day for people who want to do more of a deep dive.





With all the chefs and wine experts that you're going to have, it'll be very much of an interactive experience...

People today like to use the word immersion. The VIPs will have the whole upper level at the center where they can be by themselves and enjoy special wine and special food. Each day over the weekend, Saturday and Sunday, they'll have a chef assigned just for them to produce wonderful food. And then sommeliers will be wandering around with some wine that most of the people won't see, because it'll be for the VIPs.

Sometimes people make this wine stuff too serious; I feel like I'm listening to a chemistry professor. I know how to do this stuff very well, but you know, people don't need to hear that. There are a lot of people who are not oenophiles; they haven't studied how to make wine. They just want to taste something that they enjoy and say, "Hey, tell me a little bit about it." I don't want people walking out brain dead. Maybe a little looped, but don't tell the police that!

The good news is that with the four casino hotels right there, it's a walking event.

What are you most looking forward to about the event?

Smiling faces. That's it. I want people to look around and say, "Man, what a party!" To have this much wine available to taste, and then have food every 15 steps, it's like, "Wow, I'm king for a day!"

Tickets and more information at <https://tahoewinefeast.com/>

210 SILVERLAKE ROAD RENO, NV

FOOD
RED ROCK
CAFE
& SPORTSBAR
SPIRITS GAMING



Y[°]UR H[°]ME AWAY
FR[°]M H[°]ME
GAMING, FOOD,
BEER AND
EVENTS

*Happy
Hour*
2pm-6pm
DAILY



**DJ
TRIVIA**
SIERRA NEVADA


**Studio
775 Reno**
Lets get creative





By Melody Minx

There's a lot of history in this Silver State of ours, though it's not always honored the way it should be. In bigger cities, progress often means spectacle: tearing down the old to make way for the flashy and new. But along parts of Reno's 4th Street corridor, especially in the Brewery District, the past is getting a second chance. Plans are underway to transform the historic Reno Brewery building, a relic dating back to the Prohibition era. And just across the street, a once-forgotten structure is now buzzing with new life, home to a spot ready to tempt the tummies of the Truckee Meadows.

The building has been around since the time of pedal-pushers and poodle skirts. Old school Renoites may remember it as the old Parnelli Jones Tires store. It's been scrubbed spotless, not a tire in sight, and is now the home to the innovative Reno Bar & Grill. Owner and chef Shane Mathias has been cooking since he was a wee one and is ready to bring something singular to the Reno palate. "It's the creativity, taste, textures, presentation. That's what it's all about," he said. "There's so much bar food already. We're going for different, unique, more variety, but still affordable." Doing things a bit differently seems to be his MO.



Growing up, he and his pals would walk home from school, taking turns snacking at each other's homes. "My buddies would pull out the Captain Crunch at their places," said Mathias. "But I'd pull out cheeses, crackers, and meats. Charcuterie before it was charcuterie." And he's been filling bellies ever since. This self-taught chef started at a restaurant in high school. Later, he was a caterer to the stars with Bill Graham Presents. He fed the likes of Van Halen, Bette Midler, ADCD, the Rolling Stones, and a ton more.



His catering business, Big Blue Q of Tahoe, has been a mainstay, feeding the area since 2012. He added a food truck to the mix a few years ago, allowing them to host up to three events per day. Oh, and he had juuuuust enough time and energy to retire after almost 2 decades as a Placer County Sheriff's Deputy. He likes to keep busy. But all that fooding, and never a restaurant. Until now. After a few short months open, the buzz is clear – GO. Now. And I have to agree. It's the culmination of a lifelong love affair with food. "Food just brings people together, like a family, whether blood or chosen," he said. "Come together, forget about the BS, and talk about what really matters." Here, that's the food. But so does the customer service.



"To stand out, I came up with a unique menu with bread, ice cream, dressings, drink syrups, and sauces all made in-house, but also made customer service a priority," he stated. "I want people to feel like their family, so we hired that way. Our staff is amazing." On a recent visit, I sampled some goodies. Never in my life would I think I'd enjoy Chicken Skin Nachos, but holy cannoli, I did! Deep fried, didn't get soggy with all the toppings. Yum. And the Soft Shell Crab Tacos are filled with a Whole Crab in each taco! The Sassafras Glazed Pork Chop was so tender and sweet- big praise from a non-pork fan. But the Halibut Collar was my favorite. Sweet with a hint of heat. Halibut collar is the succulent, fatty section just behind the gills and around the pectoral fins. Rich in flavor and wonderfully tender, it's prized by chefs for its buttery texture and natural sweetness. Often grilled, roasted, or flash-fried, it's one of the tastiest parts of the fish. And I could swim in the cocktail I tried – the Drop Top Cadillac. Even the chocolate garnish sent me. Then came dessert. Remember, all from scratch. So, all the ice cream and the Chocolate Focaccia Bread Pudding are made in-house. It was perfect with the Double Chocolate Goat Cheese Brownie and the Salted Butter Pecan ice cream on top. I was surprised, unexpectedly delighted, and intrigued. So much so that I went back that weekend with a crew of pals to try out their brunch. Brunch is my thing, and this was top tier.





He's planning exclusive parties for his Black Card members, just ask. Across the street, he'll be opening an old-school Italian deli with cold sandwiches, salads, charcuterie, and cut meats. A few months in and forever to go. "There's not a cook or chef in the world who can say they've done it all. It's an endless education," he asserted. "I'm in it for the long term. I don't dabble. I'm all in." Same, Chef. Same. Save me a seat.

I'm definitely returning. Repeatedly. I need to try more apps; all are GF, as are their fryers – nearly unheard of. I'm definitely trying the Lion's Mane Mushroom "Wings," the Blackened Ocean Trout Salad, and the Oolong Peach Palmer. And the ice cream. All the ice cream. The future seems bright – he's got plans. His brain appears to be similar to a duck's feet underwater, ceaselessly active. "I love communal eating, so crawfish boils and a whole alligator feed are coming," he said. "Also, this is our 'safe menu.' I'm building trust," he smiled. "Fun things are coming." He'll continue his delivery to some of the nearby breweries - patrons can order top-notch food from their barstools.



Lease for
\$239 /mo for 36mos

NEW

**2025 SUBARU
CROSSTREK**

Due at Signing \$2,995



SUBARU

LITHIA RENO SUBARU
www.LithiaSubaruReno.com

2270 Kietzke Ln, Reno, NV 89502 | 775.284.8000

Vin # JF2GUABC3SH260785 monthly lease payments of \$239. Total due at lease signing, \$2,995 customer cash, which includes first month's payment and \$595 acquisition fee. No security deposit required. Option to purchase at lease end, \$17,154.30. Lease end termination fee, \$300. On approved credit. Price does not include \$599 Dealer doc fee, taxes, and license fee. Lease based on 10,000 miles per year. excludes charge for excess mileage over the 10,000 annual limitation. #1 Subaru Dealer in USA refers to total new vehicle sales. Offer Expires 5/31/2025

Revenge MD

NEW

BBL Brazilian Butt Lift
with Injectables

NEW

Labia Fillers/Puffing
with Injectables

Book either of these 2 new services with

July Reddicks
and Receive

**25%
OFF**

WE ALSO OFFER

- *Dermal Fillers*
- *Lip Fillers*
- *Botox*
- *Dysport*
- *Xeomin*
- *PDO Threads*
- *Sculptra*
- *Kybella*
- *Weight Loss Programs*
- *Semaglutide Shots*
- *Tirzepatide*
- *B12 Injections*
- *Red Light Therapy*
- *Liposuction Lasers*
- *Weight Loss Injections*

FACIALS AND LASERING BOOK WITH WENDY FOR AN ADDITIONAL 15% OFF

CALL FOR SPECIALS



10605 DOUBLE R BLVD, RENO, NV 89521
[775] 983-5630 WWW.REVENGEMD.COM



A HUGE

Thank You

to our Team and Wonderful Community
for Making SoL Cannabis the

BEST DISPENSARY IN NORTHERN NEVADA



STILL

Locally Owned

ALWAYS

Organically Grown

FOREVER

Grateful

SoLisBetter.com 775.451.7290

275 S. Hwy. 395, beautiful Washoe Valley

Keep out of reach of children. For use only by adults 21 years of age and older. Marijuana is legal under Nevada law; however it is prohibited under federal law. NV License No. D057

YOUR **TOP-RATED** TRUCK ACCESSORY **STORE**



SUSPENSION PARTS
TRUCK ACCESSORIES
CAMPER SHELLS
TOWING & HAULING



775.993.3700 • 75 E PATRIOT BLVD UNIT 13, RENO, NV 89511

VISIT US ONLINE: TRUCKENVY.COM



Annual Events 2025

JANUARY

Brew HaHa

FEBRUARY

Reno Onsie Crawl

Home and Garden Show

MARCH

**Snowfest - Lake Tahoe Winter
Carnival**

APRIL

Reno Jazz Festival

MAY

Cinco de Mayo Festival

JUNE

Reno River Festival

Street Vibrations Spring Rally

Great El Dorado BBQ, Brews &

Blues

Reno Rodeo

Carson Valley Days

JULY

Artown

Star Spangled Sparks

Biggest Little Wing Fest

Taste of Downtown - Carson City

American Century Celebrity Golf

Tournament

AUGUST

Hot August Nights

Northern Nevada Dragon

Boat Festival

Burning Man Festival

SEPTEMBER

**Best in the West Nugget Rib
Cook-Off**

**Virginia City International
Camel Races**

Great Reno Balloon Races

Street Vibrations Fall Rally

Genoa Candy Dance Faire

Tahoe Wine+Feast

OCTOBER

Great Italian Festival

**Nevada Day Celebration
and Parade**

NOVEMBER

Crafts for Christmas

DECEMBER

Reno Santa Pub Crawl

Sparks Hometown

Christmas

Christmas on the Comstock

39 North Pole Village

FOREVER GONE BUT NEVER FORGOTTEN

Brian Wilson

June 20, 1942 – June 11, 2025

Brian Douglas Wilson was an American musician, songwriter, singer and record producer who co-founded the Beach Boys. Often called a genius for his novel approaches to pop composition and mastery of recording techniques, he is widely acknowledged as one of the most innovative and significant songwriters of the 20th century. His best-known work is distinguished for its high production values, complex harmonies and orchestrations, vocal layering, and introspective or ingenuous themes. He was also known for his versatile head voice and falsetto, which degraded after the 1970s



Anne Burrell

September 21, 1969 – June 17, 2025

Anne W. Burrell was an American chef, television personality, and instructor at the Institute of Culinary Education. She was the host of the Food Network show Secrets of a Restaurant Chef and co-host of Worst Cooks in America. She was also one of Mario Batali's sous chefs in the Iron Chef America series and appeared on other programs on the network such as The Best Thing I Ever Ate.



Val Edward Kilmer

December 31, 1959 – April 1, 2025

Val Edward Kilmer was an American actor. Initially a stage actor, he later found fame as a leading man in films in a wide variety of genres. Kilmer started his film career in the comedy films Top Secret! (1984) and Real Genius (1985), before transitioning to dramatic films. He rose to prominence for playing Iceman in Top Gun (1986), Jim Morrison in The Doors (1991), Doc Holliday in Tombstone (1993), and Batman / Bruce Wayne in Batman Forever (1995). He also gained acclaim for his roles in Willow (1988), Thunderheart (1992), True Romance (1993) and Heat (1995).



Eugene Allen Hackman

January 30, 1930 – February 18, 2025

Eugene Allen Hackman was an American actor. Hackman made his credited film debut in the drama Lilith (1964). He later won two Academy Awards, his first for Best Actor for his role as Jimmy "Popeye" Doyle in William Friedkin's action thriller The French Connection (1971) and his second for Best Supporting Actor for playing a villainous sheriff in Clint Eastwood's Western Unforgiven (1992).



Kris Kristofferson

June 22, 1936 – September 28, 2024

An American singer, songwriter, and actor. He was a pioneering figure in the outlaw country movement of the 1970s, moving away from the polished Nashville sound and toward a more raw, introspective style. During the 1970s, he also embarked on a successful career as a Hollywood actor.



Shannen Maria Doherty

April 12, 1971 – July 13, 2024

An American actress. During her career in film and television, Doherty played a number of notable characters, including Jenny Wilder in *Little House on the Prairie* (1982–1983); Maggie Malene in *Girls Just Want to Have Fun* (1985); Kris Witherspoon in *Our House* (1986–1988); Heather Duke in *Heathers* (1989); Brenda Walsh in *Beverly Hills, 90210* (1990–1994), *90210* (2008–2009), and *BH90210* (2019); Rene Mosier in *Mallrats* (1995); and Prue Halliwell in *Charmed* (1998–2001).



James Earl Jones

January 17, 1931 – September 9, 2024

An American actor. A pioneer for black actors in the entertainment industry, he is known for his extensive and acclaimed roles on stage and screen. Jones is one of the few performers to achieve the EGOT (Emmy, Grammy, Oscar, and Tony). He was inducted into the American Theater Hall of Fame in 1985, and was honored with the National Medal of Arts in 1992, the Kennedy Center Honor in 2002, the Screen Actors Guild Life Achievement Award in 2009, and the Academy Honorary Award in 2011.



Shelley Alexis Duvall

July 7, 1949 – July 11, 2024

An American actress and producer. Known for her collaborations with Robert Altman and for playing eccentric characters, she won a Cannes Film Festival Award and was nominated for a British Academy Film Award and two Emmy Awards. Four of her films are preserved in the National Film Registry by the Library of Congress.



Phillip John Donahue

December 21, 1935 – August 18, 2024

An American media personality, writer, film producer, and the creator and host of *The Phil Donahue Show*. The television program, later known simply as *Donahue*, was the first popular talk show to feature a format that included audience participation.[1] The show had a 29-year run on national television that began in Dayton, Ohio, in 1967 and ended in New York City in 1996.





If you're looking for Safety, reliability, resale value in an AWD vehicle, you need a Subaru from Lithia Reno Subaru!

New 2025
Subaru **SOLTERRA**
Lease for Premium AWD
\$219 Per mo. for 36
mos. \$2,995
due at signing

VIN# JTMABABA9SA094483. 2025 Subaru Solterra Premium AWD. Model code SED. MSRP \$41,045. Monthly lease payments of \$259. Total due at lease signing, \$2,995 customer cash, which includes first month's payment and \$595 acquisition fee. No security deposit required. Option to purchase at lease end, \$20,112.05. Lease end termination fee, \$300. On approved credit. Price does not include \$599 Dealer doc fee, taxes, and license fee. Lease based on 10,000 miles per year. Excludes charge for excess mileage over the 10,000 annual limitation. Offer expires 04/30/25.



LITHIA RENO SUBARU  **SUBARU**

www.LithiaSubaruReno.com

2270 Kietzke Ln, Reno, NV 89502 | 775.284.8000