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## PRESS RELEASE

# SURVEY SAYS PLACER COUNTY BUSINESS DECLINES NOT AS STEEP IN 2009

ROSEVILLE, CA, JANUARY 20, 2010: GALLINA LLP sponsors the 2009 Annual Placer County Business Climate Survey to ascertain current trends in the county from responding businesses. The Annual Placer County Business Climate Survey reported lower levels of business declines in 2009 compared to 2008.

In the 2008 survey, 73 percent of businesses responding reported a decrease in business, while in 2009 that number went down to 58 percent losing business. "It's good news about the bad news with the business drop not as steep in 2009 as it was the previous year," said GALLINA LLP Partner Bruce Stephenson. He added, "Unfortunately, the end is not yet in sight with 72 percent of businesses saying the recovery is still a long ways off." Unemployment rates remain high, with only 29 percent of those surveyed planning to add employees in the first six months of 2010. Still this is an increase from only 13 percent who planned to add employees last year.

Of the factors helping business improving local economy ranked number one and in factors hurting business government regulation was number one. Under most appealing reasons to do business in Placer County, lifestyle was the top mention followed by low crime rates. "Lifestyle was chosen as the top reason to do business in Placer County in all, but one year since the survey began 16 years ago," said Stephenson. High business operating costs were listed as the least appealing part of doing business in the county.

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Continued: Survey says Placer County Business Declines Not as Steep in 2009

When projecting the first six months of 2010 only nine percent saw a further decrease in sales, compared to 15 percent who projected sales declines last year. “After almost three years of declining business it appears we’re near the bottom,” said Stephenson, adding, “The big question now is if we’re at the bottom, how long will we stay there?”

#### ABOUT GALLINA LLP

GALLINA LLP is a full-service firm with niches in construction, real estate, and government, in addition to offering services to a broad range of other businesses and individuals. The firm is headquartered in Sacramento and has been opening doors to success for their clients’ since 1972. GALLINA LLP has grown to a solid team of 27 partners and over 150 staff members who have a wide range of experience in accounting, auditing, tax planning, succession planning, claims consulting, and business management consulting. GALLINA LLP serves its clients through offices in Sacramento, Roseville, Walnut Creek, San Jose, Novato, San Bruno, Reno and Seattle. The firm’s general client base spans the Western Regional states, but specialty services are provided to small, mid-sized, and multi-national corporations throughout the entire United States.

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