

Brian Von Tress, owner of Collision Pros, says all his Paradise employees continued work in other branches after the Camp Fire. He's pictured here (third from left) at the Chico shop with employees affected by the fire.

PHOTOS BY MICHELLE CAMY

"Right away, my bosses got together and sent us food, clothes and supplies," Parr Lay said last week by phone. "They understood the urgency of the situation. I lost everything but the clothes on my back, and within a day or two, I had shoes and shirts and pants.

"I'm so grateful. I don't even know how to thank them."

Parr Lay wasn't the only one in the Collision Pros family to be affected by the Camp Fire. Seven of her co-workers lost their homes as well, and the company itself lost its Paradise shop. Owner Brian Von Tress remembers the morning the blaze swept through Paradise well. His team there was forced to evacuate; it was days

before any information got through as to the fate of the shop.

"We eventually found out we lost the business," Von Tress told the CN&R. "We guaranteed everyone [from the Paradise shop] that we'd continue payroll as long as we could—we covered the first month—and ended up eventually employing everyone in the [other locations] since then."

Von Tress opened the first Collision Pros in Auburn in 2013, though he's "been doing this forever and ever and ever." Since Auburn, he's acquired shops in Chico, Paradise, Woodland and, most recently, Red Bluff.

"I worked for bigger corporations and didn't like the direction they were going; I wanted to be closer to the customer," Von Tress said. "My business plan is to come into smaller towns and offer some of the later technology, equipment, training and sophistication that the bigger corporations have."

The closeness he hopes to foster with his customers translates into the workplace—his employees are more like family than means to an end. This was immediately apparent to Parr Lay after the fire. Right away, employees who'd lived on the Ridge were given \$500 "to meet immediate needs," Von

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Tamora Parr Lay was already at work at Collision Pros in Chico when the fire hit her home in Paradise. A GoFundMe account gathered \$37,000 for her and seven of her co-workers who lost their homes.



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Gaumer's Jewelry

Gaumer's Jewelry started out as an old-time classic rock shop founded by a family of rockhounds and gold miners. In the 52 years since, Gaumer's has evolved to include jewelry and jewelry services; rocks, minerals and fossils; and a mining and mineral museum to share with the public. Current owner Bill Gaumer is the third generation of the founding Gaumer family to head up the business.

Gaumer's knowledgeable staff is honest and passionate about the beauty, quality and workmanship of the jewelry they make, and the jewelry they repair and restore for others. They have an artful eye for design, and they can create custom designs using their stones or stones customers bring in. Gaumer's has



three jewelers, allowing them to do their work in-house.

Gaumer's carries a great selection of fine gold and silver jewelry, original hand-crafted jewelry, semiprecious and precious stones, lapidary equipment and jewelry-making supplies. The giftware portion of the business offers books, coasters, vases, unique decorative items and beautiful hand-crafted jewelry boxes. Come in and see this treasure in your community.



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Chico Paper Company

Eric Metcalf started his career as a custom framer in 2000. He worked hard to perfect his craft, and when he got the opportunity to buy Chico Paper Company a few years ago, he and Jessica Capen jumped on it! "I love the sentiment of custom framing," Eric said. "The variety of items our clients provide us to frame is ever-changing and every one has its own unique story. We get to become a part of that story in making a permanent, archival home for it to be enjoyed for generations."

Chico Paper Company is a visual dessert: a feast for the eyes. They carry the largest selection of local art in the north state as well as gift items and cards. Eric, Jessica, and their talented crew



of designers and custom framers love to make their clients feel comfortable and confident in their gallery. Buying and framing art doesn't have to be an intimidating experience. Chico Paper Company's staff spend a lot of time educating the public about different styles of art and the way each artist chooses to make it. Everyone's taste is different; art is like wine: if you like it, drink it!



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