



# Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE

## UPCOMING EVENTS

- MARCH 11:**  
**Young Professionals Network Mixer**  
Hosted by Tulare County Symphony  
Time: 5:30 pm  
Location: Visalia Fox Theatre  
Tickets Required  
[www.tularecountysymphony.com/events](http://www.tularecountysymphony.com/events)  
Cost: \$45.00 per person
- MARCH 14:**  
**Visalia SOUP**  
Time: 5:00 pm  
Location: 210 | 210 W. Center  
Suggested donation \$5.00  
Reservations Requested  
[www.visaliachamber.org/soup](http://www.visaliachamber.org/soup)
- MARCH 15:**  
**Lactation Space in the Work Place**  
Time: 9:30 am  
Location: Brandman University - Visalia Campus  
Reservations Requested  
<http://visaliachamber-dev.chambermaster.com/events/calendar/2017-03-01>  
Cost: Free
- MARCH 16:**  
**Young Professionals Network workshop - Graduate Education**  
Time: 12:00 pm  
Location: Brandman University - Visalia Campus  
RSVP: [vypr@visaliachamber.org](mailto:vypr@visaliachamber.org)  
Cost: Free
- MARCH 23:**  
**Ambassador Meeting**  
8:00 - 9:00 am  
Visalia First Assembly Church
- MARCH 24:**  
**9th Annual Leadership Visalia Golf Tournament**  
8:30 am registration  
10:00 am Shotgun start  
Valley Oaks Golf Course  
[www.visaliachamber.org/golf](http://www.visaliachamber.org/golf)
- MARCH 28:**  
**Business After Hours**  
5:30 - 7:30 pm  
City of Visalia Animal Control

## Eat Well, Live Well Meal Planning That Makes a Difference



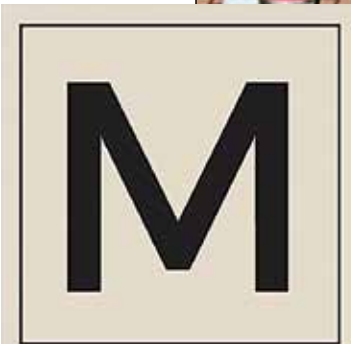
For many entrepreneurs, if you ask them why they started their business they will tell you that the business grew out of something very personal, which sparked a passion and led to the beginning of a new business venture. For Kellie Black, Owner of MACHE it was a string of experiences with her middle daughter that led her to opening up her food prep and catering business here in Visalia. At MACHE, Kellie and her small family team believe that no person should be without food. MACHE is passionate about great-tasting food in its purest state. Every meal made by MACHE consists of organically grown and locally sourced proteins, grains and vegetables.

Kellie's daughter was diagnosed as having major food intolerances while she was in elementary school. As a concerned mother Kellie began researching nutrition and diet options for her daughter, luckily Kellie also loved to cook. So naturally, she began creating recipes and alternative meal options for her daughter. However, she discovered that eating out as a family was very difficult. Kellie noted, "Most restaurants did not have meal options that worked for my daughter, and ordering food required modification to every menu item." Jumping forward a few years, Kellie decided to get her Masters Degree in business and part of the course work required she write a business plan. Kellie choose to write a plan based on a healthy eatery, the type of place that her daughter could frequent. At the time Kellie hoped to be able to implement her plan of opening a healthy eatery down the road, however, another personal experience this time with a friend became a catalysis for her to open a food prep business first.

One of Kellie's friends had terrible eating habits and after talking to him Kellie said "If you buy the food I will prepare your meals for you". Within just days, 6 other people called her and asked that she prepare meals for them as well, this was the start of MACHE. Today MACHE clients include individuals from all sectors of the community. Clients that range from 20 - 80 years old, health enthusiasts, individuals with food allergies and busy families who want a quick meal but want something home-made and healthy.

Convenience is key for MACHE, ordering meals is simple. Customers go to [www.gomache.com](http://www.gomache.com) and choose to order individual meals or meal packages. Meals are prepared and ready for pick-up every week. In addition to meal prep, MACHE caters. If you have a corporate meeting, a party or just want delicious food for a gathering MACHE can assist you with planning a menu that suits your needs.

Still a budding business, Kellie believes that there are a few keys to success. Education is essential, keeping up on trends in the food industry, particularly new advances in food allergies and



intolerances are important. Success also requires that a business survey the market and listen to the feedback, even when it is not what you want to

hear. For MACHE specifically, Kellie believes that the Give Back program she created is vital. "MACHE partnered with the Visalia Emergency Aid Council (VEAC), for every meal that MACHE prepares we donate to VEAC to help provide nutritious food to those in need. I think that every business needs to find a way to be connected to the community," stated Kellie

Starting a new business is no easy task and there are definitely barriers that MACHE has had to face and overcome. Many still believe eating healthy means the food always tastes bland. Kellie works hard to get into the community, allowing people to taste her food and educating them on the importance of healthy eating. Working capital is another big barrier. It is hard to get working capital from traditional sources. This hurdle has inspired Kellie to dream of starting a foundation that will give out micro-loans to new start-up businesses.

MACHE has a few new projects in the works that Visalians can look forward to. MACHE will be donating soup for the Visalia SOUP event on March 14th which will support local entrepreneurs. They are now the caterer for the Rawhide Hall of Fame Club, and soon Kellie hopes to be able to expand her business

to participate in farmers markets outside of Visalia. Lastly MACHE is planning to open a healthy eatery in the near future. With all of these exciting plans, the MACHE team will soon be expanding and Kellie will be looking for enthusiastic people to help her to continue to create increased access, to delicious, healthy food. The Chamber can't wait to see how MACHE will grow in the coming months and years. We are excited to see that the spirit of entrepreneurship is alive and well in Visalia.



## PRESIDENT'S CORNER

### Together is the Best Way to Celebrate

*If you want to go fast, go alone.  
If you want to go far, go together.*  
— African Proverb



**Gail Zurek**  
Visalia Chamber CEO

reason the Visalia Chamber exists. Going together is the reason you belong.

As I reflect on the work our Chamber has done historically (as an aside, Stan Simpson has wonderful stories of the Chambers history) and our work more recently to impact and support the business community while strengthening Visalia, I am reminded that we did it all together. Our successes as a Chamber and the business community have been born out of celebrating what we can do together.

It is in this spirit that I ask you to consider nominating a business for small, medium, large or nonprofit business of the year. We want to honor those businesses that have come together and strengthened our community, who's commitment to Visalia extends well beyond their own doors. Nominations are easy. Simply go to the Chamber website <http://www.visaliachamber.org/annual-awards/> and share with us why this business has gone above and beyond. Then join us June 8th at the 64th Annual Awards Celebration as we celebrate these businesses and everything we together have accomplished this year.

This African proverb was shared at a recent conference I attended. While the focus of the presentation had very little to do with this proverb or its meaning, the proverb provided great insight for me and I wanted to share that with you.

Entrepreneurship breeds a strong individualistic spirit, a can-do attitude, a me against the world mentality. Entrepreneurs and business owners in general have a to-do list a mile long, even bigger dreams and seem to move at the speed of light. Their perpetual movement makes me think of the first part of the proverb. Sadly many are so focused on going fast that they are going at it alone.

The second half of the proverb hit home for me and was the reason I scribbled it into my notes. "...If you want to go far, go together." This part of the proverb describes exactly the mission of the Chamber. This is the reason so many businesses have joined together, this is the

## VISALIA CHAMBER OF COMMERCE MISSION ICONS



Business-Government



Business Relations



Promoting Community



Strong Local Economy

Visalia Chamber of Commerce  
 222 N. Garden St., Suite 300  
 Visalia, CA 93291  
 ADDRESS SERVICE REQUESTED



## The California Bankers Association names Central Valley Community Bank's chairman as "Distinguished Banker of the Year"

The Board of Directors of Central Valley Community Bancorp (Company) (NASDAQ:CVCY), the parent company of Central Valley Community Bank (Bank), is pleased to announce Chairman of the Board, Daniel J. Doyle, was named the "2017 Distinguished Banker of the Year" by the California Bankers Association (CBA). Doyle was honored at the annual CBA conference held in Santa Barbara, California on Friday January 13, 2017, for his longstanding service to the banking industry and to the CBA.

"I am both proud and humbled to have been selected by my banking peers for this prestigious award. It's been my honor to have served the California Bankers Association in many capacities over the years, and more importantly advocate for the banking industry and its valued customers throughout the nation," stated Daniel J. Doyle, Chairman of the Board for Central Valley Community Bancorp and Central Valley Community Bank.

Each year, the CBA honors one of its bankers who personify what it is to be a distinguished California Banker – a banker that is dedicated to the industry and also serves as a leader within the California Bankers Association. Doyle is CBA's 16th Distinguished Banker of the Year recipient.

"The California Bankers Association is honored to have presented this award to Dan," said Rodney K. Brown, President & CEO of the California Bankers Association. "Dan's impressive banking career spanned more than four decades, and he has been deeply involved in and dedicated to our Association for years, serving on many of our volunteer committees, including our Board of Directors. A consistently strong and vocal advocate for this profession, Dan was our chairman in 2010 and we were fortunate to have had a volunteer leader of his caliber during that difficult time in the financial services industry."

## Child Find Project seeks children needing special services

Parents or friends who believe that a child may have a disability can find help by calling the Tulare County Office of Education or their local school district. The **Child Find Project** is designed to identify children who may be in need of special education services and connect them with appropriate educational programs.

Special education services and programs are available in Tulare County for children with disabilities from birth through 21 years of age. Services are available for children with disabilities in autism, blindness or vision impairment, deafness or hearing impairment, speech, physical or orthopedic disability, learning disabilities, behavior disorders, intellectual disabilities or other health impairments.

The goal of the Child Find Project is to be sure that every child in Tulare County attends school and receives appropriate services. Child Find accepts referrals and screens children who may have a disability. The child is then referred to an appropriate educational program for evaluation and/or services. Assessments are provided at no cost to parents. Information is confidential and the privacy of children and parents is protected.

Tulare County Superintendent of Schools Jim Vidak says, "The Child Find Project is an excellent way of notifying parents of exemplary services and compassionate people who are here to help children with disabilities."

Additional information regarding special education services and programs may be obtained by calling the Child Find Project, Tulare County Office of Education at (559) 730-2910, ext 5120.

## About this publication ...

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## GROUNDBREAKING • GRAND OPENING • RIBBON CUTTING • CEREMONIES



Ribbon Cutting

### AMF Visalia Lanes

1740 W. Caldwell Ave. • Visalia • 559-625-2110



Ribbon Cutting

### Planet Fitness

3535 W. Walnut Ave. • Visalia • 480-227-8726



Ribbon Cutting

### Outback Steakhouse

4004 S. Mooney Blvd. • Visalia • 559-334-3842



Ribbon Cutting

### Pine River Estates

2214 E. Delta Ct. • Visalia • 559-732-2660



Ribbon Cutting

### Center for Spiritual Living

117 S. Locust • Visalia • 559-625-2441



Ribbon Cutting

### World Ag Expo

4500 S. Laspina Ave. • Tulare • 559-688-1030



Ribbon Cutting

### Visalia Modern Dentistry

3206 N. Dinuba Blvd. • Visalia • 559-334-2013

## COMMUNITY LOYAL MEMBERS

A thriving community starts here!



### New

The Visalia Chamber of Commerce would like to welcome our newest members. We encourage individuals and businesses to support Chamber Member businesses.

- **KELLY - MOORE PAINT COMPANY**  
Building Materials, Supplies & Services  
559-734-0861
- **THE CENTER FOR INTEGRATED MEDICINE**  
Medical Centers, Clinics & Hospitals  
559-625-4246
- **KATIE'S CUSTOM FIT**  
Health & Nutrition  
559-368-3790
- **ESPI'S KIDS**  
Clothing & Accessories  
559-909-2688
- **HIRE UP STAFFING SERVICES**  
Employment Agencies  
559-334-3454

### Renewing

The Visalia Chamber of Commerce thanks the following companies for renewing their commitment to the community of Visalia.

- Tri-Anim Health Service, Inc
- Acclaim Credit Technologies
- Executives Association of Tulare County\*
- Karen Gross / State Farm Insurance\*
- Salsler & Dillard Funeral Chapel\*
- Tulare County Fair\*
- Visalia Public Cemetery District
- Visalia Rawhide Baseball Club\*
- El Rosal Restaurant
- Rauber & Johnson\*
- The Yokohl Ranch Company LLC\*
- VWR International, LLC
- Carl Nelson Insurance Agency\*

- Oral E. Micham, Inc.\*
- Owens Valley Career Development Center\*
- Tulare County Office of Education
- Figaro's Mexican Grill
- Walton Family Moving & Storage, Inc.\*
- Yogurtland
- Tachi Palace Hotel & Casino
- California Medical Imaging Associates\*
- Littler Mendelson
- VF Outdoor, Inc.\*
- Visalia Players
- Principal Financial
- Giant Chevrolet Cadillac\*
- Tulare County Federal Credit Union
- Visalia Sales Yard
- NAMI Tulare County
- The Villas at Lovers Lane\*
- Visalia Electric Motor Service\*
- Zylstra Automotive\*

\*Indicates membership in the Visalia Chamber 110% Club.

IDEAS | DINNER | DISCUSS | VOTE

**Visalia SOUP**

COMMUNITY-BASED CROWDFUNDING DINNER

TUESDAY, MARCH 14

PRESENTED BY TUCOEMAS FEDERAL CREDIT UNION

VISALIA'S BEST IDEAS ARE PITCHED IN A 4 MINUTE PRESENTATION. ATTENDEES WILL BREAK BREAD AND EAT SOUP. OVER THE MEAL ATTENDEES DISCUSS THE PRESENTATIONS AND WILL VOTE FOR THEIR FAVORITE PRESENTER.

**\$5.00 ENTRY FEE**

DOORS OPEN AT 5:00PM | PRESENTATIONS AT 5:30PM  
WINNER ANNOUNCED AT 7:30PM  
LOCATED AT 210 | 210 W. CENTER AVE.

WWW.VISALIACHAMBER.ORG/SOUP

YOUNG PROFESSIONALS NETWORK

Tulare County Symphony

**JOIN US ON THE RED CARPET!**

We invite you to join us for a VIP reception in the Fox Theatre lobby, followed by a pre-concert lecture by Music Director Bruce Kiesling. After enjoying the most popular concert of the season, join us at the after-party, hosted by the Vintage Press.

**VIP RECEPTION**

Saturday, March 11, 2017  
5:30-6:30 p.m.

Fox Theatre Lobby  
Wine & Hors d'oeuvres  
Attire: cocktail, black-tie optional

6:45 Pre-concert talk, Music Director Bruce Kiesling  
7:30 Concert: Great Movies, Great Music: Oscar Winners  
9:30 After-party, the Vintage Press



Come one! Come all! Step right up to the biggest event of the year – the fifth annual **ImagineU Children's Museum** Dreambuilder's Bash. A vintage circus comes to town for one night only on April 22nd at 6:00pm under the big top at ImagineU: 210 North Tipton Street, Visalia. Bring your friends to enjoy cocktails, dinner by The Vintage Press and exciting auctions, all to benefit the museum's expansion projects. Tickets are \$135.00.

**Suncrest Bank** is pleased to announce it has been named to the 2017 OTCQX® Best 50, a ranking of top performing companies traded on the OTCQX Best Market last year. Suncrest Bank was ranked number 15 on the list. The OTCQX Best 50 is an annual ranking of the top 50 U.S. and international companies traded on the OTCQX market. The ranking is calculated based on an equal weighting of one-year total return and average daily dollar volume growth in the previous calendar year. Companies in the 2017 OTCQX Best 50 were ranked based on their performance in 2016.

Thank you to David Vartanian and the **Vintage Press** for hosting a class of students from Tulare for a tour and cooking demonstration. It is great to see local businesses supporting our students in their education.



Read for Life

Congratulations to Susan Graves, from **Read for Life**. She was recently honored by Soroptimist International, Visalia for her work in literacy.

The **Bank of the Sierra** recently granted the YEA! program run by the Visalia Chamber of Commerce a \$2,500 grant. Thank you for supporting entrepreneurship in Visalia.

**Happy Trails Riding Academy** is proud to announce the 2017 Board of Directors. Dr. Neal Spiro- President (Hanford), Ed Wristen- Vice President (Visalia), Andre Gaston -Treasurer (Visalia), Laura Morrelli-Secretary (Visalia) and Roland Hill- Past President (Porterville), Members at Large include Kim Givich (Visalia), Linda Nogues (Tulare), Patti Rocha (Tulare), Kendra Fowler(Visalia), Ryan Purkiss (Visalia), Jenna Seals (Visalia) and Erin Brooks (Visalia).



The World Ag Expo hosted at the **International Agri-Center** celebrated their 50th Anniversary this year!

**Family Services of Tulare County** participated in the King/Tulare Homeless Alliance Project Homeless Connect in Visalia. This is a one-day, one-stop resource to help homeless individuals receive vital services. FSTC staff provided support and resources to victims of domestic violence and shared information about the Supportive Housing Program.



Family Services

**CSET (Community Services Employment Training)** has a Volunteer Income Tax Assistance (VITA) program that kicked off on February 4th. Volunteer certified tax preparers help low income families file their tax returns for free.

The **Tulare/Kings Right to Life** will host the LifeWALK & 5K run on Saturday, March 11th at Plaza Park. Join in this FUN event with TKRL to promote valuing EVERY human life! Help us educate the public on early human development and healthy relationships. Join our team and help touch hearts, change minds and save lives! Learn more at <http://www.tkrl.org/lifewalk>

The **Visalia Rescue Mission** is happy to announce that **Enterprise Rent-A-Car**, Visalia Davita Dialysis and Central Valley Insurance Agency are just three of many generous businesses using their resources to support Help that Helps in Visalia. Thank you for everyone for every dollar, every volunteer hour, and every prayer. You are making a difference!



Rescue Mission

**VISALIA UNIFIED SCHOOL DISTRICT**

**There's Value Added in the Performing Arts**



Early spring is the season for our large school musicals in Visalia Unified. Every year, El Diamante, Golden West, Mt. Whitney and Redwood High Schools, and Green Acres Middle

School put on major shows with quality that I would challenge any Valley community to beat. They're just that good.

As I was watching these performances, it struck me that our musicals reflect deeply our academic and cultural mission as a school district. On the academic side, a small personal story will illustrate: I was a drama nerd in high school. More specifically, I was a stagecraft nerd.

I worked sound effects, built sets, moved stuff, and did whatever else our stage manager said needed to be done backstage. The crew that I worked with was a mixture of kids with different interests and talents. We designed and built stuff, talked about what we needed to do, thought out all the complex things, and coordinated when and how to do them. We helped each other out, got mad at each other when one of us let the others down, laughed at each other when we did something dumb, and cheered with each other at the end of each performance. That crew was a team. We had a mission. We got stuff done.

But what we didn't know was that the skills we learned as a stagecraft kids are what we call now 21st century skills: critical thinking, collaboration, communication, creativity, and civic mindedness. In Visalia Unified, we call these skills the Five C's. A school musical production provides an environment rich with opportunities for kids



**Todd Oto, Ed.D.**  
Superintendent,  
Visalia Unified  
School District

to use these skills at the highest levels. But I'd bet that the kids who put on our shows didn't know or care that they were developing 21st century skills. They probably just cared about working together and having fun. Just like the crew I was on did back in 1977.

From the cultural perspective, our musicals reflect very clearly the importance of collaboration and the values of our community. The arts bring people of all backgrounds together. School musicals are shared experiences that bring us closer together through storytelling that engages our emotions as an audience. The community comes to school performances for entertainment. The students who perform see that that their efforts are valued and supported by the audience. That perception lingers into adulthood, and instills a sense of value for continuing the cycle of engaging in and supporting the arts. And a stronger community is the result.

Visalia Unified is committed strongly to the performing arts. In this we reflect the great value our community places on the arts. We start music education for all students in the fourth grade, and have strong and engaging programs all the way through high school. At any performance you can see the product of years of student commitment to music, drama and dance. You see the product of staff and parent commitment to those students and to the musical program. You see also the commitment of our School Board to supporting programs that support and engage students. This collective commitment is a wondrous thing, and something that helps make Visalia the special place that it is.

**Visalia Partners in Education  
Recognize Outstanding Industry Partners**



On January 19th, 2017 Visalia Partners in Education, along with Visalia



VPIE Outstanding Partners

Unified School District, were proud to recognize outstanding industry partners. These individuals went above and beyond to support the students, teachers and Career Technical Education programs of Visalia Unified. Because of the countless hours hosting industry tours, presenting to classes, hosting students on job shadow experiences and mentoring, VUSD students can be more prepared for college and careers. These partnerships are vital in providing VUSD students with real-world experiences, which expands student learning beyond the classroom.

The following outstanding industry partners were recognized;

- VTEC High School recognized Dr. Lindsey Eby, a local large animal veterinarian.
- Mt Whitney High School's Academy of Health Sciences recognized Lindi Funston of Kaweah Delta Medical Center.
- Golden West High School's First Responder Academy recognized Visalia City Battalion Chief Darrin Hughes.
- Golden West High School's Academy of Business and Finance

recognized Darice Vieira of Commerce Mortgage.

■ Redwood High School's Academy of Law and Justice recognized Deanna Jasso, Director of Court Administration for Tulare County Superior Courts.

■ The Redwood High School Academy of Architecture and Engineering recognized Kyle McDonald of 4 Creeks, Inc.

■ El Diamante High School's Academy of STRONG recognized Dr. Jag Bath, Director of Therapy at Kaweah Delta Medical Center.

■ The Mt. Whitney High School Academy of Computer Science recognized Daniel Baker, IT Service Delivery Manager, Kaweah Delta Medical Center.

■ Visalia Partners in Education also recognized Armondo Apodaca, Director of the Tulare Kings Hispanic Chamber and Randy Smith with Screw Conveyor Corporation.

*If you would like help Visalia Unified students prepare for college and careers, become an industry partner with Visalia Partners in Education. Contact the VUSD Career Technical Education department for more information at (559) 730-7991 or email [tpolich@vusd.org](mailto:tpolich@vusd.org).*

**Visalia Chamber of Commerce Announces New Board Candidates**

On June 30, 2017, three members of the Board of Directors will complete their terms of service to the Chamber of Commerce. We are grateful for the leadership and service that Judy Fussel, Kerry Hydash and Carlos Garcia have provided.

Pursuant to the bylaws of the Chamber, a nominating committee was appointed by the Board to solicit candidates for the Board. The opportunity to apply was promoted through the Chamber email list earlier this year. The nominating committee has recommended, and the Board has accepted the following to be candidates for the Board:

- Mary Beatie, Senior Planner, Provost & Pritchard Consulting Group
- Steve Reid, Regional Operations Manager, Hydrite Chemical Co
- JoeAnna Todd, Vice President, Buckman-Mitchell, Inc.

■ Marisol de la Vega Cardoso, Chief Business Development Officer, Family HealthCare Network

The bylaws require that we notify the members of this slate of candidates, as well as the opportunity for members to nominate other candidates by petition. In order to nominate an alternative candidate for the Board, a petition signed by fifteen members of the Chamber must be received by the Chamber within 10 days of this notification (Friday, March 10).

If no additional nominees are submitted, the proposed slate listed above will be elected to serve on the Board starting July 1, 2017. If one or more names are submitted by petition, then a ballot will be sent to all Chamber members to elect the new directors for this term. If you have questions about his notice, or the process for selecting board members, please feel free to call or e-mail the Chamber.

**BOARD SPOTLIGHT**

**JR Shannon**

JR Shannon is the CEO of Legacy Investments & Doghouse Farming. He has been on the Chamber Board of Directors for one year.



Shannon

■ The importance of being on the board is to advocate as the voice for pro-business initiatives and to help better the great city of Visalia.

■ I am a 4th generation farmer and spend most of my day growing food to feed our entire nation. I grow citrus, almonds, walnuts, grapes, kiwis, and multiple row crops. My hobby is commercial development which may sound like another job but it allows me to shift my thoughts to something else which is completely different than farming. I have a vision to change East Main Street and make it a more viable asset to our downtown. I also love Fresno State Football. "Go Dogs"

■ I sit on the Valley Children's Hospital board and they are someone I support strongly and encourage others to. It's comforting to know we have them in our valley in case our children need them or a friend or loved ones kids need their assistance. Their growing presence in Visalia is great for our children and future generations.

■ I don't really have a favorite quote but I try to base my life to my favorite poem "The Road Not Taken" by Robert Frost. I have always been a person to take a different path than most and to do things my way and I feel it's helped form my character.

**AMBASSADOR SPOTLIGHT**

**Melissa Neeley**

Melissa Neeley has been a Document Solutions Consultant with California Business Machines for two years this May.



Neeley

California Business Machines is locally owned and operated since 1953 with offices in Visalia and Fresno. We help Central California businesses of all sizes and types connect people to information with technology solutions. Our focus is to provide our customers with the right technology, solutions and support to make sure their offices operate efficiently and cost-effectively while producing great looking documents. We are the leading office technology company in Central California and partner with Kyocera Document Solutions – one of the largest in the world. We carry a full line of Kyocera MFP's, desktops and printers that we sell, support and service. We also have a full line of office products such as: typewriters, calculators, laminators, binders, paper folders, shredders, timeclocks, just to mention a few.

**What are some of the ways you'd recommend getting involved/working with/partnering with the Chamber?** I really enjoy being involved with the Visalia Chamber of Commerce in many ways. I would recommend to those wanting to get involved to start out by attending a Chamber mixer, to network with other professionals which will help you make connections and attract business to your company or product. I would also encourage people to get involved with some of the events such as the Christmas Tree Auction. I have been on the Christmas Tree Auction decorating committee for 3 years now and I thoroughly enjoy working together with others to make this one of the best events in Visalia. The first step would be to visit the Chamber office or check out the website and find what interests you and get involved in that area.

**What has Chamber Membership meant for your company?** We have been members of the Visalia Chamber for a number of years now and it has helped us build relationships with other businesses, schools and churches in the community which in turn helps our business grow. The Chamber is a resource for businesses and organizations in multiple areas of concern which affect how business is done. I have personally attended many classes and workshops that have been offered through the Chamber that covered varying topics from social media to networking and ideas on promoting myself as a professional.

**The best part of Visalia is .....** The best part of Visalia is undoubtedly the people in this community. We are a tight-knit community of people that genuinely care about each other and are willing to step in and help each other in many ways. I find in my day-to-day encounters with people here in town that they want to do business locally with other businesses and companies. They want to keep their business local and love to refer businesses to each other.





## Lactation Space in the Workplace

Come learn about:

- Laws/Requirements
- Solutions
- Benefits to Employers
- Community Benefits

**Wed., March 15, 2017**

9:30 - 10:30 am

**Brandman University  
649 S. County Center**

**Cost: FREE**

**RSVP:**

<http://visaliachamber-dev.chambermaster.com/events/>  
or 559-734-5876

## VMC Announces 3rd Annual Diabetes Memorial Walk

Visalia Medical Clinic has set Saturday, March 25, for the third annual Diabetes Walk in honor of the late Dr. James Mohs, an endocrinologist who worked with diabetic patients in Visalia for many years.

The 3K or 5K walk, and kids walk, begins at the clinic, 5400 W. Hillsdale, with registration at 8 a.m. and kick-off at 9 a.m. (rain or shine). There is no fee to participate and registered walkers will receive a free commemorative T-shirt, while supplies last. The registration form is available online at [www.vmchealth.com](http://www.vmchealth.com).

The walk will include booths offering diabetes and health information, resources to improve diabetes control, drawings to win prizes, and blood pressure and blood sugar checks. Participants will also be able to donate blood and meet VMC's physicians and staff.

"Each year this event grows as people become aware of the opportunity to meet people and have fun," said Visalia Medical Clinic diabetes educator Susan Smith, Ph.D. "We also want to diagnose diabetes earlier and encourage people to be more conscientious about their diabetes control."

According to the American Diabetes Association, 1.4 million Americans are diagnosed with diabetes each year and diabetes is the seventh leading cause of death in the United States. In 2012, 86 million Americans age 20 and older had prediabetes – up from 79 million in 2010.

For information, contact Susan Smith at Visalia Medical Clinic, 739-2087; [ssmith@vmchealth.com](mailto:ssmith@vmchealth.com).

## COS Offers Front Line Supervisory Academy Class

Employer surveys conducted by the Training & Education committee of the Visalia Economic Development Corporation (VEDC) validate nationwide reports indicating the availability of skilled labor as a critical factor in doing business. The feedback reveals not only the need for "technical skills," such as those necessary for a maintenance mechanic position, but also "soft skills," such as communication and leadership skills needed to effectively work in our culturally and generationally diverse workforce.

Starting in March, College of the Sequoias' Training Resource Center is offering a Front Line Supervisory Academy designed for anyone in a supervisory role or aspiring to be in one. The class will focus on soft skills training in areas such as communication, teamwork, cultural diversity, conflict resolution, problem solving and delegation. Previous attendees have said the following about this training:

"There was real life work-related experience. All subjects were important. Conflict was important because we deal with it on a daily basis"

"I learned different techniques of handling personalities, coaching, conflict, problem solving, and change"

The class will be held on Wednesdays from March 1, 2017 – May 24, 2017 from 8:30-11:30 am at Jo-Ann Distribution Center in the Visalia Industrial Park. The class is \$499 per person for 36 hours of instruction.

To find out more about the course or to register, please visit our website at [cos.edu/trainingcenter](http://cos.edu/trainingcenter). You can also call or email the COS Training Resource Center at 559-688-3130 or [training-center@cos.edu](mailto:training-center@cos.edu).

## NATIONAL LEADERSHIP EVENT

# Express Employment Professionals Hosts Event

Featuring **PATRICK LENCIONI, JIMMY JOHNSON and ROBYN BENINCASA**



**Wednesday, April 12**  
Radiant Church  
515 E. Center Ave., Visalia



Express Employment Professionals of Visalia is hosting the 2017 Refresh Leadership Live Simulcast, a nationwide leadership event featuring best-selling author Patrick Lencioni, two-time Super Bowl champion coach Jimmy Johnson and world champion adventure racer Robyn Benincasa.

Back for its eighth year, the Refresh Leadership Live Simulcast attracts more than 10,000 attendees annually throughout the U.S. and Canada. The event focuses on how leaders can reach the next level, inspire their people and become more effective in their role. The event will be simulcast on Wednesday, April 12 at Radiant Church, 515 E. Center Ave, Visalia, CA 93292. Registration opens at 8:30 a.m. and the simulcast begins at 9:00 a.m.

Lencioni kicks off the event and will speak on "The Ideal Team Player." In addition to being a best-selling author and speaker, Lencioni is also a leadership consultant who founded The Table Group. Through his firm he provides organizations with ideas, products and services that improve teamwork, clarity and employee engagement.

The lineup continues with legendary coach Johnson offering insight into building a winning team and bringing the best out of every member through encouragement and respect. The Fox NFL Sunday analysts draws from lessons he's learned throughout his coaching

career with the Dallas Cowboys to present "Teams That Win: Fundamentals for Success."

Refresh Leadership Live concludes with Benincasa, who will take the audience on a fast-paced adventure to show how groups of ordinary people can accomplish truly extraordinary feats together. Her motivational speech is titled, "Building World Class Teams: The 8 Essential Elements of Human Synergy." Benincasa is the founder of World Class Teams and the Project Athena Foundation. She is also a CNN Hero and firefighter.

"Express is proud to present this exciting opportunity for business leaders from throughout our community," said Kris Brokaw-Martin, Visalia Express franchisee. "Each speaker in this year's distinguished lineup is well-versed in the essential characteristics of outstanding teams and the role leadership plays in helping them succeed."

Express has a strong presence in Visalia, and we are pleased to offer the Refresh Leadership Live Simulcast as a way to give back to the business community."

Business leaders, human resources professionals, chamber of commerce officials and chamber members can register at [RefreshLeadership.com/Live](http://RefreshLeadership.com/Live). The simulcast costs \$45 per person to attend.

## CITY UPDATE

# Winning never gets old. Get ready Visalia!

The Visalia Senior Games are back this spring, spanning two weekends, with a brand new slate of events. While the inaugural games were held in fall 2015, the move to March brought us opportunities for new events and more participants.

Under the umbrella of the California Senior Games Association, and inspired by the Huntsman World Senior Games, the Visalia Senior Games promote healthy, active lifestyles for adults ages 50 and better. It's an event that recognizes active seniors, draws attendees from throughout the western United States and contributes to our local economy.

Participants don't need prior athletic experience; a willing spirit is all that is needed. As a returning athlete myself, I've experienced first-hand the camaraderie and celebration that make these games so great. We've worked to make the Games accessible to as many attendees as possible, and this year's dates make it easier for working seniors to participate.

Taking place Friday, March 17th through Sunday, March 19th and

Saturday, March 25th and Sunday, March 26th, the Games feature events ranging from archery to tennis to newly added events like swimming, track and field, disc golf and trap shooting.

The Opening Ceremony will be held Friday, March 17th in Garden Street Plaza, and everyone, no matter your age, is welcome to attend. Along with the sporting events, two socials will be held, one sponsored by the Visalia Lions Clubs.

The 2017 Visalia Senior Games are made possible by local organizations and businesses, and is once again this year supported by Kaweah Delta Health Care District as the major sponsor. I invite everyone to join in the fun, whether it's competing, cheering or enjoying a social. Let the games, once again, begin!

For more information, visit [www.visaliaseniorgames.com](http://www.visaliaseniorgames.com).

To contact Mayor Gubler directly, email [warren.gubler@visalia.city](mailto:warren.gubler@visalia.city).



**Warren Gubler**  
Mayor, City of Visalia

## THE LAW AT WORK

# Employing Minors Can Have Major Consequences

Everyone knows that we live in a country with child labor laws. Yet, we also frequently see people under 18 joining the workforce. The law has numerous regulations with regards to employing minors – below is a summary of some of them.

First, Federal law prohibits the employment of minors under the age of 14 except in a few specific occupations, such as agricultural firms, the entertainment industry newspaper delivery, and employment on a farm owned or operated by a parent or guardian. As for minors over 14, an employer must acquire a work permit before employing a minor. A work permit limits the maximum number of work days and hours allowed for the minor. The total number of hours a minor can work varies depending on the age of the minor and the time of year in which the work will be performed. Generally, it is a crime (misdemeanor) to require a minor to work more than eight hours in a day.

Federal law allows employers to pay workers who are not yet 20 years old an "opportunity wage" that is less than the regular minimum wage during their first 90 days of work. California law doesn't have this type of provision. As such, minor employees should be paid the minimum wage. Furthermore, minors cannot be employed in certain "hazardous" occupations, such as mining, logging, roofing, or excavation. Also, it is not legal to employ minors for the purpose of driving a motor vehicle on public highways and streets, i.e. no delivery work.

But what about employing minor children? Generally, when par-

ents employ their minor children they must comply with all state and Federal child labor requirements, including obtaining work permits. The only parent-employers who are exempt from California child labor laws are those who employ their minor children in (1) agriculture, (2) horticulture, or (3) domestic labor on or in connection with premises that the parent owns, operates or controls. However, parents cannot employ minors in even these occupations during school hours, even if the minor is under school age. Parent-employers in these industries are entirely exempt

from state and Federal minimum wage/overtime requirements – in fact, parents are not required to pay their employee children any wages at all.

There are of course other legal requirements for hiring minors; this article merely provides a basic overview. Suffice it to say that California law, by design, does not make it easy to employ minors. Public policy dictates that minors should be in school, not in the workforce. Thus, before hiring a minor, make sure you are in compliance with these and other regulations.

*This article is for education and information purposes only; it should not be construed as legal advice. If you have an employment law question for inclusion in a future article, contact Brett T. Abbott at Gubler & Abbott LLP ([bta@thecalifornialawyers.com](mailto:bta@thecalifornialawyers.com)). For specific employment law advice or other legal assistance, contact Gubler & Abbott LLP, (559) 625-9600, 1110 N. Chinowith St., Visalia, CA 93291 ([www.thecalifornialawyers.com](http://www.thecalifornialawyers.com)).*



**THE VISALIA CHAMBER OF COMMERCE IS LOOKING FOR NOMINATIONS FOR THE 2017 ANNUAL AWARDS CELEBRATION**

The Visalia Chamber is seeking nominations for the 64<sup>th</sup> Annual Awards Celebration

**Categories:**

- Large, Medium, Small Business of the Year
- Non-Profit of the Year
- Woman of the Year
- Man of the Year
- Young Professional of the Year

To nominate an individual or a business go to: <http://www.visaliachamber.org/annual-awards/>

The deadline for nominations is March 1, 2017



# YOUNG ENTREPRENEURS Academy FOR KIDS WHO MEAN BUSINESS



## Visalia Chamber of Commerce Announces Date for 9th Annual Leadership Visalia Golf Tournament

On Friday, March 24, 2017 the Visalia Chamber of Commerce and the Leadership Visalia Class of 2016 will co-host the 9th Annual Leadership Visalia Golf Tournament at Valley Oaks Golf Course. This annual event raises funds to support leadership education in Visalia.



The Leadership Visalia Golf Tournament Committee is excited to announce that the most popular components of past tournaments will again be part of the event. This year the tournament will include: a putting challenge, closest to the hole challenge, hole in one competition and the longest drive competition. Other fun features include a gun-shot bump up hole, and prizes for the top finishing teams. In addition, donated items will be raffled off to raise funds for the 2017 Leadership Visalia project.

Sponsorship and player opportunities are available by calling the Visalia Chamber at 559-734-5876 or going to [www.visaliachamber.org/golf](http://www.visaliachamber.org/golf)

Leadership Visalia is a 9-month program that explores community development, personals and professional leadership issues. More than 350 participants have graduated from the program. Graduates of the program have gone on to become city council members, school board members, planning commissioners, county supervisors, state legislators, members of no-profit boards, officers of corporations and board members of the Visalia Chamber of Commerce.



### SHRM of Tulare/Kings County Presents Identity Theft in the Workplace

Identity Theft in the Workplace and its impact on Human Resources. Ms. Rose Barker, a Certified Risk Management consultant, is an expert on identity theft.

During the workshop Ms. Barker will discuss how this growing crime is affecting businesses and their employees.

Never before has there been a greater need for HR professionals to understand identity theft and its impact on the workplace.

- Identity Theft Fact:**
- ID theft is the fastest-growing white-collar crime in the U.S.
  - There are over 45,000 victims EVERY DAY!
  - The average cost of a data breach is 72 million dollars
  - Over 3 million children have already become victims of identity theft.

**Tuesday, March 14, 2017**  
 11:30 am - 1:00 pm  
 The Visalia Marriott, 300 S. Court St.  
**Register:** [www.shrmtularekings.org](http://www.shrmtularekings.org)  
**For questions contact Ashley Marroquin 559-651-4040**

## Making a Great First Impression

By Nicola Wissler  
 YEA! Facilitator

"Where you're giving a speech, pitching an investor, or just making small talk, your first line leaves a lasting impression. Make it a good one." says Sims Wyeth, President, Sims Wyeth & Co. This is just one of the lessons the YEA! students have learned in the last month of classes. As they prepare to pitch their new business ideas to the Investor Panel each student is working to make their first impression a lasting impression.

For the past 4 weeks the students have been to working on the creative side of their businesses. With their business plans well in hand the students attention is now focused on creating a brand for the company. The students had the opportunity to meet with Luis Chavez from Chavez Web Design who explained to them the importance of having a well built and well maintained website. In the next few weeks each of the students will be building and launching a website to help feature their products and services. Chavez gave them some great advice when he told them to start with the end in mind. He told the students that in order to create a great website they had to have a clear picture of what they wanted their customers to do when they reached the site. Some sites ask customers to purchase items, to pre-order items, to subscribe to a mailing list, to follow the business on social media or to contact the owner directly. No matter what the purpose of the site, the functionality must correspond.

The students next had the opportunity to meet with professional graphic designers who are partnering with them to create a business logo as well as help to brand the company. The graphic designers have volunteered their time to work for the students and produce professional quality work. By the end of February each student business will have a new logo, a business card and a marketing piece i.e. brochure, post card or label that they will be able to use to promote their business to future customers. As the students met with the designers they took time to really think through their brand and what



YEA! students brainstorm attention grabbing opening statements

their brand will say about their business. Some businesses use flashy colors, some are graphic heavy and some are clean and simple, the students must navigate these options and choose the right identity for their business. The YEA! program would like to thank Gabbie Alvidrez, Lucy Huerta, and Jennifer Manduffie for taking the time to work with our students as they get their creative juices flowing.

Once the students future out what they want their brand to be and how they want their website to function, they must then get up in front of the Investors and pitch their business. In class the students took time to sit down with Instructor Phil Cox and the other class members to brainstorm attention getting opening lines to hook the Investors. In the coming weeks the students will work to tweak and edit their final business plan, as well as their creative vision for the businesses. We want to thank all of the great industry partners and volunteers who have stepped up over the last few months to help the students to make their first impression a good one.



## Brand YOU: How to Build Your Personal Brand

By Kelly Lapadula  
 YPN Steering Committee, DMI Agency, YPN Steering Committee Member



Every successful product, company, and organization has a consistent and recognizable brand, so why shouldn't you, as a young professional, have a personal brand too? Your personal brand is how you appear to others in the business community, which can often make or break a successful career. Now this doesn't mean you need to go out and put your face on a bus stop bench, but there are subtle ways you can make yourself stand out to other professionals. This is especially valuable for young people who want to establish roots locally, and can open up opportunities in the future.

1. **Work Hard.** This may seem obvious, but being a diligent worker is one of the most important aspects of personal branding. Whether you own your own business or are working an entry-level position, hard work and dedication go a long way. Take initiative, be a self-starter, be thorough in your work, make yourself available to others, and don't be afraid to present new ideas or ask questions (though, try to find out the answer yourself first if you can!). It may take some time, but others will start to recognize your commitment, which could lead to a promotion or a great recommendation down the line.
2. **Get Involved in the Business Community.** If you want to be seen and heard by other professionals, then show up. Go to networking events. Be on a planning committee. Join a rotary club. Attend Chamber ribbon cuttings and YPN mixers. These opportunities are everywhere, and oftentimes, groups like these want to see more young people involved.
3. **Utilize Social Media.** While you might use social media as a personal medium to connect with family and friends, in today's digital world, there's no better way to brand yourself than through social networks. You can use Twitter, Instagram, and Facebook to not only connect with other business professionals, but to show them a positive and professional image of yourself. Use social media to share industry trends and show that you are an expert in your field, but



remember to be "human" by giving insight into your everyday life and engaging with others; people will quickly lose interest if your posts are unrelatable and robotic.

4. **Update LinkedIn.** This is a give-me, but LinkedIn could be the most useful tool when it comes to applying for a job. Your potential employer will more-than-likely look you up on Google, so make sure your LinkedIn is up-to-date with your current and past work history.
5. **Create a Website or Blog.** Depending on your profession, you may consider creating a website or blog as a digital portfolio. This will improve your online presence (have you 'googled' yourself lately?) and will give you more control over what information is out there about you.
6. **Be a Thought-Leader.** Whether you participate in local speaking engagements or submit articles to community publications, there are ways to establish yourself as a thought-leader and expert in your profession.
7. **Volunteer.** In an area like Tulare County, there are ample opportunities to serve. Even with limited funds, you can volunteer your time and your talent, which is often what these organizations need most. While not every young professional will have the time to join a non-profit board, simply volunteering to show you care about the well-being of your community can be a major boost to your personal image, which will in-turn improve your professional reputation.



ON-LINE REGISTRATION: [HTTP://WWW.VISALIACHAMBER.ORG/GOLF/](http://WWW.VISALIACHAMBER.ORG/GOLF/)



CONTACT THE VISALIA CHAMBER OF COMMERCE AT  
**559 | 734-5876**

MARCH 24<sup>th</sup>  
 at VALLEY OAKS GOLF COURSE

# GOLF

TOURNAMENT





CASA of Tulare County is partnering with Sole to Soul and Go For It Events for the First Annual Superhero Fun Run

There will be a 5K run, a 1K Walk and we will also be featuring our 0.0k "Instant Gratification Run". All participants will receive a shirt and cape, and prizes will be given for the best invented and real superhero costumes.

Sponsorships are still available! Registration is easy and can be done online at: <https://runsignup.com/Register/?raceId=39178>.

Spread the word and get ready for a fun time for the whole family!

Sat., March 11th, 2017 at 7:00 am

Valley Oaks Golf Course, Visalia



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CLIP & SAVE

CALENDAR - MARCH 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	Visalia City Council Meeting	7	8	9	10	YPN & Tulare County Symphony Mixer Visalia Fox Theatre 5:30 pm
12	13	Visalia SOUP 210 W. Center 5:00 pm	Lactation Accommodations Workshop Brandman University 9:30 am	YPN Graduate Education Workshop Brandman University 12:00 pm	17	18
19	Visalia City Council Meeting	21	22	Ambassador Breakfast Visalia First Assembly Church 8:00 am	Leadership Visalia Golf Tournament Valley Oaks Golf Course 8:30 am	25
26	27	Business After Hours, City of Visalia Animal Control 5:30 pm	29	30	31	

Rounding Time Practices



A Professional Corporation

A recent Fourth District Court of Appeal case affirmatively establishes rules regarding employer practices for rounding employees' work time. In *Silva v. See's Candy Shops, Inc.*, an employee challenged two of the Company's timekeeping practices: a grace period policy that allowed an employee to clock in or out up to 10 minutes before a shift started or ended, but calculated the time worked based on the scheduled start time and end times of the shift; and a rounding practice where an employee's time worked was rounded to the nearest tenth of an hour.

The employee brought a class-action suit challenging the two policies, claiming that the rounding and grace period policies did not fully compensate her and other employees for all the time they worked, among other things. See's Candy presented undisputed evidence that the grace period policy allowed workers to use the grace period for personal matters and prohibited employees from engaging in any work activities. See's Candy also presented evidence through expert testimony that the rounding policy was neutral and did not result in any lost wages for employees and that if an employee did engage in any work activities, the supervisor would make an adjustment to the employee's time worked.

The Court found that See's Candy's rounding policy did not violate

California law because it was both neutral as it was written and in the actual result to employees. The Court also found that the grace period policy did not violate California law because employees were not engaging in work activities and not subject to the employer's control during that time. The ruling marks the first time that California courts have affirmed the use of a rounding policy in California, which is used by many California employers and is consistent with established federal law.

What This Means for Employers:

The appellate court's decision is a key victory for California employers who use a rounding policy to calculate an employee's time worked. The Court's affirmation of rounding an employee's time worked to the nearest tenth of an hour means that employers who currently use a similar policy should be safe so long as the policy is both neutral as it is written and in application. Employers must review existing rounding policies to ensure they are both neutrally written and have a neutral effect on employees' wages.

The goal of this article is to provide employers with current labor and employment law information. The contents should neither be interpreted as, nor construed as legal advice or opinion. The reader should consult with Barsamian & Moody at (559) 248-2360 or toll-free at (888) 322-2573, for individual responses to questions or concerns regarding any given situation.

Cal Water Names Tamara Kelly District Manager In Visalia



California Water Service (Cal Water) announced that Tamara (Tammy) Kelly has taken the helm as district manager of the utility's Visalia District. Kelly has been with Cal Water for 31 years and has extensive hands-on knowledge of water distribution, operations, and treatment systems.

Kelly was most recently the assistant district manager for the utility's Bakersfield District. Her previous Cal Water roles as a certified pump operator, serviceperson, storekeeper, maintenance supervisor, operations clerk, superintendent of maintenance production, and local manager have given her the comprehensive experience needed to lead the district, said Jim Smith, who is retiring as director of the Visalia District.

Kelly holds Water Treatment Grade Three and Water Distribution Grade Five certifications from the State Water Resource Control Board. She also has a bachelor's degree in business administration

from the University of LaVerne.

"Given her experience and steadfast commitment to providing her customers and communities with quality, service, and value, Tammy is the perfect person to lead Cal Water's Visalia District," Smith said. "I know that she has the dedication and vision to ensure that we continue to provide our Visalia customers with a reliable supply of high-quality water and continue being a partner in the community."

Smith, who has been with Cal Water since 1974 and has led the Visalia District since November, 2015, will retire on March 31, 2017.

Cal Water serves about 138,400 people through 38,300 service connections in Visalia. The company, which has provided water service in the area since 1926, was ranked "Highest in Customer Satisfaction Among Water Utilities in the West" in 2016 by J.D. Power in its inaugural Water Utility Residential Customer Satisfaction Study.

Additional information may be obtained online at [www.calwater.com](http://www.calwater.com).



Leadership Visalia Students Tour Happy Trails Riding Academy



Leadership Visalia Students participate in a heated game of Dodgeball at the Lifestyle Center



Leadership Visalia Students listen to a presentation by Dr. Brandon Foster

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