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# Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE



## UPCOMING EVENTS

- DECEMBER 6:**  
**Travel Presentation**  
South Pacific Wonders and NY City Holiday  
Time: 12:00 pm  
Location: Visalia City Administration Building
- DECEMBER 8:**  
**Christmas Tree Auction**  
Time: 6:00 - 11:30 pm  
Location: Visalia Convention Center



- America's Heritage**  
June 7-16, 2018  
\* Slideshow presentation  
January 17, 2018, 12:00 pm,  
City Administration Building
- South Pacific Wonders**  
August 21 - September 4, 2018  
\* Slideshow presentation  
December 6, 2017, 12:00 pm,  
City Administration Building
- Islands of New England**  
October 19-26, 2018  
\* Slideshow presentation  
February 21, 2018, 12:00 pm,  
City Administration Building
- New York City Holiday**  
December 10-14, 2018  
\* Slideshow presentation  
December 6, 2017, 12:00 pm,  
City Administration Building
- China** - April 5-13, 2019  
\* Slideshow presentation  
May 1, 2018, 6:00 pm,  
Wyndham Hotel
- Oberammergau** - May 14-23, 2020  
\* Slideshow presentation  
February 28, 2018, 12:00 pm,  
City Administration Building

Collette Vacations,  
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[www.visaliachamber.org/travel](http://www.visaliachamber.org/travel)

## Visalia Chamber Wins National Innovation Award for Visalia SOUP Program

Big or small, Chambers of Commerce are continually challenged to reinforce their value and relevance to members. That's why every Chamber looks for creative ideas for events and programs that have a positive impact on the community while adding value to their organizations.

ChamberMaster sponsored the 4th annual Chamber Innovation Award Competition celebrating and sharing inventive ideas from enterprising Chambers of Commerce. Entries were judged based on creativity, community impact, value to chamber, value to members, and replicability. The Visalia Chamber of Commerce was awarded the 2017 Innovation Award in the medium chamber category for their Visalia SOUP program. Visalia SOUP is designed to promote community-based development through crowdfunding, creativity, collaboration, democracy, trust, and fun.

"Visalia SOUP supports Visalia's best ideas to make our city stronger by promoting the entrepreneurial spirit. We're proud to work with our local business partners to host Visalia SOUP, creating opportunities for individuals to think outside the box." Gail Zurek PRESIDENT & CEO | Visalia Chamber of Commerce. Upon notification of the award Zurek said, "The Visalia Chamber is focused on innovation.



Business is constantly changing and we know our members depend on our innovative approach to supporting them. It's wonderful to be recognized nationally for the work we're doing on behalf of our local businesses."

SOUP provides a venue for area residents and business owners to gather, listen to great ideas, and to help fund projects that will make a lasting impact in the community. A suggested donation of \$5 is all it takes to get into the family-friendly event, which includes a bowl of soup, bread, and a chance to vote.

SOUP gives people the opportunity to see the Chamber's commitment to supporting both the community and the entrepreneurial spirit on a grassroots level. Attendees are encouraged to think outside the box, adopt an entrepreneurial mindset, and walk away feeling like they had a stake in the program.

The Visalia Chamber of Commerce hosted its second Visalia SOUP event on Friday, October 20, 2017 at the TCOE office on South Mooney. More than 70 people attended and listened to four proposals.

First was Godfrey Torres representing Best Foot Forward. Best Foot Forward's goal is to provide carry-on bags and personalized luggage



**BUSINESS SPOTLIGHT**

tags to children in the foster care system. Many of these children are moved from house to house, multiple times, moving their limited belongings via a trash bag. Godfrey would like to provide them with a bag to instill a sense of ownership and a small piece of stability in their lives.

Next up was Alekhya Rajasekaran with Kalifornia Kisses. Alekhya, a freshman in high school presented her business idea, Kalifornia Kisses, an all-natural, organic lipstick company that donates 10% of its proceeds to restoring the environment and helping kids in need. Each lipstick represents a different, yet iconic part of California's landscape with each vibrant shade.

Then the audience heard from Lety Chavez with Hood Outreach Ministry. A former addict herself, Lety and her husband provide hygiene kits, and resources to the homeless, elderly, and youth in the Oval Park on the Northside of Visalia. Every Sunday, they head out to the Oval to distribute snacks, bottled water, clothing and prayer to those in need. Lety brought several of the people from her ministry that had been impacted, along with pictures and testimonies about how Hood Outreach Ministry had helped them.

Lastly, Alberto Ramos presented the Foster Youth Transition Success Initiative, a fund through CASA of Tulare County that would benefit transitional age youth in Visalia who are our most vulnerable citizens. This would include both items needed to become financially independent as well as items that acknowledge achievements and recognition of major milestones. Specifically, Alberto mentioned two brothers in high school who, despite their traumatic upbringing, have excelled in school and he would like to reward them with class rings, as a reminder of their achievements and to encourage their future efforts.

After the proposals were heard, guests enjoyed music from local Ukulele player, Edward Hernandez and delicious soup donated by Mache. Then, attendees placed their vote for who they thought should win the pot of money. Lety Chavez with Hood Outreach Ministry was the winner and walked away with the money that was collected at the door totaling \$547. The Visalia Chamber would like to acknowledge the Visalia SOUP committee, which helps plan and run the event: Gail Zurek & Dante Rosh, Visalia Chamber of Commerce; Raquel Garcia, Fresno Pacific University - Visalia Campus; Shelley Ellis, Visalia Convention Center; and Jason LeFaive, Cross City Church.

## PRESIDENT'S CORNER

### Tulare County has Something for Everyone

Recently I chatted with a Chamber Member about their plans for Thanksgiving and Christmas. Almost apologetically the member said her family was going to be sticking around town. I don't have much of a poker face so she could tell I was confused. She elaborated saying there just isn't anything to do here. Sadly, her explanation didn't help my confusion.

Tulare County is full of fun things to do, whether you are on a 'staycation' or entertaining out of town family. While the National Park is an obvious place to visit, I'm surprised at how few local folks take advantage of the proximity we have to this amazing resource. Sequoia and Kings Canyon is on the bucket list for many travelers and a particular draw for international tourists. Throw in the state forest or Kaweah Oaks Preserve and those outdoor loving enthusiasts can plan a full day of fun.

History lover? Even if you think you know our community history, I always learn something when I visit the Tulare County Historical Museum. It reinforces all we've done, overcome and our true pioneer spirit. This is a great multigenerational option. I love experiencing it through my children's perspective but it's wonderful when we hear from older generations that augment the exhibit with their own stories.



**Gail Zurek**  
Visalia Chamber  
President & CEO

When my in-laws last visited we wandered around and down Main Street. We checked out the shops, bought a few things, and I got to play tour guide sharing parts of Main Street's past. If you need to brush up on your history of our own China Town or Wild West days, swing by the Chamber we have a historical walking tour that will make you look like an expert.

Between Adventure Park, Bowlero, Roller Towne and Valley Oak Golf Course, there is plenty to prevent anyone from saying they're bored! Anytime my family visits we leave these places with our sides hurting from laughter. But perhaps that is more commentary on my lack of athletic ability than anything else.

The reality is, we are all ambassadors for our community. We should be proud of the place we live. It's a wonderful place to staycation and an even better place to call home.

I realize my examples left off tons of options. If you are a Chamber Member, please let us know what you'd recommend to those visiting and/or new to our community. In February we publish a "Welcome to Visalia" magazine and would love to include information about your business, organization or event.

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

## VISALIA CHAMBER OF COMMERCE MISSION ICONS

- Business-Government
- Business Relations
- Promoting Community
- Strong Local Economy

## Senator Andy Vidak Endorses Warren Gubler, For Assembly District 26



On Saturday, November 4th California State Senator Andy Vidak announced his endorsement of Warren Gubler for Assembly District 26.

“More than ever our valley needs leaders who keep their promise to represent the people they are elected to serve. It’s for that reason I am endorsing Warren Gubler for Assembly, District 26,” said Vidak. Senator Vidak represents Senate District 14, representing people in Fresno, Kern, Kings and Tulare counties.

Vidak’s endorsement is the latest sign that Gubler’s candidacy is gaining momentum. Gubler has also received endorsements from Tulare County Supervisors Steve Worthley, Mike Ennis and Kuyler Crocker, and former Visalia Mayor’s Bob Link, Greg Collins, and Steve Nelsen, and most recently, Tulare County Sheriff Mike Boudreaux.

“I have a great deal of respect for Senator Vidak and I could not be more pleased to have his endorsement, especially this early in the race,” said Gubler.

Gubler states that his primary reason for running for the Assembly District 26 seat is that we have had ineffective representation in Sacramento with our current assemblyman.

“Warren has a deep understanding of the many issues we are facing like water, jobs, and public safety,” said Vidak. “He is an indisputable leader, and he knows the importance of effective and honest representation. “Warren Gubler has my full support and I look forward to working with him when he’s elected.”

In November 2009, Gubler was elected to the Visalia City Council, was Visalia’s vice-mayor from 2013 to 2016, and has been mayor of Visalia since 2016.

For a list of additional information or to learn more about Warren Gubler go to GublerForAssembly.com, email, Warren@GublerForAssembly.com, or call Warren at 559-788-7733. Those wishing to help with the campaign can call Karen Tellalian at 559.739.1747.

## Employers Benefit from Customized Employee Training



In 2016-17, nearly 100 employers have benefited from 54 customized training sessions offered by College of the Sequoias’ Training Resource Center (TRC). Training occurred at worksites throughout the region to develop critical skills, improve communication, boost productivity and enhance supervision as well as provide industry specific training such as food safety. With over 1,000 training hours delivered this year, 1,103 participants gave the trainings a high rating of 4.63 out of 5 on evaluations.

### Tailored Training

According to Bruce Nicotero, General Manager, Jo-Ann Fabric & Craft Stores, the Training Resource Center addresses what the company needs most from new and existing employees at the West Coast Distribution Center. “The greatest benefit was being able to train our team members on some very specific work related topics,” said Nicotero.

“Additionally, my managers felt it was a good morale builder. As a result of the training, we are seeing increased teamwork and openness to listen to one another on the job.

Employee Training/5

### About this publication ...

**Business Update** is the official monthly publication of the Visalia Chamber of Commerce, 222 N. Garden St., Ste. 300, Visalia, CA 93291, (559) 734-5876. Periodicals. Postage Paid at Visalia, CA 93277; Publication No. USPS 494-660. Annual Subscription rate \$15. Postmaster: Send address changes to **Visalia Chamber of Commerce**, 222 N. Garden St., Ste. 300, Visalia, CA 93291. Advertising information, call the Visalia Times-Delta at 559.735.3235. **Editor: Nicola Wissler. Layout: Times-Delta Media Group.**

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## Trish Arnold Attends LPL Financial’s Women Advisors Leaders Forum

VISALIA, CA - October 26, 2017 - Trish Arnold from LPL Financial recently attended LPL Financial’s Women Advisor Leaders Forum, an invitation-only conference for top women LPL Financial advisors.

More than 200 advisors, LPL executives and industry leaders joined together at the second annual Women Advisor Leaders Forum with a focus on building and empowering women advisors in the industry. Consisting of two days of dynamic speakers and targeted breakout sessions, advisors were able to network and share actionable ideas with peers, hear from industry speakers and receive insights from key sponsor partners.

“It is incredibly enriching to be a part of the LPL community, which nurtures and values women advisors,” said Trish. “We share a



Arnold

commitment to our clients and the independent advice model, which enables the delivery of objective financial advice and is an empowering platform for women to operate as successful business owners. I look forward to leveraging the leading industry practices that we discussed to enrich the work I do to help my clients work toward their financial goals.”

Trish Arnold is an LPL Financial-affiliated advisor. LPL is a leader in the retail financial advice market and the nation’s largest independent broker/dealer\*, providing resources, tools and technology that support advisors in the delivery of personal, objective financial advice.

\*Based on total revenues, Financial Planning magazine, June 1996-2017

## Kaweah Delta Named Among America’s Best in Cardiac

People in need of cardiac care have access to a local hospital that has been recognized as one of America’s 50 Best Hospitals™ for Cardiac Surgery and America’s 100 Best Hospitals™ for Cardiac Care in Healthgrades’ 2018 Report to the Nation.



Kaweah Delta is one of four hospitals in California and the only one in the Central Valley, to receive these distinctions. It offers comprehensive cardiac services and the only cardiac and pulmonary rehabilitation program in the South Valley.

Nearly 4,500 hospitals nationwide were evaluated by Healthgrades for 34 of the most common inpatient procedures and conditions. The best-performing hospitals were identified across conditions or procedures including Bypass Surgery, Valve Surgery, Coronary Intervention Procedures, Heart Attack, Heart Failure, Defibrillator Procedures and Pacemaker Procedures.

The report shows that clinical performance differs between hospitals and that may impact outcomes. For example, from 2014-2016, the report notes that patients treated at hospitals receiving

the America’s 50 Best Hospitals for Cardiac Surgery Award have, on average 52.4% lower risk of dying than if they were treated in hospitals that did not receive the award. Patients treated at hospitals that did not receive the America’s 100 Best Hospitals for Cardiac Care Award are, on average 1.39 times more likely to die than if they were treated at hospitals that did receive the award.\*

\*Statistics based on Healthgrades analysis of Medicare Provider and Analysis Review (MedPAR) data for years 2014-2016 and represent 3-year estimates for Medicare patients.

For more information, visit [www.kaweahdelta.org/heart](http://www.kaweahdelta.org/heart)

## 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.

- KINDRED HOSPICE  
559-732-1204  
Home Health

### Renewing

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

- Angel’s Maid & Janitorial Service
- Citslinc International, Inc.

- G.W. STEWART’S Salon & Gift Emporium
- Project 2535
- Valley Oak S.P.C.A.
- VF Outdoor, Inc.

THIS IS A 21 & OVER FORMAL EVENT

# Masquerade BALL

DECEMBER 8, 2017  
VISALIA CONVENTION CENTER

HOSTED BY THE

WWW.VISALIACHAMBER.ORG/CHRISTMASTREE

Congratulations to **CASA of Tulare County's** latest advocates! Thirteen new volunteers were sworn in as Court Appointed Special Advocates at the William Silveira Jr. Juvenile Justice Center in Visalia, California on Wednesday, November 15, 2017. Left to Right: CASA of Tulare County's newest volunteers at their swearing in ceremony with Judge Juliet Boccone, Presiding Judge of the Juvenile Court for the Superior Court, County of Tulare -- Alexa Patino, Maria Nunez, William Dadds, Rosa Rodriguez, Nicole Lloyd, Jonathan Barrientos, Karen McKinney, Laura Gaudette-Carranza, Natalie Valdez, Samuel Villa, Ashley Luna, Beatriz Leon, Alyssa Ransom.



CASA of Tulare County's newest volunteers

The **Visalia Rescue Mission** has partnered with **Express Employment Professionals** for the 2017 Holiday Hiring Drive. Through December 15th, if you own a business, or know someone who does, please ask them to give the gift of employment this holiday season. You never know whose life you are changing or whose family you are restoring. To learn more about how you can participate, contact: Nathan Jefferson (559) 738-7822 nathan.jefferson@expresspros.com.

Have you been affected by the HCCA/Tulare Regional Medical Center impending layoffs? If so, **CSET** is here to help! Join us for FREE re-employment workshops throughout the month of November. Don't forget to bring a valid picture ID, social security card, and your layoff notice/letter. Not able to attend? You can still receive help. Contact the Employment Connection at (559) 713-5200.

Access to safe, decent housing, strong business corridors, and arts and culture is core to a community's economic vitality. At **Habitat for Humanity of Tulare/Kings Counties** we are excited to put our recent grant for \$10,000 from Bank of America to work in our community. Thank you to our partners at **Bank of America**.

Thanks to the generosity of the Visalia Breakfast Rotary and the hard work of Lorraine McIlroy, **ImagineU** is now the proud recipient of an AED for the safety of our guests. It's all about the community coming together to help each other. Thank you!

**Tulare County Farm Bureau** is spearheading a campaign to replace FFA jackets for students impacted by Northern California fires. Our Blue Jacket Bonanza program this year will include a special fundraising effort to buy jackets for youth who lost theirs to these devastating fires. Please consider donating to this special relief effort. Donations can be sent to Tulare County Farm Bureau Education and Scholarship Fund at PO Box 748, Visalia, CA 93279. Cash or check. Or call us at 559-732-8301 to pay with a

credit card. Donations are tax deductible to the TCFB Education and Scholarship fund, a 501c3 charity. If you need an invoice just call us!

Youth leaders from **ACT for Women and Girls** shared their work and experiences as budding organizers and change makers with the California Womens Agenda. These stories and experiences will be shared with the United Nations.



**Family Services of Tulare County** will be participating in an upcoming forum about human trafficking alongside partners of the Tulare County Human Trafficking Task Force, including the Tulare County District Attorney's Office and the **Tulare County Health and Human Services Agency**. Students 7-12th grade and parents are invited to attend to learn more about this issue from a local perspective. The one hour event will be held Wednesday, November 29th from 6:30 - 7:30 pm at the Rotary Theatre in Visalia.

**Visalia Emergency Aid Council** would like to thank the West Visalia Kiwanis Club for their generous donation which will help to purchase turkeys for Thanksgiving.



As the holiday season approaches **Ronald McDonald House Charities of the Central Valley** invites you and your family, friends, church, civic group, or colleagues to participate in our Meals from the Heart volunteer program! Join community members from around the Valley by bringing the comfort of a home cooked meal to our families. For more information or to sign-up, visit [www.rmhccv.org](http://www.rmhccv.org)

## VISALIA UNIFIED SCHOOL DISTRICT Assessing Our Progress



In late September, the State Department of Education released to the public standardized testing scores for schools and districts across California. This was the third release of scores under the new assessment system, the California Assessment of Student Performance and Progress, or CAASPP. Under the new school accountability system, known as the California School Dashboard, test scores are only part of the overall description and evaluation of schools and school districts. Even so, test scores tell an important story.



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

Language Arts and at 25% in Mathematics. So, for perspective, Visalia Unified continues to fall short of the state average, but leads the county average in performance.

There are two movements, one statewide and one local, that need to be understood to have a more complete sense for what is happening in schools. The first of these is that we are currently engaged in a significant period of change in education in California. With a new set of standards, a new assessment system, a new school finance system, and a new accountability system all enacted in our state within the past seven years, schools and school districts find themselves adapting to changes on an unprecedented scale. In Visalia Unified specifically, we are working to reorganize to adapt better to these changes, which are reflected in our District-Wide Goals. These five Goals focus our efforts on rigorous instruction and support, collaborative culture, school climate, hiring and maintaining talented and productive staff, and aligning resources to support all goals. The Goals provide us with an architecture that frames how we can achieve sustained growth in all areas.

In combination, these changes represent an enormous opportunity to improve our programs and systems. We find ourselves engaged in adapting to our new environment and it is clear that we are moving in a good direction. Although our most recent test scores did decline, I am convinced that we will be more able to serve our kids better as a result of our work in all areas.

Visalia Unified's test scores on CAASPP declined last school year. With regard to the percentage of our students who met or exceeded academic standard on English Language arts, our performance decreased from 48% to 47% in 2017. Our percentage of students who met or exceeded academic standard in Mathematics decreased from 32% to 31% in 2017. While we are not satisfied with these results, it is important to note that many individual students experienced growth on the CAASPP tests and some schools in our district displayed growth in either ELA or Math or both. And growth is what we are after for individual kids, schools, and our district.

Test scores across the state held steady the 2016-2017 school year. For California, the percentage of students who met or exceeded academic standard remained at 49% in English Language Arts and at 37% in Mathematics. For Tulare County, the percentage of students who met or exceeded academic standard remained at 38% in English

## Suncrest Bank and CBBC Bancorp Agree to Merge

SACRAMENTO, Calif., and VISALIA, Calif. Suncrest Bank (OTCQX: SBKK) ("Suncrest") and CBBC Bancorp (OTCBB: CBBC) ("CBBC"), the parent company of Community Business Bank, announced the signing of a definitive agreement and plan of merger (the "Agreement") whereby CBBC will merge with and into Suncrest. The merger is subject to customary closing conditions, including the receipt of all regulatory approvals and the approval of the shareholders of CBBC and Suncrest, and is expected to close in the second quarter of 2018. Additionally, directors and executive officers of CBBC and directors of Suncrest have entered into agreements whereby they have committed to vote their shares in favor of the transaction.

In addition, Suncrest also announced today a fully subscribed \$25 million capital raise of Suncrest common stock at \$10.50 per share, subject to customary closing conditions, with the proceeds being used both to support the merger and for future organic growth. The fully subscribed offering was led by Castle Creek Capital Partners VI, L.P.

Suncrest President and CEO, Mr. Ciaran McMullan will continue as President and CEO of the combined bank. CBBC CEO, Mr. John A. DiMichele and CBBC President, Mr. Chad Meyer, will join the Board of the combined bank as non-executive directors. Following completion of the merger, the CBBC branches in West Sacramento and Lodi will continue to operate under the Community Business Bank name, as a division of Suncrest Bank.

"I am very pleased with our decision to enter into this strategic partnership with Suncrest Bank. The combination of our two strong

community banks will not only benefit our customers but also have a positive impact on our staff and communities, while rewarding our shareholders for the Bank's excellent performance," said John A. DiMichele, Chief Executive Officer of CBBC. "I strongly believe we have found a partner in Suncrest, with the right merger experience, to ensure the process of integrating our two great banks will go as smoothly and efficiently as possible for both our staff and our customers."

"This is a truly transformational deal for Suncrest, with the potential to double our assets and double our market capitalization while significantly improving our earnings power," said Ciaran McMullan, President and CEO of Suncrest Bank. "The completion of this transaction will make Suncrest a formidable competitor in the Central Valley banking marketplace, and positions us for continued profitable growth in key markets such as the Greater Sacramento area and the South Valley."

MJC Partners acted as financial advisor to Suncrest in the transaction and delivered a fairness opinion to the Board of Directors of Suncrest and King Holmes Paterno & Soriano, LLP served as legal counsel to Suncrest. Sandler O'Neill + Partners L.P. acted as financial advisor to CBBC in the transaction and delivered a fairness opinion to the Board of Directors of CBBC and Weintraub Tobin Chediak Coleman Grodin Law Corporation served as legal counsel to CBBC. In addition, MJC Partners, LLC acted as placement agent in conjunction with the offering by Suncrest Bank.

### BOARD SPOTLIGHT

#### Mary Beatie

Mary Beatie is a Senior Planner at Provost & Pritchard Consulting Group. She has been a Chamber Board Member just over 4 months.

■ **What brought you to Visalia?**

A job transfer for my husband brought us to Visalia in late 1981. I had some trepidation about leaving the San Luis Obispo area and a good job with the then newly-incorporated City of Atascadero and really didn't know much about what "Valley" life might have to offer. Turns out it had a lot to offer, and now, some 35 years later I feel deeply-rooted in Visalia. As it turned out, Visalia had offer us an affordable housing market, allowing us to be able to build our own home, a great community within which to raise our two boys, close proximity to wonderful winter and summer skiing opportunities which were the cornerstones of our family life, and good jobs and schools.

■ **What is your favorite thing about your job/company?**

My favorite thing about Provost & Pritchard is its overall work atmosphere and culture. It's a seriously successful engineering firm, but it is also a company built on the value of good relationships, both externally and internally. I am constantly amazed at the breadth and depth of professional talent at P&P, not to mention camaraderie and variety of ways employees are celebrated and rewarded...from not only a great benefit package, but good humored roasts on 5-year incremental work anniversaries, regular social activities for employees and their spouses and children, and the unenviable but all-in-good-fun "Broken Rod" award! I also love the company's program that encourages and allows everyone employees to use up to 8 hours per year of paid time giving back to our communities in employee-organized events supporting non-profit organizations. Testament to the P&P culture and its contributions to our

Mary Beatie/4

### AMBASSADOR SPOTLIGHT

#### Kellie Black

Kellie Black is the owner of Mache. The Mache motto is simple: Eat Well. Live Well. But honestly, who has time for that? We do!



Our heart and passion is to fill the void with prepared quality, organic, locally sourced farm-to-table meals. This allows you to feel confident about your food choices, but also to save a considerable amount of time. Witnessing the enormous positive impact that our meals have on others is exciting and we want to have the opportunity to reach many more! Unlike other meal preparation online companies that still require you to cook, our meals are heat & serve ready and ready to eat in a few minutes.

■ **What are some of the ways you'd recommend getting involved/working with/partnering with the Chamber?** I would highly recommend supporting our local businesses by attending the ribbon cuttings, and I would encourage involvement in the Emerge Academy that helps business owners understand the obstacles that one could come across when opening a new business.

■ **What has Chamber Membership meant for your company?** The Chamber members have become extended family for me and have supported me through my humble beginnings while opening Mache.

■ **The best part of Visalia is ....?** Visalia is a community that shares emotional connection through integration and fulfillment of needs.

■ **What is your favorite local charity/non-profit?** It is difficult to pick just one, but I would like to highlight Visalia Emergency Aid and especially Iris East for all they do for our community. At Mache we believe no one person should be hungry and VEAC is fighting against hunger in our community.

## Mary Beatie

(continued from page 3)

clients and our communities was being the recipient of the Best Medium-Sized Business award from the Chamber this past year!

### ■ What is your favorite quote?

During a time of a family tragedy, while struggling personally and emotionally to keep my bearings and not fall victim to circumstances I could not control, I did a lot of searching in various places for inspiration and perspective and came upon this quote attributed to Martha Washington, our country's first First Lady, which really resonated for me: "I am determined to be cheerful and happy in whatever situation I find myself. For I have learned through experience that, the greater part of our happiness or misery depends on our dispositions and not on our circumstances." Though I wasn't, and am still not always successful in this pursuit, it has helped to keep bring me back to center on numerous occasions!

## Rawhide's Caitlin Carter Earns Women in Baseball Leadership Event Scholarship

*Carter to Become One of Two Women Sent to MLB Winter Meetings by InfoMart*

The Visalia Rawhide, Minor League Baseball, and Baseball Winter Meetings Supporting Partner InfoMart announced today that Rawhide Events Coordinator Caitlin Carter has been selected as a recipient of the Women in Baseball Leadership Event (WiBLE) Scholarship.

2017 marks the first time the WiBLE scholarship has been awarded. It is a program that WiBLE committee members are hoping will flourish into an annual scholarship for two outstanding women working in Minor League Baseball front offices. The award includes registration for the Baseball Winter Meetings at the **Walt Disney World Swan and Dolphin** resort as well as hotel and flight accommodations. Carter will also attend the 10th annual Women in Baseball Leadership Event at the Winter Meetings on Tuesday, December 12.

The Women in Baseball Leadership Event Scholarship, presented by InfoMart, was created to assist female executives in baseball who could not otherwise attend the Baseball Winter Meetings. Carter was selected by members of the Women in Baseball Leadership Event committee and InfoMart from a pool of more than 60 applicants. Carter and Kate Voss from the Peoria Chiefs were given the inaugural awards.

"Coming from an 11-year veteran female in the industry, Caitlin is the real deal," said Rawhide General Manager Jennifer (Pendergraft) Reynolds, who nominated Carter for the scholarship. "She immediately caught my eye due to her outgoing, personal and professional demeanor, her positive attitude, and her well-above-average work ethic." Carter currently serves as the Event Coordinator for the Rawhide and recently organized the franchise's first ever Halloween brewfest and fall 80's tribute concert at the ballpark. She began working as a member of the gameday staff in 2016 and was hired full time this past February.

The goal of the Women in Baseball Leadership Event is to provide an opportunity for female executives in Minor League Baseball and Major League Baseball to network with their peers, obtain guidance on career development, and enhance their professional skills. The event was established in 2008. "I feel so fortunate to have been given this opportunity," said Carter. "The Baseball Winter Meetings offer a unique chance to meet executives from every team in baseball and exchange ideas. I'm looking forward to collaborating and networking with all of the brilliant women that work in Minor League Baseball at this event."

The 10th annual Women in Baseball Leadership Event will be held on Tuesday, December 12, from 3-5:30 p.m. at the **Walt Disney World Swan** resort.

## KTHCC Hosts Annual Awards Gala

On November 18th the Tulare Kings Hispanic Chamber of Commerce hosted their annual Awards Gala at the Wyndham Hotel. Congratulations to all of the winners and finalists.

Woman of the Year: Carrie Margosian, CASA of Tulare County

Man of the Year: Mike Olmos, Visalia City Manager

Young Professional of the year: Noemi Chavez, Chavez Web Design

Large Business of the Year: Southern California Edison

Medium Business of the Year: Suncrest Bank

Small Business of the Year: K-Tip Radio

Non-Profit of the Year: Family HealthCare Network

Community Involvement: Kawaeh Delta Healthcare District

## HEALTHCARE NOTE

# Kawaeh Delta Community Advisory Committees Provide Community Input



Today, a major focus of Kawaeh Delta is to better engage with and listen to you, the members of this community. This month, our newly-established Community Advisory Committees will meet for the first time. Each Committee is charged with exploring a different aspect of our work – Community Relations, Healthcare for Today and Tomorrow, and The Hospital of the Future. Ultimately, they will provide us with important feedback to help us continually improve the comprehensive healthcare services we provide to Tulare County and the greater Visalia region. I am committed to providing regular updates about their progress.

We also remain keenly focused on four specific goals we developed some time ago, which were intended to focus our time, attention, energy and resources on our purpose of creating a healthier community. While our projects, initiatives and activities change over time in response to changing patient needs and an ever-changing healthcare environment, these goals are enduring and remain constant in our pursuit of a healthier community. They are:

1. Achieve **outstanding health outcomes** for our patients
2. Provide **excellent service** to our patients and customers



**Gary Herbst**  
CEO  
Kawaeh Delta Health  
Care District

3. Provide an **ideal work environment** for our staff and physicians

4. Maintain **financial strength** to ensure the delivery of outstanding healthcare services

Currently, we are working on projects in each one of these areas to bring our community more: more doctors, more nurses and more space to improve your Kawaeh Delta experience. To help meet the needs of our growing community and better serve our patients, we have begun work on a much-anticipated, two-year project to modernize, expand and improve our Emergency Department. This month, we also anticipate beginning work to infill the 5th and 6th floors of our Acequia Wing. We will transform the currently-vacant spaces into medical/surgical areas and an expanded Neonatal Intensive Care Unit, respectively. Like any construction project, the expansion will unavoidably impact certain areas of our Hospital, but we will do everything we can to minimize disruption and provide you with regular updates about our progress.

These projects, particularly the expansion of our Emergency Department, will fill a tremendous need in our community. Our community has continued to grow and that is why we are working hard to modernize, expand and improve our healthcare facilities and services. Together, with help and input from this community, we will continually improve and make sure we are best meeting the healthcare needs of the region.

## CITY UPDATE

# Update on Visalia's Measure N

In November 2016, over 65% of Visalians voted to support Measure N. A locally controlled ½ cent sales tax, the measure began on April 1st of 2017. I'd like to update everyone on the progress.

■ For the 2017/2018 Fiscal Year, our Police Department was approved to hire 13 officers and three professional staff. At the time of writing this column, there are seven officers either hired, in Field Training or at the Academy, and the remaining six positions all have candidates in process.

■ The Fire Department has purchased an Aerial Quint Ladder Truck, which greatly increases their operational efficiency while helping to improve the City's Insurance Services Office (ISO) fire protection rating. Built to order, the unit is expected for delivery in June of 2018.

■ Streets throughout the City have seen Measure N dollars at work as Cape Seal, a slurry application process, was completed on roadways. Reclamite, a process of asphalt preservation, was completed in the northeast quadrant from Mooney to Santa Fe, and Mineral King



**Warren Gubler**  
Mayor, City of Visalia

to River Way. You may have noticed additional work on Ben Maddox Way and the upgrade of some existing curb ramps. These projects help us extend the life of our roads now at a lower cost, rather than waiting until further damage is done.

■ In Recreation, a new Coordinator was recently welcomed and is responsible for programming at the Manuel F. Hernandez Community Center. Parks will be focusing on parks, trail way, tree and building maintenance along with three staff positions.

These details are just a snapshot of how Measure N is providing for the City of Visalia. Thanks to this local source of funding, controlled with citizen oversight, Measure N is working and will roll ahead into 2018.

For more information visit [www.visalia.city/measuren](http://www.visalia.city/measuren) or email [communityfeedback@visalia.city](mailto:communityfeedback@visalia.city). To contact Mayor Gubler directly, email [warren.gubler@visalia.city](mailto:warren.gubler@visalia.city).

## THE LAW AT WORK

# Regular doesn't necessarily mean simple: Understanding the "regular rate of pay"



It's generally common knowledge that non-exempt employees are entitled to overtime for any hours worked over eight in a day or forty in a week. Overtime is paid out at 1.5 times the employee's regular rate of pay. But what is the "regular rate of pay?" It's not as simple as it sounds.

First off, the regular rate of pay is not the employee's normal hourly wage. The regular rate is the employee's **actual** rate of pay, which includes all hourly earnings, plus other types of compensation – commissions, production bonuses, piece work earnings, as well as the value of meals and lodging. All of the above forms of compensation must be taken into account when determining an employee's regular rate of pay for purposes of overtime.

However, there are certain forms of compensation that are not included in the regular rate of pay. These include: (1) Gifts not related to hours worked, production or efficiency (i.e. birthday or holiday bonuses); (2) hours paid but not worked, such as vacation pay, holiday pay, or sick leave; (3) expense reimbursements; (4) profit-sharing plans, retirement, insurance or other employee benefits; and (5) (ironically) overtime pay.

Furthermore, if an employee's pay is based in whole or in part on bonuses or commissions, employers must calculate the regular rate



**Brett T. Abbott**  
Gubler & Abbott LLP

of pay for each workweek. The employee's overtime rate each week must be based on the regular rate of pay, which would include the bonuses and commissions. Be sure to calculate the regular rate correctly – divide all compensation for week (bonuses, commissions, etc.) by the total number of hours worked. That pay rate is the one that must be used for purposes of overtime.

Employers run the risk of short-changing employees who work overtime when just the employees' normal hourly rate is used to calculate overtime. Failure to accurately calculate an employee's rate of pay when paying overtime can result in some severe penalties from the Labor Commissioner, and possibly a civil lawsuit. And if your company is large enough, perhaps even the dreaded class action. Take the time to make sure your employees' regular rate of pay is correct.

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. Chinowth St., Visalia, CA 93291 ([www.thecalifornialawyers.com](http://www.thecalifornialawyers.com)).

# Central Valley Community Bancorp Expands Board Of Directors With Two New Members

FRESNO, CALIFORNIA...November 20, 2017...The Board of Directors of Central Valley Community Bancorp (Company) (NASDAQ: CVCY), the parent company of Central Valley Community Bank (Bank), is proud to announce the addition of Karen Musson and Robert "Bob" Flautt to Central Valley Community Bancorp's and Central Valley Community Bank's Board of Directors effective December 1, 2017.

"We are honored to welcome Karen and Bob to our experienced Board of Directors. Their financial experience, leadership, business advocacy and community stewardship will enhance the success experienced by Central Valley Community Bank for nearly four decades," said James M. Ford, President and CEO of Central Valley Community Bancorp and Central Valley Community Bank.

Karen Musson leads Gar Tootelian, Inc.'s (GAR) marketing, media and community outreach activities and is the CEO of the Gar & Esther Tootelian Charitable Foundation. GAR is owned and operated by Karen and her family, a company that was established in 1949 by her parents. GAR owns and operates a third generation family farm and agricultural crop care business providing water, nutrition, regulatory and crop care advice to over 1,500 growers in California's Central San Joaquin Valley.

Karen is an active member of various community and philanthropic organizations currently serving on the Board for the Central Valley Community Foundation; on the Board of Directors for Valley PBS; on

the Board for Clovis Community Hospital Development Committee; as Director for the Central California Better Business Bureau, and as Vice-Chair of the Rotary Club of Fresno Foundation, among other notable organizations.

Bob Flautt brings over 40 years of bank leadership to the Board, most recently serving as the President, CEO and Board Member of Folsom Lake Bank, which was acquired by Central Valley Community Bancorp on October 1, 2017. During his tenure, Bob grew Folsom Lake Bank to over \$200 million in assets with three locations after only ten years in operation.

A steward of the community, Bob generously gives his time, talent and treasure to volunteer positions for civic and community nonprofit organizations. He currently serves as the Chairman of the Folsom Tourism and Economic Development Corporation; Chairman of the Folsom Police Foundation; and is an active member of the Rotary Club of Folsom. Bob has also shared his expertise with the banking industry through service to the California Bankers Association for the past five years and he currently is an active member of their Board of Directors.

More information about Central Valley Community Bancorp and Central Valley Community Bank can be found at [www.cvcb.com](http://www.cvcb.com). Also, visit Central Valley Community Bank on Twitter and Facebook.

LEADERSHIP VISALIA

# Back To School Day For Leadership Visalia

By Natalie Bolin  
Tulare County Health and Human Services

On November 2, 2017, Leadership Visalia went back to school! Our day started at the Visalia Unified School District

office where we learned about the fundamentals of Common Core curriculum being taught in grades K-6th. Many of our questions were answered and the District did a great job defining their goals. After setting the foundation for our day at the district office, we loaded-up in a big yellow school bus. Several remarked how close the seats were to one another! I am sure it was a structural change and had nothing to do with adult sized bodies trying to fit into a school bus seat!



The next stop was Green Acres Middle School where we were impressed by the public speaking skills of the Green Acres Middle School leadership class. They treated us as new students arriving at GAMS, and gave us their welcome presentation as they do for all incoming students (6th graders) to prepare them for their next step on their school journey. A discussion about technology in the classroom concluded our class time and we marched off to lunch.

Now, let's talk school lunches. I'm not sure about you, but historically, when someone mentions school lunch it is not something to get excited about! Just as school buses have changed over time, so has the school lunch program. At Green Acres Middle School, gone are the days of begging for a second side of mash potatoes because you were not sure what the second entrée was. Students now have a wide variety of healthy choices to choose from. The consensus of the Leadership Visalia group was that lunch was a bit of a surprise; a good surprise!

Our day ended with a visit to El Diamante High School where we learned about the Linked Learning academy choices being offered at different high school campuses district wide. We also heard from three high school students about the different technologies that are being used on campus and how they are preparing for life after high school. The energy was high on campus as this was the night to determine who would bring home the "saddle".

"Back to School" was a great experience for Leadership Visalia. We gained a greater understanding of Common Core Curriculum and the technological advances in the classroom at every grade level. It was exciting to see the level of learning taking place in the classroom, and the hope we have for our future generations.



Upon arriving at Shannon Ranch Elementary School, we were greeted by two experts in the field of math that gave us a hands-on experience of a lesson being taught in class. Our Leadership Visalia class was divided up and off we went to see firsthand what modern classrooms look and feel like. Watching the students engage and use their problem solving skills was impressive. The next generations coming into our workforce will bring a level of critical thinking that will take our country far. It was also incredible to witness the connection between classmates and teachers. It certainly appears to be true that having positive adult connections (even one) in a child's life can make a lasting impact.



## invites you to attend the December Member Appreciation & Awards Ceremony.

People want to be appreciated, cared for, loved, trusted, and respected. But they also want to be understood, and if you master the skills to achieve that, you truly become exceptional. - Joe Navarro. As the year comes to an end, SHRM of Tulare/Kings County would like to recognize our members for all the hard work and dedication they put into running their workplaces.

Join us for our Member Appreciation luncheon, where we will announce this year's HR Professional of the Year Award as well as the Family Friendly Employer Award. Nominations are being accepted now for the 2017 HR Professional of the Year award. This award will be presented to a Human Resource leader who deserves to be recognized for extraordinary contributions. Entries must be received no later than December 5, 2017 via e-mail to HR Awards@SHRMTulareKings.org.

**Tuesday, December 12, 2017**

11:30 - 1:00 pm  
The Visalia Marriott  
300 S. Court St.

www.shrmtularekings.org

**For questions please contact Ashley Marroquin 559-651-4040 or membership@shrmtularekings.org**

## Employee Training

(continued from page 2)  
The Front Line Supervisor training participants were able to experience real life scenarios and it helped their confidence in dealing with day-to-day operational and personnel issues."

### Soft Skills Developed

The college collaborated with the Visalia Economic Development Corporation, Tulare County Workforce Investment Board (WIB) and City of Visalia to survey businesses to uncover common needs. As a result of this collaboration, the Training Resource Center developed curriculum and piloted Essential Workplace Skills training. As of June 2017, COS is pre-approved to offer various trainings, including Soft Skills, for companies in Tulare County, with the WIB paying all costs.

Employers identified the need for staff to sharpen skills in areas such as communication, teamwork, attitude and problem solving skills, explained Jorge Zegarra, Training Resource Center Director. "In response, we have developed soft skills training for different levels within the organization," said Zegarra. "These trainings will develop more engaged and productive team members."

### Food Safety Training

COS participated in an Industry-Driven Regional Collaborative grant and was one of three colleges in the state to receive special funding to provide Food Safety and Quality Assurance training to the Central Valley food industry.

To enable businesses to meet the requirements of the Food Safety Modernization Act (FSMA), the Training Resource Center offers courses such as Preventive Controls for Human Foods and Produce Safety Rule Grower Training.

### Cost Savings

In 2017, the college obtained Employment Training Panel (ETP) funding to help local employers off-set their training investment and maintain a skilled workplace. Since employers already pay the Employment Training Tax that supports ETP, they are encouraged to take advantage of this training benefit. Funding is based on the number of trainees who successfully complete the training and are retained in well-paying jobs. COS can now make funding available directly to companies to train their employees at a reduced cost or no cost.

In collaboration with multiple businesses and regional organizations, the Training Resource Center continues to gather feedback to refine training offerings. To learn more about how employee training can improve your bottom line, contact us at 559.688.3130 or trainingcenter@cos.edu, or go online to https://www.cos.edu/TrainingCenter.

# Take The Risk, Follow Your Passion, Work Hard

By Jessica Cavale  
Cavale Creative



Being an entrepreneur is always a risk and not for the faint of heart, it is a hard work. However, the benefits of taking those risks far outweigh any of the

(your office space) and space for your personal life (your home).

All entrepreneurs should be very self-motivated, there is no "boss" telling you to be to work on-time, or monitoring what you do and how you do it. Thus, you also need a hefty dose of self-confidence and skill. When you find yourself an entrepreneur, you will also find that you spend much of your time doing other things to properly run a functioning business, other than what your passion may be; you are your own administrative assistant, book keeper, office cleaner, marketer, and IT person.



Starting your own business is exciting, risky, full of freedom, and full of expectation. In this new world you find yourself in, don't be scared of the competitors in your field, rather focus on cultivating a community of people around you, and create a culture of acceptance and healthy connection. Don't be afraid to seek help, advice, and critique. The comparison and isolation that can come so naturally will kill your spirit and your business.

All in all, go for it, take that risk, follow your passion, work hard and with humility, and fully embrace all that being an entrepreneur may have in store for you!

# Small Business Saturday and #GivingTuesday

Shoppers, small businesses, and civic leaders rallied to strengthen their communities. Small Business Saturday is the Saturday after Thanksgiving, the purpose of this day is to help bring more holiday shopping to small businesses. In 2016 there were more than 6,700 neighborhood champions in all 50 states supporting this annual event.

Small business owners have embraced this date and the impact has been felt around the country. Through promotional efforts and customer outreach small business owners generated an estimated \$15.4 billion dollars on Small Business Saturday in 2016. Last year a record number of shoppers (112 million people) came out to shop on Small business Saturday.



Today the idea that started with one company

in 2010 has evolved into a holiday shopping tradition and nationwide movement driven by millions of individuals. And it continues to grow. Giving Tuesday is a global day of giving fueled by the power of social media and collaboration.

Celebrated on the Tuesday following Thanksgiving, and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. One of the best ways to get involved is in your own community. Go to www.givingtuesday.org to find local organizations participating in #GivingTuesday and make a difference in your own community today.



# VIP Job Fair set for Jan. 9

The second Visalia Industrial Park (VIP) Job Fair will be held from 8 a.m. to 11 a.m. on Tuesday, Jan. 9, at Fresno Pacific University, 245 Plaza Drive.

Employers signed on to participate include Hilti, VWR, Fresno Pacific University, Electric Motor Shop, Visalia Ceramic Tile, Seals Construction Jostens and the Visalia Marriott.

This marks the second job fair to be hosted in the Visalia Industrial Park, as a means of increasing awareness of the jobs available and the many employers located in the Park.

"The first VIP Job Fair was pulled together quickly and was very successful, so the Visalia Economic Development Corporation decided to commit to two fairs a year," noted VEDC board chairman Carlos Garcia. "This is one important way we can support the employers who contribute greatly to Visalia's quality of life."

The job fair is open to all VEDC members. For details on membership or the job fair, contact executive director Nancy Lockwood, 733-3737, or nlockwood@thelockwoodagency.net.

## CLIP & SAVE

### CALENDAR - DECEMBER 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6 Travel Presentation City Administration Building, 12:00 pm	7	37th Annual Christmas Tree Auction Visalia Convention Center, 6:00 pm	9
10	11	12 Chamber Government Affairs Committee Meeting Buckman-Mitchell Office, 7:15 am	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	Chamber Office CLOSED for Christmas Holiday					

# Explore the East Coast with Two Tours: America's Heritage and Spotlight on New York City Holiday

The Chamber invites you to come and learn about two group tours "America's Heritage" leaving June 7, 2018 and returning June 16, 2018, and "Spotlight on New York City Holiday" leaving December 10, 2018 and returning December 14, 2018.

On December 6, 2017 at 12:00 pm at the City Administration Building located at 220 N. Santa Fe the Chamber will host a slide show presentation for Spotlight on New York City Holiday, a 5 day tour including 5 meals, roundtrip airfare from Fresno, transportation to the Fresno Airport and accommodations at the Sheraton New York Times Square. The cost of the tour is \$2,999 per person (double occupancy). The New York City getaway is filled with shopping, sightseeing, endless entertainment and holiday cheer.

#### Highlights include:

- Ellen's Stardust Diner
- City tour with stops at the Empire State Building, Chinatown, Central Park St. Paul's Chapel and the 9/11 Memorial and Museum
- Ferry cruise of New York Harbor
- Statue of Liberty
- Ellis Island
- Christmas Spectacular at Radio City Music Hall
- Union Square
- Rockefeller Center
- Times Square
- Broadway Show



On January 17, 2018 at 12:00 pm at the City Administration Building located at 220 N. Santa Fe the Chamber will host a slide show presentation for America's Heritage, a 10 day tour including 15 meals, roundtrip airfare from Fresno, transportation to the Fresno Airport and accommodations in 4 different high end hotels. The cost of the tour is \$3,723 per person (double occupancy). Watch as American history comes to life. Enjoy a guided tour of Washington, DC. Showcasing its numerous monuments and memorials. Experience Civil War history at Gettysburg. Be transported back in time with visits to Mount Vernon, Jamestown and Colonial Williamsburg.

#### Highlights include:

- Boat ride to the foot of Niagara Falls
- Dinner at the historic 1923 Red Coach Inn
- Corning Museum of Glass
- Lancaster's Amish Country with traditional dinner
- Gettysburg National Military Park Museum & Visitors Center
- Arlington National Cemetery and Changing of the Guard
- Capital and Memorial tours
- Jamestown Settlement and Colonial Williamsburg with traditional tavern dinner



In addition to the America's Heritage presentation on December 6th, there will also be a slide show presentation featuring "South Pacific Wonders" at the same time. South Pacific Wonders is a 15 day tour including 20 meals, roundtrip airfare from Fresno, transportation to the Fresno Airport and accommodations in 4 different high end hotels. The cost of the tour is \$6,399 per person (double occupancy).

For more information about the Chamber travel program go to [www.visaliachamber.org/travel](http://www.visaliachamber.org/travel).

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