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Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE



UPCOMING EVENTS

- APRIL 30:**
Candidates Forum
Time: 6:30 pm
Location: Tulare County Office of Education, 6200 S. Mooney
- MAY 1:**
Travel Presentation - China
Time: 6:00 pm
Location: Wyndham Hotel
- MAY 8:**
Government Affairs Committee
Time: 7:00 am
Location: Buckman-Mitchell Office
- MAY 9:**
Emerge Class - Sales Training
Time: 6:00 pm
Location: College of Sequoias
Registration Required
- MAY 10:**
YPN Monthly Meet-Up
Time: 5:30 pm to 7:30 pm
Location: BarrelHouse Brewing Co.
- MAY 17:**
Non-Profit Workshop
Time: 9:00 am
Location: Fresno Pacific University (Visalia)
- MAY 24:**
Visalia Chamber Ambassador Breakfast
Time: 8:00 am
- MAY 24:**
YPN Networking Mixer
Time: 5:30 pm to 7:30 pm
Location: Historic Seven Sycamores
RSVP Requested

Jack in the Box: Making Busy Lives Better One SMILE At A Time

When you think of Jack in the Box what is one of the first images that comes to mind? Is it Jack and his big red smile? As it turns out, that big red smile is not just important to Jack, it is an important feature for all Jack in the Box restaurants around the U.S. Here in Tulare, Kings, and Fresno Counties the people responsible for making sure that every customer is greeted with a smile is VTP Enterprises located in Farmersville. VTP Enterprises is a franchisee of Jack in the Box. With 15 restaurants located locally, VTP Enterprises/Jack in the Box employs about 500 people. Jobs at Jack in the Box include, maintenance, guest services, food preparation, assistant managers, restaurant managers, HR and many other support jobs. Every job at Jack in the Box is important to ensuring the customers leave the restaurant happy.

Randy Robertson and Patrice Roux are two of the partners at VTP enterprises. Both partners live in Visalia and are committed to making sure that Jack in the Box provides great service to the community and great service at the restaurants. "The mission of Jack in the Box is to make busy lives better and to do it with a SMILE" according to Roux. When someone comes to work for Jack in the Box, one of the first things that they learn is what SMILE stands for.

- "S" Serve with pride
- "M" Make people feel part of our family
- "I" Integrity above all
- "L" Lift each other up
- "E" Embrace change

The SMILE motto is not just used within the Jack in the Box restaurants. Randy noted "It is important to all of the partners at VTP Enterprises that every one of our Jack in the Box restaurants gives back to the community, we are particularly passionate about working with local educators to provide programs that encourage students to work hard in school." Currently there are three different programs offered by Jack in the Box to local schools. The first program

is a student and teacher recognition program. Jack in the Box provides certificates and coupons for teachers to hand out each week to students who they want to recognize for their hard work. They also provide an award to the principle each week that they can give to an outstanding teacher. This program was just launched for the 2017-2018 school year. The goal of this program is to encourage students to work hard in the classroom at all grade levels. So far 85 schools have taken advantage of this program and Jack in the Box



hopes to expand to even more schools in the area.

The second education focused program is a scholarship program. Each of the 15 local Jack in the Box restaurants have adopted a nearby high school and is committed to providing a \$1,000.00 scholarship for one student from that school. Additionally the restaurant works with the local community to raise additional funds to be added to the scholarship. This allows the community an opportunity to get involved and make a difference for a student from their neighborhood. The goal for this program is to expand to the 10 restaurants the partnership operates in Kern County in the coming years. Lastly Jack in the Box offers a fundraising program. This program focuses on schools, but can be used by non-profits, churches and other organizations looking to raise money. The fundraiser is a coupon book with more than \$60.00 in savings. Each book sells for \$5.00, and the school or organization keeps 80% of the proceeds. "We know that schools in particular are always looking for new ways to raise money to provide opportunities and materials for local students.

We strongly believe in supporting local educators in the areas we serve and want to help in any way we can." These three programs are Jack in the Box's way of giving back and applying their SMILE motto within the community. In addition to the educational programs, Jack in the Box routinely sponsors local sports teams including schools and the Visalia Rawhide.

"It is important for our company to be seen as a partner in the community. We want people to know that Jack in the Box is not just a fast food restaurant, we are committed to making our community better, one smile at a time." noted Laura

Martinez, Marketing Manager for VTP Enterprises. For more information about any of the Jack in the Box programs please reach out to Laura at 559-625-4887.

The Chamber would like to thank Jack in the Box and VTP Enterprises for being such a great community partner. The work being done to support students, teachers, and schools is an important contribution to Visalia and the surrounding communities.



PRESIDENT'S CORNER

Be Patient and Try Looking From a Different Perspective

My grandmother used to have an abstract picture on her credenza that I loved. Maybe loved is too strong of a word. I found it curious most days; if I'm honest, I found it frustrating more often than not. The black and white picture reminded me of an ink spot. My grandma would proudly pick up the 8x10 picture and declare she saw God. I'd squint my eyes and scrunch my nose but I just couldn't see how these ink spots made a picture of God. I'd get frustrated and move on to something else. She'd sigh, remind me to be patient and try looking at it from a different point of view.

The Visalia Chamber of Commerce's Government Affairs Committee (GAC) is a platform for members to engage on public policy issues facing local business. It's the place where the Chamber first considers whether to engage in supporting, opposing or encouraging local ordinances, ballot measures, and state assembly and senate bills. The GAC Committee is the first to push for business friendly policies that make Visalia a better place to live and work. Through this committee, the Chamber pushed the development of the microbrewery overlay district, food vending (truck) districts and helped shape the sign ordinance. Recently they recommended to the Chamber Board of Directors to support the Water Supply and Water Quality Bond Act of 2018, oppose California State Assembly Bill 3232 which would



Gail Zurek
Visalia Chamber
President & CEO

mandate the electrification of California buildings, and to support the Property Tax Fairness Initiative. The Chamber Board voted to support GAC's recommendations.

William Martin is the Chairperson of GAC and a naturally curious fella. You may know William through his company Martin and Martin Properties, his involvement in County Center Rotary or through his vigorous support of local theater, especially at the Ice House. Watching William chair GAC meetings has reinforced the lesson my grandmother tried to teach me decades earlier. When there is frustration, be patient and try looking at things from different angles. As issues come before GAC, William often plays

"devil's advocate" or requests opposing views be present as we consider an issue. There have been multiple times this exercise changed the decision of the group and it always made us more informed.

As we enter a political season, my grandma's lesson from years ago applies now more than ever. I encourage you to approach issues and candidates with education and with as many perspectives as you can gather. These are important decisions we face and we need your input. If you would like more information about attending GAC, please contact the Chamber.



VISALIA CHAMBER OF COMMERCE

- Romantic Rhine River Cruise during Oktoberfest:**
September 27-October 7, 2018
- Islands of New England**
October 19-26, 2018
- New York City Holiday**
December 10-14, 2018
- Peru: Ancient Land of Mysteries**
March 23-April 1, 2019
- China**
April 5-13, 2019
*Slideshow presentation, May 1, 2018, 6:00 pm, Wyndham Hotel
- Cherry Blossom in Japan**
April 6-16, 2019
- Alaska the Great Land**
June 19-27, 2019

Continued on Page 6

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

ADDRESS SERVICE REQUESTED

VISALIA CHAMBER OF COMMERCE MISSION ICONS



Catalyst for Change



Community Convener



Champion for Business

Visalia Firm Recognized With National All-Star Award

The Lockwood Agency has been named a 2017 All-Star Award winner by Constant Contact, an email marketing resource.

The award recognizes the most successful 10 percent of Constant Contact's customers, based on their significant achievements using email marketing to engage their audiences. The criteria include open, bounce and click-through rates, use of mailing list sign-up tools and social sharing features.

Lauri Aguilar, digital marketing manager for The Lockwood Agency, handles social media for the firm's clients, which include education, health care, economic development and more.

"We are pleased to be presented with this award, which considers use of email marketing by small firms across the nation," noted Nancy Lockwood, owner of The Lockwood Agency. "Lauri has done a great job of helping our clients meet their communications goals through the use of email marketing."

The Lockwood Agency provides digital and print advertising, media relations, event management and web site creation, in addition to social media and email marketing. For information, contact Nancy Lockwood at 733-3737 or via email, nlockwood@thelockwoodagency.net.



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Family Builders Foster Care
6500 S. Mooney Blvd Suite B • Visalia • 559-685-1200



Ribbon Cutting

Mitchell Insurance
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The Visalia Chamber Is Recruiting Participants for the 2018-2019 Leadership Visalia Class

Applications are now being accepted for the 2018-2019 Leadership Visalia class, the Central Valley's premier leadership development course since 1986. Leadership Visalia is a flagship program of the Visalia Chamber of Commerce, focused on developing effective leaders by refining their leadership styles, meeting and making connections with leaders in the community, and discovering opportunities for community engagement and involvement.

Leadership Visalia is a 9-month professional development program designed to help current and developing leaders in business and community organizations expand their leadership skills, community knowledge, and professional networks. Class members explore topics including leadership styles, state and local politics, quality of life, education, water, and regional planning. To date, more than 450 graduates have completed the intense program and realized their true leadership abilities and talent. Leadership Visalia alumni have utilized their skills in the local business arena, elected office, local non-profit boards of directors, community commissions, committees and more.

"Leadership Visalia participants can expect to gain leadership skills, knowledge of the local community, as well as self-esteem that will enhance their effectiveness both personally and professionally. As business success becomes more elusive, these are exactly the skills and experiences businesses need in their current and future leaders," noted Gail Zurek, President/CEO of the Visalia Chamber of Commerce. Applications for the 2018-2019 Leadership Visalia program are due by July 31, 2018.

For more information, or to obtain an application visit www.visaliachamber.org, or contact Dante Rosh, dante@visaliachamber.org.

A Garden Party Fundraising Banquet

St. Anthony's Retreat and Santa Teresita Youth Conference Center seeks to raise \$35,000 in scholarship funds to be used over the next twelve months at both STAR and STYCC for people in need of financial assistance, benefitting people of all ages especially those with disabilities, seniors, fixed incomes, or youth whose families lack the financial means to send them to retreat or summer camp.

Last year alone the Youth Center Camps served over 8,000 students from the Central California region.

The fundraising Banquet is on Saturday, May 19th. This year's event is a Garden Party that will be located at the property St. Anthony's in Three Rivers.

A 5 O'clock Social with tasty appetizers kicks off the event and a catered Dinner will be served around 6 O'clock by Kathy Cretol from Bakersfield who is known for her culinary delights. During the Social enjoy the Keyboard sounds of Andy Snodgrass.

The event will include a Live and Silent Auction, Wine and Craft Brew Tasting and entertainment by Trinitas

Tickets are only \$50 each. Seating is limited. You may also choose to sponsor one of our many other programs by contributing directly to the Retreat Centers.

Visit our website at www.stanthonyretreat.org or call 559-561-4595 for more information or to make reservations.



About this publication ...

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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.

- **AMPLIFY INC.**
(559) 786-6053
Marketing & Communications
- **CAL-VALLEY INSURANCE SERVICES**
(559) 225-1300
Insurance
- **CENTRAL CALIFORNIA PRIVATE SECURITY**
(559) 284-6373
Security Services
- **FRESNO YOSEMITE INTERNATIONAL AIRPORT**
(559) 621-4500
Travel & Tourism
- **GROSS & STEVENS INC.**
(559) 734-4649
Automotive Service, Repairs & Parts
- **SEARS**
(559) 636-4200
Department Stores, Sporting Goods
- **SLEEP NUMBER**
(559) 733-3984
Furniture Stores

- **SUNMED HEALTH & WEIGHT MANAGEMENT**
(559) 205-2585
Medical Centers, Clinics & Hospitals
- **THE HOUSE AT CROSSCITY**
(559) 802-3667
Religious

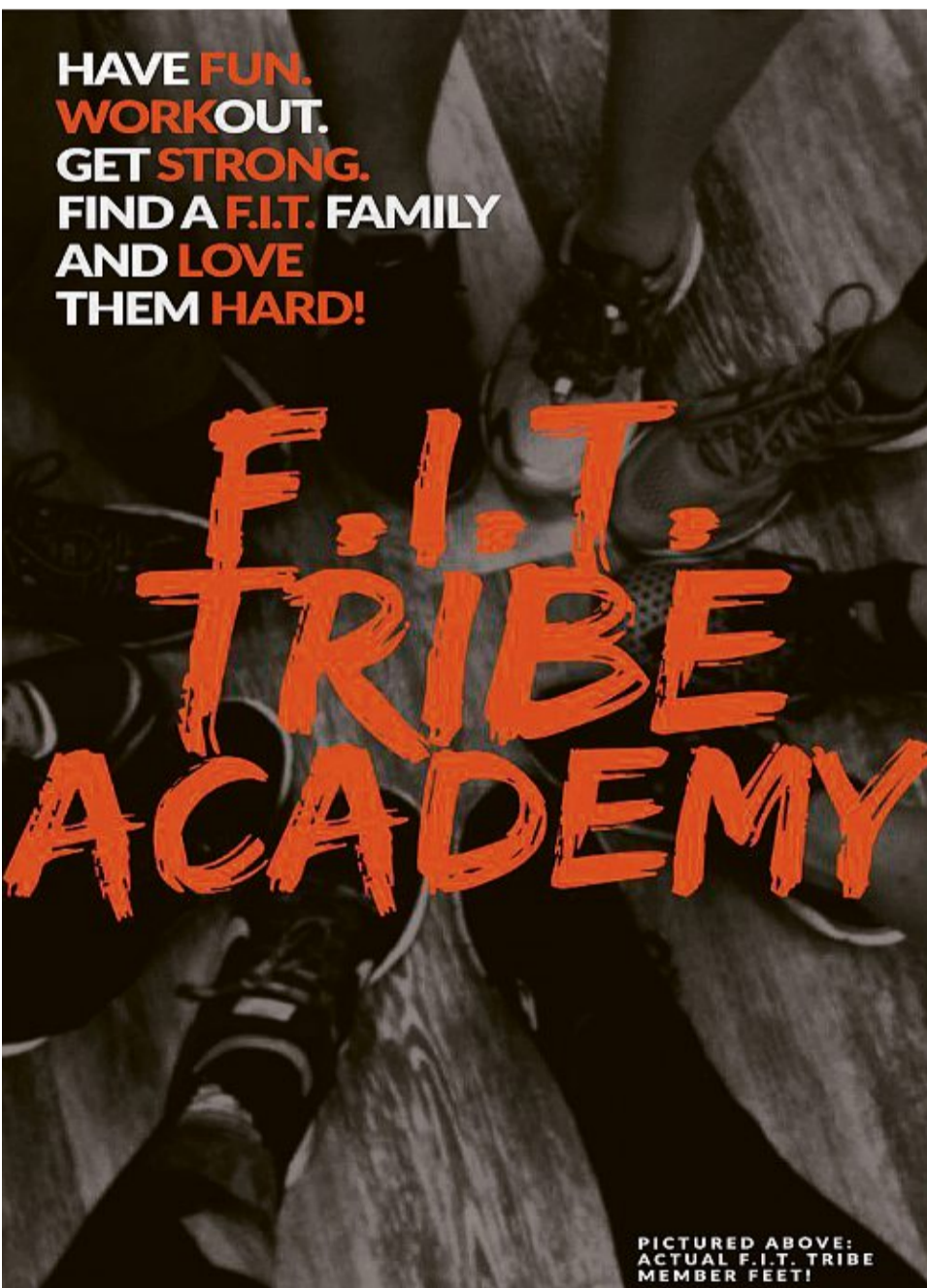
Renewing

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

- Assistance Service Dog Educational Center
- Best Buy Market*
- Bryson Cancer Care, Inc.*
- Carroll's Tire Warehouse*
- Companion Animal Medical Center
- Del Taco - MoPage Food Management Inc.*
- EDIS
- F.I.T. Tribe Academy
- Four Seasons Handy Market*
- Front Gate Properties
- Galante Bros Enterprises

- Haulaway Storage Containers
- Holiday Inn Express & Suites*
- La Quinta Inn*
- The Orosco Group*
- Owens Valley Career Development Center
- The Planing Mill Artisan Pizzeria
- PrideStaff Inc.*
- Quail Park On Cypress
- Read for Life*
- Roller Towne
- San Joaquin Valley Homes
- Seals Construction
- Staples*
- Valley Yellow Pages
- Visalia Cryo
- Visalia Farmers Market Association
- Will Tiesiera Ford Mercury

*Indicates membership in the Visalia Chamber 110% Club.



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WORKOUT.
GET STRONG.
FIND A F.I.T. FAMILY
AND LOVE
THEM HARD!**

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CELEBRATING 65 YEARS

ANNUAL AWARDS

JUNE 14 2018
6:00PM | VISALIA CONVENTION CENTER

\$75 PER TICKET

CALL THE CHAMBER OFFICE FOR SPONSORSHIP OPTIONS OR TICKET INFORMATION
559-734-5876 OR WWW.VISALIACHAMBER.ORG

For the second time, **Manuel Hernandez Elementary School** has been recognized as a Distinguished School by the California Department of Education. It is the only elementary school in Tulare County to receive the recognition this year, which is based upon a school's academic achievement and documentation of how that achievement was accomplished.



Congratulations to the **Electric Motor Shop Sales Team** for their recognition as an ABB Top Distributor and Million Dollar Sales Club.



Read for Life said thank you Veva Blunt Shelter Buddies for your patience and excellent listening skills during today's orientation at the Visalia Animal Care Center! Sadie gives you all a big "paws up." Looking forward to helping you and Houston third-graders improve your ability to read aloud and help your new four-legged friends find their forever homes!

Rainmaker Productions has a busy start to the summer at our own downtown Fox Theatre: Jethro Tull - June 5 (50th Anniversary Tour with over 900 tickets sold already). Comedian Brian Regan is making his 4th Visalia appearance on June 10. Grammy-award winner, LeAnn Rimes, on June 22. Tickets available at the Fox or rainmakerpro.net

The **Business Journal** brought home two first-place awards and three finalist nods from the California News Publishers Association statewide journalism awards program this weekend.

The California Journalism Awards recognizes exceptional work from Golden State newspapers in various circulation categories.

A heartfelt thank you to the Central California Women's Conference for their \$1,000 grant to **CASA of Tulare County**. Since its founding in 1988 by the late State Senator Ken L. Maddy of Fresno, the Central California Women's Conference has donated more than \$1,000,000 to 501(c)(3) nonprofit organizations that support women and children. Now in its 31st year, CCWC hosts an annual day-long forum designed to educate, motivate and inspire women to excel in their professional and personal lives. **CASA of Tulare County** appreciates your support!

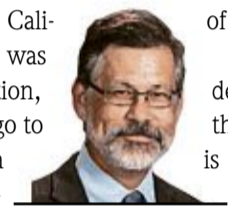
Happy Trails is proud to announce our very own Program Director and Lead Instructor, Lisa Cotta-Meek, has been awarded PATH International Region 11 Instructor of the Year. As an international voice in the equine assisted activities and therapy industry, PATH International, has the pleasure and honor to recognize individuals and equines that symbolize the celebration of ability, optimism, diversity and a shared love of equines. Lisa has been with Happy Trails 23 years. Congratulations!



VISALIA UNIFIED SCHOOL DISTRICT Eligible or Ready?



Prior to the development of the California School Dashboard, our focus was primarily on getting kids to graduation, ensuring that those who wanted to go to college met all the entrance criteria



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

for the school of their choice, and helping all other students have some chance of landing a job. Typically, this meant meeting all the local graduation requirements plus some additional coursework and activities that would round out a college application or provide some marketable technical skill.

But, as many other things have changed in education within the past few years, this focus has expanded: schools are expected to graduate students who are college and career ready. This is defined as ready for entry to college without remediation and also ready to enter the workforce in a position that offers the opportunity for advancement. There are two key elements in play here: First, graduates are expected to be college and career ready—not one or the other. Gone are the days when some kids were expected to go to college and others to work with their hands as a default. Second, graduates are expected to be college and career ready—not just eligible.

There is a great difference between being eligible and being ready for something. Being eligible means that all requisite criteria have been met and there is nothing that prevents someone from proceeding, while being ready means having all criteria met and also the ability to be successful in a particular endeavor. This is a critical distinction that expands the focus of our work from academic achievement alone to a much broader approach—an approach that reflects many

of the things evolving in the field of education. With regard to academics, it is not only important that students be able to find the correct solution, but also important that they be able to understand and explain why that answer is correct. Teachers must be flexible in allowing students to come to a solution from many perspectives, for very often there is more than one way to get to the correct answer. Knowing the correct answer is evidence that one is eligible; having the ability to adapt knowledge to a new situation is evidence that one is ready.

Our desire to help students be ready expands our approach to academic learning. It means that a student must be taught to work cooperatively with others, communicate effectively, engage in critical thinking, address problems creatively, and have a sense for his or her membership in the community. These qualities are also enhanced by our deeper approach to social and emotional skill development. Teaching kids how to approach challenges and failure in a positive way is important. Teaching kids how to set and achieve goals, feel and show empathy, establish and maintain relationships, make good decisions and understand and manage emotions is also important in that these skills help them work through the challenges of life beyond public school.

Our mission is to provide our students with an education that affords them limitless opportunity for the future. This is how we say college and career ready in Visalia Unified, and we are working hard to make sure that each of our graduates is not just eligible but ready to meet those challenges as they take their first steps into adult life.

Visalia Chamber of Commerce Announces 2018 Annual Award Business Finalists

2018 marks the 65th year that the Visalia Chamber of Commerce will honor those businesses and individuals who consistently go above and beyond to support our community. This year, dozens of businesses and individuals have been nominated by the community for these prestigious awards. The business categories include; Small, Medium, Large Business of the Year and Non-Profit of the Year. The 2018 finalists are:

- Small Business Nominees**
2Market Visuals – Gross & Stevens Inc. – Momentum Broadcasting
Stor It – Zeeb Commercial Real Estate
- Medium Business Nominees**
4 Creeks – Best Buy Market – Park Visalia Assisted Living
- Large Business Nominees**
Rabobank – Tucoemas Federal Credit Union – VF Outdoor – VWR
- Non-Profit of the Year Nominees**
Able Industries – CSET
Habitat for Humanity of Tulare/Kings Counties
Happy Trails Riding Academy – ProYouth

Winners will be announced at the 65th Annual Awards Celebration presented by the Visalia Chamber of Commerce on June 14, 2018 at the Visalia Convention Center. Hors d'oeuvres and cocktails begin at 6:00 p.m. followed by a formal dinner at 7:00 p.m. with the program beginning at 7:30 p.m.

Annual Awards Chairman, Karen Gross remarked, "Our committee has a daunting task ahead of us. Choosing one winner from each category is going to be difficult as there are many nominees that are deserving and contribute to our community in so many ways." Tickets for the Annual Awards Celebration are \$75 or you may reserve a table for \$600. Tickets may be purchased online at www.visaliachamber.org/awards or by calling the Chamber at (559) 734-5876.

For more information about the Annual Awards Celebration go to www.visaliachamber.org/awards.



St. Jude Radiothon Fundraiser Generates \$183,000 for Cause

Momentum Broadcasting announced today that radio stations KJUG 106.7 Country and KIOO 99.7 Classic Rock held their March 21-22 St. Jude Radiothon and between them raised \$183,200 for the world renown children's hospital and research organization. The St. Jude Children's Hospital offers no charge state of the art cancer treatments to patients, and its cancer research arm provides protocols it has developed in the treatment of its patients to other treatment centers around the country and around the world, also at no cost.

General Manager Bill Lynch commented, "We are absolutely thrilled with the way our local communities have embraced the St. Jude mission of treating childhood cancers, helping those in need without expense. Children from our local cities and towns have been to St. Jude Children's Research Hospital to be treated, and many have been cured. We are so grateful to everyone who gave, and our many wonderful sponsors who made the two day broadcast possible. This year's contributions represent the high water mark in our fundraiser, and I'm very proud of our organization for making this happen".



Momentum Broadcasting is a wholly owned subsidiary of Groppetti Automotive Family. It is a local company consisting of radio stations KJUG, KIOO, KCRZ and KVMI. The broadcast group is well known in the Visalia, Tulare, Hanford, and Porterville areas for its commitment to community charitable causes and events.

If you would like more information about this incredible event, please contact Bill Lynch at 559.553.1509 or email at blynch@momentumbroadcasting.com.



99.7 Classic Rock Radiothon hosts Jeff Blazy, April Skye, and Jim Hudson.

AMBASSADOR SPOTLIGHT

Lori Buchter



Buchter

Lori Buchter is the Human Resources Director for Visalia First Assembly, she has been working at the church for 19 years.

What are some of the ways you'd recommend getting involved with the Chamber? Develop and foster the desire to support and give back our local Chamber by assisting them in hospitality, attending events, recruiting other local business, volunteering or in any way your business can.

What has Chamber Membership meant for your company? Visalia First's membership strengthens our tie to the community and extends the hand of support to other local businesses and individuals.

The best part of Visalia is...? The evolving of our diverse culture and the friendliness of the people, Downtown Visalia (the Carmel of the Central Valley), and restaurants and eateries.

What is your favorite local charity/non-profit? Walk to End Alzheimer's Visalia Chapter – I became involved eight years ago and have been walking with the Visalia chapter for three years. This year I am serving on the committee under some very passionate and great local leaders. It is heartwarming to see our local chapter grow, raise money, and bring awareness to a disease that cannot be cured and affects so many. visaliawalk@alz.org.

<p>Take Advantage of Exclusive Scholarships Brandman offers multiple scholarships to Visalia Chamber members. Find a program and scholarship that fits into your career goals. Learn more about the degree, credential, certificate and professional development options that are available to you. Ask about scholarships available to you as an employee through the Premier Partnership with Brandman University.</p>	<p>Advertising Discounts Promote your business through the Visalia Times Delta. Visalia Chamber Members can purchase advertising space in the Business Update Newsletter at a discounted rate.</p>	<p>Business Supply Discount Take advantage of significant savings of up to 60% off a list of 195 most commonly purchased items. Most other items are discounted at least 5% over everyday low web price.</p>	
<p>Become a Member and Have Your Membership Fee Waived Become a Tucoemas Federal Credit Union Member. As a Visalia Chamber member the \$5.00 membership fee will be waived.</p>	<p>Website Discount Visalia Chamber members receive \$500 off of the pro-website package and \$200 off the basic website package. Chamber members can also receive \$500 off of e-commerce sites.</p>		
<p>Membership Discount Visalia Chamber members receive 10% discount on F.I.T. Tribe Academy Membership.</p>			

Happy Trails Riding Academy Will Host its Annual "Night at the Races" on May 18

As Happy Trails Riding Academy begins their 33rd year of providing Equine Assisted Activities and Therapy to children and adults with disabilities, we are gearing up for our 23rd Annual Spring Event – "Night at the Races" to be held at the Visalia Convention Center on Friday, May 18, 2018. The format of the event will again include "wagers" being placed on horse races and winning tickets collected with each race producing a random winner with a valuable prize. Returning this year is the opportunity for each sponsor to name their own horse and a "Derby Hat" contest.

Tickets will be \$50 per person, or a reserved table of eight for \$400. To reserve your tickets or inquire about sponsorships opportunities, contact Leslie Gardner at 559-688-8685.

Happy Trails Riding Academy is a non-profit program that enriches the lives of children and adults with physical, mental and emotional disabilities through therapeutic horsemanship, providing a unique opportunity for self-improvement and independence while offering a challenging alternative to traditional therapy.

For more information on Happy Trails Riding Academy please contact us at 559-688-8685.



VMC Physician Leads Successful Diabetes Pilot Program

Monica Manga, MD, FACP, an internal medicine physician at Visalia Medical Clinic, recently served as medical director of a pilot program for



Manga

high-risk diabetes care that resulted in improved patient health and cost savings.

Tulare County has the highest prevalence of type 2 diabetes in the state at 13.2%, which is nearly twice the statewide average of 6.9%. The pilot program, in collaboration with the Kaweah Delta Chronic Disease Management Center, focused on residents with type 2 diabetes who met certain criteria, such as chronically high blood sugar, high usage of the emergency room and hospital, high pharmacy costs, gaps in care, and self-identified poor health.

Patients benefitted from access to a multi-disciplinary team, which included doctors, nurse practitioners, clinical pharmacists, nurses, dietitians, and certified diabetes educators. Each patient was assigned a community health worker who made home visits and consistently checked in with patients regarding their health care plan, medication list, blood glucose logs, lab orders and medical appointments.

The result was a 100 percent achievement in blood sugar control goals within the program's 21 graduates, who also reported a higher perception of their own health. Medical expenses incurred by the patients dropped by \$85,570, among other benefits.

The program continues through the Chronic Disease Management Center for patients who meet the criteria. For information, call the center at 624-4080.

LPL Financial Welcomes Janette Korsgaden, Client Service Associate

Client Service Associate, Janette, Korsgaden has joined LPL Financial located in Visalia. The addition of Janette will help us to expand the range and depth of services we can provide to deliver personalized, objective financial guidance to our clients.

"We are pleased to welcome Janette to our team," said Trish Arnold, Financial Advisor. "I believe her commitment to offering personal service and trusted guidance aligns with our firm's values and vision to put our clients' best interests first." Janette brings over 20 years of financial and insurance services experience to LPL Financial.

LPL, a leader in the financial advice market and provides resources, tools, and technology that enable advisors in the delivery of personal objective financial advice.

HEALTHCARE NOTE

Family HealthCare Network Expands mHealth Tools to Reach Out and Engage Patients



Technology has become an ever expanding part of our everyday lives. Many of us can't go a day without our cellphone, laptop, or other



Kerry Hydash
CEO
Family HealthCare Network

mobile device. The health care industry is no different. The health care industry is leveraging the use of technology to empower patients and to offer convenient methods for patients to engage with their health care providers

Since 2010, Family HealthCare Network (FHCN) has offered a patient portal to its patients. The patient portal is a website that is connected to the electronic health record, centrally focused on the patient's convenient access to their health data. The secure tool offers patients access to various data points such as lab results, provider notes, their health histories, immunizations, etc. Nearly 98,000 patients of FHCN are enrolled in our patient portal. Last year we had the opportunity to revamp our patient portal to allow users to make appointments, pay bills, request medications, and send providers direct messages. We have also recently upgraded the patient portal to be fully accessible in Spanish.

These tools are not just for the desktop computer anymore, as patient portals are being leveraged for mobile use, and patients are

responding. The use of mHealth or mobile health options is growing in popularity. According to the Health Information and Management Systems Society, 58% of health care professionals connect with their patient via mobile optimized patient portals.

This year we are proud to bring that same accessibility to our patient's mobile devices through three great applications. Healow, Healow Mom, and Healow Kids are now live and fully operational. Healow allows patients to check their records, appointments, prescriptions, and send/receive messages from an application. Healow Mom gives new moms weekly educational materials, tracks their appointments, and publishes health information. Healow Kids allows parents to track their child's health records, appointments, prescriptions, and age specific education materials. All of these applications (apps) can be found through the Apple or Google play store. The addition of the Healow apps gives our patients access to data in seconds.

Family HealthCare Network is committed to continuing to expand the ways we can best address our communities' health care needs. The expansion of our patient portal and new mHealth options helps to further support our efforts to communicate with and educate our patients beyond our four walls.

CITY UPDATE

Visalia Senior Games Prove Winning Never Gets Old

Thanks to the support of community members, organizations and businesses throughout Visalia, our 2018 Senior Games were a success. The numbers are in, and 520 participants from throughout California called Visalia home for a few days and proved that "Winning never gets old."

Breaking new ground, Visalia was the first to hold senior games in California's Central Valley when we launched in 2015. In fact, Visalia holds the distinction of being the first Games of the calendar year, as we hold them in March. Created under the umbrella of the California Senior Games Association (CSGA), the Games promote healthy, active lifestyles for adults ages 50 and better and is recognized by the National Senior Games Association.

The Games brings participants from throughout the western United States, with the majority of our participants, 390 to be exact, coming from the region outside of Visalia, between Madera and Bakersfield. The economic boost that the Games provides is shown in the hotel



Warren Gubler
Mayor, City of Visalia

rooms they stayed at, the dining they did and the shopping and entertainment they took in while visiting.

From participant surveys, we learned that 87% of athletes will return for the 2019 Visalia Senior Games. With a growing number of athletes every year, and the addition of new events like a cycling time trial event, 2019 looks to be our biggest year yet. With plenty of time to get involved, now is the time to join the fun and look at how you can support the Games.

I invite everyone to mark their calendars for the week-ends of March 23rd and 24th, and March 30th and 31st, it won't be too long before we start gearing up for the next Games. For details on how you can support the 2019 Visalia Senior Games, contact Visalia Parks & Recreation Director Jeannie Greenwood at 713-4365.

To contact Mayor Gubler directly, email warren.gubler@visalia.city.

THE LAW AT WORK

Wrongful Termination – Even If They Quit



Few things strike fear into the heart of employers like a wrongful termination lawsuit. It is worth noting that the second word in that combination – "termination" – isn't as simple as it seems. Can an employee bring a wrongful termination lawsuit against an employer when the employee has resigned? The answer is yes, under a legal doctrine called constructive termination.

Constructive termination covers situations where, rather than terminating an employee, the employer makes working conditions so intolerable that the employee has no choice but to resign. An employee can also bring a constructive termination lawsuit when the employee is faced with the supposed choice of resigning or being fired.

Fortunately for employers, the standard is quite high for employees to bring constructive termination claims. To sustain a constructive termination claim, an employee must show that the working conditions that caused him or her to resign were sufficiently extraordinary and egregious that a reasonable person would be compelled to resign (Gibson v. Aro Corporation (1995) 32 Cal.App. 4th 1628.) In addition, an employee must also notify the employer of these conditions prior to resigning. In determining what constitutes "intolerable working conditions," courts have held that things like extra-aggressive compensation negotiations or demotions, even if accompanied by a reduction in pay, do not trigger constructive



Brett T. Abbott
Gubler & Abbott LLP

termination claims.

Among the best defenses against a constructive termination claim is an effective open-door policy, where employees are free to discuss concerns with supervisors, before things get so intolerable that the employee feels that they have no choice but to resign. On the contrary, the perfect storm for a constructive termination case would be a scenario where an employee makes complaints on an ongoing basis, yet nothing is done or the complaints are minimized. In such situations, an employee could argue that the employee did all he or she could, notifying the employer of the problems, yet the employer did nothing.

The argument follows that no employee should have to work in an environment where his or her concerns are ignored, and thus even if the employee resigns, he or she could argue that the company is liable for constructive termination.

In conclusion, be aware of the constructive termination lawsuit, and take whatever steps are necessary to ensure that employees have a means to discuss their workplace concerns.

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 (brett@thecalifornialawyers.com). For specific employment law advice or other legal assistance, contact Gubler & Abbott (559) 625-9600, 1110 N. Chinowth St., Visalia, CA 93291 (www.thecalifornialawyers.com)

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Contact information:
Jesse Farias, Undergraduate Recruitment Counselor
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Redwood Class of '67 Project

The purpose of this letter is to advise you of the Class of '67's project to replace the current plaque to memorialize Redwood High School (RHS) Veterans killed in the Vietnam War. It is located in the courtyard on the south wall of the Administration Building of RHS.

We have received approval from the Visalia Board of Trustees, Visalia Unified School District to replace the existing plaque because it is sadly incomplete and unfortunately inaccurate. Specifically; the following names of RHS Classmates Sherman Duane Bradford, Class of '67; Steven Wayne Maness, Class of '68; and Floyd Daniel Wimer, Class of '68 need to be added. Additionally; records show one name, James Keller, was wrongfully placed and should be removed. In addition three of the existing names are incorrectly spelled. We must properly honor those who have given their last measure of devotion to our country.

The plaque will be a gift of "Class of 1967." All financial obligations are being met through our classmate's donations. We are planning a dedication to be held at the L.J. Williams Auditorium during Veteran's Day weekend on Friday evening, November 9, 2018. Doors will open at 5:00 with the program beginning at 5:30. The dedication will be part of a tribute to all of our Veterans from Redwood High School. If you have questions please contact Kate Maddox by phone at 559.734.4976 or the undersigned at H 916.987.8555, M 916.849.5350 or email mooravn@aol.com. Thank you for supporting our project and we hope to see you at the dedication, attendance is free.

LEADERSHIP VISALIA

Leadership Visalia Learns the Importance of Agriculture



By Dustin Hall
Visalia Fire Department, Leadership Visalia Participant

On April 6, 2018, Leadership Visalia, led by Christin Hastings (CASA) and Marina Rojas (Spirit 88.9), experienced first-hand what makes California and specifically Tulare County, the bread basket of the world. The theme for the day was "A day in the Life of an Orange".

The day started with three morning speakers who established the foundation for the day. Kevin McCusker, Cal Water began by educating everyone on how Tulare County is unique in that the demand for water continues to increase from two distinct sources: agriculture and increased population. The challenge is to ensure that there is enough surface, as well as underground water available for both. Marilyn Wright, Tulare County Agriculture Commissioner/Sealer spoke about how important the Central Valley is for the world's food supply. Tulare County farmers produce staggering numbers associated with dairy, beef, tree fruits, nuts, vegetables, and field crops. Tulare County's top five products are as follows: milk - \$1.6 billion, Oranges (Navels & Valencias) \$838.6 million, Cattles & Calves - \$660.4 million, grapes - \$600.2 million, and Tangerines (fresh) \$343.4 million. The final speaker was a fourth generation farmer, JR Shannon, CRS Farms. JR explained what it is like to be a farmer in this region; the good, the bad, and water. JR shared that through all of the challenges, water is one of the most difficult and critical. Additionally, the need to remain vigilant and diversified in what is produced, as a means to weather the more difficult times, is an important aspect to survivability. The group take-away for the morning was an optimistic one, one where agriculture will remain vital for the region and the state.

The class traveled to Exeter to tour Sunkist's Exeter/Ivanhoe Citrus Association's packing house. Mike Hulse, Controller for the Exeter/Ivanhoe Citrus Association, gave a tour of how of an orange comes



into the packing house, is cleaned, waxed, sorted, packaged, and prepared for markets all over the world. It was amazing to see how automation has become so prevalent in agriculture.

The class made their way to McKellar Family Farms where lunch was served and a little agritourism was experienced. "Farmer Bob" (aka Bob McKeller), whose family has owned and operated the citrus farm for 90 years, talked with the group about diversification not only in the citrus types that are grown on the farm, but also stepping out into tourism built around agriculture. The idea surrounds the fact that a majority of the population of the world does not get to experience what we take for granted. McKellar Family Farms is visited by people from all over the world and they take an informational wagon tour where the rider experiences first-hand what it takes to grow citrus. The final experience on the McKellar Farm was actually getting to pick our own bag of oranges.

The final stop was the Kaweah Dam - Lake Kaweah. The group was met by Mark Larsen, Greater Kaweah GSA Coordinator - Kaweah Delta Water Conservation District. Mark helped the class to understand the importance of Lake Kaweah and the three different interests that manage the water behind its walls: Army Corps of Engineers, Kaweah Delta Water Conservation District, and the end users. The Kaweah Dam was originally built in 1962 to hold back flood waters after the 1955 flood that caused over \$20 million in damage. The group enjoyed a behind the scene tour that helped to increase understanding of the importance of surface water for agricultural and non-agricultural benefits alike.

"A day in the Life of an Orange" was a great experience. The growth made by having a better understanding of agriculture and all that it encompasses, is one that will last a lifetime. It was exciting to see the cooperation between all stakeholders as it becomes more evident how agriculture is interdependent on the region and the region is on agriculture.



Visalia Chamber Offers Much More Than Events

By Colin Franey
Franey's Carpet One Floor & Home Design Center



Who can tell me what the Visalia Chamber of Commerce does besides sponsor the Young Professionals Network (YPN) and host awesome events supporting the

community like the annual Christmas Tree Auction or Oktoberfest? The Chamber is an active and important organization in our community, advocating on behalf of its members and the business community at large. It supports and raises awareness for important causes and helps connect citizens and businesses to each other. It also sponsors two programs that all professionals should consider enrolling in.

The first is the Emerge Program. Targeted towards entrepreneurs, whether it be those who are just taking the first steps in turning a business idea in to a reality or those who have already taken the leap and opened their doors, the benefits are countless. I am only half-way through the program and have already gleaned new insights in to ways I can strengthen my business. It also has me asking questions that I didn't even realize I needed to be asking, and now I am!

The second program is Leadership Visalia. Meant as a professional

development program, it has the ancillary effect of introducing the participants to vital areas of our community, think government, education, agriculture, and quality of life. The class is challenged to complete a project meant to better the community, this year's class established an annual book fair. Upon completion of the program I had new friends, a much larger network spanning a wide variety of professions, a better understanding of the issues our community faces and how we collectively choose to address them, and had become more invested and involved in my new home.

I am a recent transplant to Visalia and my participation in these programs has dramatically and positively shaped my short time here. However, you don't need to be new to town or trying to start a business to benefit from either of these programs. All that is required is a desire to improve yourself and your community, a willingness to step outside your comfort zone, and to become a student again. While I still have so much to learn about running a small business and my home of Visalia, I am more confident, ready, and excited to do so because of Leadership Visalia and the Emerge Program.

For more information about Emerge and Leadership Visalia go to www.visaliachamber.org



Central Valley Community Bank's 12th Annual Shredding Events Shed Light on Identity Theft Prevention

Campaign educates public on ways to prevent identity theft - a growing threat that affected over 16.7 million Americans in 2017



James M. Ford, President and Chief Executive Officer of Central Valley Community Bank (Bank), is pleased to announce their 12th Annual Free Document Shredding events with partner, Pacific Shredding. The events begin Tuesday, April 10, and will run through Tuesday, May 15, 2018, at 20 Bank branch and neighboring locations located throughout the San Joaquin Valley and Greater Sacramento Region.

Bank customers, businesses and the community are invited to attend any of the 20 Document Shredding events for the opportunity to shred confidential files safely, securely and free of charge (up to four banker boxes per person or business and up to shredding truck capacity). Boxes above the limit may be taken to a Pacific Shredding business location and shred for a fee. Participants are asked to bring paper documents only, and to remove binders, metal binder clips and other items in advance of visiting a Document Shredding event. Empty boxes will be returned for personal recycling.

Central Valley Community Bank recommends shredding important documents regularly as one easy step to help prevent becoming a victim of identity theft and fraud. In addition to providing helpful resources on its website at www.cvcb.com and in branches, the Bank offers a personal checking account with identity protection features, and recommends reviewing Identity Protection Insurance options for businesses as a proactive measure for customers and the public.

Document Shredding events will take place from 9:00 a.m. to 12:00 p.m., unless otherwise noted. Additional information can be found on the Bank's website at www.cvcb.com/shredding.

2018 Central Valley Community Bank Shredding Campaign
9:00 am - 12:00 pm
(Unless otherwise noted)

Tuesday, April 24
MISSION OAKS PLAZA
5412 Avenida de los Robles,
(559) 730-2851

Wednesday, May 9
9 am - 11 am
VISALIA DOWNTOWN
Buckman-Mitchell, Inc.
Financial & Insurance Services
500 North Santa Fe Street,
(559) 625-8733

Wednesday, May 9
1 pm - 3 pm
EXETER
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-  Sample of Board of Director responsibilities

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Fresno Announces Direct Flights to Chicago

Fresno Yosemite International Airport announces the launch of daily non-stop air service from Fresno to Chicago O'Hare International Airport. The new route provides seamless air access from the Central Valley to the Midwest and convenient connections to the East coast and European destinations. Chicago, the third largest city in the US, is home to Fortune 500 companies and a variety of tourist attractions, perfect for one-day business trips or a fun-filled summer vacation.

Continued from Page 1



- Gems of Eastern Europe**
June 28-July 8, 2019
- Journey Around Lake Michigan**
August 10-18, 2019
- Oberammergau, Germany & Austria**
June 9-18, 2020

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CALENDAR - MAY 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	Visalia City Council Meeting 7:00 pm	Chamber Government Affairs Committee Meeting Buckman-Mitchell Office, 7:10 am	Emerge Class 6:00 pm	YPN Monthly Meet-Up Barrelhouse Brewing Co, 5:30 pm	11	12
13	14	15	16	Non-Profit Workshop Fresno Pacific University, 9:00 am	18	19
20	Visalia City Council Meeting 7:00 pm	Leadership Visalia Graduation Lamp Litter Inn, 5:00pm	23	Visalia Chamber Ambassador Meeting 8:00 am YPN Networking Mixer Historic 7 Sycamores, 5:30 pm	25	26
27	28	29	30	31		

Visalia Chamber Helps New Businesses Emerge Applications For Business How to Program Available



For many, the most difficult part of starting a business is deciding on the first step. The Visalia Chamber of Commerce has launched the Emerge program to provide basic introductory business classes. Through this six-month program participants will learn the basic business/entrepreneurial skills needed to launch a business and help it to grow. The Chamber realizes that starting and running a small business is almost impossible to do on your own. Business owners need to create a network of individuals and resources that they can call on when they encounter a roadblock. The Emerge program provides an opportunity for participants to build a strong network and business skills through writing a functioning business plan, meeting and learning from business experts from nine different industries, and working with a business mentor throughout the program.

The Emerge entrepreneurship program walks local entrepreneurs and business startups, through the complex steps required to start a successful business. Participants will learn core entrepreneurial skills as they take a business idea from the early stages to a launch ready business. Emerge was designed for two distinct types of participants. 1. Individuals who have a business idea and want to start a brand-new business but don't know where or how to start the process. 2. Individuals who currently own or operate a small business and want to take the next steps to help their business grow or want to make sure that they have not missed any critical steps during their start up process.

"Entrepreneurship is vital to the success of a community.

Entrepreneurs bring new ideas, generate tax revenue and provide jobs for the local community." stated Gail Zurek, President/CEO of the Visalia Chamber of Commerce. Programs like Emerge are vital to communities that want to grow and compete with larger cities. "The Emerge program will provide the opportunity for entrepreneurs to learn what questions they should be asking, to work through the financial details, and create a map to accomplish necessary tasks, while getting support from business experts" Zurek noted.

Over the course of six months, the program includes twelve evening classes held at the College of Sequoias Visalia campus from 6:00 - 8:30 pm. Each of the 12 classes will focus on a different aspect of business including; business law, accounting, marketing, zoning and ordinances, human resources, insurance, taxes, sales training and non-profit management. During each class session local industry experts will speak to the class and provide relevant real-world expertise that class members can incorporate into their new business ventures. Emerge participants will work with instructors and business mentors to create a realistic business plan will provide guidance for the company as it grows.

Emerge participants must complete an application, participate in an interview, attend an orientation and be 18 years or older. Tuition is \$350.00 dollars and includes all class materials, business plan template, and resource guide. The deadline to submit applications is May 25, 2018. Individuals interested in a specific class may register for \$50.00 each session

Applications and other materials can be found at www.visaliachamber.org/emerge or by calling the Visalia Chamber of Commerce at 559-734-5876.

China: Beijing, Shanghai, Suzhou and Hangzhou Presented by the Visalia Chamber

The Visalia Chamber is offering the opportunity to explore China without the hassle of making airline reservations, booking hotels, figuring out transportation or worrying about what to eat. The trip is 9 days and includes shuttle service to LAX, 3 meals a day, 4 and 5 star hotel accommodations, roundtrip airfare from LAX to Beijing,



Chinese domestic airfare, deluxe bus tours and an English speaking tour guide. The trip will depart on April 5, 2019 and return on April 13, 2019. Join the Chamber on May 1, 2018 at 6:00 pm for an orientation presentation at the Wyndham Visalia located at 9000 Airport Way, Visalia. The cost of the tour is \$2,099

per person (double occupancy) for Chamber Members and \$2,199 per person (double occupancy) for non-Chamber members.

Travelers will catch a shuttle from Visalia to LAX Airport where they will board an international flight to Beijing, China. While in Beijing travelers will visit Tian An Men Square, the largest square in the world as well as the Temple of Heaven which was built in 1420 AD. Additional sightseeing locations include the Palace Museum, also known as the Forbidden City which has a total of 9,999 rooms. Before leaving Beijing, travelers will journey to the Great Wall. The wall is said to be the only man-made structure visible by the naked eye from the moon.

From Beijing, travelers will board a flight and travel to Suzhou to visit the Lingering Garden, Tiger Hill and Hanshan Temple. Additionally there will be a tour of the National Embroidery Institute to learn about silk embroidery, a local craft with thousands of years of history. At the end of the day everyone will enjoy dinner and a show featuring traditional Chinese music. From Suzhou, there will be a short excursion to Hangzhou where travelers will visit the Economic Development Zone and the Lingyin Temple featuring a 64.3 foot high camphor-wood carving of Buddha. Following the tour there will be a morning boat cruise on West Lake and an afternoon bus trip to Shanghai. Once in Shanghai there will be a visit to Yu Garden, a maze of marvelous pavilions, ponds, rocky works and overreaching trees.

For more information on the China trip, contact Dante Rosh at 559-734-5876, or visit the website at www.visaliachamber.org/travel.



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