



Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE



UPCOMING EVENTS

- **AUGUST 8:**
YPN Meet Up
Time: 5:30 pm
Location: Barrelhouse Brewing
- **AUGUST 13:**
Government Affairs Committee Meeting
Time: 7:00 am
Location: Buckman-Mitchell Office
- **AUGUST 22:**
Ambassador Breakfast
Time: 8:00 am
Location: Visalia First Assembly
- **AUGUST 22:**
State of Tulare County Luncheon
Time: 11:30 am
Location: Visalia Marriott
- **AUGUST 27:**
Business After Hours Mixer
Time: 5:30 pm
Location: Visalia Convention Center



- **Southern Charm Holiday:**
Dec. 8-13, 2019
- **Treasures of Egypt:**
Feb. 18-March 2, 2020
- **Taste of Vietnam:** March 6-19, 2020
- **Discover Croatia, Slovenia and the Adriatic Coast:**
April 23-May 4, 2020
- **Oberammergau, Germany & Austria:** June 9-18, 2020
- **The Azores: Jewels of Portugal:**
Aug. 21-30, 2020
- **Splendor of the Seine River Cruise:**
Sept. 2-12, 2020
- **Bluegrass Country & the Smoky Mountains:** Sept. 17-25, 2020
- **Albuquerque Balloon Fiesta:**
Oct. 9-14, 2020
- **Israel: A Journey of Faith:**
Nov. 2-10, 2020

Collette Vacations, Mayflower Tours, Clithinc
For more information, go to
www.visaliachamber.org/travel

State of Tulare County Explored

Stop and ask four Tulare County residents about the State of the County, and one will likely hear four different answers.

In a county that spans nearly 5,000 square miles and is home to well over 400,000 people, the county is as diverse as it is sprawling. From small-town Alpaugh to the large county seat, City of Visalia, county government must serve a variety of needs. As the county grows, changes, and with the recently elected new board of supervisor members, residents often are unaware of new and innovative ways the county looks to overcome challenges. In reality, successes and struggles of Tulare County are not always top of mind for residents, unless you're a Tulare County Board of Supervisor.

Lunch, Learn and get your questions answered

The Visalia Chamber of Commerce will host the State of the County Luncheon on Aug. 22, from 11:30 a.m. to 1:30 p.m. at the Visalia Marriott. This forum will highlight the county's accomplishments, outline a foundation for the future, and recognize an area partner who has contributed to the county's success. Each supervisor will highlight specific work in their district, and Board of Supervisor Chairperson Kuyler Crocker will address countywide accomplishments.

This year Tulare County Board of Supervisor Chairperson Kuyler Crocker will award California Citrus Mutual the Tulare County Outstanding Partner Award. California Citrus Mutual has been vigilant in educating general Tulare county residents about signs of Huanglongbing (HLB) an invasive bacteria transmitted by psyllids. This disease, unmanaged, would kill the California citrus industry, costing our county millions in lost revenue and jobs.

This event is a wonderful way to stay current on the latest issues affecting Tulare County, connect with leaders, and celebrate our county. Tickets can be purchased on the Visalia Chamber website or by calling the Visalia Chamber directly.

Solar program brightly shines the way to savings

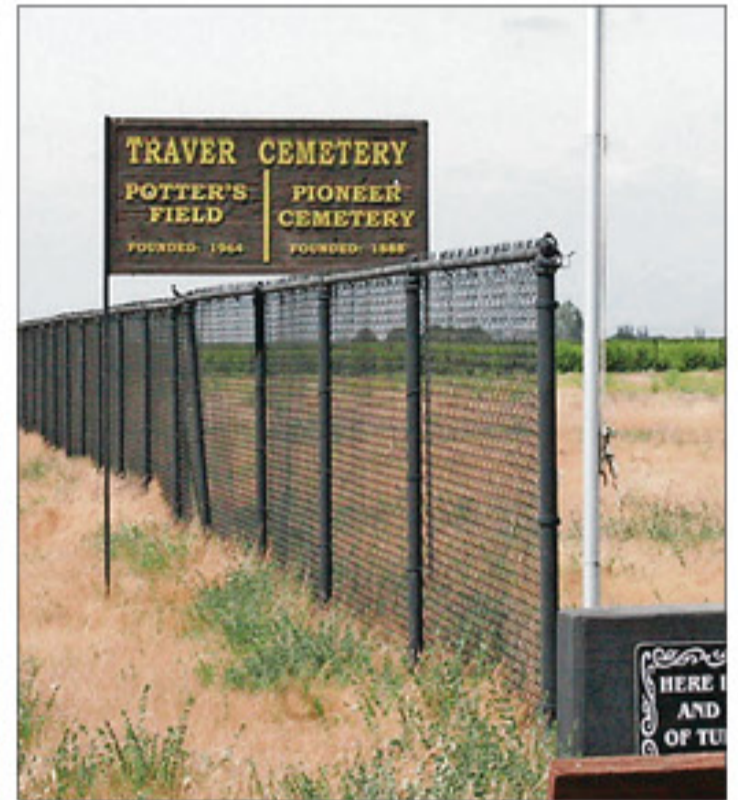
It seems the sun is always shining on Tulare County. As the temperatures rise, the Tulare County Board of Supervisors capitalized on the county's sunny disposition and created a solar program that will save \$40 million over the next 25 years.

Utilizing solar placed on parking structures and ground-mounted structures at seven county facilities, the Board of Supervisors anticipates this project will reduce energy spending by 70 percent, and it could happen as early as fall of this year.

Partnerships bring new life to buried

The Visalia Rotary Club, in partnership with at least seven other local Rotary clubs, is stepping forward to help care, tend, and spruce up Potter's Field. Tulare County's Potter's Field Cemetery is the final resting place for the remains of the indigent and the nameless of Tulare County. Founded in 1904, this important place and service give those without families or families in financial need an opportunity to have a burial place for their loved ones. Cremated remains of those deemed eligible for Potter's Field are buried every three to four years when there are enough remains for common interment. The last common interment was in January 2019.

Understanding the importance and value to our community, in 2013 Tulare County installed a monument sign near the entrance, painted the perimeter fence and performed landscape maintenance. While these improvements were necessary, Potter's Field needs more attention and work. Tulare County Board of Supervisors has partnered with local Rotary Clubs to again assess the needs at Potter's



Field. Beyond ongoing landscaping, Rotary Club volunteers are utilizing this project to create a space for visitors to Potter's Field. If successful, the Rotary is looking to leverage grants to further their work improving this community asset.

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PRESIDENT'S CORNER

Understanding What We Are And What We're Not

Explaining what the Visalia Chamber of Commerce happens nearly every President's Message. Previous articles have outlined our work as a catalyst, convener, and champion. From creating a microbrew district, changing the conversation about food trucks and discussing businesses' response to homelessness, we have chatted about the Chamber's local advocacy in plenty of places. And while the list is impressive, the list of our successes is much longer. I've shared as fellow business leaders have reached out to the Visalia Chamber as a resource and thought leader, and after the Annual Awards celebration, it's obvious the champion role the Chamber plays in our community as we recognize and highlight businesses who go above and beyond to make Visalia special. Like many of your businesses, we work to share what our business is doing, to share our work, to share our collective story in a way that impacts our consumers, our customers. We work to share the Chamber's story with you, our members. However we have work to do. We are often too humble with our successes and ought to share even more of the real and tangible work your chamber does on your behalf.

That being said, recently I was struck that perhaps we've missed a fundamental step in this conversation. In sharing what the Visalia Chamber is, perhaps it is important to share what we are not.

The Visalia Chamber of Commerce is not a public agency. We're not part of the city, county or state. While all levels of government support our work and partner with us on important issues, we are not funded by tax dollars. We don't answer to the mayor, an assemblyperson or the governor. But we certainly pick up

the phone when they call.

The Visalia Chamber of Commerce isn't a franchise or chapter of a national or state chamber. The Visalia Chamber isn't the US Chamber or California Chamber. Here at the Visalia Chamber, we drive an opportunity economy as a catalyst, convener, and champion of LOCAL businesses. Meaning, we're looking out for what is best for Visalia. At times, we agree with state and national chambers, other times we don't. Those chambers serve an important role in serving business, but we don't receive financial support from either. We are our own organization.

The Visalia Chamber of Commerce is not a social club. Nothing against the local bridge club, ladies klatch, book clubs or boosters, but our work is very different. Active in developing a strong qualified workforce, empowering leaders, training entrepreneurs, all while helping businesses to keep their doors open isn't for the faint of heart. Our work is unique, real and important. The work of the Visalia Chamber helps keep Visalia, well, Visalia. I recently had a community leader say, "If not the Visalia Chamber, then who? We need the Chamber to keep being active not only in the conversation, but in the solutions as well."

Our work happens because local business and community members see our value, contribute to the conversation, and to the bottom line. We are supported locally because we continue to be relevant, make a difference, and fight for what makes this community strong. If you haven't joined your LOCAL Visalia Chamber, please join us in this important work.



Gail Zurek
Visalia Chamber
President & CEO

VISALIA CHAMBER OF COMMERCE MISSION ICONS



Catalyst for Change



Community Convener



Champion for Business

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

ProYouth Welcomes New CEO

The ProYouth Board of Directors and staff welcomes their Chief Executive Officer, Dr. Marie Pinto to her official position. Dr. Pinto previously served as Interim Chief Executive Officer for ProYouth for nearly one year. Dr. Pinto will become the third CEO of ProYouth over its 27 years of service. She succeeds two previously successful CEOs, Daryn Davis who served for five years and the founding CEO, Laurie Isham who served for two decades. Dr. Pinto will lead ProYouth into its 28th year of providing expanded learning to school-age youth Kindergarten through 12th grade in Central California.

Dr. Pinto has more than 20 years of experience in education serving as a teacher, a site administrator, and as a district administrator. She recently retired from Tulare Joint Union High School District as an Assistant Superintendent. Immediately following her retirement, Dr. Pinto served as a Consultant for Secondary Expanded Learning Programs until she was called upon to serve as Interim Chief Executive Officer for ProYouth in August 2018. Dr. Pinto has been associated with ProYouth for more than 20 years. In addition to her work in education, Dr. Pinto has been actively involved in community volunteer service in both Tulare and Visalia as well as throughout Tulare County. She currently serves on the California After School Network (CAN) Leadership Team/CDE.

Dr. Pinto's educational background consists of:

- Doctorate in Organizational Leadership;
- Master's in Educational Leadership and Supervision;
- Master's in Business Administration;
- Bachelor's in Business Management

Dr. Pinto will lead through ProYouth's Vision of "Empowering Youth. Empowering Communities" to meet the organization's mission to help youth succeed academically, socially, and emotionally by providing a safe, healthy, and supportive learning environment during out-of-school time.

ProYouth is a 501c3 organization that was established in 1981 whose mission is to provide programs of excellence for the children of Central California. ProYouth develops, funds and implements a variety of programs to meet the needs of our youth and families in the areas of education, healthy behaviors, literacy, gang prevention, and leadership development.

About this publication ...

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Art lover meet your artsy county
 "There are two distinct languages, verbal, which separates people, and visual that is understood by everybody." Yaacov Agam, experimental artist and sculptor.
 To speak a language understood by everybody, Tulare County Board of Supervisors recently partnered with the Tulare County Arts Consortium to bring local art to public spaces. Commissioning both permanent and temporary art exhibits to be displayed inside county buildings, parks, and outdoor spaces allow the Board of Supervisors to complete their goal of beautifying public space.
 The Arts Consortium has been connecting art, culture, and community in Tulare County since 1999. For the Arts Consortium, this partnership allows them to advance their goal of preserving our cultural and creative diversity by building a community where the arts are a part of everyday life. For the County, designating the Arts consortium as the official Arts Council of Tulare County allows the County to develop a strong Art Policy, solicitation and art selection process, and

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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.

Business Builder Member:

- ECHELON EXECUTIVE PROTECTION

Business Connector Members:

- KABAB CITY

Small Business Members:

- MCKELLAR FAMILY FARMS
- UNIVERSITY OF PHOENIX

Renewing

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

Community Investor Member:

- Central Valley Community Bank
- Jack In The Box | VTP Enterprises*
- KRC Safety Co., Inc.*
- McDonald's | RLMK INC

Business Builder Members

- Financial Credit Network, Inc dba Coastal Recovery Services
- SoCalGas
- Tri Counties Bank*

Business Connector Members:

- A - C Electric Company*
- Doctors Occupational Testing Solutions*
- Ed Dena's Auto Center
- Nelson Ace Hardware
- Park Visalia

- Pena's Disposal
- Round Table Pizza
- Ruddell Stanton Bixler Maurison & Erans, LLP
- Ryan Purkiss - Thiesen-Dueker Financial Consulting Group*
- Serpa Packaging Solutions*
- Suncrest Bank

Small Business Members:

- Alex's Paint & Body
- Armstrong Community Management
- AT&T*
- Bay Alarm Company*
- Buffalo Wild Wings*
- Chimienti & Associates Insurance Services
- Collette Vacations
- Compac*
- Component Coffee Lab, LLC*
- Coopman Family Limited Partnership
- Dowling Aaron Incorporated
- Fresno State Visalia Campus*
- Front Gate Properties*
- Hanford Sentinel, The*
- Kaweah Container Inc*
- Keller & Wegley Consulting Engineers
- Kens Stakes & Supplies, Inc.*
- Lane Engineers, Inc.
- Marriott Hotel
- Medicine Shoppe #917
- Mill Creek Management, Inc.*
- Newmark Grubb Pearson Commercial
- Pacific Capital Strategies, Inc.
- Paradise Aquatech Pools, Inc.
- Patrick L. Salazar State Farm Insurance Agency
- Peck Planning and Development*

- Redi-Rooter Plumbing*
- Sciocca & Company, C.P.A.'s
- Scott, Mainord Langley & Simmons, Inc.*
- Sequoia Cigar Company
- Sleep Number*
- Smokin Barrel Firearms*
- Super 8 Motel
- TF Tire & Service
- Tulare County District Attorney
- Villane Ward Insurance Services*
- Visalia Auto Body*
- Visalia Citrus Packing Group, Inc*
- Visalia Cyclery
- Visalia Family Practice*
- Visalia Senior Housing

Business Builder Nonprofit Members:

- Brandman University*
- Visalia Emergency Aid Council
- Visalia Unified Teachers Association*

Business Connector Nonprofit Members:

- Fresno Pacific University Visalia Center*
- Golden State Family Services, Inc*
- RiverCross Church
- Tulare-Kings Dental Society*

Small Business Nonprofit Members:

- American Cancer Society*
- Bethlehem Center*
- Love In the Name of Christ
- Turning Point of Central California, Inc.*
- Visalia Fire Assoc. Local 3719*
- Valley Life Charter School Foundation*

*Indicates membership in the Visalia Chamber 110% Club.



art management procedure.

The first request for art asked artists to submit work that celebrated Tulare County's nature, people, cultures, or history. The first rounds of art submission for this program were completed in early summer. Selected artwork will be displayed inside the Tulare County Government Center for one year. All displayed art will be on sale to the general public. Funds raised, minus a 20 percent fee to the Art Consortium, will support local artists.



A & W Drive In celebrated the 100th anniversary of A & W restaurants with a cruise night. A & W Drive In, located on 301 N Willis St, celebrated their 50th anniversary two years ago.

Visalia Unified School District's Visalia Technical Early College High School received a \$500,000 grant from the California Community College Chancellor's Office for its Early College Agricultural Pathways program.

Tulare County Board of Supervisors awarded \$95,000 in grants to 16 nonprofits, including Self-Help Enterprises, The Source, Arts Visalia, Family Services of Tulare County, Proteus, Inc, and Foodlink for Tulare County.

Family HealthCare Network launched Sweet Success, a new program to improve maternal and fetal birth outcomes through health education and disease prevention. A weekly Sweet Success clinic has been introduced at the Visalia School Health Center.

Pita Kabob's Downtown Gastropub recently celebrated their 5th Anniversary! Congratulations!

Visit Visalia hosted a new art exhibit, featuring local artist Heidi Steinman, at their downtown office. The free exhibit spotlights



Tulare County's beauty and will run through August.

Self-Help Enterprises was a recipient of a \$520,000 Affordable Housing Program grant through the Federal Home Loan Bank of San Francisco (FHLBank San Francisco). As a member of FHLBank San Francisco, Central Valley Community Bank submitted an Affordable Housing Program grant application on behalf of Self-Help Enterprises.

Five schools within Visalia Unified School District were recognized by the Educational Results Partnership Honor Roll for 2018-2019. Schools that received the Honor Roll recognition are

those that demonstrated consistent high levels of student academic achievement, improvement in achievement levels over time and a reduction in achievement gaps among student populations.

Congratulations to Darin Manning, engineer professional of Provost & Pritchard Consulting Group who passed the Professional Engineers Exam.

Financial Credit Network, Inc. announced they have merged with the Credit Bureau of Santa Maria, Inc. dba Coastal Recover Services and will retain the name Financial Credit Network, Inc dba Coastal Recovery Services.

Congratulations to BarrelHouse Brewing Co. who celebrated their second year in Visalia!



Leadership Visalia is accepting applicants for the 2019-2020 program year! The application deadline is July 31, 2019.

HEALTHCARE NOTE

Kaweah Delta Awarded Nearly \$200,000 to Aid in Fight Against Substance and Opioid Use



Kaweah Delta will be able to help more people in Tulare County who are struggling with substance use or opioid use disorders thanks to a nearly \$200,000 grant.

Kaweah Delta is one of 120 organizations across the state sharing \$10.4 million in grant funding to support treatment thanks to funding from The Center at Sierra Health Foundation through the Medication Assisted Treatment (MAT) Access Points Project. With \$198,743.51 in grant funding, Kaweah Delta will be able to enhance existing MAT services at three sites, and start new MAT services at a fourth site in Tulare County. MAT is the use of medications with counseling and behavioral therapies to treat substance use disorders and prevent opioid overdose.

"It's well documented that there is a national opioid crisis in the U.S. and that does include people living here in Tulare County," said Dr. Sakona Seng, Medical Director of Kaweah Delta's Emergency Department. "This grant is going to help assist people and get them off opioids in a safe manner."

In 2018, Kaweah Delta began providing MAT services to people with substance abuse issues in the Emergency Department.



Mandeep Bagga, M.D., Program Director of Kaweah Delta's Psychiatry Residency Program, helped establish the program, which includes the administration of suboxone, a prescription medication to treat those addicted to opioids. The program also served as an additional education experience for Kaweah Delta's psychiatry residents.

After patients receive suboxone at Kaweah Delta, they must continue treatment, which includes counseling and behavioral therapies at Kaweah Delta's Exeter Health Clinic, one of our local partner agencies or at its mental health hospital. With the additional grant funding, Kaweah Delta will be able to provide MAT services at Kaweah Delta's Lindsay

Health Clinic.

MAT Access Point Project partners include primary care practices, hospitals, emergency departments, narcotic treatment programs/medication units, jails, residential centers, tribal health center, DUI providers, community and county mental health centers and other sites building new MAT access or expanding current MAT capacity.

"Expanding MAT access points is a critical step forward in California's effort to address the opioid epidemic taking place across our great state," said Chet P. Hewitt, president and CEO of The Center at Sierra Health Foundation, which manages the MAT Access Points Project. "A critical component of

our effort is building the capacity of partners who have the commitment and relationships required to reach people and families in communities that are disproportionately experiencing poor access to MAT substance use disorder treatment and high opioid-related mortality rates."

MAT Access Points Project is funded through the Department of Health Care Services California MAT Expansion Project and administered by The Center at Sierra Health Foundation.

"We are proud to commit to transformative change in the lives of people across the state," said Marlies Perez, division chief at Department of Health Care Services. "More than 2,000 people die from opioid-related deaths in California each year. Like many states, we are grappling with the best ways to change the statistics and MAT coupled with therapy is a proven effective strategy for decreasing opioid use and deaths and improving outcomes for those with substance use disorders and their families and communities."

This first round of funding includes sub-contracts between \$10,000 and \$801,000 for start-up activities and MAT enhancement efforts. A second round of funding will be announced in Fall 2019.

Solving the Homeless Problem, But for Whom?



By: Al Oliver
Executive Director, Visalia Focus Mission
Reprinted with permission from Direct Magazine

Everyone agrees that homelessness is an expanding problem for our city and our nation in general.

Even though we are experiencing one of the more prosperous periods of economic growth in the history of our nation, the number of homeless people keeps increasing. This doesn't seem to make any sense. It won't make sense if your underlying assumption is that the solution to homelessness would be simply providing access to tangible resources. However, it appears that there are lots of resources available, but only a small portion of individuals seem to take advantage of them.

Facing the Issues

In some cities, hypodermic needles and human feces are a common sight on busy streets. Disease-bearing pests carrying medieval diseases are making a comeback in these cities, and now municipal governments are in a state of semi-panic since the Martin v. City of Boise appeal decision was announced, prohibiting enforcement of anti-camping ordinances on public property.

The answer lies in the fact that homelessness and addiction are not primarily societal problems, but rather are, primarily, personal and spiritual problems. If you are not addressing the particular needs of the individual, you are not truly addressing the problem.

But further, the phenomena of homelessness is a symptom of an even larger societal problem. Another way to say it is that there is a philosophical and foundational disagreement as to the nature of the problem. Secularist/rationalist modern culture loves macro solutions, and so governmental responses are usually mandated into a one-size-fits-all policy. This perspective illustrates the point that there is a disregard for the unique problems and needs of the individual. The truth be told is that there is no single macro solution to the "problem" of

continued on pg. 0

If Ever There Was a Time to Review Your Nondiscretionary Bonus Plan, This Is It

In our experience, the overwhelming majority of California employers want to “do right” by their employees. While this is a positive thing, employers cannot afford to assume that their good faith efforts will protect them from costly wage and hour claims. The unfortunate reality of California’s overly onerous wage and hour laws is that even experienced employers with the best of intentions can be sued for wrongdoing. A recent class action lawsuit involving Wal-Mart serves as a prime example of this fact.

Labor Code section 226, California’s highly technical paystub law, requires specific information to be included on each paystub and with every paycheck. If any of the required information is missing or inaccurate, employers risk being sued for costly penalties. One area that occasionally trips up employers is in issuing nondiscretionary bonuses. By now, most employers know that nondiscretionary bonuses must be listed on employees’ paystubs. However, employers are often surprised to learn that when they issue nondiscretionary bonuses, they also need to go back and recalculate employees’ overtime pay. This is because overtime pay is based on employees’ “regular rate of compensation,” which includes both the hourly base rate of pay and any other forms of qualifying compensation (like nondiscretionary bonuses).

Therefore, if an employee earns a nondiscretionary bonus, then the employee’s regular rate of compensation needs to be retroactively increased to reflect the bonus award. Then, if the employee worked any overtime during the bonus period, the employee needs to be paid an additional amount based on the number of overtime hours worked and the employee’s upwardly-adjusted regular rate of compensation.



Wal-Mart’s practices for administering its nondiscretionary bonus plan were in compliance with these requirements. If a Wal-Mart employee received a nondiscretionary bonus and worked overtime during one of the company’s quarterly-bonus periods, then the employee also received an incremental overtime payment adjustment, which was listed as a separate line item on employees’ paystubs. So, where did the company go wrong? While the formula that Wal-Mart used to calculate the additional overtime payment correctly accounted for the adjusted regular rate of compensation, the company did not list the corresponding number of hours of overtime or the upwardly-adjusted overtime rate on the paystubs. Therefore, the paystubs failed to comply with Labor Code section 226, which requires paystubs

to clearly show the number of hours worked and all applicable rates (among other things).

What This Means for Employers: Nondiscretionary bonus plans are good things for employees, and generally, it is assumed that no reasonable employee would question, much less complain about, receiving extra pay. However, this is simply not the case in California, and employers cannot let their good faith practices lull them into believing they are immune from liability. As the Wal-Mart case shows, paystub violations can quickly add up to staggering amounts of liability. Wal-Mart’s paystub violation, for example, cost the company \$48 million in statutory penalties and another \$48 million in civil penalties (and this was after the court reduced the civil penalties by \$83 million

to avoid “unjustly” penalizing Wal-Mart for providing a bonus plan that is ultimately beneficial for employees). California employers should work closely with experienced labor counsel to ensure that their wage and hour policies and practices are current with all laws and regulations. If your company is interested in having its wage and hour practices analyzed, please contact Barsamian & Moody at (559) 248-2300.

NOTE: The goal of this article is to provide employers with current labor and employment law information. The contents should neither be interpreted as, nor construed as legal advice or opinion. The reader should consult with Barsamian & Moody at (559) 248-2300 for individual responses to questions or concerns regarding any given situation.

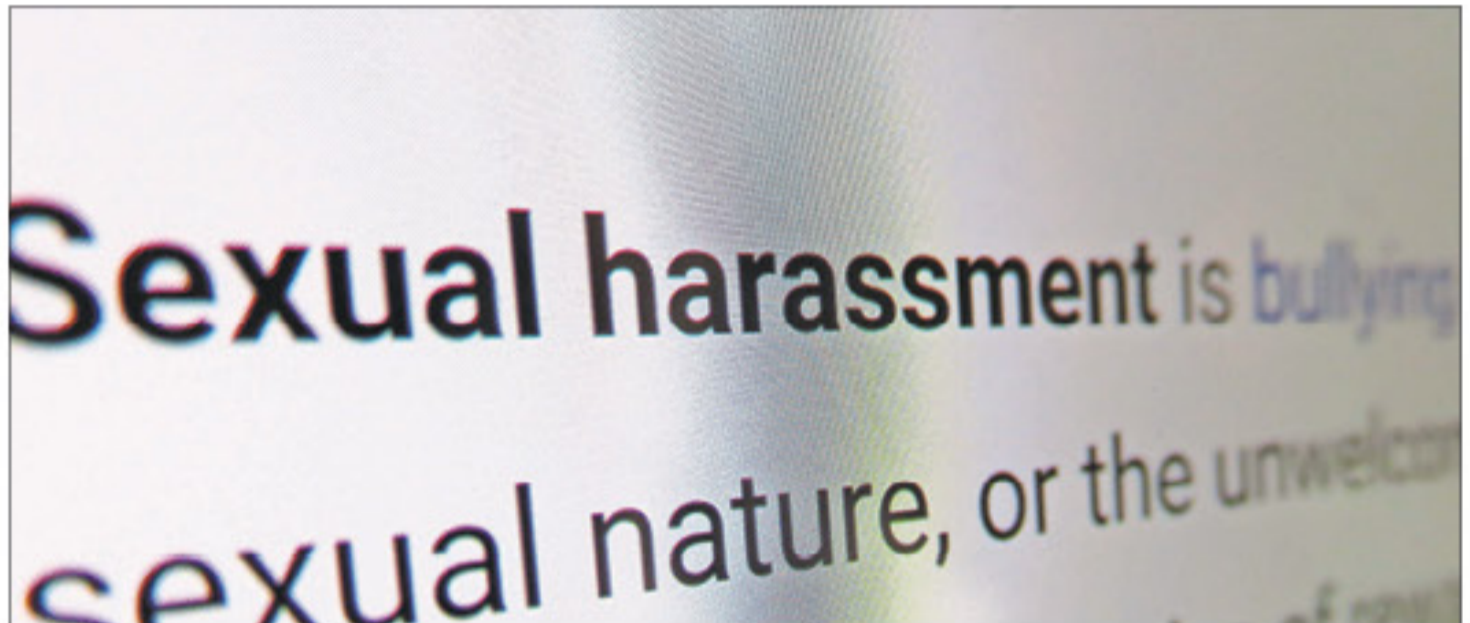
Update on FLC Sexual Harassment Training Requirements

The Department of Labor Standards Enforcement (DLSE) has issued its interpretation on how the new 2019 SB 1343 sexual harassment prevention training requirements for California employers would impact the former harassment training regulations FLCs have had under SB 1087, which are tied to FLC licensing requirements.

The DLSE’s approach interprets the regulations in the strictest manner. FLCs should be aware that under the guidance from the DLSE, non-supervisory agricultural employees of the FLC must be receive one hour of harassment prevention training on the day of hire, and every two years after. FLCs’ supervisory employees must receive two hours of training within six months of assuming a supervisory position and then annually.

Another critical element of the DLSE’s interpretation pertains to trainer qualifications. SB 1087 regulations allowing the FLC or their appropriate designated person to provide sexual harassment prevention training NO LONGER APPLY. The stricter requirement under SB 1343 is now the rule for FLCs. Sexual harassment prevention training for supervisors and non-supervisors must be provided by a qualified trainer with two years of experience who is:

- A) An attorney experienced in FEHA or Title VII harassment/discrimination law;
- B) A credentialed law school, college,



or university level instructor with experience in harassment/discrimination law; or
C) An HR Professional/Consultant with experience in harassment prevention issues.

For a copy of the letter the DLSE issued to FLCs, visit the following:

- English: https://www.dlr.ca.gov/DLSE/Letter_to_FLC_SB_1343_vs_SB_1087-295_Clarification_Eng.pdf
- Spanish: https://www.dlr.ca.gov/DLSE/Letter_to_FLC_SB_1343_vs_SB_1087-295_Clarification-Spanish.pdf

More information on harassment training requirements is currently

available at:

- <https://www.dfeh.ca.gov/resources/frequently-asked-questions/employment-faqs/sexual-harassment-faqs/>

The DLSE is currently constructing a FAQ webpage which will address questions posed by FLCs and others in the industry.

What This Means for Employers

FLCs should note that the SB 1087 requirements have harsher consequences for them than other employers have under SB 1343. Under SB 1343, employers found to be out of compliance are simply instructed to get into compliance. For FLCs, the SB 1087 requirements are

tied to their licenses and violations could result in significant fines and potential revocation or non-renewal of the license. Contact Barsamian & Moody for help in creating compliant training materials and procedures. Additionally, the firm provides training services in both English and Spanish.

NOTE: The goal of this article is to provide employers with current labor and employment law information. The contents should neither be interpreted as, nor construed as legal advice or opinion. The reader should consult with Barsamian & Moody at (559) 248-2300, for individual responses to questions or concerns regarding any given situation.

CITY UPDATE

Citizen Involvement and the City of Visalia

By: Randy Groom
Visalia City Manager

With summer fun winding down, many people are beginning to look forward to the fall season, back to school, and cooler weather. With the focus starting to turn back to business, consider giving your time to the community through serving on a committee or commission.

City of Visalia committees and commissions serve in an advisory capacity for the City Council. Each is different, but they all receive public concerns, review policies and regulations, provide valuable

insight, and are instrumental to the public process. By serving on a committee or commission, you can help plan Visalia’s future, as they both make recommendations that affect life right here in Visalia.

The City’s multiple committees and commissions aim to reflect the community’s geographic, ethnic, gender, and age composition. Appointees to committees and commissions should be 18 years of age or older, and live or work within the urban area of Visalia as defined by Visalia Unified School District’s boundary map. However, first consideration will be given to

residents of the City.

The City Clerk’s office is accepting applications now and invites interested citizens to apply. Once received, applications are submitted to the respective committees for interviews & recommendation, then to the Citizens Advisory Committee for final review. Final selections are then presented to the Visalia City Council for approval. Those appointed to a spot can serve up to three two-year terms for committees or four 2-year terms for commissions.

Our committees and commissions are comprised of individuals who have come together to help make a

difference and keep Visalia thriving. If that interests you, we welcome you to learn more about the process and encourage you to apply.

For more information on City of Visalia Committees and Commissions, visit www.visalia.city or contact the office of the City Clerk, located at 220 N. Santa Fe St., at 713-4512 or at communityfeedback@visalia.city.

Marketing Tips for the Small Business Owner

By: Karen Tellalian
President, DMI Agency

For small to mid-sized businesses, growth is a key concern. Finding and keeping customers, increasing revenues, and staying ahead of the competition can cause many sleepless nights for a small business owner.

Everyone likes to talk about ROI (return on investment), but to have ROI, you must first make an investment. Whether the goal is to increase sales or improve SEO (search engine optimization), it requires equity - sweat equity, financial equity, or both.

If you need help getting started, here are some things that you can and should do:

Have a website. Today's consumer doesn't buy a car, select a new doctor or buy mouthwash without first doing research online. If your potential customer is looking for your product or service and can't find you online, they'll buy from someone else. It's time to make having an SEO website a priority. Make sure that it's properly optimized for mobile, cellphone, and tablet use.

Create and claim an accurate listings

presence. Before you spend a dime on advertising, make sure that you have a strong online presence. Google and Yelp are just two of the business listings websites among countless others.

Have a strong social media presence. Almost everyone spends a considerable amount of time on social media. All kinds of businesses have successfully used social media channels to build their brands, improve engagement and increase customer loyalty.

Take advantage of advertising opportunities in your area. As a small business, you won't be able to do them all, but you can afford to invest in some form of local advertising.

Join the chamber. There is no better small business advocate than the local Chamber of Commerce. For as little as a few hundred dollars per year, you can have your own brand advocate.

Attend networking events. The Chamber of Commerce and other organizations regularly host events, and you should attend as many as you can and make meeting people a priority. While socializing is

fun, you're not there for the food and booze, but rather to make connections and build relationships.

Accept speaking engagements. No one knows your business as well as you. By accepting offers to speak or participate in workshops, you'll soon become top-of-mind when anyone looks for an expert in your field.

Join boards. The secret to rubbing elbows with some of the most successful leaders in the area is to sit next to them in the boardroom. Remember to contribute more than you take.

Use email. Stay in good standing with your clients by sending an email with tips or something of value.

If you haven't already, develop a simple marketing plan that keeps you focused on new business growth. Spend some time tracking where your new customers are coming from as you might need to shift more of your marketing dollars to areas that you see giving the most return.

After you begin to see marketing as an investment, rather than an expense, you'll feel excited about your ability to attract and retain customers.



Karen Tellalian, President, DMI Agency

My YouTube daughter taught me what today's young entrepreneur looks like

By: Patrick L. Salazar
State Farm Insurance

I was recently asked what it was like to raise a young entrepreneur in today's new economy. When I think of entrepreneurs of my generation, they started lemonade stands, babysat, mowed lawns, or had a newspaper route. This isn't the case for today's entrepreneurs.

I have two daughters, one a college professor, Marissa, and McKenna who is currently in high school. When my oldest daughter Marissa was in high school, she spent two summers scooping ice cream at Baskin Robbins saving for college and paying her car insurance. We recently began talking with McKenna about how she too might raise money for college and her car insurance. My wife and I believe strongly in the importance of developing a work ethic, learning to be on time, working well with others in a team, and working until her shift is done giving 110 percent along the way. McKenna heard us and said she would fol-

low our guidance; however, she proposed a different avenue.

McKenna has always been an entrepreneur. At 8, she capitalized on the duct tape wallet craze, made them and sold them to friends. Next came cake pops, an interesting product especially if she had extras for her dad to try. She made more than 1,000 cake pops selling them all over town, and in turn learning to work on food costs, profit margin, delivery charges, etc. It was a great foundation even if it wasn't as profitable as she would have liked. Then came YouTube.

Unbeknownst to my wife and I, McKenna had spent six years researching how to start a YouTube channel, saving to buy a nice camera and eventually a computer. She understood how to monetize her videos and what needed to be done to improve her product. I was skeptical when she claimed these videos would make her money but she was open to the safety parameters we put into place so we allowed her to start her channel. Thus, Kenna Marie was born on

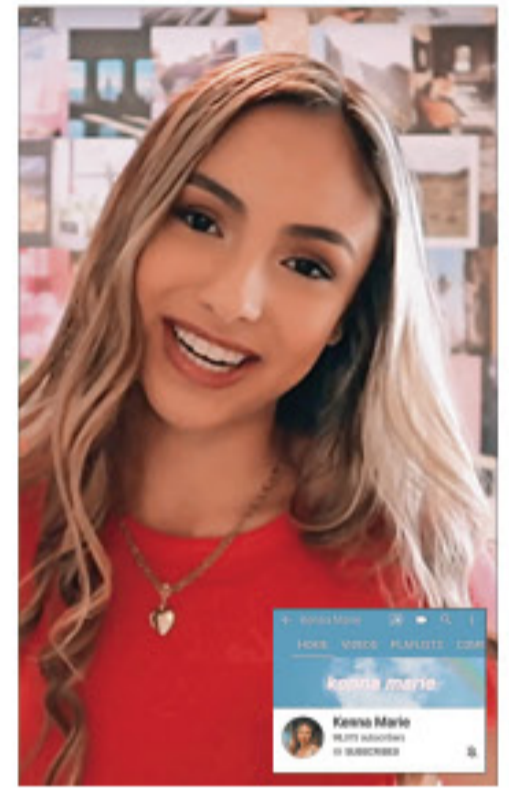
YouTube.

At the time this article was written, she had more than 98,000 subscribers when it goes to print, I'm guessing more than 100,000+ and a nice plaque from YouTube. She knows what a tween wants to watch and she's proved the "old" way isn't the only way anymore. She has the potential in one month to exceed what her sister made in two summers.

What is my advice to parents with young entrepreneurs?

The value and lessons a part-time job brings are still valuable. However the way they learn those lessons look very different. I've learned it's important to give your kids space to explore new horizons, but with clear boundaries. They will start businesses and change businesses, but my job is to help her see the larger lessons.

What does an entrepreneur of a young entrepreneur look like today...a lot different than our generation.



Even inland dwellers should consider earthquake insurance

By: Karen Gross
State Farm Agent

You can't count on traditional homeowners' insurance to reimburse damages after a disaster.

Many people think that earthquakes are only likely to occur in California. But according to the U.S. Geological Survey (USGS), more than 20 U.S. states have experienced measurable earthquake activity over the past three decades.

Most Californians don't have quake insurance

A majority of the world's biggest earthquakes take place along the U.S. Pacific Coast, stretching from Southern California to Alaska. Though California has one of the highest earthquake risks in the country, only 12% of the state's homeowners have earthquake insurance, according to a Bloomberg news report. To help encourage more Californians to purchase earthquake coverage, the CEA was created in 1995. The CEA is a nonprofit, privately funded insurer created by the state's government to help make earthquake insurance more affordable. This "mini-policy" option is available through most California insurance carriers.

Supplemental earthquake insurance

Standard homeowners, condo owners, or renters insurance policies don't cover earthquake damage to property and personal belongings. Federal and state financial assistance after an earthquake will probably not cover all your replacement costs. Even if your neighborhood is declared a disaster area, the Federal Emergency Management Agency (FEMA) can only offer limited assistance through grants, and only to those who qualify.

In most states, insurers offer earthquake insurance as a separate option to their standard homeowners policy for an additional premium. Premiums vary from state to state, depending on statistical and risk-assessment factors. Rates are lower in states with lower seismic activity.

If you live in California, you can use CEA's premium calculator to determine rates in your area.

Earthquake insurance coverage

As when buying any type of insurance,

purchase the coverage that works best for your budget and individual needs.

Consider these factors:

- What's the cost to replace your possessions? Replacement costs for major appliances and other expensive items in your home could add up to a substantial sum.

- Where would you live if your residence were uninhabitable? If your home sustains structural damage, you might have to vacate the premises and stay in a hotel while repairs are being done.

- How much is your home worth? Your earthquake coverage should match the level of coverage on your homeowners insurance.

A home inventory is a useful way to record your most valuable assets ahead of any loss and provide a better idea of how much coverage you might need. Keeping an accurate property inventory will help facilitate the claims process in the event you have to file a claim. A visual record of your possessions, such as a video walk-through of your home or a series of photographs, can help establish proof of ownership. Make a list of everything of value in your residence. Keep documentation of major purchases, including receipts, credit card statements, and appraisals. These documents can be scanned for digital storage or kept in a safe off-site location, such as a safe deposit box. And once you've created your home inventory, be sure to keep it updated.

If you live within 20 miles of a volcano, take a moment to find out more about how your family can prepare for and respond to a volcano eruption.

To learn more about earthquake insurance and whether it's available in your area, contact your insurance agent.

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The State of Tulare County Luncheon

Thursday, August 22nd
11:30am - 1:30pm | Visalia Marriott

For tickets and more information, visit: visaliachamber.org

CLIP & SAVE



CALENDAR - AUGUST 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 Visalia City Council Meeting City Hall, 7:00pm	6	7	8 YPN Meet Up Barnhouse Brewing, 5:30pm	9	10
11	12	13 Government Affairs Committee Meeting Buchanan-Mitchell Office, 7:00 am	14	15	16	17
18	19 Visalia City Council Meeting City Hall, 7:00pm	20	21	22 Chamber Ambassador Breakfast Visalia First Assembly, 8:00 am State of Tulare County Launching Visalia Habitat, 11:30 am	23	24
25	26	27 Business After Hours Mixer Visalia Convention Center, 5:30pm	28	29	30	31

THANK YOU TO OUR PREMIER MEMBERS:
CHAMPION:



VISIONARY:



REGIONAL LEADERS:



KEYSTONE:



CORNERSTONE:

CIGNA, CSET, E.D.I.S.,
Lamp Litter Inn,
M. Green and Company, Naked Nut
Southern California Edison

MEDIA PARTNERS:



Soapy Mulholland to retire from Sequoia Riverlands Trust (SRT)

The Sequoia Riverlands Trust (SRT) Board of Directors has announced the retirement of Soapy Mulholland, President/CEO, at the end of 2019.

During her nearly 20 years of leadership, Soapy has successfully guided the organization from inception to its current status as a nationally recognized and accredited land trust. Today the organization is fully staffed with experts in the field of conservation, and has worked with farmers and



Soapy Mulholland

ranchers, other non-profits, and agencies to protect more than 40,000 acres of land from development.

SRT hosts an exceptional education program serving

school districts, interns, and adults, and supports a policy department, which works on policies affecting farmers, ranchers and recreationists at local, state and national levels. While Soapy may be irreplaceable, the Board has engaged Jenn Raley Miller of executive search firm Waldron to find SRT's next exceptional leader.

"The SRT Board wishes Soapy well in her next ventures and we are grateful for years of exceptional service to SRT," said Board Chair Mark Larsen.

"Her entrepreneurial nature was key to establishing SRT as an innovative land trust."

A send-off for Soapy is planned for the fall.

Sequoia Riverlands Trust is an equal opportunity employer and all qualified candidates are encouraged to apply. To be considered please visit <https://careers-waldron.icims.com/jobs/1071/executive-director/login> and submit your resume and a cover letter expressing your interest in SRT's mission and your qualifications for the role.

continued from pg. 3

It's a Societal Problem
Homelessness is not primarily a deficit of life-sustaining resources, but rather a deficit of life-sustaining relationships. The decline and deficit of meaningful and life-sustaining relationships in our culture is becoming a huge societal problem.

Our frantically paced and increasingly outraged culture is rapidly devaluing human life in favor of individual power, autonomy and acquisition of pleasure and wealth, all at the expense of human dignity.

When we talk about the homeless "problem," just exactly whose problem are we talking about? For the average person, the problem is seeing more shopping carts loaded with trash being pushed down the sidewalk or ramshackle encampments in the riverbed. For the business owner or manager, it may be having someone sleeping in your doorway as you arrive in the morning to unlock your door.

If you are a parent, it may be the sight of discarded hypodermic needles lying on the grass. These are legitimate



concerns.

Creating Strategies
From the point of view of most people experiencing homelessness, the problem looks far different. The majority are dealing with personal demons of regret, guilt and repeated failure, and are creating coping strategies to deal with these emotions through addiction, self-destructive behavior and

isolation from all the meaningful relationships in their lives. The life of the addict is full of fear and anxiety, which reveals itself as anger, rage, and antisocial behavior. It is no wonder that no one wants to house them.

Those who have been in the Rescue Mission ministry know these things all too well. We know that the core issue is spiritual and not merely

resource-based. We know that no one can end homelessness entirely; homelessness has been around since the existence of civilization. But we also minister to the homeless and addicted community convinced that from that sector of our society, God is calling a people for Himself to save them and transform them into trophies of His grace.

LEADERSHIP VISALIA
VISALIA CHAMBER OF COMMERCE

LEADERSHIP VISALIA WILL PROVIDE OPPORTUNITIES IN NETWORKING, LEADERSHIP STYLE, MENTORING, PROBLEM SOLVING TECHNIQUES, INSIGHT INTO LOCAL, COUNTY AND STATE GOVERNMENT

Applications are due by July 31, 2019
Contact: Dante Rosh at 559 | 734-5876 or dante@visalachamber.org