



Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE



UPCOMING EVENTS

- Oct. 7: Travel Presentation: Oberammergau, Seine River Cruise, New York City**
Time: Noon
Location: City of Visalia Administration Building
- Oct. 8: Government Affairs Committee Meeting**
Time: 7 a.m.
Location: Buckman-Mitchell Office
- Oct. 10: YPN Monthly Meet Up**
Time: 5:30 p.m.
Location: BarrelHouse Brewing Co.
- Oct. 22: Business After Hours-Hosted by Visalia Rescue Mission**
Time: 5:30 p.m.
Location: Visalia Rescue Mission
- Oct. 24: Ambassador Breakfast**
Time: 8 a.m.
Location: Visalia First Assembly

PRESIDENT'S CORNER

Making Visalia Better

In the April edition of the Business Update, I utilized my President's Corner to share with you how the Visalia Chamber of Commerce was addressing a major concern of local residents and chamber business members. I shared about how homelessness in our community was challenging but as a Chamber we can not turn a blind eye. Encouraged by business owners and the Visalia Chamber board we held a meeting to explore real-world business solutions for those members most effective. The meeting drew a large crowd and an even larger interest from those unable to make the 7 a.m. meeting. As I pencilled that message, I had no idea about the growth and development that would occur in the coming months.



Gail Zurek
Visalia Chamber
President & CEO

At the beginning of my career with the Visalia Chamber of Commerce, I had a long time business and community leader believe that people, business leaders or otherwise, just don't get involved the way they used to a generation ago. He shared with me a time when business leaders would meet after work have a cocktail and strategize about how Visalia could be stronger. He shared that there was a time when City Council meetings would be packed with concerned citizens. I countered (and still believe) that professionals still gather to make Visalia stronger and that there is still an interest in what happens at City Hall, but it just looks very different than it did before. I described text message groups, social media channels and viewing City Council remotely as tools that have changed the look of engagement, but not the actual engagement. I countered that if change or action needed to happen, this community would step forward. At an August City Council meeting, I got to watch it happen.

At the August City Council meeting, our City Council members began to discuss what their response to homelessness ought to be. While the conversation from our elected officials was interesting, what was more powerful for me was the number of concerned citizens who spoke during public comment. Many shared personal stories of their interaction with the homeless population. Most ask that we do something as a community. And while we, the collective we, have done things and made steps, it was clear there was more to do. While homelessness is an issue that faces our city, our county, our community, I think it is wrong to expect that only our public sector colleagues have an answer or role in addressing this issue. To tackle an issue of this size it takes more than just city or county employees to address it.

I believe strongly in the power of thoughtful leaders, particularly those that put innovation at the forefront. Through my position at the Chamber, I have watched first hand as business leaders tackle major issues and develop innovative solutions. At that City Council meeting in August, it became



Action group founding members meet to plan lunch and learn series.

clear those thoughtful leaders needed to act.

Harold Myers, business owner and community leader, had attended the Chamber meeting on homelessness the spring and sat next to me at the August City Council meeting. He reminded me several times, that now was the time to pull those leaders together and start acting. Merritt Wiseman, community leader, was texting saying nearly the same thing as Harold – time to get a group together and act. A simple email later, a group of 17 originally (the group now is larger than 20) said they were tired of waiting for others, tired of complaining, tired of possible 'fixes', but all were ready to part of changing the conversation and helping Visalia step forward. By the next Council meeting, we'd formed the Action Group on Homelessness.

The Action Group is interested in several key pieces. First, what are some ways we can encourage collaboration. Second, how do we educate those about ways to help, solutions that currently exist and ways they can contribute. Third, in the long term what as a community do we need to do to address this concern and interface better with this population. To the first point and the advice of Councilman Collins, we need to educate ourselves. Twice a month we'll host lunch and learn to explore a different aspect of this complex and multifaceted issue. The community is encouraged to attend these brown bag lunch sessions hosted at Seven Oaks Church located on Burke Street just north of Tulare Ave. Additionally, the group will have a social media and web presence shortly.

I'm proud of this group for being willing to tackle complex issues instead of just expecting others to "solve" this issue. Our community is one that is engaged, thoughtful and willing to step forward. I'd encourage you to attend the Lunch and Learn. Come learn the real issues beyond the headlines and quick glances. Learn from those with first-hand experience serving, interlacing and working with the homeless. Then, help us connect the dots, find collaboration and work to make things better for all of Visalia.



- Discover Croatia, Slovenia and the Adriatic Coast:**
April 23–May 4, 2020
- Oberammergau, Germany and 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
- Thanksgiving in New York City:**
Nov. 23–27, 2020

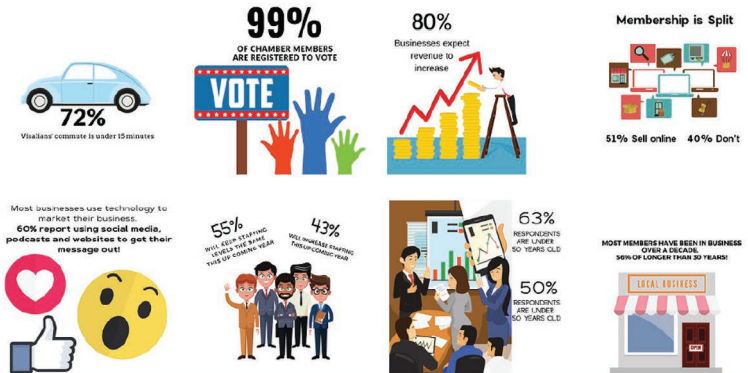
Collects Vacations, Mayflower Tours, Citilink
For more information, go to
www.visaliachamber.org/travel

Visalia Chamber serves as your source for business news

Over the previous year, the Visalia Chamber of Commerce has utilized the bimonthly E-News to gather important and relevant information

about our area businesses. What follows is important information we've learned about our business community. If you have a question,

you'd like to ask our members please reach out to Jena Rodriguez, Impressions Coordinator, about ways to connect directly with our members.



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 93201
ADDRESS SERVICE REQUESTED

CITY UPDATE



By City of Visalia Staff

The City of Visalia, along with our partners, continues to work toward a comprehensive and balanced approach to help those experiencing homelessness and addressing the issues that have arisen.

As a member of the Kings/Tulare Homeless Alliance (KTHA), we're asking for the community's help as KTHA works to get individuals who are currently experiencing homelessness into housing.

KTHA was awarded housing vouchers for individuals with disabilities who are experiencing homelessness, but are coming up against the October 31st deadline.

"We've been working for some time on placing these folks in housing, but we're coming up against the deadline and really need the community's support in identifying available units," shared Machael Smith, KTHA Executive Director.

Landlords can fill their vacant units with these pre-screened tenants and through this process, can receive guaranteed payments from the Housing Authority of Tulare County. Residences must have all the functionality of a dwelling unit and must be Housing Choice Voucher Program accessible.

"We have clients who are waiting on housing, have this voucher and who are ready to start the next chapter of their life," added Smith. "These individuals are currently experiencing homelessness, but are in mid-term intervention. They are ready and willing to be housed and we believe they can thrive on their own."

The vouchers were awarded to the Housing Authority of Tulare County from the U.S. Department of Housing and Urban Development (HUD) Mainstream Voucher Program and KTHA has aligned them with the County of Tulare Health & Human Services Agency's Housing and Disability Advocacy Program.

Interested landlords and those with housing connections are asked to contact KTHA's Laura Fisher, Community Engagement Coordinator at (559) 738-8733 or lfisher@kthohomelessalliance.org.

For more information on how the City of Visalia is working to help those experiencing homelessness, visit www.visalia.city/homeless or call City of Visalia Administration at (559) 713-

GROUND BREAKING • GRAND OPENING • RIBBON CUTTING • CEREMONIES



Ribbon Cutting

Tulare County HHS Visalia Wellness Center
1223 S. Lovers Lane



Ribbon Cutting

Tulare County South County Detention Facility
1960 W Scranton Ave Porterville



Ribbon Cutting

Smith Promotions
10013 W Legacy Ave | (559) 734-4473



Ribbon Cutting

San Joaquin Valley Homes-Greystone
4918 W Payson Ave | (559) 732-2660

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.

Cornerstone Member:
MILLIPORESIGMA

Business Connector Members:
ASPEN DENTAL

Small Business Members:
BELLO VITA VENUE
NOTHING BLIND CAKES
STUDIO BLIND
VISALIA COUNTY CENTER ROTARY CLUB

Renewing

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

Visionary Member:
Kaweah Delta Health Care District

Keystone Member:
Visalia Mall

Business Builder Members:
County of Tulare Board of Supervisors*
GRID Alternatives
Hyrite Chemical Co*
Quality Paint & Body, Inc*

Business Connector Members:
Delta Nursing & Rehabilitation Center
Pacific Still

Small Business Members:
Amtrak San Joaquin
Comfort Now Air Conditioning & Heating*
Equity Group, Inc.*
Hadley-Marcom Funeral Chapel*
Integrated Care Systems
Keith Williams DDS*

- Mayflower Tours
- Megan Ide, DDS & Shirley Lei, DDS*
- Michael's Custom Jewelry
- Morgan Stanley
- Paloma Development Co.*
- Partyworks, Inc. dba Party City*
- Personnel Solutions Unlimited, INC.
- Realty Stars
- Valley Steel Construction*

Business Connector Nonprofit Members:
Arts Visalia
theSOURCE LGBT+ Center

Small Business Nonprofit Members:
Building Industry Association of Tulare & Kings Counties
Visalia Sunset Rotary*
Valley Oak S.P.C.A.*

*Indicates membership in the Visalia Chamber 110% Club.

Visalia Tops Nationwide Affordability List

A new report finds that your salary dollars go further in Visalia. As new professionals and young families look to make their incomes stretch, locating in Visalia is an attractive option for those wanting to have more discretionary income.

The chief economist at the labor market and jobs site Indeed, Jed Kolko, led the study that compares salary data from Indeed's job postings to cost of living data from the U.S. Bureau of Economic Analysis. The biggest cost facing working professionals, housing. The cost of housing paired with reported salaries meaning workers and families in Visalia have more money left over than any other community in California. Visalia was listed fourth on the nationwide list following Brownsville, Texas; Fort

Smith, Arkansas; and Huntington, West Virginia. The next California city, Modesto, listed was listed eighth on the nationwide list. Kolko's data cover all 185 United States metros with 250,000 people or more.

When salaries are adjusted to reflect housing and living costs small metro areas do better than large metropolitan hubs. Large metropolitan hubs have more access to higher paying salaries but also suffer from extremely high cost of living, name in housing expenses. Add the growing housing shortage problem large metros face and even the more lucrative positions take a hit when factoring in these expenses.

Kolko's study found that in Visalia an unadjusted salary of \$75,800 adjusted for cost of living is equivalent to \$80,700

compared to Thousand Oaks, California an unadjusted \$72,800 salary adjusted for cost of living is \$62,100. Meaning Visalia has a 19.9% higher adjusted salary than those living in Thousand Oaks and a 29.9% higher adjusted salary than those living in San Francisco.

This study and others like it add credence to why housing starts, according to the City of Visalia, are at a decade high. Local realtors and relocation experts report strong interest and buying trends from those looking to relocate from large metropolitan areas to the north and south.

More details about Kolko's study and an interactive map can be found at Indeed's hiringlab.org website under adjusted salaries study.

About this publication ...

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Congratulations to **SUNMED Health and Weight Management**, they recently celebrated their anniversary with their entire staff and families!

Bank of Sierra awarded over \$36K in grants to 15 Central Valley nonprofits during their second quarter! Since 2004, the Sierra Grant Program has donated more than two million dollars to organizations that improve local communities.

Congratulations to **ServiceMaster by Benevento!** They were honored as an outstanding local family business at the 30th Annual California Family Business Awards, presented by the Craig School of Business at Fresno State.

College of the Sequoias (COS) in collaboration with the **Fresno State Visalia Campus** and Fresno State's College of Health and Human Services now offers a Bachelor of Science in nursing degree, a first for the South Valley.

Patrick L. Salazar State Farm Insurance Agency, in collaboration with the West Visalia Kiwanis Club, donated \$500 each (total of \$1,000) to **Family Services of Tulare County** for their upcoming Purple Party! The fifth annual



Purple Party will take place on October 4. Event proceeds will benefit Karen's House and Family Service's transitional housing



program. Recently, **Valley Children's Hospital** was recognized as among the best in the world for treating heart and lung failure. The Extracorporeal Life Support Organization (ELSO) recognized Valley Children's extracorporeal life support program as a Silver Level ELSO Award Recipient. The hospital's program provides lifesaving treatment for infants and children suffering from heart failure and or lung functioning.

California Dairies, Inc. (CDI) recently appointed Brad Anderson as the new president and CEO. Anderson currently serves as the GGO for CDI and will officially start his new role January 2020.



Tulare Outlets celebrated the end of Summer with their **All About Art Fest**. In partnership with the City of Tulare's Summer Camp and local Boys & Girls Clubs, art created by participating youth was displayed for public view.

California Water Service Group, parent company of **California Water Service Company**, awarded three Visalia students with scholarships. In total, the group awarded \$60,000 for the 2019-2020 academic year. Congratulations to all three students!

Congratulations to **Garth Gipson of Gateway Financial Planning Group!** He was named to the Forbes Best-In-State Next-Generation Wealth Advisors list for 2019. The list spotlights advisors who represent the future of the wealth management industry.

Assistance League of Visalia helped 300 children shop for new clothing at Visalia's JCPenney store as part of the

Operation School Bell Program. Children were able to participate in a 45-minute shopping spree. This was the first clothing event of the school year. Last year a total of 775 students were clothed during three events.



Family HealthCare Network has expanded to their coverage of services. They recently announced their merger with San Joaquin Prime Care and plans to open five new clinics within the next year.

Congratulations to **Visalia Rawhide!** They won the 2019 California League title and are the third Visalia team to do so.



Construction has started for **McKellar Family Farms' Farmer Bob's World**. The project will focus on the education of the citrus industry through a 'blend of static, interactive, and digital displays, live hands-on-tours, educational programming and creative fun family experiences'.

5 Tech Tools to Help Your Team

Provided by **TechCare360**



Most businesses frequently face looming piles of things to accomplish, with not enough time to do them. Finding ways to be more productive as a team is one of the best ways to combat the overwhelming mountain of work that comes with being busy. Here are five tech tools that can help your business become even more successful.

Shared Calendar App

Have you felt like all you do is put out fires? Or at the end of the day, feel you got nothing important accomplished? Blocking out time in your calendar is one great solution for this common stumbling block. For example, block out time in Outlook to check emails for thirty minutes. This ensures that you respond to your emails regularly but are not distracted all day by notifications. Block out time for everything important, even taking a break. You should also block out time to work on big projects happening in the future. The key is to consistently chip away at important tasks and to work on them the entire block of time. Don't let the urgent, but unimportant things steal one more day!

Checklist App
Busy people frequently have so many

tasks to accomplish, that they lose track of what they should be doing, their deadlines, or overlook minor details. You can fight this by using a digital checklist, or a task planning application. This can help to prioritize, organize, collaborate, set deadlines and even assign tasks to others. Office 365 Planner is a great option that works for many types of tasks. Monday.com is another great application and allows you to customize a step by step task list to fit any type of project.

Cloud File Storage

Cloud file storage saves your data in an off-site location, instead of directly on your computer or phone. Cloud storage helps your team or vendors easily access files, making collaboration simple. If you are tired of emailing documents or resending multiple times back and forth, this may be a great solution for your team. Other major advantages include the ability to access the files from almost any device and automatic saving of old file versions. We recommend using OneDrive (included in Office 365) or Google Drive.

Communication Apps

A stressed-out regional manager recently expressed that having team meetings was rare and difficult because her staff had to drive from multiple offices to meet in one location. I recommended that her team do online meetings instead. They use



their phones, tablets, or laptops to join the meeting wherever they are. They can also use on demand video conferences, and live chats with the entire company. If you need more communication with your team, we recommend using Microsoft Teams (included with Office 365) or Slack.

Customer Relationship Management (CRM) App

It is crucial for a business to prioritize their customers, but that can be difficult when things get hectic. That's where

a CRM software can help. Tools like Salesforce and Hubspot help to track your emails, calls, training documents, email templates, sales leads, contact information, and much more. You can also use these tools to better understand who your current and ideal clients are.

Technology was created to help us work, how we want to work, in a more efficient way. If there is something holding you back, there is a tool to help you overcome that challenge. "Do not drown quietly" - Justin Patton

VISALIA UNIFIED SCHOOL DISTRICT

Seeking Input from our Community

By **Tamara Ravalin, Ed.D.,**
Interim Superintendent



As part of our commitment to provide the best possible education for the children of our community, Visalia Unified is actively seeking to engage parents and community members through several venues. It is important that we learn from our families, staff, students, and community members about what is important in Visalia Unified schools. Some of the ways we will be seeking input this year are through our "Visit with VUSD" sessions, community forums, community advisory committees, our New High School design survey, and our Local Control Accountability (LCAP) survey. Today, we will highlight a few of these.

Our "Visit with VUSD" sessions allow us to listen and learn from parents and community members. We held seven sessions this fall at restaurants and coffee shops around Visalia and engaged in discussion topics that included homework, facilities, transportation, and special education. These sessions were possible because local businesses graciously allowed us to utilize their space. We plan to hold additional sessions in the springtime and hope that you will find a time and location that works for you to join us.



Currently, we are seeking community input on the design of our next comprehensive high school, which will be funded through Measure A tax dollars, thanks to the generosity of Visalia voters. The District and its architectural firm, Mangini Associates, Inc., are working with several

District committees to develop the educational specifications of the new school, and we have community members participating in this process. The committees have developed a community survey, which is available on our website at vusd.org. We hope you will participate in this survey so

we have the maximum amount of community input as we move forward with design planning.

One of the most important outreach activities we conduct is our Local Control Accountability Plan (LCAP) stakeholder engagement process. This school year is our planning year for the 2020-2023 LCAP. The LCAP is our strategic plan for student success. We invite you to provide your insight and help shape our thinking. We will be reaching out to community service groups, District PTA, and advisory committees. We will also be hosting community forums throughout the District and posting a survey online to collect widespread input. The community forums will be held on:

- **Monday, Oct. 7, 5:30 – 6:30 p.m.**, at Divisadero Middle School Cafeteria
- **Tuesday, Oct. 8, 5:30 – 6:30 p.m.**, at Valley Oak Middle School Cafeteria
- **Thursday, Oct. 10, 5:30 – 6:30 p.m.**, at Ridgeview Middle School Cafeteria
- **Friday, Oct. 11, 5:30 – 6:30 p.m.**, at Goshen Elementary School Cafeteria
- **Thursday, Oct. 17, 5:30 – 6:30p.m.**, PM La Joja Middle School Cafeteria
- **Thursday, Nov. 7, 5:30 – 6:30 p.m.**, at Green Acres Middle School Cafeteria

We invite you to participate in some of these important activities and help us shape the future of VUSD.

Membership Spotlight



Name: Deanna Saldana
Company: Habitat for Humanity of Tulare/Kings Counties
Title: Resource Development Director

Provide a brief overview of your business.

Habitat for Humanity of Tulare/Kings Counties seeks to put God's love into action by bringing people together to build homes, communities and hope.

Our vision is that everyone in the world should have a decent and affordable place to live.

With more than 40% of the area's population considered cost burdened when it comes to housing (More than 30% of household income goes towards housing costs), the need for affordable housing is great. Because of the continued support of the businesses, congregations, the local community, service organizations and Individuals, Habitat for Humanity has been able to make a difference in Tulare and Kings Counties.

News to Share? List the latest awards you've received, new products your business has launched, etc.

Habitat completed its 4th homeownership project in Potterville with a house dedication in July. The single mother with 4 girls will now have an affordable house to raise her family and help build strength, stability and self-reliance for years to come.

On July 13, volunteers and guests help celebrate the 1 year anniversary of the Habitat for Humanity ReStore in Hanford.

20 Volunteers from Leprino Foods helped raise walls on a one bedroom, one bathroom addition for a growing family of 8 in Hanford.

Tell us something interesting about your business or product(s).

Habitat for Humanity of Tulare/Kings Counties works in partnership with volunteers, and donors to achieve our mission. Our partners include corporations, churches, foundations, organizations, and individual donors from our community who contribute money, labor, and materials to fund projects in Tulare/Kings Counties.

You can get involved with Habitat for Humanity in Tulare and Kings Counties by sponsoring a Habitat build, volunteering at a job-site or the ReStore, attending our events or donating directly to Habitat projects.

The best part of working for your company is?

Habitat has worked in the community for 25 years and after that time we are seeing the real change that is taking place as families have thrived, given back to the community that helped support them and continue to support Habitat's mission of building homes, community and hope. Knowing that the generational impact will continue and grow as Habitat continues to serve more families.

How has the Chamber and/or the Ambassador Program helped you and/or your business? Having the opportunity to be introduced to local business leaders and other non-profits allows Habitat to build our circle of influence and start a bigger conversation about how we all can work better-together.

Habitat has been changing lives for 25 years giving families an opportunity to send children to college, start new businesses and contribute to the local community where they live. Often people believe that Habitat "gives" homes away...but our homeowner partners work hard for the opportunity to become a new homeowner and pay a monthly mortgage back to Habitat for the life of the loan. The partnership is the key to Habitat's success.

Top thing you wish Visalia knew about your business?Habitat has been changing lives for 25 years giving families an opportunity to send children to college, start new businesses and contribute to the local community where they live. Often people believe that Habitat "gives" homes away...but our homeowner partners work hard for the opportunity to become a new homeowner and pay a monthly mortgage back to Habitat for the life of the loan. The partnership is the key to Habitat's success.

4 Strategic Small Business Planning Tips

Provided by Karen Gross, State Farm Agent

Have a brilliant idea for a product or service that you're sure the world needs? You're not alone. More than 500,000 entrepreneurs take the plunge every month, according to the Kaufman startup Index.

What that means is that there are lots of great ideas, lots of motivated individuals — and lots of competition. In fact, just 20 percent of new businesses survive their first year, and only one-third of those still exist after 10 years, according to the Bureau of Labor Statistics.

In it for the long haul? Use these five strategic planning tips to help cement your chances of success.

Step 1: Make it official

Every state establishes different rules and regulations regarding business setup and operation. The choice you make will also affect other small business concerns such as tax liabilities. Before you decide what's best for you, consult both your legal and tax advisors.

In addition, the specific industry you're in may require a license from federal, state, or local entities. Finally, professional memberships or associations may offer additional training, networking, or promotion possibilities. A good resource?

The Small Business Administration website.

Step 2: Build a network

Business people who have survived — and thrived — are often not only willing to listen but also offer support and insight. And those individuals don't have to be in the same field; they're likely being affected by some of the same pressures, such as finding and keeping employees and market fluctuations, that will impact your business. Build your network and seek out the eyes and ears of those who can help you avoid stumbles.

Step 3: Find support

If you're a woman, service disabled veteran, or member of a socially or economically disabled group, there may be programs that aim to assist you in qualifying for contracts or obtaining funding. There's also assistance for businesses located in both urban and rural communities in what are known as historically underutilized business zones. For more information, check out the U.S. Small Business Administration website.

Step 4: Establish boundaries

It may be tempting to use personal funds, especially for startup costs. But as you begin your small business planning, it's best to slowly create a separate business fund that is, for example, accumulated from side work.

In addition, set up a business bank account, business credit card, and separate record keeping from your own personal assets.

Step 5: Protect what you can, when you can

For many small-shop businesses, sick days and vacation days can end up disrupting the normal flow of business. What happens to your business if you suffer a critical injury or develop a serious chronic illness? In addition to health and life insurance, disability insurance may help round out a business financial plan to protect your income. A business insurance policy may also be used to help cover the costs of possible liability claims.

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Karen Gross is a local State Farm Agent; License #OC36140, NMLS #130716. For more information she can be reached at: 1325 W. Main St. Visalia CA 93291, (559) 425-8700, karen@myagent.statefarm.com. Neither State Farm nor its agents provide tax or legal advice. Please consult your own adviser regarding your particular circumstances.

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PRESENTATION
10.7.19



VISALIA CHAMBER OF COMMERCE
www.visalachamber.org/travel

OBERAMMERGAU: GERMANY & AUSTRIA
June 9 - 18, 2020

SPLendor OF THE SEINE RIVER CRUISE
September 2 - 12, 2020

THANKSGIVING IN NEW YORK CITY
November 23 - 27, 2020



Bon Voyage!



LEADERSHIP VISALIA

Meet the Leadership Class of 2019-2020

LEADERSHIP VISALIA VISALIA CHAMBER OF COMMERCE

Elodia Balandran, CSET

Elodia Balandran also known as "Lola," was born and raised in Visalia. Lola is an Assistant Director for CSET in the Adult and Supported Workforce Departments and has been the site coordinator for the Tulare Employment Connection Affiliate Site for the past 3 years. Lola has been with CSET for a little over 14 years and has worked her way from Program Assistant to Assistant Director.

Lola has a heart for helping families receiving public assistance to achieve their goals of self-sufficiency through employment preparation as well as assisting customer by empowering them with information and community services to meet their career goals. Lola is very passionate about their success and helping everyone know that they and their families can achieve their goals!

Brenda Daddino, M. Green & Company

Brenda Daddino was born in Fresno. She was raised and continues to live in Sanger, with her husband, Darin, have two children, Aria and Aidan. Brenda is a 2008 graduate of Fresno State, with a Bachelor of Science degree in Business Administration with an emphasis in accounting. She was a member of Beta Alpha Psi and graduated cum laude.

Brenda joined M. Green and Company, LLP in the spring of 2008 and became a Certified Public Accountant in 2010. Since joining M. Green and Company LLP, she has had experience working on audits for cities, nonprofits and California school districts. She also has experience working on individual, corporate and partnership tax returns. She has continued her education by attending professional education courses. She has participated on the committee of California CPA Young and Emerging Professionals.

Araceli Delatorre, City of Visalia Police Department

Araceli Delatorre was born in Santa Rosa, CA. She was raised in Tulare by her parents alongside three siblings. Araceli is a graduate of Tulare Western High School. She began her employment with the Visalia Police Department in July of 2015 as a Police Records Specialist and was promoted to a Senior Records Specialist in August of 2018. Araceli was nominated and selected as the Department's Police Records Specialist of the Year for September of 2018.

Araceli enjoys traveling and always welcomes new experiences, always accompanied by family and friends.

Jason Garcia-Lobue, County of Tulare, Resource Management Agency

Jason Garcia-Lobue is currently the Chief Planner for the Tulare County Resource Management Agency - Permit Center. He has been practicing rural, urban, and regional planning at Tulare County for the last 15 years. During this time, he has worked closely with local organizations, groups, state agencies, and the federal government in public administration. Jason also has nearly 20 years of customer service experience.

Jason relocated to Visalia in 2005. He is originally from the Washington D.C. Area (Northern Virginia). He holds a Bachelor of Arts in Geography from St. Cloud State University and a Master of Public Administration from Fresno State with distinction. In his free time, Jason loves to travel with his spouse. He recently completed travel to all 50 states (last three in 2018). Jason is an avid animal lover and enjoys spending time with his dog Agnes, but also enjoys to open an alpaca and pygmy goat ranch.

Mark Goff, City of Visalia Convention Center

Mark Goff has been a member of the Visalia community for over 40 years and currently serves as the Operations Superintendent at the Visalia Convention Center. Mark leads the team of over 40 individuals that run the operations department of the Visalia Convention center. As the Operations Superintendent, his responsibilities include management of the Convention Centers' Engineering department, the Housekeeping Department, Audio Visual Department, as well as the Operational Service Department.

Mark began his career at the Visalia Convention Center in 1989 as a Service Worker. He was promoted to Customer Service Supervisor in 1991 and then Operations Superintendent in 1999. Mark enjoyed 8 years as a martial arts instructor for Reaching Youth Karate, an organization under Calvary Church that taught free martial arts to at risk children at the Manuel Hernandez Community Center. He loves camping with his wife, spending time as a recreational cyclist, and enjoys barbecuing and spending his days off with his wife and three children.

Wendy K. Hewes, Turning Point of Central California, Inc.

Wendy Hewes was born and raised in Big Bear Lake, CA and moved to the Central Valley about 25 years ago after attending and graduat-

The Visalia Chamber of Commerce welcomes the Leadership Visalia class of 2020. For more than thirty years, the Visalia Chamber of Commerce has worked to develop community leaders to fill roles in the private, public, and non-profit sectors. The intensive leadership development course is designed to help emerging leaders in businesses and other community organizations further develop their skills, experience, and community knowledge.

This 9-month program began with a retreat at Wonder Valley, and will include evening classes, day sessions featuring guest speakers, and on-site experiences. The Visalia Chamber of Commerce continues to host the Leadership Visalia program to advance and promote leadership not only within our local businesses but also to encourage community-wide leadership. For more information regarding the Leadership Visalia program go to www.visaliachamber.org/Leadership



ing from California State University, Sacramento. She holds a degree in Business Administration - Accountancy and became a Certified Public Accountant in 2003.

Wendy joined Turning Point of Central California, Inc. in May 2018 as their Director of Finance. She oversees the fiscal department consisting of 15 employees, directs the organization's audits and tax return preparation, prepares financial statements, and monitors the fiscal performance throughout the organization. Wendy enjoys working for an organization that is doing great things in our communities!

Jacob Daniel, Gateway Financial Planning Group

Jacob Daniel is a central valley native who is thankful to call Visalia home. He is a proud member of Gateway Financial Planning Group where he is currently in the process of obtaining his licenses to practice Financial Planning and Advising. He is passionate about business and bettering people's lives by helping them with their finances. He serves on the Board at Able Industries, Inc and is a proud Visalia Chamber of Commerce Ambassador.

Edgardo Monroy, Family Services of Tulare County

Edgardo Monroy is the Chief Program Officer of Family Services, a non-profit organization in Visalia. He has worked in the non-profit sector for over 13 years delivering educational programs and services to low-income families and individuals. His experience is rooted in his work developing educational programs that address health issues such as substance abuse, childhood obesity, oral health, asthma and diabetes. Edgardo most recently served as the Executive Director of the Tulare County Child Abuse Prevention

Edgardo is a native of Santa Cruz County. He received a Bachelor of Arts in Liberal Studies and a Master of Business Administration from California State University Monterey Bay. He relocated to Tulare County in August of 2016 with his wife Cindy and two children. As a new community member of Visalia, he is excited to make new friends, and to become involved in community service projects that have a positive impact throughout Tulare County.

Maria Montes, Proteus Inc.

Maria was raised in the small town of Orange Cove in Fresno County. After she graduated from Orange Cove High School in 2011, she attended the University of California, Santa Cruz from which she earned a Bachelor of Arts in General Psychology 2016. She began working for Proteus Inc. at the Hedges Community Center in London, CA as a Community Resource Liaison in August 2016. Maria got to know the people living in London and surrounding rural areas by helping coordinate resource fairs and events to bring services and agencies. She also encouraged collaboration between the Hedges Community Center and neighboring health agencies and local businesses. In November 2016, she was promoted to Program Assistant as part of the Farmworker Division Management Team in Proteus Inc.

Maria is an avid volunteer for the Cesar Chavez Annual Legacy Celebration Planning Committee since 2017, Training and Employment Association of Tulare County since 2017, and she has also been part of the Proteus Annual Event Planning Committee for 2017 and 2018. Her weekends are spent enjoying family barbecues, movie nights, gardening, and football games. She is a beach enthusiast and absolutely loves road trips to San Francisco and Los Angeles.

Robert Osak, Alternatives to Violence Project

Robert Osak is a teacher at Inspire Charter School in Visalia and a leader in a volunteer-run non-profit, Alternatives to Violence Project (AVP), that seeks to reduce violence in society. He has seven years of teaching experience; the majority of subjects have been math, technol-

ogy, and leadership. His care for the community began in high school when volunteering for Proyecto Campestre, a non-profit that helped farmworkers. Eventually he sat on a community oversight board for that organization.

After graduating from University of San Diego, Robert returned to the Central Valley and volunteered to be a member of AmeriCorps, developing volunteer capacity locally. For the last 5 years he has taken on increasing leadership duties with AVP. He participates in AVP statewide, organizing and training volunteers to facilitate non-violence workshops in the community, with youth, and in prisons. Robert is currently an Inspire Homeschool Teacher and Prison/Outreach Coordinator for AVP. In his spare time, he develops AVP internationally, sails, and plays guitar.

Andrea Pedraza, QK (Quad Knopf)

Andrea Pedraza is an Assistant Project Manager for QK Inc. In her role as assistant project manager, Andrea helps develop project plans, as well as keep staff and budgets on track. She acts as a communications liaison between project staff and public and private agency clients, as well as coordinates and attends required meetings and site visits. Andrea's desire to help the planet gave interest in the services of Stormdrain Pollution Prevention Control. In 2019, Andrea received her certification as a California Qualified Stormwater Practitioner (QSP).

Andrea was born in Exeter, but traveled many states with her parents, who finally ended up settling in Texas where she lived until she was 28 years old. Andrea eventually made her way back to California, and now lives in Tulare with her fiancé Joe, children Gavin, Malachy, Anyah, Carissa. In her free time, Andrea enjoys family BBQs, camping, and relaxing on the beach with her family.

George Rodriguez, Visalia Unified School District

Born and raised in Selma, to two hard working parents, George Rodriguez, Jr., thrived athletically and academically. At an early age, hard work was instilled in him as he worked to grow as an individual who took nothing for granted. After completing an undergraduate degree from Fresno State, George began working for Selma Unified School District as an English/History Teacher. Years later, he completed his graduate degree in Education: Administration and Supervision, from the same institution and became an Athletic Director, Program Manager, Assistant Principal, and a Principal in Visalia Unified School District.

As a young adult, George wanted to give back to the community that helped shape him. He began volunteering for community and faith-based organizations, coached baseball/softball/soccer/volleyball and eventually was elected to serve as a city councilman/Mayor Pro-Tem for The City of Selma (2008-2016). George currently resides in Kingsburg, with his three children: Genesis, Exodus and King Rodriguez. He spends his free time golfing, exercising and traveling.

Jena Rodriguez, Visalia Chamber of Commerce

Jena Rodriguez is the Impressions Coordinator at the Visalia Chamber of Commerce. Her role includes connecting with the public and the Chamber's 650+ members. She addresses and assists members with their questions, concerns and membership benefits. Jena's background includes work within the communications and customer service fields ranging from design, events and marketing. Prior to the Chamber, she was a communications coordinator at the Fresno State Office of Community and Economic Development and a

library assistant at the Tulare County Library. Jena is a lifelong resident of the Central Valley. She has a bachelor's degree in Mass Communication and Journalism with an emphasis in Public Relations from Fresno State.

Suzanne Tomasiello, Kaweah Delta Health Care District

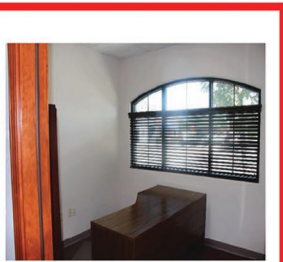
Suzanne Tomasiello is an Imaging Services Manager at Kaweah Delta Health Care District with 12 years of health care experience, specifically radiology. Suzanne holds a Bachelor's and Master's degree in Health Services Administration from the University of Central Florida in Orlando - Go KNIGHTS! Prior to January 2019, Suzanne was living and working in Florida as the Radiology Information Systems Manager since 2014 at Mount Sinai Medical Center in Miami Beach, Florida.

Suzanne is an east coast native; she was born in North Carolina and raised in Florida. She is passionate about fitness, personal and professional growth, helping others and contributing to the community. Suzanne is currently living in Visalia and enjoying the change of scenery, weather and different pace of life California has to offer!

Jessica Trujillo, California Water Service

Jessica Trujillo was born in Northridge, CA. At the age of 5 her family decided to leave the big city life and make the small town of Visalia their home. Her California Water Service career began in September of 2013 as a Customer Service Representative. During the drought in 2015 she worked away from home for 6 months in Los Angeles as part of the first ever CalWater Drought Center specialist. Jessica held the title of Union Steward for the Utility Workers Union of America local, 205 and was later nominated and voted in as the local 205 Union Secretary where she served a term before she had the opportunity to take on an interim management position as the Customer Service Supervisor for the Visalia office.

Jessica enjoys music concerts and festivals, good food, hiking National Parks, spending as much time as she can at the beach; but most of all spending time and living out her adventures with her adorable 7-month old son Jaxon.



OFFICE SUITE AVAILABLE

110 sq. ft. Executive building

222 N Garden Street, Suite 300. Ideal location for a satellite office or small business start.

\$610 (all inclusive) per month rent includes: Office furniture, utilities, taxes, wireless internet, mail reception, building maintenance, secure 24-hour access, use of bathrooms and kitchenette. The Visalia Chamber provides receptionist for walk-in customers, directory listing on entry area, use of shared conference room for 8 - 12 people when available, use of copier/fax/email on a per copy charge.

Call Visalia Chamber 734-5876 for more details.

CLIP & SAVE



CALENDAR - OCTOBER 2019

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

HEALTHCARE NOTE

Leave No Question Unanswered



The greatest lesson we learned from the 2016 defeat of Measure H was the importance of listening more carefully and more often to our community. Having clearly heard the voices of the people of Visalia, Ivanhoe, and Goshen (the cities lying within the Kaweah Delta Health Care District boundaries), we are now exploring all possible options before asking them to consider supporting a future general obligation bond. In 2016, the proposed general obligation bond would have helped replace a sizeable number of hospital beds located in the older side of our hospital (what we call the "Mimral King Wing"), which does not meet state earthquake standards. We now know that we must take a more phased, incremental and affordable approach in our efforts to meet seismic compliance, but as we move forward, we want to leave no question unanswered.

As the community asked of us in 2016, we are exploring the possibility of merging healthcare districts or incorporating nearby communities that do not currently lie within the boundaries of any existing

healthcare district. We recently engaged QK, Inc., an outside planning expert, to carefully study what, if any, potential opportunities might surface from a merger of neighboring districts. This is a new subject for us. For the past 20 years, we have periodically studied a merger of healthcare districts; however, this is the most in-depth analysis we have ever done. It has given us a greater perspective and as other studies have revealed, there continue to be pros and cons.

For example, while a successful merger with one to as many as five healthcare districts could result in Kaweah Delta District property owners paying anywhere from 7 to 32 percent less per year on a Kaweah Delta general obligation bond, the process can be difficult, lengthy, and complicated. It can also be contested by property owners or voters of Kaweah Delta Health Care District or the district it seeks to merge with. Subsequently, merged districts can find themselves with new representation. By merging, the current Kaweah Delta Board of Directors could



Gary K. Herbst
Chief Executive Officer

grow from a five to a seven, nine or an 11-member board, with new members representing newly-drawn zones, whose members might have differing ideas over where Kaweah Delta should offer services.

Our Board of Directors asked us to share this study with our community groups and involve them in any next steps. After sharing it with the approximately 300 Community Engagement Initiative members we meet with monthly, and the numerous service clubs in our community, the consensus opinion is we should reach out to the Alta Healthcare District (Dinuba, Orost, Cutler) and the Exter Ambulance District to get their thoughts, ideas and reactions to a possible merger with Kaweah Delta. Kaweah Delta would only pursue a merger that is supported by

both districts. While we are not suggesting or recommending a district merger at this point, we are actively listening to and acting on community feedback. Whether we merge with one or both of these healthcare districts, from our perspective, we already care for people who live in Dinuba, Cutler-Orost, and Exter. That will not change.

After more than two years of study alongside members of our "Hospital of the Future" Community Advisory Community, we know we will most likely have to replace the 221 inpatient beds housed in the older wing of our hospital because they do not meet earthquake standards, not to mention that they are 50 years old and need to be modernized. However, we are committed to adopting an incremental approach to building new facilities that will lessen the financial impact to Kaweah Delta and the community that supports it. We are now working with a master facility planning firm to help us develop solutions to replace the building. As we learn more, we will further involve the community to gather feedback and at that time, we will listen. Working with the community has been a phenomenal experience and as a result, we know that no matter the challenge, we will end up with a better solution.

THANK YOU TO OUR PREMIER MEMBERS: CHAMPION:



REGIONAL LEADERS:



KEYSTONE:



CORNERSTONE:

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

MEDIA PARTNERS:



Famous Clydesdales show Visalia some love

The Budweiser Clydesdales were first introduced to the public on April 7, 1933, to celebrate the repeal of Prohibition. August A. Busch, Jr. presented the hitch as a gift to his father, August Anheuser Busch, Sr., who was guided outside the brewery by the ruse of being told his son had purchased him a new car but instead was greeted by the horses, pulling a red, white and gold beer wagon. The hitch proceeded to carry the first case of post-Prohibition beer from the St. Louis brewery in a special journey down Pestalozzi Street in St. Louis. The Clydesdales have served as living symbols of not just Budweiser, but also the unconquerable American spirit.

Keeping the Clydesdale tradition alive, Bueno Beverage on Sept. 10th delivered a case of Budweiser to vendors located on Main Street in downtown Visalia. This special delivery was designed to thank those loyal retailers who promote and sell Budweiser products. Bueno Beverage, a company that routine gives back to the community, knew having the Clydesdales deliver beer down main would delight the Visalia community. "I can't believe how big they are!" said a passerby while another remarked, "It's like watching a Superbowl Ad live!"

In addition to their Main Street appearance, Clydesdales made special appearances at Visalia Chamber of Commerce Member Best Buy Market IGA Visalia, the Shannon Ranch market, and the Wal-Mart Neighborhood Store. The majority of their time in the region was spent at the Central Valley Air Show at the Naval Air Station in Lemoore.

