



Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE

UPCOMING EVENTS

- **DECEMBER 11, 2015**
35th Annual Christmas Tree Auction
5:30 - 11:30 pm
Visalia Convention Center
Tickets required
www.visaliachamber.org
- **DECEMBER 16, 2015**
Accelerate Business: 2016 Planning
Presented by: Constant Contact Seminar
Fresno Pacific University – Visalia Campus
9:00 - 10:30 am
\$30 for members \$40 non-members
www.visaliachamber.org/events/calendar/2015-12-01
- **DECEMBER 17, 2015**
Chamber Ambassador Breakfast Meeting
Visalia First Assembly Church
8:00 am
- **DECEMBER 24-25**
The Chamber office will be closed

We Invite you to Explore in 2016!

- **Champagne Burgundy & Paris**
March 14 - 21, 2016
- **Romance of the Rhine & Mosel River Cruise**
March 31 - April 15, 2016
- **South Dakota: The Black Hills & Badlands**
June 21 - 27, 2016
- **Spectacular South Africa**
September 22 - October 5, 2016
- **Colors of New England**
October 11-18, 2016

Collette Vacations CST#2006766-20
Chamber Explorations CST#2048841-40
Grand Circle Travel CST #2041626-40
Jet Vacations

For more information, go to www.visaliachamber.org

Kaweah Delta holds Holiday Cheer



Kaweah Delta holds Holiday Cheer outside the Medical Center Main Entrance with the Mt. Whitney High School Chorus and Jazz Band

VISALIA – On Wednesday, December 2nd, Kaweah Delta Health Care District will hold its annual Holiday Cheer event at the main entrance of the Kaweah Delta Medical Center. The Mt. Whitney High School Chorus and Jazz Band will be performing Christmas carols just outside the main hospital from 5:00 p.m. to 7:30 p.m. A large tree has been erected in the front lawn, and hot chocolate and cookies will be available for friends and family visiting the hospital to see loved ones.

Additionally, Santa Claus will join the festivities for photo opportunities. The public is invited to bring the kids by to sit on Santa's lap and give him their wish list.

The thought behind the events is to add a bit of joy during the holiday season to our patients, visitors and staff.

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

ADDRESS SERVICE REQUESTED

THE HAYCO STORY

48 Years ago, Kelsey Hayes began building homes in the Visalia area. He learned his trade from his father, who was a carpenter. Together Kelsey and his father built several homes from the ground up. This positioned Kelsey to look at home construction from all angles. After many years in the home building business, Hayes realized that wood shake roofs were beginning to dominate the market in the San Joaquin Valley. After collaborating with a number of chemists Hayes developed a system to restore aging shake roofs, thereby extending their serviceable life, at a fraction of the cost of customary replacement. In 1991, Kelsey Hayes and his son, John, started HAYCO, a company specializing in shake roof restorations. Over the last 25 years HAYCO has saved more than twenty-five hundred shake roofs, and they continue to develop innovative ways to improve the process of roof renewal to save their customers more money over time.

Today business for HAYCO is booming. Chad Hayes noted that one reason business is doing so well is that "Young home buyers are doing their research and are finding that investing in wood shake roofs and preventative maintenance has a better return on investment due to increased energy efficiency, and reduced roof replacement costs over time." In the past, many home owners considered tile roofs to be a permanent solution to all of their roofing needs. However, Hayes noted that tile roofs need preventative maintenance every five years to last the life time of the structure it protects.

Some of the problems that can occur without regular roof maintenance include; debris build up that clogs the water runoff, moss build up, color fade, and cracked or missing tiles. One of the most common tile roof problems stems from the original installation. "We find the valleys to be installed too tightly, diverting the natural flow of water off the metal flashings, along with underlayment laid short at the rakes and eaves, allowing water to run behind the fascia and thereby causing dry rot to develop and deteriorate roof sheathing, fascia boards, and in some cases this results in needed gutter repair or complete replacement." stated John. "Because our company has



HAYCO employees are proud to serve the Visalia Community

experience in all areas of general contracting we feel it is a disservice to just fix the one area that is noticeably an issue, while knowing that there are more minor issues which will slowly become a major problem." Hayco Customers can now eliminate all their roof worries with the latest service offered exclusively by Hayco...The "Tile Roof Restore" process.

The Hayes brothers explained that the company is looking toward the future and hopes to one day be able to provide increased pro-bono work for elderly customers. Currently they provide some services to customers pro-bono, but the goal is to create a non-profit organization that will be able educate elderly clients on the importance of complete roof care and provide labor and materials to those individuals who can't afford to take care of their roofing problems. Chad noted "Our family is proud of our valley heritage and our first (almost) half century of being in business. We anticipate that in the next half century we will be able to bring the latest energy saving solutions and innovative home improvements to our loyal customers." The Hayes brothers hope to be able to give back to the community that has supported them for so many years.

The Chamber would like to thank HAYCO for choosing to be a community loyal Chamber member and for their active participation in the community. We are excited that HAYCO is experiencing increased growth and look forward to helping them to celebrate the next half a century of business in Visalia.

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.

- **AUTOMOTIVE SERVICES**
R & G Paint & Body
559.739.7600
- **BOILER SERVICE & REPAIR**
Fireman Boiler
559.802.3270
- **CHURCHES**
Calvary Chapel Visalia
559.687.0220
- **CIVIC MINDED INDIVIDUALS**
Amy Shuklian for Tulare County Supervisor
559.280.3054
Kim Batty
(559) 816-9199
- **EMPLOYMENT SERVICES**
Express Employment Professionals
(559) 738-7822
- **ENTERTAINMENT & RECREATION**
The General's Trading Post
559.651.2525
- **HEATING & AIR CONDITIONING SERVICES**
Comfort Now Air Conditioning & Heating
(559) 697-5669
- **INVESTMENT SERVICES**
Mesa Management Company, LLC.
- **NON-PROFIT ORGANIZATIONS**
Bethlehem Center
559.734.1572

- **PARTY RENTALS, SUPPLIES & SERVICES**
Partyworks, Inc. dba Party City
559.622.0687
- **PETROLEUM & PROPANE DISTRIBUTOR,**
Chandi Group USA Inc.
760.396.9260
- **SOLAR ENERGY PRODUCTS**
CalCom Solar
559.667.9200
- **WIRELESS COMMUNICATIONS**
Cellular & Paging Communications
(559) 974-6300

Renewing

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

- AMVETS Department of California*
- Ashoori & Co. Jewelers*t
- Brewbakers
- Cline's Business Equipment Inc.
- Coopman Plaza
- Hanford Sentinel, The*
- Hydrite Chemical Co
- IDEA! Printing & Graphics
- Interim Health Care of the Central Valley
- International Paper
- Keller & Wegley Consulting Engineers
- Malcolm G. Dutch Construction, Inc.
- Martin & Martin Properties LLC*
- Max's Cookie Company, Inc
- Optimal Hospice Foundation
- Orthopaedic Associates Medical Clinic, Inc
- Patrick L. Salazar State Farm Insurance Agency
- Perez Law Firm, The*
- Perine & Dicken*
- Rabobank-Main Street*
- Richard E. Dunn, D.D.S.,MS Orthodontist
- Super 8 Motel
- Tom's Body & Paint, Inc./Tom's Towing
- Tri Counties Bank
- United Valley Insurance Agency*
- Valley Life Foundation
- Valley Oak S.P.C.A.
- Visalia Lions Band Review
- Visalia Rescue Mission*
- Westgate Gardens Care Center

*Indicates membership in the Visalia Chamber 110% Club.

VISALIA CHAMBER OF COMMERCE MISSION ICONS

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

VISALIA TIMES-DELTA • NOVEMBER 28, 2015

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December 16th

Accelerating Growth: Bending the Curve

Presented by Michael Loschke, Constant Contact

Fresno Pacific University - Visalia Campus 245 N. Plaza Drive 9:00 - 10:30 am

How will you prepare yourself and your organization for the next sales cycle? How prepared are your people and how will they communicate this to you? Join us for a focused session on planning and growth in public, private and non-profit organizations. Leave with a written plan for 2016 and a clearer idea on what it takes to bend the curve in your favor.

Learn about:

- 5 key areas of leadership
- Why you should plan at all
- Secrets of the strategy wheel
- How a one page plan will bend the curve
- Why performance management is essential
- Next steps and much more...

Reserve your spot today

Go online to:

<http://events.r20.constantcontact.com/register/event?oeidk=a07ebp3545007599928&lr=4p5muldab>

Reservations are requested

\$30.00 for Chamber Members
\$40.00 for Non-Chamber Members

Bank of the Sierra Announces New Branch in Sanger, CA



PORTERVILLE, CA — Bank of the Sierra is pleased to announce the future opening of a new branch in Sanger, California. The vacant building, located at 1500 Seventh Street, was previously occupied by Citibank. The Sanger branch is scheduled to open in early 2016, following a variety of interior and exterior renovations.

“Bank of the Sierra’s expansion will bring the benefits of community banking to the Sanger market,” stated Kevin McPhail, Bank of the Sierra President and CEO. “The bank will offer a full suite of financial products and services, as well as the lost art of personalized customer service. In an effort to maintain a convenient network of branches throughout Central California, we continually evaluate branch growth opportunities and feel Sanger is a perfect fit within our footprint,” McPhail added.

Sanger is a city in Fresno County, California, 13 miles east-southeast of the City of Fresno. The 2010 census estimated Sanger’s population at 24,270.

Bank of the Sierra (www.bankofthesierra.com) is in its 38th year of operations, and at \$1.7 billion in assets is the largest independent bank headquartered in the South San Joaquin Valley. The Company has over 400 employees and conducts business through 28 branch offices, an online branch, a real estate industries center, and an agricultural credit center.

About this publication ...

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PRESIDENT’S CORNER

Let’s keep Visalia strong Buy Local

Amy is never someone at a loss for words but as a group of Visalians was discussing their experiences at the ‘latest and greatest’ business a few towns over, Amy Shuklian gave the group a blank stare. Amy went on to explain that she has no interest in shopping beyond our borders and described why shopping local was the best thing ever.



Gail Zurek
President & CEO
Visalia Chamber of Commerce

Amy’s reminder about shopping local had a resounding affect. Shopping local isn’t just a platitude, it should be our guiding force. Visalians who care about our community should make buying and supporting this community their priority.

The Buy Local movement has gained traction in recent years. This year, November 28th is Small Business Saturday. Every year it reengages the type of conversation Amy had with her friends. Buying your Christmas presents, cars, groceries, or hiring a local roofing company here in Visalia, it all makes Visalia stronger. Buying local means your neighbors have jobs. The money you spend at those businesses supports paying local taxes which means better roads and it supports our police and fire departments. Supporting local

businesses here in Visalia means Visalia can continue to be strong. Visalia can continue to be a vibrant community full of diverse strong businesses.

While we’re talking about buying local, I’d be remiss not to mention Giving Tuesday. Created four years ago, Giving Tuesday kicks off a charitable giving season. During this time, many of us use the holiday season and end of the year to make charitable contributions to our favorite charity. Many local charities have special events, promotions and opportunities that allow them to capitalize on this day. As important as buying local is, so is supporting our local charities. They are focused on improving our community not a national agenda.

Shopping local isn’t just a platitude, it should be our guiding force.

While I know this community is full of people like Amy who buy local, I urge you to spend time thinking about the importance your dollar has on our community and economy. Where and how you spend your money affects

our community. Let’s keep Visalia strong – Buy Local.

CalChamber-Endorsed Plan to Close Workforce Gap Gets Unanimous Approval



The Board of Governors of the California Community Colleges this week unanimously approved recommendations of a special

task force on how to strengthen workforce education throughout the 113-college system. California Chamber of Commerce President and CEO Allan Zaremberg serves as a member of the task force.

“There are a lot of jobs out there that need to be filled that don’t necessarily require a four-year degree,” said Zaremberg. “The community colleges are at the forefront to educate and prepare a workforce for those jobs. That’s a need that hasn’t been met and I think this task force has taken an important step to ensure that we fill that void.”

The 25 recommendations will help ensure the state has a workforce with relevant skills and quality credentials that meet employer needs. A key recommendation is to put industry at the forefront of developing career pathways and clearly defining the sequence for learning the skills industry values.

Commissioned by the Board of Governors, the Task Force on Workforce, Job Creation and a Strong Economy includes representatives from community colleges, the business community, labor groups, public agencies involved in workforce training, K-12 policymakers and community-based organizations.

It was entrusted to address California’s anticipated shortage of 1 million skilled workers with industry-valued middle-skill degrees, certificates and credentials. Task force meetings were hosted by the CalChamber.

Task Force Recommendations

Through a series of college and faculty meetings, a number of town hall meetings and extensive research, the task force developed a comprehensive plan consisting of the 25 recommendations focused on seven broad areas:

- Removing barriers to education completion with improved career exploration and planning, work-based learning and other support.
- Putting industry at the forefront of career pathway development with clear, defined sequences for learning industry-valued skills.
- Continuous program improvement based on robust metrics and outcome data.
- Streamlining the curriculum approval process, which currently takes too long, leaving students without timely skills employers require.
- Increasing the pool of qualified Career Technical Education (CTE) faculty. Currently, it’s difficult to attract quality faculty because of education requirements and salary differentials.

See Workforce Gap / 6

GROUNDBREAKING • GRAND OPENING • RIBBON CUTTING • CEREMONIES



Ribbon Cutting

JD’s Auto Outlet Visalia

2110 E. Mineral King Ave Suite A., Visalia • 559-636-2887
www.jdautooutlet.com



Ribbon Cutting

Rotary Foundation, Al’s Respite House

641 S. Watson



Ribbon Cutting

Visalia Animal Care Center

29016 Highway 99 • 559-713-4700



Ribbon Cutting

LPL Financial

3000 W. Main St., Visalia • 559-625-4005
www.thisendueker.com



Ground Breaking

River Cross Church

3637 N. Ranch St. • 559-738-9278
www.rivercrossvisalia.com



Ribbon Cutting

Visalia Adventure Park Laser Tag

5600 W. Cypress Ave • 559-635-7275
www.adventurepark.com



Ground Breaking

ImagineU Childrens Museum

210 N. Tipton St. • 559-733-5975
www.imaginmuseum.org



Ribbon Cutting

Visalia Transit VLine Shuttle

425 E. Oak Ave Suite 201
www.visaliatransit.com

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Congratulations to **Visalia Unified School District** - Golden West High School FFA: the 2015 National Champion Ag/Mechanics Team!!! Nick Seymore is 1st overall, Matt Caviglia is 3rd overall, and Hayden Niederreiter is 5th overall!
CALCOM SOLAR - A BIG congratulations to our CEO Nic Stover for being elected to California Solar Industries Association Board of Directors! We know his outstanding leadership and work ethic will come as a continued asset to CALSEIA and the solar industry.
 Congratulations to Chris Cumiford, **Visalia**



Happy Birthday Sherry!

of Lauri Aguilar to the staff as Marketing Coordinator. Lauri comes to TLA from Convention and Visitors Bureau and provided support to the Economic Development and Media Relations managers. In other Good News, TLA has been selected to provide media relations, social media and event planning for Global Winter Wonderland, transforming the Tulare County Fairgrounds through the holidays.

Kaweah Delta Health Care District - Our Lost Girls' Fund, which provides mammograms to low income women received a donation of \$9,080 from Ruiz Foods. This was the proceeds from their first annual employee Pink Out to benefit the fight against breast cancer. Thanks so much Ruiz Foods!

We just want to send a big shout out to one of our longtime and faithful **Farmers Market** musicians. Rich Villeneuve is a big supporter of the Market, and provides classic easy listening tunes for shoppers in exchange for tips. If you enjoy the music you hear at the Market, drop a few dollars in the tip jar next time you see Rich, and join us in thanking our hardworking Market volunteers that do so much to support the local farmers and enrich our shopping experience!

Milan Institute says Happy 18th Anniversary Sherry (accounting instructor). Her students surprised her with wonderful wall decorations, flowers and balloons.

Our team at **ED DENAS GM AUTOCENTER** is blown away by the overwhelming support in helping Chevrolet & the American Cancer Society finish the fight against breast cancer. From sharing personal stories to attending local events, we couldn't have done it without our amazing customers. Thank you!

San Joaquin Valley Veterans Thank you Day for the Brave heroes! We're so incredibly thankful for your support. With your help, we raised \$2,615 to provide Welcome Home Kits to Veterans in need in our community! Our program also received a \$1,000 bonus for having a power hour last night from 9:00pm-10:00pm!



Tulare County Office of Education Teacher of the Year

Unified School District History/Social Science teacher at VTEC High School, for being selected Tulare County Teacher of the Year! Mr. Cumiford along with other winners, finalists, and nominees were honored on November 3 at the Tulare County Office of Education's Excellence in Education Awards Breakfast.

The **Lockwood Agency** is pleased to announce the addition



Kaweah Delta

AMBASSADOR SPOTLIGHT

Sharon Allison-Crook

Sharon Allison-Crook is the Director of Marketing & Programs for AmVets Department of CA. She has been working at AmVets for three years. AmVets Department of CA is a non-profit veteran service organization that provides services and programs to Veterans and their families at no cost. Some programs include: Scholarships, homeless veteran outreach, career centers, legislative advocacy, VA claim assistance, suicide prevention, women veterans outreach and community service project.

What are some ways you'd recommend getting involved with/partnering with the Chamber?

I would suggest that businesses attend ribbon cuttings and mixers to learn about other businesses and how you can help each other. Become an Ambassador. Use the Chamber website and volunteer at events.

What has Chamber Membership meant for your company?

I have met so many great people thru the Ambassador Program that have become business associates and good friends.

The best part of Visalia is...

The small town community feeling. People are always willing to step up and help out when needed.

What is your favorite local charity/non-profit?

AmVets of course and the American Cancer Society Relay for Life. I am the event chair for the 2016 relay for life of Tulare.

VISALIA UNIFIED SCHOOL DISTRICT

A Look Back, Five Years at VUSD

I believe all of you know that I have announced my resignation as superintendent effective February 1, 2016. I have been given the opportunity to serve the families and children of Tulare County as the Deputy Superintendent of Administrative Services for Tulare County Office of Education.

It has been a pleasure working with the Board of Trustees, the VUSD staff, and the families of Visalia. It has been an enormous honor to serve as superintendent over the last five and a half years. I believe that together we

have accomplished many projects and goals that greatly benefited students, parents, and the community as a whole. In a quick look back over the last five years there are a few highlights that we all can celebrate:

- Keeping the district financially solvent and healthy through the worst recession since the Great Depression - without any layoffs, or significant program reductions or eliminations
- Ongoing Academic Performance Index growth with the final API at 789 in 2013
- Five years of graduation rate increases, 80% to 92%, nearly 12% above the state average
- Construction and opening of Shannon Ranch Elementary School in 2012
- Passage of Measure E in November, 2012, a \$60 million bond for



Craig Wheaton, Ed.D.
 Superintendent, Visalia Unified School District

- construction and modernization
- Completion of the Redwood Academic Building in 2015
- Planning and construction of a new middle school scheduled to be completed in 2016
- Installation of solar at eighteen locations around the district, saving nearly a quarter of our electricity costs.
- Implementation of new, more rigorous state standards
- Expanding broadband internet at all schools and providing nearly 20,000 Chromebook devices so that our students have access to the technology tools they need everyday

The district is functioning at a high level, making progress on many different fronts. There are many talented individuals ready to continue the work in the district, and we are poised for continued growth and improvement in all areas of academic achievement. I applaud the Board of Trustees for their appointment of Dr. Oto as Interim Superintendent. He will be able to provide leadership during this critical period in Visalia Unified. He has my full support and I am confident the district will continue to grow and change and provide an educational program that prepares all students for limitless opportunities.

Thank you for the opportunity to serve the community as Superintendent of Visalia Unified School District.

It has been a pleasure working with the Board of Trustees, the VUSD staff, and the families of Visalia

Linked Learning: Off and Running and Still Growing in VUSD

Bill Davis,
 Director of Career & Technical Education, Visalia Unified School District

The start of the 2015-2016 school year, marks the second year of the implementation of Linked Learning academies in Visalia. VUSD opened this year with 6 Linked Learning academies. Four of the academies are new with only freshmen enrolled and the other two are in their second year with freshmen and sophomores. Linked Learning is a new approach to career-themed education that combines integrated academics, career themed courses and work-based learning in an academy structure. These academies create a rigorous and relevant educational experience for students, while ensuring that those involved are college and career ready. Currently, VUSD has academies in the areas of Architecture and Engineering, Health Sciences, Computer Science, Agricultural Bioscience and Technology, Engineering and Ag Manufacturing and Media Arts. There are approximately 475 students enrolled in Linked Learning academies across Visalia Unified. VUSD provides transportation that accommodates students attending academies at schools, other than their traditional feeder high school.

This year, VUSD will continue working on Linked Learning academy development. The district is in the year of planning phase with four new academies, scheduled to launch next year. This will bring the total number of Linked Learning academies in VUSD to ten. The new academies scheduled for next year will be Public Safety and Business & Finance, hosted at Golden West, Law & Justice, hosted at Redwood, and Health & Kinesiology hosted at

El Diamante. These themes have been identified as high demand high interest areas by students and our local Workforce Investment Board of Tulare County.

A major component of Linked Learning is work-based learning (WBL). To support this, each academy has an industry advisory committee made up of industry professionals. The advisory committees are truly the real-world connection. They assist with curriculum development, industry alignments and student WBL experiences. In VUSD, work-based learning is managed by Theresa Polich, the Work-Based Learning Coordinator and supported by Visalia Partners in Education (VPIE). VPIE is an umbrella organization, whose mission is to support and advance college and career readiness in Visalia Unified. Under the umbrella of VPIE, local business and industry have donated over \$165K in in-kind supports to the students of VUSD last year. This support comes in a number of forms, including, advisory committee participation, industry tours and job shadowing events, hosting interns and participating in project assessments. VUSD is very appreciative of the support from our Visalia Partners in Education and look forward to continuing the noble work into the future.

The initial response to new academies has been positive from teachers, students and industry partners. The educational experiences students are exposed to, truly engage them in their learning and help prepare them for their future. Programs like Linked Learning help ensure students are college and career ready after the graduate from high school. The initial response to new academies has been positive from teachers, students and industry partners. The educational experiences students are exposed to, truly engage them in their learning and help prepare them for their future. Programs like Linked Learning help ensure students are college and career ready after the graduate from high school.

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| | El Diamante | Golden West | Mt Whitney | Redwood | Visalia Technical Early College (VTEC) |
|--------------------|--|--|---|---------------------------------------|---|
| 2015-2016 Open New | Academy of Media Arts | Academy of Engineering & Ag Manufacturing | Academy of Health Sciences Academy of Computer Science | Academy of Architecture & Engineering | Academy of Agricultural Bioscience and Technology |
| 2016-2017 New | Academy of "STRONG" Sports Therapy, Rehabilitation, Orthopedic and Neurogenics | Academy of Emergency Responders Academy of Business & Finance | | Academy of Law & Justice | |

California Water Service Distributes \$500 Bill Credits to 10 Visalia Customers in Water-Use Reduction Drawing

VISALIA - California Water Service (Cal Water) awarded \$500 bill credits to 10 Visalia-area customers to be applied to their water utility account, as part of the company's ongoing efforts to encourage customers to use water wisely.

The names were selected in a random drawing from eligible customers who reduced their water use by at least 32 percent - the reduction requirement set by California for Visalia.

The company held the drawing in November for water use on customers' bills dated Sept. 23 to Oct. 22, 2015. Customers' water consumption for this period was the month prior to the bill date.

Customers who reduced their water use between 32 and 40 percent on their bills compared to the same period of 2013 automatically received one entry into the drawing. Those who reduced between 41 and 49 percent received two entries, and customers who reduced by 50 percent or more received three entries.

The drawing was open to all Cal Water Visalia District customers, both residential and non-residential, except for Cal Water employees and their immediate family members. The customers are: Matthew T, Visalia; Judy S., Visalia; Adrian B., Visalia; Eudocio R., Visalia; Gary D., Visalia; Nancy D., Visalia; Rachel E., Tulare; Vanessa P., Visalia; Charles F., Visalia; and Rachel L., Visalia. Last names are being withheld to protect customer privacy.

"We congratulate the winners of this drawing. They are all very deserving of this bill credit, and we are pleased to be able to reward their conservation efforts in this manner," said Ken Jenkins, Cal Water's director of Drought Management and Conservation.

The drawing is just one of multiple conservation tools and programs that Cal Water is using to encourage and help customers reduce their water use by at least 32 percent. Other programs include turf and high-efficiency appliance rebates, residential and commercial water-use efficiency evaluations, winter water budget promotions, conservation kits, walkabouts, conservation gardening classes, and much more. Information on these and other programs is available at www.calwater.com/conservation. Cal Water serves about 132,200 people through 43,400 service connections in Visalia. The company has provided water service in the area since 1926. For additional information, visit www.calwater.com.

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101 Reasons You Might Need Legal Protection

Clayton Biewer, LegalShield

Unexpected legal questions arise every day, and with LegalShield on your side, you'll have access to a quality law firm for personal and emergency situations 24/7 no matter how traumatic or trivial they may seem. Because our dedicated law firms are prepaid, their sole focus is serve you, rather than bill you. Examples of reasons include:

1. You don't have an up to date will
2. You don't understand your health insurance plan or new legislation
3. You need child support enforced
4. You need help with credit card liability resolution
5. Your landlord enters your apartment without permission
6. You are denied credit for no apparent reason
7. You are planning to make a sizable donation to a charity
8. You have questions about escrow in a home purchase
9. You care for your elderly parents
10. A creditor tries illegal collection tactics
11. You have a property line dispute over a newly installed fence
12. Your're buying or selling a car
13. You need advice concerning a divorce
14. You can't make heads or tails of the new tax forms

For a full list of 101 reasons that you might need legal protection through LegalShield go to: http://bit.ly/101_Reasons_To-Use_LegalShield or contact Clayton Biewer 559-731-0750.

Quarterly Market Outlook - 4th Quarter - 2015

Edward Jones

Economic growth remains solid – Despite challenges, we expect the resilient U.S. economy to keep growing slightly above 2%, in line with its average over the past six years. However, slower growth abroad and the strong value of the dollar are likely to continue to reduce export growth and slow overall U.S. economic growth. But a positive sign is that the Federal Reserve has indicated it believes the economy is strong enough to withstand slightly higher interest rates. Consumers are buying cars and homes as they feel more confident about the future and have the income to afford these big-ticket purchases. We think these trends will continue to power the economy forward.

Job market continues to improve – The U.S. created 2.7 million jobs over the past year, boosting incomes and consumer spending nationwide, which we think will continue. The number of job openings rose to 5.8 million in July, its highest level since 2000. And the unemployment rate remained at 5.1% in September despite a smaller-than-expected increase in payrolls.

Wages continued to increase by about 2% annually, aligning with their average gain over the past six years and keeping inflation low.

Benefitting from low oil prices – Low oil prices have been painful for oil-producing areas. But they've also lowered prices at the pump, and Americans responded by taking to the roads over the summer. In addition, spending less on energy has given consumer spending a boost and has helped improve overall corporate earnings. We expect those positive trends to continue as well.

For a full report go to: <https://www.edwardjones.com/financial-advisor/market-news.html>

HEALTHCARE NOTE

Expanding local access to optometry and other medical services



By Kerry L. Hydash, MPA
Family HealthCare Network
President & CEO

In the coming weeks, Family HealthCare Network (FHCN) will officially add optometry to the list of services provided to our patients. We have continued to see an increased demand for these services in our community, and this is an exciting new chapter for our patients who will now have affordable access to comprehensive vision exams, glasses and contacts, treatment of eye injuries and chronic eye diseases, and more.

Designated as a Patient-Centered Medical Home, patients of FHCN already have access to a wide range of services, including family medicine, obstetrics and gynecology, pediatrics, dentistry, pharmacy, behavioral health, and more. With the addition of optometry, we continue rounding out the list of coordinated, comprehensive services we offer, creating a true health home for patients. Research shows that comprehensive services provided by a medical home like FHCN lead to higher quality and lower costs, and can improve patient and provider reported experiences of care.

Aligning with several of our strategic goals, not only does the addition of optometry services provide expanded access to care for those we serve, but is also a step forward in our progress to introduce additional health services for our patients. Specifically addressing the

highest areas of need in our local patient population, we are currently looking at the exciting opportunity to provide various supplemental health services at FHCN.

Aiming to have additional service lines up and running by the end of the fiscal year, our team is busy working to make this goal a reality. This is sure to have an incredible impact for local patients who are uninsured, or underinsured, and currently face wait times of months, even years, for consultations and treatment of certain conditions.

With the addition of optometry services, and the ultimate goal of furthering our health care offered under the umbrella of services at FHCN, we hope to alleviate the barriers to care many local patients in our community currently face, and continue to improve health outcomes for those we serve.

Optometry services will begin being offered at at Family HealthCare Network December 9th, 2015 at the Visalia School Avenue Health Center, located at 401 E. School Avenue in downtown Visalia, with full availability starting in January of 2016. To schedule your appointment, call (877) 960-3426, or visit www.fhcn.org for more information.

The addition of optometry services provides expanded access to care for those we serve, and is a step forward in our progress to introduce additional health services for our patients.

CITY APPOINTS NEW COMMUNITY DEVELOPMENT DIRECTOR

VISALIA, CA –Nicholas D. (Nick) Mascia has been named City of Visalia's new Community Development Director. Mr. Mascia has 18 years of experience in the Engineering, Traffic Safety and Community Development fields. City Manager Michael Olmos made the announcement tonight following confirmation of the appointment by the City Council.

Most recently, Mr. Mascia has been serving as Assistant Community Development Director/City Engineer with the City of Visalia, where he manages Engineering Services, Traffic Engineering, and Capital Projects such as the Plaza Interchange over SR 198, the Visalia Animal Care Center, Fire Station 53, and the Lincoln Oval Pedestrian and Vehicular improvements. In Mr. Mascia's time with the City, he has worked to obtain over four million dollars in federal funding for traffic operations and construction of bike paths. He is also overseeing development of the upcoming Visalia Emergency Communications Center, including a modern technology-based Traffic Management Center. There are 70 employees in the Community Development Department.

"Nick Mascia brings a wealth of knowledge and extensive experience in managing and administering engineering and community development programs and projects," said Michael Olmos, City Manager, City of Visalia. "We're confident that he will work towards continued economic vibrancy in our community in his new role."

One of Mr. Mascia's first tasks as Community Development Director will be to implement a restructuring of the Community Development Department to deliver more efficient services to the public. The restructuring will include consolidation of all development-related permit programs (including building permits, encroachment permits, and engineering permits) within a single division to be overseen by Engineering Development Manager Jason Huckleberry. In addition, Community Planning functions and Planning entitlement permits will be merged with Code Enforcement functions to be managed by Assistant Community Development Director Josh McDonnell.

Welcome to Day Session Number 2: Education



Dedi Somavia, VUSD
Leadership Visalia class member

I am an educator by trade and have been for the last 18 years. I was excited for this session not because I helped plan it but because I was excited for my fellow classmates learn more about the thing that I love: educating children. Today's session was skillfully put together by Shannon P, David van Giltuwe, and Jeff Gooding. Our classmates chose to focus in on the alternate paths that educational institutions in Visalia have to offer students today.

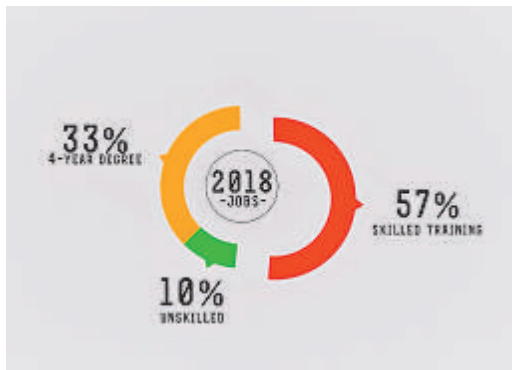
We started our day with Sarah Hamilton from Tulare County Office of Education. She spoke to us about TCOE's Special Services that are available to students throughout Tulare County. We learned that TCOE serves approximately 7,500 Special Education students ages 0-22. Services such as, the Bright Futures Program, begin at an early age with in-home services for children and their families and there are a multitude of services available to school-aged special education students which help them to become functional adults in society.

Our next destination was Visalia Technical Early College (VTEC). Principal Vicky Porter hosted us and we quickly learned that VTEC is markedly different from traditional high schools. The vision of VTEC High School is that students will learn best when they are engaged in high interest, meaningful, "hands on" curricular activities that are based on clear academic and technical standards. What I was most impressed with was the passion each of the students possessed. These young adults were excited, driven and eager to share their academic success and future goals with all of us.

Bill Davis, Director of Technical Education at Visalia Unified, explained to our class that the school district has implemented 10 Linked Learning Academies throughout the five local high schools. Academies focus on career pathways, with the goal of preparing students to be both career and college ready by the time that they graduate, and that preparation is beginning as young as 7th grade. For more information on the academies you can go to www.vusd.org.

We ended our day leaning about higher education in Visalia. As a K-12 educator this was an area of education that I was less familiar with. We heard from Elisa Garcia, Student Success Coordinator at COS. Elise talked to our class about the importance of reaching out to the new COS students to make sure that they are aware of the resources that COS provides including free workshops, tutoring labs, snacks, and financial aid. The last speaker of the day was Brice Yocum, Regional Executive Director for Fresno Pacific University. Brice encouraged our class to continue to encourage students to attend a four year university and to get a degree. He explained that the Fresno Pacific University Visalia Campus is able to support higher education aspirations for students who have not followed a traditional educational path right here in Visalia.

As an educator and Leadership Visalia class member this day was exciting and eye opening. The number of educational resources available to students and families in Visalia is overwhelming. Regardless of the educational path a student may choose, Visalia has programs and options for every type of student.



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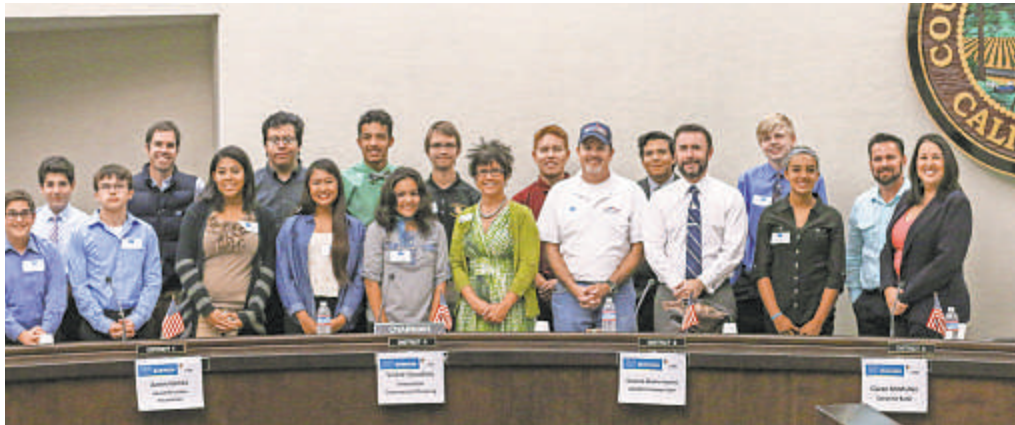
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Young Entrepreneurs receive valuable education from local CEO's



"You have brains in the head. You have feet in your shoes. You can steer yourself any direction you choose." - Dr. Seuss.

For individuals with an entrepreneurial spirit Dr. Seuss hit the nail on the head. The students of the Young Entrepreneurs Academy are quickly learning that they have the power and ability to chart their own course and to direct their future by taking control of their career choices all while they are students. The best way for students to learn the ropes, and figure out what it really takes to start and run their own business, is to work directly with business professionals. On Thursday, November 5th the current YEA! class had the opportunity to meet with six local CEO's and get advice and words of wisdom straight from the source.

The CEO Roundtable is one of many events hosted by the Young Entrepreneurs academy each year in hopes of inspiring local students to follow their dreams and launch their own real businesses. This year the students had the opportunity to meet with the Aaron Gomes, Founder of Sound N Vision Foundation, Vickie Goudreau, Owner of Innovation Commercial Flooring, Deanne Martin Soares, CEO of Amdal In-Home Care, Ciaran McMullen, President/CEO of Suncrest Bank, Chris Miller, Owner of Lily Pad Café, and Jason Winn, Family Business Partner of McElmoyl Commercial Refrigeration Inc.

As the event got underway and introductions completed, the student quickly began asking questions that focused on the nuts and bolts of running a business. Ambar Melendez from Mt. Whitney, asked how the CEO's dealt with social networking and if it was important to their business. The panelists agreed that social media and networking was important to their business and could not be ignored. Many have hired professionals specifically to handle that aspect of the business.

Miguel Tuevo is launching a homemade soap business and he

wanted to know if the panelists had ever faced feelings of failure. Each CEO noted that failure is a part of being an entrepreneur. Chris Miller noted that rejection and failure is a part of business, and those experiences, although tough, are what make people and businesses stronger. Jason Winn explained that an entrepreneur who is able to rebound after a failure is the entrepreneur who will eventually be the most successful because they never gave up.

Marco Quintanar wanted to know what advice the CEO's would give themselves if they were starting their careers all over. Vickie Goudreau and Aaron Gomez encouraged students to stay open minded and flexible about their business idea, and not to let their ego get in the way. They explained that business is constantly changing. The most successful business owners are open to opportunities that may present themselves, and those opportunities may take the business in a direction different than the owner initially intended to go.

Other questions included; How the CEO's came to choose a company name? What traits the CEO's thought were most important to being an entrepreneur? Have the CEO's reached their business goals? What is the best decision that they have made as the CEO of their company? It was exciting to see the students engage with the CEO's throughout the night, and many of them stayed late to ask follow up questions when the event was over. We would like to thank our panelists for their participation in this event and look forward to seeing how the students are able to incorporate the advice from the CEO's into their new business ventures.

Happy Trails Riding Academy

2016 Board of Directors

Happy Trails Riding Academy is proud to announce the 2016 Board of Directors; Dr. Neal Spiro- President (Hanford), Larry Mapes- Vice President (Tulare), Andre Gaston- Treasurer (Visalia), Laura Morrell- Secretary (Visalia) and Roland Hill- Past President (Porterville). Members at Large include Kim Givich (Visalia), Jennifer Pendergraft (Visalia), Linda Nogues (Tulare), Cliff Vasquez (Visalia), Patty Rocha (Tulare), Ron Willenborg (Visalia), Ed Wristen (Visalia), Kendra Fowler (Visalia), Ryan Purkiss (Visalia), Jenna Seals (Visalia) and Larry Lewis (Visalia).

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

For more information on Happy Trails Riding Academy please contact Leslie Gardner at (559)688-8685.

CALIFORNIA FAIR PAY ACT

Governor Brown signed the California Fair Pay Act ("Act"), SB 358, into law on October 6, 2015, and it takes effect on January 1, 2016. The Act expands on existing California equal pay protections and is aimed at closing gender wage inequality between men and women working in California. The bill amends California Labor Code Section 1197.5 and is considered among the strictest gender pay laws in the country.

The current California law, originally authored in 1949, provides for equal protections for workers and includes provisions prohibiting an employer from paying an employee less based on their gender. The existing law states that employees in the same position, requiring the same skill, effort, and responsibility, at the same company working under similar conditions at the same establishment, cannot be paid less than an employee of the opposite sex.

The new law eliminates the requirement that the employees be working in the same location and instead focuses on work that requires similar skill, effort, and responsibility. For example, if a company has multiple locations, the new law allows an employee to compare his or her pay to other employees within the same company at a different location to determine any gender wage disparity. If there is a wage differential between a man and woman in a position requiring similar skill, effort, and responsibility, the burden of proof is on the employer, who must affirmatively demonstrate that the gap is based upon non-gender related factors, such as seniority, merit, or quantity and quality of work produced.

The bill expands the wage information record keeping requirement for employers from two years to three years, and requires employers to allow employees freedom to discuss their wages amongst one another (even though there has been a law guaranteeing that right for many years). The Act also prohibits an employer from requiring employees to disclose their prior wage information as a condition of employment. Interestingly, Governor Brown vetoed AB 1017, which would have prevented an employer from using prior wage information to justify paying an employee less. This means that an employer cannot require disclosure of prior wages as a condition of employment, but may use prior wage information if it is volunteered.

What This Means for Employers:

With the bill becoming effective on January 1, 2016, employers must ensure that their existing payroll is in compliance. Violations of the new gender pay requirements will expose an employer to potential civil damages that include the difference in wages, plus interest and liquidated damages. The Act also protect employees from being discharged, discriminated or retaliated against for inquiry or enforcement of their equal pay rights. Employers should review any gender wage gaps that may exist and be prepared to justify any gender wage gaps between employees working in positions requiring similar skill, effort, and responsibility. Employers should also provide training to any personnel making wage decisions for employees so they are aware of the new stricter requirements.

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



Visalia Chamber of Commerce presents: South Dakota: The Black Hills & Badlands

The Visalia Chamber would like to invite you to join us on a tour of South Dakota. The tour is 7 days, and includes airfare from Fresno, 9 meals, a professional tour director, motor coach transportation and comprehensive sightseeing. The tour will depart on June 21, 2016 and return on June 27, 2016. The cost of the tour is \$2099 per person (double occupancy).

The tour will begin in Rapid City, South Dakota with a tour of Mt. Rushmore, a walk down the Presidential Trail, and a visit to the Crazy Horse Memorial the largest mountain sculpture still in progress. The memorial includes the Indian Museum of North America Native American Cultural Center where many Native American Artists and craftspeople sell their wares. You will have the opportunity to visit a local museum filled with art, crafts and jewelry. Next on the itinerary is the Back Hills Gold tour where you will take a tour of Riddle's Black Hills Gold and Diamond Factory. Then you will take a 14 mile ride through the magnificent rock formations along Needles Highway. At the end of the day you will arrive in Custer State Park where bands of bighorn sheep and majestic elk or buffalo may be

| | |
|---|--------------------------|
| Tour Highlights: | |
| ■ Mt. Rushmore | ■ Deadwood |
| ■ Crazy Horse Memorial | ■ Lead |
| ■ Black Hills Gold | ■ Badlands National Park |
| ■ Needle Highway | ■ Wall Drug Store |
| ■ Custer state Park | ■ Hot Springs |
| June 21-27, 2016 \$2099 (per person/double) | |

seen. The next day you will travel to Deadwood, a western town that is a National Historic Landmark where you will see recreations of turn of the century street lamps and restored architecture. You will meet a local guide and enjoy time at the Homestake Gold Mine Visitor Center. On day five you will tour Badlands National Park and then spend some time at Wall Drug, a local drug store from 1936. On the last day of the tour you will set out for Hot Springs to see the Back Hills Wild Horse Sanctuary and get to view the Indian petroglyphs over 10,000 years old, and enjoy the movie sets from Crazy Horse.

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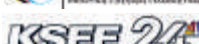
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Workforce Gap

(continued from page 4)

- Regional coordination to pool resources and efforts for CTE and responding to industry needs.

- Establishing a dedicated and sustainable funding source for CTE programs. Currently, CTE courses are funded at the same level as general education courses, yet have higher startup and operating costs. Funding gaps are closed with grants, but those are not long-term solutions.

To read the full set of recommendations, please click here.

Job Shortage Ahead

The California Community Colleges Chancellor's Office Doing What Matters for Jobs and the Economy framework and the Student Success Initiative provided the foundation to launch this task force and also aim to increase workforce and economic competitiveness.

These measures are necessary in light of statistics indicating that there will be 6.3 million job openings in California through 2020, of which 2 million jobs will require a post-secondary certificate or associate degree.

CLIP & SAVE

CALENDAR - DECEMBER 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--|--|-----------|---|--|----------|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | Visalia City Council Meeting 4 pm work session; 7 pm regular session Council Chambers | Government Affairs Meeting 7:15 pm Buckman-Mitchell Office | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | Ambassador Breakfast Visalia First Assembly Church 8 am | 18 | 19 |
| 20 | Visalia City Council Meeting 4 pm work session; 7 pm regular session Council Chambers | 22 | 23 | 24 | Christmas The Chamber office will be closed | |
| 27 | 28 | 29 | 30 | 31 | | |

Bank of the Sierra Grants Enrich Local Non-Profit Work Throughout Tulare & Kings County

The community bank's Sierra Grant Program announces 3rd quarter payouts totaling \$22,500 to variety of organizations throughout Central Valley communities



PORTERVILLE, CA – Bank of the Sierra announced on Tuesday grants totaling \$22,500 awarded to five different Tulare and Kings County non-profit organizations. The non-profits included United Way of Tulare County, Restoration Inc., Palo Verde Union Elementary School, AMP Ministries-DBA Hands in the Community, and Kings/Tulare Homeless Alliance.

Project proposals from this quarter's grant winners include aiding the United Way's continuing drought relief efforts, supporting Restoration Inc.'s annual Thanksgiving Food Drive, which provides holiday aid to 500 families, and helping Palo Verde Elementary School build an educational garden.

Bank President and CEO Kevin McPhail announced that all the recipients of the grant for this quarter represented organizations that

are passionate for the communities they serve. "Bank of the Sierra appreciates the tough work non-profits do throughout the valley, and it's our aim to give back to them for their contributions."

About the Sierra Grant Program

Since its inception in 2004 the Sierra Grant Program has been responsible for donating over a million dollars to organizations that improve local communities. The grants go toward fostering community services, park preservation, and educational programs. Non-profits who wish to apply for a Sierra Grant can pick up an instructional brochure at any Bank of the Sierra branch, or visit the bank's web site at www.bankofthesierra.com/resources/sierra_grant_program.

About Bank of the Sierra

Since opening its doors in 1977, Bank of the Sierra has grown to become the largest independent bank headquartered in the South San Joaquin Valley with assets totaling \$1.7 billion. The company has over 400 employees and conducts business through 28 branch offices, an online branch, a real estate industries center, and an agricultural credit center.

SHRM Member Appreciation Luncheon

SHRM of Tulare County would like to invite you to attend the Annual Member Appreciation Luncheon. We are thankful that you have chosen to be a member of your local SHRM of Tulare/Kings chapter. Please join us to celebrate YOU! All Members are free, Non-Members are \$20.00. The event will take place on Tuesday, December 8th at the Visalia Marriott (300 S. Court Street) from 11:30 – 1:00 pm.



35th Annual Christmas Tree Auction

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