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# Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE

## UPCOMING EVENTS

- OCTOBER 1, 2015**  
**Oktoberfest 2015**  
 Vossler Farms  
 26773 S. Mooney Blvd.  
 5:30 - 9:30 pm  
 \$35 in advance, \$40 day of  
<http://tinyurl.com/Oktoberfest2015>
- OCTOBER 2, 2015**  
**Open House Artist Reception for Deanna Saldana**  
 Visalia Chamber Office  
 6-8 pm
- OCTOBER 7, 2015**  
**Cal Water Small Business Workshop**  
 Sue Sa's Club House, 609 W. Center  
 7:30-8:30 am  
<http://www.visaliachamber.org/events/calendar/2015-10-01>
- OCTOBER 15, 2015**  
**Wage & Hours Seminar**  
 Presented by: Sutton & Hague  
 Wyndham Hotel  
 8:30 am - 1:30 pm  
 \$35  
 Includes lunch  
<http://tinyurl.com/WageSeminar>
- OCTOBER 21, 2015**  
**Stop Harassment Seminar for Supervisors**  
 Presented by: Pacific Employers  
 Lamp Liter Inn  
 7:30 - 10 am  
<http://www.visaliachamber.org/events/calendar/2015-10-01>
- OCTOBER 27, 2015**  
**Business After Hours Mixer**  
 Hosted by: Visalia Country Club  
 625 Ranch St.  
 5:30-7:30 pm
- OCTOBER 28, 2015**  
**Access to Capital Seminar**  
 Presented by: Fresno CDFI  
 9-10 am, Free  
<http://www.visaliachamber.org/events/calendar/2015-10-01>
- OCTOBER 28, 2015**  
**Slideshow Presentation: "South Dakota The Black Hills & Badlands"**  
 Chamber Office, 222 N. Garden #300  
 12 noon  
 Presented by Collette Vacations

## Inspiring Visalia's imagination

By Nicola Wissler

*"Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world."*  
 — Albert Einstein



On October 12th access to imagination inspiring activities will drastically increase in the Central Valley thanks to the new ImagineU Children's Museum. The new much larger museum will serve as a regional learning center for Tulare County and the entire Central Valley. Providing quality interactive exhibits and activities that will educate, enrich and expand children's imaginations, ImagineU Children's Museum's new facility is a gem for our children and region.

For more than a decade the ImagineU Children's Museum has worked to provide educational resources to children, families and schools in Tulare County. The museum was founded in 2002 by Angela Huerta, and focused on free play, allowing children to run from one activity to the next with some structured programming including; story time, science explorers and art camps. With more than 14,000 members and guests visiting the Museum annually, the original 2,800 sq. ft. building was not able to accommodate new technology and exhibits. For the last five years, the Board of Directors of

See ImagineU / 5



**BUSINESS SPOTLIGHT**

## PRESIDENT'S CORNER

### 'Can you tell me again what the Chamber does?'

I recently celebrated my 1st year anniversary with the Chamber and by in large this question is the one I get most often. For an organization of our size, age and reach (we're the oldest and largest business advocacy organization in our county), this question surprised me, at first. The reality is we haven't always been good at telling people what we do and how we can help them.



**Gail Zurek**  
 President & CEO  
 Visalia Chamber of Commerce

At a recent meeting with a business owner this question popped up again. I began to talk about our four areas of focus; promoting businesses, networking and building business relationship, advocacy and entrepreneurship and leadership programs. Thirty seconds in, her eyes glazed over and I realized we needed a new tactic. I piped up, "we're a business consultant on retainer. You call us if you have questions or a problem. We'll call you if we see something you need to pay attention to." That brief description got an entirely different response. The light bulb went off in the business owner's head and we began talking about how the Chamber could help her business get to the next level. She ended the conversation by saying that for a business

consultant, our membership dues were beyond reasonable.

Describing the Chamber as business consultant on retainer has led to important and interesting conversations. There is no shortage of questions and concerns businesses face. From ways to grow their business, to questions about zoning, or the impact of a potential new law, we've helped our members connect and find answers to questions. The outcome has been exciting.

For example, a number of conversations have occurred around Visalia's Food Truck codes. From confusion to misinformation, many didn't understand how or even if food trucks could exist in our community despite businesses having an interest in this arena. The Visalia Chamber hosted a workshop to explore this topic. We had a fantastic response. In the end, the Chamber has gathered business owners and begun the process of updating our code to be more reflective of current industry trends. Ultimately this means that the Chamber will once again help our businesses grow stronger! Now that's worth the price of membership!

## We Invite you to Explore in 2016!

- Natural Wonders of Costa Rica**  
 February 17 - 25, 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](http://www.visaliachamber.org)

## COMMUNITY LOYAL MEMBERS

*A thriving community starts*



### New

The Visalia Chamber of Commerce would like to welcome our newest members. We encourage individuals and businesses to support Chamber Member businesses.

- ACCOUNTANTS, CPAs & BOOKKEEPERS**  
**JBAC Tax & Accounting**  
 559.733.0272
- AUTOMOBILE DEALERS**  
**Ed Dena's Auto Center**  
 559.733.9600
- CHURCHES**  
**RiverCross Church**  
 559.733.9600
- HOME HEALTH CARE & HOSPICE, NON-PROFIT ORGANIZATIONS**  
**Adventist Hospice**  
 559.537.2860
- LOANS & DEPOSITS**  
**Springleaf Financial Services**  
 559.625.0270
- MEDICAL SERVICES**  
**Herndon Recovery Center**  
 559.713.6083
- NON-PROFIT ORGANIZATIONS**  
**Act for Women & Girls**  
 559.738.8037

- PRINTING, ADVERTISING SERVICES & GRAPHIC DESIGN, SIGNS & BANNERS**  
**USA Printing & Graphics**  
 559.732.9700

- RESTAURANTS**  
**Denny's**  
 559.734.4836

- WIRELESS COMMUNICATIONS**  
**Z Wireless**  
 559.302.9077

### Renewing

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

- ABLE Industries
- American Ambulance of Visalia/Valley Response Magazine\*
- Brandman University
- Butler Manufacturing Company
- Central California Connections Academy
- Central Valley Community Bank\*
- Collette Vacations\*
- Comcast Business Services
- ConAgra Foods\*
- Four Creeks Village
- Fresno Pacific University Visalia Center
- Golden State Family Services, Inc
- Housing Authority of Tulare County\*
- ImagineU Interactive Children's Museum\*
- Integrity Credit
- Kaweah Delta Health Care District\*
- Koetsier Dairy\*
- Lane Engineers, Inc.
- Las Palmas Restaurant\*
- Law Offices of James P. Hurlbutt
- Lawrence Tractor Company
- Lucky Day Laundry
- Manpower, Inc.
- Medicine Shoppe #917
- Michael's Custom Jewelry
- Miller Memorial Chapel
- Mitchell Insurance Services\*
- Morgan Stanley Wealth Management\*
- Order Sons of Italy In America
- Patrick L. Salazar State Farm Insurance Agency
- Peggy Furnas
- Prestige Assisted Living\*
- Proteus, Inc. Employment & Training
- Pro-Youth/HEART After-School Program
- Quality Paint & Body, Inc
- Rabobank-Mooney Blvd\*
- Red Lobster Visalia California\*
- Screw Conveyor Corporation
- Social Vocational Services
- Suncrest Bank
- Sutton Hague Law Corporation\*
- Tulare County Escrow\*
- Tulare-Kings Dental Society
- Valley Oaks Golf Course
- Voltage Multipliers, Inc.
- Workforce Investment Board of Tulare County

\*Indicates membership in the Visalia Chamber 110% Club.

## VISALIA CHAMBER OF COMMERCE MISSION ICONS



Business-Government



Business Relations



Promoting Community



Strong Local Economy

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

**GROUND BREAKING • GRAND OPENING • RIBBON CUTTING • CEREMONIES**



**October 2015**

**THURS., OCT. 15, 2015**  
**California Wage & Hour Law Seminar**  
 \$35, lunch is included  
 8:30 am - 1:30 pm  
 Visalia Wyndham Hotel (Visalia Holiday Inn)  
*Presented by: Sutton & Hague Law Corporation*  
 Learn about the latest developments and cases affecting wage and hour laws. Sutton & Hague will provide comprehensive fact scenarios, examples and sample forms.  
*Reservations are required.*  
<http://tinyurl.com/WageSeminar>

**WED., OCT 28, 2015**  
**Access to Capital**  
 Free  
 9-10 am  
 Hosted by: CTIC  
 608 E. Center St.  
*Presented by: Fresno CDFI*  
 Looking for capital to start or expand your business? Learn about: SBA Loans, Entrepreneurship opportunities, preparing for a loan application and more.  
<http://www.visaliachamber.org/events/details/access-to-capital-presented-by-fresno-cdfi-3387>

Call the Chamber today to reserve your spot, 559.734.5876 or go online to:  
<http://www.visaliachamber.org/events/calendar/2015-10-01>  
 Reservations are requested.

**Suncrest Bank hires former Citibank manager**

Lupe Garcia, a 38 year veteran of the local banking industry in Visalia has joined Suncrest Bank as Manger of its Visalia Branch.

Garcia previously served Citibank in a similar capacity for 22 years, running both Citibank Visalia Branches in her time with that company. Her banking career also includes 16 years with California Federal.

"I am extremely excited to join such a rapidly growing local bank as Suncrest. They have deep roots in this community and a commitment to exemplary service, that mirrors my own," said Garcia.

Garcia is actively involved in the local economy serving on various committees, and as a member of the Tulare Kings Hispanic Chamber of Commerce, Visalia Chamber of Commerce and on the Board of Visalia Emergency Aid for 25 years.

"Lupe's appointment reflects not only the increasing business we are winning in the Visalia market but also our goal of becoming this market's number one community bank," said President and Chief Executive Officer, Ciaran McMullan. "I'm looking forward to working with her to grow our business in Visalia," he added.

**Quality Paint & Body earns official and top automaker recognition**

BP-Quality Paint & Body Inc has been officially certified by Assured Performance, a non-profit consumer advocacy organization for maintaining the right tools, equipment, training, and facility necessary to repair the participating Automaker brand vehicles according to the manufacturer's specifications In achieving their certification, BP-Quality Paint & Body Inc is now an integral part of the most advanced repair capable and efficient auto body repair network in the world. Adding to the their credentials, BP-Quality Paint & Body Inc is See Quality / 6

**About this publication ...**

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**Grand Re-Opening**

**Denny's**

2332 S. Mooney Blvd. • Visalia • 559.734.4836  
<http://locations.dennys.com/CA/VISALIA/202134>



**Ribbon Cutting**

**AT&T**

3206 Dinuba Blvd. • Visalia • 800.800.1163  
[www.att.com](http://www.att.com)



**Grand Re-Opening**

**Houston Neighborhood Park**

Corner of Houston Ave. & Turner St.



**Ribbon Cutting**

**Ed Dena's Auto Center**

1214 E. Main St. • Visalia • 559.733.9600  
[www.eddenasautocenter.com](http://www.eddenasautocenter.com)



**Ribbon Cutting**

**Arts Visalia**

214 E. Oak Ave. • Visalia • 559.739.0905  
[www.artsvisalia.org](http://www.artsvisalia.org)



**Ribbon Cutting**

**Z Wireless**

3318 N. Dinuba Blvd. • Visalia • 559.302.9077  
[www.zwireless.com](http://www.zwireless.com)



**Ribbon Cutting**

**Goal Line Media**

559.737.1421  
[www.goallinemedia.net](http://www.goallinemedia.net)



**Ribbon Cutting**

**Happy Trails Riding Academy**

559.688.8685  
[www.wearehappytrails.com](http://www.wearehappytrails.com)



**Ribbon Cutting**

**JBAC Tax & Accounting**

2929 W. Main St. • Suite G • Visalia • 559.733.0272



**Ribbon Cutting**

**VTown Derby Dames**

520 S. Linwood • Visalia • 559.679.1456  
[www.vtownderbydames.com](http://www.vtownderbydames.com)



Hands in the Community + CVBF staff

# Good News from our Members

**Hands in the community + CVBF staff** = 1 happy elderly lady!!! Hands in the community is a local non profit that helps out others that can't help themselves. This 71-year-old lady's yard was just too much for her to do herself. It was a great experience and a nice thing to do for someone else.

Number 15 is here! Today **Family HealthCare Network** is proud to celebrate the opening of our 15th medical site with opening of our new Tulare Health Center.



Family HealthCare Network

**K a w e a h** **Delta Hospital** would like to thank Josephine Abuel for her excellent service for the month of August!

**Suncrest Bank** has hired Lupe Garcia as the new Manager of its Visalia Branch.

Congratulations to the **Tulare County Office of Education** for hosting a great College Night event and providing a great educational resource to students from all over Tulare County.

**Food Link** - Thank you to **Valley Business Bank!!** We are so excited to have your support for our Healthy School Farmer's market at Highland Elementary. These funds will ensure that we are able to provide fresh produce & nutrition education for the entire school year. Yesterday the kids had a chance to sample fresh pear juice with a fresh spinach, pear & cranberry salad.

**Happy Trails Riding Academy** recently sent Kristine McCadden, one of our Equine Services for Heroes, participants, and instruc-

tor Amber Preheim to take part in an Extreme Mountain Trail workshop. The workshop was hosted by Rainier Therapeutic Riding and Mark Bolender of Bolender Horse Park, in Silver Creek, WA. Through an application process, Kristine was selected as one of 10 Wounded Warrior Program alumni who are currently engaged in therapeutic riding. Riders from all over the country took part in this four day intensive workshop.

**Visalia Police Department** - We would like to take a moment and give a big thank you to our very own **Visalia Fire Department** who have personnel fighting the Rough Fire in Fresno County. VFD has had firefighters assigned to this large fire since it's beginning in late July. Be safe up there and come home soon!



Vang

The **VPD Family** would like to thank Officer Ger Vang for his years of service. Officer Vang accepted a position with the Fresno Police Department. Officer Vang began his employment with VPD in 2010. During his years of service, Officer Vang's assignments included Patrol and the Gang Suppression Unit. Thank you again for your service, Officer Vang! We wish you and your family the very best!

**Visalia Rescue Mission** would like to thank Jessica Cavale for all of her hard work the last seven years. We appreciate everything you have done and wish you luck in the future.



## BOARD SPOTLIGHT

### Judy Fussel



Fussel

Judy Fussel is President - Life, Health & Financial Services Division at Buckman-Mitchell Inc. She has served on the Chamber Board of Directors for five years.

**Why is it important to be a Chamber member?** The Chamber is an advocate for business and helps us stay connected with the community. They are on top of current issues that may impact businesses and works towards addressing the concerns and providing a viable solution, if possible, to fit our needs.

By being a Chamber member we are connected with other businesses that provide exposure for our company. The Chamber is a resource to us for many things.

**What brought you to Visalia?** My husband and I relocated to Visalia in 1978 after his graduation from Fresno State. We settled in Visalia and he commuted to Porterville until 2004 when he became employed by the City of Visalia. We have never regretted the move and have no plans to move (retire) to another area. We are happy to call Visalia home.

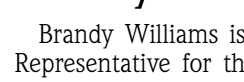
**What is your favorite thing about your job/company?** My job is a challenging one. As an insurance professional, the market is constantly changing and difficult at times to keep up. I love working with my clients who have become friends over the length of my career. I get satisfaction in helping educate them to make good informed decisions to fit their needs.

**What is your best advice for young professionals?** Only you can make you happy. If you strive to achieve your own goals, you should far exceed those expected from others. Set goals high and keep on the path to reach them.

**What did you want to be when you were in elementary school?** My career path was to become a teacher. When I graduated from high school, I enrolled in College courses and dropped out after the first semester. Instead I enrolled in Business College to become a secretary. I never aspired to become an insurance agent and through circumstances given to me by my partners at Buckman-Mitchell I have achieved a goal higher than I would have set for myself. I am fortunate that my talents were recognized and encouraged.

## AMBASSADOR SPOTLIGHT

### Brandy Williams



Williams

Brandy Williams is the Onsite Sales Representative for the Visalia Convention Center. She has been a part of the Visalia Convention center and a member of the Chamber Ambassadors for eight months.

The Visalia Convention Center offers more than 114,000 square feet of beautiful convention space. From conventions and conferences to dinner dances to special meetings and retreats, the Visalia Convention Center is ready to meet your event needs. We provide in-house trade show decorating and audio visual as well as wireless internet. The Visalia Convention Center offers the best of all worlds for event planners, convenient location with diverse activities, affordable rates and extraordinary personal service.

**What are some of the ways you'd recommend getting involved/working with/partnering with the Chamber?** I recommend attending as many ribbon cuttings, mixers or grand openings as possible. I think it's important to show local businesses that they are appreciated, by attending their event, it lets the company know they made the right decision opening their doors in this community.

**What has Chamber Membership meant for your company?** The Visalia Convention Center receives leads from our exposure with the Chamber. Almost every event I have attended, someone has approached myself or my colleague and requested more information on having a meeting, wedding or business functions at the Convention Center. We also see our current clients at these events. It's nice to have a chance to get to know them better and have the opportunity to create a more lasting connection.

**The best part of Visalia is ....?** The best part of Visalia is the small town feel. I love knowing so many people in my community.

**What is your favorite local charity/non-profit?** My favorite non-profit is the SPCA. Both my pets were adopted and I have so much respect for the work that the SPCA does.

## VISALIA UNIFIED SCHOOL DISTRICT

# School district water use down by 41%

If you are like me, your lawn is somewhere near the brown stage as we strive to reduce water usage by over 30 percent. I bet you wonder why some of our fields are still looking lush and green! The good news is that Visalia Unified School District reduced water use by 41 percent between January and May 2015--far exceeding the state's mandated 32 percent reduction.

We anticipated the mandated reduction and began conserving early with the help of David Plascencia of Cenergistic, the district's water conservation consultant. The reductions have been accomplished primarily by reducing the number of watering days. "Typically, schools water seven days a week during the hot summer months because communities like to see their schools well maintained and that includes green lawns," David explained. "That mindset is changing, though, with this drought."

A key consideration in our watering schedule is the need to keep athletic fields safe--which means sufficient water to maintain a playable surface for students. To achieve this and still conserve water, we have reduced water use on lesser-used areas of school campuses. Our number one concern is student safety. We want to provide ac-

tivities for our students in a safe environment and be good water stewards.

The next step in the district's conservation plan is to work closely with California Water Service Company (Cal Water) to utilize all available rebate programs. One challenge is the fact that the district must expend funds for new sprinkler heads or controllers and await reimbursement. We are being proactive in working with Cal Water to develop a plan that will allow us to further reduce water, while maintaining our campuses as points of pride in our neighborhoods.

Cal Water has become a key partner with us, including their support of the drought-tolerant garden at Hurley Elementary School. This school is a living example of what anyone can do to help reduce water use, while still having very attractive landscaping.

We are very excited to continue to keep our schools looking good, keep essential playing fields safe, and to save water! So next time you see students playing on a green field, rest assured that the school district is making the necessary reductions in water consumption. In fact, we are far below the goal of a 32 percent reduction! Saving water is important to all of us, and we are committed to continue to find ways to conserve.



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

*"We are very excited to continue to keep our schools looking good, keep essential playing fields safe, and to save water."*

## Celebrations planned for National Staffing Employee Week

Personnel Solutions Unlimited, Inc. based in Visalia, CA is joining staffing firms from across the nation in celebrating National Staffing Employee Week, Sept. 28 - Oct. 4. Established by the American Staffing Association, this commemorative week honors the millions of temporary and contract employees working for U.S. staffing firms each week.

In California alone, 342,966 temporary and contract employees work in the staffing industry every week. These positions are across all industry sectors and professions, and the majority are full-time. These jobs also can lead to permanent work, according to ASA research. In fact, permanent employment is a top motivation for choosing this line of work, and one in five cite scheduling flexibility as a key reason for choosing staffing, according to the ASA Staffing



employees who contribute to the economy of California and that of our entire nation," said Beth Bruegman, Business Development Manager with PSU. "Personnel Solutions Unlimited is proud to be part of an industry that provides so many benefits to employees, to businesses, and to the economy."

Personnel Solutions is celebrating National Staffing Week by acknowledging both our candidates and our clients with a personal note of gratitude for their service and for placing their trust in PSU. To learn more about Personnel Solutions Unlimited, Inc. visit [www.psu-inc.com](http://www.psu-inc.com).

Employee Survey.

Personnel Solutions Unlimited is proud to be a member of the American Staffing Association and have access to the resources that help us maintain our status as one of the premier staffing agencies in Tulare and Kings Counties. National Staffing Employee Week salutes the temporary and contract employees who contribute to the economy of California and that of our entire nation," said Beth Bruegman, Business Development Manager with PSU. "Personnel Solutions Unlimited is proud to be part of an industry that provides so many benefits to employees, to businesses, and to the economy."

## LPL Financial

Invites their clients and the community to their Open House Party

October 29, 2015 • 4-7 pm • 3000 W. Main St. • RSVP [kim@thiesendueker.com](mailto:kim@thiesendueker.com) or 559.625.4005

# Putting market declines in perspective

When stock prices begin falling dramatically, it can appear that your only option is to sell in order to limit losses. We disagree. If you are a long-term investor, the difference between success and failure may be determined by your actions during a stock market decline.

In fact, long-term investors will likely experience numerous market declines through the years. Consider the table to the right.

The next time the market has a hiccup, take a deep breath and remember this advice:

- Market declines are normal, frequent and not a reason to sell quality investments.
- Market declines begin and end without warning.
- Market declines provide an opportunity to buy quality invest-

Declines in the Dow Jones Industrial Average			
	Dip (5% or more)	Correction (10% or more)	Bear (20% or more)
Number	390	123	32
Number per year	3.4	About 1	About 1 every 3.5 years

Source: Ned Davis Research, 1/2/1900 to 12/31/2014  
Past performance is not a guarantee of future results. The Dow Jones Industrial Average is an unmanaged index and cannot be invested into directly. Further distribution prohibited without prior permission. Copyright © 2015 Ned Davis Research, Inc. All rights reserved.

ments at a lower price.\*  
■ Market declines return investments to their rightful owners – those who understand why they own what they own.

Market declines can test the nerves of even the most patient investors. If you own a diversified mix of quality investments, resist the temptation to sell or make changes based on short-term events.

\*Investing in stocks involves risk. You may receive more or less than your original investment when you



**Chamber of Commerce**  
**BUSINESS IMPACT SEMINARS**

**Labor Law Compliance Series**

## Stop Harassment Seminar

**Lamp Liter Inn**  
**Wednesday, Oct. 21, 2015**  
**7:30 - 10 am**  
**Breakfast Included**

**Pre-Registration: \$35 for Members; \$50 for Non Members**  
**At the door: \$45 for Members; \$55 for Non-Members**

**REGISTRATION REQUIRED**  
**For Registration: Call 559.734.5876**



# #OCTOBERVISALIA

#OCTOBERVISALIA

OKTOBERFEST | OCTOBER 1  
TASTE OF DOWNTOWN | OCTOBER 6  
TASTE OF THE ARTS | OCTOBER 17  
TASTEMAKERS FESTIVAL | OCTOBER 17

### Vital community events unite under one symbol: #OCTOBERVISALIA

Have you noticed #OCTOBERVISALIA appearing on posters and on buses? Created by Downtown Visalians and the Visalia Chamber of Commerce, the hashtag symbolizes and molds the marketing efforts of four large community events all happening in October: Oktoberfest, Taste of Downtown Visalia, Taste of the Arts and TasteMakers.


What do all of these events have in common? The answer is simple, community vitality! Without events like these taking place in our community, there would not be nearly as much going on, nor as many visitors in Visalia.

We're thankful to the organizations and individuals who give their time and talent to ensure these events take place in our community!

Attend one or all of these events and let the organizers know how much you enjoy your time there.

With just one click, #OCTOBERVISALIA, find information on all four events.

Download the app today!



### Art reception features the work of local artist Deanna Saldana

Join Deanna Saldana at the Visalia Chamber of Commerce, 222 N. Garden Street, Ste. 300, on October, 2 2015, a part of the First Friday event scheduled for 5:30 p.m.

Enjoy refreshments and appetizers while checking out Saldana's new art work.

"Passion changes over time. You start out wanting a fast sports car, then when you have children ... your passion becomes safety for your children, so you opt for the Cadillac of mini-vans. My passion has changed over time, as well. My pencil portraits will always be the back-bone of what I do as an artist, but the desire to create never changes, just what you want to create. I always liked contemporary, abstract art, but I never ventured into creating some. The past two years I have worked with liquid acrylics and alcohol inks, to see what I could create. The art exhibit at the Visalia Chamber of Commerce will feature contemporary artwork that I have created over the past two years. Join me and see what comes from leaving the easy, understood techniques behind and let color and chemistry take over," said Saldana.


This "First Friday" Artist Reception is part of the "Main Gallery" art exhibits. Saldana is a member of the Arts Consortium.



## HEALTHCARE NOTE

# Meeting the challenge to provide quality care

Recruiting new physicians to our region has always been a challenge. The ability to more effectively recruit providers is a key reason that VMC has chosen to affiliate with the Kaweah Delta Medical Foundation, now in the final stages of formation.



**Visalia Medical Clinic**



**Rick Strid**  
CEO  
Visalia Medical Clinic

Foundations such as this are new to our area, but are certainly not a new concept across the nation. Physicians today want the stability of a large practice, and they want to be connected with a foundation, such as the new Kaweah Delta Medical Foundation.

Meanwhile, the physician-owners of VMC are excited to announce that several providers have recently joined our family.

■ **Alberto Ruvalcaba, MD**, is a native of Cutler who has been in practice since 2011. He completed his residency and internship in family medicine at Community Regional Medical Center, Fresno, and Selma Hospital.

■ **Kirk Coverston, MD**, has been in practice in Tulare County since 2004. He is Board-certified by the American Board of Pediatrics. He completed his residency at MERC Michigan State DeVos Children's Hospital.

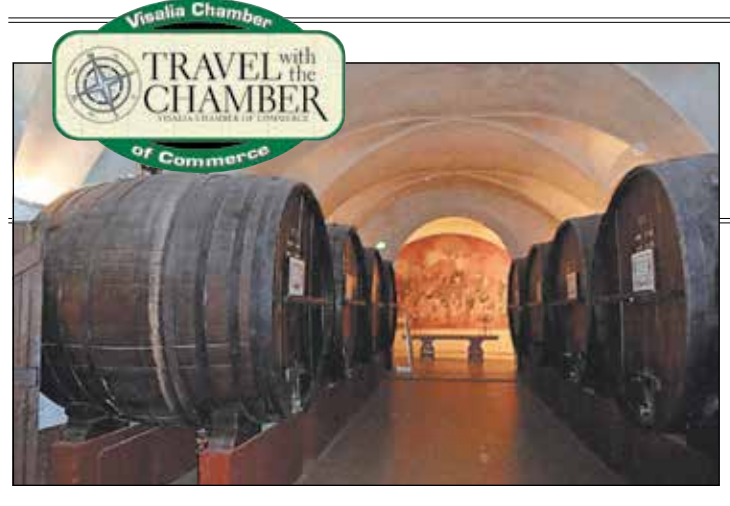
■ **Charles Oberer, MD**, has joined VMC following completion of his gastroenterology fellowship at UCSF Fresno. He is Board certified in internal medicine.

■ **Jason Mihalcin, DO**, completed his military service, most recently serving at Twentynine Palms. He is Board certified in orthopedic surgery. He completed his residency at Memorial Hospital in York, PA.

■ **Candice Lovelace, DO**, completed her doctor of osteopathic medicine at the Philadelphia College of Osteopathic Medicine and was a resident physician in internal medicine and chief resident, internal medicine, at the Medical College of Georgia.

VMC is also pleased to announce that physical therapist Jim Schroder has joined the Physical Therapy and Rehabilitation team. Physician assistant Jeffry Rubio has joined VMC's orthopedic surgery department and physician assistant Tate Gordon will provide care through QuickCare, VMC's walk-in clinic.

The providers and staff of VMC put patients first through our mission to help them Be Well and the new foundation will allow us to further that mission. We are pleased to welcome new providers to our community and excited about what the future holds.



# Champagne & Burgundy & Paris

The Visalia Chamber of Commerce will host a slideshow presentation on Wednesday, Sept. 30 at noon at 222 N. Garden Street, Suite 300 for the tour Champagne & Burgundy & Paris. This trip is eight days, and includes international airfare from Fresno, eight meals, a professional tour director, motorcoach transportation and comprehensive sightseeing. The tour will depart on March 14, 2016 and return on March 21, 2016. The cost of the tour is \$3,045 per person (double occupancy).

This tour begins in the heart of Champagne country where you will discover the history and secrets of the "King of Wines." You will enjoy a walking tour of the gothic Reims Cathedral and spend a day at G.H. Mumm where you will learn the history of the 200 year old house and see one of the most comprehensive champagne making museums. You will then travel to Epernay and Champagne Ave and visit the world famous Mercier Champagne House. From Epernay you will spend the day in Troyes and Langres a town built on a limestone promontory originally occupied by the Gauls. On day five you will experience a guided tour of Beaune, famous for the brightly-colored tiled roof of the Hotel Deiu, then tour Patriache the largest wine cellar of Burgundy. The next destination will be Chateau de

**Highlights:**

- First class hotel accommodations
- Deluxe air-conditioned motor coach
- Professional tour escort
- Reims city and cathedral tours
- G.H. Mumm & Mercier Champagne House
- Troyes
- Hospices of Beaune
- Chateau de Clos Vougeot
- Patriarche
- Chateau de Fontainebleau
- Full day tour of Paris

**March 14-21, 2016**  
\$3,045 per person (double occupancy)

Fontainebleau with over 1500 rooms and 130 acres and has been continuously inhabited for seven centuries. The tour will end with a ½ day tour of Paris including the Eiffel Tower, Champs Elysees, Arc de Triomphe and a lunch cruise aboard a glass bottom boat on the Seine River.

# Ten new medical students join Family HealthCare Network for community health center-based training

Family HealthCare Network (FHCN) recently welcomed 10 new medical school students to its A.T. Still University medical school campus in Visalia, CA. Now in their second year, the 10 students join FHCN for their second, third, and fourth years of medical school as part of their Community Health Center-based training program. Based at FHCN, students have the opportunity to observe patient care firsthand and will continue their academic education led by FHCN faculty who are practicing physicians, as well as through various distance education technologies.

The new group of students marks the organization's eighth class of medical school students to join this unique medical school program. Since 2008, FHCN has served as one of 11 community campuses in the nation, and the only one in California for A.T. Still University's School of Osteopathic Medicine based out of Mesa, AZ. As part of its "Hometown Program," FHCN focuses on connecting local students with medical school opportunities. Several of the student's in this year's program have roots in the Central Valley, coming from the



communities of Visalia, Porterville, and Fresno.

"We are extremely proud to welcome and support this new group of medical students, and we encourage them join us in our efforts to create healthier local communities," explained FHCN President & CEO Kerry Hydash. "The primary care provider shortage hits areas like the Central Valley particularly hard and this program plays an important role in our efforts to address this shortage."

## THE LAW AT WORK

# The end of arbitration agreements in California?

Employers usually prefer arbitration over litigation to resolve employment disputes. Arbitration is usually quicker and cheaper, and often a more confidential process than a public lawsuit. As such, many employers require employees to sign agreements where the employee agrees to forego filing a civil lawsuit following employment disputes, and instead proceed with arbitration. Those days may be over.



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

Just a few weeks ago, the California Legislature passed AB 465, a bill that would make mandatory agreements to arbitrate employment disputes illegal. Governor Brown has not signed the bill yet – he has until October 11, 2015. If he does sign the bill, the new law would affect arbitration agreements entered into, revised, or extended on or after January 1, 2016.

Under the new law, employees would still be allowed to "knowingly and voluntarily" agree to arbitrate employment disputes, but an employer could not require an agreement to arbitrate as a condition of employment. And if the employee does "knowingly and voluntarily" agree to arbitrate disputes, the burden is on the employer to prove that the agreement was in fact voluntary.

The net result is that the law will make it much more difficult for employers to avail themselves of the benefits of arbitration. Em-

ployers will also lose a potential shield against frivolous claims and costly class action lawsuits. If given the choice, virtually all employees would choose to litigate disputes in front of a jury, as opposed to a neutral arbitrator, and if the bill becomes law, employees will have a much easier time realizing that goal.

If the law does go into effect, and an employer wants to continue to incorporate arbitration agreements, employers must be sure that there is language in the agreement indicating that the agreement is not mandatory and that signing the agreement is not a condition of employment for the employee. The unfortunate reality however, is that most employees will simply refuse to sign them. October 11 could be a tough day for employers (and arbitrators!) and a great day for employee-rights attorneys.

*This article is for education and information purposes only; it should not be construed as legal advice. If you have an employment law question for inclusion in a future article, contact Brett T. Abbott at Gubler & Abbott LLP (bta@thecalifornialawyers.com). For specific employment law advice or other legal assistance, contact Gubler & Abbott LLP, (559) 625-9600, 1110 N. Chinowith St., Visalia, CA 93291 (www.thecalifornialawyers.com).*

# YOUNG ENTREPRENEURS Academy FOR KIDS WHO MEAN BUSINESS



## YEA! graduate shares her success story

By Nicola Wissler  
YEA! Program Manager

Joanna Zegarra is the current Owner of Three Leaves Eatery in Visalia. Joanna was a member of the 2015 YEA! graduating class who has taken the small business she launched in the YEA! class and continues to expand and grow her business.



**Why did you join the YEA! class? Have you always been interested in owning your own business?** I joined the YEA! class because I had never been apart of, or learned anything business related and I thought it would be a beneficial, new experience. I was never really interested in owning my own business, but since the class I have been taking all the steps needed. Now I am on the last steps needed to finalize my business.

**What is your business?** My business is The Three Leaves Eatery, we will have a farmer's market stand and also participate in local events. We serve salads made from locally and organically sourced produce. We plan to attend The Visalia Farmer's Market every Saturday and also participate in local events where food stands are present, such as fairs and festivals.

**What was your favorite part of the YEA! program?** My favorite part of the YEA! program was all the guest speakers who came to speak about different aspects of business, it felt like we were able to really learn useful information for each of our businesses. It really makes it feel like you have the resources needed to be an entrepreneur.

**Since the class ended, how has your business done? Have you grown, expanded, met or exceeded the goals you set up during the class?** Since the class has ended the goal of expanding the business has been reached. We have reached our goal of having all the technicalities of our business out of the way, such as acquiring food handler's licenses, health permits and county approval to sell, as well as acceptance as a member of the Visalia Farmers Market.

**What is the next step for you and your business?** The next step is to complete the final touches such as getting printed seals for the containers and a banner for the stand. Then from there I'll begin



Ezra Monroy and Joanna Zegarra share Three Leaves Eatery with the public.

working with the local growers to get ingredients and begin selling our salads at the Farmers Market on September 26th.

**What have you learned about yourself or your business since the class ended?** Since the class has ended, I have learned that entrepreneurship can be a difficult, sometimes tedious process with major risks but is ultimately rewarding. I have realized that food vendorship is amongst the most difficult industries as far paperwork and certification goes. I have also discovered that I have a knack for marketing and public speaking and am currently looking into careers in those fields at College of the Sequoias.

**What would you tell someone who was thinking about joining the YEA! class this year?** To anybody considering joining YEA! here is my advice. You won't have a good time in the program unless you are serious and motivated to start your business. Do not fall behind or procrastinate on deadlines as it can become very stressful. There will be a lot to do, but as long as you do it and stay on track with the course, you will find that the journey toward starting your business will be a quick and organized one. Do not be afraid to ask the guest speakers questions, they have been through what you're going through now and will know what to do. Do this and you will reap the satisfaction of being an entrepreneur.



Leadership Visalia 2015-16

## Leadership Visalia begins 2015-16 year

The Leadership Visalia program is the premier leadership development program in Visalia. Long recognized for helping to develop great community and business leaders, the Leadership Visalia class of 2015-2016 began their journey during a class orientation and Alumni reception.

This year the Leadership Visalia class is excited to welcome the new class facilitator Barbara Hood, Senior Business Development Officer for Suncrest Bank. Barbara is a Leadership Visalia Alumni, and has served on the Leadership Visalia Steering Committee for more than decade. Her role as a facilitator will give Barbara the chance to connect the current class of students to resources within the community of Visalia. "I am very excited to facilitate Leadership Visalia and work with this year's amazing class. As an alumni of the 2001 class I have served on the steering committee in several capacities. To be able to work with the students for the day sessions and the evening sessions is a honor." stated Barbara. "As a Visalia native I thought I knew all about our county before this class. That was not the case. The history of our city, educational opportunities, inner workings of our local government, healthcare and leadership skills are all a part of the core curriculum. I learned a lot about myself and how to work better with others. It has given me the opportunity to be actively involved in our community. The resources available and the ability to help others is a gift worth sharing."

On August 20th the Leadership Visalia students participated in an orientation program. They learned about the history of Leadership Visalia from the Steering Committee Chair, Matt Seals, Seals/Biehle Construction. Gail Zurek, President & CEO, Visalia Chamber of Commerce addressed the class and talked about why the Chamber



Leadership Visalia Alumni Reception: Brian Thoburn, Willie Gallegos, Barbara Hood, and Matt Seals.

continues to invest in this leadership program and in future leaders. After the class orientation and obligatory headshot/group photo session with Roy Dressel Photography, the class enjoyed a great reception at the Lamp Liter Inn where they were introduced to the Leadership Visalia Alumni.

This year's class includes 20 individuals representing business industries from across the board. "This is a diverse group of individuals, and we are excited to see what they will be able to accomplish this year. From planning and leading the 9 day sessions to developing and implementing the culminating class project, these students will have the opportunity to learn from each other, improve their leadership skills and become more familiar with the issues that directly affect our community." stated Gail Zurek, CEO & President, Visalia Chamber of Commerce.

## ImagineU (continued from page 1)

the Children's Museum has worked tirelessly to raise funds, through State grants, capital campaigns and local fundraisers to make the new 15,000+ sq. ft. facility a reality. Cheryl Christman, Executive Director of the Museum noted, "This has been a labor of love, it has not been an easy process, but the new Museum is worth all of the effort. We want to thank the community and local businesses who have supported the efforts we have made to make the new Museum amazing."

The new ImagineU Children's Museum is a state of the art facility. No other similar facility exists within a three hour radius, making it a travel destination for families up and down the Valley. Entering the museum you can't help but be in awe. The new exhibits are not only educational, but also beautifully designed to engage children and parents on many different levels. For example approaching the Oak Tree exhibit a child meets a docent who will provide an age appropriate overview of the natural habitat of the tree and where they can find real oak trees locally. Then children climb the platforms up to the tree house where they can use binoculars to find hidden items in the branches. Within the tree house they will also find games and activities including scavenger hunts that are regularly updated. This multi layered learning experience will allow children at all educational levels to use their imagination throughout the learning process.

Museum Director Peter Sodhy noted, "If I can walk into the Museum and see a parent sitting on the floor with their child, or working on an art project I will consider our goal accomplished. We want to create family engagement, learning is not as effective when parents sit on the sidelines. We want parents and children teaching each other and using their imaginations together." The museum exhibits are intended for children toddler age through seventh grade, but there will be after school programs and special events for children through high school. The Museum will also involve high school students through volunteer opportunities. They can receive training to become a docent, help with special events and more, which will help students to fulfill volunteer hour requirements.

Imagination and innovation, is not just important for children. One of the proudest accomplishments of the new facility is that it has been Gold LEED Certified. The team has worked with many different experts to make sure that the building is GREEN and as efficient as possible. Many aspects of what makes the building LEED Certified are not easily seen, but Cheryl pointed out that the strategic placement of the building on the lot along with the angles of the windows were all deliberate decisions to comply with LEED Certification standards. In addition to innovation in the design of the new facility the Museum team has been innovative in building collaborative partnerships with local businesses and non-profit through designed exhibits and programs for the new facility. For example, the Museum has worked with Cal Water to make the water cycle exhibit come to life. There will be a large water feature outside the Museum in which children will be able to manipulate a dam controlling the water flow down the river to the valley below. The Museum is working with other organizations such as the Arts Consortium, FoodLink, Visalia Music School and the Sequoia Riverlands Trust to create programs, exhibits and extended educational programs for those who visits the museum. These partnerships are great examples of how organizations and businesses are working together to support each other and make a stronger more interconnected community.

The Visalia Chamber is eager to support the work of ImagineU Children's Museum, and looks forward to continuing the dialogue within the community to create partnerships that will inspire the imaginations of children and local business leaders.

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**CALENDAR - OCTOBER 2015**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Oktoberfest Live at The Patch Vossler Farms 5:30-9:30 pm	2	3
4	5 Visalia City Council Meeting 4 pm work session; 7 pm regular session Council Chambers	6	7	8	9	10
11	12	13 Government Affairs Meeting Buckman-Mitchell office 7:15 am	14	15	16	17
18	19 Visalia City Council Meeting 4 pm work session; 7 pm regular session Council Chambers	20	21	22 Ambassador Breakfast Visalia First Assembly Church 8 am	23	24
25	26	27	28 South Dakota Slideshow Presentation Chamber Office 12 noon	29	30	31

**COLLEGE OF SEQUOIAS**

**Tulare/Kings counties: Far more educated than you think**

You may have read the recent article that cited the Wallet-Hub study and "low educational levels" in the Tulare County region. This study uses data from the US Census and is raw demographic data identifying residents by gender, ethnicity, age and education level. There is no other context to this data. From this snapshot the study generalizes conclusions about our levels of education. The important facts below help untangle this generalization and give a more thorough analysis.



**Stan A. Carrizosa**  
Superintendent/President  
College of the Sequoias

■ Our valley is an agriculture-based region and our role in agriculture is essential to the state, nation and world. With this responsibility we have legislation preserving land usage for agriculture.

■ As an agricultural region we continually draw newcomer workers from other countries and this influx includes a substantial population of residents 25+ years old with no HS diploma/higher education. Trend data shows influxes at least every three years.

■ Tulare/Kings County residents being raised and educated here have a regional HS graduation rate higher than the state average at 82% with select districts performing even higher such as Visalia Unified at 92%.

■ Job trend data and projected employment opportunities over the next 10 years, show the majority of job growth in our area will be in agriculture, government and health-care. Most jobs in these categories include lower-skilled, lower-wage employment that will

not require post-high school education. The health-care and government sectors will include some jobs that require two-year certificates and degrees and a small percentage of jobs requiring four-year college degrees.

■ Community colleges and school districts have proven programs in place that meet the demand for certified employees in these three sectors and are now engaged in regional efforts for workforce development targeting an influx of industry that includes light, medium and advanced manufacturing sectors. These industries provide higher wage jobs/employment opportunities and a pathway for low-skilled laborers to get specific training/education and be qualified to transition to differing levels of skilled manufacturing.

Our central valley is hailed as perhaps the most productive agricultural region in the

world. One of the most important subsets to our food production is the human workforce required to complete the process. The Wallet Hub study grabs US Census data and makes generalizations without analyzing the full context of our region ... unfortunately the media takes the bait with no further analysis of their own and reprints the same flawed assumptions. Our region will always have a high percentage of residents 25+ years old with no high school education. These newcomers are an important component to the success of our agriculture production and they are a highly trainable labor market ... but this data without context is simply pretext and casts an inaccurate reflection on our region.

*The Wallet Hub study grabs US Census data and makes generalizations without analyzing the full context of our region.*

**CalChamber-backed bills got to Governor**

A number of bills supported by the California Chamber of Commerce have passed the Legislature in recent weeks and will be considered next by Governor Edmund G. Brown Jr.



The CalChamber is asking the Governor to sign the following bills:

■ **Gender Equity Pay: SB 358 (Jackson; D-Santa Barbara)** seeks to eliminate gender pay disparity by specifying that employees who are similarly situated and performing substantially similar duties should be paid the same wage rate.

CalChamber Policy Advocate Jennifer Barrera has noted that that SB 358 "provides a great balance between making sure there is no gender inequity in pay, but also leaving flexibility for an employer to reward employees for education, skill, training experience with regard to compensation as well.

■ **Oversight of Transfer Degree Program: AB 1016 (Santiago; D-Los Angeles)** will allow for continued oversight and improvements to the Student Transfer Achievement Reform Act through 2023.

The bill allows the Legislature to better evaluate the effectiveness of the state's transfer degree program by asking the chancellors of the California Community College system and the California State University (CSU) to report on the extent to which transfer degree students are being admitted to the CSU campuses of their choice to programs related to their transfer degrees, the number of units with which those students enter the CSU, and their graduation rates after two and three years attending a CSU.

■ **Automated External Defibrillators: SB 658 (Hill; D-San Mateo)** encourages businesses and individuals to assist in an



emergency with an automated external defibrillator (AED) by limiting the risk of civil liability.

It also simplifies the maintenance of an AED for the owner of the premises.

■ **Protects Victims of the Underground Economy: SB 623 (Lara; D-Bell Gardens)** ensures that all injured workers receive benefits by clarifying that workers cannot be denied their benefits due to their immigration status.

The bill clarifies current law so that no injured worker is refused benefits based on immigration status from a fund that provides workers' compensation benefits to workers who have been injured on the job and work for an illegally uninsured employer; and a fund that is a source of additional compensation for insured workers who already had a disability or impairment at the time of injury.

■ **Employer Disaster Relief: SB 35 (Wolk; D-Davis)** assists businesses that have suffered losses as a result of a natural disaster by permitting tax deductions for those losses. The bill will apply to 2014 and subsequent taxable years, with a January 1, 2024, sunset date. Therefore, taxpayers in Napa, Solano and Sonoma counties, who suffered losses as a result of the August 2014 Napa earthquake, would be afforded the special tax relief.

■ **Performance Standards: AB 1312 (O'Donnell; D-Long Beach)** enables ships to enter state waters while technology is developed that will meet California's stringent standards for ballast water management. The bill delays implementation of interim and final performance standards for ballast water management. The State Lands Commission recently made the assessment that there is no current technology available to meet the state's ballast water management standards.

**Quality**

(continued from page 2)

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