



Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE

UPCOMING EVENTS

- **APRIL 8, 2015**
Travel Slideshow Presentation:
Reflections of Italy
12-1 pm, Visalia Chamber Office
- **APRIL 9, 2015**
**Marketing Fundamentals
in a Digital Era Seminar**
Visalia Chamber Office, 9-10:30 am
[http://business.visaliachamber.org/
events/calendar/](http://business.visaliachamber.org/events/calendar/)
- **APRIL 16, 2015**
**Visalia Young Professionals
Networking Mixer**
Planing Mill Artisan Pizzeria
5:30-7:30 pm
RSVP: vyprn@visaliachamber.org
- **APRIL 21, 2015**
Business After Hours Mixer
Hosted by: **Giant Chevrolet**
5:30-7 pm
- **APRIL 22, 2015**
Stop Harassment Seminar Training
Presented by: **Pacific Employers**
Lamp Litter Inn, 7:30-10 am
[http://business.visaliachamber.org/
events/calendar/](http://business.visaliachamber.org/events/calendar/)
- **APRIL 23, 2015**
State of Business Expo
Visalia Convention Center, 3-7 pm
[http://business.visaliachamber.org/
pages/StateofBusinessExpo](http://business.visaliachamber.org/pages/StateofBusinessExpo)
- **APRIL 30, 2015**
**Sexual Harassment & Bully
Prevention Webinar**
Presented by:
Sutton & Hague Law Corp.
2-4 pm
<http://tinyurl.com/SHwebinar>
- **APRIL 30, 2015**
YEA! Information Session
Visalia Chamber Office, 6 pm



— Photo by Ken Weisenberger/Strike 3 Photos

Visalia Rawhide Baseball: Seven decades of Visalia history

By Nicola Wissler

Visalia has been host to professional baseball since 1946. During this time, more than 300 players have called Visalia their home before going to play in the Majors. With a staff of 10 front office employees, Rawhide ballpark is host to 70 Rawhide games as well as many community events ranging from Brewfests, MMA fights, Relay for Life and other fundraisers each year. The Rawhide club and ballpark have become significant pieces of Visalia's history.

Until you sit down with someone at the Rawhide front office, chances are you probably don't fully understand the impact that this "little"

ball park has on Visalia. Jennifer Pendergraft, General Manager of the Visalia Rawhide noted; "Visalia is so supportive of this team, it is now one of the longest-running franchises in Minor League Baseball and is still hosted at the same ballpark since its founding. Our "little" ballpark is beloved by the baseball world, which is why Visalia is mentioned in classic baseball movies such as Bull Durham and Moneyball."

Some might ask why Visalia should care that the Rawhide have been in the community for so long. Minor League Baseball has done multiple studies on the economic impact a team has for a local economy.

See Rawhide / 2

COMMUNITY LOYAL MEMBERS



New

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

- **AIRLINES & CHARTER SERVICES**
SEAPORT Airlines
888.573.2767
- **CREDIT UNION**
Tulare County Federal Credit Union
559.636.7400
- **EVENT PLANNING & MGT.**
Freestyle Event Services
661.324.1234
- **EYECARE**
Eyemart Express
559.733.3518
- **REAL ESTATE LOANS**
Alterra Home Loans
559.741.9656

- **RETIREMENT COMMUNITY & HOMES**
Parks Visalia
559.625.3388
- **PET SERVICE**
Alpha K-9 Academy
559.731.2238

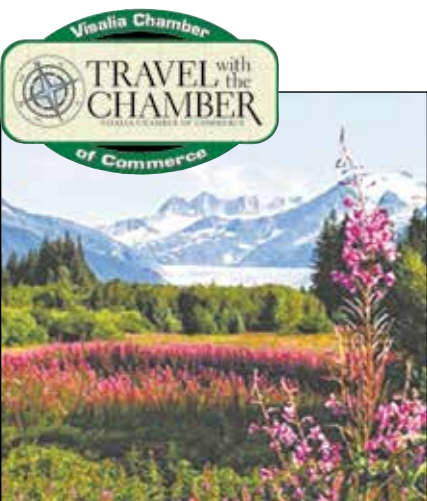
Renewing

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

- Haulaway Storage Containers*
- J & D Lighting & Alarm*
- Patrick L. Salazar
State Farm Insurance Agency
- Summit Homebuilders Inc
- Wal-Mart Stores #1826*
- Westamerica Bank

- Peggy Wilson/Century 21 Jordan Link
- Pepsico*
- Best Buy Market*
- McDonald & Associates*
- Miracle-Ear
- Tule River Tribe
Eagle Mountain Casino*
- First Presbyterian Church
- NAMI Tulare County
- The Orosco Group
- True Legacy Consulting
- Bryson Cancer Care, Inc*
- Little Italy Restaurant
- Read for Life*
- Seals/Biehle General Contractors*
- The Planing Mill Artisan Pizzeria
- Transitions Children's Services*

*Indicates membership in the Visalia Chamber 110% Club.



We invite you to explore in 2015!

- **Alaska Adventure**
August 18-28, 2015
- **Athens & Greek Islands**
October 16-24, 2015
- **Reflections of Italy**
November 10-18, 2015

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

For more information, go to
www.visaliachamber.org

GROUNDBREAKING • GRAND OPENING • RIBBON CUTTING CEREMONIES



Ribbon Cutting

Eyemart Express

3295-B S. Mooney Blvd. • Visalia • 559.733.3518
www.eyemartexpress.com



Ribbon Cutting

LegalShield, Clayton Biewer, Independent Associate

559.731.0750 • www.biewer.legalshieldassociate.com



Ground Breaking

Alpha K-9 Academy

3619 W. Walnut Ave. • Visalia • 559.731.2238
www.alphak9academies.com



Ribbon Cutting

Tulare County Sheriffs Department K-9 Team

<http://www.tularecounty.ca.gov/sheriff/>

VISALIA CHAMBER OF COMMERCE MISSION ICONS



Business-Government



Business Relations



Promoting Community



Strong Local Economy

Visalia Chamber of Commerce
220 N. Santa Fe St.
Visalia, CA 93292

ADDRESS SERVICE REQUESTED



Labor Law Compliance Series

Stop Harassment Seminar

Lamp Liter Inn

Wednesday, April 22, 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

RESERVATIONS REQUIRED

For registration, call 559.734.5876

Riders participate in horse show for disabled

The 27th Annual CALNET Horse Show for riders with disabilities will take place May 1 to 3 at the Los Angeles Equestrian Center. Happy Trails Riding Academy will be represented by five riders: M.E. Van Huss, Jenny Wong, Nikki Evans, Amanda Bane and Clifford Evans all of Visalia. Happy Trails riders will compete in an obstacle course, pole bending, equitation and showmanship classes. The riders will be assisted by Program Director Lisa Cotta-Meek, Instructors Amber Preheim and Beth Spuhler, Executive Director Leslie Gardner and a host of volunteers.

Therapeutic riding is horseback riding for the disabled — it combines equestrian techniques with concepts of physical therapy to teach the disabled rider traditional horsemanship skills and improve his physical ability. Each step a horse takes requires the rider to use his muscles to maintain balance and his mind to control the horse. Currently there are 99 therapeutic riding centers in California and Nevada and more than 35,000 disabled equestrians in the United States.

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, contact Leslie Gardner at 559.741.3791.

Two nominated to fill Chamber board vacancies

On June 30, 2015, two members of the Board of Directors will complete their terms of service to the Chamber of Commerce. We are grateful for the leadership and service that Dena Cochran and Skip Nugent have provided.

Pursuant to the bylaws of the Chamber, a nominating committee was appointed by the Board to solicit candidates for the board. The opportunity to apply was also promoted through the Chamber newsletter earlier this year. The nominating committee has recommended, and the Board has accepted, the following to be candidates for the board:

■ Brett T. Abbott, Gubler & Abbott LLP

■ Thomas J Rayner, Chief Operating Officer, Kaweah Delta Health Care District

The bylaws require that we notify the members of this slate of candidates, as well as the opportunity for members to nominate other candidates by petition. In order to nominate an alternative candidate for the board, a petition signed by fifteen members of the Chamber must be received by the Chamber within 10 days of this notification (Friday, April 10, 2015).

If no additional nominees are submitted, the proposed slate listed above will be elected to serve on the Board starting July 1, 2015. If one or more names are submitted by petition, then a ballot will be sent to all Chamber members to elect the new directors for this term. If you have questions about this notice, or the process for selecting board members, please feel free to call or email me at the Chamber.

About this publication ...

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CITY UPDATE

District election boundaries focus of public hearings

Three public hearings will be held to determine the boundaries for future City Council elections. The hearings are scheduled for Monday, April 6, April 20 and May 4. The April 6 meeting is scheduled to be held at the Visalia Convention Center, 303 E. Acequia Ave. All hearings will be held during the regular session of the City Council meetings, which begin at 7 p.m. The April 20 and May 4 meetings will be held at City Hall, 707 W. Acequia Ave.

The City of Visalia must develop five City Council districts for use starting with the 2016 City Council election. Legal requirements and traditional criteria for the drawing of the lines were approved by the Council at its Aug. 4, 2014 meeting with Resolution 2014-34. The legal requirements are: equal population in each district; comply with the Federal Voting Rights Act, and race cannot be the 'predominant factor' in the drawing of lines. The traditional "good government" criteria approved by Council to develop districts include: keep together communities of interest, including school and park-connected neighborhoods, rural or urban populations, city planning areas, social interests and agricultural, industrial, or service industry interests; use visible features as district boundaries where possible; keep districts compact and contiguous; avoid pairing incumbents; and accommodate planned population growth to the degree possible.

An initial round of community forums was held on Sept. 25 and 30 to help the public understand the process and the criteria to be



Steve Nelsen
Mayor
City of Visalia

used to draw the districts. Free public participation kits were made available on the website and at City Hall to provide the tools to the public to enable them to submit their own boundary proposal for discussion and consideration by citizens and the City Council.

A total of 12 maps were submitted by the public from Oct. 1 through Nov. 14. These maps and their demographic summaries were posted on the City's website for public review. Those plans, along with three other plans prepared by the City's districting consultant (NDC), were presented to Council on Dec. 2, 2014.

My Council colleagues join me in encouraging everyone to help determine the boundaries for City Council elections.

Two additional outreach meetings were held Jan. 20 and 28 to allow the public the opportunity to review all of the maps, to comment, and to submit any additional maps. The second series of outreach meetings focused on gathering public input on the draft plans developed in the earlier public engagement process. The discussion at each of these forums was in-depth and provided useful input defining communities of interest in the city and comparing the relative merits of the plans.

All of my Council colleagues join me in encouraging everyone to help determine the boundaries for City Council elections. Please review the proposed plans online, attend the Council hearings in April and May, and let us know what you like and dislike about each plan. For more information, go to the City's website at www.visalia.city.

New Director of Partnership named for Visalia Chamber of Commerce

Scott Smith, the sales and marketing representative with SERVPRO Visalia, is the new Director of Partnership Development of the Visalia Chamber of Commerce. Smith has been with ServPro since February 2011.

A native Visalian, Smith has built a strong community reputation serving as President of West Visalia Kiwanis, winning Tulare and Kings County Hispanic Chamber President's Award and as the Visalia Chamber of Commerce Ambassador of the Year.

He believes connecting and serving businesses makes our com-

munity grow and is excited to partner with Visalia Chamber Members.

"Scott is a great addition to our team," said Gail Zurek, President/CEO of the Visalia Chamber. "His energy and enthusiasm for supporting Visalia business is contagious."

When not working, Smith enjoys spending time outdoors, golfing but most enjoys spending time with Ally and their four month old son Sebastian.

Smith joins the team on April 1st.

Rawhide

(continued from page 2)

Their estimate is that a team brings about \$2 million per year into a community that hosts a professional baseball team. This includes hotel rooms, bus rentals, gas, food, housing, supplies and staffing. So not only does Rawhide baseball allow Visalians to enjoy America's favorite pastime, they also help to boost the local economy.



Being one of the smallest ballparks in the Minors does have its challenges. California is a hard state to run a business in. With current government constraints and regulations it is increasingly difficult for Visalia's "little team that could" to continue to be successful. Some challenges that other ballparks don't face include a severe lack of parking. Parking is a major revenue stream for most teams. "Here in Visalia we have to stay at the top of our game, be extremely efficient, and continue to be creative and think outside of the box in order to stay relevant," stated Pendergraft.

Another challenge that comes with an older ballpark is technology. Today at most ballparks teams use jumbo video screens to promote sponsors, sell advertising, and do promotions. However Rawhide ballpark does not have a video screen. Rather than looking at this issue as a potential drawback, the Rawhide staff have turned it into a positive thing. Pendergraft noted, "When you come to a Rawhide game you have the chance to be unplugged, you can sit back, enjoy the game, eat great food and talk to the people sitting around you without being bombarded by technology". This is just one example of how the Rawhide thinks outside the box.

Thinking outside the box is not the only reason that the Rawhide have been able to stay in business for seven decades. Being in a community is a two-way street. You have to get out into the community and show your support. In-turn, the community will support you. "We make sure that Tipper is at as many community events as possible, we donate prizes to non-profits and our staff is very active in community organizations." Additionally the Rawhide have implemented community programs that allow them to get into the community and make a direct impact. Tipper's Reading Program has been a huge success within the local schools. This is a free program that continues to



— Photos by Ken Weisenberger/Strike 3 Photos

grow each year and is a fun way to promote literacy among our youth. Recently the Rawhide have partnered with Character Counts in all of the county schools. Players go to local schools and speak about the "six pillars of character" and what it means to be a person of character on & off the field.

The Chamber appreciates the work of the Rawhide team and staff. We are excited to continue to partner with the Rawhide this season and to celebrate opening day on April 9th. We look forward to the 2016 season when the Rawhide will celebrate 70 years in Visalia. Check out the Rawhide website <http://www.milb.com/index.jsp?sid=t516> for the 2015 schedule and promotional events.

Reflections of Italy

SLIDE SHOW PRESENTATION AT THE CHAMBER OFFICE

Join the Chamber for the Slideshow Presentation
November 10-18, 2015
 April 8th 12:00 - 1:00 pm at the Chamber Office
 Make your reservation before May 11th to receive a discounted rate.
 Chamber Travel Partner: Collette Vacations

Features:

- ROME
- COLOSSEUM
- ASSISI
- PERUGIA
- SIENA
- FLORENCE
- CHIANTI WINERY
- VENICE
- MURANO ISLAND
- MILAN

TRAVEL with the CHAMBER
 VISALIA CHAMBER OF COMMERCE

Collette Vacations CST #2006766-20

We would like to congratulate Andrea Visintainer, Marketing Director of **Seals/Biehle General Contractors**, and her husband on the arrival of their baby boy!



CASA of Tulare County

Pierre Gaston was awarded a donation from Crestwood Elementary to **CASA of Tulare County** for storytelling during Dr. Seuss week. Doesn't he play the part well?!?! Thank you Pierre for all you do!!

Courtyard Aesthetics achieved a 99.6% customer satisfaction rating on their last customer service survey. Congratulations on this great accomplishment!

DMI Agency said: Fire and Ice, Lucy and Ethel, Leah and Kim. Whatever you want to call this dynamic duo, they're constantly rockin' and rollin' out in the community, and we love them for it! We thought we'd give them both a shout out in honor of National Salesperson Day.

We had a lot to celebrate this Black History Month: the 75th Anniversary of **PepsiCo's** hiring of the first African American college graduate in a consumer-facing role in the US; the 30th anniversary of **MOSAIC**, PepsiCo's African American employee resource group; and all of our associates who continue to Dream Bold.



Wonder Valley

Help us give a big **Wonder Valley** welcome to our new sales manager, Brett Traudt. He joins us as we say goodbye to, Veronica. We wish you all the best in your new adventures, Veronica!

Our employees mean the world to us. We are grateful and appreciative for all of their efforts on a daily basis.

We couldn't have asked for better people to work with. Given that it is Employment Appreciation Day, we wanted to let all **Motel6** staff know that our light will always be left on for them as well.

A Happy Birthday shout out to **Grace Note Music Studio!** One year doing pure awesomeness! Thank you to ALL of our amazing students and parents for allowing us to be nothing but FABULOUS! We look forward to continuing to grow, while spreading the love of music.

M Greene and Company announced, Krystal Parreira in our Visalia office just recently took the audit portion of the CPA Exam and has already found out she passed!! Congratulations Krystal!!



Leadership Visalia would like to congratulate four of our current class members on receiving promotions or getting new jobs since beginning the class in September.

■ Hector Uriarte is now the Green Program Coordinator for **Proteus**, he oversees marketing and recruitment for the Farmworkers division with 7 offices and 24 staff to assist with recruitment and enrollment.

■ Roberto Chapa was promoted to Shift Manager of our second shift at **JoAnn Stores West Coast Distribution Center** effective March 2, 2015. This was a newly created position. He was previously the Support Services Supervisor.

■ Matt Shin is the current Principal at Divisadero middle school, next year he will become the new Principal for **Redwood High School**.

■ Nick Galicia just took a job as the new **Workforce Investment Board** WD Analyst.

■ Kurtis Brown has been promoted from Assistant Fire Marshall to Fire Marshall.

FoodLink of Tulare County: This Macy's crew knows how to get it done! The bar has been raised for our corporate volunteers. These ladies managed to sort the 542 lbs. of food that the V-Town Derby brought in this last Saturday. Who thinks they can bring in a volunteer group to beat their record?!

Visalia Ceramic Tile, Inc. (VCT) - The Ceramic Tile Education Foundation (CTEF) has recognized 23 VCT installers as Certified Tile Installers. VCT employs the largest number of Certified Tile Installers than any other tile contractor in the nation.

Golden State Family Services would like to say Happy 15 year Anniversary Leia Gomez!!! We love you so much!!

Matt Seals of **Seals/Biehle General Contractors** was recognized at the **VUSD** Board meeting on March 10th. We're proud of Matt's leadership but we're not surprised! Matt is a **Leadership Visalia** graduate and chairs the Leadership Visalia Steering committee.



FoodLink of Tulare County



Seals Biehle

PRESIDENT'S CORNER

Six months and plenty to do

Six months ago I walked through the front door of the Chamber as your new President and CEO. I had butterflies but I could hardly contain my excitement to get started, to serve and continue advocating to make my community, our community a stronger place. What insights has the last 26 weeks brought? More than I ever thought on my first day.

First, the "To-Do" list won't ever be done. The Chamber's work to make Visalia stronger for business doesn't have an end date; the reality is the finish line moves. It is hard for me to envision a reality where the business community is comfortable with the status quo and the Chamber exclaims our work is done. Understanding that there will always be ways to improve the climate for business, advocate for their success, and provide tools to avoid challenges informs a long range vision of our work. Visalia needs a voice for business today and that voice will continue to be needed in the future.

I can't do this by myself. There have been days in the last 6 months racing between meetings, staring at the growing list of to-dos, community needs, and long term goals that I have wondered how am I going to get this all done. I know business owners face the same reality. They want to do more than the hours in a day allow. The beauty of the Chamber is that we don't face challenges alone. Together with local businesses we have partnered to accomplish amazing feats. On a crisp January afternoon I watched as business owners and high school teachers mingled and celebrated the beginning of a partnership. Through the Linked Learning Initiative, the Visalia Chamber has partnered with Visalia



Gail Zurek President & CEO Visalia Chamber of Commerce

Visalia needs a voice for business today and that voice will continue to be needed in the future.

Unified School District, and business leaders to create relevant industry training for our students. Together we have accomplished more than the Chamber could do on our own.

The work of the Chamber happens in big and small ways. It's easy to point to our amazing marketing power, our grand annual events, the impact our advocacy has on a local, state and a national level, or the growing popularity of workshops and seminars but those 'big' things only tell half of the story. Visalia is a town of relationships. This community, for as large as we grow, still values sitting face to face and working together. As important as the 'big' things are, it is just as important for me to grab a cup of coffee with a Leadership Visalia member, stop in and listen to business owners, and spend time developing the relationships that make Visalia special. These relationship building moments are what allow us to accomplish the 'big' things.

As Visalia's voice for business the Chamber looks to partner with others to accomplish the big and small things that will continue to make our community stronger. Our Chamber has important work to do. Please join us in this work. The Chamber is growing and I'd love for you to partner with us. If you have not already planned to do so, please join us April 23rd for the State of Business Expo. We'll kick off the State of Business Expo with more information about the Chamber, including a look at where we've been and where we're going. The first six months at the Chamber have been eye opening and I am excited to continue leading the Chamber to make our business community stronger.



The Visalia Chamber of Commerce is seeking nominations for its

62nd Annual Awards Celebration

Categories:

- Large, Medium and Small Business of the Year
- Non-Profit of the Year
- Man of the Year
- Woman of the Year
- Emerging Leaders

Call the Visalia Chamber of Commerce to nominate a person or business

559-734-5876

Deadline for nominations is April 3, 2015

BOARD SPOTLIGHT

Karen Tellalian

Karen Tellalian is the President of DMI Agency and has been a Chamber Board member for five years.

Why is it important to be a Chamber member? The Chamber of Commerce is the voice of small and mid-sized businesses at all governmental levels. Members rely on them to sort out any "business killer" legislation, and to provide facts that are helpful in planning. They also work to identify and stimulate quality growth in our community, which creates a stronger local economy. Our business has similar goals, so being a Chamber member is an important and natural partnership.

What is your favorite thing about your job/company? My job is to assist in the success of other businesses, and that is such a positive thing to do.

What do you like to do when you are not working? I love to cook and bake. It's not unusual for me to hit the stove at 6 a.m. on a weekend, and spend the entire day there ... "relaxing."

What is your best advice for young professionals? This could take all day. Surround yourself with people who know more than you. If you're the smartest person you know, it will be hard to grow professionally. Show up early and stay late. Keep learning. Get involved with your community. Give back. Have fun.

See Tellalian / 4



Tellalian

AMBASSADOR SPOTLIGHT

Christina Correll

Christina Correll is the Office Manager of Integrity Credit and has been an active ambassador with the Visalia Chamber for 7 months.

At Integrity Credit, we do collections differently. We are understanding of your customers' needs and situations. We work with your customers and try to keep them happy so that they will continue going to you for services. We get your money back to the best of our ability. We are compliant with all of the laws and we live up to our name, we have integrity!

What are some of the ways you'd recommend getting involved/working with/partnering with the Chamber? The easiest way to get involved with the Chamber is to attend ribbon cuttings. They are a nice break from your day at work, and it gives you a chance to meet new people in the community. You learn a little more about other businesses, and opportunities to see how your company may be able to help them.

What has Chamber Membership meant for your company? Chamber Membership for my company has meant the opportunity for growth on many different levels. When we meet new business owners, we see what their companies needs are and see how we may be able to help them.

The best part of Visalia is The people! Most of the people grew up here that makes them more conscious of their decisions involving the community. They seem to be more involved and willing to help make a difference in Visalia.

What is your favorite local charity/non-profit? I personally volunteer a lot of my time to the Valley Oak SPCA. The people there are nice and they seem more like a family than co-workers. They always need more help and more volunteers.



Correll



April 2015

APRIL 9, 2015
Marketing Fundamentals in a Digital Era
 9-10:30 am
 Visalia Chamber office
 Free Seminar
 Presented by: Gannett Co., Inc.
 • So many digital options, how do I know what's best for my business?
 • Isn't print advertising dead?
 • Mobile Marketing, do I need to do it?
 • Why do I need to know who my competition is and how they are doing?
 • Can my small business really compete with larger ones?
 To register, call the Visalia Chamber, 559.734.5876, or go to <http://business.visaliachamber.org/events/calendar/>

APRIL 30, 2015
Sexual Harassment & Bullying Prevention Training for California Managers
 2-4:15 pm
 Webinar
 \$45.00 per line
 Presented by:
 Sutton & Hague Law Corp.
 • Sexual harassment training will meet all requirements for mandatory supervisor training under California Law
 • There may be as many supervisors in the room as you desire
 • Certificates will be issued to all participants after the webinar
 To register go to:
<http://tinyurl.com/SHwebinar>

For more information on upcoming seminars and events go to:
<http://business.visaliachamber.org/events/calendar/>

Visalia Ceramic Tile earns Five Star rating

Visalia Ceramic Tile (VCT) is the Central Valley's only 5 Star Tile Contractor. The National Tile Contractors Association (NTCA) has recognized VCT as becoming the 38th Certified Five Star Tile Contractor in the Nation. "Becoming the newest Five Star Contractor is very rewarding for our company. We are honored to be a part of an elite group of tile contractors in the nation. We look forward to how the future of Five Star will benefit our company, as well as the pride our staff carries day to day," said Debbi Barton, marketing director. VCT began operations in 1979, located on Mooney Blvd next to the drive in theatre, by Tony & Betty Martinho. Their current location is in Visalia's Industrial Park, boasting a 3,000 sq.ft. showroom. Karen Martinho-Acquafresca, along with her three siblings, Robert, Mike and Eddie Martinho operate the business. The family business has grown to 85 employees, including third generation family members. "We are excited for our customers to know that VCT has been recognized as one of the best in the nation for their knowledge, skills, expertise and professionalism. It's definitely an advantage for the people in The Central Valley to have the highest level of Tile Installation service available right in their own community," said Sam Bruce, President.

Safety programs seminar

If you have a business with one or more employees, it is the law that you have a Written Safety Program. The law is now requiring an update to the Heat Illness section of the Safety Program. Come learn about Safety Programs, compliance, and what you must have included in order to avoid the costly fines at Pacific Employers' free Safety Program Seminar on Thursday, April 16 from 10 to 11:30 a.m. at the Tulare-Kings Builders Exchange, 1223 S. Lover's Lane in Visalia. David E. Miller, President of Pacific Employers and Candice Weaver, Human Resources Executive of Pacific Employers will be our presenters. To attend, call Pacific Employers at 559.733.4256.

VISALIA UNIFIED SCHOOL DISTRICT VUSD teachers work hard



day out, teachers are working long hours in their classrooms, at school activities, and often at home preparing for the following school day.

This is a particularly stressful time for teachers. There are new standards to teach, new materials to use, and new state assessments to measure student learning. Everything is changing, the report cards are different, the lessons are new, and teachers are putting in numerous hours to provide the best learning opportunities for our kids. Change is not easy, it wears on everyone. In VUSD, we're working together, administration and teachers association, to make sure the transition to the new state standards is not only good for our students but also good for our teachers.

The new California State Standards (also known as Common Core State Standards) are preparing our children to compete in the global market. The new standards are built on the foundation skills in our

If you spend any amount of time around a public school teacher, I am sure that you know that teachers work really hard-and they do it for kids! I am very blessed to work in Visalia Unified School District where this is most true. Day in and



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

previous standards but emphasize important survival skills for the world of college and career. Problem solving, critical thinking, written and verbal communication, and being flexible and finding multiple ways to solve a problem are just a few of the new skills our children are learning. This requires educators to redesign the daily classroom activities so that students have many opportunities to learn these new skills. That takes a lot of time, and we are working to provide teachers with many resources to assist them in their work.

April is Public Schools Month, and the National Day of the Teacher is during the first week of May. But I would like to suggest that you don't have to wait until the Day of the Teacher to thank a teacher for all that they do for kids. If you see a teacher, it

would mean a great deal to them if they heard how much you appreciate their efforts. Go ahead and make a teacher's day by saying, "Thank You!"

I would like to extend my thanks to all of VUSD staff-everyone from the bus driver, to the classroom teacher, to the principal for everything they do to make our community a better place to live.

Go ahead and make a teacher's day by saying "THANK YOU!"

HEALTHCARE NOTE

Health care that fits Visalia

Visalia is a special community in the Valley but one thing Visalia shares with all neighboring towns is seasonal allergies.



Visalians are fortunate to have local physicians with expertise in our specific allergy triggers and seasons. Visalia Medical Clinic, for example, offers the training and hands-on experience of Thuong Nguyen, MD, who is Board certified in Allergy and Immunology and a member of the American Academy of Allergy, Asthma and Immunology.

He works closely with Craig Calloway, MD, FACS, in operating the Allergy and Sinus Center at VMC. Dr. Calloway is a Board-certified otolaryngologist and head and neck surgeon.

Together these specialists, and their local peers, help Visalians cope with allergies, asthma, sinusitis and more.

Whether it is cardiology, orthopedic surgery, neurology or allergy expertise, Visalians receive quality health care right here in Visalia, from physicians who understand our community. We are also fortunate to have physicians and a hospital willing to invest in the technology needed to deliver the best care. The physician-owners of



Rick Strid
 CEO
 Visalia Medical Clinic

VMC recently invested in a new lower-dose CT scanner, which will deliver high-quality images with a lower dose of radiation.

We are now in search of a physical therapist, a lab specialist and a radiologic technologist and we do experience challenges attracting providers to Visalia. This is due to numerous factors including air quality, location and a patient base that impacts our providers' ability to maximize earnings.

But we as Visalians know about the many qualities of this Jewel of the Valley. We can all be cheerleaders for Visalia to help potential new physicians understand what a unique community we are.

Social media puts the world at our fingertips. Let's tell the Visalia story about a thriving downtown, great restaurants, friendly people, affordable homes and quality education. Entrepreneurialism is alive and well, as evidenced by the number of locally own shops and restaurants and the Chamber's own Young Entrepreneurs Academy.

As Visalia grows and changes, so does our health care. I believe it is better today than ever - delivered by caring, friendly Visalians.

Visalians receive quality healthcare right here in Visalia, from physicians who understand our community.

THE LAW AT WORK

To shred or not to shred?

While getting closer, we are not quite a paperless society yet. As such, employers are faced with decision of what to do with



employee records. What should you keep? How long should you keep it? Where should the records

be kept?

For simplicity and practicality's sake, many employers keep the bulk of an employee's personnel file and other records for the duration of employment plus an additional four years. This covers most records, with a few exceptions (pension and welfare documents must be kept for six years; records of job injuries should be kept for five years; and safety and toxic/chemical exposure records must be kept for 30 years).

What about electronic data like emails or other business records, not part of a personnel file? A good idea is to implement policies that describe how long these records will be kept and at what schedule they will be deleted. As outlined above, a good rule of thumb is to keep these records for the duration of employment plus four years.

Employment records should be kept in individual personnel files, restricting access to the files as they usually contain private and/or sensitive information. The ideal place for such records is a locked cabinet with access by one person or department from whom autho-



Brett T. Abbott
 Gubler & Abbott LLP

rization must be sought before others can view the files.

When the time arrives for disposing of old records, make sure it's done the right way. Documents containing personal information (Social Security numbers, addresses, phone numbers, etc.) must be shredded. If this information is stored digitally, the hard drives must be destroyed before disposing of them (a good old hammer does the trick). If computers or servers are sold, the data must be deleted in a way that makes it unrecoverable.

We live in a world where the accumulation of documents and data, electronic and otherwise, is accelerating. Electronic storage of employment records has reduced some headaches, but created others. Safeguarding employee information and complying with the rules and regulations regarding employment documents is worth whatever effort it takes.

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).

Tellalian

(continued from page 3)

What did you want to be when you were in elementary school? I always wanted to be a doctor, but I didn't like math, science

or anything gross, so that became problematic.

What is your favorite quote? "When you do more than you get paid for eventually you'll be paid for more than you do" - Zig Ziglar. I've always tried to build my entire professional career around this concept.

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YEA! students pitch their business ideas to a panel of investors

By Nicola Wissler
YEA! Program Manager

It is a well-known fact that the number one fear in America is public speaking. On Thursday, March 5th, 11 middle and high school students mastered their fears and pitched their own business ideas to a panel of local Investors. Seven student businesses received start-up funding that night which will be used in the coming weeks to purchase supplies, marketing materials and file legal paperwork. Start-up funding will make the dream of owning a business a reality for each of the students.



Three Leaves Eatery partners Ezra and Joanna.

The "Shark Tank" event began with a simple meet and greet between students and investors. This short icebreaker allowed the investors to learn a little about the students in the YEA! program, while the students were able to plant seeds of curiosity in the minds of the investors. As the night got underway each student business gave a six minute presentation which included a marketing plan, start up investment costs and a financing strategy. The investors asked a number of questions to each business to clarify points or to find out more about long term goals and contingency plans. Then the real work began.

Seven panelists entered a deliberation room, and each decided how much money they wanted to invest in the different businesses. Overall the Investors gave \$4,500 dollars to the students ranging in increments from \$325 to \$1,075. (See the chart at the right for total numbers.) This year Sam's Club joined as a partner with the YEA! program. As part of the new venture, Sam's Clubs across the country are awarding one student business per YEA! class a complimentary membership and a \$500.00 shopping spree. The inaugural Sam's Club spree winner is Three Leaves Eatery, who won over the investors with their plans to open a stand selling fresh, locally grown, pre-made salads.

Beyond the money involved in the Investor Panel, the students also competed for the opportunity to participate in the Saunders Scholars Scholarship regional competition in Phoenix Arizona in May 2015. This year the judges choose Edgar Godinez and his company Ocegura Salsa to represent Visalia and Tulare at the competition. When Edgar arrives in Phoenix he will pitch his business idea to a panel of investors and compete with more than 20 other student businesses for the opportunity to compete at a national level in Washington DC in June. The prizes from the national competition include college



YEA! Edgar Godinez discusses his salsa business with Investors Bill Benneyan, Judy Fussel and Chamber CEO Gail Zurek.

2015 YEA! Investor Panel Funding	
Mama Hannah's Sugar House	\$550.00
Cote Custom Computer Builds	\$350.00
Duality Mark	\$325.00
Three Leaves Eatery	\$725.00
Ocegura Salsa	\$1,075.00
Photos Evolved	\$725.00
Quickfeet Athletics	\$750.00

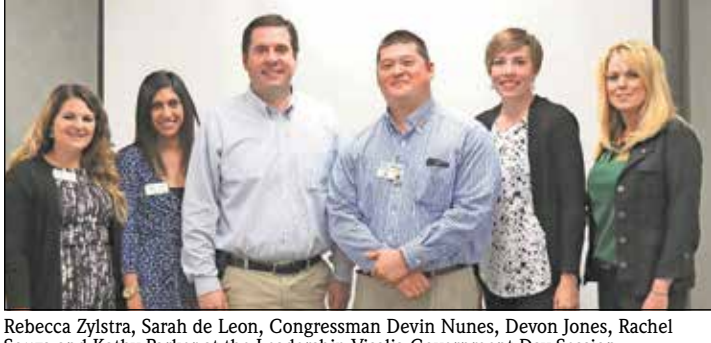
scholarships, a fast pass to audition for Shark Tank and recognition at the US Chamber of Commerce Small Business Summit.

Each of the student businesses will spend the next six weeks preparing to launch their products/services at the 2015 State of Business Expo which will be held at the Visalia Convention Center on April 23. Each business will have a booth, and is working on marketing campaigns, setting up bank accounts, and improving their products in preparation for the event.

For more information on the YEA! program go to www.visaliachamber.org/yea33.



Leadership Visalia & Tulare Class Members with Andrew Sturmfels.



Rebecca Zylstra, Sarah de Leon, Congressman Devin Nunes, Devon Jones, Rachel Souza and Kathy Parker at the Leadership Visalia Government Day Session.

Leadership Visalia class partners with Tulare class with focus on state government

Leadership Visalia's Class of 2014-2015 convened at the Visalia Convention Center on March 6th for their sixth day session, State Government. Day session leaders, Sarah de León (Family HealthCare Network), Devon Jones (City of Visalia), and Rebecca Zylstra (Zylstra Automotive) partnered with Leadership Tulare members, Cathy Parker (Central Valley Business Forms) and Rachel Souza (Tulare Chamber of Commerce) to plan an informative and insightful day for both classes. Leadership Visalia and Tulare enjoyed a robust agenda with a variety of speakers and topics, networking, and a delicious breakfast and lunch catered by Visalia's own Sue Sa's Catering.

The tone of the day was set by a Skype presentation from the City of Visalia's State Lobbyist, John Moffatt from Nielsen, Merksamer, Parrinello, Gross, and Leoni, LLP. The group gained insight from Moffatt on the bills going through Legislature and the work lobbyists do for our local government.

Following Mr. Moffatt's presentation was Andrew Sturmfels, the Deputy Director for Legislative and Intergovernmental Affairs at the Governor's Office of Business and Economic Development (GO-Biz). Sturmfels joined the group at the Convention Center, where he presented information on programs that initiate growth for California businesses and our local economy alike.

The two classes then enjoyed a competitive and fun game of California and U.S. government trivia! (Visalia won!)

Next was a riveting discussion with Devin Nunes, 22nd District

United States Congressman. Congressman Nunes, young daughter in tow, provided the group insight on various topics such as water and tax reform. Many questions were answered, and Nunes brought to light his beliefs and work he has in process.

Eric Lamoureux, our Regional Administrator from the Governor's Office of Emergency Services (Cal OES) (Governor's Drought Task Force) and Denise England, Senior Administrative Analyst with the County of Tulare Water Resources Department, tag-teamed the afternoon session on how the current water issues are impacting our state and the valley.

Senator Jean Fuller was slated to join us but unfortunately was pulled away due to her newly appointed duty of serving on the Governor's Military Council. We were happy to welcome her field representative, Stephanie Amaral. Amaral spoke with the class on her experience in politics and how one can enter the political world, as well as leadership in politics.

Our newest elected state representative, Assemblyman Devon Mathis, shared with the group how he is adjusting to his new role as well as his plans to address topics such as the drought and education.

The day wrapped up with a networking social hour where the two classes enjoyed some savory wine donated by Grocery Outlet and cheese donated from Land O'Lakes. The Leadership Visalia and Tulare classes would like to extend a huge thank you to each speaker who took time from their busy schedule for the State Government day session. Without them the day would not have been such a great success!



CASA of Tulare County to hold Annual Once Upon a Dream Gala

CASA of Tulare County's 21st annual "Once Upon A Dream" Gala dinner & Fundraiser will be held Friday, May 15th. Sponsorships and tickets are available now. Call JoAnn Bol at 559.625.4007 for more information.

CASA will be raffling off a beautiful Convertible Corvette during the event. Tickets are \$100. Only 250 tickets are available. Get yours before they are gone! Need not be present to win. Winner is responsible for all tax and license fees.

SHRM presentation addresses workplace violence prevention

Kevin W. Rowland, vice president of On-Site Violence Prevention, a division of On-Site Security, Inc. and founder of a human resources management consulting and training company, The Kevin W. Rowland Consulting Company (KWRCco.com) will be SHRM's speaker for April.

Since 1989, Rowland has worked as an employee or consultant for several businesses — from family owned and publicly traded to a privately held world leader. It is from that early experience that he discovered the profound need in this competitive world market for small- to medium-size businesses to have access to skilled resources that many large organizations have in house.

Rowland will be bringing his well-rounded on-site violence prevention advisory team to talk about workplace violence and provide resources and programs that can help prevent incidents at the workplace.

- His focus:
- To bring a new awareness
 - Provide tools and resources
 - Create Safe & Secure Neighborhoods, Workplaces and Communities

The seminar will be held from 11 a.m. to 1:10 p.m., Tuesday, April 14, at the Visalia Holiday Inn, 9000 W. Airport Drive in Visalia. The first hour will be reserved for registration, networking and lunch.

To register, go to www.shrmtularekings.org.

For questions, contact Fran Herr, 559.300.5941 or email membership@shrmtularekings.org.

Bob Goff to speak at Visalia Rescue Mission spring benefit

Bob Goff is the New York Times Best-Selling Author of "Love Does," as well as an attorney who founded Restore International, a nonprofit human rights organization operating in Uganda, India and Somalia. He is a sought after speaker for leadership, church and university events, inspiring current and future influencers to get to the "do" part of life. Choosing to live audaciously, Goff connects to audiences in a powerfully inspirational, yet down to earth manner. This message couldn't come at a better time as the Visalia Rescue Mission is growing and transforming our services and programs to better serve our community. Come hear about the changes, while enjoying food, friends and the truly inspirational Bob Goff. Tickets and information: vrmhope.org/events/bob-goff

A lifetime of dirt: Move-in and move-out cleaning

It is an ordeal when moving out of a home, because throughout the transition you are under constant financial, physical, and mental pressure. Not only do you have to clean your house and pack up all of your belongings but you also have to deal with the emotional toll of leaving your home. At ServiceMaster by Benevento, we want to make your move out experience as stress free as possible. So do not get anxious about patching those holes in the wall where you hanged your family portraits or cleaning that frosting stain in the carpet from your son's first birthday party. Go out and start creating new memories and let our technicians handle the rest.

Here at ServiceMaster by Benevento we have declared war on dust and dirt. With our HEPA vacuums and environmental cleaners we are able to keep these dirty little monsters from wrecking your joyful moving experience. If you have any further questions about Move-Out and Move-In cleaning, visit The Family Handy Man at www.familyhandyman.com or Apartment Therapy at www.apartmenttherapy.com.

When faced with Move-In and Move-Out cleaning, most people are convinced that they can do it themselves. Sure sweeping and vacuuming is easy enough, but what about the places that you are not used to cleaning, like behind the fridge or in the chaos of the garage? Due to this, it is necessary to hire professionals to conduct your Move-Out and Move-In cleaning. So don't let this happy occasion be harmed by the thought of cleaning and moving out of your old house. Call ServiceMaster by Benevento at 559-686-4164 and we will be happy to free you of this annoying and time consuming task.

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Don't make one employer liable for another's misclassification

The California Chamber of Commerce has joined a "friend of the court" brief arguing for the application of the plain meaning of the California law regarding "willful misclassification" of independent contractors.

Also signing the brief in the case of *Noe v. Superior Court* were the U.S. Chamber of Commerce and the Civil Justice Association of California.

Theory to Reject

The brief urges the California Court of Appeal to reject the theory that a company can engage in "willful misclassification" under California Labor Code Section 226.8 simply because it contracts with another company that is alleged to have improperly classified employees as independent contractors.

The brief explains that the plaintiffs' theory ignores the plain meaning of the statutory text and would unreasonably impose severe liability, including civil penalties, on companies that had no control over the allegedly improper decision.

"Willful misclassification" requires a voluntary act on the part of the person or employer in conjunction with the intent to knowingly treat an employee as an independent contractor. Even if a business



is a joint employer, it can never be automatically liable for another business's willful misclassification under the Labor Code without that showing of specific intent.

Otherwise, companies that enter into legitimate multi-length transactions would automatically become jointly and civilly liable for other companies' employment decisions, even if those decisions were made years before the relationship began and without the contracting company's knowledge.

More Complexity, Confusion

The potential civil penalties are high depending on the number of violations and the number of individuals involved. The theory adds yet another layer of complexity and confusion to California's numerous, written and unwritten, diverse independent contractor rules.

The petitioners' position goes far beyond the statutory text and the Legislature's intent, which was to reach only those employers and persons that knowingly and intentionally misclassify employees as independent contractors.

The brief urges the Court of Appeal to uphold the trial court decision that correctly construed "willful misclassification" as meaning the employer must act voluntarily and knowingly before being subject to liability.



Miss Tulare County / Central Valley Scholarship Pageant winners making appearances

The Miss Tulare County/Central Valley Scholarship Pageant awarded \$30,000 in cash and scholarships to 23 deserving young women who took the stage February 28th at LJ Williams Theatre!

Crowned Miss Tulare County was Samantha Rhoden and Miss Central Valley was Victoria Alberti.

Their teen counterparts are MTC Outstanding Teen Katlyn Stuaan and MCV Outstanding Teen Elizabeth Sartuche.

The girls are now filling up their calendars with appearances and promoting their platforms in the community! All four girls will go on to compete for Miss California in June.

Contact June Amaral, Executive Director, @misstularecountypageant@gmail.com or call 559.303.9687, if you would like to have any of these girls volunteer at your event or fundraiser!

Sexual assault survivor art exhibit scheduled for April 29



Family Services' Rape Crisis Center will present *Corazon Lastimado: Healing the Wounded Heart* on Wednesday, April 29. This powerful exhibit features artwork created by survivors of sexual assault as a vehicle of expression and healing. Many victims feel shame or are afraid of a potential negative reaction from their family or community if they were to talk about their sexual assault. As a result, they suffer in silence. This art project helps break the silence and

gives survivors a voice to express how sexual assault affected them, their family, or their community.

Please join us to support survivors and honor the healing power of the human heart.

The public is invited to visit the exhibit at Family Services' Rape Crisis Center at 307 W. Murray in Visalia between 9 a.m. and 4 p.m. on Wednesday, April 29. Admission is free, but guests are invited to Sponsor a Survivor at the exhibit or by donating online at www.fstc.net/donate.

All-weather driving tips for teens

By Karen Gross, State Farm Agent

Your teen drivers are bound to encounter bad weather on the road. Are you confident they can handle it? Help prepare them with these driving tips for traveling in heavy rain, sleet, snow, ice, fog and other severe weather.

How to Establish Safe Driving Habits

Driving too fast for road conditions is a leading cause of crashes involving teen drivers. Talk to your teens about the importance of slowing down and taking these additional precautions:

- Increase following distance when traveling on wet roads and snow-packed surfaces.
- Brake slowly and only when traveling in a straight line.
- If you hydroplane, take your foot off the accelerator and keep the wheels pointed straight ahead.
- Use low beams or fog lights when traveling in dense fog.

How to Handle an Accident

You can help teen drivers stay calm in the event of a collision by walking them through the appropriate steps ahead of time. Instruct your teen to:

- Take a deep breath and stay calm.
- Check to see that everyone is OK and call 911 to report the crash and any injuries.
- If you're able, move cars out of traffic and turn on the hazards.
- Notify your insurance agent immediately.
- Take photos of the damage. The State Farm® Pocket Agent® app can help with this step.
- Wait until the police arrive to speak to anyone about the accident, get the other driver's information and sign any documents. Don't leave the accident scene until the police do.

Find more information from State Farm about driving safety tips for severe weather, and visit the Teen Driver Safety website for additional safe driving tips for teens.

CLIP & SAVE

CALENDAR - APRIL 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	<div style="border: 1px solid blue; border-radius: 50%; padding: 5px; width: fit-content; margin: auto;"> Visalia City Council Meeting 4 pm work session; 7 pm regular session Visalia Convention Center </div>	7	<div style="border: 1px solid blue; border-radius: 50%; padding: 5px; width: fit-content; margin: auto;"> Reflections of Italy Slideshow Visalia Chamber Noon </div>	<div style="border: 1px solid blue; border-radius: 50%; padding: 5px; width: fit-content; margin: auto;"> Marketing Fundamentals Visalia Chamber 9 am </div>	10	11
12	13	<div style="border: 1px solid blue; border-radius: 50%; padding: 5px; width: fit-content; margin: auto;"> Chamber Government Affairs Committee, 7:15 am </div>	15	<div style="border: 1px solid blue; border-radius: 50%; padding: 5px; width: fit-content; margin: auto;"> Young Professionals Network Mixer - Planing Mill Pizza 5:30 pm </div>	17	18
19	<div style="border: 1px solid blue; border-radius: 50%; padding: 5px; width: fit-content; margin: auto;"> Visalia City Council Meeting 4 pm work session; 7 pm regular session Council Chambers </div>	<div style="border: 1px solid blue; border-radius: 50%; padding: 5px; width: fit-content; margin: auto;"> Business After Hours Mixer Giant Chevrolet 5:30-7 pm </div>	<div style="border: 1px solid blue; border-radius: 50%; padding: 5px; width: fit-content; margin: auto;"> Sexual Harassment Seminar Lamp Liter Inn 7:30-10 am </div>	<div style="border: 1px solid blue; border-radius: 50%; padding: 5px; width: fit-content; margin: auto;"> State of Business Expo Visalia Convention Center, 3-7 pm </div>	24	25
26	27	28	29	<div style="border: 1px solid blue; border-radius: 50%; padding: 5px; width: fit-content; margin: auto;"> YEA! Info Session Visalia Chamber office 6 pm </div>		

Volunteers needed for Walk A Dog A Thon

Valley Oak SPCA is seeking event sponsors, donors, vendors and participants for our Walk A Dog A Thon/Furry 5K fundraising event on Saturday, April 18 at Plaza Park. Valley Oak SPCA helps thousands of homeless, unwanted, sick and injured dogs and cats receive another chance to live a happy, healthy life. Join us as we walk/run to raise money and save lives! The event features a 3 mile walk, 5K run, canine contests and prizes, vendors, raffle and fun for all ages. Join us the second Tuesday each month for Yappy Hour at The Planing Mill Artisan Pizzeria, 514 E. Main Street, Suite A, from 5 to 9 p.m. Well-behaved, leashed pets are welcome on the patio. The Planing Mill donates 10% of proceeds from Yappy Hour to Valley Oak SPCA.

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