



Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE

UPCOMING EVENTS

- **NOVEMBER 5, 2015**
Brew Talks
Zoning & ordinances around craft beer
8:30 am Chamber Office
- **NOVEMBER 5, 2015**
YEA! CEO Roundtable
5:30 - 7:00 pm
Tulare County Board of Supervisors Chambers
2800 W. Burrell Ave.
- **NOVEMBER 17, 2015**
Business After Hours Mixer
Hosted by ImagineU Children's Museum
210 N. Tipton St.
5:30 - 7:30 pm
- **NOVEMBER 18, 2015**
Rock Your Holidays with a Great Promotion
Presented by: Constant Contact Seminar
9:00 - 10:30 am
\$30 for members \$40 non-members
<http://www.visaliachamber.org/events/calendar/2015-11-01>
- **NOVEMBER 19, 2015**
YPN Fall Networking Mixer
Vintage Press
5:30 - 7:30 pm
\$10.00
RSVP: vypn@visaliachamber.org
- **NOVEMBER 19, 2015**
Chamber Ambassador Breakfast Meeting
Visalia First Assembly Church
8:00 am

We Invite you to Explore in 2016!

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

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

For more information, go to www.visaliachamber.org

Third Annual Veterans Day Parade

The Visalia Veterans Committee proudly announces the third annual Visalia Veterans Day parade. The parade is Saturday, November 14, 2015. The parade will begin at 10:00 am at the corner of Main and Garden Streets, and proceed west on Main Street to Willis Street, where it will end at Willis and Center Streets.

Approximately 60 entries will participate this year, including school bands, motorcycle and car clubs, horse riding enthusiasts, youth groups, civic and cultural groups, and veterans organizations. Korean War veterans will be especially honored at this year's parade. The grand marshal of the parade is Korean War army veteran Carl Switzer.

Please contact Janice Pineda for entry forms and further info at 559-303-8686.

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

ADDRESS SERVICE REQUESTED

Creating Healthier Communities with Local Resources

By Nicola Wissler

Driving by the corner of Mooney and Caldwell on a Saturday morning or downtown on a Thursday evening during the Summer months you have probably seen the pop up tents and banners of the Visalia Farmers Market. Visalians proudly refer to the Central Valley as the breadbasket of the world due to the variety and quantity of produce grown in the region. However, many don't know how to get their hands on the produce when it is at peak ripeness. The Visalia Farmers Market Association provides farm fresh agricultural products to the community through local farmers who can explain exactly where each item came from, how it was grown all at a less expensive price than the local supermarket.



Naomi Albertstein, the Director of the Visalia Farmers Market Association has seen an increased demand for farmers markets in recent years. "People are looking for clean food that is raised responsibly," noted Albertstein. "Our farmers market is here to serve the entire community, we create opportunities for small local farmers to sell fresh products directly to the community, which means better prices for customers and more profits for the farmers". The Visalia Farmers Market Association was started in 1979 by a handful of farmers who wanted to get their products into the hands of their neighbors without having to send it to processing plants and packing houses. Today the Visalia Farmers Market Association hosts two farmers markets a week during the Spring and Summer, and one market year round.

Variety is what sets the Visalia Farmers Market apart from other markets in the country. The Visalia Farmers Market has 55 certified agricultural producers, and 30 crafters, artists and prepared food vendors. Today you can find meats, cheeses, dairy, eggs, fruits and vegetables, honey, herbs, olive oil, dates, local roasted coffee, granola blends, gluten-free baked goods, candies, fresh cut flowers and more. One of the misconceptions surrounding farmers markets is that all of the products are organic and therefore more expensive than items you purchase at the grocery store. Albertstein explained "In a state certified farmers market not all producers are registered as certified organic. A certified farmers market means that each farmer is only



BUSINESS SPOTLIGHT

selling produce that they grew". As you walk down the rows of produce you will see that each vendor has a producers certificate stating that everything seen on the market table was grown at that particular farm. "Our market is unique in the fact that we only allow handmade or home grown products," noted Albertstein. "It is awesome to see customers asking questions and farmers educating the community about the food and crafted products being purchased."

The health benefits of eating locally grown produce and agricultural products are easy to identify. What is not always clear are the economic benefits of the Farmers Market on the local community. When residents purchase products at the farmers market their hard earned dollars are boosting the local economy. In addition to local dollars, federal dollars are also spent at the market and those dollars

See Farmers Market / 2

COMMUNITY LOYAL MEMBERS

A thriving community starts here!



New

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

- **AUTOMOTIVE SERVICES**
R & G Paint & Body
559.739.7600
- **BOILER SERVICE & REPAIR**
Fireman Boiler
559.802.3270
- **CHURCHES**
Calvary Chapel Visalia
559.687.0220
- **CIVIC MINDED INDIVIDUALS**
Amy Shuklian for Tulare County Supervisor
559.280.3054
- **ENTERTAINMENT & RECREATION**
The General's Trading Post
559.651.2525
- **INVESTMENT SERVICES**
Mesa Management Company, LLC.
- **NON-PROFIT ORGANIZATIONS**
Bethlehem Center
559.734.1572
- **PARTY RENTALS, SUPPLIES & SERVICES**
Partyworks, Inc. dba Party City
559.622.0687
- **PETROLEUM & PROPANE DISTRIBUTOR,**
Chandi Group USA Inc.
760.396.9260
- **SOLAR ENERGY PRODUCTS**
CalCom Solar
559.667.9200

Renewing

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

- Alex's Paint & Body
- Bay Alarm Company*
- Bruce Evans Property Management, Inc.*
- Buckman-Mitchell, Inc.
- Burgundy House Apartments*
- Casa Grande Senior Care Home*
- Century 21 Jordan-Link & Company*
- Chimienti & Associates Insurance Services
- City of Visalia
- Colima Mexican Restaurant*
- Courtyard Aesthetics*
- Creative Flowers
- CRS Farming, LLC*
- Dan Freitas Electric, Inc.*
- Delta Nursing & Rehabilitation Center
- Discount Tire*
- Enterprise Rent-A-Car
- Foodlink for Tulare County, Inc.
- Frank's Appliance Sales & Service
- Galante Bros Enterprises*
- Gilman, Harris & Travioli
- Guarantee Real Estate
- Hadley-Marcom Funeral Chapel*
- Happy Bear Surgery Center, LLC*
- Integrated Vision Care Optometry
- Jim's Formal Wear*
- Korsgaden & Jansma Insurance Agency*
- LegalShield - Clayton Biewer - Independent Associate*

- Linwood Meadows Care Center
- Love In the Name of Christ*
- Lucky Day Laundry
- Megan Fulmer -Ide, D.D.S. & Shirley Lei, DDS
- Nelson's Roofing*
- Oak View Apartment Homes*
- Paloma Development Co.*
- Realty Stars
- Ronald McDonald House Charities of the Central Valley, Inc*
- Ryan's Place Restaurant
- ServiceMaster by Benevento
- SERVPRO of Visalia
- Sizzler
- Sue Sa's Creative Catering*
- The Barn*
- The Gas Company 043413
- The Grace Homes
- Tulare County Deputy Sheriff's Association*
- Tulare County Health & Human Services Agency
- U-Haul
- United Way of Tulare County*
- Univar
- Visalia No.1, ACA Gen. Partnership*
- Wal-Mart Stores #1826*
- Williams, Brodersen & Pritchett LLP
- WM/ Waste Management*
- World Wide Sires*
- Yogurtland

*Indicates membership in the Visalia Chamber 110% Club.

VISALIA CHAMBER OF COMMERCE MISSION ICONS

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

VISALIA TIMES-DELTA • OCTOBER 31, 2015

PROOF O.K. BY: _____ O.K. WITH CORRECTIONS BY: _____

PLEASE READ CAREFULLY • SUBMIT CORRECTIONS ONLINE

ADVERTISER: HOUSE_VISALIA_RETAIL
SALES PERSON: House Ads
PUBLICATION: VS-VT SPECIAL SECTIONS

PROOF CREATED AT: 10/27/2015 5:02 PM
PROOF DUE: - NEXT RUN DATE: 10/31/15
SIZE: 6 col X 21 in

VS-0000256008.INDD



November 2015

■ **WED. NOV. 18, 2015**
Rock Your Holidays
With A Great Promotion
 9:00 - 10:30 am
 Fresno Pacific University -
 Visalia Campus
 245 N. Plaza Drive

*Presented by Michael Loschke,
 Constant Contact*

It's that time of year - the hustle and bustle of the holiday season is upon us. There is no better time to reach out to your customers, bring new clients in, and boost repeat and referral business!

Participants will learn:

- How to leverage social media to engage new and existing customers
- Which promotions and special offers will work for your business
- The best ways to drive response from your e-mails and social posts
- Easy strategies to keep your offers looking good on mobile devices
- How to measure results and get more out of your efforts

Reserve your spot today
 Go online to:

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

Reservations are requested
 \$30.00 for Chamber Members
 \$40.00 for Non-Chamber Members

Visalia Medical Clinic Announces New Orthopedic Surgeon

VISALIA – Orthopedic surgeon Jason Mihalcin, DO, has joined the staff of Visalia Medical Clinic.

Dr. Mihalcin completed his military service, most recently serving at Robert E. Bush Naval Hospital at Twentynine Palms. He completed his orthopedic surgical residency and internship at Memorial Hospital in York, PA, and earned his doctor of osteopathic medicine at the Philadelphia College of Osteopathic Medicine. He is Board certified in orthopedic surgery, and is a member of the American Osteopathic Academy of Orthopedics, the American Osteopathic Association and the Orthopedic Trauma Association. He is now accepting referrals.

Dr. Mihalcin's original career goal was to teach zoology and biology at the college level. However, a stint as an instructor in a neurophysiology lab during graduate school led to a new focus on humans. He chose osteopathic medicine because of the holistic approach, he explained.

"In osteopathic medicine, we don't see the patient as a set of symptoms," Dr. Mihalcin explained. "We look at the patient overall and how a disorder is affecting daily life, and treat the whole person."

His Navy experience has helped to build leadership qualities and allowed him to mentor and guide junior sailors, he noted.

"The Navy instilled in me a strong sense of discipline and responsibility – not just to the Navy but to my patients as well. It was a great experience, but I'm looking forward to a little more personal freedom."

Dr. Mihalcin is married and has four children, and has established a home in Visalia.

About this publication ...

Business Update is the official monthly publication of the Visalia Chamber of Commerce, 222 N. Garden St., Ste. 300, Visalia, CA 93291, (559) 734-5876. Periodicals Postage Paid at Visalia, CA 93277; Publication No. USPS 494-660. Annual Subscription rate \$15. Postmaster: Send address changes to **Visalia Chamber of Commerce**, 222 N. Garden St., Ste. 300, Visalia, CA 93291. Advertising information, call the Visalia Times-Delta at 559.735.3235. **Editor: Nicola Wissler. Layout: Times-Delta Media Group.**

©Copyright 2009. All rights reserved. Reproduction by any means of the entire contents or any portion of this publication without written permission is prohibited. The appearance of any advertisements in the publication does not constitute support or endorsement for any product, person, cause, business or organization named therein, unless specifically noted otherwise in the advertisement.

PRESIDENT'S CORNER

Victims of our Own Success

We've become a victim of our own success. It is now a common occurrence that major Visalia Chamber of Commerce events sell out. Last year's Christmas Tree Auction sold out a week before for the event! And this year our Annual Awards Celebration dinner sold out the day of. Gone are the days when you can make a last minute decision to attend a major Chamber event. This is exciting for our volunteers, board of directors and staff.



Gail Zurek
 President & CEO
 Visalia Chamber of Commerce

We love that our events, particularly the Annual Christmas Tree Auction, an event benefitting so many in our community, is so loved. 35 years of hosting a successful annual event partnering with local nonprofits is something to celebrate. 35 years of glitz and glamour is hard to top, but we're going to try! In July the dedicated hardworking Christmas Tree Auction Committee decided that this year's theme would be "Champagne Jubilee". This theme is a nod to our celebratory nature and sets the tone that this year's event might be even fancier than years past.

Last year through the Christmas Tree Auction the Visalia Chamber helped raise nearly a quarter of a million dollars for local charities through beautifully decorated trees, silent auction trees and impres-

sive silent auction items. This year we will have even more trees than last year! I have heard from several local charities that they are so excited about the theme that they have increased the glitz factor and that their trees will be even more impressive, which is hard to fathom.

Everyone loves the wine tasting at this event. New this year, you have the opportunity to win wine to take home with you! The Chamber Wine Tree is an opportunity to win your choice of four bottles of wine from the Chamber's custom wine tree filled with a variety of wines. Every 30 minutes we will draw one ticket allowing the lucky ticket holder their turn to choose wine from the tree. The best part, if your opportunity ticket isn't drawn it stays in the drawing, which will happen again 30 minutes later. This opportunity ticket is priced at \$20.00 and will be sold during the event, allowing all budgets to participate and have some fun.

Our local nonprofits and Chamber volunteers are excited for the 35th Annual Christmas Tree Auction: Champagne Jubilee. We hope that our excitement is contagious and that you will choose to join us at this major Chamber event.



GROUNDBREAKING • GRAND OPENING • RIBBON CUTTING • CEREMONIES



Ribbon Cutting

San Joaquin Valley Veterans

410 E. 7th Street • Hanford • 559.584.8100
www.westcare.com



Ribbon Cutting

The Generals Trading Post

315 E. Main St. Ste A • Visalia • 559.651.2525 -
www.generalstradingpost.com



Ribbon Cutting

Ranger Hall, Redwood High School

1001 W. Main St. • Visalia • 559.730.7367
www.vusd.org



Ribbon Cutting

Franey's Carpet One Floor & Home Design Center

121 N. Encina St. • Visalia • 559.733.7951 -
www.franeydesigncenter.com



Ground Breaking

Lovers Lane Petroleum, ARCO AM/PM

600 South Lovers Lane, Visalia



Ribbon Cutting

Pena's Planetarium

11535 Ave 264 • Visalia • 559.733.6433
www.tcoe.org/planetarium



Farmers Market (continued from page 1)

support the economy as well. The Visalia Farmers Market participates in a Market Match program that helps families choosing to make healthy food choices with their subsidized food benefits to increase their fruit and vegetable spending budgets. Last year alone more than \$40,000 of federal EBT money was spent at the farmers market, helping to make local families and our local economy healthier.

The Farmers Market like any business faces many challenges, and they have come up with some interesting ways to address these challenges. The Visalia Farmers Market Association is a self-supported association. They do not get state or federal funding for their market, which means that expansion of services and programs is often difficult. Albertstien noted that one way that they are addressing this issue is through community partnerships. For example, Sierra View Hospital in Porterville recognized the importance of healthy eating in preventing illness. As such, in June and July of this year they partnered with the Visalia Farmers Market to host a small market on the Hospital campus. They incentivized people to attend by giving out Healthy Bucks to spend at the market and gift certificates to qualifying seniors who wanted to participate. It is partnerships with local health care providers and other like-minded organizations that Albertstien believes will help take the local farmers market to the next level.



PROOF O.K. BY: _____ O.K. WITH CORRECTIONS BY: _____

PLEASE READ CAREFULLY • SUBMIT CORRECTIONS ONLINE

ADVERTISER: HOUSE_VISALIA_RETAIL
 SALES PERSON: House Ads
 PUBLICATION: VS-VT SPECIAL SECTIONS

PROOF CREATED AT: 10/27/2015 5:02 PM
 PROOF DUE: - NEXT RUN DATE: 10/31/15
 SIZE: 6 col X 21 in

VS-0000256008.INDD

The **Grace Note** Fall Recital was a huge success! We would like to thank our students for their wonderful performances, and their families for their support! Please check out our Indiegogo fundraiser for music scholarships to benefit low income families!

My **West Visalia Kiwanis** club donated items to Family Services for the Women's Shelter of Visalia. I don't know about you, but I have to say they are by far the cutest costumes we've ever donated. The ladies at **Family Services of Tulare County** helped show off some of the Halloween items.



West Visalia Kiwanis

The **Visalia Police Department** would like to recognize that Lieutenant Steven Phillips just graduated from the 261st session of the FBI National Academy. The 261st Session of the National Academy consisted of men and women from 48 states. Included in the class are members of law enforcement agencies from the District of Columbia, 23 international countries, five military organizations, and five federal civilian organizations.

Sutton Hague Law Corporation is pleased to announce the association of attorney Charity Felts. Experienced employment law litigator and advisor, with a career focus on Human Resource Management for large companies.

The 2015 Corporate Games came to a close on Friday night with **City of Visalia** taking the gold in the final competition of Tug of War. A big congratulations to Tulare County District Attorney's Office for being named the champions of this year's event. Special thanks to the members of **VPD** who participated in many of the competitions and to **Visalia Parks and Recreation** for organizing the event!

Tulare County Farm Bureau Youth Leaders took to the central coast last week for their Team Building Trip. Check out the photos on their Facebook page and see all they are doing through the Youth Leadership program.

THANK YOU to everyone who came out for the 4th Annual Run for Hope last Saturday, benefitting **Visalia Rescue Mission!**

Congratulations to the **City of Visalia Transit division**. The Sequoia Shuttle had a record number of riders this year with a 30% increase from last year.

Happy Birthday to Bob McKellar owner of **McKellar Farms** and Historic Seven Sycamores. He celebrated his 84th birthday and his wedding anniversary this month.

A Visalia Chamber of Commerce staff member was recently referred to Chamber member **Quality Paint and Body** for some au-

tomotive repairs due to an accident. Quality Paint and Body's staff, customer service, quality of work and attention to detail was very, very impressive! Our chamber staff member is very pleased with the results and would highly recommend Quality Paint and Body to anyone! A big thank you to Glen, our Estimator and Josh Kaminski for taking such great care of us!

The U.S. **Small Business Administration's** Fresno District office announced today that the Central Valley and Central Coast achieved the highest lending record since 2009. According to Fresno SBA District Director Carlos G. Mendoza, during the 2015 fiscal year which ended Sept. 30, SBA approved 778 loans totaling \$415.5 million in Central California and the Central Coast.

Our **Courtyard Aesthetics** Anniversary Open House this past Friday evening was truly a celebration! We would like to extend a great big Thank You to all of our clients, family and friends who came out to support us and we are excited to welcome all our new customers that stopped by to see what we had to offer!

Congratulations to Allison Lambert, Leadership Visalia alumni. She is now the Communications Manager for the **City of Visalia**. We are so excited for you and this great new opportunity and want to wish you the best of luck.



Julie Ebert

The **Lockwood Agency** celebrated staff anniversaries in October. Project Manager Janice Eastburn celebrated 17 years, while Operations Manager Julie Ebert celebrated 10 years. Congratulations to both and thanks for your hard work and dedication!

BOARD SPOTLIGHT

Kerry Hydash

Kerry Hydash, MPA is the President & CEO of Family HealthCare Network. She has been a Visalia Chamber of Commerce Board Member since 2011.



Hydash

Why is it important to be a Chamber member? The Visalia Chamber plays a vital role in the business development of our community. As a business owner and community member, it is important to be actively involved in the Chamber and support our local business community.

What brought you to Visalia? I grew up in Visalia and later left the area for educational and early career opportunities. As I grew, both professionally and personally, I learned to value the fact that my family has roots in this community. In every community, there are both positives and negatives. I wanted to continue my career in the community I am vested in and make a difference here, so I returned to Visalia in 2001.

What is your favorite thing about your job/company? My favorite part of Family HealthCare Network is the team. Our staff members could work anywhere, but they choose to work here because of the difference they make in the lives of our patients. We offer a variety of employment opportunities in multiple communities, and we are proud of the career opportunities, benefits, and room for growth that we are able to offer our team members.

What do you like to do when you are not working? When I'm not working, I am spending time with my family. My husband and two children bring me the most joy in my life. When our busy schedules don't get in the way, we make it a point to cook a family meal and walk together every night.

What is your favorite charity or local cause? I am most passionate about the impact Family HealthCare Network has in providing access to health care for our local community. Each day we are positively impacting both the individual lives of our patients, and our community as a whole. Regardless of ability to pay, patients of Family HealthCare Network leave our health centers with peace-of-mind, knowing their need for health care is met.

AMBASSADOR SPOTLIGHT

Samantha Mendoza

Samantha Mendoza is the marketing representative for Acclaim Credit Technologies. She has worked there for 8 months and has been active in the Chamber for the last 6 months.



Mendoza

Acclaim Credit Technologies is a full service self-pay billing and collection agency. We have a unique "softer approach" it allows us to recover the most for our clients without sacrificing their reputation. We offer competitive commission rates and non-exclusive contracts. No collection, no fee!

What are some of the ways you'd recommend getting involved/working with/partnering with the Chamber? I recommend attending ribbon cuttings. I attended one to see if joining the Chamber was something I should do and I am glad I did.

What has Chamber membership meant for your company? Being a part of the Chamber has allowed us to connect with other members and use their services to help us grow our business.

The best part of Visalia is I feel the best part of Visalia is its business community. The support from other businesses, the Chamber, and the Ambassadors is amazing.

What is your favorite local charity/non-profit? Wish Upon a Star

VISALIA UNIFIED SCHOOL DISTRICT

Lessons learned: boundary changes

Changing school attendance boundaries is hard! It is hard on families as they consider the long term implications for their children; it is hard on school board members who are tasked with making such difficult decisions.

At a special board meeting on September 15, 2015, middle school Map F and high school Map M were selected and will become the new attendance boundaries in August 2016. More information on the details of these boundaries and the transition plan are available in every school office in paper form and on our website at vusd.org.

First, let me review why we needed to adjust attendance boundaries. The new middle school will open in August 2016, and we needed to adjust the four middle school boundaries to five. Also, we have two high schools, Redwood and El Diamante that are at or beyond capacity and we needed to balance these schools' enrollments with the other two high schools which have extra room, Golden West and Mt. Whitney.

So, how did we decide on new boundaries? My answer to that is, "slowly, carefully, and with a lot of parent input." As a parent, I know how hard a change to the school feeder system that you have relied on for many years can be. Home purchases may have been based on an assumption about schools your children would attend. Changing those basic assumptions can cause a great deal of anxiety.

In February, we held community meetings around the district. Map options were presented and some valuable input was gained. First, our community wanted to keep kids together as they pro-

gressed through elementary, middle, and high school; and secondly, there was a concern about socio-economic balance to reflect our community. We took parent input and reworked our maps, and those maps were taken back out to community meetings in March.

A School Board Study Session was held on April 7, 2015. In May and June, boundaries were adopted at meetings that were open to public input. Through the months of meetings, several hundred parents were engaged in the boundary process. Community and parent input was the School Board's most important aspect of this effort.

In fact, the school board heard all of the opinions at a special board meeting in September and reconsidered their decision. Still, with extensive communication and involvement, some people are satisfied, and some are not.

- What did we learn from this process?
1. Parents care about the school their children attend and don't want that to change
 2. Our community is made up of respectful, thoughtful, and caring parents from all neighborhoods
 3. With a decision of this magnitude, there is no such thing as too much communication
 4. School Board Members take their responsibility very seriously and want to hear all opinions
 5. We need to fast-track the planning and funding of a new high school
- There are many more lessons we can draw from this experience. The one that I take with me is that we live in a wonderful community made up of caring people. We are very fortunate!



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

"So, how did we decide on new boundaries? Slowly, carefully, and with a lot of parent input."

COUPON

SMOG CHECK
Visalia Smog **\$25.00 OFF**
 +CERT. MOST CARS

TWO LOCATIONS

1902 E. Main St.
 (Next to BSE RENTS)
 (559) 627-9200
 (Ask for Jimmy)

1950 W. Walnut Ave.
 (Walnut & Mooney next to FLYERS GAS)
 (Star Station)
 (559) 635-7300
 (Ask for Jose)

Se Habla Español

WE DO DIESEL SMOG CHECK ALSO
 Restrictions Apply
 MOST COMPETITORS COUPONS ACCEPTED

Getting started is often the hardest part of any project

THE RIGHT TOOLS WILL HELP

Signature Home Improvement Loan

\$12,000 to \$25,000

• No Home Equity Needed • No Appraisal • No Fees

TUCOEMAS
 FEDERAL CREDIT UNION

(559) 737-5777

facebook.com/tucoemas @tucoemas
 Federally insured by NCUA

PROOF O.K. BY: _____ O.K. WITH CORRECTIONS BY: _____

PLEASE READ CAREFULLY • SUBMIT CORRECTIONS ONLINE

ADVERTISER: HOUSE_VISALIA_RETAIL PROOF CREATED AT: 10/27/2015 5:02 PM
 SALES PERSON: House Ads PROOF DUE: - NEXT RUN DATE: 10/31/15
 PUBLICATION: VS-VT SPECIAL SECTIONS SIZE: 6 col X 21 in

VS-0000256008.INDD

Non-exempt employee status updates

The requirements for classifying an employee as “exempt” from overtime are about to significantly change for California employers. Certain employees may be classified as “exempt” if they meet both the minimum salary threshold and the exempt job duties tests. Both the federal government (under the Fair Labor Standards Act (“FLSA”)), and the State of California, however, are increasing the minimum salary threshold for classifying an employee as “exempt.”

Currently, the minimum earnings threshold under the FLSA to classify an employee as exempt is \$23,660 annually. Under a new proposal, which has not yet been adopted, the minimum salary threshold would more than double, all the way up to \$50,440. The FLSA applies to all federal, state, and local governments, hospitals, schools and educational institutions, and businesses with annual gross sales of more than \$500,000.

The State of California’s minimum salary requirements will also see an increase after the first of the new year due to an increase in the minimum wage. To be classified as an exempt employee under California law, an employee must earn double the California minimum hourly wage, calculated on a monthly basis. California’s minimum wage will increase from \$9.00 per hour to \$10.00 per hour on January 1, 2016. This will increase California’s minimum salary threshold from the current \$3,120.00 per month to \$3,466.67 per month in 2016.

The DOL projects that the increases to the FLSA exemption threshold alone will shift 4.7 million workers from exempt to non-exempt status and make them eligible for overtime. Many California businesses must comply with both the FLSA and the California requirements. Because the proposed FLSA minimum salary threshold is higher, California employers must be prepared to meet the higher FLSA requirements. Other proposed changes to the FLSA exempt classification requirements include allowing discretionary bonuses, incentives, and commissions to satisfy the salary requirement, an increase to the “highly compensated employee” salary threshold, and automatic annual updates to the DOL salary level threshold. There are See Exemptions / 6

Live your dream

Since 1972, the Soroptimist Live Your Dream Awards program (formerly the Women’s Opportunity Awards) has disbursed more than \$25 million to tens of thousands of women who have overcome poverty, domestic and sexual violence, divorce, the death of a spouse, or other life challenges. They are women—just like you—who had the courage and determination to turn their lives around.

Recipients may use the cash award to offset any costs associated with their efforts to attain higher education, including books, childcare and transportation. The program begins on the club level, where award amounts vary. Club recipients become eligible to receive region-level awards, which are granted through Soroptimist’s 28 geographic regions. Currently, each Soroptimist region grants one first-place award for \$5,000.

Most regions grant additional \$3,000 awards. The first-place recipients then become eligible for one of three \$10,000 finalist awards. Soroptimist also offers awards through its headquarters office to applicants who do not live within the territorial limits of a Soroptimist club. Each year about \$1.6 million is awarded through the Soroptimist Live Your Dream Awards program.

Deadline: Applications are due each year by November 15. Award recipients will be notified between January and June. Not all applicants will be selected for awards. Applications can only be submitted to one club. Your application will be reviewed by a panel of judges, but all information will remain confidential and will not be shared without your prior permission.

Check out the Live Your Dream Award Frequently Asked Questions at <http://www.Soroptimist.org/awards/DreamAwardsFAQforApplicants.pdf>. For more information go to: <http://www.sivisalia.org/>.

HEALTHCARE NOTE

Meeting the challenge to provide quality care

By Lindsay Mann

Chief Executive Officer of Kaweah Delta Health Care District

As I have reported to you in previous communications, California requires that all acute care hospitals meet strict earthquake safety requirements. Kaweah Delta Hospital, built almost 50 years ago, does not meet these stringent standards.

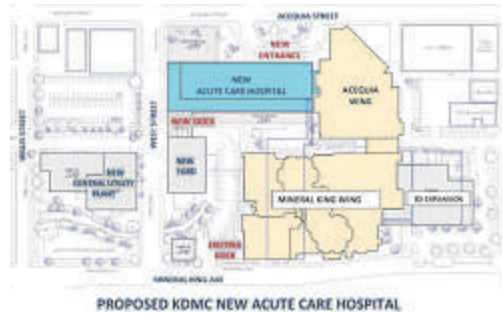
Over the past several months we have spent a great deal of time planning for the development of a new acute care hospital to offer life-saving care, handle an increasing number of patients, and recruit and retain highly-qualified employees and medical staff.

As you review this site plan you will notice that a portion of the Mineral King Wing will need to be replaced. Fortunately, our emergency department, labor and delivery, pediatrics, and Broderick Pavilion, the eastern portion of the hospital, can all be retained in their current locations.

The *new acute care hospital* will replace and add to our existing bed capacity and improve other vital services. They include surgery, pharmacy, radiology, dietary and a broad range of other services that are essential to support an acute care hospital, but must also be located in seismically compliant space.

The conceptual planning for our new acute care hospital is nearing completion. In the near future we will finalize our facilities plans, confirm our cost estimates, develop financing plans, and engage necessary architectural and engineering firms to prepare construction documents for approval by the state. We expect construction to begin in 2020 with a projected completion date of 2024.

We are rapidly moving this project from conceptual design to a very real project which will meet required earthquake standards. It will also meet our objective of providing our community with the very best acute care hospital possible.

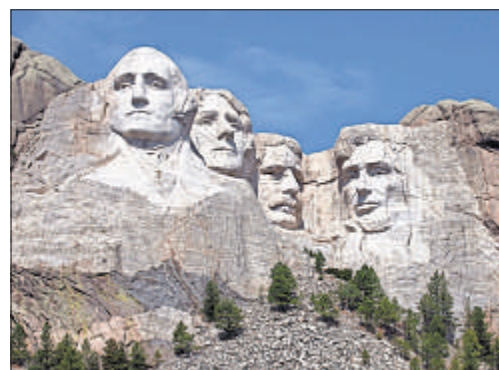
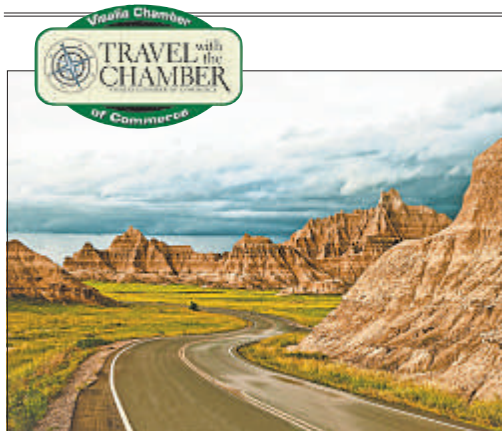


PROPOSED KDMC NEW ACUTE CARE HOSPITAL

To summarize, these are the three key points that drive the need for a new acute care hospital:

1. California requires that all acute care hospitals meet strict earthquake safety requirements. Our hospital, built almost 50 years ago, does not meet these stringent standards.
2. Kaweah Delta needs to replace the 50-year-old hospital with a new acute care hospital to be able to offer emergency life-saving care, handle the increasing number of patients, and retain quality nurses and doctors.
3. The new hospital will require multiple funding sources including: Hospital cash reserves, revenue and general obligation bonds, state and federal grants, and fund raising.

This project will require community support for it to come to fruition. This will require not only an understanding of our objectives in pursuing the *new acute care hospital*, but a keen sense of ownership and commitment to see this project developed as a truly vital element of this community’s healthcare system.



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

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

Your tour will begin in Rapid City, South Dakota with a tour of Mt. Rushmore, a walk down the Presidential Trail, and a visit to the Crazy Horse Memorial, the largest mountain sculpture still in progress. The memorial includes the Indian Museum of North America, Native American Cultural Center where many Native American Artists and craftspeople sell their wares. Next on the itinerary is the Black Hills Gold tour which will include Riddle’s Black Hills Gold and Diamond Factory. Following the factory tour you will take a 14 mile ride through the magnificent rock formations along Needles Highway. You will end the day with a drive through Custer State Park where a band of bighorn sheep and majestic elk or buffalo may be seen. The next day you will travel to Deadwood, a western town currently listed as a National Historic Landmark. Upon arrival you will meet a local guide and enjoy time at the Homestake Gold Mine Visitor Center in Lead to hear the story of the famous Black Hills Gold Rush.

Tour Highlights:

- First class hotel accommodations
- Deluxe air-conditioned motor coach
- Professional tour escort
- Mt. Rushmore
- Crazy Horse Memorial
- Black Hills Gold
- Needle Highway
- Custer State Park
- Deadwood
- Lead
- Badlands National Park
- Wall Drug Store
- Hot Springs

June 21-27, 2016
\$2099 (per person/double)

On day five you will tour Badlands National Park and then travel to Wall Drug an authentic store from 1936. On the last day of the tour you will travel to Host Springs to see the Black Hills Wild Horse Sanctuary where you will also see Indian petroglyphs over 10,000 years old and the movie set from the classic Crazy Horse. For more information about this tour please contact the Visalia Chamber of Commerce 559-734-5876 or go to www.visaliachamber.org

FAMILY SERVICES

Domestic Violence Awareness

By Caitly Meader

Director, Family Services of Tulare County

October was Domestic Violence Awareness Month. Financial abuse is a hidden tool domestic violence perpetrators use to gain power and control in a relationship; according to the National Network to End Domestic Violence, financial abuse occurs in 98% of abusive relationships.

Concerns over their ability to provide for themselves and their children are paramount for survivors, and are often cited as one of the primary reasons for staying in, or returning to, a violent relationship. As with all types of domestic violence, financial abuse occurs across all socio-economic, educational, racial, and ethnic communities.

Common tactics that abusers use to gain economic control over their partner include:

- Forbidding the victim to work or sabotaging employment by stalking/harassing the victim at the workplace or causing the victim to lose their job
- Forbidding the victim from attending job training or advancement opportunities

ment opportunities

- Controlling how all money is spent
- Not allowing access to bank accounts, withholding money, or giving “an allowance”
- Creating large amounts of debt or refusing to pay bills and ruining the victims’ credit

“The ability to provide for themselves and their children are paramount for survivors”



The effects of financial abuse can be devastating. Without financial means, it can be nearly impossible for survivors to start over. Locally, this is where we help. Family Services provides safe shelter for victims and their children at Karen’s House. We provide free and confidential case management, support groups, counseling, job readiness training, financial literacy education, long-term housing and more.

We encourage you to support our efforts to help victims break free by contributing to Family Services through the Allstate Foundation Purple Purse Challenge. With just a few minutes of your time, you can support this national campaign to ignite public awareness and fundraising for financial empowerment services benefiting domestic violence survivors through Karen’s House. We would like to thank everyone who helped us to raise money and awareness in October for Domestic Violence Awareness Month.



PROOF O.K. BY: _____

O.K. WITH CORRECTIONS BY: _____

PLEASE READ CAREFULLY • SUBMIT CORRECTIONS ONLINE

ADVERTISER: HOUSE_VISALIA_RETAIL
SALES PERSON: House Ads
PUBLICATION: VS-VT SPECIAL SECTIONS

PROOF CREATED AT: 10/27/2015 5:02 PM
PROOF DUE: - NEXT RUN DATE: 10/31/15
SIZE: 6 col X 21 in

VS-0000256008.INDD

YOUNG ENTREPRENEURS Academy

FOR KIDS WHO MEAN BUSINESS



13 Visalia & Tulare area students began their entrepreneurial journey in the Young Entrepreneurs Academy

By Nicola Wissler
YEA! Program Manager

The Visalia & Tulare Chambers of Commerce kicked off the Young Entrepreneurs Academy (YEA!) on October 6th with 13 of the best and brightest middle and high school students, each with a dream to launch and run their own, real businesses.

A competitive application process required students to complete an essay, write responses to short answer questions, submit their school transcripts, request letters of reference, and participate in an in-person interview prior to acceptance into the program.

Throughout the year, these students will work in close cooperation with local business leaders, community leaders and educators who use their personal experiences to demonstrate how to develop business ideas and objectives, write a business plan, pitch to investors, obtain funding, register with governmental agencies, and more.

By the end of the 30-week class, students own and operate fully-formed and functioning businesses, which may be carried on after graduation from the program.

Classes will be held at the College of the Sequoias campuses in Visalia and in Tulare. Classes will be held weekly and instructed by Heather Bixler, Adjunct Faculty, COS and Nathan Halls, Visalia Branch President, Suncrest Bank.

The Young Entrepreneurs Academy is a national program offered for students in grades 6 to 12 by chambers of commerce, professional organizations, colleges and universities and public and private middle and high schools. For more information visit www.visaliachamber.org/yea



YEA! class picture taken at the COS Tulare Campus.

2015-2016 Class:

- Charlotte Banks, Eighth Grade, Live Oak Middle School
- Josiah Banks, Senior, Tulare Union High School
- Carmen Gallegos, Eighth Grade, La Joya Middle School
- Alec Gerges, Eighth Grade, St. Paul's School
- Jad Gerges, Freshman, San Joaquin Memorial High School
- Jude Grijalva, Sophomore, Golden West High School
- Ambar Melendez, Senior, Mt. Whitney High School
- Mitchell Nuckols, Freshman, University Preparatory High School
- Robert Perry, Senior, VTEC High School
- Marco Quintanar, Senior, VTEC High School
- Miguel Trejo, Senior, Mission Oak High School
- Mary Vinzon, Junior, Golden West High School
- Michael Watkins, Senior, Redwood High School

2015 YEA SPONSORS

Ameriprise Financial - Sterling & Smith Funeral Homes - Rabobank - Innovation Commercial Flooring
Visalia Country Club - McDonald & Associates - Marie Pinto



Leadership Visalia students listen to Terry Ommen tell about the fire that destroyed the Johnson Hotel in Downtown Visalia.

Visalia – past, present, and future

By Shannon Pisanni
City of Visalia Transit Department, Leadership Visalia Class Member

Today, the Leadership Visalia class of 2015/16 embarked on our first day session. Despite the unexpected heat wave, we had a fabulous day learning more about our city. I honestly believe that every single person in our class – from those that were born and raised here to those that live outside of Visalia, like myself – learned something today.

If you have never met Terry Ommen or taken the walking tour of downtown Visalia – I highly recommend it. In fact, I think one of these tours should be a mandatory part of high school history classes in Visalia. Normally, we walk downtown without giving the buildings a second thought. But today, we took a closer look at many sites that are iconic to Visalia's history. Mr. Ommen's tour was complete with historical facts, editorial comments, and pictures that transported us back in time. My favorite building of the day was the Visalia Fox Theater – I had never been inside and the incredible craftsmanship and beautiful details rendered me speechless. Trust me, that's hard to do.

After a delicious lunch at Crawdaddy's, we headed back to the Downtown Visalians' office for the afternoon. As members of Leadership Visalia, one would think we know all about the Chamber, right? Well, that may not have been true before today, but it definitely is now. Stan Simpson, whose family is one of the founding families of Visalia, and Gail Zurek, Chamber CEO, gave a great overview of the past, present, and future of the Visalia Chamber of Commerce.

One of the highlights of the day was Mayor Steve Nelsen and City



Local historical landmark on Main Street.

Manager Mike Olmos talking about the future of our city. As a city employee myself, I'm often focused on just my department. Today, I was able to take in the bigger picture and even learn a thing or two. Mr. Olmos had one message in particular that really stuck with me: strong leaders have to withstand the bad along with the good, and that's not always easy to do. This is something that I think everyone in the class will face at some point in their career, if they haven't already.

All I can say is that our first day session made me even more excited for the next one – which I happen to have a hand in planning... no pressure.

TCAG launches clean air contest for students

Winners to receive a free bicycle and helmet

VISALIA – Students in grades kindergarten through 12 are encouraged to enter artwork in the Tulare County Association of Governments' (TCAG) clean air contest.

The Walk & Roll poster is intended to encourage students to show how they walk, ride and roll to school in order to help clean the air in Tulare County. Categories are kindergarten through grade one; grades two and three; grades four and five; grades six to eight; and grades nine to 12.

Posters should be submitted on 8.5 X 11 paper. Students may use any artistic medium for their artwork, including crayon and colored pencils. The student's name, grade, school and phone number must be noted on the back of the submitted artwork.

The deadline for submitting posters is Nov. 13. Entries may be submitted to any branch of the Tulare County Library or mailed to TCAG, 210 N. Church, suite B, Visalia, 93291.

For information on the contest, contact Andrea Apolinario at TCAG, 623-0450.

"TCAG has sponsored this contest for many years as a fun way to encourage students to think about how they can personally make a difference in cleaning our air," Apolinario said. "We hope to show how students already participate and encourage others to make clean air choices."

Pay it forward

Give the gift of employment by joining Express Employment Professionals' Pay it Forward Holiday Hiring Drive as we strive to place 125 job seekers in Tulare & Kings Counties during the month of November. Being out of work during the holidays can be particularly tough, and we would like to make sure as many people as possible earn a paycheck just in time for the holidays. We also want to help Pay it Forward even further by raising money for the Visalia Rescue Mission in the process!

Express is going to donate \$40 for every new person that gets put to work through this Hiring Drive and works at least 16 total hours.

Join us in our effort to help put 125 new people to work in our community during the month of November and let's bring hope and encouragement to them and their families.

How you can help: HIRE, an express employee anytime during the month of November. REFER, provide the express employee a work reference letter he or she can use in their efforts to gain future employment. SHAERE, our campaign with other area businesses to assist us with our vision of employing and providing a paycheck for 125 unemployed people during the holiday season in our community. To learn more about the Pay it Forward Holiday Hiring Drive and how you can participate, contact your local express office: Christina Rosh 559-738-7822 christina.rosh@expresspros.com

Planetarium & Science Center dedication ceremony

The Tulare County Office of Education (TCOE) will hold a dedication ceremony for its new Planetarium & Science Center. The 8,700-square-foot building is located on the site of TCOE's Liberty Center. The colorful, angular building features a circular lobby with a 360-degree projection system. The 70-seat Peña Planetarium will offer eight popular astronomy programs shown through a new high resolution digital projector. For the 2015-16 school year, students will enjoy popular history shows in the Science Center on a wide-format screen. In the future, the Science Center will become home to hands-on, interactive science exhibits. These exhibits will be developed to address the standards students are learning in the classroom. It is envisioned that the new exhibits will be fully programmable for the grade level of the students visiting the building on any given day. From time to time, the Science Center could feature exciting exhibit pieces available from NASA, the Smithsonian Institution or other museums. Students will be able to visit the gift shop and have a picnic lunch under the trees on the south side of the building. The first school tours to utilize the new building will arrive in November.

PROOF O.K. BY: _____ O.K. WITH CORRECTIONS BY: _____

PLEASE READ CAREFULLY • SUBMIT CORRECTIONS ONLINE

ADVERTISER: HOUSE_VISALIA_RETAIL
SALES PERSON: House Ads
PUBLICATION: VS-VT SPECIAL SECTIONS

PROOF CREATED AT: 10/27/2015 5:02 PM
PROOF DUE: - NEXT RUN DATE: 10/31/15
SIZE: 6 col X 21 in

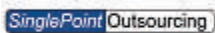
VS-0000256008.INDD

THANK YOU TO OUR PREMIER INVESTORS

CHAIRMANS SPONSOR:



PRESIDENT SPONSORS:



EXECUTIVE SPONSORS:



DIRECTOR SPONSORS:



Visalia Medical Clinic



Pine Pedroncelli & Aguilar Inc.



INVESTOR SPONSORS:

BEN-E-LECT
Southern California Edison
Lamp Liter Inn

CLIP & SAVE

CALENDAR - NOVEMBER 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Visalia City Council Meeting 4 pm work session; 7 pm regular session Council Chambers	3	4	5 YEA! CEO Roundtable 5:30 - 7:00 pm	6	7
8	9	10 Government Affairs Meeting Buckman-Mitchell Office	11 Veterans Day The Chamber office will be closed	12	13	14
15	16 Visalia City Council Meeting 4 pm work session; 7 pm regular session Council Chambers	17 Business After Hours Mixer ImagineU Children's Museum 5:30 pm	18 Rock Your Holiday Promotions Fresno Pacific University Visalia 9:00 am	19 Ambassador Breakfast Visalia First Assembly Church 8 am	20	21
22	23	24	25	26 Thanksgiving The Chamber office will be closed	27	28
29	30					

Governor acts to limit litigation, maintain fiscal prudence

A California Chamber of Commerce-supported job creator bill that will help limit frivolous, costly litigation against employers was signed by the Governor this month.

The Governor's continued attention to fiscal prudence led to vetoes of two job creator bills that contained tax credits and a third job creator bill whose purpose the Governor said could be achieved by other means less burdensome to the state.

Private Attorneys General Act

Signed by Governor Edmund G. Brown Jr. on October 2 was AB 1506 (R. Hernández; D West Covina), which provides employers with a limited opportunity to cure technical violations in an itemized wage statement before being subject to costly and devastating litigation.

The bill received unanimous support in both houses as it moved through the Legislature. By allowing the employer a limited time period to fix technical violations on an itemized wage statement that does not create any injury to an employee before any civil litigation is pursued, AB 1506 will enable an employer to devote its financial resources to expanding its workforce.

AB 1506 contains an urgency clause and thus went into effect immediately upon being signed.

The Labor Code Private Attorneys General Act (PAGA) allows an



employee to file a "representative action" against an employer for any violation of the Labor Code and subjects an employer to statutory penalties ranging from \$100 per employee per pay period to \$200 per employee per pay period, as well as attorney's fees.

Labor Code Section 226 sets forth the categories of information that must be included in an itemized wage statement. The section is one area in which employers have seen an increase in frivolous litigation regarding technical violations that do not harm or injure the employee.

AB 1506 will help curb this type of frivolous litigation under PAGA with regard to only two parts of Labor Code Section 226—226(a)(6) and 226(a)(8) by allowing an employer 33 days to cure any alleged technical violation.

If the employer cannot cure the violation, then the employee still would be able to file a civil action and obtain any unpaid wages, penalties and attorney fees. This reform will provide the appropriate balance of allowing an employer to correct unintentional errors without the threat of a multimillion-dollar lawsuit that could put the employer out of business, while still protecting the employee's ability to obtain accurate information.

Please mark November 10th on your calendar!



Finance 101 for the HR Professional

When:

- Tuesday, November 10, 2015
- 11AM - 11:30AM - Registration and networking
- Lunch will be served at 11:30AM
- Presentation from 12:00PM - 1:10PM

Location:

Wyndham Visalia (Formerly Holiday Inn)

Register:

www.shrmtularekings.org

Scott Woodard, MBA has spent the last several years of his career working in Finance Management. Currently, he is the Controller for Horizon Nut Company and serves as the Management and Accounting Facilitator for the University of Phoenix and has taught a variety of classes including Introduction and Intermediate Accounting, Management Cost Accounting, Finance for Business, Personal Finance, Operations Management, Statistics and more.

Mr. Woodard will share day to day understanding of basic financial principals as well as best practices and provide insight to the following topics:

- Budgets in the Workplace
- Income Statements
- Labor Efficiency
- ...and more!

For questions, please contact Fran Herr 559-300-5941 or email membership@shrmtularekings.org

Exemptions

(continued from page 4)
currently no proposed changes to the job duties requirements.

What This Means for Employers:

Misclassification of an employee's status as exempt can be extremely costly for employers. The new increased salary minimums mean that many more employees will have to be classified as non-exempt, making them eligible to receive overtime premiums. Employers must be aware of the current salaries and classifications of their employees to avoid any misclassification under the new minimum salary thresholds for both the FLSA and the State of California.

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

CHAMPAGNE, BURGUNDY, PARIS

MARCH 14-21, 2016

HIGHLIGHTS:
Reims, G.H. Munst Cellars, Epemay Champagne Houses, Troyes & Langres, The Medieval Cities & Beaune, Chateau Du Clos De Vougeot, Chateau De Fontainebleau, Paris & Lunch Cruise

Join the Chamber for a slideshow presentation September 30th at 12:00 p.m. at the Chamber office

Alanna from Fresno, professional tour guide, will be motor coach driver for the trip.

TRAVEL with the CHAMBER

For pricing or registration details call the Visalia Chamber of Commerce at 559-734-5876 or visit www.visaliachamber.org

VISALIA CHAMBER OF COMMERCE
222 N. Garden St. Suite 300, Visalia

PROOF O.K. BY: _____ O.K. WITH CORRECTIONS BY: _____

PLEASE READ CAREFULLY • SUBMIT CORRECTIONS ONLINE

ADVERTISER: HOUSE_VISALIA_RETAIL
SALES PERSON: House Ads
PUBLICATION: VS-VT SPECIAL SECTIONS

PROOF CREATED AT: 10/27/2015 5:02 PM
PROOF DUE: - NEXT RUN DATE: 10/31/15
SIZE: 6 col X 21 in

VS-0000256008.INDD