

www.visaliachamber.org Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE

Vol. 41, No. 22 | October 2020

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We have certainly had a lot of change over the last seven months. Moving towards less face-to-face interaction has forced businesses to come up with different solutions on how to deal with virtual offices. **4**

More COVID-19 testing could move us to a safer reopening

After seven months, COVID-19 may not be consuming every waking moment of our lives, but it is still very real for all of us and it certainly has not gone away. **6**

EVENTS

OCTOBER 7, 14, 21 & 28
Coffee & Conversation with Your Chamber CEO-Facebook Live
Time: 8:00 a.m.

OCTOBER 8
YPN Monthly Virtual Trivia Night

Time: 6:00 p.m.
Location: Zoom

OCTOBER 9
Lunch Bunch @ Quail Park at Shannon Ranch

Time: 8:00 a.m.
Location: 3440 W. Flagstaff

OCTOBER 19-23
Positive Week Challenge

OCTOBER 20
YPN Monthly Virtual CEO Chats

Time: 6:00 p.m.
Location: Facebook Live

OCTOBER 22
Ambassador Monthly Breakfast

Time: 8:00 a.m.
Location: Visalia First Outdoor Courtyard

TRAVEL WITH US

APRIL 11-19, 2021
Heritage of America

APRIL 20-MAY 3, 2021
Culinary Italy 13-Day Tour

OCTOBER 19-27, 2021
London and Paris Discovery

NOVEMBER 2-9, 2021
Irish Discovery



Travel provided by:

Collette Vacations
CST #2006766-20

Mayflower Tours
CST #2044099-20

Chamber Explorations
CST #2048841-40

For more information, go to
www.visaliachamber.org/travel

Visalia Mall reopens, again

Indoor shopping is limited to 25% capacity, food court seating is moved outside of west doors as California changes COVID-19 metrics



PHOTO COURTESY OF THE SUN-GAZETTE

The Sun-Gazette

The Visalia Mall has reopened again, this time with a few minor changes to guidelines for indoor shopping malls.

Visalia Mall opened its doors on Aug. 31 with about 85% of its stores opening before the end of week. Malls were allowed to reopen under the governor's Blueprint for a Safer Economy announced on Aug. 28. Even under the state's "purple" tier for widespread cases of the virus, shopping malls are allowed to open indoors as long as they limit capacity to 25% and close common areas and food courts. The primary difference between when the mall reopened in June and last week is offering outdoor seating for the food court. In order to abide by the gover-

Shoppers move through the main breezeway at the Visalia Mall in June when they were first allowed to reopen as COVID-19 cases went down. They were then shut down as cases grew, but were allowed to reopen in September when the state changed their tracking metrics that eased some restrictions on businesses.



nor's guidelines, an outdoor dining area has been set up outside of the west food court doors so that guests can enjoy a meal at the center. General manager Richard Feder said Red Robin is in the process of setting up a tented area in front of their restaurant. Our common areas have been modified as well to allow for appropriate social distancing.

"As always, our highest priority is the health and well-being of everyone that works and shops at Visalia Mall," Feder said. "We are excited to reopen our doors and look forward to welcoming our community back to the property."

Still in place from June's reopening are touchless hand-sanitizing stations, touch-free interactions, frequent and intense cleanings and social distancing directions. Touch-free interactions include using a foot pump at the hand-sanitizing stations and swipecard credit card readers at participating stores. Stickers urging residents to remain six feet apart dot the floor of the walkways, half of the chairs and tables have been removed

from the food court and the mall has cordoned off every other sink to maintain social distancing. During a walk-through of the mall on Sept. 4, mall staffers could be seen sanitizing and wiping down tables, chairs, doorways and benches. Certain parts of the mall remain off limits including the playground, candy machines, coin-operated rides, massage chairs, water fountains, baby changing stations and ATM machines.

"Our security team is actively monitoring the property and will have face coverings available for those who need one," Feder said. "They are also continuously monitoring the traffic of the mall to ensure that guests are practicing safe social distancing."

The mall even has a new tenant in the depths of the pandemic. Aerie, a subsidiary of American Eagle Outfitters specializing in lingerie, opened on June 1. Last year Aerie opened 60 new stores — a mix of stand-alone stores and American Eagle-Aerie side-by-sides, bringing the total number of Aerie stores to 332. This year, the brand has plans to open about another 60.

Construction is underway on a new building at the southeast corner of the mall property that will house two restaurants new to Visalia. California Fish Grills is expected to open in December. California Fish Grill strives to make healthy, delicious seafood, easy to get and affordable. Menu favorites such as Cajun salmon and battered shrimp tacos are prepared in an open kitchen as vegetables and herbs are chopped, fish is hand battered, and meals are cooked on their signature flame grill.

Next door to the fish house will be Urbane Café, which is slated to open in February. Known for its fresh fire-baked focaccia breads, hand-carved meats and hearty salads, Urbane Café is a consistent favorite on Yelp, Google, TripAdvisor and other restaurant review web sites. Popular with health- and budget-conscious customers for 15 years, Urbane Café is a lunch and dinner destination for families and business people who want a fast, fresh, affordable meal. The lunch and dinner menu at each Urbane Café restaurant features fresh, healthy sandwiches and salads served in a warm, inviting setting. Catering and take-out are also popular.

PRESIDENT'S CORNER

It's a wonderful life



Gail Zurek
President and CEO
Visalia Chamber

Our community, full of George Baileys, needs a whole lot more Clarences.

In the 1946 Frank Capra holiday classic, *It's a Wonderful Life*, we're introduced to George Bailey, a man who sacrifices his dreams to help his community, and Clarence, the lovable angel trying to earn his wings. If somehow you've missed this black and white classic, I'd suggest spending some time watching it. Its message is powerful, powerful beyond the holidays, and particularly powerful in the current season we find ourselves.

In the movie, after a particularly bad day and what he views to be a string of bad luck, George Bailey is pushed beyond his limits. Standing on a bridge contemplating taking his own life, Clarence is sent to help George. Frustrated, George wishes he'd never been born. Clarence uses this wish to show George what life would be like if George had never been born and how the community would have developed without him. What follows shows George his impact on the people in his life in big and small ways. George sees the things he did to help the people around him, and he comes to understand that the things he thought were small and simple had lasting impacts on people, institutions, and his community.

This heartwarming movie is a lesson to us all. Traditionally, we watch this movie and relate to George's character. We watch the movie remembering all that we have done or can do to help others. Right now, I'm worried we have too many "George Baileys" at the end of their rope. I'm concerned there are not enough "Clarences" willing to show them how valuable they are to our community. COVID has cast George Baileys as the local restaurateur trying to keep their doors

open, as business owners trying to keep up with new safety protocols and reduced earning power; as the nonprofit executive with more need than revenue from a canceled event. Look around, our business community is full of George Baileys asking why they ever decided to get into business.

These local businesses, these owners, need us to be Clarence. They need us to show them what they mean to us, why we need them, and inspire them to keep going. We all have those businesses that have made an impact on us, big and small. Businesses that if they weren't around, Visalia would not be the same. Can you imagine waking up and there being no [fill in the blank]? We can't let that happen! We have to be Clarence and help these businesses know they are appreciated, loved, and needed.

The holidays will likely look different. Big holiday parties jammed in back rooms of our favorite restaurants won't happen. Holiday events bringing shoppers through the door have been canceled. These details leave a wake of George Baileys in need of our support. Your dollar is mighty and spending it locally is more important than ever before. Maybe it's time to cater that holiday meal? Maybe you can be a blessing and cater a meal for a nonprofit agency? Beyond dollars, use your voice. Tell business owners what their business means to you. Write a positive review on a review site. Use your social media to help your friends discover and support a local business.

As Clarences, our work takes creativity. We must see the needs of our local businesses. We have to be willing to remind them why they are essential to this community, show them support, and do what it takes to keep them here. We are sad that many of our traditions will change this year. But join me in making sure that as those traditions change, we are committed to supporting those businesses that have depended on those traditions to stay alive. Buy from local businesses, support local businesses with positive reviews and word of mouth, and we'll be the local community that survives this pandemic.

Agents of change



Recently, a few of us at 4Creeks gathered to consider how we might help those who have been impacted by COVID-19 in our community. During our discussion, it became abundantly clear that there are still many businesses that need our collective support and encouragement.

COVID-19 has accelerated the pressure for businesses to be online. Yet too many businesses were unprepared for the economic fallout and quick shift in buyer habits. Recent studies show that nearly half of all small businesses don't have a website, which made the impact of the stay-at-home orders even more consequential.

It's heartbreaking to think that our neighbors and friends who've worked tirelessly to build their businesses might lose them in such a short period. It's just plain wrong. So, we decided to do something about it.

We reached out to some friends in the community, began brainstorming and Channels of Change was born. This campaign was developed as a small way to give back to the small businesses in our community. We decided to pool some of our time, resources, and skills—along with the support and help of many partners—to try to help four businesses on their way back to a full recovery.

Channels of Change is offering four small businesses the chance to be selected for free new website or social media makeover. These efforts will aid in lifting these small businesses out of the current economic downturn, equipping them with the tools to continue their businesses, better than before, with no money out of pocket.

We're working with members of our community from The Chamber of Commerce, The Fox Theater, TCOE, The Miracle League, and 4Creeks to select businesses who apply. Additionally, we are bringing in some talented young college and high-school interns that will be mentored by our professional marketing team (4CC) and work with the selected businesses.

We understand what it is like to face difficult times. Our business was launched right when the great recession hit in 2008. We had the blessing of a helpful business community and were supported by some great people who helped us through tough times. Because of that experience and our core values, we want to give back and help other small businesses grow and succeed in the face of adversity.

Channels of Change is one small way that we can rally as a community to create more stories of hope, faith, courage, and fortitude. We believe in small business and we are standing with the "David's" in the face of this Goliath moment.

Last day to apply is Sept. 27. If you or someone you know could benefit from this, head over to channelsofchange.org and apply now!

BOARD SPOTLIGHT



SUBMITTED PHOTO

Name: Crystal Jordan
Company: Armstrong Community Management
Title: Owner/President
Why do you serve on the Chamber Board of Directors?
 I serve on the Chamber Board to help represent the small business community. As a small business owner, I think it is important to share our perspective and serving on the Chamber Board allows me to do that.

What has the chamber done in the last 12 months that has helped your business?
 The primary thing the Chamber has done for me is keep me informed. The recent months have been filled with so many unexpected happenings and we've all been pulled in different directions. The newsletters, webinars and member portal have all connected me to useful information amongst it all.

What's your favorite family tradition?
 My family's favorite tradition is our Sunday night summer barbecues. My children are small and just learning to swim, but we really enjoy our Sunday pool time and meal together. Come winter, we are always wishing for warmer weather, so we can enjoy the backyard and fire up the grill again.

Does your family have a "motto"—spoken or unspoken?
 Our unspoken motto is to be kind, be respectful and work hard.

What was your first job?
 My first job was at a flower shop in Visalia. I worked the sales floor and took phone orders. I learned everything from stripping thorns from roses to how to count a cash drawer at end of day.

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 Jena at (559) 734-5976 or email info@visaliachamber.org.

Editor Gail Zurek
Layout The Sun-Gazette

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 Visit www.visaliachamber.org

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.

- Small Business Members:**
- Brian Keeley's American Floors
 - ItsFree2You.com
 - NSE Insurance Agencies, Inc.
 - Precision Prep
 - Residence Inn by Marriott Visalia
 - The Pickled Deli
 - Vintage Visalia

UPGRADE

The Visalia Chamber of Commerce thanks the following companies for upgrading their membership and

boosting their commitment to the community of Visalia.

- Regional Leader Members:**
- Tucoemas Federal Credit Union

RENEWING

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

- Community Investor Members:**
- Valley Children's Healthcare

- Business Builder Members:**
- Tri Counties Bank*

- Business Connector Members:**
- Devon Mathis for Assembly*
 - Just Between Friends Visalia/Fresno

- Mechanics Bank-Main Street*
- ReNew Visalia*

- Small Business Members:**
- Amtrak San Joaquin
 - Ashoori & Co. Jewelers*
 - Equity Group, Inc.*
 - Hadley-Marcom Funeral Chapel*
 - Kaweah Container, Inc.*
 - Integrated Care Systems
 - San Joaquin Valley Homes*
 - Personnel Solutions Unlimited, Inc.
 - Sun Fresh

- Business Connector Nonprofit Members:**
- Pipeline Church Visalia

- Small Business Nonprofit Members:**
- Building Industry Associ-



- ation of Tulare & Kings Counties*
- Family Builders Foster Care, Inc.*
- Saint Anthony's Retreat and Conference Center*
- Valley Life Charter School*
- Valley Oak S.P.C.A.*
- Visalia Sunset Rotary*

* Indicates membership in the Visalia Chamber 110% Club.

AMBASSADOR SPOTLIGHT



SUBMITTED PHOTO

Name: Annabel T. Prindle
Company: Educational Employees Credit Union
Title: Community Relations Officer

How has the chamber and the Ambassador Program helped you or your business to grow?

As a business partner with one of the most vibrant Central Valley cities Chamber—our Credit Union has enjoyed the benefits of serving this community for years. Our networking via the Ambassador Program gives us the opportunity to share stories of how we have helped Visalia and the South Valley grow and prosper and we are grateful for our presence in our community.

Why is it important to employees to get involved in the Visalia Chamber programs and events?

To learn from others—to support one another—and our local businesses—to share in the celebration of a prosperous community and opening the

welcome door to newcomers. It's what all vibrant and growing towns and cities along with their chambers do.

The best part of working for your company is...

The amazing family/team of my fellow co-workers. I have been fortunate to work for several amazing entities in my 20 plus year career and have literally thought I'd died and gone to heaven—but there is no job that tops the one I currently have—which gives me the opportunity to live the true Credit Union motto—"people helping people"—which is what I get to do—get that word out every day and earn my livelihood doing just that.

Where is your favorite place to go in Visalia with friends and family?

Having lived in Visalia's "historic" neighborhood for over 18 years, I have to say I love Main Street and downtown Visalia. Whenever family and friends visit—we love walking downtown. Lunch, dinner—even breakfast—you can't beat the choices and variety of great restaurants in Visalia. One of my dearest friends lives in France and she has three or four boutiques that she must visit each time she comes to town—and she sends me her "Christmas wish" list—all of which come from downtown! We also love going to the Saturday Farmer's market. My foodie/food snob sister who lives in Berkeley—claims that the Visalia Farmer's market is better than hers in the Bay Area. Yes, to me—Visalia is the "Jewel" of the Valley.

Fall into fun at McKellar Farms

"If you are ready to get out of confinement and breathe some fresh air, come breathe ours and, bring your cameras/phones to record this memory-making family experience..."

Farm wagon and walking tours are now available for families and groups seven days a week by reservation at McKellar Family Farms near Ivanhoe. Tours provide families a unique real-life farm experience socially distanced and sanitized with face masks as optional. There are two tour choices: a 40-minute moderated wagon tour and movie or an exclusive walking tour guided by an experienced citrus grower. Wagon tourists receive a cold bottle of water and can take home an orange right off the tree. Price is \$65 for up to 5 people and \$10 for each additional family member.

Farmer Bob's World will also soon be one of the sites in Visit Visalia's Wellness program, providing visitors with a place to walk/run while visiting Visalia. In addition, it was announced as one of the qualifying sites for Citrus Stride. Sponsored by California Citrus Mutual (CCM), Citrus Stride is the week of Oct. 5 to 11 to "move a mile" to help stop food insecurity in our communities. For every person who registers and participates, CCM will donate 1,000 pounds of citrus to local food banks. To participate in the Citrus Stride, register online at www.citrusstride.com. There will be no charge to run or walk that week at Farmer Bob's.

McKellar Family farms is a 501(c)(3) not-for-profit organization located in Ivanhoe CA.



PHOTOS COURTESY OF MCKELLAR FAMILY FARMS

Families can arrange farm wagon and walking tours at McKellar Family Farms near Ivanhoe. With the weather cooling and autumn in full swing tours provide a unique real life farm experience. The farm ensures that families will be social distanced and every common surface will be sanitized. Visit their website at www.mckellarfamilys.com or call 559-731-7925 for reservations.



THE LAW AT WORK

Tracking time while working remotely



Brett T. Abbott
 Attorney
 Gubler & Abbott

As the COVID-19 pandemic continues, more and more employees

are working remotely. Recently, the federal Department of Labor (DOL) provided some guidance explaining employers' obligations when it comes to tracking compensable hours worked by non-exempt employees who are teleworking during the pandemic.

As a starting point, the guidance explains the standard for what constitutes compensable hours worked under the Fair Labor Standards Act (FLSA). Under the FLSA, an employer must pay for all time that an employee is "suffered or permitted to work." This means that an employer must pay an employee for all hours the employee is scheduled and/or directed to work, but it also means that an employer must pay for time that an employee is permitted to perform unscheduled work. So, if an employee performs work outside of the employee's scheduled hours, the employee still must be compensated. An employer cannot refuse compensation because the work was not authorized in

advance. If the employer knows that work is being performed, the time must be compensated.

The DOL's guidance also reminds employers that under the FLSA, employers must pay for all time they know or should know is being worked. This "should know" standard is important for employers to understand. Employers must use "reasonable diligence" to determine all hours being worked by their employees. For example, an employer could provide non-exempt employees with a form explaining that no work is to be performed off-the-clock and that if they perform any work outside of their scheduled working hours (e.g., responding to emails, texts, or calls), they must report it using that form. If the employee fails to report the time worked, the employer generally does not have an obligation to investigate further to determine whether any work is being performed off-the-clock. The reasonable diligence standard is based on what an employer "should" know, not on what an employer "could" know. "Though an employer may have access to non-payroll records of employees' activities, such as records showing employees accessing their work-issued electronic devices outside of reported hours, reasonable diligence generally does not require the employer to undertake impractical efforts such as sorting through this information to determine whether its employees worked hours beyond what they reported."

The DOL's guidance, while specific to the federal FLSA, applies equally under California wage and hour law. The key takeaway is that employers must implement and communicate reasonable procedures for reporting all hours worked by remote employees, and should not discourage accurate and complete reporting or tell employees that work performed outside of scheduled working hours will not be compensated. Ultimately, if employees working too many hours off the clock becomes a problem, the way to deal with it is through discipline of the employee, not through denial of pay.

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 (brett@thecalifornialawyers.com). For specific employment law advice or other legal assistance, contact Gubler & Abbott (559) 625-9600, 1110 N. Chinowth St., Visalia, CA 93291 (www.thecalifornialawyers.com).

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SUE HENDRICKSON-CASTRO

Thank you to all the first-responders for their hard work combating local wild fires, including **KRC Safety** owner Gary Castro.

Provost & Pritchard Consulting Group recently welcomed four new employees to their team and announced Ed Caminata, from the firm's Visalia office, passed the exam to become Provost & Pritchard's seventh licensed agricultural engineer.

Quail Park at Shannon Ranch thanked fellow chamber member **American Ambulance** for their hard work with breakfast.

Happy Trails Riding Academy partnered with **Habitat for Humanity of Tulare & Kings Counties** to assist with a house build.

Bank of the Sierra collected over 3,100 canned and nonperishable food items as part



of a bank-wide food drive throughout Central and Southern California. The food was donated to food banks and other nonprofit organizations, including the **Bethlehem Center**.

Congratulations to **Visalia Ceramic Tile's** Leo Reynaga who was the recipient of the National Tile Contractors Association's 2020 Tile Setter Craftspersons of the Year Award in the residential category.

Fresno Yosemite International Airport held a groundbreaking for the airport's new FATforward multi-year expansion program, including a parking garage.

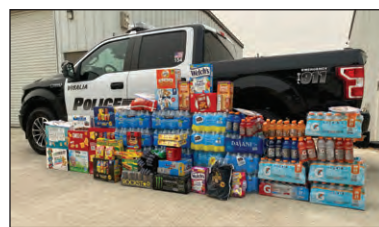
The Painted Table launched a special new corporate luncheon service.

The Assistance League of Visalia (ALV) assisted two Visalia students whose home was destroyed in a fire in August. ALV members, **Visalia Unified School District**, and the family met at JCPenney where students were able to choose new clothing. In addition, the students received hygiene kits through ALV's Le Bag philanthropic program. The program recently received a generous donation from the **Tulare-Kings Dental Society**, supplying ALV with 576 toothbrushes and 612 tubes of toothpaste to be distributed in hygiene kits this year.

Fresno Pacific University is offering new campus features like virtual campus tours for prospective students.



SUBMITTED PHOTO



SUBMITTED PHOTO

Members including the **Visalia Police Department**, **Chapala Grill**, **Component Coffee**, and **Quesadilla Gorilla** collected donations to assist evacuees and first responders working the Creek Fire. **Tulare County Com-**

munity Care Coalition distributed bottle water to those affected and suffering from the COVID-19 pandemic.

The **Tulare County Health & Human Services Agency** announced that the Public Health Branch has been awarded national accreditation through the Public Health Accreditation Board (PHAB).

Precision Prep launched new workshops, "Kid's Kitchen with Arianna" and "Prep Live with Lauren". Weekly, Precision Prep will produce live cooking demonstrations with ingredient and supply lists provided ahead of time.

A groundbreaking was held for **Visalia's** newest hotel **Hilton Garden Inn Visalia** on West Hillsdale.



SUBMITTED PHOTO



SUBMITTED PHOTO

Rawhide gives \$250K to local charity



To commemorate the one year anniversary of winning the Championship of the California League, the former and current owners of the Visalia Rawhide have jointly contributed \$250,000 to the Visalia Rawhide Charitable Fund at the Central Valley Community Foundation to serve the community where Visalia Rawhide fans live, work, and play.

Two initial grants from this fund will support the community during the COVID-19 pandemic. A \$50,000 grant will give six family resource centers, including the Visalia Family Resource Center, the funds needed to support families with childcare costs, food, distance learning supplies, and other essential services. Family resource centers in Tulare County are experiencing, on average, a 50% increase in the number of calls for assistance, many from families that have never sought help before.

A second \$50,000 grant will help fund The Healthy Harvest Program in Tulare County. The local agriculture industry is essential, and has continued the food production we all rely on. This Healthy Harvest Program expands messaging to the Valley's food production industry about coronavirus safety, provides access to testing, houses workers who need to self-isolate, and provides food and transportation to make quarantine possible. These are essential steps to stop the spread of the virus throughout the community. The program is a partnership with the state's Home for the Harvest Program and brings together state, federal, industry, and philanthropic dollars. Among the agencies that support The Healthy Harvest Program are the California Department of Food and Agriculture, Tulare County, and the Tulare Farm Bureau.

"The Visalia community provided great support over our 18 years with the Rawhide ballclub," said Tom Seidler, former Rawhide co-owner and President of Top of the Third, Inc. "We are excited to have the opportunity to give back to the community during this time of great need, in partnership with the Rawhide and the Sigal family. I can't think of a better way to commemorate the one year anniversary of the Rawhide championship than this effort to help many families in need through these two grants."

"It takes all of us coming together to make a difference in this national crisis," said Sam Sigal, current co-owner of the Rawhide and Vice President of First Pitch Entertainment, LLC. "It is an honor to be supporting our new community in this way. Although professional baseball is in a pause due to the pandemic, we look forward to many enjoyable seasons in the years ahead. For now, the health of the people of Visalia and the surrounding area is our focus."

In April, at the beginning of the pandemic, the Sigal family donated over \$30,000 to support Central Valley non-profits. In collaboration with the Central Valley Community Foundation, support was directed to emergency relief funds, food bank distribution efforts, and local hospitals.

"The Visalia Rawhide has been an iconic presence in Tulare County by tipping its hat to the Ag industry that propels our community. And by stepping up to help financially support our Healthy Harvest program, the Community Care Coalition in Tulare County can bring much needed supportive services to our farmworkers and their families affected by COVID-19," said Coalition Co-Chairs Rosemary Caso, Executive Director of United Way Tulare County and Francena Martinez, Division Manager, Tulare County Health & Human Services Agency. "We applaud their efforts in making sure this critical program is available to those that need it."

For more information about the efforts of the Central Valley Community Foundation in the fight against the Coronavirus, contact Hannah McAbee (Hannah@CentralValleyCF.org)

New obligations for small employers: Expanded state leave law

Gov. Newsom recently signed legislation (SB 1383) that will significantly expand the California Family Rights Act (CFRA). This legislation goes into effect on Jan. 1, 2021.

The CFRA requires covered employers to provide up to 12 weeks of unpaid leave during each 12-month period for purposes of family and medical leave. The current CFRA applies to employers with 50 or more employees within 75 miles of the worksite.

Senate Bill 1383 expands CFRA:

- Applies to employers with five or more employees instead of 50 or more employees
- Eliminates the requirement that employees work within 75 miles of the worksite
- Expands the scope of "family members" for whom employees can take leave to include many additional categories
- The list of family members is expanded to include siblings, grandparents, grandchildren, and domestic partners
- The definition of "child" is expanded to cover all adult children (regardless of whether they are dependent) and children of a domestic partner

Note: Even employers currently covered under CFRA will have to provide leave to employees caring for a broader list of family members with a serious

health condition.



Other Changes to Existing Law SB 1383 deletes the provision of law that states the employer is not required to provide more than a total of 12 weeks for leave in connection with the birth, adoption, or foster care placement of a child. Therefore, such an employer may now be required to provide 12 weeks to both employees in that situation.

Also, SB 1383 deletes language from the CFRA that authorizes an employer to refuse reinstatement to salaried employees who are

among the highest 10% of the employees and where the refusal is necessary to prevent substantial economic injury.

New Law Creates A "Stacking" Problem With The Federal Family and Medical Leave Act (FMLA). For example, suppose an employee working for an employer with 50 or more employees needs to take family leave to care for a sister with a serious health condition. Under SB 1383, CFRA would provide the employee with up to 12 weeks of leave to care for the sister.

However, because "siblings" are not covered under the federal FMLA, that same employee would potentially still be eligi-

See LEAVE LAW on page 4



THE LUNCHBUNCH

COMMUNITY • GREAT FOOD • CONNECTION



Quail Park

at Shannon Ranch



Friday, October 9th
11:00AM-1:00PM
3440 W. Flagstaff Ave.

Brilliant Senior Living

COMPLIMENTARY CARRYOUT LUNCH WITH FACILITY TOUR
SUPPORTING LOCAL BUSINESSES

Ask Jena



What can I do with the Member Portal?

The Member Portal offers many marketing opportunities, including posting jobs and events to the Chamber Website, the ability to offer special discounts and more!

Is it too late to sign up for Jr. CEO?

No! The program is self-paced and can be completed at any time. But save the date! Saturday, Nov. 7, participants will open their hot chocolate stands around town.

Have a questions about the Chamber?

Send me a message:
Jena@visaliachamber.org

FACEBOOK LIVE

COFFEE WITH THE CEO

WEDNESDAYS
8:00-9:00 AM




LEADERSHIP VISALIA

Meet the Leadership Visalia Class of 2020-2021

The Visalia Chamber of Commerce welcomes the Leadership Visalia class of 2020-2021. For more than thirty years, the Visalia Chamber has worked to develop community leaders to fill roles in the private, public, and non-profit sectors. The intensive leadership development course is designed to help emerging leaders in businesses and other community organizations further develop their skills, experience and community knowledge. Over the next 7-months, class members will participate in evening classes, day sessions featuring guest speakers and on-site experiences, and a community project that fosters civic responsibility and will leave a lasting positive impact on the Visalia community.

Alicia C. Balderas, County of Tulare – Board of Supervisors

Alicia C. Balderas was born and raised in Visalia. After graduating high school, she joined the Marine Corps where she was stationed in Arizona, North Carolina, Virginia and South Africa. Balderas graduated in 2016 from Fresno Pacific University with a B.A. in Organizational Leadership. Prior to her current position as Administrative Aid K for the Tulare County Board of Supervisors, she worked in various fields including operations and spent time working with children with autism. When not working, Balderas is focused on getting her master's degree in Leadership Organizational Studies and spending time with her fur babies.

Cameron Bledsoe, Franey's Carpet One Floor & Home Design Center

Cameron Bledsoe recently



PHOTO COURTESY OF THE VISALIA CHAMBER OF COMMERCE
Visalia Leadership through the Visalia Chamber of Commerce pushes through the unique challenges brought on by the coronavirus pandemic and continuing on with their ultra-successful leadership class for 2020-2021.



moved to Visalia from Greenville, SC, to pursue a lifelong career in the flooring industry. Prior to his move, he was in sales for Ashley Furniture. When not working, Bledsoe spends time with his 3 1/2-year-old black lab mix, PC games, and looks forward to meeting new people and friends in the Visalia community.

Michelle Goans, Arts Visalia

Michelle Goans was born in Illinois and graduated Cum Laude from Northern Illinois University in 2013 with a Bachelor of Fine Arts degree. Prior to her current position as

Gallery Director at Arts Visalia Visual Arts Center she held several leadership positions including retail management, information technology supervision, and event coordination. While running the gallery, Goans is also an artist whose art has been exhibited across the United States, including juried, group, and solo exhibitions.

Amy Gonzalez, Family Services of Tulare County

Amy Gonzalez is the Development and Communications Coordinator at Family Services of Tulare County. In her role, she ensures the agency's com-

munications, marketing, and general public relations align with the organization's overall mission. Gonzalez also assists with event planning and fundraising. Prior to her current role, she worked with the Marjaree Mason Center. Gonzalez graduated with honors from Fresno Pacific University with a Bachelor's degree in Social Work. When she's not working, she is most likely crafting, baking, or planning her next adventure.

Emily Jacobsma, California Dairies, Inc.

Emily Jacobsma is a Senior Financial Analyst at California Dairies who works with executives to understand the margin on dairy products and budget and forecast for the future. Prior to her current position,

Jacobsma worked in the insurance sales industry and as a sales leader for Pier 1 Imports. She enjoys volunteering with Visalia Christian Reformed Church as a youth group leader for 10th grade girls and helping out in the church nursery.

Paola Martinez, Valley Strong Credit Union

Born and raised in the Central Valley, Paola Martinez's main goal is to make the Valley a better place to live in. She attended Cal State, Bakersfield as a full-time student while working as a part-time teller for Valley Strong Credit Union. Upon graduating with her Bachelor's in Business Administration in 2018, she served as primary backup to the assistant branch manager. Martinez was recently promoted to Universal Services Manager for the Visalia branch and is excited to grow and serve her new community.

Aubrey Mathis, Century 21 Jordan Link

Aubrey Mathis is a realtor with Century 21 Jordan Link. Prior to her current position, she worked in various industries including serving 10 years in the U.S. Army. Mathis has a drive to help others, especially Veterans services. She is a wife and mother of 8 children, including her exchange student son from Kyrgyzstan.

Kristine Price, QK

Kristine Price is an Accounting and Benefits Coordinator with QK. Price is a problem-solver and believes there is a work around for any situation and enjoys coming up with solutions. When not working, she enjoys upcycling furniture and amateur hiking.

Heather L. Reed, Family Services of Tulare County

Heather L. Reed is a Human Resources Coordinator with Family Services of Tulare County. Reed finds great

See LEADERSHIP on page 6

“So how much do you make?”

It finally happens. It always does, especially with kids. It tends to take a little more time with kids from rural, blue-collar backgrounds. They're taught to be respectful, and so they usually wait. But eventually someone asks and the classroom erupts in delight. It's what they all wanted to know. It's what they think matters. It's what almost everyone thinks matters. It's my favorite part, the part when I get to shock everyone and say, "What I make is irrelevant. The better question is, 'how much do I spend?'"



I've acted in this play over and over in school classrooms. Private and public; privileged and challenged; children and adults. It's usually a Career Day event or a personal finance class. And it doesn't matter if the kids have been raised around money or not. It doesn't matter if they go to private school or public. No matter whom I'm talking to, everyone believes the number one measure of success, the key to happiness is- making money.

The truth is, they're not alone. Most children feel this way because someone has informed them, directly or indirectly, that making more money is the key to a good life. Those people are often their parents. But the reality is that it's more about good habits and math. This isn't a sexy answer, but it's the right one.

What I attempt to show my audience is that at the end of the day, what they're really asking about is "margin." I demonstrate this with an easy math lesson that goes something like this:

"Who's richer: a family that makes \$65k a year or a family that makes \$165k a year?"

Seems easy, but now they know it's a trap, they just don't know why. So, I do the math. If the first family spends \$40k to live, and the second family spends \$163k a year to live, who has more money left over? In simple terms, the first family is "richer."

And that's the real point. Healthy financial habits begin with the simple decision to live within your means- spend less than you make. If you do that your whole life, you'll always be rich. And the good news is:

anyone with any income can do it. The problem is: most of us struggle to follow this rule.

There's never a better time to start than when our children are young and still at home. Keep it simple, don't overcomplicate it. Use a the 1/3, 1/3, 1/3 model. Whatever money they have, help them save 1/3, give 1/3 and then they can spend 1/3. Not only does this model help them budget, but it also helps them develop habits of saving and giving.

Financial experts recommend that you "pay yourself first." This means before you start buying, invest in yourself. It can be as simple as putting money in an interest-bearing account, or creating a sim-

ple investment strategy. Either way, you're committing some money to your future, even a rainy day.

Next, develop a habit of giving. By helping our children understand that they can help others and to be a positive force in their community, we empower them. It could be to a favorite cause like the SPCA, or their church or service club. Giving not only helps others, but it also helps us feel more connected. Doing good is good for them too!

Finally, knowing that they still have 1/3 to buy new clothes, get something to eat with friends, or pay for gas, helps them have a clear picture of what they can do. This discretionary money can be placed in a checking account where children (and parents) can track what they spend and see where their money goes.

There's one final step that everyone here at Tucoemas is excited about—credit unions! When you're teaching your children about impact, it's a perfect time to talk them about the benefits of supporting local businesses. Banking with a non-profit, locally-based credit union like Tucoemas, not only can they earn interest on their free checking account, but by simply placing their money in a local institution means they're making their local community stronger, happier and healthier.

CITY UPDATE

Next steps in water conservation

As we head into fall, the hope for rain is one shared across the community, but a wet winter won't solve our groundwater problems. Given the new state regulations regarding Groundwater Sustainability Agencies (GSAs) and sustainable groundwater levels, we need to significantly adapt our outdoor water usage.

Visalia has been diligent in implementing progressive measures (groundwater recharge, water exchanges, and water reuse from the upgraded water treatment plant), but usage has continued to climb. We are in our ninth year of below average rainfall in the last 11 years. In fact, groundwater levels in the Visalia area dropped seven feet between April and June 2020, and are now 30 feet lower than they were in 2010.

While we work under the regional framework of the Mid-Kaweah GSA, California has laws coming into effect over the course of the next decade that will require further conservation. It's vital we act now.

Based on recent City Council action, on March 1, 2021, the City of Visalia is scheduled to en-



ter Stage 3 Water Use Restrictions. This means Visalians will be able to irrigate exclusively with drip irrigation any day of the week between 6 p.m. and 8 a.m. and use sprinkler irrigation on watering days. Between March 1 and Nov. 30, watering is one day per week with no sprinkler irrigation allowed in December, January or February.

The water conservation measures the Council has adopted are an effort to maintain a cost effective and environmentally sound water supply for Visalia. Currently the City of Visalia is in Stage 1 of the Water Conservation ordinance, but it's never too early to start additional conservation efforts as we prepare to transition to Stage 3.

Find the City's Water Conservation Ordinance, tips and more at www.GoGreenVisalia.com.

For the latest updates and news from the City of Visalia, visit www.visalia.city or visit them on social media @Cityof-Visalia.

LEAVE LAW

Continued from page 3

ble to take 12 weeks of leave under the FMLA their own serious health condition, or to care for a child, parent, or spouse. Under this example, an employer may need to provide up to 24 weeks of leave to such an employee.

Mediation Pilot Program

While SB 1383 made its way through the legislative process, small businesses expressed concerns about the increased litigation risk for employers with five or more employees if they do not correctly implement CFRA. As a result, the legislature put in place a "small employer family leave mediation pilot program." This program applies only to employers with between five and 19 employees. Under some circumstances, these employers may request mediation through the Department of Fair Employment and Housing (DFEH). This pilot program remains in effect until Jan. 1, 2024.

If you are an employer who previously was not covered by the CFRA, begin to prepare now by developing policies and procedures for implementing and administering these new leave requirements. Please contact SinglePoint Outsourcing at (559) 625-4800 if you would like to discuss how we can help your prepare.

ROLLER TOWNE'S SKATING SCHOLAR SCHOLARSHIP

Through the generosity of an anonymous donor Roller Towne has 10 FREE scholarships available. Enter to receive 5 free weeks to Roller Towne's Skating Scholar Distance Learning Day Camp.

TO ENTER PLEASE EMAIL THE FOLLOWING INFORMATION TO:
RT.ALICE@ME.COM

Submit a letter explaining why your child should receive the scholarship. Provide your email address, phone number, student's age, and school.

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FREE WEEKS

NO CHARGE

FULL DAY

VALID OCTOBER 26 - NOVEMBER 27, 2020
MUST BE AGES 5 - 12
ONE TICKET ENTRY PER CHILD, PER FAMILY
NON-TRANSFERABLE

You can't buy happiness, but you can buy local and that's kind of the same

Do you really need an office?

We have certainly had a lot of change over the last seven months. Moving towards less face-to-face interaction has forced businesses to come up with different solutions on how to deal with virtual offices. We have heard a lot lately about businesses finding that workers are more productive at home. So, what is the point of having the overhead cost of an office?

The Office Factor

There is a lot of cost associated with having an office. Rent, utilities, internet, and supplies are just some of the costs. It also removes team members from their families. I have been working remotely for quite a while and I appreciate being near my family. I believe the human cost is a factor as well. There is, however, a downside to working remotely in an office by yourself all day.

The Human Factor

There is something different about not being with people in a room when or the office next door when you are at work. I have also heard that sales are a lot harder because it is lacking the human connection. Our team has found ways to bring that human factor back to the workspace. We rely heavily on remote video platforms such as Microsoft Teams and Zoom to help unite the team. In our company we have a daily morning meeting to reduce the loneliness that comes with working remotely. We have found that it sets the tone for the rest of the day. We also encourage video calls whenever possible instead of on the phone. You at least get to see your team's general



body language.

The Technology Factor

Making sure your team has all the tools they need at home is also a challenge. Some companies are sending home desks and computers with team members to be able to be more comfortable at home. Our company gives our team members a stipend to help with the internet and phone costs. There are many ways we have talked before in previous articles to help your team work more efficiently at home such as cloud phones, cloud workstations, VPNs, and Remote Desktop solutions to name a few.

The Company Culture Factor

To combat the loneliness and lack of connection you get working from home, many businesses have decided to ditch the office and instead throw some great company retreats. Some companies have still saved money even though they are moving from once a year retreats to three or even four times a year get-together. This is a great idea that gets people out of their homes and together with coworkers outside the normal working environment. It allows for creativity and relieves a lot of the stress of what is going on in the world today.

So, do you need a physical office? That is something you will have to decide for your business. I think this has been something that has been possible for a while that a lot of leaders have been reluctant to change.

Opportunities and challenges of distance learning



Tamara Ravalin, Ed.D.
Superintendent
Visalia Unified
School District

The shift to distance learning has provided educators with the opportunity to learn new instructional strategies and explore ways to connect differently with students. Teachers are creating videos and lessons that they will be able to use in future years and are sharing with each other to expand resources. Educators are developing a digital library for classroom use

and for the digital education community. The sharing of resources and instructional approaches has the power to positively impact instruction. Teachers are also “flipping” their classrooms, which allows them to provide basic instruction prior to students gathering for class. This allows class time to be spent on higher level skills, collaborative projects, debates, and inquiry.

Some of our students are thriving in the online model which means that as a District, we need to offer more options for this type instruction to our students. Educational technology also provides the opportunity to provide more specialized courses in secondary schools by having one teacher instruct students from all sites simultaneously.

Students and teachers miss the social and emotional connections that occur when we are at school. Designing lessons that are engaging and encourage student interaction can be a challenge. For many students, it may be difficult to feel comfortable speaking to peers and a teacher they have not had the opportunity to meet in person. We have many online tools teachers can utilize for student participation, but it takes time to master teaching in a different format.

Rapidly switching to teaching and learning online creates additional challenges for students and teachers. Students can be easily distracted at home which makes focusing and completing assignments more difficult. Teachers may struggle with lesson design as lessons may take longer, and it is more difficult to check for student understanding. Instead of walking around the classroom and looking over students’ shoulders, teachers have to rely on more formal questioning, written responses online, and formative assessments.

Moving forward, we have started offering one-to-one assessments and services to our students with disabilities and English learners. Individualized



Teachers have offered new ways to connect with students by creating pre-recorded instructional videos and a developing digital libraries for them to access. Superintendent Tamara Ravalin said that some students are thriving in the online model and should offer similar options of learning in the future.

services include speech therapy, occupational therapy, physical therapy, etc. Next we will bring back stable cohorts for targeted groups of students such as homeless and foster youth into specialized learning centers. While these

steps are taking place, we are awaiting for our preschool through K-2 elementary waiver to be approved by Tulare County and the state. Our commitment remains to return to school in a safe and responsible manner.

CityServe Tulare-Kings goes the ‘Last Mile’ to help families

Some generous local organizations, agencies, and businesses have stepped forward to create a “low barrier” system to distribute free food boxes to individuals and families who may not be reached by existing non-profit organizations and government agencies. CityServe Tulare-Kings, as part of the “Last Mile” in the USDA’s “Farmers to Families” program, is focused on fighting hunger during our current pandemic crisis. The effort is being led by Jason LeFaive, Lead Pastor of SevenOaks.Church.



SEVENOAKS.CHURCH

CityServe TulareKings has positioned itself with regional organizations and agencies, along with the local church, to distribute USDA approved Food Boxes. As part of the USDA’s “Farmers to Families” and the “Last Mile”, CityServe TulareKings is partnered to serve the most vulnerable and those with food insecurities during the current pandemic crisis. The USDA has agreements throughout the nation to distribute food products that farmers might otherwise be forced to plow under or dispose of. Our region and counties has benefited greatly from this partnership and the “Farmers to Families” program.

Since May, CityServe TulareKings has helped distribute an average 8,000 free boxes of fresh produce to needy families throughout Tulare and Kings Counties weekly. Each box weighs between 20-25 pounds and contains 7 or 8 items. Food boxes are initially delivered to a local Cold Storage by USDA approved distributors and farmers and briefly stored in space donated by Garth Ramseier, manager of the Anchor Warehouse in Exeter.

Every week participating local churches and organizations pick up the prepared food boxes to personally distribute to families and individuals in need, regardless of their current socio-economic position. Local Churches and organizations that would like to join the USDA’s “Farmers to Families” can reach Mark Peters with City-Serve TulareKings by email: markp@cityservetularekings.com

Thanks to the vigorous efforts of local volunteers, just 10 days after the USDA program announced the program, Pastor Jason’s regional group was able to distribute their first 6,000 boxes of free food. Harold Meyers of Visalia, an agriculture consultant, mobilized his contacts in the industry to jump start the effort. The group quickly secured donations of storage space plus contacted multiple food distributors who could meet USDA requirements.

In addition, Tulare County Sheriff’s Deputies Police Activities League (P.A.L.S.) continues to serve the rural communities of Tulare County. Since May, they have distributed over 10,000 boxes. Since then, Fresno Pacific University Visalia Campus, Family Services of Tulare County, and over 50 local churches has contributed to the success of the USDA’s “Farmers to Families” throughout Tulare and Kings Counties.

We are excited to announce that in September, USDA’s “Farmers to Families” will begin distributing food boxes that contain Protein and Dairy. This will have significant impact in our community and counties as families prepare for continued economic impact and students who will be staying home while distance learning with their respective districts.

See SEVEN OAKS on page 6

WIB distributes more than \$5 million to local businesses

On July 14 the Tulare County Board of Supervisors authorized the County Administrator to earmark up to 7.5 million dollars of CARES ACT Funding to support local businesses who experienced a negative financial impact due to the COVID-19 pandemic. The funding was intended to assist small businesses (20 or fewer employees) who had not previously received relief funds and provide those businesses with grants of \$5,000. The County asked the Workforce Investment Board of Tulare County to administer the newly created Tulare County Small Business COVID Relief Fund.

Small businesses could qualify for grant funding if they met the following criteria:

- The business must have a physical location in Tulare County.
- The business must have 20 or fewer employees.
- The business could be a for-profit, non-profit organization, or independent contractor.
- The business must be a primary source of income for the applicant.
- The business must show negative financial impact due to COVID 19.
- The business must not have delinquent property taxes.
- The business did not receive funds from Paycheck Protection or Economic Injury Disaster Loan.

The Tulare County Small Business Relief Fund application launched on Aug. 1, 2020. The WIB worked in partnership with local Chambers of Commerce, City staff, Community Based Organizations, and Economic Development partners to advertise and do outreach to communities throughout Tulare County. All of the grant materials including the website, social media, e-mail, and the application itself were available in both English and Spanish. The user-friendly grant application could be completed in 10 minutes and was available for 3 weeks. The application



website was equipped with an extensive FAQ page, tutorials, and a chat feature which was monitored by WIB staff daily in order to assist businesses who had questions about the process.

Throughout the three-week period, more than 1,400 businesses submitted applications for funding. Of those submitted application, more than 1,180 businesses have been approved and awarded the \$5,000 grant funding. Each business that was awarded funding signed an agreement with the County of Tulare indicating that they agreed to follow all of the grant funding guidelines and spend the funds on allowable costs which included:

- Business rent from March 19 – Oct. 30, 2020
- Business Utilities from March 19 – Oct. 30, 2020

Other expenses associated with operating business in a way that protects employees and customers from exposure to COVID-19 and helps prevent the virus’ spread. Examples include cleaning and disinfectant supplies for employees and customers, face masks, gloves, service counter modifications, plexiglass shields, social distancing signage, health and safety signage, systems that encourage social distancing and limit cash handling, etc.

By Sept. 30, nearly 5.5 million dollars will be in the hands of local small business owners, helping to mitigate some of the financial impact of the COVID-19 Pandemic.

Below is a quick snapshot the businesses who benefited from the Tulare County Small Business COVID Relief Fund.

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OCTOBER 19-27, 2021

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Visalia Chamber of Commerce
(559) 734-5876 sue@visaliachamber.org

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INTERESTED? CONTACT US TO SCHEDULE A TOUR!

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(559) 734-5876 | INFO@VISALIACHAMBER.ORG

Thank you

TO OUR PREMIER MEMBERS

CHAMPION:



VISIONARY:



REGIONAL LEADERS:



KEYSTONE:



CORNERSTONE:

CIGNA, CSET, E.D.I.S.,
LAMP LITER INN,
M. GREEN & COMPANY, NAKED NUT,
MILLIPORE SIGMA,
SOUTHERN CALIFORNIA EDISON

MEDIA PARTNERS:



HEALTH CARE NOTE

More COVID-19 testing could move county to Tier 2, a safer reopening



By Gary K. Herbst
Chief Executive Officer
Kaweah Delta Health Care District

After seven months, COVID-19 may not be consuming every waking moment of our lives, but it is still very real for all of us and it certainly has not gone away. For the past couple of weeks, we have hovered around 27 to 30 COVID in-patients being cared for at Kaweah Delta Medical Center, whereas in July, we cared for 91 COVID patients in a single day. We're now a little more than two weeks out from Labor Day, starting flu season in the face and we're holding our breath hoping that members of our community heeded our warnings to limit social gatherings.



Kaweah Delta

There has been a slight uptick in our positivity rate, which is disappointing, because I know we are all anxious to move out of the state's purple Tier 1 and move into red Tier 2. That would allow us to move into in-room dining, allow gymnasiums to open, and schools to open up more. But we're above the thresholds in the two areas—daily new cases per 100,000 population and percent of positive tests.

One thing that can impact both of those numbers is greater testing across the county. Our team has worked tirelessly throughout the pandemic to support our community in this regard and that continues to be the case. We recently purchased 20 Quidel Sofia-2 antigen-based testing analyzers in partnership with the Tulare County Health & Human Services Agency using CARES Act funding and are now offering rapid COVID-19 testing in Tulare County for people

with and without COVID symptoms.

This Quidel Sofia-2 platform, a rapid lab analyzer, allows us to do just a swab of the nostril without going deep into the sinus cavity, so it's much more comfortable for our patients and it's a quick-result test. While the test can be processed in 15 minutes, we will run them in batches throughout the day. Our goal is to process everything same day so you get results within 24 hours.

We have literally opened this up to the entire county. We want to test everybody through this partnership between Kaweah Delta and the Tulare County Public Health Department. We really need to start testing the high percentage of people in Tulare County who don't have the virus. We want to increase that denominator without adding to the numerator. This is a great opportunity for us to test whoever we can, partnering with schools, businesses, first responders, etc. to see how we can really impact the positivity rate.

Rapid testing is already available at Visalia Medical Clinic and at our Exeter Health Clinic. In coming weeks, we will also make this rapid testing available at our Dinuba and Lindsay health clinics, along with our Sequoia Health & Wellness Centers in Visalia, and ultimately, at our Kaweah Delta Urgent Care Centers. To get tested, people should call Kaweah Delta's free COVID-19 Screening Hotline at 559-624-4110.

Finally, as cold and flu season begins next month, I ask that you continue to exercise those responsible behaviors that we can all probably recite from memory—wear a face mask, wash your hands, and practice social distancing. Please add a flu shot to that list if you can; it can help keep you from getting sick with the flu and prevent hospitalization. We normally look to those in the southern hemisphere to predict our flu season and while they had a relatively mild flu season, that doesn't mean we're out of the woods just yet. A mild flu season will help us deal with any influx of COVID-19 that we experience in the coming months, and we need your help.



ADOBE STOCK

LEADERSHIP

Continued from page 4

joy in supporting a team of superheroes so that they are better equipped to serve our community. Non-profit human resources are a passion of hers, and when not working, she is involved with The Visalia Naz Widows Outreach group and CASA of Tulare County. Reed dreams to retire at 55 and start a small business or new career.

Rosa Rodriguez, CASA of Tulare County

Rosa Rodriguez is an Advocate Coordinator at CASA of Tulare County, where she trains, guides, supervises, provides support and resources to the advocates. Rodriguez graduated from California State University, Sacramento, where

she received her bachelors in Ethnic Studies. Her goal is to continue her education and attend the Graduate Business Program at Fresno State, continue her work for CASA and open a small business to continue to give back to the community.

Sonia Smalley, Tucoemas Federal Credit Union

Sonia Smalley is the VP of Lending at Tucoemas Federal Credit Union in Visalia. She graduated from Western CUNA Management School in 2014 and has been with Tucoemas since her junior year of high school. Smalley was born and raised in Visalia.

Jim Sullivan, Visalia Unified School District

Jim Sullivan is the Administrator of Family and Community Services at Visalia Uni-

fied School District. Sullivan grew up in Fresno and graduated from Fresno State. Prior to his current position, he was a teacher at Fairview and Elbow Creek Elementary. When not working, Sullivan enjoys spending time with his wife and two daughters and traveling as a family.

Esta Willman, Community Services and Employment Training, Inc. (CSET)

Esta Willman is the Chief Financial Officer for Community Services and Employment Training, Inc. (CSET). Willman was born in Texas. Prior to moving to Visalia in 2012, she lived in Yucca Valley and worked in the healthcare industry for over 30 years. When not working, Willman is an avid backpacker, hiker, and amateur wilderness photographer.

WIB

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Businesses by Supervisor District:

- District 1 – 22.4%
- District 2 – 15%
- District 3 – 39.3%
- District 4 – 13.7%
- District 5 – 9.6%

Number of Employees:

- Employees – 71.1%
- 2-5 employees – 26.2%
- 6-20 employees – 2.7%

Length of business establishment:

- Established before 2000 – 33.3%
- Established 2000 – 2009 – 33.3%
- Established 2010 – 2020 – 33.3%

Business Classification:

- Sole Proprietor – 55.2%
- Independent Contractor – 21.5%
- Non-profit – 4.8%
- Partnership, S. Corp, LLC, Partnership, Corporation – 17%

The WIB would like to thank all of the staff, Middlestate, and the many community partners who made the Tulare County Small Business Relief Fund a huge success. We would also like to thank the County Administrators Office and the Tulare County Board of Supervisors for their support and the opportunity for our team to administer this project with is making a huge impact in our business community and the local economy.

SEVEN OAKS

Continued from page 5

If you have questions regarding CityServe TulareKings or the USDA's "Farmers to Families", please contact Mark Peters Coordinator for CityServe Tulare Kings by email: MarkP@cityservetularekings.com

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