

www.visaliachamber.org Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE

Vol. 42, No. 10 | October 2021

INSIDE

Visit Visalia is state's first autism certified destination marketing organization

The new distinction expands the team's readiness to assist families and individuals with special needs. **3**

Sequoia Riverlands Trust inks \$300,000 campaign deal

Deal with ad agency will begin conservation-awareness campaign with a sweepstakes for naming rights of outdoor locations. **4**

Oktoberfest 2021

The chamber held its annual event on Friday, Sept. 24 at Vossler Farms in Visalia, with an evening of local live music, craft brews and delicious bites. **5**

EVENTS

FOLLOW US ON FACEBOOK FOR DATES

Coffee & Conversation with Your Chamber CEO-Facebook Live

Time: 8 a.m.

OCTOBER 14

YPN Monthly Meet-Up

Time: 5:30 p.m.

Location: TBA on YPN Facebook

OCTOBER 27

Business After Hours

Time: 4 p.m.

Location/hosted by: Gateway Financial Planning Group

OCTOBER 28

Ambassador Monthly Meeting

Time: 8 a.m.

Location: Visalia First

TRAVEL WITH US

DECEMBER 3-8, 2021

Music Cities Christmas

DECEMBER 5-9, 2021

Santa Fe Holiday

JANUARY 29-FEBRUARY 6, 2022

Tropical Costa Rica

FEBRUARY 15-24, 2022

Sunny Portugal

MARCH 6-20, 2022

Colors of Morocco

APRIL 19-26, 2022

Highlights of Italy's Amalfi Coast

APRIL 25-MAY 1, 2022

Southern Charm

MAY 18, 2022

JUNE 7 & 15, 2022

JULY 5, 2022

AUGUST 16, 2022

SEPTEMBER 13 & 21, 2022

Oberammergau Passion Play Germany & Austria

JUNE 11-17, 2022

Landscapes & Lighthouses of Coastal Maine

OCTOBER 4-12, 2022

Normandy, Paris & the Seine River Cruise



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



Tucoemas Federal Credit Union earned a gold certificate for environmental design at their new flagship Akres branch in Visalia.

New Tucoemas branch LEEDs the way in sustainability

Tucoemas Federal Credit Union become one of three certified members of energy and environmental design in California



The Tucoemas Federal Credit Union is trying to expand their business locally, all the while shrinking their carbon footprint.

While opening their newest branch at 614 S. Akers St., the well known credit union announced they are just one of three Leadership in Energy and Environmental Design (LEED) gold certified credit unions in the state. It received the certification from the U.S. Green Building Council for its newly built flagship branch.

To become an LEED certified

company Tucoemas underwent a rigorous third-party review that independently verifies that the building meets or exceeds globally-recognized sustainability standards.

CEO, Brice Yocum, said, "This flagship branch is the essence of everything we stand for. It is both visually and personally engaging. You'd be hard pressed to find a more beautiful, sustainable piece of architecture in the entire valley. Rather than just building something new, we built something better, something we can all be proud of."

The building's sustainable features include rooftop solar panels that cover 80% of its annual energy usage, water effi-

cient fixtures that reduce usage by over 40%, energy efficient climate control systems, native plants for landscaping, recycled and reclaimed construction materials, plugins for electric vehicles, and bike racks and showers to encourage biking or walking to work.

Tucoemas Federal Credit Union has been fulfilling its impactful mission in Tulare County for more than 70 years. Under the leadership of CEO Brice Yocum, Tucoemas has focused on creating financial security and providing real opportunity for all of Tulare County through education, sustainable practices, community partnerships, and empowering marginalized communities.

PRESIDENT'S CORNER

Password: Bee's Knees



Gail Zurek
President and CEO
Visalia Chamber

For our 40th birthdays, my husband, Michael, and I toured New Orleans. With its music, food, booze, and history, the beautiful city made a lasting impression. While there, we took a walking tour that told the history of the city through four

cocktails. This was the type of history lesson I had always wanted! What we learned made a lasting impact, particularly how the city responded to prohibition.

What led up to prohibition, what happened during that time, and ultimately what this movement caused are fascinating. The Temperance movement pushed our country to be better, strong, and more spiritual. We thought alcohol was the cause of our issues. As a country, we enacted the 18th amendment, which illegalized the manufacture, transportation, and sale of alcohol. What happened? Well, it forced alcohol manufacturing underground, caused organized crime to flourish, and created the speakeasy. Speakeasies were hidden bars only accessible via a password, special knock, or invitation. Once inside, the speakeasy would charge patrons to see an animal or special thing and then provide a "complimentary" alcoholic drink, thus circumventing the law not to sell alcohol. Business is enterprising. It was quite a time in history. If you don't know much about it, google it. As you learn, you may see history repeating itself.

We were devastated to cancel Christmas Tree

Auction last year. This nearly 40-year-old event is steeped in history and held near and dear to so many Visalia. This year, as we plan for having a black-tie event in the middle of a global pandemic, we thought of our grandparents and great-grandparents trying to have a good time during prohibition. Speakeasies were a workaround that allowed communities to still come together, celebrate life, and enjoy themselves. Many were extremely opulent. It seems natural, given our challenges, that this year's Christmas Tree Auction theme plays on a Prohibition speakeasy.

What does this mean? Well, as with all other speakeasies, I can only tell you a bit. Discretion is critical. So here's the scoop we have completely reimagined this night. We went to the drawing board, dreamed about what could be, hired a professional production company, and are watching these dreams come to life. Seriously, this year is going to be epic! Those with a ticket will be transported back in time to a secret location where coming together, celebrating life, and enjoying yourself isn't just the norm; it's expected. That's right, we are creating a speakeasy for one night only. There will be small Christmas trees to bid on and silent auction items to buy for Christmas presents to support Visalia charities.

There will be wine tasting and food booths with music and dancing. Where, you ask? Someplace completely new. Your code word for entry will arrive after you buy tickets and shortly before the event.

We've been sharing information on our social media. I imagine more information, including some sneak pictures, will be shared there first. Our website has links to sponsorships and tickets.

You do not want to miss the event of the year. We've been waiting, planning, and are ready to make this one for the history books.

SoCalGas begins switch to renewable power under Green Rate Program

Utility now using grid power that is 100% renewable at eligible facilities to meet 80% of those facilities' electricity demand, underscoring its commitment to be a leader in the transition to a decarbonized energy system

Southern California Gas Co. (SoCalGas) today announced it has begun purchasing renewable electricity under Southern California Edison's (SCE) Green Rate Program everywhere the gas utility is eligible for service by SCE. Including this new arrangement, SoCalGas estimates that it will purchase nearly 53.7 million kilowatt hours of power from renewable sources each year, reducing greenhouse gas emissions by 38,000 metric tons annually, the equivalent of taking more than 8,000 gasoline-pow-



ered cars off the road each year.

This electricity is instrumental in powering a gas infrastructure that serves SoCalGas's 22 million customers today and can distribute cleaner fuels in the future. A total

See RENEWABLE on page 4



PHOTO COURTESY SOUTHERN CALIFORNIA GAS COMPANY
Last year, SoCalGas began dispensing California-produced renewable natural gas (RNG) at many of the natural gas fueling stations it operates across the state.

CITY UPDATE

Progress across the city thru public works

Progress is a core function of the City's Public Works Department. However, no matter the hours of coordination, detailed scheduling and communication, progress can include growing pains. With the patience and understanding of Visalians, we continue to move forward on numerous projects throughout the City.

Recently, 87 of the City's 130 signalized intersections were upgraded. The signal controller's main processor and operating software was replaced, meaning more robust communication and advanced timing capabilities that will help keep traffic flowing. The remaining intersections to be included in subsequent projects.

Essential to traffic flow are the new signals at the intersections of Giddings Street at Riggin Avenue, County Center at Riggin Avenue and Kelsey Street at Riggin Avenue. Finished in early fall, these signals will help with the recent growth in the industrial zone and commercial

property on Dinuba Boulevard.

In downtown, Calwater has been at work on their 12-inch water main and adjacent parcels have been connected with the installation of their back flow preventors. In coordination, the City will be looking to move forward on the downtown street light project, with the purchase of the street light poles, ultimately having a contractor begin work in January. Following the installation of the streetlights, Main Street will resurfaced with installation of nine ADA parking spaces.

With more special projects than space to list, we can share there will be improvement work coming to Caldwell Avenue from Akers and Shady Streets, as well as rehabilitation work on Goshen Avenue from Shirk Road to Mooney Boulevard.

Routine maintenance including reclamation, which rejuvenates aged asphalt, is slated for the end of this month, with cape seal and crack seal, additional preventative measures, following.

The progress may be painful at times, but together we're working toward improvements that will keep Visalia moving.

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



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.

Regional Leader Members:

- Expo Events & Tents

Small Business Members:

- Children's Choice Dental Care
- Lake Bottom Brewery & Distillery
- Milan Institute
- Rise Fitness
- Shipman Tree Service

RENEWING

The Visalia Chamber of Commerce thanks

the following companies for renewing their commitment to the community of Visalia.

Regional Leader Members:

- Family HealthCare Network

Keystone Members:

- Kawneer*
- Valley Strong Credit Union*

Cornerstone Members:

- Cigna

Community Investor Members:

- Save Mart Supermarkets

Business Builder Members:

- Hydrite Chemical Co*

Business Connector Members:

- Just Between Friends Visalia/Fresno
- Pita Kabob*
- Renew Visalia*
- Valley Oak Credit Union
- Workforce Investment Board of Tulare County (WIB)

Small Business Members:

- Chimienti & Associates Insurance Services*
- Equity Group, Inc.*
- Kaweah Container, Inc.*
- Leavitt United Insurance Services*
- Vance Physical Therapy & Wellness

Small Business Nonprofit Members:

- Brandman University



- Central Mother Lode Regional Consortium
- FoodLink for Tulare County, Inc.*
- The Academies CMO (DBA Sycamore Valley Academy DBA Blue Oak Academy)
- Visalia Lions Band Review

* Indicates membership in the Visalia Chamber 110% Club.

Hill rejoins Hadley-Marcom as manager

Bilingual funeral director returns to help firm serve residents of Tulare County

Hadley-Marcom Funeral Chapel, with two locations in Tulare County, has announced that Tania Hill has rejoined the Central Valley firm as Location Manager. Hill, a funeral counselor, had previously worked at Hadley-Marcom when she first came to the area in 2014.

"We're thrilled that Tania has chosen to come back to Hadley-Marcom and lead our staff," stated Eddie Pena, General Manager. "I have had the pleasure of working alongside Tania in the past and have seen how passionate she is about helping families create personal and meaningful services. All of us at Hadley-Marcom value her knowledge as well as her compassion. We are indeed fortunate to have her working here again."

Hadley-Marcom boasts a long tradition in funeral service, having opened its doors in Visalia in 1892. Over the years, the firm has served residents of Tulare County and the surrounding area from its original downtown location and later moving to West Caldwell Avenue. In 1979, they opened a second location on East Visalia Road in Farmersville to serve families in east Tulare County. Earlier this year, the firm was acquired by Anthem Partners, a privately-owned operator of cemeteries and funeral homes throughout the Central Valley.

Hill, who hails from Orange County, began her career in funeral service in 2009 as part of the staff at a funeral home in Huntington Beach. Five years later, she relocated to Tulare County and began working part-time at Hadley-Marcom. When a full-time position became available at another funeral home in Visalia, she left Hadley-Marcom but has now come full circle, returning to the firm. Outside the funeral home, Hill is very involved in several of the local communities, including serving as an ambassador for the Tulare Chamber of Commerce and the Visalia Chambers of Commerce and membership in the Tulare Kings Hispanic Chamber of Commerce.

"I fell in love with Hadley-Marcom the first time I walked inside the chapel in 2014," stated Tania Hill. "I look forward to taking what I have learned over the past twelve years and help create meaningful funeral ceremonies for the residents of Tulare County. It will be my privilege to continue to serve the families that I know throughout the Central Valley. I hope it eases their mind when they see a familiar face."



Tania Hill

BUSINESS AFTER HOURS SPOTLIGHT

Company: Gateway Financial Planning Group
Business After Hours Event:
Date: Wednesday, Oct. 27
Time: 4 to 6 p.m.
Location: 108 W. Center Ave., Visalia

We provide financial planning and wealth management services for those looking to achieve financial goals and dreams.

We've recently added Janet Martinusen and her team to our team. We welcome her team and the tremendous experience they bring to the table. We look forward to working together for many years to come.



GATEWAY FINANCIAL PLANNING GROUP

We have a teaching/consultative approach in an industry that is wrought with a sales culture. Instead of taking a wall street approach, we take a main street approach and say, "What are we trying to accomplish over the long term here?"

We are all very active in the community. We have folks on

the boards of: Kaweah Delta Health Care District, Central Valley Christian School, Tulare Kings County Estate Planning Council, Sierra Village, Neighborhood Church, Visalia Chamber of Commerce, and Able Industries.

Helping clients achieve their goals and dreams. Its an amazing thing to help someone plan for retirement, or any other goal, over a long period of time, then see it come to reality. It's also a very neat thing when folks come in wondering "if" they would be able to retire and having the ability with confidence to show them that they truly can retire through our unique approach.



BUSINESS AFTER HOURS



AMBASSADOR SPOTLIGHT

Name: Tania Hill
Company: Hadley Marcom Funeral Chapel, Visalia and Farmersville
Title: Manager

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

Becoming an Ambassador and being a part of the Chamber helped me grow professionally and individually with networking with new people and companies within the community.



Hadley Marcom
Funeral Chapel

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

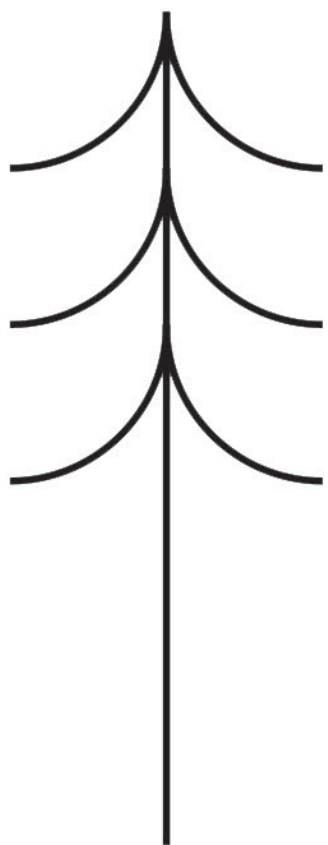
It's important to give back to the community and being a member you get exclusive advertising opportunities and exposure! The fun part is meeting new friends that become your family! They are my chamber family!

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

Being able to assist families with their grief is truly my passion, I help plan meaningful and personalized services for their loved ones. I try to make families have less stress when planning/arranging during these difficult times.

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

Sequoia Brewing, El Tarasco and Pita Kabob are a few of my favorite places!



A Strategic Marketing & Design Company in Visalia, California.

Learn more at tpgrph.com

Topograph

Congratulations to **Smith Promotions** who has expanded their business to Twin Falls, Idaho.

Wyndham Visalia recognized their employees for their hard work as team players and dedication for being the best for their guests.

Fresno State football team opened the 2021 season

in August with a dominant 45-0 win over UConn. During their win over Cal Poly on September 11th, over 30,000 fans cheered on the bulldogs with a sold-out student section at 105% of their seating capacity.

Congratulations to **Employer Driven Insurance Services (EDIS)** who opened a new location in Tyler, Texas.

Quail Park at Shannon Ranch hosted Grandparents Day with a backyard carnival filled with fun, food, and laughter.

United Way of Tulare County hosted their Annual Recognition Breakfast in September. Awarded during the event were: **Health Net**, Community Investment Award; **Tulare County Fire Chief Charlie Norman**, Community Spirit



SUBMITTED PHOTO



Award; **Tulare County Health & Human Services Agency**, Tim Lutz, Advocate of the Year Award; **Tulare County Office of Education**, Superintendent Tim Hire, Spirit of Education Award

Tulare Outlets is teaming up with Tulare Soroptimist Club to host the 5th Annual Wine & Shop Event, benefiting Breast Cancer Awareness, on October 7th.

Valley Strong Credit Union hosted a Financial Management Overview for Small Businesses webinar in September.

Gateway Financial Planning Group recently announced Janet Wasem Martinusem as the newest member of their team.

Vossler Farms hosted the Girl Scouts of Central California South for AgriNation. The event educates how our lives are impacted by agriculture daily. The girls also learned firsthand from women who work in Ag of the different roles they occupy and to help girls dream of serving the agricultural industry later in adulthood.

The Assistance League of Visalia's Rainbow Reading committee has been reaching out to schools throughout the area, getting real books into the hands of excited readers. In September the group delivered 1600 books to the elementary schools in Lindsay: Jefferson Elementary, Roosevelt Elementary



SUBMITTED PHOTO



SUBMITTED PHOTO

and Washington Elementary. This program represents one of the League's many programs, 'dedicated to enriching the lives of children in our communities through volunteerism, education, and service.' It also heralds the return of the group to the activities that, prior to the Pandemic, lifted the spirits of so many of our Tulare County students. We are proud that we, along with the generous support of our local community, are again active in our children's daily lives.

McKellar Family Farms' Farmer Bob's World selected Classic Catering to be featured at the October 15th Tree to Table Celebration. The celebration will feature a citrus inspired menu and beverage, silent auction, 50-50 game, "wine bag", and more. In addition, Bob McKellar and Farmer Bob's World was recently featured on California Bountiful on **Valley PBS**.

Congratulations **Visalia Emergency Aid Council** who is celebrating their 90th Anniversary!

County of Tulare hosted a ribbon cutting and open house for the grand opening of the Tulare County Transit Facility. The new 26,000-square foot building includes administration, a dispatch and operations center, and staff services.



SUBMITTED PHOTO

Proteus, Inc. Employment & Training graduated their EERE class at the William M. Maguy School of Education. The class is a combination of basic construction and solar training. All eight students completed their training and have been offered employment at various companies.

RIBBON CUTTINGS



Raising Cane's Chicken Fingers celebrated their grand opening with a ribbon cutting on Aug. 31. 3541 S. Mooney Blvd., Visalia



On Sept. 2, Mache hosted a ribbon cutting in celebration of their café located in the Lifestyle Center. 5105 W Cypress Ave., Visalia



A ribbon cutting ceremony was hosted by San Joaquin Valley homes on Sept. 9 for their newest development, Arbor Gates. 3730 W Rialto Ave., off of Demaree St., Visalia

Visit Visalia becomes state's first autism certified destination marketing organization

Visit Visalia is California's first destination marketing organization designated a "Certified Autism Center" by the International Board of Credentialing and Continuing Education Standards (IBCCES). This new distinction expands the team's readiness to assist families and individuals with special needs to prepare for and to enjoy inclusive and accessible travel to Visalia and the nearby Sequoia & Kings Canyon National Parks. The designation was awarded as a result of the organization's staff and governing board of directors completing specialized training in common behaviors and sensory considerations associated with autism spectrum disorder (ASD.)

"Visit Visalia is excited to be a leader in California's tourism industry by investing in training that enables us to better serve travelers with autism," said Nellie Freeborn, executive director of Visit Visalia. "As a parent of a child with autism, I know the challenges that families are faced with when traveling and I am delighted we stand ready to help."

Autism diagnoses are on the rise each year on the rise with about 1 in 54 children identified as having ASD according to estimates from CDC's Autism and Developmental Disabilities Monitoring (ADDM) Network. 1 in 6 people have sensory needs and millions of adults are on the spectrum but undiagnosed. With this training, Visit Visalia can better serve this growing, yet underserved community that represents 32 million trip each year and provide its visitors a "spectrum of travel possibilities."

The announcement by Visit Visalia of the designation and the programs now in place was supported by the presence of Clay Jordan, superintendent of Sequoia & Kings Canyon National Parks and Amber Rich, director



of engagement at Visit California. Each spoke about the positive impact this initiative will have to travelers with special needs both here in Visalia and throughout the state. An accessibility guide was recently released by the local national parks that details how travelers with special needs can experience the parks. Visit California's mission is to attract visitors from around the globe to California. Their "What if" campaign reaches out to travelers with the messaging that "all dreams are welcome" in the golden state, including those of travelers with special needs.

"We are not done," said Superintendent Clay Jordan. "But, the list of accessible opportunities grows longer every year." He praised all the efforts being done collectively to make this a destination that everybody can enjoy regardless of physical limitations or where you are on the spectrum.

"Visit Visalia is proud to provide memorable experiences to all families visiting Visalia and our nearby National Parks. This important designation will let individuals with special needs travel with confidence knowing we have completed this specialized training and can provide a positive vacation experience," said Nellie Freeborn.

See CERTIFIED on page 4



CVCB names Kim as next CEO

James J. Kim will succeed James M. Ford as president and CEO of Central Valley Community Bank as the accomplished CEO will retire on Nov. 1

It won't be hard for employees to remember the first name of their CEO at Central Valley Community Bank, because it's the same as the last one.

Earlier this month, the board of directors of Central Valley Community Bancorp, the parent company for Fresno-based Central Valley Community Bank (CVCB), announced executive vice president and COO James J. Kim will succeed current president and CEO James M. Ford. Kim will officially take over as president and CEO of the bank on Nov. 1, 2021. Daniel J. Doyle will continue as chairman of the board of the company and bank.

"An experienced leader with proven success in the financial services sector, James is highly regarded by our Company and an

See KIM on page 4

United Way of Tulare County accepts donations for KNP Complex Fire



Individuals who want to donate items to the KNP Complex Fire such as bottled water, non-perishable food, and hygiene products can do so through the United Way of Tulare County.

Drop off locations: Salvation Army, contact number: 559-687-2520

- Tulare, 314 E. San Joaquin Monday and Tuesday, 8:00 a.m.-5:00 p.m. (closed 12:30-1:30 p.m.); and Wednesday, 2-5:00 p.m.

- Visalia, 1501 W. Main St. Monday and Tuesday, 9:00 a.m.-1:00 p.m.; Thursday and Friday, 8:00 a.m.-5:00 p.m. (closed 12:30-1:30 p.m.); and Wednesday, 8:00 a.m.-1:00 p.m.)

Families who have been displaced by the KNP Complex Fire and need items can request to receive them by emailing fire@unitedwaytc.org and they will receive a referral to go to Salvation Army to receive what they need.

Should individuals want to make a monetary donation, please text FireTC to 41444. If you would like to donate gift cards, please email donatefiretc@unitedwaytc.org.

Funds will be used to assist evacuees in Tulare County.

Call 2-1-1 for more information. For questions about the fire, please call 2-1-1, check tulare-county.ca.gov/emergencies, or incivweb.nwccg.gov/incident/7838.

KNP COMPLEX FIRE

CALL 211 FOR EVAC INFORMATION

TEXT FIRETC TO 41444 TO DONATE

Donations of gift cards can be done by emailing donatefiretc@unitedwaytc.org or financial donations by texting **FireTC to 41444**

Individuals wanting to donate items such as bottled water, non-perishable food, and hygiene products can do so through the Salvation Army.

Drop off locations:

- Salvation Army (Phone: 559-687-2520)
- Tulare, 314 E. San Joaquin (Monday & Tuesday 8-5 pm, closed 12:30-1:30 pm; and Wednesday 2-5 pm)
- Visalia, 1501 W. Main St (Monday & Tuesday 9-1pm; Thursday & Friday 8-5 pm, closed 12:30-1:30 pm; and Wednesday 8am -1 pm)

FUNDS WILL BE USED TO SUPPORT EVACUEES IN TULARE COUNTY

Ask Jena



How can I make more connections with members?

At our Business Connector membership level, you can designate a member of your team to participate within our Ambassadors Committee. Our Ambassadors are the champions of our Chamber, each other, and community. Reach out to me for more information.

How do I update my business listing?

Through your Member Portal you can update your business listing that appears on our website's directory. Don't forget to update it regularly as this information is pulled for the printed Business Connection Directory as well.

Have a question about the Chamber?

Send me a message: Jena@visaliachamber.org

RENEWABLE

Continued from page 1

of 69 operating facilities, representing more than 80% of all electricity demand at these facilities, will now use renewable power from the electrical grid. This purchase places SoCalGas among the largest SCE renewable energy customers. SoCalGas has made plans to enroll its remaining eligible facilities and buildings in a similar renewable power program by the end of the year.

“Increasing our usage of 100% renewable grid power at our operating facilities is part of SoCalGas’s goal to achieve net zero emissions in our operations and delivery of energy by 2045,” said Jawaad Malik, SoCalGas vice president of strategy and sustainability. “A clean energy future will require the continued integration of the electric and gas grids to achieve the clean, reliable, and affordable power that California demands.”

“Our Green Rate Program was designed for climate leader customers like SoCalGas, who want to reduce greenhouse gas emissions associated with electricity use while contributing to a cleaner, healthier environment,” said Mike Marelli, vice president of SCE’s Business Customer Division. “Working together with SoCalGas in this leadership role will help contribute to a clean and affordable energy future for all.”

“SoCalGas switching their eligible facilities to 100% renewable grid energy is a commendable action that will help reduce the state greenhouse gas emissions, and sets an example for companies across the nation who will play a vital role in meeting our ambitious climate goals,” said Assemblymember Chris Holden, Chair of the Assembly Utilities and Energy Committee.

The purchase of 100% renewable electricity under SCE’s Green Rate Program includes five Community Choice Aggregation (CCA) programs that SoCalGas subscribes to within the SCE territory. As part of its climate commitment released in March 2021, SoCalGas announced a goal to achieve net zero energy for its newly constructed buildings and major renovations of buildings over 10,000 square feet by 2025 and 100% of its buildings by 2035.

In addition, SoCalGas is in the process of replacing 50% of its over-the-road fleet with electric, hybrid, renewable natural gas, and fuel electric vehicles by 2025. SoCalGas’s goal is to replace 100% of its over-the-road fleet with zero emissions over-the-road fleet by 2035. In support of this goal, SoCalGas submitted Charge Ready Transport (CRT) applications with SCE to install electric vehicle charging infrastructures at its Energy Resource Center in Downey and its Compton and Pico Rivera facilities; combined these projects are estimated to net more than 100 new charging stations.

For more information on the work SoCalGas is doing to advance the use of renewable gases, visit socialgas.com.

About SoCalGas

Headquartered in Los Angeles, SoCalGas® is the largest gas distribution utility in the United States. SoCalGas delivers affordable, reliable, and increasingly renewable gas service to 21.8 million consumers across 24,000 square miles of Central and Southern California. Gas delivered through the company’s pipelines will continue to play a key role in California’s clean energy transition—providing electric grid reliability and supporting wind and solar energy deployment.

SoCalGas’ mission is to build the cleanest, safest and most innovative energy company in America. In support of that mission, SoCalGas is committed to the goal of achieving net-zero greenhouse gas emissions in its operations and delivery of energy by 2045 and to replacing 20 percent of its traditional natural gas supply to core customers with renewable natural gas (RNG) by 2030. Renewable natural gas is made from waste created by dairy farms, landfills, and wastewater treatment plants. SoCalGas is also committed to investing in its gas delivery infrastructure while keeping bills affordable for customers. SoCalGas is a subsidiary of Sempra (NYSE: SRE), an energy services holding company based in San Diego. For more information visit socialgas.com/newsroom.



FRITZ/ADOBE STOCK

Sequoia Riverlands Trust is a regional nonprofit land trust dedicated to strengthening California’s heartland and the natural and agricultural legacy of the southern Sierra Nevada and San Joaquin Valley.

Sequoia Riverlands Trust inks \$300,000 campaign deal

Sequoia Riverlands Trust signs \$300,000 deal with ad agency Doyle Dane Bernbach to bring conservation-awareness campaign “Rename California,” with sweepstakes to naming rights of outdoor locations



For those who’ve always wanted to put their name on the map, Sequoia Riverlands Trust (SRT) is giving the opportunity to sweep-

stakes winners to rename a meadow, lake or trail in their honor.

SRT has inked a \$300,000 deal with New York-based ad agency Doyle Dane Bernbach (DDB)—with well-known clients like McDonald’s and Miller Brewing—to bring about “Rename California,” a conservation-awareness campaign.

Aaron Collins, SRT’s director of marketing and communications, said the Visalia-based land trust is grateful for the uncommon opportunity to work with DDB.

“The Rename CA campaign is bringing statewide awareness to SRT’s important mission, raising our conservation organization’s profile considerably throughout California while highlighting our parallel efforts to conserve resources during what is a pretty trying time,” Collins said.

Rename CA is an incentive program that will award three lucky conservation-minded winners the naming rights for a feature at various SRT locations, including Kaweah Oaks Preserve near Exeter, Dry Creek Preserve near Three Rivers and SRT’s wildflower grasslands in the Carrizo Plain, noted for its super blooms. The three prizes are awarded among those who opt into Energy Upgrade California’s Goldie energy conservation app.

In addition to the statewide exposure for SRT, whose mission is to inspire love and lasting protection for important lands, the deal will bring important financial resources to help offset SRT’s costs of managing 40,000-plus acres of nature preserves and other conservation lands under SRT ownership and management.

For official rules and promotion details, visit www.RenameCalifornia.com.

KIM

Continued from page 3

exceptional choice to be our next president and CEO. We look forward to the vision, leadership and perspective he will bring to the role,” said Doyle. “On behalf of our entire Board, we thank Jim Ford for his many positive contributions toward the bank and company’s success as one of Central California’s leading community banks.”

Ford previously notified the board in March 2021 of his intention to retire from the bank following the transition to new leadership. In preparation for Ford’s retirement, the board of directors established a search committee in the second quarter of 2021 to commence a formal search to fill the position of company and bank president and CEO.

“I am honored and energized to help lead and further the success of our 41-year-old Bank,” Kim stated. “The importance of community banking has never been more compelling and it is highly rewarding to guide an extraordinary and diverse team that is so passionate about providing exceptional service to our clients and communities.”

Kim has over 21 years of leadership and financial expertise, the last four with CVCB. Prior to joining the bank in 2018, he served in the positions of chief executive officer, chief operating officer, chief financial officer, and controller for community banks in the Greater Sacramento region, including Community 1st Bank, North Valley Bancorp, Calnet Business Bank and Feather River State Bank. Kim’s extensive experience in strategic planning, regulatory relationships, team-building, management and client service—as well as his strong community commitment—have laid the foundation for his leadership.

Kim first worked in assurance

services for Arthur Andersen, LLP an international business firm in Sacramento. His education includes earning an MBA and BS in accountancy from California State University, Sacramento. An active community steward, Kim professionally and personally provides support to a wide range of community nonprofits, including community foundations, education, youth causes, health care and food insecurity organizations.

“It has been my privilege to share the oversight of the bank and company’s growth over the past eight years to its current level of success,” Ford said. “I am proud to have served alongside so many talented executives and teammates whose commitment to our mission and core values is second to none.”

Central Valley Community Bank has experienced steady financial success since Ford joined the company in 2014. Highlights included nearly doubling assets to over \$2.3 billion as of June 30, 2021, and growing tangible book value per share from \$8.10 to \$15.93. Additionally, the bank saw significant growth in its Greater Sacramento region, expanding business relationships organically and through two acquisitions, and built an outstanding team of committed bankers strongly committed to exceptional client service and community support.

Central Valley Community Bancorp trades on the NASDAQ stock exchange under the symbol “CVCY.” The bank operates 20 full-service banking centers throughout California’s San Joaquin Valley and Greater Sacramento Region. Additionally, CVCB maintains Commercial Real Estate, Agribusiness and SBA Lending Departments.

More information about Central Valley Community Bancorp and Central Valley Community Bank can be found at www.cvcb.com. Visit the bank on LinkedIn, Facebook and Twitter.

CERTIFIED

Continued from page 3

Visit Visalia is also initiating a movement with the help of IBCCES to become a Certified Autism Destination (CAD). The CAD designation is awarded to destinations where key community areas, including hotels, museums, attractions, entertainment venues, and other tourism organizations are trained and certified to better serve autistic individuals and those with other sensory disorders. Visit Visalia’s team is taking the first steps to help build a more inclusive community.

IBCCEs has been the industry leader in autism training for licensed healthcare professionals and

educators around the globe for 20 years. Florida-based IBCCES created training and certification programs after recognizing that many families with children who have special needs have limited travel options.

“IBCCEs is excited to be a part of Visit Visalia’s initiative to better serve autistic individuals and their families. Organizations like Visit Visalia are vital to creating more inclusive communities for residents and visitors alike,” said Myron Pincomb, IBCCES Board Chairman.

For more information on inclusive and accessible travel to our city and including the nearby Sequoia & Kings Canyon National Parks, go to visitvisalia.com/accessible-travel



**HOT CHOCOLATE DAY
NOVEMBER 6TH**



**COME SUPPORT
OUR YOUNG
ENTREPRENEURS!**

visaliachamber.org/jrceo

Raising Cane's celebrates 25 years with \$25M in community support

It's been 25 years since Todd Graves opened his very first Raising Cane's Chicken Fingers. Since 1996, Cane's has grown to nearly 600 Restaurants, served 2.5 billion Box Combos and provided \$100 million in Community support, and now, Graves is committed to giving back more than ever.

On Wednesday, Aug. 25, Graves will formally announce that Raising Cane's will support nonprofits, organizations, schools and more, committing \$25 million in Communities it serves from coast-to-coast over the next 12 months of Cane's birthday year. The pledge is part of the brand's 25th birthday celebration to show the company's appreciation for "Caniacs" across the country.

"From the early days of

Cane's, I've been grateful for our hardworking Crew, our loyal Customers and Communities that have supported my dream," Graves said. "Getting involved at the local level, especially here in our home state, has been a huge part of who we are. What better way to celebrate 25 years of business than to give back \$25 million to the Communities we serve."

Since 1996, Graves has grown Raising Cane's from "The Mothership" – an old building he renovated in Baton Rouge – to a brand with nearly 600 restaurants and countless "Caniacs" from Los Angeles to Boston (and soon to be New York City). Along the way, Raising Cane's and its 38,000 Crewmembers have never lost sight of one of Graves' primary pillars – to be



actively involved in the Community.

Over its first 25 years, Raising Cane's has donated more than \$100 million to various organizations that support the brand's "6 Areas of Focus:" Education, Feeding the Hungry, Pet Welfare, Active Lifestyles, Business Development & Entrepreneurship and Everything Else! For example, among countless other initiatives, Raising Cane's annual holiday fundraiser has sold more than 300,000 Plush Puppies – modeled after Cane's faithful

canine mascot – generating nearly \$1 million in donations to local pet welfare organizations. Community organizations can submit a request at www.Cane'sAndCommunity.com.

Raising Cane's is the #1 Fastest Growing Chicken Chain, according to Nation's Restaurant News, and Market Force has ranked Cane's top in the chicken category for six years. Glassdoor has named Raising Cane's to its "Top 100 Employers" and Graves to its "Top 100 CEOs" in the U.S. lists. In addition, Sandelman named Raising Cane's as one of the Top Restaurant Brands in the U.S. for Overall Customer Satisfaction for 14 years in a row. Cane's was voted by its Customers as the top fast-casual Restaurant for Customer Safety during the pandemic and was most recently named as a Top Employer for Diversity, Women and New Grads by Forbes.

Cardoza leads Visalia Unified as interim superintendent

Doug Cardoza began leading Visalia Unified School District as interim superintendent on August 31, 2021, after being appointed to the position by the VUSD Board of Trustees over the summer.

Mr. Cardoza stepped into the interim superintendent role with over 32 years of educational experience under his belt. He has been employed with VUSD for 31 years. Mr. Cardoza previously served as the assistant superintendent of VUSD Educational Services. Before his position as the assistant superintendent, Mr. Cardoza served in various roles within VUSD. His previous positions include administrator of special education; director of Human Resources Development; principal at Highland Elementary School and Veva Blunt Elementary School; and assistant principal at La Joya Middle School, Royal Oaks Elementary School, and Houston Elementary School. He was a middle school science teacher for ten years prior to moving into administrative roles.

Mr. Cardoza earned a master's degree in educational leadership and administration from Chapman University and a Bachelor of Arts in biology from Oklahoma Panhandle State University. He holds an administrative credential and single subject teaching credentials in biology and chemistry.

The VUSD Board of Trustees congratulates Mr. Cardoza on his appointment to the position of interim superintendent. Board President Juan Guerrero states, "Mr. Cardoza is the right per-



Doug Cardoza



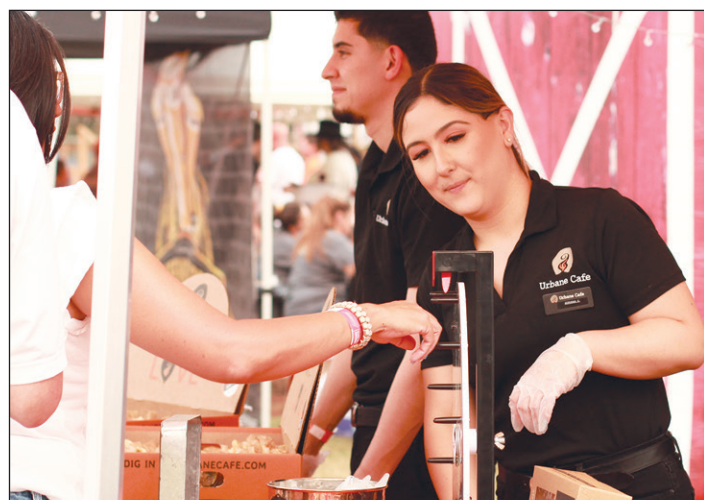
son for the job. He has been with VUSD for a long time and has a lot of experience in education. We want to keep the district going in the direction we have been heading and through this transitional year as we proceed with recruiting a new superintendent. This is the right decision for the district."

Mr. Cardoza will serve as interim superintendent through June 30, 2022. Currently, Tulare County Office of Education Superintendent Tim Hire is leading the recruitment efforts for the next superintendent of VUSD, which is projected to be complete in the spring of 2022. To learn more about the recruitment process, go to www.vusd.org/domain/4247.



"Prost!" 2021 Oktoberfest

The Visalia Chamber of Commerce brought Oktoberfest back to Visalia for breweries and restaurants to hand their best products to wanting attendants on Friday, Sept. 24.



Discovering Leadership

Nicole Payne
Director of Services
Happy Trails Riding Academy

Leadership Visalia brings together self-motivated people who realize the value of investing in themselves. Its multi-faceted layout is designed to connect and develop professionals while also educating them about relevant community issues.

As a central California transplant and young professional, Leadership Visalia was a great opportunity for me to connect with other professionals. Regardless of life stage, industry, or career position, every person in the class brought their own experiences to the table. This

environment inherently afforded the unique opportunity to learn from a variety of individuals, each with a different story and motivation for joining.

While there was a lot to learn from others, I learned a lot about myself as an individual and as a leader. An initial assessment on the class retreat helped me identify my strengths as a leader, and what kinds of people help bridge some of the gaps in those strengths. Having those details brought to my attention helped to flesh out my leadership style and underscored the importance of delegating and forming a productive team.

Monthly day sessions intro-

See LEADERSHIP on page 6

UNITED STATES POSTAL SERVICE® Statement of Ownership, Management, and Circulation (All Periodicals Publications Except Requester Publications)

1. Publication Title: **Business Update**

2. Issue Frequency: **Monthly**

3. Annual Subscription Price: **494.00**

4. Complete Mailing Address of the Office of Publication (Not printer): **222 N. GARDEA STREET, STE 300 VISALIA, CA 93291**

5. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer): **222 N. GARDEA STREET, STE 300 VISALIA, CA 93291**

6. Full Name and Complete Mailing Address of Publisher, Editor, and Managing Editor (Do not leave blank): **VISALIA CHAMBER OF COMMERCE 222 N. GARDEA ST, STE 300 VISALIA, CA 93291**

7. Owner (Do not leave blank. If publication is owned by a corporation, give the name and address of the individual owner. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.): **222 N. GARDEA ST, STE 300 VISALIA, CA 93291**

8. Known Bondholders, Mortgagees, and Other Security Holders Owring or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box: **None**

9. Publication Title: **Business Update**

10. Issue Date for Circulation Data Below: **10-6-2021**

11. Extent and Nature of Circulation

a. Total Number of Copies (Net press run)	700	700	700
b. Paid and/or Requester Circulation (Sum of 11b(1) and 11b(2))	0	0	0
c. Free or Nominal Rate In-Country Copies (Sum of 11c(1) and 11c(2))	76	76	76
d. Free or Nominal Rate Outside-Country Copies (Sum of 11d(1) and 11d(2))	0	0	0
e. Total Free or Nominal Rate Distribution (Sum of 11c and 11d)	76	76	76
f. Total Distribution (Sum of 11b, 11c, and 11d)	76	76	76
g. Copies not Distributed (See instructions to Publishers at page 2)	0	0	0
h. Total (Sum of 11f and 11g)	700	700	700
i. Percent Paid (11b divided by 11f times 100)	0	0	0

12. Electronic Copy Circulation

a. Paid Electronic Copies	0	0	0
b. Total Paid Print Copies (Line 11b) + Paid Electronic Copies (Line 12a)	0	0	0
c. Total Print Distribution (Line 11f) + Paid Electronic Copies (Line 12a)	0	0	0
d. Percent Paid (Both Print & Electronic Copies) (12a divided by 12c times 100)	0	0	0

13. Publication of Statement of Ownership

14. Signature and Title of Editor, Publisher, Business Manager, or Owner: **9/14/21**

VISALIA CHAMBER OF COMMERCE

BUSINESS AFTER HOURS

HOSTED BY

GATEWAY FINANCIAL PLANNING GROUP

108 W Center Ave, Visalia, Ca 93291

JOIN US!

October 27, 2021
4:00pm - 6:00pm

RSVP:
visaliachamber.org/bah



Thank you

TO OUR PREMIER MEMBERS

CHAMPION:



VISIONARY:



REGIONAL LEADERS:



KEYSTONE:



CORNERSTONE:

CIGNA, CSET, E.D.I.S.,
LAMP LITER INN,
M. GREEN & COMPANY,
MILLIPORESIGMA,
SOCCER CITY 1852 VISALIA,
SOUTHERN CALIFORNIA EDISON

MEDIA PARTNERS:



HEALTH CARE NOTE

COVID testing expansion and other news



By Gary K. Herbst
Chief Executive Officer
Kaweah Health

I long for the day when I will not have to reference COVID-19 in my Chamber update. While today is not that day, my goal will always remain the same – to be your trusted source of health information.

In the past month, the Kaweah Health team has been hard at work caring for the community amid this fourth surge. The demand for COVID-19 testing has been tremendous. In response to this demand for care and testing at our Urgent Care centers and our clinics, we have added up to 500 more testing slots per day at our facilities in Dinuba, Woodlake, Exeter, Lindsay and Tulare. If you or someone you know is in need of testing, please invite them to visit www.kaweahhealth.org and schedule an appointment today.



At Kaweah Health Medical Center we have been operating at more than 100% capacity most days (not including Maternal Child Health bed availability) and our team members have never worked harder. They are caring for patients in the Medical Center and finding ways to get people home sooner, but safely, so they can welcome their next patient. For those patients waiting for admission to Kaweah Health, we have more beds available thanks to the opening of our newly expanded Emergency Department (ED) in late August. The ED's larger waiting area, which has nearly doubled in size, has also allowed us more room for social distancing among patients. With the opening of the ED expansion area and the COVID-19 preventative measures, we continue to maintain, we ask that only people who are seeking emergency care or are in active labor should enter the ED entrance off Mineral King Avenue. All others, even surgery patients, will be asked to enter at our Acequia Avenue entrance.

Approximately one-third of the patients we are caring for at Kaweah Health Medical Center have COVID-19, and for about 90 percent of them, COVID-19 is the main reason for their hospital admission. From July to August, more than 90 percent of the people admitted to local hospitals in Tulare County with COVID-19 were not fully vaccinated. We do not think it is a coincidence that we have seen an increase in our hospital occupancy rate in a county that is only 41 percent fully vaccinated and has the 45th lowest-ranking vaccination rate among 58 counties throughout California. Just 41.3 percent of our population is fully vaccinated compared to Marin County, the leader in COVID vaccination, with 76.1 percent of its population fully vaccinated. Today, organization wide, our vaccination numbers are improving—96 percent of our Medical Staff is vaccinated, while 69 percent of our employees are vaccinated.

In addition to protecting yourself from COVID, I would like to remind you that cold and flu season is just around the corner and I highly encourage you to get a flu shot. Already this summer we have seen an increase in local flu cases—more than any year since 2018—possibly because fewer people received a flu shot in 2020. Remember, influenza is a serious virus and a flu shot can help you avoid hospitalization and even death. Let's help make sure we don't compound our current COVID pandemic condition with a record flu year.

Outside of COVID, we are also working on a number of projects to improve access to health care in our area. One such project will be in the Visalia Industrial Park, where Kaweah Health will soon open a new 5,000-square-foot health clinic along Plaza Drive just south of Goshen Avenue. The clinic, which will be open evening hours and on Saturday, will offer occupational medicine, workers' compensation, and urgent care services provided primarily by advanced practice providers with a physician on site to provide primary care services and general oversight. Additionally, next summer, Kaweah Health will start a child and adolescent psychiatry fellowship program in an effort to increase access to these greatly needed services in the Central Valley. Kaweah Health's program will be the second program in the Central Valley, the 11th in California and the 107th program in the U.S.

Now that fall is upon us, let's make this a safe season by doing our best to stay healthy and well and keep our community safe.

Bank of the Sierra donates 1,400 backpacks to local schools and organizations

From August 23 through September 3, Bank of the Sierra donated a total of 1,400 backpacks to 14 schools and youth organizations in the communities it serves. The donated backpacks were filled with notepads, pencils, calculators, and other school supplies to help the students learn and prepare for school. The Bank hopes the donation of backpacks and supplies will help students from low- and moderate-income families as they start a new school year.

More than 50 percent of the students at the schools that received backpacks are on a free or reduced-price meal plan. The following schools and organizations each received 100 backpacks with school supplies:

- Fresno County: Boys & Girls Clubs of Fresno County and Sunnyside High School
- Kern County: Foothill and South high schools
- Kings County: Avenal and Corcoran high schools
- San Luis Obispo County: Nipomo and Shandon high schools



- Santa Barbara County: Santa Barbara Junior High School and Lompoc High School
- Tulare County: Farmersville and Lindsay high schools
- Ventura County: Boys & Girls Clubs of Greater Oxnard and Port Hueneme and Fillmore Senior High School

The Bank recognized that at the beginning of this new school year, many local students may need financial guidance, especially if their parents or guardians have been economically impacted by the COVID-19 pandemic. To further assist students from low- and moderate-income households, the Bank also provided students with financial literacy tips and invited them to an online financial literacy workshop on September 22.

Bank of the Sierra hopes students put the backpacks to good use and they have one less financial concern to worry about at the start of a new school year. The Bank will continue to look for opportunities to help people in its communities.

LEADERSHIP

Continued from page 5

duced me to some of the issues and current events affecting the Central Valley. Guest speakers were more than willing to join the class and shed light on upcoming projects, how specific legislation and/or consumer activity affects industry and economy, and much more. Orchestrating a day session with one or two other LV participants put into perspective the dedication it takes to educate the public, facilitate important discussions, and be active parts of solutions.

All in all, the Leadership Visalia experience was an invaluable one for me. I had the chance to meet and get to know and learn from several other self-motivated professionals. The DISC assessment gave me my first frame of reference of my own leadership style, which informed how I worked in teams throughout the duration of the class and at work. Working as part of a team during an assigned day session drove that home. Engaging in each of the day sessions made me feel like more of an engaged member of the community, equipping me with context and connection for how to be involved in its development going forward. I would highly recommend Leadership Visalia to anyone looking to hone their own leadership skills, regardless of industry or experience.

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

©2020, Visalia Chamber of Commerce. 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.

CONTACT US

Send briefs via e-mail to amanda@visaliachamber.org
Call 734-5876. Mail to:
Visalia Chamber of Commerce
222 N. Garden St. #300
Visalia, CA 93291
Visit www.visaliachamber.org

GUYS AND DOLLS

JOIN US AT THE

SPEAKEASY

FOR CHRISTMAS TREE

GUYS SUIT UP

PASSWORD: BeesKnees

GALS DRESS TO KILL

DISCRETION IS PARAMOUNT DURING PROHIBITION

DECEMBER 3, 2021

LOCATION TO BE ANNOUNCED NOVEMBER 29TH TO TICKET HOLDERS

for more information and to purchase tickets
visaliachamber.org/cta

PRODUCED BY: **exp**