

www.visaliachamber.org Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE

Vol. 43, No. 18 | June 2024

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EVENTS

JUNE 6
69th Annual Awards
Time: 4:30 to 7 p.m.
Location: Visalia Fox Theatre
Tickets: visaliachamber.org/awards

JUNE 27
Ambassador Monthly Meeting
Time: 8 a.m.
Location: Visalia First

TRAVEL WITH US

SEPTEMBER 20-26, 2024
New York City and the Hudson River Valley

OCTOBER 1-9, 2024
A Culinary Journey Through Tuscany

MARCH 18-29, 2025
Treasures of Croatia and Slovenia

MARCH 25-APRIL 2, 2025
Treasures of Ireland

MARCH 26-APRIL 4, 2025
Holland Tulips and Rhine River Castles River Cruise

MAY 22-31, 2025
Sunny Portugal

JULY 22-30, 2025
Alpine Swiss Villages and Rails

SEPTEMBER 10-18, 2025
Canadian Rockies via Rail

OCTOBER 1-8, 2025
Iceland Explorer

OCTOBER 28-NOVEMBER 5, 2025
Burgundy and Provence France River Cruise



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www.visaliachamber.org/travel



At last year's awards ceremony, Topograph's small business of the year award was accepted by CEO/Lifestyle editor Eric Riley.

Visalia Chamber's Annual Awards finalists await night of June 6

Visalia Chamber of Commerce hosts 69th Annual Awards to honor local businesses and business leaders who impact the community the most



The Sun-Gazette

Karis Caddell
Reporter
The Sun-Gazette

The Visalia Chamber of Commerce is rolling out the red carpet for finalists of its annual business awards for 2024, celebrating the innovation and impact of local business.

In an announcement on April 14, the Visalia Chamber of Commerce unveiled the finalists for its 69th Annual Awards, an event that honors businesses and organizations who contribute to the community of Visalia. The awards will take place on Thursday, June 6 at the historic Fox Theatre in downtown.

Tickets and sponsorship opportunities for the 69th Annual Awards event are now

available for purchase at the Visalia Chamber of Commerce's website www.visaliachamber.org/awards.

"These awards celebrate the unwavering dedication and spirit of entrepreneurship that defines Visalia's business landscape," the Visalia Chamber said via press release. "They recognize those who navigate the challenges of running a business and giving back to our community, making Visalia a remarkable place to live and work."

Among the finalists for the Small Business category are Soccer City 1852 Visalia, The Sun-Gazette, Tri Counties Bank and Visalia Cyclery.

In the Medium Business category, there's Echelon Security Group Inc., Employer Driven Insurance Services (E.D.I.S.), Re/Max Success, and Valley Strong Credit Union.

As for the Large Business category, the finalists are Ace Hardware Distribution Center, California Dairies, Inc., and Service-Master by Benevento. The finalists for the

Nonprofit category include Able Inc., Arts Visalia, Enchanted Playhouse Theatre Company, and Visalia Rescue Mission.

According to the Chamber, these finalists represent a variety of industries in a variety of sizes, all in an effort to showcase qualities of innovation and commitment in the Visalia business community. From small enterprises to large corporations and nonprofit organizations, each finalist was selected for leadership and their impact on the community.

The winners are being determined through an application and interview process, which is conducted by a selection committee of previous award recipients. The Man and Woman of the Year will be announced at the beginning of May.

"Join us as we come together to honor excellence, celebrate achievement and showcase the very best of Visalia's business community at the 69th Annual Awards Event," the release said.

PRESIDENT'S CORNER

Hello



Matthew Mingrone
President and CEO
Visalia Chamber

I am so very excited to be writing to you today as the new Visalia Chamber of Commerce President and CEO. First, I want to thank the board of Directors for picking me for the position. Secondly, I would like to thank my predecessor, Gail Zurek. She has continued and improved upon the great tradition of supporting, empowering and promoting Visalia Businesses. I know that I have VERY big shoes to fill.

Very little is ever done by one single person. I would like to recognize the amazing team that makes up the Visalia Chamber staff. They may be small in number, but they are extremely strong in performance and results. I am honored to be part of this team.

Let me tell you a little bit about myself. I was born and bred in Western Pennsylvania. I graduated from Kent State University in 1989 with a Bachelor of Business Administration. I spent the next 32 years in the Casino Industry. I have worked for 10 casinos, focusing mainly on Marketing and Sales. For the past 14 years, I was employed at Eagle Mountain Casino. First as the Marketing Director, and the General Manager for my last 9 years ending in December 2023.

In each jurisdiction where I have lived and worked, I was always involved in the community, not because of work-related duties, but because of personal beliefs. Visalia and the Central Valley is the only place where I truly feel at home.

I have been with my wife Ana for 12 years and we have 4 adult children. We love traveling, cooking, watching sports and spending time with family. I also pretend that I can golf on occasion.

My main goals as President and CEO to connect with as many businesses as possible, add value to Chamber memberships, and attract new businesses to increase membership. My commitment to listening to the needs of local businesses and fostering collaborative solutions will undoubtedly propel the Chamber forward. I will always keep our members informed of everything going on that may affect our business community

CITY UPDATE

Complying with the State's Senate Bill 1383

Did you know that organics (food scraps, yard trimmings, paper, and cardboard) make up half of what Californians dump in landfills? Those cast offs contribute to the emission of air pollutants like methane, a climate super pollutant 84 times more potent than carbon dioxide.

Here in Visalia, our Public Works Department began collecting organics back in 2012. Residents are familiar with their green bins and Dump On Us continues to run through the year with great participation. However, the State of California's Senate Bill (SB) 1383 mandates that Visalia, and communities across the state, must do more work to prevent food from being landfilled. In fact, the State is calling on the millions of Californians, its businesses, and every level of government to reduce landrill methane emissions by achieving a 75% statewide reduction in organic waste disposal by 2025.

Certain Food Generators are required to prevent food from being landfilled or composted



VISALIA

by increasing donations to food programs and by properly disposing of food waste and organics. In fact, enforcement with potential penalties began in January

of this year.

SB 1383 breaks down Food Generators into two tiers, which include, but is not limited to, wholesale food distributors, grocery stores and restaurants. Those that fall under SB 1383's Tier 1 or Tier 2 are required by the State to comply with recovery and donation requirements.

Our Public Works Department is here to help Visalia businesses navigate SB 1383 and can show how to reduce landfill bound waste streams and bring accounts into compliance with State law.

To schedule a Waste Stream Assessment, and confirm compliance with SB 1383, contact Nathan Garza, City of Visalia Public Works Department, at (559) 713-4532 or email nathan.garza@visalia.city.

For more information on the City of Visalia and SB 1383, visit www.visalia.city/sb1383.

Visalians keep healthy at Lifestyle Fitness Center

11,000 Visalians are active members of Kaweah Health's Lifestyle Fitness Center, the only medically based fitness facility



The Sun-Gazette

John Lindt
Contributor
The Sun-Gazette

Medicine and fitness have always gone hand-in-hand and there is no better example of that in Visalia than Kaweah Health's Lifestyle Fitness Center.

The facility has continued to see a strong post-pandemic recovery, according to a recent memo to the Kaweah Delta Health Care District's board of directors. Net Revenue has increased by 7% over the past four years. The fiscal year (FY) 2024 contribution margin of \$562,461 is higher than FY 2021 and FY 2022, although a 9% decrease from FY 2023.

Membership enrollment continues to remain strong at just under 11,000 active members. This is a 3% growth over the prior year and 6% over the past four years.

Visalians have enjoyed the Lifestyle Center since it opened in 1987 with personalized programs designed to meet the fitness needs of community members. To this day, it remains the only medically based fitness facility in Visalia. Giving members the option of simply staying fit, following doctor-prescribed exercises or learning about health and wellness, the center made it a priority to understand each member's needs and goals.

The Lifestyle Fitness Center offers activities for all types of people looking to improve their fitness, with offerings including an indoor gymnasium, indoor pools, specialty classes and more. As of March 31, 2024 there are 10,738 members currently enrolled at the center; 42% are regularly community memberships, 22% are Silver Sneakers (Medicare Advantage) memberships, 17% are Kaweah Health employee memberships, 11% are senior memberships, 2% corporate memberships and 2% student memberships.

Increased enrollment has also increased daily utilization with over 41,000 member and guests check-ins monthly, averaging 1,400 visits daily and close to 500,000 annually.

"Exercise physiologists help members create a clear picture of how to work toward their health goals. As a member of the Medical Fitness Association (MFA), the International Health, Racquet and Sportsclub Association (IHRSA), and SilverSneakers, our facility is completely equipped to handle the diverse needs of our many unique members. No matter what kind of training you're looking to gain, The Kaweah Health Lifestyle Fitness Center can help," Kaweah Health's web site states.

The facility also offers complimentary fitness evaluations, wellness checks and kids' programs.

"The Kaweah Health Lifestyle Fitness Center is more than a fitness facility—we're a fitness family. We succeed when each of our members succeed," the web site goes on to state.



BANK OF AMERICA

BofA report: California business owners more confident than national peers

The 2024 Bank of America Business Owner Report captures the latest trends, challenges and opportunities business owners are facing right now and their outlook for the rest of 2024. The report surveyed business owners in California and across the nation. A key finding was that while the majority of businesses expect revenue growth and are confident in the year ahead, business owners' outlooks varied by the size of their business: 75% of mid-size business owners expect the economy to improve over the next 12 months, while just 33% of small business owners expect the same nationally.

- Other notable findings:
- Small and Mid-size businesses remain confident around revenues for the remainder of the year – with California businesses outpacing the national average around revenue and growth optimism, preparedness and overall outlook.
 - Mid-size companies' efforts of reinvesting back into their operations, building resiliency, longevity and bringing financial experts onto their teams is contributing to strong business confidence for the rest of the year.
 - Small businesses, while still confident, are indicating more caution around year-end growth in anticipation for potential market volatility especially regarding inflation and its impact on pricing.
 - While past economic challenges of supply chain and recession worries have tempered down, other factors remain concerning such as interest rates, inflation and the upcoming political elections.
 - Over the past 12 months, most business owners have digitally optimized their business; 89% of mid-size business owners plan to implement artificial intelligence (AI) tools this year and 37% of small business owners say they will too.

ABOUT THIS PUBLICATION

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Layout **The Sun-Gazette**

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Visalia, CA 93291
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:

- Trust Staffing
- ReadyWork Inc.
- Sierra Meadows Behavioral Health
- Maleko Personnel

RENEWING

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

Community Investor Members:

- Groppetti Automotive*
- Joann Stores Visalia Distribution Center*
- Kawneer*
- Vintage Press Restaurant*

Business Builder Members:

- Gallagher Insurance
- Pacific Southwest Container, LLC
- SoCalGas
- Voltage Multipliers, Inc.*

Business Connector Members:

- A & W Restaurants*
- Bank of America - Main St.

- Chicago Title*
- Chukchansi Gold Resort and Casino
- Dan Freitas Electric, Inc.
- IDEA's Printing & Graphics, Inc.*
- Lawrence Tractor Company
- Mitchell Insurance Services
- R-N Market
- Roller Towne
- Ryan Purkiss - Thiesen-Dueker Financial Consulting Group*
- Trilogy Personnel & Land Management*
- Valley ENT
- Workforce Investment Board of Tulare County

Small Business Members:

- AgWest Farm Credit
- Alex's Paint & Body*
- Armstrong Property Management
- Brewbakers
- Burgundy House Apartments
- Care at the Courtyard
- Central Valley Recovery Services*
- Children's Choice Dental Care*
- Colima Mexican Restaurant*
- CRS Farming, LLC*
- Derrel's Mini Storage
- EMD Networking Services, Inc.*
- Empire Supply Co., Inc.*
- Forcum/Mackey Construction*
- Frank's Appliance Sales & Service*

- Frazer, LLP
- Gilman Harris Travioli Slover
- Houk & Hornburg Inc.
- Housing Authority of Tulare County*
- J.C. Lansdowne, Inc.*
- KFSN - TV Channel 30
- Mangini Associates, Inc.*
- Milestone Pediatrics, Inc.*
- Newmark Grubb Pearson Commercial*
- Pine, Pedroncelli & Aguilar, Inc.*
- Pioneer Nursery
- Scott, Mainord, Langley & Simmons, Inc.*
- Screw Conveyor Corporation
- Sequoia Foot Care Group
- Sign Time
- Sun Fresh International, LLC
- Tulare County Association of Realtors, Inc.*
- Tulare County District Attorney
- Valley Industrial & Family Medical Group
- Visalia Plumbing, Inc.*
- Visalia Senior Housing
- Vollmer, Daniel, Gaebe & Grove, LLP
- Wood Orthodontics
- Zeeb Commercial Real Estate*

Business Builder Nonprofit Members:

- Visalia Emergency Aid Council (VEAC)



Business Connector Nonprofit Members:

- Sequoia Parks Conservancy
- United Way of Tulare County*
- University of Massachusetts Global
- Visalia Ceramic Tile, Inc.*

Small Business Nonprofit Members:

- Able Inc.*
- Access Plus Capital*
- Building Industry Association of Tulare & Kings Counties
- CASA / Court Appointed Special Advocates of Tulare County
- Family Services of Tulare County*
- Rancho Robles*
- Self-Help Enterprises
- Sequoia Symphony Orchestra*
- Soroptimist International Of Visalia*
- Tulare-Kings Right To Life*

* Indicates membership in the Visalia Chamber 110% Club.

AMBASSADOR SPOTLIGHT



Edward Jones

Mike Young
559-732-2836

Name: Mike Young
Company: Edward Jones
Title: Financial Advisor

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

The Chamber has been an enjoyable and effective way for me to grow my relationships in the community. My business is built on trust and connection with people, my friends at the Chamber carry the same values. The people involved in Chamber events are fun to be around and genuinely love our

community.

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

The Chamber programs are a great way to keep up to date with what is happening locally. In our highly digital and pseudo-connected age, it is so vital to get face to face with people and develop genuine partnerships in our community. I grew up in Visalia and I am always surprised by the good things happening in our city that I wouldn't have known about

otherwise.

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

I get to help people make wise financial decisions. And money touches almost all aspects of life, so what could be better than partnering with people to help them achieve what is most important to them?! I love getting to build strategies to help people live with peace of mind and joy.

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

Since it is springtime, we are spending a lot of time at Riverway Sportspark supporting our kids playing baseball! Having four sons, I also enjoy hanging out at Boling's Barber-shop on Church Street – they keep us looking sharp! Which then leads to a visit to Rocketfizz. And then they might need some food at Quesadilla Gorilla. By then I'll be so tired I will need a pick me up from Component Coffee. At this point I'll be ready to ditch my kids and grab a date night with my wife at El Rosal for Margie's Tacos!

Voters likely to support cannabis tax

Derek Fleming
Contributor
The Sun-Gazette



A survey of likely voters in Visalia has indicated significant support for the approval of a tax rate on marijuana sales in the city, which many of them would like to see be used to address the city's issue with homelessness.

A law signed by California Gov. Gavin Newsom in 2022, Senate Bill (SB) 1186, mandates that cities in the state allow delivery for medicinal cannabis, but no such businesses currently operate in Visalia. Even still, as the city must comply with the statewide mandate to implement SB 1186, that means it can also impose a special tax on cannabis sales within its jurisdiction; however, the tax still needs to be approved by voters in the upcoming election.



Explore

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Travel provided by: Chamber Explorations; CST#: 2048841.40;
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Learn more about

TRAVEL OPPORTUNITIES





Texas Roadhouse partnered with local first responders to raise funds for the Special Olympics through their “Tip-A-Cop” program in May.

Learn 4Life High Schools, including **Crescent Valley Public Charter** hosted their 2024 Graduation Ceremony on June 5th.

Salt + Light Works revealed the new Neighborhood Village Logo and will host their Summer Soiree on August 23rd. Congratulations to **Eagle Mountain Casino** who celebrated one year at their new property in May. In celebration of their 28th Anniversary, they will host a music festival featuring Martina McBride on June 29th.

Visalia Rescue Mission raised over \$65,000 through their 2024 Golf Tournament for life changing programs and services at the Mission.

Family HealthCare Network welcomed Andrew Iluta, PA-C to their Tulare health center and Navinder Kaur, FNP-C to their Dinuba health center.



TEXAS ROADHOUSE

RIBBON CUTTINGS



Downtown Visalia’s Certified Farmers’ Market hosted a ribbon cutting in April in celebration of their season opening. Gather at the market on Thursday Nights, April-June and September-December on Church and Main Street.



Valley ENT celebrated their grand opening of their new Medical Aesthetic Department in May. Their office is located at 805 W Acequia Ave, Suite 1D. Call (559) 409-4720 for your next appointment.



New member Sierra Meadows Behavioral Health hosted a ribbon cutting and open house in celebration of their new Visalia location. Their office can be found at 3742 W. Mineral King Ave.



The Brave Project Visalia hosted a ribbon cutting in celebration of their new chapter in the organization. Leadership Visalia 2023-2024 selected The Brave Project as their community project. The cohort hosted a celebration event in May, honoring banner families. Visit thebraveprojectvisalia.org for more information.



Leadership Visalia dives into water and works the land

Tiffany Garcia
California Dairies, Inc.

On Friday, April 19th, the Leadership Visalia cohort embarked on a day-long learning experience to explore the intricacies of agriculture and water management in Tulare County.

The day began with a comprehensive overview of water resources from Kevin McCusker, Director of Government & Community Affairs, with Cal Water and Shane Smith, GM of the Kaweah Delta Water Conservation District. During McCusker’s presentation, he focused on water quality, their reliance on groundwater, and something we are all concerned about: pricing. Pricing for water may be a misconception for all of us. We learned that we do not actually pay for the price of water, but the cost it takes to operate the systems to get the water to us safely and clean.

Smith continued the conversation, explaining the district’s role in managing floodwater systems and groundwater supplies across 340,000 acres in Visalia and surrounding areas. The district accomplishes this through a network of over 40 basins, channels, and wa-

terways. They emphasized the importance of last year’s heavy rain season, which saw historic water levels, highlighting the delicate balance between flood management and water conservation. Smith also addressed water rights in California, explaining the difference between riparian and appropriative rights.

Following the morning session, we visited the Terminus Dam and went on a tour led by Park Ranger Tony Ugarte. Built in 1962, the 215-foot-tall dam is an earthen dam managed by the Army Corps of Engineers. The dam’s primary purpose is flood control and water storage for agriculture. It can hold up to 185,000 acre-feet of water and features a spillway with some of the world’s largest fuse gates. These fuse gates open automatically to release excess water during floods. The recent heavy rainstorms in March 2023 caused the first natural opening of the fuse gates. The leadership class then enjoyed a peaceful lunch overlooking Kaweah Lake.

The last stop featured a visit to the Tulare County Sheriff’s Office Farm, where we met with Farm Manager Gary A. Bird and

Tricia Stever Blattler, Executive Director of the Tulare County Farm Bureau. Blattler shed light on the vast agricultural industry in Tulare County and the myriad challenges faced by modern farmers. Regulations, documentation, and compliance with various agencies were highlighted as significant hurdles. Tulare County Farm Bureau is a valued partner and provides resources to our beloved farms as they continue to navigate the landscape.

Gary then gave a fascinating tour of the farming operation. The farm is a unique entity that utilizes inmate labor to maintain a host of cattle, sow, chickens, and a variety of seasonal vegetables. Everything harvested is used to supply the county jail kitchen, resulting in a cost savings of \$1.5 million to taxpayers last year. In addition to the economic benefits, the farm program provides inmates with valuable work experience and skill development.

The day proved to be an informative and engaging experience providing a deeper understanding of the interconnectedness of agriculture and water management in Tulare County.

Quesadilla Gorilla enters The Mix

Quesadilla Gorilla relocates Visalia restaurant into The Mix, a revamped building in downtown that houses four different businesses



The Sun-Gazette

Danielle Gutierrez
Editor

The Sun-Gazette

A home-grown restaurant that started out as a “hole in the wall” shop near the Fox Theatre has not only expanded its roots outside of Visalia, but has now flourished from its original downtown set up into a newly renovated building called “The Mix.”

On May 24, Quesadilla Gorilla celebrated the grand opening of its new Visalia location. Located just across the street from its original shop, the establishment joined three other busi-

nesses in The Mix, a two-story building in downtown Visalia located at 213-217 W. Main St. In addition to Quesadilla Gorilla, The Mix is now home to Scoops Ice Cream, Bombshell Beans Coffee and Sol Bol Acai.

During the grand opening, patrons broke in the refurbished eatery by lining up out the doors to order quesadillas, grabbing drinks at the bar located in the back center of the building, checking out the other services The Mix has to offer and, overall, enjoying the ambiance of downtown’s newest spot.



During Quesadilla Gorilla’s grand opening ceremony, patrons were greeted with a fresh new look, a handful of other businesses to accompany the eatery and free cookies decorated with the Quesadilla Gorilla logo.

PHOTO BY DANIELLE GUTIERREZ

Thank you

TO OUR PREMIER MEMBERS

CHAMPION:



VISIONARY:



REGIONAL LEADERS:



KEYSTONE:



MEDIA PARTNERS:



Chamber Member Anniversaries

On behalf of the Visalia Chamber of Commerce Board of Directors and staff, we extend our gratitude to our long-standing members who have supported our local business community. Congratulations on your milestone member anniversaries and your commitment to maintaining a thriving local business economy that contributes to our vibrant and unique community! Please be #LoyaltoLocal and support all Chamber Members. You can find a full list of members on our website, visaliachamber.org.

75 YEARS

Ruddell Bixler Mauritsen Evans Fox & Buss, LLP

60 YEARS

Dennis R. Keller Consulting Civil Engineer, Inc.

55 YEARS

Kentucky Fried Chicken

40 YEARS

A & W Restaurant
Armstrong Property Management
Central Valley Christian Schools
Hocking, Denton, Palmquist & Company
Visalia Medical Clinic

35 YEARS

Proteus, Inc. Employment & Training
McDonald's | RLMK INC
Marriott Hotel
Mangini Associates, Inc.
National University
Valley Oak Credit Union

30 YEARS

Groppetti Automotive
Spirit Radio

25 YEARS

Alex's Paint & Body
Brewbakers
Jim's Formal Wear
Kawneer
Lane Engineers, Inc.
Prestige Assisted Living
Tri Counties Bank
Redi-Rooter Plumbing
Valley Yellow Pages

20 YEARS

Bryan Company
Family Builders Foster Care, Inc.
Martin & Martin Properties LLC

15 YEARS

SAGE Financial Partners
The Real Estate Connection
Tulare County Library
Visalia Rescue Mission

10 YEARS

210
Access Plus Capital
Bay Alarm Company
CORE Business Interiors
Eagle Mountain Casino
Giant Chevrolet Cadillac
Max's Cookie Company, Inc
Orthopaedic Associates Medical Clinic, Inc
Smokin Barrel Firearms
Stor It
Sun Fresh International, LLC
Valley Expetec
Valley Life Charter School
Vossler Farms

5 YEARS

Bliss Events Group
California Dairies, Inc.
Central Valley Regional Center
Chapala Grill
Echelon Security Group Inc.
Elite Medical-RTO Systems Incorporated
ERA Valley Pro Realty
Gubler & Abbott
Historic Seven Sycamores (Wedding & Event Venue)
Lux Dermatology
McKellar Ranch Company, Inc.
MillerporeSigma
Nothing Bundt Cakes
Revel Venues
Spraying Devices Inc.
Sunbelt Rentals
Transit Media Inc.
Valley Life Charter School
Visalia County Center Rotary Club
Xfinity Store by Comcast
Zeltmacher Structural Design Engineering, Inc

LEADERSHIP VISALIA
VISALIA CHAMBER OF COMMERCE

TAKE THE LEAD

SCAN ME

APPLY NOW