

2021

# IMPACT

LEADERSHIP CONFERENCE

BROUGHT  
TO YOU  
BY



COLLEGE OF THE SEQUOIAS OF COMMERCE



VISALIA CHAMBER



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**Join the GIANT family today!  
Summer & Fall Registration is OPEN.**

**COS**

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Welcome, and thank you for attending the 2021 IMPACT Leadership Conference, presented by **College of the Sequoias** and the Visalia Chamber of Commerce. For company leaders and executives, the conference will provide the opportunity to refresh skills and talk about the latest and greatest in leadership trends. For the creators and agents of change within a business, this conference will connect you to other entrepreneurs and changemakers, while providing insights to innovation and creative energy. For the new start-up businesses, this conference will help you spread your brand and provide a valuable networking opportunity to learn about trends and hear from potential customers. For those looking to advance their careers, there will be opportunities to meet employers from all over the Central Valley.

## MORNING PEP TALK

**Justin Patton** is an Executive Coach and leadership presence expert who challenges leaders to reimagine how they lead, love, and communicate in all parts of their lives. He has published three award-winning books, been a faculty member for the US Chamber of Commerce for the past seven years, worked with some of the top Fortune 500 organizations in the world, and coached thousands of leaders on how to communicate with stronger trust. Justin's high energy style will keep you engaged and his message will challenge you to look differently at how you lead and communicate.



## AFTERNOON KEYNOTE

**Rebecca Heiss, PHD**  
**CEO/Founder Mobile App, icueity**  
**Author | Biologist | Keynote Speaker**

After earning her PhD with research designated as 'transformative' by the National Science Foundation, Dr. Rebecca Heiss went on to hold multiple appointments in academia, applying her research to solve practical problems in overcoming what she refers to as 'biological ghosts' – subconscious behaviors that haunt modern life. She founded a stress hormone consultation company, Biologic Balance, and is currently launching a new self-awareness, 360-review app, called icueity, to help every individual reach her/his full potential. She has been honored to speak internationally on her work, including multiple TEDx talks, and has found her calling in helping others recognize the power of biological applications in their lives. Rebecca lives in South Carolina with her spoiled rotten dog named Bird, and tries every day to live her life motto: 'spread happy.'



# SCHEDULE

## 8:30AM – OPENING REMARKS

**Gail Zurek**, President/CEO, Visalia Chamber of Commerce

## 8:40AM – MORNING PEP TALK

**Justin Patton**, Executive Coach

**9:00AM to 10:00AM** – Breakout Sessions

**10:15AM to 11:15AM** – Breakout Sessions

**11:30AM to 12:30PM** – Breakout Sessions

**12:45PM to 2:45PM** – Lunch @ The Woodlands  
with free headshots



## 3:00PM to 4:00PM – AFTERNOON KEYNOTE

**Rebecca Heiss**, CEO/Founder Biologic Balance &  
Motivational Speaker



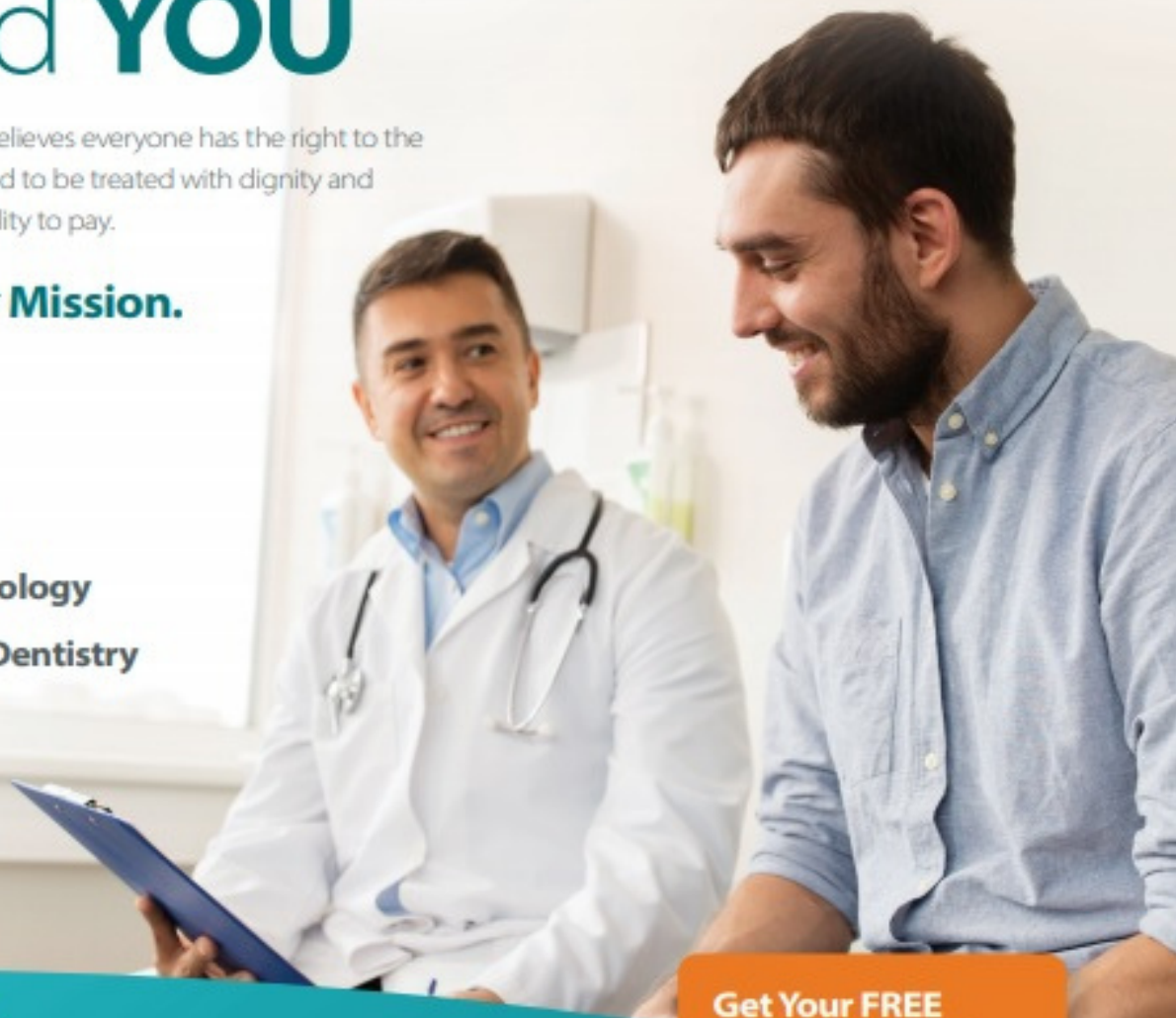
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## Visalia Locations



400 East Oak Avenue  
Visalia, CA 93291



2333 South Mooney Blvd.  
Visalia, CA 93277



401 East School Avenue  
Visalia, CA 93291



501 North Bridge Street  
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# BREAKOUTS

**9:00AM-10:00AM**

## **Sh\*t Show and Tell: Lessons From Hell and Back**

Sponsored by Eagle Mountain Casino

Business owners who had the biggest struggles and figured out a way to win.

### **Presenters:**

Nikki Scholl, Women's Strength Coach, Founder & Owner Train Like A Girl Studio.

Jonathan Anderson, Owner & Operator, Component Coffee Lab & Elderwood

Sam Sigal, President and Co-Owner, Visalia Rawhide Baseball Club

Moderated by: Miguel Reyes, Founder & Co-Owner Quesadilla Gorilla

## **Surviving to Thriving: Living Through a Pandemic**

Sponsored by the Workforce Investment Board (WIB)

No one is immune from stress, particularly now.

Come learn ways to redirect stress in a healthy and thoughtful way.

### **Presenters:**

Kelly Baker, LMFT, Founder and Owner of Onyx Trauma Healing Center

Monique Hall, Mental Health Wellness Coach, Owner of Sankofa2020

## **Crisis Communication**

Sponsored by EECU

We all know crisis is a governors announcement away.

Come learn how to lead your organization through these times.

### **Presenters:**

Reggie Ellis, President & Publisher, The Sun-Gazette

Jena Rodriguez, Director of Operations, Visalia Chamber of Commerce

Allison M. Mackey, APR, Communications Manager, City of Visalia

Melissa Withnell, Senior Marketing Communications Specialist, Kaweah Delta Health Care District

Moderated by: Colby Wells, Public Affairs Manager, SoCalGas



# Pick the right team

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# BREAKOUTS

**10:15AM-11:15AM**

## Leading in a Virtual Environment

Sponsored by the Workforce Investment Board (WIB)

Working from home may be the best idea or worst idea for your team.

Join us for a frank conversation about the pros and cons of leading a team virtually.

### Presenters:

Gail Zurek, President & CEO, Visalia Chamber of Commerce

JoeAnna Todd, RHU, ChHC , Area President, Gallagher Benefit Services, Inc.

## Monetizing Social Media Platforms:

### Q & A with a Social Influencer

Sponsored by EECU

Join us for a Q&A with local social media influencer McKenna Salazar.

As of March 2021, she has over 450,000 YouTube subscribers with nearly 23 million views.

### Presenters:

McKenna Salazar, Social Media Influencer, Kenna Marie

Amanda Arreola, Events and Marketing Coordinator, Visalia Chamber of Commerce

## Customer Service in a Digital World

Sponsored by Eagle Mountain Casino

Alexa isn't the only one who has a corner on the market.

Learn how to drive your customers in a digital world.

### Presenters:

Derek Brown, Vice President of Development, Kuubix Energy Inc.

Geoff Howard, Vice President, Kuubix Energy Inc.

Jordan Mulrooney, REALTOR®, Rock 'n' Real Estate at RE/MAX in Visalia

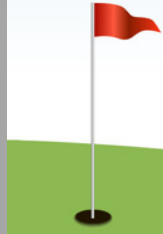




**THURSDAYS  
6PM-8PM**

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Workforce Investment Board of Tulare County has partnered with the California Employers Association to provide Tulare County employers with a **NO-COST HR HOTLINE!**

Hotline Hours Monday – Friday, 8 a.m. - 5 p.m.



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- Hiring & Firing Processes
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- Breaks, Lunches & Overtime
- Employee Handbooks
- Harassment Prevention
- And much more!



THE EVOLUTION BEGINS



# BREAKOUTS

**11:30AM-12:30PM**

## **Conflict Resolution & Managing Personalities**

Sponsored by EECU

Is it just us or has the pandemic made difficult personalities even more challenging?  
Here's your guide to mending the fences.

### **Presenter:**

Raquel Garcia, M.A., Assistant Director, Outreach, Admissions & Community Development, Fresno Pacific University Visalia Campus

Dedi Somavia, Assistant Superintendent, Human Resources, Visalia Unified School District

## **Female Entrepreneurs: CEO's at Home and in the Board Room**

Sponsored by Eagle Mountain Casino

The notion of a supermom and super CEO is a false one. Learn from real heroes how to get it done  
...or not get it done.

### **Presenters:**

Gail Zurek, President & CEO, Visalia Chamber of Commerce

Stacy Morris-CEO, Employer Driven Insurance Services

Danielle Avila, CEO, 4Creeks, Inc.

Nikki Scholl, Women's Strength Coach, Founder & Owner Train Like A Girl Studio

## **Professional Image in a Social Media World**

Sponsored by the Workforce Investment Board (WIB)

We all know bad examples, but do you know good ones? Come learn to be the good.

### **Presenters:**

Brett Taylor, Chief Executive Officer, Tulare County Association of REALTORS®

Garth Gipson, Financial Planner, Gateway Financial Planning Group



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**VISALIA CHAMBER  
OF COMMERCE**

**SAVE**  
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**DATES**

**Oktoberfest**  
*September 24th*

**Christmas Tree**

**Auction**

*December 3rd*

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