

2024

IMPACT

LEADERSHIP CONFERENCE

SPONSORED BY





LEADERSHIP VISALIA
VISALIA CHAMBER OF COMMERCE

SKILLS

RESPONSIBILITY

TEAMWORK

LEADERSHIP

COMPETENCE

SUPPORT

COMMUNICATION

visaliachamber.org/leadership



WELCOME

Welcome, and thank you for attending the 2024 IMPACT Leadership Conference, presented by 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.

8:00AM - OPENING REMARKS

Gail Zurek, President/CEO, Visalia Chamber of Commerce

8:30AM to 9:30AM - Breakout Sessions

9:45AM to 10:45AM - Breakout Sessions

11:00AM to 12:00PM - Breakout Sessions

12:30PM to 1:00PM - Lunch at Bello Vita

12:30PM-2:00PM - AFTERNOON KEYNOTE

Ben Moore, CEO & Founder of The Ugly Co.



KEYNOTE

Ben Moore, Founder & CEO of The Ugly Co.

Our story begins on the seat of a tractor in the heart of the San Joaquin Valley. Ben Moore, affectionately known as "Big Ugly," is the visionary founder of The Ugly Company, a fourth-generation farmer with a mission to transform the perception of "Ugly" and combat food waste.

As a child, Ben would ride around the family farm with his father, eagerly anticipating the day he would have a farm of his own. After college, Ben served as the United States Army Infantry Officer Corp. He planned to make a career in the service but suffered a career ending injury. Ben returned home from the Army much sooner than anticipated, but he was ready to embrace a new chapter and join the family farm. However, the farming landscape had drastically changed, with family farms struggling to survive. Undeterred by the challenges, Ben's determination led him to take on a new path – trucking. Initially, Ben learned to drive truck, heavy hauling oversized loads of bulldozers and excavators for Reimer Transport located in Fresno. From there, Ben started his own trucking and bulldozing company. Ben hauled everything from dirt and asphalt in bottom dump trailers, to fresh fruit, wine grapes, raisins, almonds, and manure. His business also dozed vineyards and orchards for farmers redeveloping their land.

During this time, Ben also hauled 'Ugly' fruit, that farmers couldn't sell. While trucking up and down the Valley, Ben faced the harsh reality dumping 100+ loads of fruit a year in open fields. That's 6-8 million pounds each and every year. This sparked a deep reflection on the wastefulness of such practices. He became determined to find a better way, leading him to create a list of 200 potential uses for "funny looking" fruit. Inspired by his grandmother's roof-dried fruit, Ben chose dried fruit as the solution to save produce from going to waste.

Realizing that the complexities of starting and operating a consumer packaged goods business were daunting. Ben left the Valley again to attend the University of Notre Dame. Studying business and earning an MBA. Ben officially launched Ugly in 2018 while at school working full-time and studying as well. During the summer of 2019, with a product in hand, Ben set out to create a brand that challenged stereotypes. The name "Ugly" was chosen to turn a negative word into a positive concept. By presenting "Ugly" fruit in beautiful packaging, Ben aimed to convey that it was just as delicious as perfect-looking fruit. His relentless efforts to share the story and sample the product led to initial distribution in 54 Whole Foods locations.

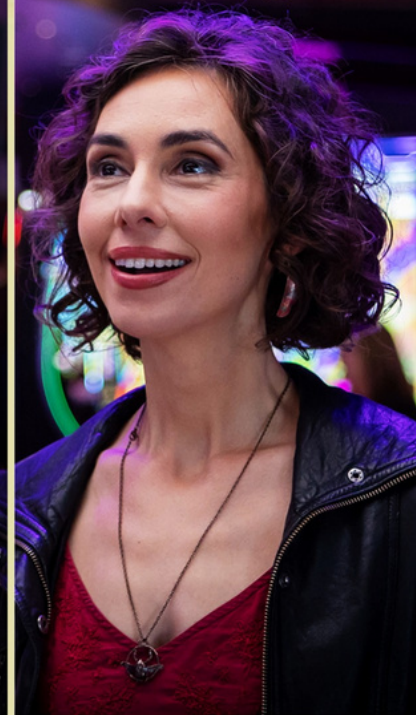
Fast forward to today, The Ugly Company has flourished in the town of Farmersville, boasting a state-of-the-art facility designed to process "Ugly" fruit. Ben's journey took him from being a farmer, to a Soldier, to a truck driver, to now becoming the CEO of a multi-million-dollar Consumer Package Goods and Food Processing company. Ben is proud to be born here in the Central Valley of California and call this beautiful place home.



EAGLE MOUNTAIN CASINO



THE PLACE TO BE!



1850 WEST ST. PORTERVILLE, CA. 800.903.3353 • EAGLEMTNCASINO.COM

FOLLOW US ON SOCIAL MEDIA



Corporate Wellness & Much More!



- ✓ Mobile Services
- ✓ Multi-Site Services
- ✓ Clinic Services

Free
Wellness
Brochure

Scan Here



California's Number One Provider
of Private Worksite Medical Care!

Employee Medical Clinics

- ✓ Slash your healthcare costs
- ✓ Fortify safety & risk management
- ✓ Reduce employee absenteeism
- ✓ Retain & recruit top talent
- ✓ Pre-employment & workers comp

On-Site Services

- ✓ Biometric Screenings
- ✓ Health Risk Assessments
- ✓ Vaccinations
- ✓ Medical Testing

Phone: 855-733-7772

IMPACT LEADERSHIP CONFERENCE BREAKOUTS

8:30AM-9:30AM

Sponsored by Elite Medical

Unveiling Cybercrime – Impact on Local Business Fraud

Join experts from the Forensic Fraud Unit at the Tulare County District Attorney's office for an eye-opening discussion on the evolving landscape of cybercrime and its intersection with artificial intelligence (AI) in perpetrating business fraud. Gain invaluable insights into cybercriminals' tactics in shaping fraudulent activities targeting local businesses. Discover practical strategies to enhance your organization's cybersecurity defenses and collaborate effectively with law enforcement and technology experts in combatting cyber threats.

Presenters:

Lindy Gligorijevic, Chief of Investigations, Tulare County District Attorney's Office
Josh Rowlett, Assistant Chief Investigator, Tulare County District Attorney's Office

Elevate Your Workplace with AI: Unlocking the Future of Productivity and Innovation

AI is reshaping the way we work, making processes smarter, and revolutionizing productivity. Our panel will discuss how AI can streamline processes, automate routine tasks, and offer data-driven insights. Explore real-world applications of people and organizations leveraging AI to gain a competitive edge and discussion about potential pitfalls.

Presenters:

Robert DeBruin, Marketing Director, Elite Corporate Medical Services Inc.
Crystal Williams, President, Armstrong Community Management

Moderator:

Paul Myers, Executive Editor & Vice President, Mineral King Publishing Inc.

Navigating the Evolution of Marketing in a Post-Social Media World

The world of marketing has undergone a seismic shift in the post-social media era. Join our experts as they illuminate the evolving strategies that are reshaping the way we connect with audiences. Discuss the latest trends, tools, and techniques that are essential for success. Learn how to harness the power of content marketing, data analytics, multimedia platforms, and insights into the synergy between print media, radio, and modern digital marketing practices. Discover how to captivate and engage audiences with authentic connections and innovative strategies.

Presenters:

Oriana Groppetti, National Sales & Senior Account Manager, Momentum Broadcasting
Eric Riley, CEO, Topograph
Reggie Ellis, CEO & Publisher, Mineral King Publishing



NOTES



EECU Membership is open to school employees, students, members of school organizations, and their family.



1-800-538-3328 • myEECU.org
Insured by NCUA

BECOME A FUTURE CEO TODAY!

5-week digital business education course that teaches children the basics of starting their own company.

FUTURE CEO



SIGN UP FOR REGISTRATION UPDATES!



VISALIACHAMBER.ORG/CEO



BREAKOUTS

9:45AM-10:45AM

Sponsored by Eagle Mountain Casino

Navigating Difficult Conversations, Cultivating a Healthy Work Environment, and Overcoming Team Challenges: The Path to Effective Workplace Communication

Discover the art of addressing tough issues, curing toxicity, and conquering common team obstacles to foster a thriving and harmonious work environment. Learn how to approach and conduct difficult conversations with confidence and empathy, transform a toxic work environment into a supportive one, and overcome common team challenges that hinder progress. This session is your opportunity to become a workplace communication champion, connect with like-minded individuals, and lead your team toward a brighter future.

Presenters:

Alberto Ramos, Executive Director, CASA of Tulare County; Dedi Somavia, Assistant Superintendent, Human Resources, Tulare County of Education; Moderator: Darrin Hughes, Battalion Chief, Visalia Fire Department

Unlocking the Power of Multigenerational Synergy: Bridging the Gap in the Modern Workplace

Our expert panel of thought leaders will guide you through a thought-provoking exploration of how to leverage generational differences to enhance innovation, productivity, and team cohesion. Whether you're a seasoned leader, an emerging talent, or an HR professional, this session will provide you with actionable insights to foster a harmonious workplace that thrives on the wisdom of seasoned professionals, the innovation of Gen X and millennials, and the fresh perspectives of Gen Z.

Presenters:

Dave Byl, Operations Manager, American Ambulance of Visalia

JoeAnna Todd, Area Executive Vice President/Market Leader- Northern California, Gallagher Benefit Services

Sharise Van Dam, Technical Service Manager, Pace International

Moderator:

Heather Marquez, Community Development, Compliance Services and Marketing Manager, Employer Driven Insurance Services (E.D.I.S.)

The Unstoppables: Paving the Way to a Brighter Future with Visalia's Most Inspiring Entrepreneurs

Learn from Visalia's most unstoppable entrepreneurs' experiences, triumphs, and challenges as they reveal the strategies that have propelled them to success. Our panel of visionary entrepreneurs will share they navigated the entrepreneurial landscape. Whether you're an aspiring business owner, a seasoned entrepreneur, or someone seeking motivation and guidance, this session will give valuable tips on overcoming obstacles, fostering innovation, and building thriving businesses in the heart of Visalia.

Speakers

Leslie Hayes, CEO, LOM Productions Weddings & Events, LLC; Shane Moss, Owner, Mulligans Indoor Golf Club
Sam Ramirez, Founder & CEO, Revel Venues; Randy Wasnick, CEO-4Creeks Inc., Director-4C Holdings



NOTES

IMPACT LEADERSHIP CONFERENCE BREAKOUTS

11:00AM-12:00PM

Sponsored by Spirit Radio

The Changing Landscape of Fundraising

Our expert speakers will share innovative approaches to engage donors, adapt to digital fundraising, and address the challenges of a rapidly changing world. Learn how to create compelling stories, leverage data, and build meaningful relationships with supporters. This session is your opportunity to stay ahead of the curve, connect with like-minded individuals, and lead your organization toward a future of successful fundraising. Whether you're a seasoned nonprofit professional, a philanthropist, or someone looking to make a difference, this session will equip you with the knowledge and tools to thrive in the new era of philanthropy.

Presenter:

Jason Lefaive, Executive Director, Spirit Radio

Rachel Triguero, Director of Development, Salt + Light Works

Jordan Mulrooney, Broker Associate RE/MAX Success; Visalia Breakfast Lions

Discovering Purpose and Passion Beyond Your Career: Embracing the Power of Community Engagement

In a world where many seek their purpose and passion within their dream job, it's easy to overlook the incredible opportunities right in front of us. Explore the idea that your true purpose can extend far beyond your job title, whether you're in a fulfilling career or still seeking the perfect fit. Our panel of speakers will share their journeys, illustrating how community engagement helped them discover their passions, build influential networks, and make a lasting impact on our community. This session is a reminder that purpose and passion are not limited to your career path, offering a unique opportunity to embrace a life filled with significance, connection, and fulfillment. Your transformative journey towards purpose starts right here.

Presenters:

Deborah Volosin, Director of Community Engagement, Kaweah Health; Donn Ritter, Visalia Sunset Rotary

Bridget Ellis, Administrative Coordinator, World Wide Sires; Enchanted Playhouse Theatre Company

Moderator:

Rik McNeil, Program Director, Momentum Broadcasting

Unlocking the Power of Positive Thinking

Discover the extraordinary impact of positive thinking. In a world that can sometimes feel challenging, harness the incredible potential of a positive mindset to transform your life, career, and overall well-being. Join us as we explore practical techniques to cultivate optimism, resilience, and confidence. Learn how to overcome adversity, set, and achieve ambitious goals, and maintain a bright outlook even in the face of challenges. Our panel will guide you through a thought-provoking journey, providing you with actionable strategies to implement positive thinking into your daily routine.

Presenters:

Karishma Fazalbhoj, Supervising Staff Services Analyst, Tulare County Probation

Tosha Pequeño, Senior Branch Manager, Valley Strong Credit Union

Thank you to our PREMIER MEMBERS

CHAMPION



BUENO BEVERAGE

C O M P A N Y



VISIONARY



REGIONAL LEADERS



KEYSTONE



MEDIA PARTNERS

