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# Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE

## UPCOMING EVENTS

- OCTOBER 6**  
**Visalia Business Academy Workshop**  
 Presented by San Joaquin Valley Air Pollution Control District  
 Brandman University  
 649 S. County Center  
 10:00 am  
 Reservations requested:  
<http://visaliachamber-dev.chambermaster.com/events/calendar/>
- OCTOBER 25**  
**Business After Hours Mixer**  
 Hosted by Ashoori Jewelers  
 4212 S. Mooney Blvd  
 5:00 - 8:00 pm
- OCTOBER 26**  
**Sexual Harassment Workshop**  
 Hosted by Pacific Employers  
 Lamp Liter Inn  
 7:30 - 10:00 am  
 \$35.00 - Reservations required
- OCTOBER 27**  
**Ambassador Breakfast**  
 Visalia First Assembly Church  
 8:00 am

## We Invite you to Explore in 2017!

- Tulip Time on the Romantic Rhine & Mosel River Cruise: Netherlands, Germany, France & Switzerland**  
 April 18 - 28, 2017
- The Colorado Rockies: Featuring National Parks and Historic Trains**  
 July 14 - 22, 2017
- Iceland: Land of Fire and Ice**  
 July 19 - 24, 2017
- Spotlight on Rome**  
 September 5-11, 2017
- China**  
 October 6-14, 2017  
*Collette Vacations CST#2006766-20*  
*Mayflower Tours*  
*Cistline*

For more information, go to [www.visaliachamber.org/travel](http://www.visaliachamber.org/travel)



### Labor Law Compliance Series

## Stop Harassment Seminar

Lamp Liter Inn  
 Wednesday, Oct. 26, 2016  
 7:30 am - 10:00 am  
 Breakfast Included

Pre-Registration: \$35 for Members;  
 \$50 for Non Members  
 At the door: \$45 for Members;  
 \$55 for Non-Members

### REGISTRATION REQUIRED

For Registration: Call 559.734.5876



Visalia Chamber of Commerce  
 222 N. Garden St., Suite 300  
 Visalia, CA 93291

ADDRESS SERVICE REQUESTED

## BUSINESS SPOTLIGHT

# DMI Agency, More Than Just A Publisher

Written by Nicola Wissler, Visalia Chamber of Commerce

“People don’t buy what you do, they buy why you do it.” – Simon Sinek. Businesses around the world are spending countless hours trying to figure out how to get the message of “why they do what they do” to the right consumers. This task can be daunting and for many businesses, it means hours upon hours of brainstorming, exploring options, and hoping that their marketing strategy works. Here in Visalia, many business owners realize that marketing their business to consumers can be difficult, so they want to ensure that the time and energy they are putting into marketing their business is going to pay off. That is where a firm like DMI Agency becomes a major asset.

DMI Agency began as a full service advertising, marketing, and communications firm in February 2006; providing clients with design, messaging, and ideas so their businesses can grow and prosper. DMI offers services ranging from logo design and taglines to eNewsletters, website development, social media management, marketing strategy, political consulting, and much more. As owner, Karen Tellalian likes to say, “If it involves marketing your business, we can help with that.”

Many may know DMI as the company that produces Lifestyle Magazine, but some may be surprised to know that DMI Agency offers a broad range of marketing services. Tellalian quipped, “Internally our staff likes to joke that our flagship publication, Lifestyle Magazine, is a curse. Of course it isn’t true, but often people don’t connect the dots that we are more than a publisher. What usually surprises people the most is that DMI Agency is a full-service advertising, marketing and communications firm.”

During the last 10 years the number and variety of clients that DMI serves has grown substantially. Today DMI Agency has clients ranging from light industrial manufacturing, to distribution centers, hospitals/medical services, agriculture, food and beverage companies, event tourism councils, school districts, retail markets, non-profits, and most recently, political campaigns. Regardless of the industry or



the size of the business DMI provides services based on the needs of a particular client. “We do everything from design logos for the local mom and pop store, to creating corporate identity packages for larger businesses including websites with SEO, advertising campaigns for

print, television or radio. We also help companies to find the perfect taglines and slogans and create marketing and strategy plans,” noted Tellalian. Recently, another aspect of the business that has been growing is managing clients’ social media communications.

Once businesses do the math, the affordability of outsourcing the marketing and advertising to a professional firm might come as a surprise. Often



Tellalian and her staff will have prospective clients that say they want to hire someone internally to handle marketing. What many discover is that, although they may hire someone who is skilled in one aspect, often they are not equipped to handle an integrated campaign. When you hire a professional firm like DMI, clients get the benefit of having a full staff of professionals who work together on projects, and these professionals produce very high quality work. “When a client hires a firm like DMI they are eliminating the need to pay employment taxes, healthcare or workman’s comp insurance, sick days or vacation pay. In the end, having an entire team of professionals including writers, designers, social media experts, and website gurus ends up costing much less than what one full-time salary would be.” When businesses do the numbers, they are excited to find out that outsourcing is really affordable.

Staying on top of the constantly changing trends is one of the reasons that DMI is now celebrating their 10-year anniversary. One recent trend includes online media. “Clients are seeing the value in online and social media marketing and have started to shift budget into those areas, said Tellalian.” To account for this trend, DMI has made sure that their designers and staff understand how best to maximize the impact of client spending on social media accounts, web ad purchasing and capitalizing on the clients’ own website design.

Tellalian is quick to point to the staff as the reason for the company’s 10-year success. “We’ve been blessed in finding top-notch professionals, which allows us to deliver real value to our clients. During the recession, when others were laying off, we were bolstering our staff by hiring some great people who had been affected by the downturn.” The staff at DMI also understands the importance of being engaged in the community. Tellalian has sat on the Board of Directors for the Visalia Chamber of Commerce and the Boys and Girls Club. Staff members are actively involved in organizations like Happy Trails, The Creative Center, Rotary, Kaweah Delta’s Breast Cancer Awareness Tea Party, and they even have a volunteer fire fighter on staff. Overall, DMI and its nine employees have given away more than \$100,000 over the last 10 years in pro bono, in-kind, or cash contributions in order to help the local community.

The Visalia Chamber would like to thank DMI for their support of the local community and for providing a much needed service to our local businesses.



# The Young Entrepreneurs Academy is Looking for Experts to Inspire Students

Written by Nicola Wissler, YEA! Program Manager

The Young Entrepreneurs Academy (YEA!) is ready to start its fourth year. Students have been accepted, classroom space has been, confirmed and instructors are reviewing curriculum. However, behind the scenes YEA! is still working to put all of the pieces of the program together.

One of the aspects that make this program so amazing is the local business support that the students witness throughout the year. From guest speakers, field trip hosts, business mentors, graphic designers, web developers, and business plan reviewers, each of the volunteers who take time to work with the YEA! program have the opportunity to have a major impact on the student participants. We regularly hear from students that they remember particular people who said or did something that made a lasting impression. For example, Jennifer (2014 graduate) told me that she wanted to get her degree in accounting because of a speaker that she heard during the YEA! program. Today Jennifer is attending UC Berkeley and is working on her accounting degree with hopes of one day opening her own accounting firm. Another student worked with one of our graphic designers to create a logo for their business and after that experience told me that they really

loved the creative process. They are thinking of taking classes that will allow them to further explore their creative side.

While these are just two examples, we know that YEA! students are inspired by our volunteers on a regular basis. This year the YEA! program is once again looking for more volunteers willing to provide expertise and inspire a new generation of entrepreneurs. Volunteer time commitments vary from 1 hour to 12 hours throughout the year. No matter what your expertise is, or how much time you have to give, the YEA! program would love your involvement.

In addition to volunteering to work with the students, YEA! is also looking for businesses who would like to become sponsors. As a sponsor you will have the ability to help provide start-up funding to the new student businesses, provide snacks/meals for the students during class, and also provide financial assistance to students who may find it difficult to afford the program tuition.

For a complete list of volunteer opportunities and sponsorship options please go to [www.visaliachamber.org/yea](http://www.visaliachamber.org/yea) or contact Nicola Wissler at 559-734-5876 or [nicola@visaliachamber.org](mailto:nicola@visaliachamber.org)

*“Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.”*  
 - Dr. Seuss, *The Lorax*

## VISALIA CHAMBER OF COMMERCE MISSION ICONS



## Suncrest Bank to Acquire Security First Bank

Visalia, CA and Fresno, CA – Suncrest Bank (OTCQX: SBKK) and Security First Bank (OTCPink: SFRK) announced that they have entered into a definitive agreement whereby Security First Bank will merge with and into Suncrest Bank in a cash and stock deal, valued at \$18.1



million, based on a per share valuation of Suncrest Bank stock of \$8.25. Under the terms of the agreement, shareholders of Security First Bank can elect to receive either 1.21212 shares of Suncrest Bank common stock or \$10.00 in cash for each share of Security First Bank common stock they hold, subject to an overall 50% stock and 50% cash split. The transaction combines two local community banks with strong customer relationships in their neighboring markets of Visalia and Fresno, and approximately \$425 million in combined assets. The merger is subject to customary closing conditions, including the receipt of all regulatory approvals and the approval of the shareholders of Security First Bank.

In addition, Suncrest Bank also announced that, subject to customary closing conditions, Castle Creek Capital Partners VI, L.P. will be making an investment of \$5.6 million to acquire 678,788 shares of common stock of the bank at \$8.25 per share, with the proceeds being used both to support the merger and future organic growth.

Suncrest Bank is headquartered in Visalia, CA, with approximately \$320 million in total assets at June 30th, 2016 and operates four branches located in Visalia, Porterville, Yuba City, and Kingsburg. Security First Bank is headquartered in Fresno, CA, operating one branch with approximately \$105 million in total assets at June 30th, 2016. The combined bank will continue to operate all five branches under the Suncrest Bank name, offering increased lending capacity, an expanded product set, and the same outstanding level of customer service.



Valley Oak SPCA touches the lives of thousands of people each year through our various programs including Adoptions, Low Cost Spay and Neuter and Vaccinations, Critter Camp, Volunteer Programs & Humane Education Program.

In May 2016 we closed escrow on nearly 2 acres where we intend to build the Charles E. Hoey Adoption Center and the Whitendale Education Center. We are currently operating on rented land with rented buildings/kennels in a temporary set up; and are raising money to build our new Adoption & Education Center.

Valley Oak SPCA has re-homed just under 8,000 pets since 2010 and has transferred just under 3,200 pets to outside shelters and rescue organizations since 2010, where the pets will ultimately be re-homed. We work with rescue organizations in California, Nevada, Oregon & Washington.

Valley Oak SPCA also operates a Low Cost Spay/Neuter Clinic where we alter pets and provide vaccinations and other health care. We alter about 5,000 animals each year and the areas we service include Tulare, Kings & Fresno Counties.



### 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 the Visalia Times-Delta at 559.735.3235. **Editor: Nicola Wissler. Layout: Times-Delta Media Group.**

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## PRESIDENT'S CORNER

# The Power Behind Us

While my letter typically shares ways the Chamber has partnered, moved the needle, promoted businesses and developed leaders, I realize these letters have left a huge omission. Do not misunderstand, all of those items are vital to the Chamber and are key in highlighting the work we are doing on your behalf. But it is not the entire story. The power behind any organization is its people. That is certainly true here at your Visalia Chamber.

The Visalia Chamber is made up of amazing people. This group is some of the best folks I've ever had the pleasure of working for and knowing. At their core, they want this community to succeed. For my letter this month, I wanted to highlight a few of those people.

Jeff Gooding, with Office Depot, is the Chair of our Ambassadors. Jeff has never met a stranger and believes businesses develop through strong relationships. He refers Chamber member businesses to everyone, is the first to volunteer to help, and has lead our Ambassador group into a recent growth trend. Leading over 60 ambassadors monthly, Jeff is the welcoming leader who helps new Chamber members find ways to leverage their membership.

Stacy Morris - Board Chair, Norris McElroy- Outgoing Chair, and Nathan Halls – Incoming Chair head up our Executive team for the



**Gail Zurek**  
President & CEO  
Visalia Chamber of Commerce

Chamber Board of Directors. Their quiet leadership has lead our Chamber to a stable financial balance sheet, stronger policies, and an amazing outlook. As a President/CEO, this group is my sounding board helping me sort through harebrained ideas and ideas that have legs. Their dedication and approach makes other Chamber leaders jealous.

Sue Summers, Nicola Wissler, Scott Smith, Stephanie Kinser, Dante Rosh and Gwen Spratt are your Chamber staff. They are simply dedicated to your success in a way that motivates me to be better and work harder. I love seeing their interaction with Chamber members and the conversations the staff has afterwards about how we can help that members business succeed more. They literally wake up in the middle night and write down new ideas to make our community great. They view themselves as humble servants working to make our members better and our community stronger. And beyond all that, they make me want to come to work. They are the best team of people I've ever had the pleasure of working with.

These people work for you. If you haven't met them, please do. They are your team too. Together we are working to not only make your business strong but to make Visalia thrive.

## 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.

- CALIFORNIA STATE UNIVERSITY, FRESNO, DIVISION OF CONTINUING AND GLOBAL EDUCATION  
559-278-0333
- LASER TAG SOURCE  
Event Planners & Supplies  
434-515-2888
- LOTUS FRESNO CORP.  
KSEQ Q97 RADIO  
Business Support & Supplies  
559-497-1100
- RED ZONE STRATEGIES LLC  
Consultant  
559-967-8047
- MONTECITO APARTMENT HOMES  
Property Management & Investment  
1-877-259-6071
- THE SOURCE LGBP + CENTER  
Non-Profit  
559-427-4722

### Renewing

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

- Adventure Park of Visalia\*
- Peggy Furnas
- Veterans Memorial District\*
- Visalia Fire Assoc. Local 3719
- American Cancer Society\*
- AT&T
- ImagineU Interactive Children's Museum\*
- Rabobank-Mooney Blvd\*
- KRC Safety Co., Inc.
- Visalia Auto Body
- Central California Connections Academy
- 3-G's Scale Services, LLC
- Golden State Family Services, Inc
- Partyworks, Inc. dba Party City
- Sutton Hague Law Corporation\*
- Valley Oaks Golf Course
- Mission Linen Supply
- Lane Engineers, Inc.

- The Barn\*
- Family HealthCare Network
- Central Valley Christian School\*
- Fresno Pacific University Visalia Center
- Hapy Bear Surgery Center, LLC\*
- Visalia Family Practice\*
- Wal-Mart Store #1826
- Pacific Southwest Container\*
- SinglePoint Outsourcing, Inc.
- SoCalGas
- Wal-Mart Store #5956
- United Signs International, Inc.
- Denny's - Mooney
- Korsgaden & Jansma Insurance Agency\*
- ServiceMaster by Benevento
- Visalia Lions Band Review
- Calvary Chapel Visalia
- Megan Ide, DDS & Shirley Lei, DDS\*
- City of Visalia\*
- Tulare County Deputy Sheriff's Association\*

\*Indicates membership in the Visalia Chamber 110% Club.



LEADERSHIP VISALIA

VISALIA CHAMBER OF COMMERCE

# Visalia Chamber of Commerce Announces 2016-2017 Leadership Visalia Class Participants

The Visalia Chamber of Commerce welcomed 18 participants to the Leadership Visalia class of 2017. For thirty years, the Visalia Chamber of Commerce has been working to develop community leaders to fill roles in the private, public, and non-profit sectors.



Kevin Grant, City of Visalia, Police Department  
Fran Herr, AFLAC  
Elizabeth Jacques, Morgan Stanley Wealth Management  
Trevor Lewis, Office of Assemblyman Mathis Uver Moreno, Cal Water  
Andrea Navarrette, ACT for Women and Girls

The intensive leadership development course is designed to help emerging leaders in businesses and other community organizations further develop their skills, experience, and community knowledge.

The 2016-2017 class will be facilitated by Barbra Hood, Vice President & Senior Development Officer, Suncrest Bank.

### Class members include:

- Eric Anderson, Anderson's Percussive Services
- Jon Bueno, Visalia Rawhide Baseball
- Jennifer Corum, Kaweah Delta Health Care District
- Colin Franey, Franey's Carpet One Floor & Home
- Christie Long, Central Valley Community Bank
- Vickie Goudreau, Innovation Commercial Flooring Inc.

- Daryl Sanchez, Family HealthCare Network
- Gracie Sanchez, Visalia Rescue Mission
- Scott Smith, Visalia Chamber of Commerce
- Brandy Spray, Visalia Unified School District
- Nick Vargas, The SOURCE LGBT + Center
- Lisa Walsh, Hydrite Chemical

This 10 month program began on August 25th and will include evening classes and day sessions, including guest speakers and on site experiences. The Visalia Chamber of Commerce continues to be committed to advancing leadership in our community.





The **Visalia Public Cemetery District Board** of Trustees has hired Cindy Summers as District Manager. She is replacing Dona Shores, who has worked for the Visalia Cemetery District for 20 years. Mrs. Summers was formerly employed with Tucoemas Federal Credit Union for 29 years. She has worked in several management capacities as Vice President of Human Resources for the last 12 years. Mrs. Summers is active on several Boards in Visalia.

**Karen Gross, State Farm Agency** received the Bronze Tablet Award. This award is earned for having 5 consecutive years of quality growth. "I'm so proud of my team for accomplishing this in our first 5 years of being in business," stated Karen. "I'm very grateful to have such an amazing team, strong leadership and of course our absolutely fabulous customers. Without our customers we wouldn't be here today."

**Love In the Name of Christ** of Tulare County is celebrating 25 years of serving our "Neighbors In Need". Please join them to hear comedian Nazareth along with testimony from those that have been lifted up and out of their situations with the assistance of Love INC and the local churches. The Annual Fundraising event will be held October 20, Thursday at the Wyndam Hotel, dinner is at 6pm. Call 733-8870 for tickets.

Shelley Huff, **AMVETS' California Department Career Center, Tulare California**, has won the National AMVETS Career Center of the Year Award for 2016!

*The California Department has consistently displayed their commitment to Veterans by providing Career Resources and sponsoring events within the community. ~Karla Lathroum*

Grocery Outlet in Visalia and **Visalia Rescue Mission** finished in first place nationwide in July's Independence from Hunger event, which was Visalia's most successful year yet. Grocery shoppers and Mission supporters donated a total of 1,486 bags of donated food, which totaled \$8,173 for the Rescue Mission. Many customers took advantage of the opportunity to donate an extra \$1 or \$5 at checkout,

which brought in an additional \$2,936. "This was our most successful year so far! Our customers were a great support." - Ashley Spelman, Store Operator

**Family HealthCare Network (FHCN)**

awarded provider, Elijah Youssefi, PA-C, as the 2016 Employee of the Year. Elijah was nominated



Elijah Youssefi, PA-C

by his peers and colleagues as a diligent worker who implements positive changes to improve health care delivery at the organization's Health Centers. Elijah is a provider at the Porterville site where he is recognized by his patients, peers and his students as a positive role model who provides excellent care to his patients.

**Happy Trails** is proud to announce their very own Board President, Neal Spiro, DVM, has been awarded PATH International Region 11 Veterinarian of the Year. As an international voice in the equine assisted activities and therapy industry, PATH International, has the pleasure and honor to recognize individuals and equines that symbolize the celebration of ability, optimism, diversity and a shared love of equines. Neal will be honored at the PATH Awards Banquet in November in Williamsburg, VA. As a regional winner he is a finalist for the 2016 PATH Intl. Veterinarian of the Year award. Congratulations!



Neal Spiro, Happy Trails Board Member

**THE LAW AT WORK**

**What Constitutes "Protected Activity" for Purposes of Retaliation?**



People throw around the phrase "wrongful termination" the time. It's probably a rare occurrence when a terminated employee does not think their firing was "wrongful." But legally speaking, what is a wrongful termination? In essence, it's an illegal termination, usually one involving either discrimination or retaliation. This article will focus on the second scenario – cases of retaliation.



Brett T. Abbott  
Gubler & Abbott LLP

To prove a retaliatory firing, the plaintiff must prove that (1) he/she engaged in "protected activity" and (2) that the plaintiff's exercise of the protected activity was a motivating reason for the firing, suspension, demotion, etc. So what is protected activity? What employee conduct can employers not "retaliate" against? The Equal Employment Opportunity Commission (EEOC) has provided some helpful examples:

1. Complaining about discrimination against the employee or others;
2. Threatening to complain about discrimination against the employee or others;
3. Providing information in an employer's investigation of discrimination or harassment;
4. Refusing to obey an order reasonably believed to be discriminatory or illegal;
5. Resisting harassing behavior (The EEOC uses an example of an employee telling a supervisor to "leave me alone");
6. Intervening to protect others from harassing behavior;
7. Requesting accommodation for a disability or for religious beliefs;

8. Complaining that pay practices are discriminatory (Per the EEOC, there does not need to be an explicit reference to discrimination. For example, if a female employee says her pay is unfair and asks what men are being paid, such conduct would be protected).

This list is not exhaustive, and there could be numerous other examples of protected employee activity. The list does, however, provide some insight as to what types of activities are deemed protected. And while scenario number 1 is the classic example of protected activity for purposes of retaliation, the above list shows that there are actually numerous acts which can constitute protected activity.

Retaliation claims are very popular with plaintiff's lawyers, and are probably the most commonly filed complaints with the EEOC and California's Dept. of Fair Employment and Housing (DFEH). As such, if the conduct of an employee can in any way be considered a protected activity, think twice before terminating or suspending the employee. It would also be wise to consult with your HR Manager or an attorney well-versed in employment law before taking any adverse employment actions (suspension, firing, demotion, etc.) following an employee's protected conduct.

This article is for education and information purposes only; it should not be construed as legal advice. If you have an employment law question for inclusion in a future article, contact Brett T. Abbott at Gubler & Abbott LLP (bta@thecalifornialawyers.com). For specific employment law advice or other legal assistance, contact Gubler & Abbott LLP, (559) 625-9600, 1110 N. Chinoweth St., Visalia, CA 93291 (www.thecalifornialawyers.com).

**Kao Saelee Promoted to Assistant Vice President, Information Security Analyst**

**September 9, 2016-Visalia, CA**- Allan Stone, President and CEO of Valley Business Bank, announced today that Kao Saelee has been promoted to Assistant Vice President, Information Security Analyst.

"Kao's background in both Information Technology (IT) and Information Security (IS) has made him a strong addition to the Valley Business Bank team" said Mr. Stone.

Saelee joined Valley Business Bank in August of 2015. He has been in banking for twelve years, specializing in the areas of IT and IS for the last nine years. He has been instrumental in the establishment of the bank's IS program, and has offered his strong support and knowledge in the IT area.

**What Our Members Are Saying...**

**"We had an answer back a few hours later!"**

We started at another financial institution looking for a low rate for my dream motorcycle... this Harley Davidson, it was perfect for us! But 2 days later, the other place had not gotten back to us – we had no answer, nothing. So we went to Tucoemas and not only got a great rate of 4.75% **we had an answer back a few hours later!** We were able to pick the bike up that evening. We are so happy. Not only did we get a great loan for the motorcycle, Tucoemas was able to refinance our RV and helped us save over \$3,300 interest on that loan! We are very excited about our savings and we have a new found freedom for our summer travels! Check Tucoemas out- you will like what you find. 🙌

**Junior O. & Brittany A.**  
Tucoemas Member/Owners



**TUCOEMAS**  
FEDERAL CREDIT UNION  
**(559) 732-8892**

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[twitter:@tucoemas](https://twitter.com/tucoemas)

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**The San Joaquin Valley Air Pollution District**  
*Presents*

**Presentation about FUNDING AVAILABLE for Businesses and Public Agencies to make clean air investments and reduce emissions in the San Joaquin Valley.**

**Learn about:**

- Overview of District Efforts
- Challenges Facing the Valley
- Funding Programs Available
- Clean Technology Options



**Thursday, October 6, 2016**  
**10:00 - 11:00 am**  
**Brandman University**  
(Visalia Campus)  
649 S. County Center  
**FREE**

Reservations requested:  
<http://visaliachamber.dev.chambermaster.com/events/calendar/2016-10-01>

*Co-Sponsored by:*



**AMBASSADOR SPOTLIGHT**

**Matt Case**



Case

Matt Case, is a sales associate at Central Valley Business Forms. He has been with the company for two and half years

**What are some of the ways you'd recommend getting involved/working with/partnering with the Chamber?** I am so grateful to the Visalia Chamber for the networking opportunities they have afforded me as a part of the Ambassador Committee. By volunteering and attending all their events, I have been able to reach out into the community and meet people I would not otherwise have had the opportunity to connect with. They offer unique ways to create new working relationships that then extend into friendships. As a volunteer, you get a great return on your investment of time and resources.

**What has Chamber Membership meant for your company?** Exposure. We are exposed to seminars that benefit our business model. I have personally taken advantage of the social media and sales seminars. We also are exposed to like-minded companies looking to support local businesses. We are celebrating our 35th year of being in business this year. Part of our success is because we have supported the Visalia Chamber of Commerce and they have encouraged their members to do business with Central Valley Business Forms.

**The best part of Visalia is .....?** Our community. The people of Visalia are so supportive and loyal. Meeting people - it is the part of my job I love the most. I really enjoy attending local car shows. My Father-in-law and I publish the Old Cars and Motorsports paper which we distribute around the community.

**What is your favorite local charity/non-profit?** One of my favorite charities is Team AmVets Dept of Ca. They help so many veterans in our community. I am helping Team AmVets with their car show in April.

## Team AMVETS Department of California Receives Grant from Swords to Plowshares for \$30,000

Team AMVETS is pleased to announce it has received a \$30,000 grant from Swords to Plowshare, a community-based not-for-profit organization that provides assistance to homeless and low-income veterans in the San Francisco Bay Area. These funds will support our Veteran Employment & Training Services Program and reach Veterans in our service areas throughout the state of California.

July 1, 2016, Team AMVETS implemented the Employment and Training Program to assist Veterans while attending short term training, vocational or certification programs enabling them to complete their training, and help them get into the workforce. We provide services that include, weekly transit passes, and support vocational & apprenticeship classes by purchasing necessary books, boots, or equipment needed to complete the class. We will also pay for certification test fees in some cases. The program is designed to support Veterans who have exhausted their educational benefits and do not qualify for Voc Rehab or other educational program. Our program does not require a disability rating and we assist men and women who have served in the military with and other than dishonorable discharge.

It is a great honor and privilege for the AMVETS Department of California to partner with Swords to Plowshares, a community-based not for profit organization and the Walmart Foundation Group in assisting us, in helping Veterans. AMVETS is also a not for profit organization, that is a Veterans advocacy service organization working to ensure ALL Veterans rights are preserved and provided--Veterans helping Veterans. --Smokey Rickerd  
Executive Director Team AMVETS.



## Central Valley Community Bank Announces Omar Ortiz As Vice President, Branch Manager In Visalia



FRESNO, CA... September 1, 2016... James M. Ford, President and Chief Executive Officer of Central Valley Community Bank (CVCB), recently announced the addition of Omar Ortiz, Vice President, Branch Manager of the Caldwell office in Visalia, located at 2245 W. Caldwell Avenue.

Ortiz brings more than 13 years of banking, human resources, management, customer service and business development experience to CVCB. In his role as Branch Manager, he is responsible for the overall branch management of the Caldwell office, as well as the development of new personal and business banking relationships in the Tulare County. Ortiz can be reached directly at (559) 737-5641.

"Omar's banking expertise and relationship building will help grow our business banking presence in Tulare County," said James M. Ford, President and CEO of Central Valley Community Bank.

Central Valley Community Bancorp trades on the NASDAQ stock exchange under the symbol CVCY. Central Valley Community Bank, headquartered in Fresno, California, was founded in 1979 and is the sole subsidiary of Central Valley Community Bancorp. Central Valley Community Bank operates 20 full service offices in Clovis, Exeter, Fresno, Kerman, Lodi, Madera, Merced, Modesto, Oakhurst, Prather, Sacramento, Stockton, Tracy, and Visalia, California. In April 2016, Central Valley Community Bancorp entered into a definitive agreement to acquire Sierra Vista Bank with three banking offices in Folsom, Fair Oaks and Cameron Park, which is expected to be completed fourth quarter of 2016.

Additionally, the Bank operates Commercial Real Estate Lending, SBA Lending and Agribusiness Lending Departments. Central Valley Investment Services are provided by Investment Centers of America, Inc.



## HEALTHCARE NOTE

# Celebrating a Culture of Community

Written by Rick Strid

Creating a culture of cooperation and mutual respect is essential for any business, and tools for creating that culture vary widely.

Visalia Medical Clinic this year has been proud to celebrate 75 years of quality, compassionate patient care with special events and activities for our staff and our community.

Internally, the landmark offered a great opportunity to recognize the people who helped to create the Clinic and the people who continue their legacy. Physicians and staff served on committees to develop ideas for 75th-themed activities. Contests, 75th anniversary T-shirts, an employee barbecue and a dinner honoring long-time physicians are among the activities that committee members developed.

These activities helped our staff get involved, get to know one

another and truly become a part of our celebration. Through collaboration, we have been able to strengthen our culture of mutual respect and teamwork.

Externally, the "diamond jubilee" gave us the opportunity to remind our community about the role that VMC has played in Visalia's growth and health. The Akers Drive location was considered a bold move, as there was little on the western side of Visalia except orchards and farms. Our leaders saw opportunity and seized it and thanks to their vision VMC has been able to meet the need for quality physicians as Visalia has grown.

VMC is healthier thanks to the commitment of a talented staff. Our community is healthier thanks to caring and skilled physicians.

To our staff, physicians and patients we say thank you. We couldn't have done it without you!

**Visalia Medical Clinic**  
An affiliate of Kaweah Delta Medical Foundation



## VISALIA UNIFIED SCHOOL DISTRICT

# We're in the Future Business

For the past nine months, I've been promoting the revised mission of the District with the community: We exist to provide an education that affords our students limitless opportunity for the future. Our "bumper sticker" message related to this is, "We are Visalia Unified. We educate kids. We create futures." It's been fun sharing this message with the community and very rewarding hearing these words and the overall message shared by staff at school sites. It is a message of promise for kids and their families and a commitment by our entire staff to work hard to make it come true.



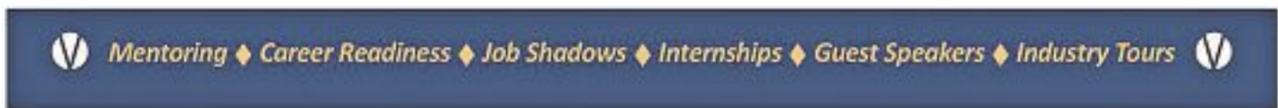
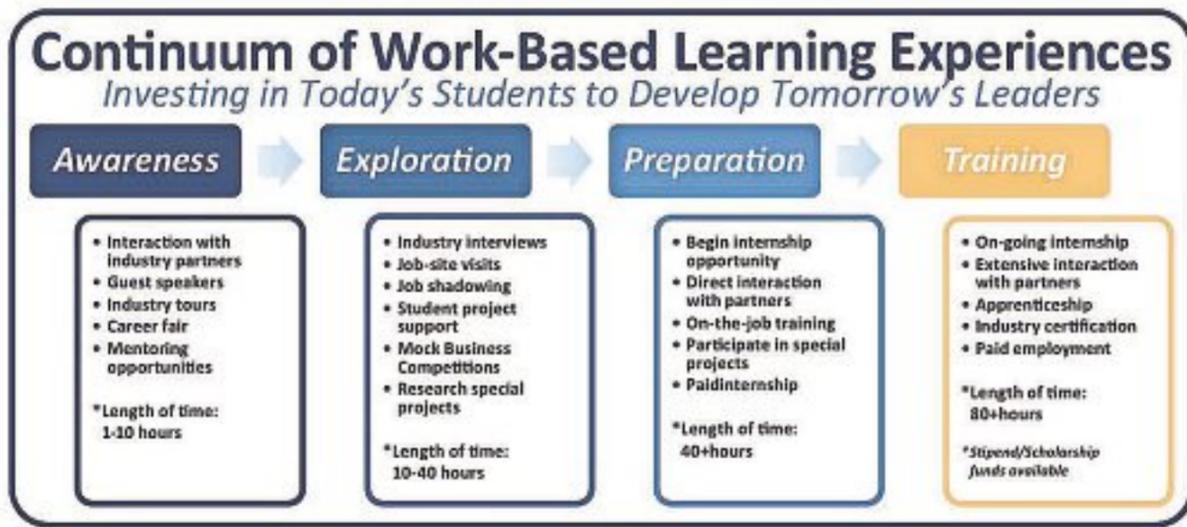
**Todd Oto, Ed.D.**  
Superintendent, Visalia Unified School District

Many of you know that I was a shop teacher. I started my career in Visalia Unified, and taught drafting and wood at Mt. Whitney for twelve years. I believe that career technical education (CTE) has value for all kids, regardless of their educational pathway. There is a core of knowledge found within CTE programs that is a powerful combination of technical training and career readiness skills. But times have changed, and the expectations in all areas of education and also of industry have grown. So while the CTE programs of the current day contain that same core that I taught back in the 1980's and 1990's, the shell that surrounds those programs has changed to meet the demands of the 21st century.

One place where this is very apparent is in our newly-established

Futures Project. This project is the result of District efforts to build a stronger work-based learning program and to develop broader and deeper community partnerships with local industry. The Futures Project is a work-based learning initiative intended to engage the Visalia business community in developing meaningful work-based learning experiences for VUSD students. Work-based learning gives students the opportunity to learn a variety of skills by expanding the walls of classroom learning into the community. By connecting classroom theory and actual industry practice, we create more meaningful experiences for students. Work-based learning experiences include a very diverse range of activities, including guest speakers, job shadowing, industry tours, mentorships, and internships.

A few weeks ago, we held a very successful kick-off event for the Futures Project hosted by the Visalia Partners in Education and co-sponsored by the Visalia Economic Development Corporation, Visalia Chamber of Commerce, City of Visalia and Visalia Unified. That we are able to assemble such a powerful coalition of partners for this project speaks volumes for the value that this brings to our local business community—and that reflects positively on how our community values education for our community's kids.



# Fresno Pacific University seeks to help ITT's displaced students

Written by Business Journal staff



Fresno Pacific University is extending a helping hand to former ITT students since the for-profit college closed all its campuses Tuesday, including a Clovis location.

FPU will consider accepting additional transfer units from ITT, waive the FPU application fee and work with students' financial aid to help them meet their educational goals, according to a news release.

"We want to step up and assist these students who, through no fault of their own, find themselves in a very difficult situation," said Jon Endicott, Vice President of Enrollment Management. "We have the academic offerings, for nontraditional as well as traditional

students, locations and personal support to get these students back on track to complete their degrees."

Nearly 3,600 students attend FPU, on the main campus in Southeast Fresno or at regional campuses in North Fresno, Visalia, Bakersfield, and Merced, as well as online. Students in Bachelor's degree completion courses meet one night a week. Those pursuing traditional B.A. and B.S. programs and Master's degrees have classes in the evening or during the day, depending on their program. The new computer information systems degree is coming to Fresno's downtown Bitwise South Stadium in January, 2017.

For more information on attending FPU, call 559-453-3690.



# Tulip Time on the Romantic Rhine & Mosel River Cruise Presented by the Visalia Chamber



a walking tour of the town center, home of a magnificent cathedral the largest in Germany. After leaving Cologne the ship will travel to Cochem. Nestled among countless vineyards, Cochem is rated one of the prettiest villages along the Mosel and best known for its fortified gates. Travelers will then enjoy a guided tour of Reichsburg Castle before setting sail for the charming town of Boppard a UNESCO World Heritage site.



On the seventh day of the trip travelers will disembark for an optional excursion to Heidelberg before continuing to Speyer where they will have time to explore the city. As travelers leave Germany on the way to France the tour will stop in Strasbourg, included is a stroll through the old Quarter and the Main Square which is dominated by a magnificent gothic cathedral. After sailing through France, the tour will head to Switzerland. In Basel travelers will disembark and take a motor coach to Lucerne a picturesque town surrounded by mountains and meadows. While in Lucerne travelers will have the option to tour Mt. Pilatus. After two days in Lucerne travelers will bid farewell to Europe and return home with new amazing memories.

For more information on the Chamber travel program, contact Sue Summers at 559-734-5876, or visit the website at [www.visaliachamber.org/travel](http://www.visaliachamber.org/travel)



The Visalia Chamber is offering the opportunity to explore four European countries without having to change hotel rooms. The trip is 11 days and includes 23 meals, accommodations on the MV Emerald Star, and roundtrip airfare from Fresno. The trip will depart on April 18th and return on April 28th 2017.

The Romantic Rhine & Mosel tour begins in Amsterdam where travelers will board an exclusively chartered river ship, the MV Emerald Star. All onboard lunches and dinners are four course meals and served with complimentary regional wines, beer and soft drinks. Afternoon tea and late evening snacks are served daily in the lounge.

Travelers will enjoy a narrated canal cruise through Amsterdam then take an excursion to Keukenhof, the "Garden of Europe" during the height of tulip season. After leaving Amsterdam, the cruise will stop in the 2,000 year old city of Cologne where travelers will enjoy

## Fresno State Visalia Campus Welcomes New Dean



Gonzalez

Fresno State recently announced that Dr. Luz Gonzalez will be the inaugural dean of the Fresno State

Visalia Campus, which launches this fall.

Dean Gonzalez was born and raised in Cutler-Orosi. She is a former migrant worker, and is passionate about helping students from traditionally underserved and underrepresented groups earn a college degree.

Dr. Gonzalez joined the Fresno State faculty in the Department of Chicano and Latin



American Studies in 1989 and was elected chair in 1992. She was named

associate dean of the College of Social Sciences in 2001, interim dean in 2003 and dean in 2005. She coordinated Fresno State's Latino Commencement Celebration, the largest event of its kind in the country.

The Fresno State Visalia Campus is a newly remodeled 10,000-square-foot, four-classroom building at College of the Sequoias (COS). Located on the southeast side of the COS campus, at Shady and Meadow streets, the Fresno State Visalia Campus will deliver both state-funded and self-support programs. A ribbon-cutting will be held on October 26 and the first offerings this fall will be non-credit professional development courses.

Dr. Gonzalez recently met with Gil Jaramillo, Assistant Director of Fresno State Small Business Development Center (SBDC) to discuss increasing student engagement within the Fresno State Visalia Campus and Fresno State SBDC.



## Trish Arnold Attends National Financial Services Industry Conference

Trish Arnold, AIF, LPL Financial Advisor recently attended LPL Financial's Focus 2016, one of the financial industry's premier events and the largest annual conference hosted by LPL, the nation's largest independent broker-dealer.

Hosted in San Diego from August 21 to 24, more than 5,000 industry professionals from around the country gathered at Focus to learn new strategies and skills, expand knowledge in numerous product areas, network with peers and industry experts and discuss the most relevant opportunities and challenges facing the financial services industry.

Attendees also heard from influential and motivational speakers who addressed current events, financial industry trends and leadership topics. Keynote speakers included Tucker Carlson, anchor of Fox and Friends Weekend and editor in chief of The Daily Caller, Paul Begala, CNN commentator and former aide to President Bill Clinton; Will Smith, actor, producer, rapper and songwriter who has been nominated for five Golden Globe Awards and two Academy Awards and has won four Grammy Awards and Randi Zuckerberg, founder & CEO of Zuckerberg Media, author, TV host and producer.

"The financial services industry is constantly evolving, and it's exciting to be able to learn new developments and gather best practices to bring back to our business," said Arnold. "Being an independent financial advisor through my affiliation with LPL, I am able to manage and grow my business with the tools and resources that I believe will deliver the most value to my clients. And this event offers the business intelligence and access to technology and practice management resources that further enable me to support my clients in ways that can address their unique needs."



## Tulare County Office of Education Announces:

# Community Based Instruction Classes Seek Business Partners

Tulare County Office of Education's (TCOE) Community Based Instruction (CBI) classes are seeking business partners to provide students with meaningful work experiences. TCOE operates 11 CBI classes in Visalia, Tulare, Porterville, Exeter and Dinuba, helping students with special needs (ages 18-22) develop key life skills such as communication, job skills, character development, money management, way-finding, and personal health and fitness. The goal of the program is to prepare students to live as independently as possible following their graduations from CBI at age 22.

CBI classes are looking to partner with local business in two ways. CBI welcomes businesses that have simple piecework projects – large or small – such as mailings and assembly. These projects are completed in the Tulare County classrooms at no charge to the business partner.

CBI students have performed various jobs for a variety of local businesses, including restocking shelves at grocery stores and other retailers, working as groundskeepers and custodians in parks and community centers, assisting with food preparation in restaurants, and helping with maintenance in hair salons and retirement centers.

Students are paid through the WorkAbility I program, which is a grant administered by the California Department of Education. Students are available on a part-time basis depending on the business' needs. For those working in the community, CBI staff matches students with employers based on students' interests and skills, and provides initial on-site supervision.

Tulare County businesses interested in partnering with TCOE CBI classes for piecework or for part-time, on-site work are encouraged to call TCOE Administrator Sarah Hamilton at (559) 733-2910, extension 5128.



# Happy Trails Riding Academy Hosts Annual Round Up Fundraiser on Friday, October 7, 2016 at 6 p.m.

(Tulare, Calif.) – Happy Trails Riding Academy is hosting its 4th annual Round Up fundraiser Friday, October 7, 2016 at the Happy Trails Riding Academy facility located at 2773 E. Oakdale Ave., Tulare at 6:00pm. Your ticket will include a Cowboy BBQ, live music, a wine buy, and riding demonstrations from many of the Happy Trails students. All proceeds of the event will directly benefit the Happy Trails Riding Academy program.

Tickets are \$35 per person and tables of eight can be reserved for

\$280. Happy Trails also has sponsorship opportunities available for this event. To reserve your tickets or inquire about sponsorships, please contact the office at (559)688-8685.

Happy Trails Riding Academy is a non-profit program that enriches the lives of children and adults with physical, mental, and emotional disabilities through therapeutic horsemanship, providing a unique opportunity for self-improvement and independence while offering a challenging alternative to traditional therapy.

If you would like more information, please contact Leslie Gardner at (559)688-8685 or [Leslie@WeAreHappyTrails.com](mailto:Leslie@WeAreHappyTrails.com).



# Rose sales at Oct. 23 Pink Tea Party Will Help Fund Mammograms for Low-Income Women Under 40

Roses sold at Kaweah Delta's 5th annual Pink Tea Party, which celebrates those whose lives have been touched by breast cancer, will help fund mammograms for women in need.



The Lost Girls Motorcycle Club rose sale will happen from 12:30 p.m. to 4:30 p.m. on Sunday, Oct. 23, during the Pink Tea Party at the Visalia Convention Center, 303 E. Acequia Ave. Roses will be sold for \$5. All proceeds will go into

the Kaweah Delta Foundation Lost Girls Mammogram Fund. The fund was created by the club to cover the cost of mammograms for low-income women 40 and under (who fit certain criteria) at the Kaweah Delta Breast Center. To qualify, women must be uninsured or underinsured, which means insurance requires them to pay out-

of-pocket for mammograms because they have not been diagnosed with breast cancer.

To date, the Kaweah Delta Foundation Lost Girls Mammogram Fund has paid for 265 such mammograms. Since its creation, other organizations and individuals have contributed to the fund, helping to expand the number of patients who can benefit.

This year, the annual Lost Girls Motorcycle Club breast cancer ride will take place on Sunday, Oct. 2, in Visalia. It's one of the ways the Lost Girls' raise money to contribute to the Kaweah Delta Foundation Lost Girls Mammogram Fund. Through the years, the group has raised over \$100,000 for the Kaweah Delta Breast Center and the Kaweah Delta Foundation Lost Girls Mammogram Fund.

"We're so excited that we've been able to help," Dupuis said. "It gives all our members goose bumps to hear that we are helping so many women."



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**CALENDAR - OCTOBER 2016**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Visalia City Council Meeting	4	5	6 Business Academy Workshop Brandman University 10:00 am	7	8
9	10	11 Government Affairs Meeting Buckman-Mitchell Office 7:15 am	12	13	14	15
16	17 Visalia City Council Meeting	18	19	20	21	22
23	24	25 Business After Hours Ashoori Jewelers 5:00 - 8:00 pm	26 Stop Harassment Workshop Lamp Liter Inn 7:30 am	27 Ambassador Breakfast Visalia First Assembly Church 8:00 am	28	29
30	31					

**36TH ANNUAL Christmas Tree AUCTION**  
**White Christmas**  
DECEMBER 9, 2016 | 5:30PM - 11:00PM  
PUBLIC PREVIEW 2:30 - 4:00PM  
CONVENTION CENTER  
Event Ticket Prices  
\$70.00 GENERAL ADMISSION  
\$130.00 VEP DINNER  
WWW.VISALIACHAMBER.ORG - 559-734-5876

**THE VISALIA CHAMBER OF COMMERCE WELCOMES DISNEY INSTITUTE**  
VISALIA CONVENTION CENTER | 303 E. ACEQUIA AVE.  
NOVEMBER 9, 2016 | 8:30AM - 4:30PM  
(registration begins at 8:00am)  
For more information and for sponsorship opportunities, contact Dante Rosh at 559-734-5876 or dante@visaliachamber.org  
With Disney Institute, you can learn to think differently. Develop a service philosophy. Learn tools to support a service culture. Learn Disney's approach to quality service.  
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# New Agricultural Worker Overtime Provisions Signed Into Law

Written by Patrick Moody

On September 12, 2016, Governor Jerry Brown signed Assembly Bill 1066 into law, changing the overtime provisions for agricultural workers working under Wage Order 14. The new overtime rules, which will be implemented incrementally over four years beginning in 2019 for most employers, drastically change the status quo for the agricultural industry by shifting agricultural workers from a standard 10-hour workday, 60-hour workweek, to the 8-hour workday, 40 hour workweek used by most other industries in California. The highly contested legislation, which changes the overtime provisions for agricultural workers for the first time in 40 years, was sponsored by the United Farm Workers of America and came to Governor Brown's desk after similar legislation had failed several times in recent years.

Currently, the overtime provisions for agricultural workers' under Wage Order 14 call for overtime pay of time and a half the employee's normal rate of pay for hours worked in excess of 10 hours in a day, 60 hours in a week, for the first eight hours of work on the seventh day of the workweek, and double time pay for hours worked in excess of eight hours on the seventh day of the workweek. Under the new provisions, agricultural workers will be entitled to overtime pay of time and a half their normal rate for hours worked in excess of eight (8) hours in a day and 40 hours in a week, and will be entitled to double time pay for hours worked in excess of 12 hours in a day.

The new rules will take hold beginning in 2019 for agricultural employers who employ 25 employees or more and 2022 for agricultural employers with fewer than 25 employees. The overtime provisions will change incrementally over 4 years. Beginning in 2019, agricultural employees will be entitled to overtime compensation for hours worked in excess of 9.5 hours in a day and 55 hours in a week, 9 hours in a day and 50 hours in a week in 2020, 8.5 hours in a day and 45 hours in a week in 2021, and 8 hours in a day 40 hours in a week in 2022. The implementation for smaller farmers with less than 25 employees will be deferred for three years, with the first phase beginning in 2022 and continuing until 2025. The Department of Industrial Relations will update Wage Order 14 to reflect the new legislation.

**What This Means for Employers:**

The new overtime law will require nearly all California agricultural employers to change the way they pay their agricultural workers. Employers must prepare to update their payroll systems to incorporate the shift in overtime calculation when the provisions begin for most employers in 2019. Many employers have already begun to explore options on how to work with the new legislation to lessen the impact to their ongoing business.

*The goal of this article is to provide employers with current labor and employment law information. The contents should neither be interpreted as, nor construed as legal advice or opinion. The reader should consult with Barsamian & Moody at (559) 248-2360 or toll-free at (888) 322-2573, for individual responses to questions or concerns regarding any given situation.*



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