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# Business Update

AWARD-WINNING MONTHLY PUBLICATION OF THE VISALIA CHAMBER OF COMMERCE



## UPCOMING EVENTS

- SEPTEMBER 26: BUSINESS AFTER HOURS**  
Time 5:30 - 7:30 pm  
Location: Visalia Rescue Mission
- SEPTEMBER 28: AMBASSADOR MEETING**  
8:00 - 9:00 am  
Location: Visalia First Assembly
- SEPTEMBER 29: OKTOBERFEST**  
5:30 - 9:30 pm  
Vossler Farms Pumpkin Patch



- Cuba Cruise**  
March 1-20, 2018
- The Legendary Blue Danube River Cruise**  
May 7-17, 2018
- East African Safari Adventure**  
May 17-29, 2018
- Slideshow Presentation**  
October 4, 2017 - 12:00pm  
Buckman-Mitchell
- America's Heritage**  
June 7-16, 2018
- Slideshow Presentation**  
November 8, 2017 - 12:00pm  
City Administration Office
- South Pacific Wonders (Australia and New Zealand)**  
August 21 - September 4, 2018
- China**  
October 8-16, 2018
- Islands of New England**  
October 19-26, 2018
- New York City Holiday**  
December 10-14, 2018

Collette Vacations, Mayflower Tours, Cistline  
For more information, go to [www.visaliachamber.org/travel](http://www.visaliachamber.org/travel)



## KJUG Celebrates 40 Years of Broadcasting

by: Nicola Wissler  
Visalia Chamber of Commerce

Celebrating 40 years of anything is a big deal! 2017 marks 40 years of broadcasting country music for local radio station KJUG 106.7. While radio has certainly been around much longer than 40 years, this particular anniversary is historic because KJUG Country is one of the longest-running Country Radio Stations in California. I had the opportunity to sit down with current KJUG General Manager Bill Lynch, and Program Director Rik McNeil to learn about the history of KJUG and how KJUG 106.7 has been able to impact our community during the last four decades.

In 1977, KJUG became one of the very first FM stations to broadcast country music in California. Larry Woods, the owner of the station, made it his mission to build a legacy for country music focused on building a local audience and supporting the local community.

I want to take a look back and tell you a little about the history behind KJUG. Bill explained to me that prior to the 1960's, music was really only available on AM stations. "Up until the 1960's, if you wanted to listen to music you would tune into an AM station. By the 1970s, the radio industry was transitioning to the FM dial for music and moved talk radio to the AM dial. FM radio provides greater fidelity and a better listening experience for music fans, and as music recordings improved in sonic quality, the benefits of FM's sonic quality grew in importance." In what was a very unexpected and forward thinking move, Larry Woods filed with the FCC to change the call letters and format of local station KSWM (The Wonderful Sounds of Music) to KJUG.

In an era where big conglomerates buy up smaller station groups and broadcast a mix of nationally determined music, news, and use national celebrity personalities to increase listenership, KJUG has stayed the course as a locally owned and operated station with its own hometown personalities. In 2011, Don Groppetti bought KJUG and made it his personal mission to continue the legacy created by Woods and his General Manager, Wayne Foster. He invested in new transmitter equipment, new automation equipment, state of the art software, and moved the entire station to a new home on Mineral King. The upgrades have allowed KJUG to continue to grow while also supporting the local community that's central to its



success. Lynch noted, "The KJUG listeners have come to expect KJUG to be involved in every major initiative that affects the community. Our involvement with the community is why KJUG has been around for 40 years, and will be here for 40 more!"

If you have spent any time in Tulare County, then you have probably seen the KJUG jug (built here in Visalia back in 1977 by Ken Story of Ken's Custom Wood Goods) at festivals, community events and concerts. "The jug and the KJUG on air personalities are like family," noted McNeil. KJUG radio personalities are committed to the community whether it is teaming up with Groppetti Automotive to give away a new car for good school attendance, partnering with Visalia Unified School District to Stuff the Bus during back to school, or working with the Central California Blood Center on the 9/11 Memorial Blood drive each year. KJUG supports community causes. With more than 40 years of history, the number of events and causes supported by the station and its employees easily exceed 100.

Of course you cannot talk about KJUG without mentioning the musicians that have come to town for the many KJUG concerts. Many of the artists have come to Tulare County to participate in JUGFEST, which celebrated its 10 year anniversary in 2016. McNeil noted, "The list of artists who have appeared at KJUG Concerts reads like a who's who in Country Music. Our shows have happened from Porterville to Hanford, Woodlake to Tulare, and of course Visalia, and have featured Eric Church, Lee Brice, Billy Currington, Zac Brown Band, the Band Perry, Miranda Lambert, Chris Janson, Blake Shelton, Clay Walker, Gary Allan, Big and Rich, Chris Young and so many others. It's a long tradition that started with KJUG and the great shows out at the legendary Tagus Ranch, including Mickey Gilley, Jerry Lee Lewis, Willie Nelson, Merle Haggard, Mel Tillis and Johnny Lee." The ability to bring in great music artists is in part due to the amazing listeners who love and support country music in Tulare County. Particularly for new artists, Tulare County is a great place to do shows and appearances because local listeners are very loyal and love to watch an artist "make it" in country music.

On behalf of those who grew up listening to country music on KJUG 106.7, the Chamber would like to wish KJUG a happy 40th anniversary. We are excited to see how the station will continue to be innovative and involved in our community for the next 40 years.

## PRESIDENT'S CORNER

### In Response to Area Chamber Budget Reductions

As concerns mount surrounding several local cities reducing funds to local chambers, the decision of the Visalia Chamber of Commerce to remain independent of city contracts has relieved the challenges neighboring chambers now face. It also underscores the critical importance of the business community investing in the Visalia Chamber.

As a catalyst, convener and champion of Visalia business this work does not happen magically. Our successes are a direct result of businesses investing in YOUR Visalia Chamber. Through our premier investor program, businesses have stepped up to say our work is important, valuable and relevant in creating a strong business community. Our investors know if the Chamber ceased to exist, doing business would be harder, they would be less competitive and ultimately it would affect the quality of life in our community.

I am saddened and concerned for area Chambers whose budgets have been impacted dramatically by the loss of City funds. This should not be seen as municipalities undervaluing the importance of their local chambers, but rather an indication of the financial stress many local municipalities face as part of the changing nature of public finance. These chambers, wanting to improve their communities the way we work to improve ours, now must do so on even leaner resources. It means making hard and tough choices.

The Visalia Chamber has been on an upswing. From creating opportunities for microfinance, economic development initiatives, leadership programs and strong effective business advocacy, our chamber

has had some significant 'wins'. I shudder to think what we would not be able to accomplish without the support of our members and premier investors. It also makes me dream a bit about what we could do if even more businesses stepped up to support this important work.

The Visalia Chamber of Commerce is blessed to have a strong, well respected, intelligent Board of Directors. These business leaders serve our chamber and help direct big and bold steps. Our successes are because of their visionary leadership. Our next steps are even bolder. Now is the time to invest in these bold steps. Now is the time to invest in our business community. Now is the time to invest in the Visalia Chamber of Commerce.

Thank you to those businesses willing to step forward as Premier Investors. They are: Bueno Beverage, Visalia Partners in Education, SinglePoint Outsourcing, Family HealthCare Network, Visalia Times Delta, San Joaquin Valley College, Media Solutions Inc., Lotus Communication, Kaweah Delta Healthcare District, Visalia Rawhide, Cal Water, KSEE 24, Kawneer, Valley PBS, Visalia Medical Clinic, Tachi Palace Hotel & Casino, K-TIP Radio, KMPH 26, In-Shape Health Clubs, Pine Pedroncelli & Aguilar Inc., Jostens DMI Agency, Epic Print & Promo, Momentum Broadcasting, BEN-E-LECT, Central Valley Business Forms, Southern California Edison and Lamp Liter Inn. We couldn't do it without them. Want to be included with these pillars in our community? Call us. We'd love to share our bold steps and ways we can partner.



Gail Zurek  
Visalia Chamber  
President & CEO

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

## VISALIA CHAMBER OF COMMERCE MISSION ICONS

- Business-Government
- Business Relations
- Promoting Community
- Strong Local Economy

## Safety Tip: 'A Dead Man Has No Ego'

This quote attributed to Gen George S. Patton is quite powerful. It also hurts the ego, ironically, of most who read it. It's a challenge to the status quo. It's an indictment of poor or passive training. This statement forces those with the responsibility of organizational safety to gaze upon a mirror and decide if they like what they see.

One of the hardest things to do is to take a step back and make an honest assessment of your organization's readiness for disaster. Maybe scheduling conflicts have hampered your attempts to conduct a realistic fire or active threat drill. Is it possible that time constraints and pressure from higher ups to just 'check the box' and get it done have prevented a quality evaluation? If we're being honest, do YOU really know what you're looking for? Do you understand the in's and out's of what it is you're training?

It is important to remember that while it's easy to get stuck in routines, it is to the detriment of your organization's safety. Sometimes it's better to gently, and with tact, let someone know they didn't correctly execute the safety plan as described in your organization's safety plan. It is always better to make your mistakes in training, and not in a real-world situation.

We call these, 'training scars'. It is when poor training habits haven't been corrected and have been allowed to continue without correction. This training scar allows the owner of the scar to continue with sub-standard training practices without knowing they're doing it wrong.

### Common Training Scars:

- Advertising the date and time for emergency drills (Fire, Active Threat, Earthquake, etc).
- Never changing the scenarios of training events.
- Avoiding certain training scenarios because they're 'scary' or 'couldn't happen here.'
- Treating the training as nothing more than a training, ergo only marginally participating. You are supposed to train as you would act in a real-world situation.

Training is one of the most important things we as safety professionals can do. Teaching and mentoring those under our tutelage is equally important. But we can't be afraid to tell one of our staff that they need to work on something, or that they 'dropped the ball', because were afraid to hurt their feelings. Or more appropriately, their ego.

*About the Author: Brian Hampel, M.S. is the co-founder and Vice President of Hampel Security Consulting, Inc. Brian is a three-tour combat veteran, a former federal police officer, and 14-year Military Police Soldier. Brian earned his Master's Degree in Terrorism and Counter Terrorism from Henley-Putnam University.*

## COS offers Sexual Harassment Prevention Training

California employers with 50 or more employees are required by state law (AB1825) to provide their supervisors with 2 hours of sexual harassment prevention training every 2 years (newly hired or promoted supervisors are required to receive this training within six months of hire or promotion). This workshop fulfills the training requirements of AB1825 by providing participants with:

The legal definitions of the terms harassment, discrimination, and retaliation.

Examples of harassment, discrimination, and retaliation.

Prevention Training/5

### 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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## GROUNDBREAKING • GRAND OPENING • RIBBON CUTTING • CEREMONIES



Ribbon Cutting

### Rita's Italian Ice

5221 W. Walnut Ave • Visalia • 559-747-2250



Ribbon Cutting

### Recovery Credit Repair

1004 W. Main St. Suite B • Visalia • 559-372-2823



Ribbon Cutting

### Global Learning Charter School

1051 W. Robin Dr. • Visalia • 559-730-7988



Ribbon Cutting

### Riverway Elementary School

1341 Glendale Ave. • Visalia



Ribbon Cutting

### The Patio Place

3729 S. Mooney Blvd. • Visalia • 559-936-6968

## 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.

- **DELI DELICIOUS**  
559-627-3354  
Fast Food & Carry Out
- **GLORIA HOUSE**  
559-280-4619  
Children/Non-Profit Organization
- **MODERN BROKER \ ROGER DECHANCE**  
559-280-5086  
Real Estate
- **VASTNETWORKS - CVIN**  
Construction/Building Services
- **PACIFIC GOLD AGRICULTURE**  
559-636-1669  
Agricultural Services

### Renewing

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

- A - C Electric Company\*
- Advanced Micro Systems
- Adventure Park of Visalia\*
- Ahart Insurance Services\*
- Alex's Paint & Body
- American Cancer Society
- American Floors
- Armstrong Property Management
- Bank of America - Main St.\*
- BEN-E-LECT
- Burgundy House Apartments\*
- Caliber Home Loans\*
- California Wire Cloth, Inc.
- Central Valley Business Forms\*
- Central Valley Community Bank
- Central Valley Tax Services
- Century 21 Jordan-Link & Company\*
- Chimienti & Associates Insurance Services
- Compac\*
- Coopman Family Limited Partnership
- County of Tulare\*
- Derrel's Mini Storage
- Dowling Aaron Incorporated
- Ed Dena's Auto Center
- Empire Supply Co., Inc.
- Eye Surgical & Medical Associates
- Financial Credit Network, Inc.
- Four Creeks Village\*
- Franey's Carpet One Floor & Home Design Center\*
- Frazer, LLP\*
- Fresno State Small Business Development Center
- Gilman, Harris & Travioli
- Golden State Family Services, Inc
- Hanford Sentinel, The
- Happy Trails Riding Academy
- Housing Authority of Tulare County\*
- Interim Health Care of the Central Valley
- International Paper
- Jo-Ann Stores West Coast Distribution Center\*
- Keller & Wegley Consulting Engineers
- Kens Stakes & Supplies, Inc.\*
- Lockwood Agency
- Love In the Name of Christ
- McDonald's Main Office
- Medicine Shoppe #917
- National University
- Pacific Stihl
- Peggy Furnas

- Peninsula Messenger Service\*
- Perez Law Firm, The\*
- Perine & Dicken\*
- Prestige Assisted Living\*
- Proteus, Inc. Employment & Training
- ProYouth
- Quality Paint & Body, Inc\*
- RE/Max All Estates Realtors
- Redi-Rooter Plumbing\*
- RiverCross Church
- Robert Half International DBA Officeteam/Accountemps
- Ruddell, Cochran, Stanton, & Bixler, LLP
- Ryan Purkiss - Thiesen-Dueker Financial Consulting Group\*
- Sciacca & Company, C.P.A.'s
- Sequoia Parks Conservancy
- ServiceMaster by Hellstern
- Smokin Barrel Firearms\*
- Sons of Italy In America
- Stor It
- Super 8 Motel
- The Barn\*
- Tri Counties Bank
- Tulare County Library\*
- Tulare County Office of Education Child Care
- Tulare-Kings Dental Society
- United Wholesale Lumber Company
- Valley Life Charter School Foundation
- Veterans Memorial District
- Visalia Cyclery\*
- Visalia Mall\*
- Visalia Senior Housing
- Visalia Unified Teachers Association
- Workforce Investment Board of Tulare County
- Wyndham Visalia
- Zeeb Commercial Real Estate\*

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

## How to Deal with Parking Lot Accidents

Especially during the holidays but even on many typical weekends, parking lots at malls and supermarkets are packed, increasing the possibility of a fender bender.

If you hit, scrape, or otherwise damage a parked car—or if you're the victim of such an accident—don't panic. Here are some simple steps you can take:

If you're the driver

- Don't drive away. If another customer or a surveillance camera spots you, you could be punished for a hit-and-run.
- Track down the other car's owner. Head into the store and speak to someone at the customer service desk. Describe the car to the employee, and have him or her announce it over the store's loudspeaker.
- Leave a note. If you're unable to find the other driver, jot down basic information—your name, phone number, and a brief explanation of the accident—and place it in a secure spot on the car. Write down the license plate number and take a photo of the damage if you have a camera or smartphone with you.
- Call the police. Depending on how extensive the damage is, you may want to involve the police. They'll document the accident and they can help you find the other car's owner.

If you're the victim



**Karen Gross**  
State Farm Agent

■ Contact your agent. Let him or her know what happened as soon as possible. Your agent will help you determine the next steps.

■ Record evidence. Take pictures of the damage with your phone or a camera, if you have one on hand.

■ Take thorough notes. If the other driver is still around, jot down his or her name, address, phone number, driver's license number, and insurance company. Gather as much information as possible.

■ Get backup. Ask others in the parking lot if they witnessed anything. Also head back into the store and find out if they have security camera footage you can check.

If you're the witness

■ Provide assistance. If the offending driver is gone, help the other driver document the damage. Give the driver your contact information, in case his or her insurance agent or the police need to contact you for further comment.

*Karen Gross is a local State Farm Agent; License #0C36140, NMLS #139716. For more information she can be reached at: 1325 W. Main St. Visalia CA 93291, (559) 625-8700, karen@myagentsgross.com. Neither State Farm nor its agents provide tax or legal advice. Please consult your own adviser regarding your particular circumstances.*

THANK YOU, Ed Dena and Steve Beck of **Ed Dena's Used Car Superstore** here in Visalia. Your thoughtful donation and assistance helped us with the purchase of a 2006 Buick Lucerne for our Shelter of Hope for Women & Children.



Shelter of Hope Car



Grants Program identifies two types of grants for funding: Seed Grants and Community Support Grants. Grant requests can range from \$250 to \$1,500 per grant year. <http://www.artsconsortium.org/calendar/2017/08/09/city-grants-round-2>

**V Town Roller Derby** takes the track on Saturday, September 23rd, at Roller Towne in Visalia. Doors open at 5:00pm and wheels roll at 5:30pm with the Darlings taking on the NorCal Growlers. Then at 7:30pm, the Dames battle it out against the Hella Organic Rollers. There will be raffle baskets to benefit AL, Assistance League. Tickets are only \$10 in advance, \$12 at the door and kids 10 and under are always FREE. Tickets can be purchased at Roller Towne, The Crystal Barn, The Loft Thrift Store (Fresno), from any skater or from Brown Paper Tickets.

Who wants to go to **ImagineU** after school? I bet your kids do! ImagineU hosts its own after school program. Yes, it sure does and the spots fill quickly! We offer a fresh and creative alternative to the traditional after-school programs in the Central Valley. Our themed curriculum includes activities, music appreciation and history through crafts, hands-on math, dance, culture and life science and homework assistance. Here at ImagineU we encourage parents to get involved. During homework time we offer parental support to help parents work with their children on their homework. For more information about the ImagineU after school program visit us online at [www.imagineumuseum.org](http://www.imagineumuseum.org) or call us at (559) 733-5975. Don't forget to ask us about our Member discounts!

**Happy Trails** forged a partnership with **Able Industries**, it was one of our best decisions. The crew works very hard and it shows in our Sensory Trail. Good work guys!

When thank you is not enough, we will say it in many languages. We're grateful to the incredible team J.D. Heiskell and Company & Nutra Blend LLC, sponsors, donors, and the community who joined our Drive to feed kids dinner. With your support we'll add 200 -300 new children to our SmartPack program in 2017-2018. You're what makes fulfilling our mission possible! Thank you from **Foodlink of Tulare County**.



CASA backpack donations

You have made an investment in hope and have clearly demonstrated what is best about this city -- the willingness of the outstanding businesses to generously give back to those in need. - **Visalia Rescue Mission**

THANK YOU, to the thoughtful women's bible study group at **GateWay Church** in Visalia. "The toys, crayons, markers, coloring books, and stuffed animals you donated to the children currently staying at our Shelter of Hope with their mothers IS SUCH A BLESSING -- both to the children and to their mothers. These families come with little, so every little bit helps encourage and bless them." - **Visalia Rescue Mission**



Gateway Church donations

VTEC students and staff were privileged to help during the Mariposa fire. Students and teachers loaded up VTEC's own farm-grown alfalfa and delivered it to the Mariposa Fairgrounds to help the livestock and horses displaced by the Detweiler Fire. Congratulations to students and staff for sending hope and help, **VUSD-style!**



Caption

The Visalia Community Arts Grant Program - a program of the **City of Visalia** in partnership with the **Arts Consortium** - was created to help facilitate the growth of cultural arts for Visalia arts organizations and residents. The Community Arts Grant Program focuses on developing new local cultural resources, and supporting programs and activities that reach diverse segments of the community. The Community

## VISALIA UNIFIED SCHOOL DISTRICT Maintaining Success



Last month, I described the opening of our two newest schools. This month, I wish to shed some light on important things that happen every summer that, if done well, can go unnoticed. With



Todd Oto, Ed.D.

Superintendent,  
Visalia Unified  
School District

teachers and students on break, summer represents an opportunity to do significant work by our facilities, grounds, and custodial services. These folks are part of our Administrative Services Division, and every June they descend on schools as soon as the traditional academic year ends.

We all understand the value of the investment in a new facility. But every bit as important is the need to maintain the investment that our existing facilities represent. Ongoing maintenance and upgrade of our buildings is an important part of our work to ensure that all students receive an education that affords them limitless opportunity for the future.

Irrigation upgrades were completed at two schools.

It would be impossible to undertake all the projects that we would wish to happen across our forty-one school campuses, for there are limitations to the funding and time available. As a result, we have a thoughtfully-developed schedule for maintenance projects that ensures that our schools and other district facilities receive the maintenance and care necessary to serve the students of our community for years to come. We understand that the desirability of a community and the property values that accompany it are helped greatly by the presence of schools that are academically strong, modern and well-maintained.

Visalia Unified has forty-one schools. These campuses range from brand-new to very old, and all of them require ongoing attention and repair. It is our goal that the age of a facility not be an issue in a school's ability to serve its kids. We take our role in protecting the investment our state and community have made in our facilities very seriously, and I hope that you see the result of that in the quality of facilities that we provide for the children of Visalia



But every bit as important is the need to maintain the investment that our existing facilities represent. Ongoing maintenance and upgrade of our buildings is an important part of our work to ensure that all students receive an education that affords them limitless opportunity for the future.

We are a growing community and school district, and to meet the need of a larger student body, we add classroom space where needed and possible. This summer, we added thirteen modular classrooms to eight school campuses and moved or removed eight modular classrooms from three campuses to support growth and shifts in enrollment and smaller class sizes. One of the most important considerations we make every year is where these classroom facilities must be moved to and from to adapt to the needs of our student population.

Providing classrooms with modern air conditioning is an ongoing project and one that we are working actively to address. This summer, we had a significant upgrade in air conditioning in the band room at Redwood High School, and important upgrades at Hurley, Mountain View and Pinkham Elementary Schools, and at Mt. Whitney High School. One of our greatest challenges in the near future

## BOARD SPOTLIGHT

### Marisol de la Vega Cardoso

Marisol de la Vega Cardoso is the Chief Business Development Officer at Family HealthCare Network. She has been a Chamber Board Member for two months.



Marisol de la Vega Cardoso

■ **Why is it important to be a Chamber member?**

Membership in the Chamber offers numerous benefits and keeps business owners and leading organizations serving the community on top of important, ever-changing issues and trends within the community and local marketplace.

■ **What brought you to Visalia?**

I moved to Visalia, CA with my family from Roseville, CA when I was five years old.

■ **What is your favorite thing about your job/company?**

I love Family HealthCare Network's mission and values. Although, I do not have direct contact with our patients, I know that my efforts have an indirect impact to ensure access to quality health care for our community members.

■ **What do you like to do when you are not working?**

I love to spend time with my family. Now that my children are older, it feels that most of our time together is traveling for their sporting events or other extracurricular activities. My daughter plays competitive volleyball and my son plays baseball so our family downtime feels minimal these days. The most meaningful time for me is when we do have downtime together. Whether it is playing a game, sitting in our backyard or around the dinner table, it is just being present together that is important.

## AMBASSADOR SPOTLIGHT

### Tony Carrillo

Tony Carrillo is a Business Resource Specialist who has worked for CSET for

the last 13 years. He lives the CSET mission, to strengthen youth, families, and communities through education and employment training and other strategies that support self-reliant families and caring communities.

He has been an Ambassador for the Visalia Chamber of Commerce for over 6 years. Tony believes that being an Ambassador for the Chamber has strengthened his networking opportunities and has given him many business contacts. Because of the contacts he meets through the Chamber, he is able to help his customers become successfully employed and productive members of Visalia. Tony is a 2007 graduate of the Northern Tulare County Leadership Program. He is honored to be awarded Ambassador of the month for the Visalia Chamber of Commerce. Call CSET for any hiring needs you have. No matter how big or small your business is, Tony can offer pre-screening, hiring incentives and training reimbursements at no cost to your business! He is able to assist with the cost of the training up to 50% or, in some cases, 100% that could save your business time and money.

■ **What are some of the ways you'd recommend getting involved /working with/ partnering with the Chamber?**

Ribbon cuttings, Business After Hours Mixers, helping with an event throughout the year.

■ **What has Chamber Membership meant for your company?**

It's a great opportunity for networking, learn your community and have the opportunity to get involved.

■ **The best part of Visalia is ...?**

That is still a small city, but has everything you can ask for.

■ **What is your favorite local charity/non-profit?**

Bethlehem Center

## Cuba Cruise

The Chamber invites you to join our group tour to Cuba leaving March 1, 2018 and returning March 10, 2018. Our Cuba Cruise is a ten day tour including 23 meals, round trip airfare from Fresno, transportation to the Fresno Airport and an English speaking guide. The cost of the tour begins at \$4,738 per person (double occupancy).



will be at sea where travelers will be immersed in Cuban culture beginning the day with a cooking lesson, a presentation of Cuban music and a documentary film about Cuba.

The next stop of the tour is Havana which will begin with a presentation by a local historians. A local guide will lead a walking tour of Old Havana a UNESCO World Heritage Site. Travelers will also visit Royal Forces Castle and visit a graphics workshop with a local artist. In the afternoon the group will visit the National Theatre and the Capitol Building. They will also visit Plaza de la Revolution. Continuing in Havana there will be an onboard performance of Afro-Cuban music by local artist and travelers will have a free morning to explore the city before enjoying a visit to the Museum of the Revolution. The last stop of the tour is Cienfuegos where travelers will visit local cultural projects and interact with residents. Visits will include the Plaza de Armas and the Thomas Terry Theatre as well as a chance to meet a local mixologist to learn how to make the best Cuban cocktails before enjoying a final dance fiesta.

For more information about the Chamber travel program go to [www.visaliachamber.org/travel](http://www.visaliachamber.org/travel).



## Family Fun at the 2017 Tulare County Fair

TULARE - The Tulare County Fair, Sept. 13-17, is the place to be for music, rides, fun, food, contests, livestock competitions and more.

Free with gate admission, entertainment includes jugglers and drummers, educational activities for children, live local entertainment, an exotic animal display and petting zoo, motor sports, the new High School Madness school spirit competition and more.

The Budweiser Stage this year features a diverse lineup of concerts, opening with Night Ranger and followed by country darling Raelynn, The Ohio Players and Queen Nation and closing on Sunday with Tower of Power. All concerts are free with gate admission.

New this year is the Ramos Brothers Circus, a traditional big-top circus offering fun for the whole family, along with a ventriloquist and Gypsy Time Travelers storytellers.

Carnival wristbands sell for \$20 each prior to Sept. 12, and \$30 during Fair week. A FastPass upgrade is available for \$15, allowing wristband-holders to go to the front of the line for all carnival rides.

Visit [www.tcfair.org](http://www.tcfair.org) for ongoing updates to the schedule of events or call the fairgrounds office at 686-4707.

The corn dog-eating contest, sponsored by Milo's Corn Dogs, will be held at 5 p.m. on Saturday, Sept. 16, at the Eagle Mountain Stage. Forms are available at [tcfair.org](http://tcfair.org).

Young performers can also compete to win cash and prizes. Auditions will be held on Sunday, Sept. 17, from 11:30 a.m. to 1 p.m.

Pie-lovers have five minutes to eat as much pie as they can on Sunday, Sept. 17, for a chance to win two meet-and-greet tickets and reserved seating at the Tower of Power concert that evening. The contest, open to adults 18 and older, begins at 5 p.m. at the Eagle Mountain Stage.

For details on these contests, call 686-4707 or email Tina Novoa, [tnovoa@tcfair.org](mailto:tnovoa@tcfair.org).



## Tucoemas FCU Refreshes Brand and Optimizes Staff

Tucoemas has revamped, refined and refreshed the company vision over the last year. Under the leadership of Brice A. Yocum CEO, the credit union is moving forward. The culture remains service focused on local members. New resources have been committed to this process, and products added for members, staff and the community.

"At Tucoemas, we believe being local means being better. We get to know you and your family, provide solutions for your needs, and keep your money here in our community, doing good things for good people," says Yocum. "In 2017, we launched our new look. We believe it's a true reflection of our valley roots, and exemplifies the bright future we're working toward for our members and our community. We are working hard to improve our service, tailor solutions and provide the kind of value that can only come from our local team working for our local members," Yocum says.

Tucoemas encourages growth and leadership opportunities for all staff to optimize employees learning and development. TFCU announces the following staffing changes and promotions:

Lisa Quintana and Evie Garcia have accepted Loan Officer positions at the Whitendale branch office.

Joanna Ruelas, Irma Vasquez, and Ronda Mendes have accepted Loan Clerk positions.

Alicia De Leon accepted the Service Center Specialist Team Lead and Branae Hestily has accepted the MSR Team Lead at the Whitendale Branch. Kathy Miller accepted the Teller Department Team Lead position and Tara Chavira accepted the Service Specialist position at Whitendale branch. Additional new staff has been hired at the Cypress, Whitendale and Tulare branches.

Tucoemas FCU/6

## HEALTHCARE NOTE

# Kaweah Delta nears decision on new Chief Executive Officer



Our Kaweah Delta Health Care District Board of Directors works for you, the people we serve, and our patients, families, and community are at the heart of everything we do. Selecting a new Kaweah Delta Chief Executive Officer (CEO) is the single most important strategic deliberation of the Board this year, and is certainly of great interest to this community.

### The search as it now stands...

We have narrowed a large field of qualified candidates down to three finalists and are currently concluding the interview process. We have heard from the community that it is important that we select a CEO who understands our community, knows how to run a complex health system, and can elevate our delivery of healthcare services. We expect to make a decision by September and we hope to have our new CEO in place by the end of the year. We are confident that the new CEO will have the vision and focus to ensure the long-term viability of the District.

### Moving on to other matters...

On August 1st, we launched a process to generate ideas about how to better serve community health needs. We established a Patient

Family Advisory Council, and we are currently seeking applications for three Community Advisory Committees. Each of these new committees will have its own key focus. The Community Relations Committee will seek to enhance local partnerships and build better community relationships. Our Healthcare for Today and Tomorrow Committee will address the future health needs of the community. Our Hospital of the Future Committee will study plans to meet the community's future healthcare facility needs.

Individuals interested in being considered can get more information and an application form (available in English and Spanish) at [www.kawahdelta.org/committee](http://www.kawahdelta.org/committee), by emailing [ourhospital@kdhcd.org](mailto:ourhospital@kdhcd.org) or by calling (559) 624-2359. Our greatest interest is that applicants are committed to building a partnership with Kaweah Delta to better serve the community at large. These will be true working committees and members will be asked to attend monthly meetings and actively engage in the committee deliberations. Applications must be received by 11:59 p.m. PST on August 31, 2017.

With the selection of our next CEO, and the establishment of these Community Advisory Committees, we hope to become even more effective at listening to our community and finding new ways to meet your health needs today and into the future. We are committed to supporting a culture that delivers a personal, professional and compassionate healthcare experience for every patient, every time.

Carl Anderson is President of the Kaweah Delta Health Care District Board of Directors.



## CITY UPDATE

# Visalia's Homeless Work Program (ECO)

A job is a key element that helps bring an individual out of homelessness. We hear the citizens of our city, and the City Council and I continue our work on addressing homelessness in Visalia, while addressing another concern of many residents, cleaning up our community.

The Environmental Cleanup Opportunities (ECO) Project, previously known as the Homeless Work Program, launched on July 31st. Thanks to our partnership with the Workforce Investment Board of Tulare County (WIB) and ABLE Industries, the program continues to gain momentum.

Individuals are referred to the ECO Project by agencies that are already providing services to them. Those referred to the Project need to either be homeless or have experienced homelessness within the past 12 months, be WIOA Adult Eligible, reside in Visalia and possess right-to-work documents.

Once cleared, participants are assigned to a cleanup project. In fact, you may have seen them working throughout the city on litter abatement. In Level I, participants work for 12 weeks, 20-hours



Warren Gubler  
Mayor, City of Visalia

per week. After the 12 weeks, participants begin a job search for regular employment. In Level II, participants work full-time for six weeks. Upon successful completion of Level II, participants are encouraged to apply for job openings in the public and private sector.

It's together with local business that the ECO Project can really take off. We're seeking businesses that are interested in hiring crew members, and who want to be a part of this growing and evolving program. For those interested in hiring, contact Christy Preheim at ABLE Industries, (559) 651-8150 or [christy@ableindustries.org](mailto:christy@ableindustries.org). This is a hand up, not a hand out for individuals in our community. It's the next step on their personal journey, and they're showing their peers that change is possible and attainable.

For more information visit [www.visalia.city](http://www.visalia.city) or email [communityfeedback@visalia.city](mailto:communityfeedback@visalia.city).

To contact Mayor Gubler directly, email [warren.gubler@visalia.city](mailto:warren.gubler@visalia.city).



## THE LAW AT WORK

# Are Employees Terminated for Insubordination Eligible for Unemployment?



A frequent reason given by employers for terminating an employee is "insubordination."

Employers sometimes treat this word as a catch-all – if the employment relationship is not working out, employers will often simply allege that an employee has been "insubordinate". California is an at-will state, meaning that absent an employment contract, employees can be fired with or without cause at any time. Yet terminating an employee usually makes him or her eligible for unemployment benefits. Are employees terminated for "insubordination" eligible for unemployment?

It depends.

The Employment Development Department of California (EDD) holds that insubordination generally falls into four categories: (1) disobeying an employer's order or instruction; (2) disputing or ridiculing authority; (3) exceeding authority; or (4) using vulgar or profane language towards a supervisor. A brief discussion of each factor follows below.

In relation to the first factor, according to the California Labor Code: "An employee shall substantially comply with all the directions of his employer concerning the service on which he is engaged, except where such obedience is impossible or unlawful, or would impose new and unreasonable burdens upon the employee." The following conditions must be established for a discharge for disobeying an employer's order or instruction to constitute misconduct under the EDD: (1) the employer's order was reasonable and lawful; (2) the claimant's refusal was intentional; and (3) the claimant's refusal was unjustified.

As to the second factor, an employee is insubordinate under California law if he or she "makes a statement or remark, which is not the result of an error in judgment, under the circumstances which damage or tend to damage the employer's interest." Of course, not all disputes between an employer and an employee result in discharge of the employee for misconduct. According to the EDD, differences of opinion, disagreements, and misunderstandings arise, and participation in such discussions is not misconduct. Moreover, an isolated instance of an error in judgment is not misconduct.

As to the third factor, when termination results from an employee



Brett T. Abbott  
Gubler & Abbott LLP

exceeding authority, there are multiple elements to consider. First, the job's inherent authority must be taken into account - if the parameters of authority are outlined clearly and are violated knowingly by the claimant, the discharge would be for misconduct. Second, authority to take action may also be created by the failure of the employer to limit or to object to unauthorized or undesirable conduct. Third, emergency situations may arise which require the employee to take immediate action for the employer's protection or best interests.

Finally, according to California law, an employee is insubordinate if he or she addresses vulgar, profane, insulting, obscene, derogatory, or offensive language of a vile nature toward the employer when such remarks are unjustified under the circumstances, and not within the normal exchange and customary good-natured banter between the employer or the employer's representative and the employee. According to the EDD's website, "In determining if vulgar or profane language constitutes misconduct, one must examine the normal practices in the establishment where the employee is employed and the circumstances under which the remarks were made. Language used in a machine shop or a warehouse may not be appropriate language in a bank, department store, or government office...Generally, a single remark or outburst uttered in a situation of stress or provocation does not constitute misconduct."

These examples are by no means exhaustive. The determination of whether an employee terminated for "insubordination" rises to the level of "misconduct" for purposes of unemployment benefits really is a case-by-case determination. But the above factors are instructive nonetheless. So next time you consider terminating an employee for "insubordination," take a minute and apply these factors to your particular situation.

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](mailto:bta@thecalifornialawyers.com)). For specific employment law advice or other legal assistance, contact Gubler & Abbott LLP, (559) 625-9600, 1110 N. Chinowth St., Visalia, CA 93291 ([www.thecalifornialawyers.com](http://www.thecalifornialawyers.com)).



# "Planting Seeds, Growing Together"

HNC is organizing its 8th annual fundraising celebration dinner event on Saturday, October 21, 2017. This will commemorate the accomplishments of our local non-profit and focus on fundraising for the coming year to support Tulare and Kings Counties.

You are cordially invited to attend HNC's 8th Annual Celebration Dinner and Silent Auction on Saturday, October 21, 2017, at the Visalia Convention Center. Wine, horderves and silent auction preview are from 6-7PM the dinner and auction are from 7-9PM. This event will feature a unique collection of valuable silent auction items from local merchants, crafters, including getaway packages, wine, gift certificates, and much more. The live auction will include a one week stay at a luxury resort, a central coast getaway with dinner and wine tasting,

2 days at a bed and breakfast with dinner and wine tasting, and jewelry.

Event price is \$550 for a table of 8 and \$1500 or \$2500 sponsorships with advertising are also available. All proceeds from this event go to HNC. Please RSVP by October 9th at 12PM to [hncvisalia@gmail.com](mailto:hncvisalia@gmail.com) or call Lester Moon at (559) 625-3822 extension 3.

HNC is a nonprofit organization established to provide crisis and short-term referral services and resources between those who need them and those who provide them.

HNC ([hnconline.org](http://hnconline.org) or [facebook.com/HandsInTheCommunity](https://www.facebook.com/HandsInTheCommunity)) currently has more than 1100 volunteers along with local organizations that partner with us.



VISALIA YOUNG PROFESSIONALS NETWORK

Finding Inspiration, Avoid Getting Stuck In A Rut At Work

By Kim Rico Historic Seven Sycamores YPN Committee Member



As young professionals, it's common to be so focused on our todo lists, that we forget the value of rest and building time into our everyday routines. We forget, that when we take care of ourselves through rest and gathering inspiration, we are taking responsibility to become better employees, managers or business owners, which in the long run allows us to better serve our clients.

In order to build a period of rest and inspiration into our daily routines, you need to first identify what type of learning style you most identify with. The 4 most common learning styles are Visual (you prefer using images and pictures), Aural (you prefer sound & music), Verbal (you prefer using words both in speech & writing) or Physical (you prefer using your hands/body). After you've identified the learning style you most associate with, I've listed some resources/ideas for each learning style to help you begin incorporating intentional rest periods into your life to avoid burn out.

Visual: I would recommend watching a quick video or documentary to fuel some inspiration. A great resource to watch inspiring videos are TED Talks, and some videos I would recommend watching are: Seth Godin - How to get your ideas to spread, Brene Brown - The Power of vulnerability & Simon Sinek - How great leaders inspire action.

Aural: If you haven't subscribed to a podcast, I would recom-

end listening to it while filtering through emails while at work or during your lunch break. (Some podcasts to check out are The Ask GaryVee Show by Gary Vaynerchuk & Goal Digger by Jenna Kutcher) another suggestion is having a Spotify playlist you've built filled with songs that inspire you.

Verbal: If you haven't heard of the Bullet Journal System, now is the time to look into it. It's a great systematic format to outline your daily tasks, goals, dreams and even your water intake all in one place. In addition to writing out your daily tasks, I'd recommend incorporating a podcast or video to the journal system you create.

Physical: Sometimes, you just need to get out of the office and take a breath of fresh air. Instead of eating your lunch at your desk while still working, make it a priority to leave your desk and eat your lunch outside if the weather allows it or perhaps take your next coffee break out at your favorite coffee shop and enjoy a different scenery for a bit.

Burn out and being stuck in a creative rut heightens any issues that surround us so let's make it a priority to be employees or business owners who are being mindful to take better care of our selves to better serve our clients and customers.



EMV Chip Cards

Is your business accepting EMV Chip Cards? EMV chip cards help prevent in-store fraud and are nearly impossible to counterfeit. Chip technology is becoming the global standard for credit and debit card payments. To increase the adoption of chip technology, Visa, MasterCard, Discover and American Express have implemented a liability shift for domestic and cross-border counterfeit transaction as of October 1, 2015. Merchants who have not made the investment in chip-enabled acceptance technology may be held financially liable for in-store fraud that could have been prevented with the use of a chip enabled acceptance device. Whether you use an integrated POS system\* or a stand-alone terminal device, Vantiv makes it simple and easy for you to meet new EMV standards. In addition, most new EMV devices also accept emerging payment technologies such as NFC and Apple Pay, allowing you to attract new consumers. \*Check with your POS software and hardware provider about EMV integration and which devices are supported.

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Limit your liability and accept EMV Chip cards easily with Vantiv EMV acceptance. For more information contact Debra Lowe-Guzman at 559-679-4502 for a free consultation and quote today.



4Creeks, Inc. Launches New Structural Engineering Service With The Key Hire of, Mark Sorhouet, S.E./P.E

Visalia based civil engineering 4Creeks is expanding again, and this time with a new hire, new service, and new location. 4Creeks, Inc. announced today that Mark Sorhouet, S.E. /P.E. has joined the company as a Senior Structural Engineer and will lead the development of a new department as well as establish a new office location in Bakersfield.



Mark Sorhouet

Mr. Sorhouet joins the 4Creeks team as a Senior Structural Engineer, and will be establishing a new structural engineering department for the company while opening a new location for the firm in Bakersfield, Sorhouet comes to 4Creeks from Parsons where he worked for the last 3 years. Mark possesses a broad range of experience as a structural engineer with special emphasis in industrial and commercial design. With Mr. Sorhouet's arrival, 4Creeks will now provide comprehensive structural consulting services, including analysis and design preparation of construction documents and construction administration services.

"Mark is a highly regarded individual among co-workers and clients alike." said 4Creeks President, Randy Wasnick, PLS. "His professional experience and demeanor are a perfect fit at 4Creeks and we are thrilled he's now a part of our team. He'll be an incredible asset to our clients, and we are excited to offer this new set of structural engineering skills and services."

4Creeks, Inc. adds Chris Crawford, P.E. as Senior Project Manager / Senior Civil Engineer.

4Creeks, Inc. is excited to announce that Chris Crawford, P.E. has joined the company's Visalia, California office. Crawford joins the 4Creeks team as a Senior Project Manager/Senior Civil Engineer, working with the Public Works, Land Development, and Construction Management teams. He has been in the civil engineering profession for 14 years.

Crawford comes to 4Creeks from the City of Visalia where he worked for the last 6 years. His first-hand experience working within a municipal agency combined with his prior employment in the private sector bolsters 4Creeks current capabilities with ad-

ditional insight and a wide range of experience.

"We are thrilled to bring Chris' expertise and experience to our Engineering Team. With this addition, 4Creeks has significantly elevated our capacity to assist



Chris Crawford

our Public Works and Land Development clients," said Vice-President and Principal Civil Engineer, Matt Ainley. "Chris' knowledge base and experience will further strengthen our ability to deliver quality engineering and we are excited to begin this new chapter of 4Creeks' story with him."

About 4Creeks, Inc. 4Creeks, Inc. was founded in 2008. With a vision of delivering high quality engineering solutions. 4Creeks houses six core disciplines under one roof, which include Engineering, Surveying, Planning, Construction Management, Utility Services, and Marketing. 4Creeks currently has four offices in California, including Visalia, Porterville, Fresno, and San Luis Obispo. For more information on the company and services provided, email info@4-creeks.com or visit www.4-creeks.com.

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Prevention Training

(continued from page 2)

What employers and supervisors are required to do to create a harassment-free workplace.

What employers and supervisors are required to do in response to harassment and discrimination complaints.

What employers and supervisors are required to do to prevent retaliation.

Participants will receive a certificate that verifies they attended the training.

September 7, 2017  
2:00 - 4:00 pm  
\$50.00 for non-members  
\$40.00 for members of the Visalia and Tulare-Kings Hispanic Chambers of Commerce  
COS Tulare Center, 4999 E Bardsley Ave, Tulare, CA 93274  
Building B Room 224

September 21, 2017  
2:00 - 4:00 pm  
\$50.00 for non-members  
\$40.00 for members of the Visalia and Tulare-Kings Hispanic Chambers of Commerce  
COS Visalia Campus, 915 S. Mooney Blvd Room TBA



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# Tucoemas FCU

(continued from page 4)

New VP's  
 In addition, the TFCU team has welcomed Meredith Ritter as their new VP of Finance. Meredith has worked in the Credit Union industry for over ten years. She has held multiple roles in leadership operations, lending and finance. Meredith has completed her Bachelor degree from Sonoma State University and she is a 2008 Western CUNA Management School graduate. In 2017, Meredith completed her MBA from Fresno State.  
 Sonia Smalley has accepted the VP of Lending position. Sonia joined the Tucoemas family 29 years ago. In 1991, she became part of the Lending team where she progressively advanced through increasingly responsible positions within the department. Sonia was promoted to Loan Supervisor in 2006 and Loan Manager in 2012. Sonia graduated from Western CUNA Management School in 2015.



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### CLIP & SAVE

### CALENDAR - SEPTEMBER 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 Visalia City Council Meeting	6	7	8	9
10	11	12 Chamber Government Affairs Committee Meeting Buckman-Mitchell Office, 7:15 am	13	14	15	16
17	18 Visalia City Council Meeting	19	20	21	22	23
24	25	26 Business After Hours Mixer Visalia Rescue Mission 5:30 pm	27	28 Ambassador Breakfast Visalia First 8:00 am	29 Oktoberfest Vossler Farms 5:30 pm	30

### COUNTY HEALTH

On May 23, 2017, in Walnut Grove, California, nine people were hospitalized and one person died from consuming nacho cheese sold at a Valley Oak Food & Fuel gas station. The food item was found to be contaminated with botulism toxin (Beach, C., 2017). Who would have thought that nacho cheese could cause so much harm? With the right environment, bacteria in food could multiply rapidly to a large amount and cause illness. It is the role of the Environmental Health Division to ensure that facilities who are permitted to prepare, store, and process foods for sale comply with the California Retail Food Code to prevent the risk of foodborne illnesses.



**Tou Chang**  
 Environmental Health Specialist II  
 Tulare County Health & Human Services Agency, Environmental Health

Our Environmental Health inspectors take preventative measures against food borne illnesses by inspecting food facilities routinely throughout the year. The inspection is usually unannounced. The inspector provides education on food safety and identifies/abates risks that could contribute to foodborne illness.

The inspector conducts a walk-through of the facility to observe for employee hygiene, employee health, vermin, storage of food, risk of food cross contamination, and take measurement of food temperatures. The inspector ensures that the facility is supplied with hot and cold water and is utilizing approved sanitization methods on utensils and food contact surfaces. The inspector evaluates the condition of the building for deterioration that may need repairs. Lastly, inspector verifies that the person in charge and food handlers have completed a food safety training course through an accredited association. The person in charge or food handlers may be asked to provide proof of course completion via a certification or demonstrate their knowledge of food safety practices from the training. Any violations observed are brought to the attention of the management or person in charge for correction.

It is important to note that proper hygiene such as good health, clean outer garments, clipped nails, clean hands, and restrained hair are essential for preventing the contamination of food. Proper hands washing with warm water and soap between changing task is critical for preventing the cross contamination of food and the spread of diseases. Food handling employees with flu-like symptoms must be excluded or restricted from work until they have recovered.

Temperature control is an important factor for controlling bacterial growth. Bacteria can multiply rapidly in the right temperature zone. The temperature between 41 F and 135 F, known as the temperature danger zone, is where bacteria can thrive. Any foods that can harbor bacteria in the temperature danger zone for more than four hours increase the risk of foodborne illness and shall be discarded. Avoid keeping food in the temperature danger zone.

Inspectors cannot monitor each food facility for 24 hours a day. In order to prevent foodborne illness, Tulare County Health & Human Services Agency's Environmental Health Services collaborate with food facility operators to help them apply the trainings they have received and ensure compliance with the California Retail Food Code.

Foodborne illness should not be taken lightly. If you or anyone you know is having a foodborne illness, please seek immediate medical attention. If you suspect your illness arose from eating at a food facility in Tulare County, please report it to our agency at 559-624-7400 so that a foodborne illness investigation can be initiated to prevent a possible outbreak. Visit our website [www.tularecountyeh.org](http://www.tularecountyeh.org) for more tips on how to prevent foodborne illness.

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# Oktoberfest

SEPTEMBER 29, 2017

5:30PM - 9:30PM

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