

Chamber Strengthens Influence

by Kevin Dayton, Chamber Board

As you certainly know, your Salinas Valley Chamber of Commerce is very active and engaged with local political concerns. Our Board and Government Relations Committee keeps YOUR interests in mind during all of our discussions and decisions. We work to ensure our governments are transparent, fiscally-responsible, and limited in their intrusion on local commerce, so YOU can succeed on your own merits in your endeavors. Keep reading to learn about a number of major issues that are happening right now and which the GRC Committee is watching on your behalf:

Monterey Bay Community Power

Monterey Bay Community Power is a new government agency that will generate electricity for customers in Santa Cruz, San Benito, and Monterey counties as an alternative to Pacific Gas & Electric (PG&E). This concept is sometimes called "community choice aggregation." Governance will be based on a "joint power agreement" that could include as many as 21 local governments represented by an eleven-member appointed regional board.

Electric customers would be automatically switched to Monterey Bay Community Power unless they actively chose to stay with PG&E. In the two places where there are operating regional community choice power agencies (Marin Clean Energy and Sonoma Clean Power), most customers by default have been switched to the government agency as their electricity provider.

The Chamber sees many potential benefits for customers of Monterey Bay Community Power and for our local agencies such as the Salinas Valley Solid Waste Authority (an active member of the Chamber). Therefore, the Chamber supports the concept. See the Monterey Bay Community Power website at <http://montereybaycca.org>.

However, this agency will be powerful, and thus there are dangers. If it is controlled by politicians and special interests that are hostile to business or pursue utopian schemes, there could be significant rate increases, lack of fair and open competition for contracts, restrictions and penalties on electricity

use, and discouragement of certain types of land use and commercial activities. The Chamber seeks a governing policy board that focuses on reliable clean energy at a reasonable price for customers. The board may start meeting in April 2017, so time is short.

Passenger Rail Connecting Salinas to the Bay Area

The Transportation Agency for Monterey County (TAMC) is acquiring property and finishing engineering work for a passenger rail system that would connect Salinas to the Santa Clara Valley, and thus to rail lines that go throughout the Bay Area and to Sacramento and the Central Valley. Construction work will be done at the current train station to prepare for this rail line. The City of Salinas plans for mixed-use development around this train station. The Chamber hopes to see this project trigger local economic growth and job creation. TAMC has a website about the planned rail line at www.tamcmonterey.org/programs/rail/salinas-rail-extension/.

City of Salinas Budget Deficits and Need for Additional Revenue

Salinas city staff is projecting sizable and growing budget deficits in the next several years, in part because of city employee pension liabilities. This means you should anticipate more fee increases on businesses. Despite a prosperous economy, budget shortfalls are occurring at many local governments across the

Salinas Valley CHAMBER OF COMMERCE BUSINESS JOURNAL



April 2017
Issue 364

CREATING A STRONG LOCAL ECONOMY - PROMOTING THE COMMUNITY
PROVIDING NETWORKING OPPORTUNITIES - POLITICAL ACTION
REPRESENTING THE INTERESTS OF BUSINESS WITH GOVERNMENT

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state of California. This is a worrisome development, because eventually the economic cycle will turn and government revenues will drop. If you'd like to see the grim city staff presentation (a PDF download), send an email to MemberServices@SalinasChamber.com and we'll send you a link.

Water Supply

California's now-ended lengthy drought inspired new state laws to encourage better water management in the state. Local governments and organizations have worked together to establish a "Salinas Valley Basin Groundwater Sustainability Agency" that will comply with these laws, including the 2014 Sustainable Groundwater Management Act. A representative of the Grower-Shipper Association of Central California made an informative presentation to the Chamber's

Government Relations Committee about this new agency. For more information, see www.salinasgroundwater.org.

Quality of Life Issues

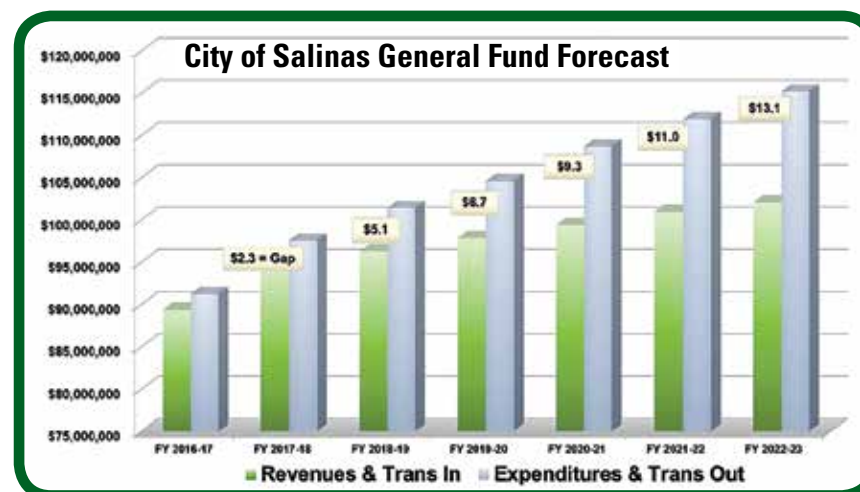
The Government Relations Committee was pleased to see a presentation by a representative of the Big Sur Land Trust about its successful acquisition of land around Carr Lake in Salinas. This land will be enjoyed by the public and will add to the quality of life in Salinas. For more information, see www.bigsurlandtrust.org/carr-lake.htm.

The Salinas City Council has adopted an ordinance to encourage art for the public to enjoy. This concept has been controversial in areas of Northern California where local governments chose to fund the program through fees on private developers. To avoid discouraging potential private development in Salinas, the Chamber was successful in calling for funding of the public arts program to be incorporated in the costs of public works projects. For information about the ordinance, send an email to MemberServices@SalinasChamber.com and we'll send you a link.

Local First

The Chamber continues to be a leader in a regional effort in Monterey County to encourage local governments to seek contracts from local businesses with local workers. Local governments can adopt local preference policies and engage in more visible outreach to local businesses. As you may have noticed, Monterey County is experiencing a construction boom for both public works and private

CHAMBER - CONTINUED ON PAGE 7



A person wearing a blue lab coat is holding a tablet computer. Their right index finger is touching the screen, which displays a green line graph. The background is a blurred clinical setting.

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Chamber Represents the Business Community

by Frank Geisler, Chamber Board Chair

In 2018, the Salinas Valley Chamber of Commerce will celebrate its first centennial. (I mention "first" because I have no doubt that it will keep on having a purpose for the next 100 years.)

We have served our business community as a coalition of businesses working together to develop and encourage the growth and involvement of the local business community through actions beneficial to Chamber members.



In addition to the extensive list of events and result-enhancing opportunities available to you, the most important point to me is that this Chamber represents the business community in front of local governments, counties, municipalities, districts, and other elected officials. I have seen the impact that a letter or an address has in front of officials. When the Chamber speaks, people listen!

Proof positive: go back a few short years. Remember S.O.L.E. when the County decided to move its downtown locations to the former Capital One campus, near the airport? Our stance did not achieve our primary objective but we made sure that the local businesses were heard. How about the Project Labor Agreements being proposed on major public construction contracts? Each election year, the Chamber also

conducts interviews of political candidates and derives a slate of endorsements that effectively support the interests of the business community.

This year will not be an exception as we are faced with various proposals resulting in fee increases or other roadblocks to make business activities difficult. Furthermore, the Chamber has devoted resources and energies in supporting local preferences at the county and municipality levels.

The Salinas Valley Chamber of Commerce represents the business community's voice to government and works with legislators on all levels to improve the business climate. Chamber members care about Salinas and its surrounding areas.

I invite your business to join forces with our 700 members to help achieve the goal that was set when the Chamber was formed almost 100 years ago. For more information, call the Chamber office at 751-7725.

Chamber Board Chair Frank Geisler shares a smile with his trustworthy companion, Flash



***I welcome
your feedback.***

***– Frank Geisler
2017 Chamber Board Chair,
Frank@Geisler3.com
831-917-2802***

Salinas Valley CHAMBER OF COMMERCE BUSINESS JOURNAL

The official publication of the Salinas Valley Chamber of Commerce
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MISSION STATEMENT

As association of businesses, organized to build a strong local economy by promoting sound government, & an informed membership & community.



Your Chamber Team

Meet several volunteers on the
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IMPOWER

A project of the Salinas Valley Chamber of Commerce

Bringing women together to
Inspire, Motivate, Prepare and Organize
Women to Engage and Reinvest.

Make Your Reservation Today!

Thursday, May 11, 2017

Corral de Tierra Country Club*

Complimentary Valet Parking for IMPOWER attendees

11:00 am–12:00 pm Registration & Wine Reception

12:00 pm–1:30 pm Lunch & Program



Guest Speaker: Sarah Gerhardt

Sarah Gerhardt has been surfing for more than 28 years. It all began during her freshman year of high school in Pismo Beach. Four years later she traveled to Oahu's North Shore and began her big wave dream. Sarah became the first woman to paddle and tow into large surf on Oahu's outer reefs. While surfing was a hobby, Sarah's real focus was on earning a BS in chemistry from Cal Poly San Luis Obispo, which she completed in 1997. Until graduate school began, she returned to Hawaii to surf and while there, she married her big wave partner, Mike Gerhardt. They moved to Santa Cruz for work, surf, and graduate school. Together they paddled out to Mavericks, a big wave surf spot near Half Moon Bay. After watching Mike ride some waves, Sarah eventually caught some too, becoming the first woman to surf Mavericks in 1998. Since then, Sarah has completed a Ph.D. in Physical Chemistry, surfed Mavericks many more times, had two children, completed a Post-Doc in Molecular Biology, and is now a Chemistry Instructor and Department Chair at Monterey Peninsula College. Her family resides in Santa Cruz where they enjoy board sports and volunteer with the Ride A Wave program.

Overcoming Fear - Lessons from Mavericks and Academia

Featured Vendor: Salinas Floral & Gifts

Featured Non-Profit: Monterey Peninsula College Foundation

Call to Action: Cash donations for Monterey Peninsula College's Outdoor Learning Classroom at the on-campus Child Development Center

**Out of respect for the Country Club's dress code, no jeans please.*

**Enjoy lunch
with wine service**

Salinas Valley Chamber Members \$50

Prospective Members \$60

Seating is limited and advance ticket purchase is required.

Purchase your tickets online at www.salinaschamber.com or by phoning the Salinas Valley Chamber of Commerce, 751-7725.

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Become a Table Sponsor and receive a reserved table for 11 and sponsor recognition at the luncheon. \$750 for Chamber Members and \$875 for non-members, other Sponsorships available. Phone the Salinas Valley Chamber for details at 751-7725.

Chamber Trip - Ireland!

By (and with) Chamber CEO Paul Farmer

*Have you traveled with our Chamber (and me) yet?
If not, read on – you might want to join us.*

Traveling with the Chamber is a fantastic way to travel internationally with someone you trust and our group travel rates will save you plenty of dough and headache. The Chamber and our travel partner agency handle all the details so all you have to do is enjoy yourself. Especially with the new friends you'll make on our trip, that's not hard!

Our Chamber travel group is typically about 40 people on our own private motor coach. A professional tour guide accompanies us on the trip, takes care of the logistical details and shares with us the background and histories of the places we visit.

Some good news this year. Good news? Actually, it's great if you don't like packing and unpacking. And if you like staying in 4.5 star hotels, I'd say the news is even greater. We'll be staying in the beautiful Savoy Hotel in Limerick for our entire stay. Ireland is relatively small, so we can take short rides on the bus each day to visit the sites. And if you want some leisure time to yourself, that's easy enough with this trip. You won't need a vacation to recover from your vacation.

What excites me most about this trip – our travel partner customized this trip just for us. I considered working with five different travel agencies and was able to take the best option from each and put them all together in one fantastic package. A medieval banquet at Bunratty Castle? Yes, sign me up for that!

This trip will include fun opportunities to meet some locals and if you like, you can add a 2-day post-trip extension to visit Dublin. That trip includes the option to visit the shipyard where the Titanic was built. I hear it's fantastic.

There are so many cool things on this trip, you're going to have to join us to get the details. Please join us for the no-pressure Travelers Information session on April 19 (details in the ad beside this article). Or shoot me a note: President@SalinasChamber.com Our traveler satisfaction is very high because the tours are top-notch, the pricing is very competitive (thank you, group discounts) and...let it never be said that I don't know how to show people a good time!

One more thing: a little over half of our travelers are couples, but we also get a lot of singles who like to travel with our always-friendly group. Also, every year we get a few groups of friends who decide to leave the spouses at home and have their own adventure with us. So...set aside any reasons you might have for not joining us and at least come hear about the trip!

...And this is the type of person we're going to hang out with.



This is where we're going...



2017 Chamber Trip

Discover

Ireland

Oct 23 - Oct 30, 2017

8 Day Journey of a Lifetime
Includes Breakfasts & 2 Dinners
(one is a medieval banquet at Bunratty Castle)

Highlights: Cliffs of Moher, Rock of Cashel, Kilkenny Castle, Bunratty Folk Park, Dingle Peninsula, Galway, Queenstown Experience, Blarney Castle, Whiskey Distillery tour

OPTION TO VISIT DUBLIN POST-TOUR



DISCOUNTED RATE:

\$2999

*Rate is double-occupancy, includes taxes and fees!
\$450 deposit holds your seat*

Is Ireland for You?

You're invited to a **Travel Presentation**

When: Weds April 19, 6-7pm

Where: Salinas Valley Chamber
119 E Alisal St, Salinas

Info: (831) 751-7725

Or email us for a brochure to President@SalinasChamber.com



Bunratty Castle

Marketing 101 *with Phil*

tips & advice on digital marketing

*by Phil Fisk, President
Coastline Marketing Group*



Social Media & Your Business

Social media has completely changed the world of marketing, yet many businesses are still hesitant to jump online and start interacting with their target audience. For some, this is simply due to the false belief that they don't have time to keep up with communicating online. Others may not even know where to begin with choosing a platform and get overwhelmed by the wealth of social media platforms that are available today. Whatever your reason for avoiding social media may be, you need to think seriously about the opportunities that you are missing for connecting with current and potential customers that will drive the growth of your business.

Find Your Target Audience

As a business owner, you know that every effective marketing strategy begins with careful planning, and you should treat your social media campaign the same way. Begin by researching where your customers hang out online. You can do this by zeroing in on platforms that pertain to certain interests. For example, Pinterest tends to draw in adults who are into sharing DIY tips and projects while customers who like to review businesses that they visit use Yelp. Once you find out where your target audience is spending their time, focus your energy on just building your reputation with the one or two platforms that seem most effective.

Stay True to Your Brand

Connecting with your customers online gives you an opportunity to increase awareness of your brand by introducing products and services that they may not have thought of you for in the past. However, it is important to avoid turning off your customers by being overly promotional. Stick to an occasional post about a new product or sale, and then spend the rest of your time online sharing information that holds value to your customers such as a helpful tip or link to a related blog post.

Take Control of Your Reputation

Hiding behind the brick-and-mortar of your business doesn't mean that you don't have an online reputation. With social media, customers are likely already posting comments about their experiences with your company. Setting up a social media platform allows you to read comments that tell you what your business is doing right along with where you need to grow. When you jump on the social media bandwagon, you can also encourage satisfied customers to share your profile with others to continue building your presence online and in your community.

Social media is not going anywhere anytime soon, and resisting interacting online means taking the risk of being outshined by a competitor. Your customers are already using social media to recommend restaurants and other businesses to their friends and family. Meet them there, and demonstrate the dedication and innovation that drives more customers to your doors.



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CHAMBER - CONTINUED FROM PAGE 1

projects, so this economic sector is a focus. See more information about the Local First collaboration at the Chamber's website at www.salinascchamber.com/local-first.

A combined meeting of the Chamber's Government Relations & Business Development Committees heard a presentation about financing and the bidding process for the new \$50 million City of Salinas public safety center (the new police station). The city says this is its biggest capital improvement project in over 50 years.

Innovative Ideas for Local Economic Growth and Job Creation

Chamber CEO Paul Farmer recently returned from a regional conference for Chamber executives, where he learned about a September 2017 conference in Monterey about how to encourage communities to invest and borrow in ways more likely to help the local economy. This idea for "resilient communities" is an arena in which businesses and "progressive" interests can find common ground. For example, it's reasonable to assume that the community may benefit more from investment earnings flowing to Salinas and Monterey County rather than to Wall Street. In upcoming months, Chamber leaders will be interacting with Monterey City Councilmember Timothy Barrett, who is helping lead the conference in Monterey. See information about the upcoming

Monterey conference at <http://2017.comcap.us>.

The Chamber's Government Relations Program Is the Best: Why Don't YOU Get Involved?

That's our ambitious list of current Government Relations Committee priorities. It confirms why community surveys show the Chamber as an effective voice in the development of public policy. It also explains why the Chamber's internal surveys show Government Relations as a top benefit of Chamber membership.

How would YOU like to be part of it? The Government Relations Committee meets on the third Wednesday of each month from 11:30 am to 1:00 pm at the Chamber office (119 E. Alisal Street). Lunch is available through the Chamber for \$10, or you can bring your own.

The Committee strives to make its business easily understandable to everyone. No acronyms, jargon, or insider dialog. All members are welcome and our diverse group of Committee participants are encouraged to participate and ask questions, with no favoritism. Hope to see you at the next meeting.

*Kevin Dayton
Government Relations Committee Chairman
Salinas Valley Chamber of Commerce*

Local Legal Battle Over Measure Z

Local Mineral Owners File Lawsuit against County of Monterey over Measure Z

A group of Monterey County mineral rights and royalty owners filed a lawsuit recently against the County of Monterey over issues related to Measure Z.

Measure Z was passed by voters in November 2016. If upheld, Measure Z would not only ban fracking and other well stimulation techniques, but also prohibit the drilling of new oil and gas wells and phase out existing wells, which will halt all local production of oil and gas resources in Monterey County.

Mineral rights owners that will be adversely affected by the implementation of Measure Z have jointly filed a lawsuit challenging Measure Z. Many of those involved are long-time residents and farmers of the County, most going back several generations.

The County does not have any legal authority to prohibit, let alone regulate the 'downhole activity', in oil and gas production. Measure Z is preempted by federal and state laws, which give DOGGR the exclusive authority to supervise the drilling, operation, maintenance, and abandonment of wells. Measure Z also constitutes an unlawful taking of vested rights held by property owners.

"These property owners were left with no choice but to file this lawsuit against the County to overturn Measure Z. Measure Z failed to take into consideration the legal defects of this measure, and its devastating impact on the County's economy as well as to the number of property owners that hold mineral rights in this County," said Jacqui Zischke, local counsel for the mineral rights owners.

For more information and to continue to receive updates from this group, please visit <http://eepurl.com/cGdEnn>.

Local McDonalds Try Out Mobile Ordering

Customers in Monterey and Salinas are among the first to experience mobile ordering

McDonald's is giving customers in Monterey and Salinas, CA, and Spokane, WA, the opportunity to first experience the new level of convenience of mobile ordering and pay within its app in a beta pilot designed to elicit valuable feedback leading up to the national launch later this year.

Mobile ordering and pay is now available at 29 restaurants throughout Monterey and Salinas and the pilot will expand to an additional 51 restaurants in Spokane on March 20. The local pilots are designed to obtain customer feedback and prepare McDonald's for the national launch of mobile ordering and pay across its 14,000 U.S. restaurants beginning in Q4.

"We look forward to learning from our customers in these markets as they order ahead, pay within the app and choose one of the various ways to pick up and enjoy their favorite McDonald's foods," said Julia Vander Ploeg, Vice President of U.S. Digital. "From the app to our restaurant operations, we've taken a fully integrated approach to ensure a seamless customer experience that we think our customers will love."

Through mobile ordering, McDonald's is providing customers with more flexibility and convenience than ever before. Customers will be able to place their order in the mobile app and then go to any participating McDonald's restaurant to check in, pay in the app, and pick up their food at the front counter, the drive-thru or at convenient curbside delivery. Using geofencing technology for check-in, McDonald's can determine that customers are nearby so their food is freshly prepared, allowing them to pick up their order at any participating McDonald's location.

If customers choose the drive-thru, they will simply read the already placed order code to the crew and their mobile order will be ready for pickup at the window. Curbside service is even easier, allowing customers to skip the drive-thru line altogether. These enhancements make for a simpler and faster experience for customers.

"We are proud to pilot mobile ordering and pay in the Monterey and Salinas area,



Employees Jorge Rodriguez, Delaney Walker and General Manager Vianey Valentin show off the mobile app at McDonald's in Greenfield, owned and operated by Raymond Costa.

and excited by the opportunity given to our local restaurant teams and customers," said Northern California owner/operator Steve Peat. "McDonald's is empowering its customers to order when and how they want, and delivering a uniquely flexible experience at the speed and convenience we are known for."





“99 YEARS OF CHAMBEER ON THE WALL”

What? It's the Salinas Valley Chamber's 99th Anniversary?
I'll drink to that!

“99 Years of ChamBEER on the Wall” is an Oktoberfest event that will be
limited to the first 199 people who chip in \$99
(includes food and beer in your own collectible stein)

6-9pm on Saturday, Sept 9

(that's 9/9—seriously, could we have gotten any luckier??)

What's on tap?

- ◇ 12 to 16 beers from Alvarado Street Brewery
 - ◇ Five local wineries pouring wines
 - ◇ 10 local chefs providing food tastings
- ◇ Music to drown out CEO Paul Farmer speaking horrible German
- ◇ Silent auction and raffle including airline tickets to Germany

Tickets: www.SalinasChamber.com or 831-751-7725

Sponsorship Opportunities: hit up your favorite beer-drinkin' CEO at President@SalinasChamber.com

To donate to our Silent Auction and Raffle: marci@chatterboxpublicrelations.com or 831-747-7455

Chamber Events



*The Intercontinental - The Clement in Monterey
always knows how to throw a posh party.
Thanks for hosting last month's networking mixer.*



At our Connect at Lunch at Rosita's Armory Café, that's Jason Bookout with Flow Cryotherapy on the left beside our Board Chair Frank Geisler. Frank must have given Jason "the treatment" because he joined the Chamber the next day.



Don Reynolds with the City of Salinas explains how Chamber members can become vendors with the City. Thanks also to Finance Manager Matt Pressey and his team.



The College of Business Showcase **April 25, 2017 ★ 6-9 P.M.** **University Center Ballroom**

This Showcase builds relationships between CSU Monterey Bay, its graduating students, and the local business community. Outstanding seniors and two community leaders will be honored during the celebration.

csumb.edu/showcase

831-582-5222

Restful Rest Breaks

by Sharilyn Payne, Fenton & Keller

In California, non-exempt, hourly employees are entitled to various rights under the California Labor Code and the Wage Orders including the right to take paid, uninterrupted 10-minute rest breaks.

The wage orders state the following:

Every employer shall authorize and permit all employees to take rest periods, which insofar as practicable shall be in the middle of each work period. The authorized rest period time shall be based on the total hours worked daily at the rate of ten (10) minutes net rest time per four (4) hours or major fraction thereof. However, a rest period need not be authorized for employees whose total daily work time is less than three and one-half (3 ½) hours.

Pursuant to the wage orders, an employee must be allowed to take one 10-minute break if the employee works at least 3.5 hours in a workday; a second 10-minute break if the employee works more than 6 hours; and a third 10-minute break if the employee works more than 10 hours.

Two recent California court opinions looked at issues concerning rest breaks

In one case before the California Supreme Court, security guards were required to keep their radios and pagers on during their 10-minute breaks in case an incident occurred to which they needed to respond. Although they regularly took 10-minute breaks that were not interrupted by a call, they claimed that the fact that they had to keep their radios and pagers on deprived them of duty-free breaks. The Court agreed stating that employees must be relieved of all duties during a break and that "the rest period, in short, must be a period of rest." The Court noted that employers may reschedule a rest period, but such situations must be "the exception rather than the rule."

In the other case, before the Court of Appeal, an employer provided its non-exempt employees with the legally required unpaid meal period, and combined the two paid 10-minute rest breaks into one 20-minute break, either before or after the meal break. An employee asserted that the wage order states that the 10-minute rest period must be in the middle of each work period "insofar as practicable." The employer argued that employees preferred the longer 20-minute break so that they could cook a meal or get a meal from the food truck, and that the 20-minute break increased productivity because it reduced the number of times the production line had to be shut down and reactivated. The court held that an employer must in good faith try to authorize rest breaks in the middle of each work period, must look to the employees' welfare, and must not just look to a schedule that is advantageous to the business.

These cases are important reminders that employers must give employees the opportunity to take duty-free, uninterrupted 10-minute rest breaks according to the specifics of the wage orders. It is wise to have

written schedules showing break times, and to keep those records. It is also advisable to have an acknowledgment on employee timecards for them to sign recognizing that they were given the opportunity to take their rest breaks or informed their supervisor if they did not. Supervisors should also be trained in the rest break requirements.

Sharilyn Payne is a lawyer with the Fenton & Keller law firm in Monterey. This article is intended to address topics of general interest, and should not be construed as legal advice. For more information, please visit www.fentonkeller.com.



Payne





The Business Bank

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Photo by: Batista Moon Studio

Charles T. Chrietzberg, Jr., MCB President/CEO; Jim Hayes, Owner; Polar Service Company; Clarissa Rowe, MCB Community Relations Officer; Kathy Torres, VP MCB SBA Loan Officer



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Bill Will Worsen Housing Affordability Crisis

The California Chamber of Commerce is **opposing** a job killer bill that will further exacerbate the already-problematic housing affordability crisis in California

The California Chamber of Commerce is opposing a job killer bill that will further exacerbate the already-problematic housing affordability crisis in California.

If enacted, the bill, AB 199 (**Chu; D-San Jose**), will drastically raise the cost of housing, thereby making projects financially infeasible or exorbitantly expensive.

This bill eliminates the long-standing residential exemption from prevailing wage rates, thereby making private, market-rate residential development a public work project for which a prevailing wage would be paid.

On March 15, AB 199 passed the Assembly Labor and Employment Committee and was referred to the Committee on Appropriations.

Housing Cost Increases

Countless newspaper articles and recent reports have highlighted the dire condition of housing in California. Such articles explain that the cost of imposing prevailing wages on private residential projects may increase labor costs by approximately 30% or more and the cost of housing by an estimated 37% or more.

A Los Angeles ballot initiative mandating payment of prevailing wages in a fashion similar to AB 199 is estimated to increase a project's total cost by 45.8% due to the increase in labor costs.

One estimate predicts that "prevailing wage would add roughly \$90,000 to the cost of building a 2,000 square-foot house in San Diego County." In San Joaquin County, the bill is estimated to increase the cost of a 1,500 square-foot home by \$75,000. The increase in costs will price many Californians out of the housing market.

A recent study done for the National Association of Home Builders found



that for every \$1,000 increase in a California home, 15,000 buyers are priced out of the market.

Thus, as The Sacramento Bee points out, California is essentially exporting its poor to other states and attracting wealthier people into the state.

Housing Crisis

The state is facing a crisis in housing affordability and supply. The two are inextricably linked, as the Legislative Analyst's Office points out in a February 9, 2016 study, "Perspectives on Helping Low-Income Californians Afford Housing."

It is estimated that California has a housing deficit of approximately 1 million units across all income levels.

The California Department of Housing and Community Development estimates that the state must build at least 180,000 units per year to keep pace with demand, not accounting for the backlog of 2 million units that has accrued over the last several decades.

The industry is producing approximately half of that and homeownership rates are at abysmal levels—the lowest level since the 1940s—currently ranking 49th nationally.

Bills like AB 199 that impose significant costs on housing construction make a full recovery much more difficult, only exacerbate the housing crisis rather than help ameliorate it, and threaten to stifle construction having a deleterious effect on the state economy in whole.

Action Needed

The CalChamber is asking members to contact their Assembly representatives and members of Assembly Labor and Employment to urge them to **oppose AB 199** as a **job killer**.

New and Renewing Members

The Chamber thanks our New and Renewing Members.

Please support them and tell them you appreciate that they're Chamber members!

NEW MEMBERS

Digital NEST
Farmers Insurance - Matthew Jones
Flow Cryotherapy
Hayward Lumber
Platt Electric Supply
UnChained
Flying Artichoke Restaurant

RENEWING MEMBERS

AB Computer
Alisal Union School District
Allstate - Thom Insurance &
Financial Services
Aspiranet
Ausonio Inc.

Cushman & Wakefield
Disaster Kleenup Specialists
Hastie Financial Group
InterContinental - The Clement Monterey
International Produce Group, LLC
Kinship Center
Law Offices of Thomas S. Worthington
Monterey Bay GI Consultants
Medical Group
Monterey County Housing Authority
Development
Monterey Zoo & Vision Quest
Pierson & Associates Insurance Services
Portobello's Cafe
Property Restoration Services
Romie Lane Optometric Center

Rotary Club of Salinas California
Salinas Senior Center
Sam Linder Auto Group
SlingShot Connections
Smile Business Products
Tarpy's Roadhouse
The Gennis Agency
Villa Serra Senior Living
Waste Management-Marina
Recycling Center
Valley Trophies & Detectors

SPECIAL ANNIVERSARIES

Celebrating 5 Years
Hastie Financial Group

Allstate - Thom Insurance &
Financial Services

Celebrating 15 Years

International Produce
Group, LLC

Celebrating 20 Years

Ausonio Inc.
Kinship Center

Celebrating 30 Years

Cushman & Wakefield

Celebrating 35 Years

Smile Business Products

Celebrating 50 Years

Valley Trophies & Detectors

New Member Profiles

DIGITAL NEST

The nonprofit Digital NEST (Nurturing Entrepreneurial Skills with Technology) provides workforce training to underserved youth and young adults to expand their opportunities in tech and other careers. NEST youth have free access to computers, tech training, healthy food, and adult mentorship in a safe, inspiring learning center open every weekday. The NEST's strong, positive peer culture and innovative tech training programs help youth discover new skills, passions, and pathways to higher education and well-paying careers.

Watsonville & Salinas • 831-722-6378
DigitalNest.org



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FLOW CRYOTHERAPY

Flow Cryotherapy is bringing the best of Whole Body Cryotherapy and its proven health and beauty benefits to the Central Coast and Salinas Valley. The hyper-cooling treatment can improve skin tone, reduce signs of aging, help manage pain, reduce inflammation, improve athletic performance, aid in weight loss, and can mitigate depression. We believe there is no better type of business than one helping others in our community live happier, healthier, more pain-free lives.

(831) 975-4449

www.flow-cryotherapy.com

311 Salinas St., Salinas



HAYWARD LUMBER

Since 1919 in Salinas, Hayward has been committed to meeting, and exceeding, the needs of builders. Beyond full-service lumberyards, we offer window and door design centers, pro-oriented hardware stores, and innovative building solutions designed to save time and money. With locations spanning the California coast from Santa Barbara to Redwood City, a Hayward associate is never far away.

Our professional, knowledgeable staff is always ready to provide support in choosing from among the best brands of products and the highest quality lumber, designing our proprietary Fast Floor floor joist system, manufacturing fully engineered roof truss systems, offering advice on the latest waterproofing or ventilation solutions, or scheduling deliveries that are always on-time, as promised. info@HaywardLumber.com

429 Front St., Salinas, (831) 754-3300 • www.HaywardLumber.com



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UNCHAINED

UnChained fosters empathy, respect and responsibility in youth through the human-animal bond. Its program "Canines Teaching Compassion" teaches at-risk youth to train homeless dogs in skills, manners, and socialization, helping the dogs be adopted. Youth develop values of patience, respect and responsibility through caring for and building relationships with their dogs. Training homeless dogs who share similar experiences of neglect, abandonment or abuse enables participants to feel empathy while improving their own sense of self-worth.

831-818-8738 • www.LivingUnchained.org



CA Jobless Rate Dips to 5%

by Natalie Kitroeff, LA Times

California jobless rate dips to 5% as state adds 22,900 jobs in February

California's unemployment rate ticked down to 5% in February, reaching a 10-year low on eight consecutive months of job growth. Businesses in California increased their payrolls by a net 22,900 employees, according to data released Friday by the state's Employment Development Department.

By comparison, in February 2016, California gained 43,000 jobs. Over the last 12 months, the state has added 315,800 jobs, an increase of 1.9%. That compares to a 1.6% increase in the nation as a whole.

The 5% unemployment rate, down from a revised 5.2% in January, remained higher than the national rate of 4.7%.

California hasn't seen a jobless rate below 5% since 2006, said Michael Bernick, who directed the EDD from 1999 to 2004 and is now an attorney at Sedgwick, a San Francisco law firm. "We are at near-historic lows," Bernick said.

He pointed to impressive gains in Orange and San Diego counties — which had 3.7% and 4.2% unemployment rates, respectively — as a sign that Southern California's job market is tightening in lockstep with the Bay Area. Professional services accounted for much of the uptick in employment in those two counties, including administrative and support services, which includes temp agencies.

In San Francisco and San Mateo counties, the February unemployment rate dipped to 3% and 2.8%, respectively.

Los Angeles County added a net 33,400 jobs in February, and its unemployment rate dipped to 4.8%, from a revised 4.9% in January.

The county's strongest sector was education, which produced 12,400 new jobs. The hospitality sector, which had an uncharacteristically bad month in January, rebounded in February, adding the second-highest number of jobs in the county.

Economists have warned that California will add jobs at

a slower rate this year as the job market creeps toward so-called full employment — a scenario where almost everyone looking for work has found it.

The longevity of the current growth spurt — which has lasted for 84 months, according to the EDD — is not without precedent. An expansion in the 1960s lasted 113 months, and in the 1980s and '90s two separate periods of consistent job gains lasted more than 90 months each, Bernick said.

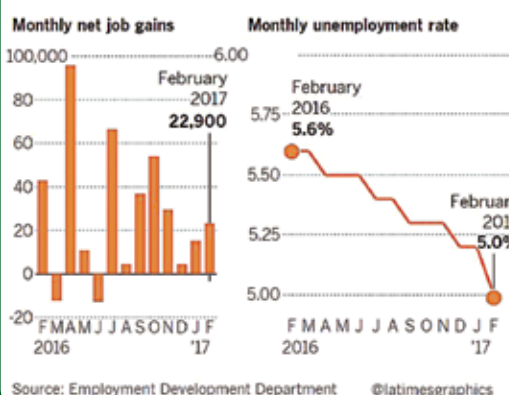
"We may still have some way to run," he said.

The best performing California industries in February were trade, transportation and utilities, and hospitality, which piled on a combined 16,700 jobs. The manufacturing and finance sectors lagged, slashing payrolls by 6,200.

The education sector has seen jobs grow the fastest of any industry in the state over the last 12 months. Payrolls in education increased by 5.7% since February 2016. Employment also expanded quickly in transportation, warehousing and utilities, healthcare and the information sector, which includes tech companies in Silicon Valley and the movie industry in Los Angeles. Those three industries saw jobs increase by more than 3% since February 2016.

Meanwhile, the state's labor force — which includes people who have jobs and the unemployed — has shrunk in each of the last three months. In February, 8,200 people stopped looking for work.

California jobs February report



Amazon Expands in East Palo Alto

by George Avalos, Bay Area News Group

Amazon's big East Palo Alto lease means 1,300 new tech jobs

Amazon has leased a big office complex in East Palo Alto in a deal that will give the Silicon Valley city its largest tech presence and add 1,300

jobs, dramatically increasing the number of people who work in the city.

Although East Palo is near thriving tech centers Palo Alto and Menlo Park, over the years it has attracted far fewer tech jobs and the economic advantages those bring, so the Amazon lease could be a boon for the city.

Amazon leased 214,000 square feet at 2100 University Avenue, building on its presence in East Palo Alto, where the e-commerce giant already occupies 80,000 square feet in the University Circle offices.

The expected boost in Amazon jobs represents a 50 increase in the total number of jobs that exist today in East Palo Alto, the city stated in a staff report. Amazon will work with Sobrato, the developer of its new office space, to assist city residents in finding jobs.

"The Amazon employees will be predominantly engaged in software programming and development, and associated ancillary office support," the report stated.

Seattle-based Amazon confirmed in an email to this newspaper that it is leasing the building and that more than 1,000 Amazon employees will work in the offices.

Amazon lately has widened its Bay Area footprint. In February, the company leased 350,000 square feet in Sunnyvale in a deal arranged by realty brokerage Newmark Cornish & Carey.

"This is another big company from out of the area that wants to be near the talent in Silicon Valley," said Stephen Levy, director of the Palo Alto-based Center for Continuing Study of the California Economy.

In December, developer Sobrato Organization completed the East Palo Alto offices that Amazon leased.

It won't be easy for East Palo Alto residents to land many of the new jobs in their city.

"Many of the software developer and other high-tech positions are increasingly difficult to fill at this time because of high levels of competition for qualified employees in the high-tech industry," the city staff report stated. "Local hiring is always a challenge, regardless of the city. Menlo Park, which has a highly educated population, has only 4.2 percent of its

employees work at Facebook. The estimated number for East Palo Alto was 0.37 percent."

The jobless rate for residents of East Palo Alto in January was 4.7 percent — well above that of people living nearby, state records show. That same month, jobless rates were 2.3 percent in Menlo Park, 2.5 percent in Palo Alto, 2.5 percent in San Mateo County and 3.7 percent in Santa Clara County.

The jobless rates mean the stakes are high for East Palo Alto to be certain it can prod Amazon and other companies to hire local residents.

"There may be upwards of 1 million to 1.2 million square feet of office development coming to the Planning Commission and the City Council," East Palo Alto City Councilman Carlos Romero said Thursday. "We need to have a strong pathway for residents to get jobs within that envelope of development, or we will have failed our community."

Amazon and Sobrato will team up in an effort to match East Palo Alto residents to Amazon positions and other jobs in the region, city records show. A proposed \$1.2 million program would staff an employment center. Over a 10-year period, the center would assist the city's residents to find, land and keep a job, the staff report said.

"The major value of the proposal is that it provides ongoing staffing to connect East Palo Alto residents to jobs, and to assist with preparing East Palo Alto residents to acquire and retain those jobs," the report stated.



Atrium of the office building developed in East Palo Alto by the Sobrato Organization.

Kasavan Elevated to Fellow

Local Architect Peter Kasavan Elevated to AIA College of Fellows

The American Institute of Architects, Monterey Bay (AIAMB) is pleased to announce that chapter member Peter Kasavan, FAIA has been recognized as a Fellow by the American Institute of



Kasavan

Architects (AIA) 2017 College of Fellows. He is only the sixth architect in the 61-year history of the AIA Monterey Bay Chapter ever to receive this recognition.

According to the AIA, their

"fellowship program was developed to elevate those architects who have made a significant contribution to architecture and society and who have achieved standards of excellence in the profession. Election to fellowship not only recognizes the achievements of architects as individuals,

but also their significant contribution to architecture and society on a national level."

With over 90,000 members nationally, only about 3 percent of the total AIA membership has achieved this prestigious national honor.

"Being named a Fellow of the Institute is a tremendous honor and speaks volumes about [Mr. Kasavan's] accomplishments, as well as [his] exemplary dedication to our profession," stated Jana S. B. Itzen, president of AIA California Council.

Mr. Kasavan is the president of Kasavan Architects founded in Salinas by his father, Jerome in 1949.

His design award-winning buildings include the Center for Applied Technology at Hartnell College, the Carmel High School Center for the Performing Arts, the LEED Platinum-certified Solari Green Technology Center, Cabrillo College, and the LEED Gold-certified Cesar Chavez Library in Salinas.

Current projects include the new Rancho San Juan High School in Salinas, a new restaurant in the Taylor Building, and

several hospital and healthcare projects.

Mr. Kasavan has dedicated much of his career to civic responsibility and community service exemplifying the values of Fellowship through his volunteer leadership which has contributed lasting improvements to the community and region, including improved city services, broad-based regional planning, and a revitalized downtown core.

"I am honored to have been elevated to Fellowship," said Mr. Kasavan. "As someone who feels a great sense of responsibility and commitment to my profession and community, the recognition from my peers, and the attention this brings to Salinas and Monterey County, is humbling."

Mr. Kasavan will be honored at an investiture ceremony at the annual AIA Conference on Architecture in Orlando on April 28, 2017.



The AIA Monterey Bay represents over 100 licensed architects informing its members and the public about the activities and programs of the chapter, as well as public policy issues affecting architecture and practice of architecture in the counties of Monterey, San Benito and Santa Cruz.

Salinas senior center
Presents the
12th Annual Seniors' Prom

Rhinstones & Denim

Saturday, April 22, 2017
6:30 to 10:00 p.m.

Santa Lucia Room
Salinas Community Center
940 N. Main Street, Salinas, CA
All ages over 21 are welcome!

\$45⁰⁰ per person
or **\$320⁰⁰ table for 8**

Underwritten by
Central Coast Senior Services, Inc.

For more information call (831) 757-6030
or email ssc@salinasseniorcenter.org

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NOLAND HAMERLY ETIENNE HOSS

Attorneys at Law

Chamber Ambassador

Catalina Ferreto

Catalina Ferreto is a woman you want to know. In an increasingly social media connected marketplace, Catalina is a skilled tour guide leading your business to success. Catalina holds a Bachelor's Degree in Business Administration and Global Marketing from Boston Business College.

She is currently co-owner and Vice President of MyContent365, whose slogan is "We manage your business Facebook so you have time to manage your business."

Hailing from the beautiful San Jose, Costa Rica, Catalina began her track record of success as a media expert in 1999. Before immigrating

to the United States, she was the Director of Publicity of the largest media company in Costa Rica. Her audience range included publications in two newspapers, a radio station, and a TV station.

After moving to the United States, Catalina continued to build her media

marketing experience while working for a large national media company. She has settled in Salinas, where she seeks to bring her knowledge and skills into the service of local central coast businesses. Her company, MyContent365, a subdivision of San Jose Business Success, was founded

right here in the Salinas Valley nearly two years ago.

In addition to being the Vice President, Catalina serves as a social media manager applying her skills to build your business. While she is based locally, her vision and reach on your behalf can be global.

MyContent365 provides a straightforward "Small Business Solution" package to optimize your business



Facebook account. The highlights of the package are; pictures, text, articles, and video content posting, typically 20 Facebook posts per month, daily analysis of your "Social Newspaper," and customer engagement through social media platforms.

You can Contact Catalina
at mycontent365@gmail.com
or visit her website
www.mycontent365.com



Transportation Needs Long-Term Solution Now

by Allan Zaremborg, CalChamber

Following is the text of a letter sent to the Legislature by CalChamber

The damage to our roads and bridges from California's most recent storms merely highlights and underscores the need to invest in our crumbling transportation infrastructure. The bond revenue from 2007 has run out. The federal stimulus money from the Obama administration has been spent. And, the buying power from gas tax revenues has been cut in half since it was last raised in 1993.

Raising additional revenues for transportation is not an easy vote, but doing nothing will endanger our critical transportation system necessary to move people and goods. Options to raise revenues include those proposed by the Governor and legislative leaders of the transportation committees.

In order to be effective, the revenue must be a long-term, reliable stream to complete multiyear projects and should not

be diverted from transportation spending. Additionally, the voters are skeptical that existing revenues are spent as efficiently as possible, so any new revenues must be accompanied by reforms that ensure new and existing transportation revenue are invested more effectively and efficiently.

Gas taxes and registration fees are those revenues that cannot be diverted away from transportation by virtue of the protections in the California Constitution. That doesn't mean that other sources can't be considered, but they should have constitutional protections as well, either taking advantage of existing provisions or amending the Constitution to protect new revenues.

For example, charges on alternative fuel vehicles could be protected as a highway maintenance fee under Proposition 26 if based on vehicle miles traveled. Such a user fee could be passed with a majority vote, though the revenue could only be spent on maintenance for streets and roads. Other new taxes would require

additional amendments to the Constitution.

What is the correct amount for new revenue? Is it \$3.5 billion in annual revenue as the Governor has proposed, or should it be more, as proposed by the Legislature? At this point, it's any amount at or above the Governor's proposal that builds enough consensus to pass the Legislature as quickly as possible.

Finally, a vote to raise revenues is difficult enough. No proposal should be weighed down by additional, unnecessary provisions, such as language that will impair port modernization.

According to Allan Zaremborg, president and CEO of the California Chamber of Commerce, "Our transportation infrastructure is critical to California's economy. The California



Chamber of Commerce supports new revenue to repair and maintain our roads and bridges and to expand congestion management. Every day, California drivers experience more delays, more potholes and more frustration. We urge the Legislature to immediately move forward with a long-term solution."

We look forward to working with the administration and the legislature to address California's short and long term infrastructure issues.

Focus on Non-Profits

ARTS COUNCIL FOR MONTEREY COUNTY

Paulette Lynch, Executive Director

If you want to help prepare our youth for 21st century workforce or create a more vibrant community for everyone right now, the arts are the answer and the Arts Council can help you find, create or grow the right program.

Our mission is to improve the quality of life for everyone in our region through the arts. Thanks to support from Monterey County, David and Lucile Packard Foundation, California Arts Council, William and Flora Hewlett Foundation, individuals and businesses, we provide support for nonprofit art programs, dynamic teaching artist residencies for schools and community centers, and professional development for emerging artists.

Just this year, we provided grants to 80 nonprofits and cultural groups with programs ranging from art production mentorships to cultural festivals to creative tech projects. We completed murals with the children,

youth and adults served by Pajaro Park, the Probation Department Youth Center, Veterans Transition Center and the Greenfield Cultural Art Center. We provide liaison to public art projects in Salinas and Soledad. And, there's more! We just created our first affordable studio space in Pacific Grove, and our Third Annual Arts Education Summit takes place on April 8 – at the CSUMB Salinas City Center.

Every program and project creates the kind of place where all can thrive and visitors plan to come back again and again. We are here to help you. Call us at 831-622-9060 or visit arts4mc.org today.



(top right photo)
Middle school students from Soledad perform original musical based on Oaxacan fable The Woman Who Outshone the Sun



(bottom right photo)
Artist Rudy Jimenez of the Urban Arts Collaborative with his mural commissioned by the City of Soledad

Non-Profit Calendar

DATE	TIME	LOCATION	NON-PROFIT	EVENT	CONTACT	WEBSITE
Fridays	5:30-8:30pm	710 Old Stage Road	Rancho Cielo	Dinners at Rancho Cielo	831-444-3521	www.ranchocieloyc.org
4/7	6-10pm	Salinas Valley Fairgrounds, King City	Rancho Cielo	Casino Night	831-444-3533	www.ranchocieloyc.org
1st & 3rd Fri	2-2:45pm	Lincoln & 8th Avenue, Carmel	Alzheimer's Association	Melodic Memories' Sing-a-Long	800-272-3900	www.alz.org/norcal
4/21 & 4/28	7pm	320 Main Street	ARIEL Theatrical	Charlotte's Web	831-775-0976	www.arieltheatrical.org
4/22 & 4/29	2pm & 7pm	320 Main Street	ARIEL Theatrical	Charlotte's Web	831-775-0976	www.arieltheatrical.org
4/22	6:30- 10pm	940 N Main St, Santa Lucia Rm	Salinas Senior Center	12th Annual Seniors' Prom	831-757-6030	www.salinasseniorcenter.org
4/22	11am-2pm	Seascape Beach Resort, Aptos	Girl Scouts CCC	Annual Meeting	831-633-4877	www.girlscoutsccl.org
4/27	6:30-7:30pm	720 Via Mirada, Monterey	Monterey Museum of Art	Art in Bloom Opening Reception	831-372-5477	www.montereyart.org
4/29	1-4:30pm	Corral de Tierra County Club	Girls Inc. of the Central Coast	Afternoon of Wine & Chocolate	831-772-0882	girlsincwineandchocolate.eventbrite.com
4/29	5:30pm	3000 Club Road, Pebble Beach	Monterey Museum of Art	Art in Bloom Gala	831-372-5477	www.montereyart.org
4/29	5-9pm	San Carlos Hall, 500 Church St Monterey	Legal Services for Seniors	Ciao! Cioppino! 2017	831-899-0492	www.lssmc.net
4/30	12-3pm	1551 Beacon Hill Drive	Read to Me Project	Salinas Valley Grows Readers - Volunteers Needed	831- 594-1888	www.readtomeproject.org
5/7	12-5pm	1034 N. Main Street	California Rodeo Inc.	Monster Jam	831-775-3100	www.carodeo.com
6/24	8:30am-4:30pm	1 Old Golf Course Rd, Monterey	Hospice Giving Foundation	"Understanding the End-of-Life Option Act"	831-333-9023	www.hospicegiving.org

Ribbon Cuttings



NOW OPEN – the shiny new Taylor Farms Center for Learning at Future Citizens Foundation/The First Tee of Monterey County.



Central Coast Builders Association had a ribbon cutting to celebrate their new building. They fed everyone tacos and cupcakes - no wonder we all love them.



SALINAS VALLEY
Ag Tech
SUMMIT

**SAVE
THE
DATE**

**Future Farms
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Wednesday, April 12, 2017 | 8:30 a.m. - 5:00 p.m.
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For more information e-mail: arickert-ehn@hartnell.edu

www.sv-ag-summit.com



Business Succession Planning

by Patrick Casey

Business owners work hard to establish and grow their business. Eventually, a business owner decides that they want to partially or fully exit the business, at which point they must determine what to do with the business. An owner may hire a business broker to market and sell the business, or they may already know someone (such as a competitor) that wants to buy the business. An owner may also consider transferring the business to their children or relatives, which poses unique opportunities and challenges for any business owner.

In evaluating whether to sell the business or transfer it to their children or relatives, an owner must consider many factors such as: would the owner sell or gift the business to the children (or some combination thereof)? Would the Owner want to remain involved in the business in some manner, such as a consultant? Do the children or relatives have any interest in owning and running the business? What if only some, but not all, children or relatives are interested in owning the business? Do the children have the necessary skills or business acumen to run the business? Have the children been involved in the business while growing up or as adults? Is the business dependent upon family and community contacts and relationships? What will likely lead to the greatest business success?

Certain businesses are more

conductive to be transferred to the next generation than others. For example, if the business owns real estate that is leased out and the lessees are obligated for all maintenance and repair of the real estate, then not a lot of time or management is involved and this may be more conducive to being transferred to the next generation. However, if the business is a farming operation or a professional practice such as a medical office, then it may be more difficult to successfully transfer it to the next generation.

In considering these alternatives, the owner must honestly evaluate both the owner's and the next generation's goals and interests. The owner must decide if their primary concern is to sell and get the most money for the business (which would probably occur through selling to a third party and not to the next generation) or do they view the business as a family legacy that they want to keep in the family? The owner must discuss with the next generation as to whether they are willing to commit the time and resources to successfully run the business. This requires candid discussions between the owner and the next generation, and they may not be the easiest discussions. However, it is critical to have these discussions so that the owner (and the next generation) can decide the best way to proceed. An experienced business attorney or business advisor can be invaluable in facilitating these discussions.

This article is written by Patrick Casey, who is a business attorney with the L&G, LLP law firm in Monterey. You may reach the author at (831) 269-7114 or at patrick@lg-attorneys.com.



Casey



Member News

HEARST HONORED

KSBW Parent Hearst Television Earns Ninth Consecutive Groupwide USC Cronkite Award For Excellence In Television Political Journalism

The award recognizes the work of KSBW and the other Hearst Television stations around the country covering the 2016 campaign and election seasons.

Hearst is joined by The E.W. Scripps Company, which wins its first Cronkite award in this category. Judges were impressed by both groups' "top-down commitment" to political coverage across all their stations. They praised both organizations' "strong, clear, vocal leadership" which translated into quality political coverage across the country."

"This award is an incredible honor," said Joseph W. Heston, president and general manager of KSBW, "but the fact is, our

local political reporting, candidate profiles for key races, and live Congressional Debate all made compelling and engaging local television. That's why our news team does the work that we do. This award is just a wonderful added bonus."



GEIGER JOINS HOSPICE GIVING

Hospice Giving Foundation's Board of Directors welcomes Philip M. Geiger to our team

as Director of Education and Communication. Philip will be working under the supervision of the Foundation's President/CEO Siobhan M. Greene. The Director of Education and Communication is a revised full-time position at HGF focusing on increasing visibility and engagement in the community to promote active preparation for end-of-life issues and meaningful discussions around end-of-life care. Before joining the Foundation, Philip was the Development Director of Legal Services for Seniors for five years responsible for annual giving, special events, community presentations, publicity and strengthening relationships with donors, volunteers, funders, local businesses, elected officials and nonprofit partners.

pgeiger@hospicegiving.org www.hospicegiving.org



Geiger

SVMHS WELCOMES DIAZ-INFANTE

Salinas Valley Memorial Healthcare System (SVMHS) welcomes newly appointed Board of Directors member Alfred Diaz-Infante. Monterey County Supervisor Simon Salinas did the honors swearing in Diaz-Infante. The Board unanimously appointed Diaz-Infante to fill the seat of former board member Rafael Garcia, District 3 who resigned due to personal reasons.

Alfred Diaz-Infante was born and raised in Salinas and is the President/CEO of Community Housing Improvement Systems and Planning Association, Inc (CHISPA). Diaz-Infante holds an MBA with an emphasis in Real Estate and Urban Land Economics from the University of California Berkeley and earned his Bachelor of Science degree in Finance from California State University Sacramento.

Salinas Valley Memorial is a public district healthcare system, governed by a publicly-elected Board of Directors. Each Board member serves a staggered, four year term, and each represents a specific zone within the district. Diaz-Infante joins Chris Orman in District 1, Carissa Purnell, EdD in District 2, Margaret D'Arrigo-Martin in District 4 and Carmen Gil in District 5.



Diaz-Infante


Upcoming Events

DATE	TIME	EVENT	LOCATION
5-Apr	12:00-1pm	Connect at Lunch - Asilomar Conference Grounds @ Crocker Dining Hall	800 Asilomar Blvd, Pacific Grove
5-Apr	2:30-3pm	Ribbon Cutting - GRID Alternatives	601 Countryside Dr, Salinas
19-Apr	11:30am-1pm	Combined Government Relations & Business Development Committees	Salinas Chamber Office
20-Apr	5:30-7pm	Earth Day Mixer at McShane's Nursery & Landscape Supply	115 Salinas-Monterey Hwy, Salinas
24-Apr	12-1pm	Monthly Ambassador Committee Meeting	Salinas Chamber Office
5-May	8:30-10am	Business Development Committee (BDC)	Salinas Chamber Office
11-May	11am-1pm	IMPOWER Luncheon	81 Corral de Tierra Road
17-May	11:30am-1pm	Government Relations Committee (GRC)	Salinas Chamber Office
18-May	5:30-7pm	Monthly Networking Mixer	To be confirmed
22-May	12-1pm	Monthly Ambassador Committee Meeting	Salinas Chamber Office

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Meet Chamber Board Members



Ba Tung with Union Bank

Connect at Lunch


Join Us at the Beautiful
Asilomar Conference Grounds

Wednesday, April 5th, 12-1 pm

Please arrive at "Social Hall" at 11:30
Parking available in lots B, E, F

Lunch is a Complete Meal Plan for only \$25
all inclusive. [Pre-pay here.](#)

Tour of the Grounds after the Luncheon




RSVP SalinasChamber.com or call 831-751-7725

Earth Day Mixer

THURSDAY, APRIL 20TH 5:00 - 7:30PM

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Donations & silent auction will benefit
The Lincoln School Healthy Kids
Program.
To donate to the silent auction contact
Claire at
sp@mcshanesnursery.com



- Thur., April 20TH, 5:00-7:30PM
- McShane's Nursery
- 115 Monterey—Salinas Hwy.
- (831) 455-1876
- **FREE Admission** (Non Profit
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