

# "You Really Like Me..."

The title of this article might remind you of Sally Field's Best Actress Oscar acceptance speech in 1984 for Places in the Heart. "I've wanted more than anything to have your respect. The first time I didn't feel it, but this time I feel it, and I can't deny the fact that you like me, right now, you like me!"

Well, for all of those being honored at this year's Salinas Valley Chamber's Annual Awards Luncheon (Thursday, February 23), yes, we like you. We really like you!

With attendance of over 500, the Annual Awards Luncheon is the Chamber's biggest event of the year. Our unofficial tagline is "This baby is fun and finishes on time." Our official tagline for this year, celebrating the many accomplishments of your Chamber and our members, is "Helping You Grow."

As the Chamber celebrates its 96th event this year (presented by Rabobank), guests will get to meet the esteemed Chamber Board of Directors as well as hear about the Chamber's recent accomplishments and direction for 2017. The heart of the program will see the Chamber honoring businesses and individuals for their accomplishments and contributions.

From Chamber CEO Paul Farmer: "Last year, our team received some very kind words from Tammy Blount, President & CEO of the Monterey County Convention & Visitors Bureau. She said, 'Great luncheon today - great honorees, appropriate words, good food, easy parking, and of course my favorite parts - you're awesome, it was efficient, and ON TIME. I go to literally DOZENS of awards events each year. This was my favorite.' Aww, thanks Tammy. You really like us!"

This year, the Chamber will honor the



**Susan Black,**  
*Businesswoman of the Year*

## DATE/TIME:

Thursday, February 23, 2017  
from 11am-1pm

## LOCATION:

Sherwood Hall,  
940 N. Main Street, Salinas

## TICKETS:

\$55/members  
\$65/non-members  
(see Chamber Website)

following businesses and individuals for their contributions:

### Small Business of the Year:

#### **A & O Pharmacy**

A & O Pharmacy comprises two entities: a Specialty Pharmacy which prepares custom medications tailored to an individual's needs and a Clinic Pharmacy, an independent retail pharmacy serving Salinas and Monterey County since 1976. Pharmacist and Owner David Smith purchased A & O Clinic Pharmacy in 2003 and opened A&O Specialty Pharmacy in March 2006. Since then, many local pharmacies have succumbed to the proliferation of big box chains, but David and his team have differentiated themselves and thrived by specializing in custom medications.

David is a leader in his industry. He has served as President of the Tri-County Pharmacists Association and in 2012, he earned the distinction of Fellow with the International Academy of Compounding Pharmacists.

Just as importantly as his professional qualifications, David contributes to the community. An active member of the Salinas Downtown Rotary since 2011, David has a warm smile and a ready sense of humor. He's not one to seek the spotlight or ask for credit, but he is always a willing participant when it comes to helping others.

### Large Business of the Year:

**KSBW 8 (NBC) • Central Coast ABC  
• Estrella TV Central Coast**

When informed of this recognition, President and General Manager Joseph W. Heston expressed his pleasant surprise, "While we've been here a long time, we're

**AWARDS - CONTINUED ON PAGE 5**

# Salinas Valley

CHAMBER OF COMMERCE

# BUSINESS JOURNAL



January  
February 2017  
Issue 362

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

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# Five Years Already?

*by Paul Farmer, Chamber President/CEO*

Each year, I've written an article called "Looking Back, Looking Ahead," but as I started to write it this time - I realized that you'll be reading it just shy of my 5th anniversary of being our Chamber's CEO. Five years. That makes it a natural time for us to reflect on the tremendous progress the Chamber has made in those years.

When I became our Chamber CEO, we started publishing the results of our annual membership survey. We had started out in 2012 in the bottom 3% of Chambers in the Western U.S. when judged by the question "Would you recommend a friend join the Chamber?" We made marked and immediate improvement in that measure, finding our way to the middle of the pack and then to the top 8% for our 2015 survey.

At last year's Annual Award Luncheon, I joked that "When I started, there was nowhere to go but up. Now, there's nowhere to go but down!" Maybe that was a jinx because our score in the 2016 survey did revert to the level we were at in 2014. They say, "If you're gonna make an omelette, you've gotta break some eggs." Seriously though, we are always mindful of what our members think and we're pleased to see the long-term trend is positive.

Please see the chart of our "Net Promoter Score" below.

## Chamber Survey Results

	2012	2013	2014	2015	2016
<b>NPS Score</b>	-13	+28	+40	+53	+41
<b>Percentile</b>	3%	44%	69%	92%	71%

### What We've Done For Our Members

Our financial strength and membership are the indicators that really let us know how our members think we're doing. Over the last five years, our membership has increased from about 550 members to about 650 (that's 18% growth). Membership contributions make up about 50% of our annual budget. Our revenue has improved

**FIVE - CONTINUED ON PAGE 5**

SVMHS  
EXERCISE  
CHALLENGE  
2017

# TAKE THE CHALLENGE.

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This FREE 10-week program starts at the end of January.  
Your challenge is to exercise at least 150 minutes a week.

Win prize drawings and enjoy good health.  
Set your goals and let us help you succeed.

For more information, visit [svmh.com/challenge](http://svmh.com/challenge)

 Salinas Valley Memorial Healthcare System

# Practice Local Preference

by Frank Geisler, Chamber Board Chair

## What is the purpose of an effective Chamber of Commerce?

### To help its members thrive!

After all, this is the reason why you became a member and decided to augment the presence and strength of your local business community. Well, the Salinas Valley Chamber of Commerce is leading the way by promoting Local Preference policies in our region. You and your business will thrive as a result!

Suffice it to say local and small businesses are a vital part of our economy. The SBA mentions that small businesses make up 54% of all sales annually in the USA. In the public purchasing sector, our state and local governments procure billions of dollars of goods and services every year, many of which are sourced from local businesses within their regions. [On that note, be sure to look for the ad in this Business Journal or see the Chamber's website for our Lunch and Learn seminar "How to Become a Vendor for the City of Salinas" on March 8.]

What is Local Preference? It is defined as any advantage given to bidders in competition for a contract which may be awarded, based on pre-established criteria.

Local vendor preference policies typically apply to vendors who have offices, stores or factories located within a specific region.

Policies may offer a margin of preference to local parties, either as a percentage of the price (the City of Salinas generously offers 10%) or as a percentage of points awarded in a professional competitive bid.

How is it helping? The goals of local preference policies include increasing vendor participation from local suppliers, creating local economic growth and ultimately keeping local tax revenues within the region.

The importance of local preference policies lies in this simple fact: when spending money locally, one contributes to keep workers employed, to support non-profit organizations, to pay local taxes and to train the local workforce. Furthermore, our local studies have shown that the successful implementation of local preference policies will translate to the creation of hundreds of local jobs. It starts with these transactions but would multiply exponentially if spread to business purchasing decisions made by all private organizations.

In 2017 your Chamber is leading a movement to implement such policies

throughout Monterey County through Local First. In addition to the Salinas Valley Chamber, Local First's founding organizations include:

- American Institute of Architects – Monterey Bay
- Central Coast Builders Association
- COPA
- Monterey County Business Council
- Monterey County Farm Bureau
- Monterey Peninsula Chamber of Commerce
- SPARC
- Salinas City Center Improvement Association

Because we understand how much of an impact this can make, the Chamber plans to create a new event later this year where we will showcase a Champion of Local Preference. Stay tuned to learn more about this exciting event...



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  
119 E. Alisal Street, Salinas, CA 93901  
(831) 751-7725

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Membership Director

Shin Sano,  
Member Services Coordinator

Dolores Tompkins,  
Operations Manager

Thom Taft,  
Finance Manager

Paul Farmer,  
CEO & Chief Member Advocate

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At Large,  
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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.



# 96<sup>th</sup> Annual Awards Luncheon

Join us for our biggest annual event where over 500 local businesspeople get together for lunch and to honor our own.

*Everybody comes because everybody goes!*

**Thursday**  
**February 23, 2017**  
**11am-1pm**  
**Sherwood Hall, Salinas**

Presented by



## 2017 HONOREES:

### Small Business of the Year:

A&O Specialty Pharmacy

### Large Business of the Year:

KSBW 8 (NBC) · Central Coast ABC  
Estrella TV Central Coast

### Businesswoman of the Year:

Susan Black

### Citizen of the Year:

Greg Chilton

### Agricultural Leadership:

Dirk Giannini

### Spirit of the Community:

IMPOWER

**TICKETS: \$55/members**  
**\$65/non-members**

Register online by 2/20  
[www.SalinasChamber.com](http://www.SalinasChamber.com)  
Or (831) 751-7725



often overlooked because we serve such a large area." The Chamber Awards Selection Committee wanted to recognize the many contributions made by the local family of stations owned and operated by Hearst Television Inc.

A member of the Salinas Valley Chamber of Commerce since 1970, the Hearst Television stations (KSBW 8 NBC, Central Coast ABC, and Estrella TV Central Coast) are the local leaders of local news, information and entertainment. KSBW Action News 8 provides 28.5 hours a week of live, local, #1 rated newscasts. KSBW.com and the KSBW News App are the #1 local digital platforms for local and breaking news. The combined platforms operated by KSBW provide over \$2.5 million annually in free PSA support to local non-profits.

**Businesswoman of the Year:**  
**Susan Black, Pinnacle Bank**

The Chamber is excited to have Susan Black join the pantheon that is our Businesswoman of the Year. Susan is the founder of not one, but two local community banks. She founded Pinnacle Bank in 2006 and has served as its CEO since 2008. Since it began, her outstanding stewardship has helped grow the bank's assets from \$100M to \$300M.

She enjoys a long list of accolades as an industry leader, including serving on professional banking councils and as the Treasurer/Vice President of the Hartnell College Foundation Board.

The Businesswoman of the Year is chosen not just for their own personal success, but

also for how well they have supported other women in developing their professional lives. By this measure, Susan is even more outstanding. She is a founder of the WELI Economic and Leadership Summit of the Hartnell College Foundation which has raised over \$250K to support and endow the Women's Education and Leadership Institute at Hartnell. 150 women have graduated the program and 97% of them remain or have completed their education. The Chamber offers our thanks and congratulations to Susan.

**Citizen of the Year:**  
**Gregory M. Chilton**

Greg Chilton has a long history of community involvement. Not only does he assist families in important planning decisions, he has contributed his time, talent and resources to many community agencies. He has served as an officer of the Salinas Jaycees, long-standing member of Salinas Rotary, board member of the Salinas Valley Memorial Hospital Foundation, board member of Palma High School (where he chaired the Long Range Planning Committee), president of the board of Notre Dame High School, president of the board of Legal Services for Seniors, board member and treasurer for Public Recreation Unlimited, and is currently past-chair of the board for the Community Foundation for Monterey County (CFMC).

Those who have worked with him at the Community Foundation have seen first-hand Greg's dedication to the community and commitment to excellence. During his

year as chair, the Community Foundation set records for both gifts and grants. Not only did the CFMC grow significantly in 2016, it granted more than \$15 million to nonprofits in Monterey County. Greg took this responsibility seriously. He is a positive and constant partner in the success of the Community Foundation and in Salinas as a whole.

**Ag Leadership Award:**  
**Dirk Giannini, Christensen & Giannini**

Christensen & Giannini farms over 3000 organic and conventional acres ranging from the northern Salinas Valley down south to San Ardo. As a fourth generation grower, Dirk was raised on the ranch. He has been active in the local Ag community for decades, serving on numerous commodity and advocacy group boards. Dirk sits on numerous boards and committees dedicated to promoting agriculture and the issues that surround it, including water quality, land use and food safety.

When called upon to be a leader, Dirk steps up and makes it happen; he is not one to shy away from a challenge. He is the leader of a local family farming operation, whose growth and success have been largely dependent on Dirk's management, interaction with the Ag sector, and involvement in the greater community. He and his company are stewards of the land and set an example for how upstanding farmers should operate.

Dirk also promotes a very important piece of agriculture - involving our youth.

He has participated in Monterey County Ag Ed's Farm Day program for several years and is a key coordinator of its annual events. As his children have grown and now participate in 4-H, Dirk has exposed them to Ag by helping them raise animals and participate in our local fairs. Dirk is a tremendous example of Agricultural leadership that we should all be proud of.

**Spirit of the Community:**  
**IMPOWER**

IMPOWER is a women's leadership group that brings together over 250 attendees for luncheons and mixers throughout the year. The events feature prominent speakers covering topics from health, careers, finances, family and philanthropy; all focused on making a difference in the lives of women, girls, and our community. The group promotes local businesses and vendors, provides supportive business networking opportunities, and engages its audience in powerful calls to action for featured nonprofits. The mission of IMPOWER is to Inspire, Motivate, Prepare and Organize Women to Engage & Reinvest. Formed in 2008 by co-founders Margaret D'Arrigo-Martin and Cathy Schlumbrecht, the 100% volunteer-based committee operates as an independent program of the Salinas Valley Chamber Foundation. Since its inception, IMPOWER has distributed over \$150,000 in philanthropic support to more than 30 people, organizations and programs in Monterey County.



about 25%, from just over \$450k to nearly \$600k.

While we have accomplished many things, the following table offers bullet points of some of the highlights.

***Chamber Highlights of Past 5 Years***

**2016**

- Created Local First coalition to encourage local preference policies and "keep local dollars with local businesses"
- Advocated successfully with the City of Salinas and their local preference policy
- Helping reconsider and revamp Leadership Monterey and Leadership Salinas Valley programs

**2015**

- Created Construction industry forecast that identified \$3B+ in local government construction projects
- Led unsuccessful effort against

Salinas Union High School District Project Labor Agreement on new high school

- Turned Capital One setback into a positive by working with City and County to update downtown Government Center MOU "with teeth in it"

**2014**

- Chamber built "Save Our Local Economy" coalition to advocate for the County not purchasing the Capital One property
- Revamped our membership structure to provide Tiered Benefits that members could choose

**2013**

- Led on successfully reversing Hartnell Project Labor Agreement for new science building
- Started well-received Past Chairs Luncheon
- Implemented cutting-edge Chamber management software

and website with many marketing benefits for members

**2012**

- Hired Paul Farmer as CEO; changed Chamber staff completely within one year
- Focused on solidifying our finances

***Looking ahead***

As we enter 2017, the Chamber staff and Board are focused on several important initiatives. "Local First" has started to gain traction and momentum. These efforts can result in millions of dollars and hundreds of jobs staying in our community. It's exactly the type of work that a Chamber should lead and we will invest more of our time and resources into it.

Related to Local First, the Chamber is planning a new luncheon event for later in the year, where we will honor a champion of local preferences. We also

would like to see this movement gain adoption by private businesses and local non-profits. Local First's impact will be much stronger with broader support.

This year, we will continue efforts started in 2016 to re-consider our Leadership Salinas Valley program. Since we began discussions with their board, Leadership Monterey Peninsula made the decision to close their organization. Several of LMP's Board members are meeting with us and we co-developed this Mission statement for a revitalized County-wide leadership development program. "Leadership Monterey County is a program that builds community awareness, involvement and stewardship to help shape the future of our County." It takes time and outreach to understand the community's needs and to build a solid, successful program. We are working to do just that.

# Marketing 101

tips & advice on digital marketing

by Phil Fisk, President  
Coastline Marketing Group



## 3 Steps To Improve Your Local SEO

More local businesses than ever before are starting to realize the importance of using search engine optimization to grow and expand. Many people, though, feel as though SEO is out of reach, being too expensive and complicated to pursue. The good news is that our location on the Central Coast is unique in a positive way, and ranking your local business on Google and the other search engines does not need to be difficult.

In a large metropolitan area, the competition for local search terms can get brutal. Because we live in a much smaller area, this problem is not as much of a concern for us. If anyone has hired a major SEO company to audit and enhance a website, then that person may likely be paying for services they don't need. With some testing, we have found that most local businesses can rank by keeping a few simple tips in mind:

### 1. Claim & Optimize Your Google Business Page

When you search for a local business in Google, you will notice that the top listings are usually Google Business Pages, so one of the best things that you can do for your SEO effort is to claim and optimize your listing. You can do so by ensuring that the store hours, phone number and address are correct. In addition to verifying that the listing is accurate, you will also want to include the main keywords for which your customers are likely to search.

### 2. Enhance Visibility

Having your business mentioned as often as possible increases your visibility and improves your SEO rank. As with backlinks, Google will use the number of citations that you have to determine the relevance and credibility of your business. Searching for your business name will help you find your listings, and you can claim and optimize them to enhance your results.

### 3. Online Reputation

As far as business listings are concerned, Google looks at the number of reviews that you have when determining where to place your business on the search results page, so managing your reputation and making a commitment to customer satisfaction will work wonders for your business.

### Final Thoughts

Rather than investing a lot of time and money, keeping an eye on your Google Business Page and other listings should be your main focus. Do your best to earn positive reviews from your customers, and you will enjoy more search engine traffic than you once thought possible.



*Celebrate Valentines Day  
Throughout February*

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# 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 March 14 (details in the ad beside this article). Or shoot me a note: [President@SalinasChamber.com](mailto: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

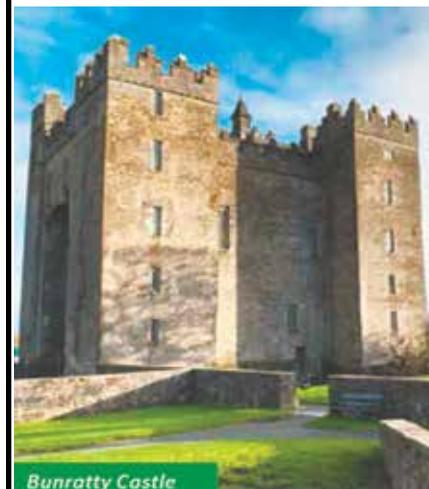
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119 E Alisal St, Salinas

**Info:** (831) 751-7725

Or email us for a brochure to  
[President@SalinasChamber.com](mailto:President@SalinasChamber.com)

# Governor Proposes Prudent Budget for 2017–18

Governor Edmund G. Brown Jr, recently proposed a prudent and balanced state budget for 2017–18 that eliminates a projected \$2 billion deficit and bolsters the state’s Rainy Day Fund, while continuing to invest in core programs.

“In the midst of economic and policy uncertainty, Governor Brown’s prudent budget proposal is a smart approach that will protect taxpayers and important state programs for the long run,” said California Chamber of Commerce President and CEO Allan Zaremberg.

In a letter to the Legislature, the Governor commented, “In all likelihood, the coming years will bring even worse financial news—either from the start of the next inevitable recession or from changes at the federal level. This uncertainty about the future makes acting responsibly now even more important.”

According to the Governor’s news release, significant details of the Governor’s 2017-18 State Budget include:

## ➡ **Keeping the Budget Balanced**

The budget proposes \$3.2 billion in solutions to ensure a balanced budget. By tempering spending growth rather than cutting existing program levels, these actions minimize the negative effects on Californians. The solutions include adjusting Proposition 98 spending, recapturing unspent allocations from 2016 and constraining some projected spending growth. In total, General Fund spending remains flat compared to 2016–17.

## ➡ **Bolstering State Reserves**

Proposition 2 establishes a constitutional goal of having 10% of tax revenues in the state’s Rainy Day Fund. With a \$1.15 billion deposit in the budget, the Rainy Day Fund will total \$7.9 billion by the end of 2017–18, 63% of the constitutional target. Although a full Rainy Day Fund might not eliminate the need for further spending reductions in case of a recession or major federal policy changes, saving now would allow the state to soften the magnitude and length of necessary cuts.

## ➡ **Increasing Education Funding**

K–14 funding is expected to grow to \$73.5 billion in 2017–18, up 55% (\$26.2 billion) from 2011–12. For K–12 schools, funding levels will increase by



about \$3,900 per student in 2017–18, over 2011–12 levels. This reinvestment provides the opportunity to correct historical inequities in school district funding with continued implementation of the Local Control Funding Formula.

## ➡ **Continuing Health Care Expansion**

Under the optional expansion provisions of the federal Affordable Care Act, the budget increases enrollment of this Medi-Cal population to 4.1 million Californians, with the state’s General Fund share of cost increasing from \$888 million to nearly \$1.6 billion.

## ➡ **Counteracting Poverty**

California has an extensive safety net for the state’s residents who live in poverty. Since 2012, the General Fund has invested about \$18 billion annually to help those in poverty. The budget continues to fund several programs, including the Earned Income Tax Credit and a cost-of-living adjustment for recipients of supplemental income payments.

## ➡ **Strengthening Transportation Infrastructure**

Annual maintenance and repairs of California’s highways, roads and bridges are billions of dollars more than can be funded annually within existing revenues. The budget reflects the Governor’s transportation package, first proposed in September 2015, which would provide \$4.2 billion annually to improve the maintenance of highways and local roads, expand public transit and strengthen critical trade routes.

## ➡ **Climate Change**

The state has appropriated \$3.4 billion in cap-and-trade auction proceeds to help reduce greenhouse gas emissions, with funding prioritized in disadvantaged communities. With volatility in recent auctions due in part to uncertainty about the program’s post-2020 future, the Administration proposes two-thirds urgency legislation to confirm the program’s continued authority beyond 2020. Assuming approval, the budget proposes \$2.2 billion in expenditures from auction proceeds, with a continued emphasis on low-income and disadvantaged communities.

*The full summary of the Governor’s budget proposal can be found at [www.ebudget.ca.gov](http://www.ebudget.ca.gov)*

# A Miniature Work of Art

by Dale Bartoletti



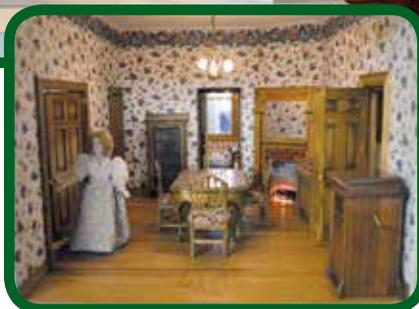
*Local businessman Harry Wardwell built this scale model of the Steinbeck House in Salinas over the course of 17 years.*

Harry Wardwell, whose appliance stores were Monterey County favorites for 28 years, had a hobby: model making. And as you see from the adjacent photos, he was extraordinary at it.

Perhaps his most remarkable creation is the scale model of the Steinbeck House in Salinas. Begun 30 years ago as a gift for his granddaughter, the dollhouse now resides in the author's birthplace. Harry worked on it intermittently for 17 years, and his attention to detail has visitors smiling and shaking their heads in wonder.

When Harry passed away last year, his family generously donated the model to The Steinbeck House; in a sense, it has come home.

Many visitors are struck by the craftsmanship and attention to detail. The windows and doors, including the interior pocket doors, all open and close. The hardwood floors are made of individual floorboards, and the shingles on the roof are individually attached. The chandeliers are electric and even the fireplace glows warmly.



*The windows and doors, including the interior pocket doors, all open and close. Talk about attention to detail!*

The dollhouse can be visited in The Best Cellar, the gift shop and bookstore of the "real" Steinbeck House at 132 Central Avenue.

The House is now a world-famous restaurant, owned and operated by the volunteers of The Valley Guild, serving lunch from 11:30 until 2:00, Tuesday through Saturday. It has had visitors from 68 countries in the past five years.

See the website for details at [SteinbeckHouse.com](http://SteinbeckHouse.com)

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# What Employers Should Know for the New Year

by Sharilyn Payne, Fenton & Keller

Every year California employers are faced with a multitude of new laws that they must learn and follow, and 2017 is no different. The following are just some of the new laws that take effect on January 1, 2017.

- **Minimum Wage Increase (SB 3):** Last April Governor Brown signed SB 3 to gradually increase the minimum wage to \$15.00 per hour by 2022. As part of that plan, effective January 1, 2017, employers with 26 or more employees must pay a minimum wage of \$10.50 per hour. Employers with 25 or fewer employees can continue to pay a minimum wage of \$10.00 per hour through December 31, 2017. Employers with employees performing work in other cities with a higher minimum wage, like San Jose or San Francisco, must pay the higher minimum wage to employees pursuant to the respective city's ordinance for the hours they work there.
- **Wage Discrimination (SB 1063 and AB 1676):** The California Fair Pay Act addresses equal pay based on gender. These bills amend the Act to also preclude pay differential based on race or ethnicity. Employers are prohibited from paying an employee at "wage rates less than the rates paid to employees of another race or ethnicity for substantially similar work, when viewed as a composite of skill, effort, and responsibility, and performed under similar working conditions," except when the wage differential is based on a "seniority system, a merit system, a system that measures earnings by quantity or quality of production, and/or a bona fide factor such as education, training, or experience." Employers are also prohibited from discriminating against employees who report concerns about wage differentials based on race or ethnicity. The Act is also amended to state that an employee's "prior salary shall not, by itself, justify any disparity in compensation."
- **Unfair Practices (SB 1001):** This new law provides that in complying with the requirements to verify that new hires are U.S. citizens or otherwise authorized to work in the United States, an employer may not do any of the following: request more or different documents than those required by federal law; refuse to honor documents provided by an employee that on their face reasonably appear to be genuine; refuse to honor documents or work authorization based on the status or term of status that accompanies the authorization to work; try to reinvestigate or reverify an incumbent employee's authorization to work using an unfair immigration-related practice. The penalty is up to \$10,000 per violation. Furthermore, the Form I-9 has been updated, and beginning January 22, 2017, employers must use the updated version that shows, in the footer, "rev. 11/14/2016 N."
- **Forms (AB 2337):** Employers with 25 or more employees must give new employees a written notice about the rights of victims of domestic violence, sexual assault and stalking to take protected time off for medical treatment or legal proceedings. Employers are not required to comply with this law until July 1, 2017, when the Labor Commissioner is supposed to post the appropriate form on its website.

Staying up-to-date and complying with changes in the law is one of the key ways for employers to reduce their exposure to liability.

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](http://www.fentonkeller.com).

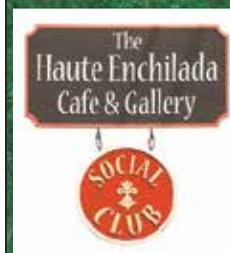


Payne



Photo by Barbara Kuhn, Studio

L to R: Kathy Torres, VP MCB; Ray Retez, Luis Solano, Kim Solano, Haute Enchilada Cafe and Gallery Owners; Charles T. Chrietzberg, Jr., MCB President/CEO



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# New Regional Dashboard

The Monterey Bay Economic Partnership (MBEP) announced that it has collaborated with Applied Survey Research (ASR) to create the Monterey Bay Regional Dashboard that provides key indicators to measure regional well-being. The new data, available today on MBEP's website, provides a snapshot by city, county and region of key well-being indicators across eight different categories. These indicators will be tracked annually, creating a longitudinal perspective of our region. The new dashboard was at MBEP's Second Annual State of the Region conference at the Embassy Suites in Seaside. The theme of the conference was "Catalyzing Community Well-Being."

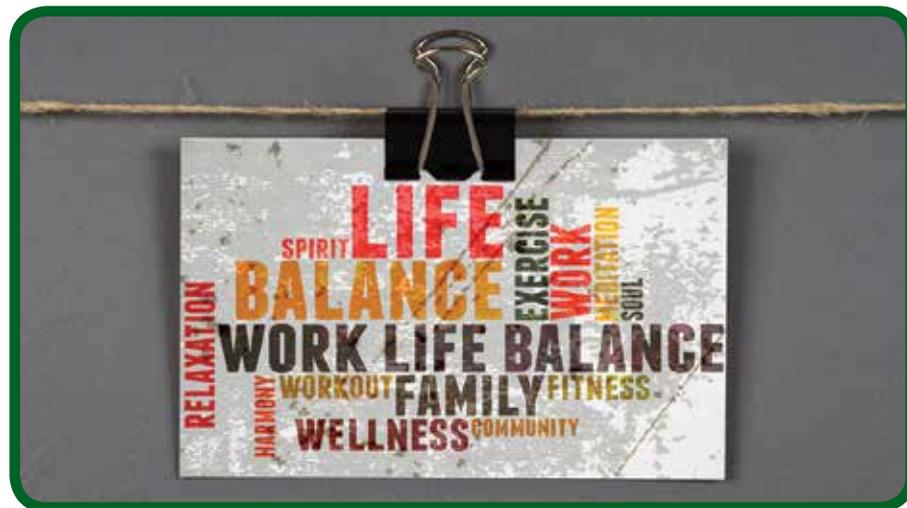
Data is being collected and tracked in the following domains: Education, Economic Vitality, Housing, Health, Infrastructure, Transportation, Public Safety and the Natural Environment. Data in each category provides a starting point for businesses, educational institutions, non-profit groups and government to assess the well-being of residents in the tri-county area and formulate action to improve it.

MBEP is grateful to our generous Regional Dashboard sponsors who made this project possible, and with whom we will be working to fine tune our approach in the coming years and

collaborate on initiatives to improve the state of the region. Dignity Health Dominican Hospital is the Presenting Sponsor. "For generations, we have invested in the well-being of our community. MBEP's new Regional Dashboard offers a harmonized approach to track and synchronize efforts across the region. Using a common data structure to focus on results aligns with our values, and our commitment to strengthening the community and improving the health and well-being of all our residents," said Nanette Mickiewicz, M.D., President, Dignity Health Dominican Hospital. Other domain sponsors include UC Santa Cruz, Cal State University Monterey Bay, City of Salinas, MidPen Housing, Eden Housing, Central California Alliance for Health, AMBAG and the Coastal Watershed Council.

The interactive Regional Dashboard includes regional, county and city-level data. It is available on MBEP's website at <http://mbep.biz/Facts-Figures.aspx>

*About MBEP: The Monterey Bay Economic Partnership (MBEP) is a regional nonprofit, membership organization consisting of public, private and civic entities located throughout the counties of Monterey, San Benito and Santa Cruz. MBEP's mission is to catalyze and lead change to make a positive difference in the economic health and quality of life in the Monterey Bay Region.*



Tax Volunteers



## Volunteers Needed for Tax Counseling Program

The Alliance on Aging is seeking Monterey County residents to volunteer for the 2017 **Tax Counseling for the Elderly (TCE)** program.

Each year the Alliance partners with the IRS & the CA Franchise Tax Board in providing free assistance to hundreds of Monterey County seniors in the preparation of their Federal & State income tax returns.

- Tax preparation experience is required, however additional training will be provided by AoA, the IRS & the CA Franchise Tax Board
- Sites and schedules throughout Monterey County
- Weekdays from 9:00 a.m. – 3:00 p.m.

For info contact **Sarah Guzman**, TCE Program Coordinator at [sguzman@allianceonaging.org](mailto:sguzman@allianceonaging.org) or call 831.655.4242.

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March 8th, 2017  
11:30am - 1pm

Located at the Salinas Valley Chamber Office:  
119 E. Alisal St., Salinas



# 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**

Big Sur International Marathon  
Central Coast Home Loans  
Gordon's Café and Catering  
H & R Block  
Kysmet Security & Patrol  
Monterey Peninsula College  
OpTerra Energy Services  
The YWCA Monterey County  
Uretsky Security  
World Financial Group

## **RENEWING MEMBERS**

AAA N. California Nevada & Utah  
Acme Awning Company  
Active Seniors  
Aera Energy  
AGFORCE Staffing & Search  
Agricultural Services Certified Organic  
Alco Water Service  
All-Safe Systems  
American Cancer Society  
American Takii  
AmeriPride Uniform and Linen Services  
Andrews Blueprint  
AquaBlue Skin & Body Spa  
Associated Builders & Contractors N. CA Chapter  
Axiom Engineers  
Backus Property Management  
Belli Architectural Group  
Best Western Hotel  
Blanco Self Storage  
Bobcat Bicycles  
Brandman University  
Brandon & Tibbs Accountants  
Brent Eastman Insurance Services  
Brookdale Senior Living  
Buffalo Wild Wings  
California Rodeo  
Cardinale Moving & Storage  
Casey Printing  
Central Coast Builders Association  
Central Coast Federal Credit Union

Central Coast Senior Services  
Central Coast Visiting Nurse Association & Hospice  
Chevron  
Chicago Title Company  
Chilton and House Attorneys  
Cinderella Carpet One  
Coastline Marketing Group  
Comcast Spotlight  
Commercial Service Company  
Corral de Tierra Realty  
Courtyard by Marriott  
Creekbridge Apartments  
Cypress Creek Apartments  
Cypress Landing Apartments  
D'Arrigo Bros. Co. of California  
Dynegy Moss Landing  
EMC Planning Group  
Entravision Communications  
Foundation for Monterey County Free Libraries  
Furniture Plaza  
Gabilan Properties  
Garden of Memories Memorial Park  
Gateway Center of Monterey County  
Geisler3  
Gin's Super Market  
Go Kids  
Granite Construction Company  
Green Rubber - Kennedy Ag  
Hartnell College Foundation  
Holiday Inn Express & Suites  
International Paper  
Jacob's Heart Children's Cancer Support Services  
JT Healthcare Uniforms  
K. Craig Media  
Kalah Bumba,  
Community/Health Consulting  
Kasavan Architects  
Kirkorian Enterprises  
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Lopez Tax Service  
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Pizza Factory / Amorim Enterprises  
Polar Service Company  
Primerica Financial Services  
ProSource Wholesale Floorcoverings  
Quail Lodge & Golf Club  
Rabobank, N.A.  
Retriever Payment Systems  
Rossi Self Storage  
Round Table Pizza  
Salinas Mattress Company  
Salinas Police Activities League  
Salinas Valley Recycles  
Scarr Moving & Storage  
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Special Events  
Staples Energy  
Stifel, Nicolaus & Company  
Struve & Laporte Funeral Home  
Swenson & Silacci Flowers  
The Don Chapin Company  
The Maynard Group  
The Post Box  
The Salinas Californian

The Steinbeck House - Valley Guild  
TMD The Marketing Department  
Treehouse Mortgage Group  
TriCord Tradeshow Services  
United Way Monterey County  
Universal Staffing  
Vegetable Growers Supply Company

## **SPECIAL ANNIVERSARIES**

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Sherrie Isaac  
Staples Energy

### **Celebrating 10 Years**

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Holiday Inn Express & Suites  
Lopez Tax Service

### **Celebrating 15 Years**

Monterey Plaza Hotel & Spa  
Scheid Vineyards  
Universal Staffing

### **Celebrating 20 Years**

Monterey County Business Council  
The Don Chapin Company

### **Celebrating 25 Years**

Garden of Memories Memorial Park

### **Celebrating 30 Years**

Cypress Creek Apartments  
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### **Celebrating 35 Years**

MBS Business Systems

### **Celebrating 40 Years**

Central Coast Visiting Nurse Association & Hospice

### **Celebrating 55 Years**

Andrews Blueprint  
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### **Celebrating 95 Years**

The Salinas Californian

# New Member Profiles

## AMERICAN SUPPLY COMPANY

Victor and Louise Molinari came to Salinas in 1930 and began a Janitorial Service with Victor's brother Joseph. In 1952 Louise decided that selling supplies would be the future of the business and American Supply Company was formed. Victor and Louise's sons John and David entered the business soon after.

In the 1980's David's sons Perry and Greg came into the family business where the third generation runs the business today.

130 W Market St., Salinas, (831) 424-1928  
and 1033 Broadway Ave., Seaside  
(831) 394-1445 AmericanSupplyCompany.com



## ASILOMAR CONFERENCE GROUNDS

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## CENTRAL COAST HOME LOANS

For over 25 years, Central Coast Home Loans has been a mortgage planning team committed to staying educated and innovative in the Mortgage Industry. Central Coast Home Loans brings this experience and knowledge to help our clients meet their short term and long term financial goals. Most recently, the North Monterey County Chamber of Commerce recognized Central Coast Home Loans with the Small Business of the Year Award.

7901 San Miguel Cyn Rd., Prunedale (831) 663-0391  
www.CentralCoastHomeLoans.com



## GORDON'S CAFÉ AND CATERING

In 1991, the affable restaurateur and chef built Old Town Deli & Café, which celebrates its 25th anniversary in 2017 under a brand-new name, "Gordon's Café and Catering," at its familiar location at 343 Main Street.

Already famous for its delectable homemade soups and sandwiches, Gordon's Café and Catering will be christened with a renovated interior and exciting new menu choices. Gordon lovingly makes all menu items from scratch with the freshest-possible ingredients.  
343 Main St., Salinas (831) 422-4133  
GordonsCafeAndCatering.com



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# IMPOWER Kicks Off 2017

by Dana Arvig, IMPOWER Committee

As always, the first IMPOWER luncheon of 2017 set the tone for another amazing and wonderful year. The keynote speaker at the luncheon held on January 19th was Pamela Davis, founder and CEO of Nonprofits Insurance Alliance Group, a Santa-Cruz based insurance company formed by a co-op of nonprofits. Davis continued the tradition for IMPOWER speakers of being a determined, successful, witty and captivating woman who shared her path to becoming a successful business woman against some incredible odds. Driven to succeed, Davis shared how she overcame personal issues in order to be the person she knew she could be saying "I spent 30 years figuring out who I wasn't" and then became a trailblazer in the insurance industry in the 30 years after that. Her attitude and enthusiasm for what she has accomplished, combined with some self-deprecating humor,

the program shared their personal stories of how they benefited from participating and what a profound impact it made on not only their lives, but the lives of their children. A live auction during the luncheon raised more than \$3,000 for Harmony at Home.

Since it began in 2008, IMPOWER has given back more than \$175,000 to nonprofits. The group was delighted to have Paul Farmer, CEO of the Salinas Valley Chamber, on hand to share with the audience that IMPOWER is being recognized with the 2016 Spirit of the Community Award which will be presented at the annual

Chamber awards luncheon on February 23 at Sherwood Hall in Salinas.

Many thanks to all of the committee members, attendees, sponsors, speakers, guests and raffle prize donors who continue to make IMPOWER an integral part of our community.

The next IMPOWER luncheon will take place on May 11 at 11:00 at Corral de Tierra Country Club. The keynote speaker will be Sarah Gerhardt of Monterey Pacific College

***We hope to see you there!***



Speaker Pamela Davis is flanked by IMPOWER co-founders Cathy Schlumbrecht (left) and Margaret D'Arrigo Martin.

left the audience with a sense of getting to know someone well in a very short period of time. IMPOWER always promises you'll leave the luncheons feeling inspired and motivated and this event was no exception.

Harmony At Home, a nonprofit organization that leads educational programs for children and youth, was the featured nonprofit. One of the programs they offer is Teen Success which helps teen moms learn to be successful parents. Two teen mothers who have been through



You always find smiling faces and nattily-dressed professional women at an IMPOWER luncheon.

IMPOWER Photos © Kristen Fletcher Photography



With no rain at IMPOWER, these ladies showed off their bright pink umbrellas supplied by IMPOWER supporter and promotional products purveyor, Geisler3.

## IMPOWER

A project of the Salinas Valley Chamber of Commerce

*Make Your Reservation Today*

**Thursday May 11th at Corral de Tierra Country Club\***  
Complimentary Valet Parking for IMPOWER attendees.

**11-12pm Registration and Wine Reception**  
**12-1:30pm Lunch & Program**

**Guest Speaker: Sarah Gerhardt - Riding on Top of the World**

**Monterey Peninsula College Foundation is the Featured Non-Profit**

Enjoy lunch with wine service  
Salinas Valley Chamber Members \$50  
Prospective Members \$60

RSVP: [SalinasChamber.com](http://SalinasChamber.com)



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



# Chamber Ambassador

Ana Jimenez

Ana Jimenez is a native of the Central Coast. She graduated from North Salinas High School in 2000. While in high school she was part of the founding team of what is still Safe Teens Empowerment Project in Salinas. After leaving the community to attend UC Santa Barbara then to work in the Bay Area, she was drawn to come back to Salinas. Through her work and investment into the community at a young age, she found a passion for it. She has locked arms with

organizations like Hospice, Kinship Center of Monterey County and Relay for Life. She has also led youth ministry at Emmanuel Bilingual Baptist Church and sits on the Impact Youth Camp committee.

As an Ambassador with the Salinas Valley Chamber of Commerce, Ana has had the opportunity to connect and build relationships with the local business community.

Ana is an Account Executive for Comcast Spotlight. Offering 50+

networks like ESPN, Fox News, CNN, Food, and live sports like Warriors, Giants and more, her goal is to help local businesses create a successful and effective campaign that will reach the right demographic by focusing on the networks and programs their customers are watching and love.



If you have an interest in local TV advertising or are simply curious about it, please contact Ana at 831-324-3321 or [Ana\\_Jimenez3@cable.comcast.com](mailto:Ana_Jimenez3@cable.comcast.com)

## MEMBER ORIENTATION

Thursday, February 16th, 4:30-5:30pm  
Scudder Roofing & Solar  
3342 Paul Davis Dr, Marina  
Learn more about the Chamber  
~ Networking Mixer to follow ~  
5:30-7:00pm



- Current members - Learn about updates or changes to membership
- Prospective members - Learn some reasons why you should join this great organization
- New members - Also receive your Chamber plaque!



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provide patients with dignity, support and illness management in their own home setting. The team attends to the physical, emotional, and spiritual needs of our patients and their families at the end of life.

The **VNA Wellness and Immunization Clinic** provide consults and immunizations for travelers, students, and others. Travel consults are conducted by a trained travel health RN who will provide recommendations based on your destination, your health assessment, your duration of stay, and the nature of your trip.

The **VNA Flu Clinic** is a walk-in service available in a number of

convenient locations. Flu vaccines are available at reasonable prices. Immunizations are available for all adults and children 2 years and older. Other available vaccines include pneumonia vaccines (Pneumovax and Pneumovax), as well as Tdap/whooping cough vaccine.

**Central Coast VNA & Hospice** is the preferred home health care organization for Monterey and San Benito Counties as well as the southern ends of Santa Cruz and Santa Clara. We serve 700 home care patients and 150 hospice patients daily, 365 days a year.



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or **831-751-5500**  
(Hospice services)

## Non-Profit Calendar

DATE	TIME	LOCATION	NON-PROFIT	EVENT	CONTACT	WEBSITE
2/14	6am to 8pm	KSBW 8 and Central Coast ABC	Monterey County SPCA	Share the Love Pet Telethon	831-373-2631	www.SPAMc.org
Fridays	5:30-8:30pm	710 Old Stage Road	Rancho Cielo	Friday Night Dinners at Rancho Cielo Dining Room	831-444-3521	ranchocieloyc.org
2/24 & 25	2 & 7 pm	320 Main Street, Salinas	ARIEL Theatrical	Chicken Little	831-775-0976	arieltheatrical.org
3/10	7 pm	320 Main Street, Salinas	ARIEL Theatrical	Seussical - at Sherwood Hall	831-775-0976	arieltheatrical.org
3/8	5:30-7:30pm	Hartnell College Bldg C	Salinas Senior Center	St Patrick's Fundraiser	831-757-6030	ssc@salinasseniorcenter.com
2/25 & 3/25	9-11 AM	381 San Juan Grade Road, Salinas	Hearts & Hands Christian Childcare & Preschool	Open House - Now Enrolling Children 2-5	831-449-7536	hhpreschool.com
Tues 2/7-3/14	10am-12pm	21 Lower Ragsdale Drive, Monterey	Alzheimer's Association	Savvy Caregiver Training Six Week Course	800-272-3900	www.alz.org/norcal
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
2/9	8:45-10:15 AM	2354 Garden Road, Monterey	Community Foundation for Monterey County	Board Officers' Roundtable Series Begins	831-375-9712	cfmco.eventbrite.com
2/16	9:30-11:30 AM	11160 Speegle Street, Castroville	Community Foundation for Monterey County	Supervisor as Coach Workshop with Rita Sever	831-375-9712	cfmco.eventbrite.com
2/16	6:30-8:00pm	381 San Juan Grade Road	Anthem Christian School	Open House for Current and New Students	831-449-0140	anthemschool.net
2/25	10:00am-12:00pm	381 San Juan Grade Road	Anthem Christian School	Open House for New Students	831-449-0140	anthemschool.net
2/18	11:00am-4:00 pm	559 Pacific Street, Monterey	Monterey Museum of Art	Family Day: Figure it Out!	831-372-5477	montereyart.org
2/16	6:00 pm- 7:00 pm	945 S. Main Street, Suite 107, Salinas	CASA of Monterey County	Information Session	831-455-6800	www.casaofmonterey.org
3/1	6:00 pm - 8:00 pm	625 Pacific Street, Monterey Ca	CASA of Monterey County	Information Session	831-455-6800	www.casaofmonterey.org
4/30	12pm-3pm	1551 Beacon Hill Drive, Salinas	Read to Me Project	Salinas Valley Grows Readers - Volunteers Needed	831- 594-1888	readtomeproject.org

# Chamber Events

Holiday Mixer with Chamber Members in the Taylor Building



## Ribbon Cutting



To celebrate its 25th anniversary this year, the Old Town Deli & Café has a brand-new name, "Gordon's Café and Catering." That's owner Gordon in the red shirt at his familiar location, 343 Main Street.

**"I'M INTRIGUED –  
TELL ME MORE!"**

Please visit the Chamber website to register for any of the upcoming events on page 19, or contact the Chamber for more info. (831) 751-7725 or [info@SalinasChamber.com](mailto:info@SalinasChamber.com)

# Options to Raise Capital for Businesses

by Patrick Casey

All businesses need working capital for both daily operations and to take advantage of opportunities as they present themselves. The two primary methods of raising capital are either borrowing money or selling stock (or an ownership interest) in the business to an investor. There are benefits and drawbacks to both forms of raising capital.

Borrowing money is the most customary way for a business to meet its working capital needs. This may be either a line of credit or borrowing a set amount of money for specific purposes. The benefits are that the borrower knows that they have access to funds and can plan accordingly. The drawback is obviously that the borrower has to repay the money. However, a business may not be able to borrow money if it is a new business and has no track record or does not have enough assets to pledge as collateral for the loan. Also, this may not be an option if the business does not have the cash flow to repay a loan in the ordinary course of business.

The other option is for the business to seek investors that will buy into the business in exchange for owning a portion of the business. The parties must negotiate the terms of any such "buy-in" which include: the amount of cash to be invested; the ownership percentage to be given to the investor; any preferential voting rights; any preferential right to dividends or distributions; a seat on the board of directors; a right to veto specific

actions the business may want to take; and other such rights. The primary benefit of obtaining capital through an investor is that there is no obligation to repay the funds. The investor may also bring certain knowledge and experience (or even industry contacts) that could prove invaluable to help grow and expand the business. The downside is that the owner will have to give up some ownership interest to the investor in exchange for the capital. In addition, if the parties end up disagreeing with each other, then that can seriously hamper business operations and possibly jeopardize the future success of the business.

There is also a hybrid of these two approaches. Sometimes, private lenders (but not commercial lenders) will negotiate to be able to convert their loan into an equity position in the company. The parties will negotiate a conversion ratio in which every dollar of debt is converted into a certain amount of stock or ownership percentage interest in the business. The lender may negotiate to have this conversion right at any point during the loan term, or it may be limited to a certain period of time or only upon the occurrence of certain events. This conversion right must be thoroughly documented so that there is no dispute in the future if the lender exercises its conversion right.

*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](mailto:patrick@lg-attorneys.com).*



Casey



# Member News

## MADONNA MANOR AWARDED

Madonna Manor Senior Living has been honored with the 2017 Best of Senior Living Award.

The annual SeniorAdvisor.com Best of 2017 Awards recognize outstanding senior living providers who have received consistently high ratings from residents and their families.

Winners of the award are located all over the country and represent the top tier of assisted living and other senior living providers in the country.

The award places winners in the top one percent of senior care providers nationwide.

The Madonna Manor team is proud to have earned this award and remains committed to remaining the Best of the Best!



## AMERICAN AGCREDIT MERGES

American AgCredit recently announced its merger with the Farm Credit lending cooperative, Farm Credit of Southwest Kansas. The merger brings together two neighboring associations to expand operations and support the agriculture community, and will provide four additional offices to serve farmers -- Dodge City, Garden City, Liberal, and Scott City, Kansas. The merger further diversifies the geographic and commodity mix -- ensuring continued strength and stability. Both associations have a staff of seasoned agricultural experts with comprehensive knowledge of financing within the ag industry. Founded in 1916, American AgCredit is part of the nationwide Farm Credit System, and is the nation's 5th largest Farm Credit cooperative.



**American AgCredit**  
Money for Agriculture

## SKINNER JOINS KASAVAN ARCHITECTS

Kasavan Architects is pleased to announce that local architect Cerisa Skinner AIA, LEED AP has joined their firm.

A native of Watsonville, Ms. Skinner is a graduate of the Cal Poly SLO, where she earned her BA degree. Her academic background includes studies in Sustainable Environments and participation in the Denmark International Study Program in Copenhagen.

For Kasavan Architects, Ms. Skinner is working on projects for CSUMB at Salinas City Center, a new restaurant in the Taylor Building and projects at Natividad Medical Center.



# Upcoming Events

DATE	TIME	EVENT	LOCATION
7-Feb	12:00 PM - 1pm	Connect at Lunch - Portobello's Cafe	1366 S. Main Street
15-Feb	11:30 AM - 1pm	Government Relations Committee (GRC)	"Salinas Chamber Office, 119 East Alisal St."
16-Feb	4:30 PM - 5:30pm	Member Orientation - Scudder Roofing & Solar	"Scudder Roofing & Solar, 3342 Paul Davis Dr., Marina"
16-Feb	5:30 PM - 7pm	Monthly Networking Mixer- Scudder Roofing & Solar	"Scudder Roofing & Solar, 3342 Paul Davis Dr., Marina"
23-Feb	11:00 AM - 1pm	96th Annual Awards Luncheon presented by Rabobank - "Helping You Grow"	Sherwood Hall 940 N. Main Street, Salinas
1-Mar	12:00 PM - 1pm	Connect at Lunch - Rosita's Armory Café	231 Salinas Street
8-Mar	11:30 AM - 1pm	Lunch and Learn- Become a Vendor for the City of Salinas	Salinas Chamber Office
2-Mar	8:30 AM - 10pm	Business Development Committee (BDC)	Salinas Chamber Office
15-Mar	11:30 AM - 1pm	Government Relations Committee (GRC)	Salinas Chamber Office

## Connect @Lunch Wednesday March 1st 12-1pm

*Rosita's Armory Cafe*



231 Salinas Street  
Salinas, CA 93901

Come join us and meet the Chamber's Board members, have lunch, and make new connections.

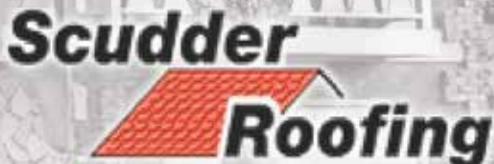
Join us for great food and great connections.

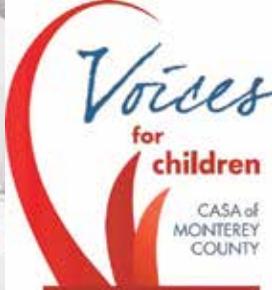
Your cost is your lunch.

Visit  
[SalinasChamber.com](http://SalinasChamber.com)  
For more info.



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### Hollister

1730 Airline Highway, Suite 310  
Hollister, CA 95023  
(831) 638-4861

### Salinas Main

301 Main Street  
Salinas, CA 93901  
(831) 737-1213

### Watsonville

1915 Main Street  
Watsonville, CA 95076  
(831) 768-2668

### Castroville

10601 Merritt Street  
Castroville, CA 95012  
(831) 633-3302

### King City

532 Broadway  
King City, CA 93930  
(831) 385-4144

### Salinas Westridge

1285 North Davis Road  
Salinas, CA 93907  
(831) 784-7700

### Gilroy

805 First Street  
Gilroy, CA 95020  
(408) 842-1938

### Monterey

439 Alvarado Street  
Monterey, CA 93940  
(831) 242-2000

### Seaside

1658 Fremont Blvd.  
Seaside, CA 93955  
(831) 394-6900

### Gonzales

400 Alta Street,  
Gonzales, CA 93926  
(831) 675-3637

### Pacific Grove

561 Lighthouse Avenue  
Pacific Grove, CA 93950  
(831) 649-5010

### Soledad

2149 H. De La Rosa Sr. Street  
Soledad, CA 93960  
(831) 678-7338



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