

Chamber Honored for Local First

At its annual conference, the Western Association of Chamber Executives (WACE) recently bestowed a prestigious recognition upon the Salinas Valley Chamber of Commerce for the Chamber's development and leadership of Local First.

WACE comprises 830 member organizations, which are mostly Chambers of Commerce in the Western United States. These Chambers represent everything from smaller communities to large metropolitan areas like Los Angeles and Las Vegas. At its well-attended annual industry conference, the association selects five Chambers for special recognition for the work they are doing in their communities. This year, the Salinas Valley Chamber of Commerce was honored to be one of those five, receiving the "2016 Core Competency Program of the Year."

The Chamber has led the creation of Local First, which is a coalition of nine local associations that have come together to further the economic well-being and development of the tri-county area. They do this by supporting the adoption and implementation of Local Preference Policies by our government and businesses. Local Preference Policies encourage keeping spending with local companies. With upcoming construction in Monterey County alone estimated at \$7B in the next 5 years, the impact on the community can be in the tens of millions of dollars.

Paul Farmer, CEO of the Salinas Valley Chamber and President of Local First, said: "We are pleased that Local First's efforts have really begun to take root. Supporting local businesses is not only the right thing to do, but it is one of the most effective ways we can further the economic development of our community. Attracting major employers to any area can be a challenging undertaking, but helping



Farmer Receives WACE Award

local businesses thrive through the adoption and implementation of Local Preference Policies - that's much easier to do and affects the bottom line just as much. Since we are at the forefront of this movement, we have pledged to help other Chambers throughout the country work toward achieving similar goals."

The Chamber offers its appreciation to Mayor Joe Gunter and the Salinas City Council, City Manager Ray Corpuz, and City Attorney Chris Callihan. Their support and efforts to adopt and implement an effective Local Preference Policy for the City of Salinas have become a model for other cities and jurisdictions to follow. Local First is working with the City of Monterey and the County of San Benito, which are both learning about the benefits for their communities of adopting Local Preference Policies.

Christie Cromeenes, Executive Director of the Central Coast Builders Association, is one of the nine founding members of Local First. She is taking the lead with San Benito County to help them adopt a Local Preference Policy. "We're pleased that we have a website now with resources and more information about Local Preferences. And it's not just something for government. Imagine the impact we will have as more private

businesses start implementing simple policies to keep dollars in our community. This can really be part of an important economic strategy for the whole area."

You can learn more about Local First and Local Preference Policies at www.SalinasChamber.com/LocalFirst



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

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California Exports Report

by Susanne T. Stirling

California's merchandise export trade concluded 2016 with an exceptionally strong showing in December, posting a nominal 9.3% gain over the same month in 2015, according to a Beacon Economics trade report released this week.

According to Beacon's analysis of U.S. trade statistics by the U.S. Census Bureau, foreign shipments by California businesses totaled \$14.04 billion for the month, a robust increase over the \$12.85 billion recorded in December 2015. For the year, the state's exports totaled \$163.62 billion compared to \$165.37 billion recorded one year earlier.

The report finds that the state's exports of manufactured goods in December increased by 8.6% to \$9.05 billion from \$8.33 billion one year earlier. Exports of nonmanufactured goods (chiefly agricultural products and raw materials) jumped 14.1%, to \$1.70 billion from \$1.49 billion. Re-exports, meanwhile, rose 9.3% to \$3.29 billion from \$3.01 billion.

For the year as a whole, the state's manufactured export trade amounted to \$103.41 billion, 2.9% shy of the previous year's \$106.50 billion. Nonmanufactured shipments totaled \$19.79 billion, off 1.0% from \$19.99 billion one year prior. Re-exports hit \$40.42 billion, exceeding last year's total of \$38.88



EXPORTS - CONTINUED ON PAGE 7

Salinas Valley Memorial Hospital Foundation's Annual

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Salinas Valley Memorial Hospital Foundation

Teamwork

by Frank Geisler, Chamber Board Chair

“Every successful organization relies on a team working in unison to achieve its goals.”

When you survey the business landscape in every direction, you can discern the growing companies from the struggling ones. Sometimes, they struggle because of poor planning, inept management or insufficient resources. It can even be the result of the wrong timing (too early or late in the market.) In the case of successful enterprises, the complex combination of product, service, resource and timing aside, a common denominator always resides in teamwork.

You are familiar with the standard clichés: “There is no “I” in TEAM”, “Together Everybody Achieves More”, “A successful team is a group of many hands and one mind.”

The Salinas Valley Chamber of Commerce is such an organization: when YOU join the Chamber, you are immediately supported by a group of many hands with one mind, with one goal: to make you thrive and to

represent your best interests as a member of the business community.

First, you interact with **AMBASSADORS** during mixers, ribbon cutting events and luncheons: they greet you and facilitate your interaction with other members. I always want to see new members being introduced to other people in the industry to which they want to connect. If interested in making more business contacts, ask an Ambassador at the next Chamber event.

Second, you attend the many committees that are offered to you and work with other **VOLUNTEERS**. Whether it is the Government Relations Committee, the Business Development Committee, the Membership or the Events Committee, they are populated by other members like yourself, and board and staff members. Besides helping the goals of the Chamber, these functions are ripe with opportunities to make yourself and your business known.

Then, the **STAFF** is omnipresent and available to answer questions, requests and other concerns that you may have. Under the leadership of our President/CEO, management and administrative policies of the organization are executed and coordinated. He also has an active

role in developing partnerships with the business community and represents you before community organizations and public entities.

The daily functions of the Chamber are spread between the Operations Manager, the Finance Manager, the Membership Director and the Member Services Coordinator.

Finally, the **BOARD OF DIRECTORS** works with the President/CEO to plan and develop policies to strengthen the organization and its relations with the community.

In this issue, you will find in greater detail some further information about each of these Team members.

AMBASSADORS, VOLUNTEERS, STAFF AND BOARD OF DIRECTORS working in collaboration with **YOU** = wonderful things can be achieved.

“When a team outgrows individual performance and learn team confidence, excellence becomes a reality.”

—Joe Paterno



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

I welcome your feedback.

— Frank Geisler
2017 Chamber Board Chair,
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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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Abby Taylor-Silva

(Chamber Executive Committee)
Grower Shipper Association



Adrienne Laurent

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Photo by Batista Moon Studio

Stephanie Chrietzberg, SVP Business Development; Sarah Gaebelein, VP Commercial Loan Officer;
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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 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

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Oct 23 - Oct 30, 2017

8 Day Journey of a Lifetime
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(one is a medieval banquet at Bunratty Castle)

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



Bunratty Castle

Marketing 101

tips & advice on digital marketing

by Phil Fisk, President
Coastline Marketing Group



Have You Claimed Your Google Business Page?

As a business owner, you have likely heard about the importance of claiming your Google Local Business Page. Yet, you may have been putting it off due to a lack of information about its importance or just simply not having time to explore all that it has to offer for your company. While having a company website is a great start for building your online reputation, it is important to understand that your Google Business Page provides a roadmap for getting your target audience to visit your business along with opportunities for interaction that drive growth.

Google Business Page Benefits

Showing up on that first page of a Google search involves using several strategies such as AdWords and search engine optimization. However, claiming your Google Local Business Page puts you on the fast track toward showing up in your local listings. The local search results can vary due to differing factors among users, but your main goal should always be to end up in the top three results offered. When you do so, your business is automatically presented to potential new customers without any additional advertising money from your budget.

Claiming Your Local Page

Setting up your Google Business Page is a relatively simple process that is easier if you already have a Google account. Ideally, any Google services you use should be set up under the same account to streamline your activities. Once you have all of your information entered, Google will require postcard verification to prove your company is legitimate. This simple procedure simply involves a postcard being mailed to your company address with a PIN number on it. Once you receive the card, go to your account and enter the PIN to activate it.

Getting the Most Out of Your Page

Attracting customers to your website is the main goal of your Google Business Page. However, it also has additional benefits for bolstering your sales. For example, you can add photos of your business, products or services to give potential customers a visual picture of what you can do for them. Current customers can also leave reviews regarding your company for others to read, and you can respond to both negative and positive comments to demonstrate your business's dedication to providing quality experiences for every customer. Helpful information about your business can also be added. For example, letting potential customers know your hours and services that are offered allows them to make an informed decision about visiting your company.

Ignoring your Google Business Page is letting an opportunity for free and effective advertising to pass you by.

Don't ignore the opportunity to increase your brand recognition and drive potential new customers to your business by showing up in the local listings. Instead, set up your page, and stay involved by responding to reviews and changing your business information as needed to keep members of your target audience informed about all that your company offers.



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EXPORTS - CONTINUED FROM PAGE 1

billion by a 4.0% margin.

The state's exports of manufactured goods in November increased by 10.0% to \$8.91 billion from \$8.10 billion one year earlier. Exports of nonmanufactured goods (chiefly agricultural products and raw materials) jumped 19.2%, to \$2.11 billion from \$1.77 billion. Re-exports, meanwhile, rose 13.8% to \$3.39 billion from \$2.98 billion.

By way of comparison, the nominal value of overall U.S. merchandise exports in December rose 5.6%, while exports from Texas edged up 2.4% over last December.

A Closer Look At The Numbers

As always, Beacon Economics cautions against reading too much into month-to-month fluctuations in state export statistics, especially when focusing on specific commodities or destinations. Significant variations can occur as the result of unusual developments or exceptional one-off trades and may not be indicative of underlying trends.

For that reason, Beacon Economics compares the latest three months for which data are available (i.e., October–December) with the corresponding period one year earlier. That analysis shows that California's merchandise exports totaled \$43.66 billion, a \$3.31 billion, or 8.2%, increase over the same time period last year.

The strong year-over-year growth in the fourth quarter of 2016 was due to broad-based gains across the state's top commodities, as well as a rebound in oil prices that had been a drag on growth earlier in the year.

The largest gains were seen in miscellaneous manufactured commodities, which totaled \$3.5 billion in the fourth quarter. a 20.9% increase over

California Export Trade by Commodity (Nominal, \$ Millions)			
Commodity	Oct-15 to Dec-15	Oct-16 to Dec-16	% Change
Total All Commodities	40,349	43,662	8.2
Computer And Electronic Products	11,100	11,412	2.8
Transportation Equipment	4,846	5,402	11.5
Agricultural Products	3,691	4,218	14.3
Machinery, Except Electrical	3,420	3,842	12.4
Miscellaneous Manufactured Commodities	2,891	3,494	20.9
Chemicals	3,184	3,385	6.3
Food And Kindred Products	2,267	2,308	1.8
Electrical Equipment, Appliances, And Component	1,756	1,790	1.9

Source: WISER Trade

California Export Trade by Export Market (Nominal, \$ Millions)			
Export Market	Oct-15 to Dec-15	Oct-16 to Dec-16	% Change
Total All Export Markets	40,349	43,662	8.2
Mexico	6,807	6,584	-3.3
Canada	4,200	4,141	-1.4
China	3,388	4,024	18.8
Japan	2,941	3,274	11.3
Hong Kong	2,040	2,870	40.7
Korea, Republic Of	2,032	2,221	9.3
Taiwan	2,383	2,094	-12.1
Netherlands	1,452	1,624	11.8

Source: WISER Trade

the fourth quarter of 2015. This category is made up of a broad range of items and materials, one of them being jewelry, which was a major contributor to growth. Exports of precious metals, stones, and pearls totaled \$1.62 billion, a 52.3% increase over the same time one year prior. The bulk of this increase was due to a real increase in volume and not just a change in prices. The average export price for precious metals, stones, and pearls increased by only 3.9% over the same time period.

Transportation equipment exports, namely motor vehicles, also were a strong contributor to export growth. During the fourth quarter of 2016, transportation equipment exports totaled \$5.4 billion, a \$555.6 million, or 11.4%, increase over the same time one year prior. Of this total, exports of motor vehicles

increased by \$400.2 million.

Exports of petroleum products were still a slight drag on export growth, but substantially less than in the first half of the year. Exports for this category totaled \$825 million in the fourth quarter, down just 0.1% from the same time one year prior. This small decline was due to lower volumes of exports as average export prices rose by 7.7% over the time period. With crude oil in large supply globally, the volume of petroleum product exports is not expected to increase in the short term.

On a regional basis, exports to China made up the bulk of the increase in the value of exports in the fourth quarter. Exports to the mainland and Hong Kong together made up \$6.9 billion, a 27.0% increase over the fourth quarter of 2015. Exports to Mexico, the No. 1 destination for the state's exports by dollar value in 2016, as well as to Canada, the No. 2 destination, were both down over this

period. The value of exports to Mexico and Canada decreased by 3.3% and 1.4%, respectively.

The Outlook

Beacon experts explain that President Donald Trump has questioned the benefits to the United States of the current global trading system and the rules that govern how business is to be done among nations. Upon taking office, the President promptly squashed any remaining hope that the Trans-Pacific Partnership (TPP) might be approved, although it should be noted that the accord was not expected to win approval in Congress regardless of who assumed the presidency on January 20. Implementation of TPP would have provided benefits for a wide range of California industries from farms to pharma.

"President Trump has since taken aim at the North American Free Trade Agreement (NAFTA), and Mexico in particular, although there are signs that presidential bravado may giving way to more measured deliberations as the new administration gradually discovers the real-world constraints of policymaking," Beacon experts say.

"Both the U.S. and Mexico now seem prepared to reappraise an agreement that was drafted nearly a quarter century ago when negotiators could not have possibly comprehended the changes that have since occurred in supply-chains, industrial processes, and product lines. With Mexico as its leading export market, the consequences for California are not at all clear," say Beacon experts.

The Beacon report concludes: "Relations with China are also of great concern. China is California's third largest export market and, by far, the largest driver of trade through the state's seaports. Anything that would diminish the flow of trade through California's ports would have a serious economic impact not just on the ports themselves and their customers but also on the legions of workers who process the movement of goods transiting those ports.

"While President Trump has appointed anti-China hardliners to lead the charge on trade, it remains to be seen how his policy actions will match up to his campaign rhetoric. Regardless of whether the Trump administration succeeds or fails in its policy efforts, it has contributed to heightened levels of uncertainty in the economy, which is good for neither businesses nor consumers in California and the United States."



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Scheid Vineyards

Record Wine Exports

Wine exports set record, led by California labels

by Geoffrey Mohan, LA Times

U.S. exports of wine — the bulk of it from California — set a record in 2016 despite having to fight a strong dollar, subsidies and barriers in other countries and a tight water and labor supply at home, according to the Wine Institute.

The \$1.62 billion in foreign trade revenue for 2016 bested the previous year's record of \$1.49 billion by a slim margin through steadily strong sales in the top market, the European Union, and sharp growth increases in China and Britain.

About 90% of the 49.5 million cases of U.S. wine sold came from California, according to a report released Tuesday by the California-based industry advocacy group.

But it was the price tag of the wines, more than the volume, that drove revenue, continuing a trend of "premiumization" of Golden State labels, said Robert P. Koch, Wine Institute president and chief executive.

"California wines are well positioned for this trend — our vintners are offering quality, value, diverse styles and environmental stewardship in their winemaking," Koch said.

The 28 countries of the European union — Britain and Germany paramount among them — accounted for \$685 million in revenue. But Canada was the top single nation buying U.S. wine, shelling out \$431 million, largely for table wines. It was followed by China and Hong Kong, with \$181 million; Japan, \$87 million; Mexico, \$24 million; South Korea, \$23 million; Switzerland, \$19 million; and Singapore, \$14 million.

Overall, California wine exports grew about 78% as the state and its tourism promoters have cemented the Golden State as a chic label unto itself, particularly among the emerging middle class in China, said Linsey Gallagher, the institute's vice president of international marketing.

Some of that growth may also be due to the emergence of wine regions throughout California, including in the Central Coast and Sierra Foothills.

"This is not just a Napa and Sonoma story — that's obviously a huge part of the story — but we make and grow wine in 48 of 58 counties of the state," Gallagher said.

A crackdown on luxury items purchased by Chinese government officials had caused pain for other exporters over the last couple of years, including California almond growers.

"California wine wasn't as entrenched in that government channel, so therefore we weren't as impacted by it," Gallagher said. "What I think you're seeing in the numbers for this year for California wine exports is consumers are connecting with our brand and us becoming a region of choice."

Canadian sales slowed down from the previous year, though U.S. labels remained the top table wines for our northern neighbor.



The U.S. has lodged a complaint on behalf of California vintners with the World Trade Organization over a policy in the Canadian province of British Columbia that limits sales of wine in grocery stores to locally produced labels.

"We anticipate continued growth and are also hopeful that provincial governments will extend to California wineries equal access to retail distribution channels," said Rick Slomka, Wine Institute trade director for Canada, a partner in the North American Free Trade Agreement.

California vintners began a trade tour with Mexico on Monday, with stops in the capital and Baja California region, where they hope to calm nerves over talk of a trade war, Gallagher said. Last year, U.S. wine sales reached \$25 million with our other NAFTA partner,

vaulting it into fifth place.

President Trump had vowed to tear up NAFTA, or at least renegotiate it, and in his first week in office, administration officials dangled the possibility of taxing imports as much as 20% — setting off anxiety among growers in California, who depend heavily on exports.

Previous trade fights have targeted U.S. wine for retaliation.

"We are trying to send a positive message that says we're still committed to that market," Gallagher said as she waited to board a plane to Mexico City. "Obviously, the political climate has changed a lot in the last few weeks, to put it mildly."

The California wine industry is less dependent on exports than other agricultural sectors are, but with Americans still consuming far less wine per capita than their counterparts in many countries, vintners look to foreign markets as a high-growth potential.

Volumes to European Union countries were down, but the dollar value of exports rose 2.7%, an indication that California wines have a foothold in the premium category, the institute said.

Britain bought the highest volume of California wines — 13 million cases — an 18% jump that earned vintners \$337 million, according to the institute.

Sales to Japan were mostly in bulk and bottled locally, to avoid high tariffs. U.S. exporters had hoped to address monetary and other barriers against U.S. bottled wines through the Trans-Pacific Partnership trade pact, of which Japan is a signatory. Trump officially withdrew from the deal in January.

Vintners are urging the new administration to negotiate a trade pact with Japan, said Ken-ichi Hori, the institute's Japan trade director.

"This is critical for the U.S. wine industry, since our competitors, Chile and Australia, already have free-trade agreements with Japan and benefit from a duty advantage over U.S. wines."



California: No Way Around It For Employers

by Lindsey Berg-James, Esq.

Many companies doing business in California have headquarters in other states and require their California employees to sign employment contracts stating (1) that disputes with their California employees will be litigated or arbitrated in other states; and (2) that the law of other states will be applied to resolve any disputes between the employer and the employee. Companies may prefer that the law of the state where they are headquartered govern disputes with all of their employees, and such provisions may allow them to get around some of California's more pro-employee laws. Before January 1, 2017, such forum-selection and choice-of-law provisions were typically enforceable in California unless a California court found that another state's law is contrary to a fundamental policy of the state of California.



Berg-James

Effective January 1, 2017, Senate Bill 1241 added Section 925 to the California Labor Code, which provides that an employer shall not require an employee "who primarily resides and works in California," as a condition of employment, to agree to either: (1) resolve claims arising in California in other states; or (2) deprive the employee of the substantive protection of California law where the controversy arose in California. Any such provision in an employment contract entered into, modified, or extended on or after January 1, 2017 is voidable by the employee and the matter shall be resolved in California under California law. If an employee has to sue to void a forum-selection or choice-of-law clause in an employment contract, the employee can recover his or her reasonable attorneys' fees.

One notable exception is that Labor Code section 925 does not apply where an employee was represented by his or her own attorney in negotiating the terms of the contract. Significantly, section 925 applies whether the employment contract contains an arbitration clause or not, so that California employees cannot be forced to arbitrate their claims in other states and under another state's laws.

It is important to note that Section 925 does not affect employment agreements already in effect. However, employers should review their contracts going forward to determine whether the terms violate the new law. Section 925 applies even where an existing

employment contract is modified or extended after January 2017, so that forum-selection and choice-of-law provisions in effect before that time will no longer be enforceable once the contract is modified or extended. If an employer has employees in multiple states it may want to draft a "California version" of its employment agreement which does not contain forum-selection or choice-of-law provisions, or include a sentence in its standard agreement exempting California employees from such clauses.



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Lindsey Berg-James is a civil litigation and employment law attorney with Noland, Hamerly, Etienne & Hoss law firm in Monterey and Salinas. This article is intended to address topics of general interest, and should not be taken as legal advice. For more information, visit www.nheh.com, or contact the author at lbjames@nheh.com.

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March 8th, 2017
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119 E. Alisal St., Salinas



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A project of the Salinas Valley Chamber of Commerce

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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 - Overcoming Fear - Lessons from Mavericks and Academia

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Enjoy lunch with wine service
Salinas Valley Chamber Members \$50
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*Out of respect for the Country Club's dress code, no jeans please.

"Ghostomer" Service

Businesses Shave Service Costs,
Leave Consumers Feeling Invisible

by Steve McFarland, Better Business Bureau

Another holiday season has passed. Many consumers are busy exchanging or returning gifts. Some are not happy with the performance or quality of their purchases and many of these poor souls, on an increasing basis, are challenged getting responses from their vendors, especially online sellers operating at maxed-out capacity while trying to meet tight margins.

More businesses have scaled back customer service operations or worse, converted their customer service to "ghost" operations with no live service to help guide you to a solution. Instead, we see a higher frequency of "ghostomer service," where your only option is to submit an email and pray for a reply. Other businesses have installed chat lines, manned by indifferent staffers, some offshore, who have no idea what your problem entails. With robotic text and a plethora of sterile thank-you's, these chatting drones promise that someone will contact you soon. So you cross your fingers, or raise one.

Consumers can try calling the business to discuss their problem, but it's becoming harder to find a phone number on company websites. And if you happen to get connected, you may get tangled in an option tree. You have just crossed over into the Ghostomer Service Zone.

Ghostomer Service: noun **gōst · om·er · sur·vis**
An imaginary contribution to the welfare of consumers

Should consumers be compelled to imagine your service policies? Is this any way to build consumer trust? Businesses should remember that customers are the reason they're still in business, and their job is to serve customers to the best of their ability.

Our Better Business Bureau office receives about 400 consumer complaints on an average day. We get complaints when frustrated consumers feel they have run their course with the seller/provider, or, in many cases, they receive no response at all. Many complain to the BBB that businesses simply don't care.

Let me finish with this proclamation for business owners/managers:
Remain Accessible.

Your customers must be able to contact you or someone in your company who represents you when they need service or have questions. Offer different ways for your customers to contact you: like phone, email and social media. And how about making text messages a form of communication? We are a mobile society, it's the way millennials communicate and it can be managed inexpensively.



Make sure all these communication channels are easy to manage; otherwise your level of customer service could take a dive. If you provide multiple contact points but don't increase your resources and staff, you'll be spreading yourself too thin. Ghostification will result in a decline in your customer service effectiveness and most likely, your overall success.

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*The Chamber thanks our New and Renewing Members.
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NEW MEMBERS

Freeman Painting
GRID Alternatives
Provider's Merchant Solutions
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Monterey County Bar Association
Monterey Regional Water Pollution Control
MP Express Printing

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Salinas Valley Fair
Scudder Roofing
Steinbruner Hill CPAs
Sun Street Centers
The Yanks Air Museum Foundation
Union Bank
Vilmorin North America
Vistage International
Wheeler's Flooring
Windsor Gardens Rehabilitation Center
of Salinas

SPECIAL ANNIVERSARIES

Celebrating 5 Years

Pinnacle Technology
Services, LLC
Scudder Roofing

Celebrating 10 Years

Salinas Valley Fair
The Yanks Air Museum
Foundation

Celebrating 30 Years

Salinas Valley
Business Women's Network

Celebrating 55 Years

California Water Service Company

CA Healthcare Proposal

California lawmaker proposes bill that would create a single-payer healthcare system in the state

State Sen. Ricardo Lara (D-Bell Gardens) recently introduced a bill that would create a single-payer healthcare system in California.

Lara said that although the federal Affordable Care Act expanded health coverage, medical care is still too expensive, even for those with insurance, and the law excludes immigrants in the country illegally.

"We have reached a pivotal moment where there's a threat to healthcare," Lara said. "I felt it was important that we create a different narrative here in California."

A single-payer system would be a complete overhaul of the healthcare system. In such a system, one state



agency would manage the financing of everyone's healthcare. Most likely, employees and employers would be

taxed and the state agency would combine that money with the funds California currently has for Medicaid,

Medicare and other health programs. When people would seek medical care, the state would cover the bill.

Single-payer legislation has been introduced many times in the state. The Legislature became the first in the country to pass a single-payer bill in 2006, but it was vetoed by then-Gov. Arnold Schwarzenegger.

RoseAnn DeMoro, head of the California Nurses Assn. and a longtime supporter of a single-payer system, said she thinks the disarray in Washington around the proposed repeal of the Affordable Care Act makes now the perfect time to switch to a single-payer system.

"We're hoping it sails through and we can introduce the same healthcare system to America," she said.

New Member Profiles

BIG SUR MARATHON

The nonprofit Big Sur Marathon organization offers a suite of races throughout the year: the Big Sur International Marathon each April, Run in the Name of Love 5K and 2K in June, the Salinas Valley Half Marathon in August, and the Half Marathon on Monterey Bay each November. Proceeds from these events are contributed back to the local community and help support the organization's award-winning youth fitness program, JUST RUN.
www.bsim.org



GRID

GRID Alternatives is a nonprofit organization that brings the benefits of solar technology to communities that would not otherwise have access. We lead teams of volunteers and job trainees to install solar electric systems for low-income homeowners, providing needed savings for families struggling to make ends meet, prepare workers for jobs in the fast-growing solar industry, and help clean our environment. GRID Alternatives is a fully licensed solar contractor.



FREEMAN PAINTING

Jerry Freeman, owner, has been a licensed Painting Contractor since 1980. Since 1981 he has worked throughout the Salinas Valley, Monterey, San Benito and Santa Clara Counties. His crew is reliable and trustworthy. All employees have been with Freeman Painting for at least 8 years and are known for consistency, honesty, dependability and integrity. These attributes are what define Freeman Painting.

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The YWCA Monterey County has worked to build a stronger community by advocating for peace, justice, freedom and dignity for all since 1972 offering the following services to domestic violence victims: the only confidential safe house in Monterey County, a 24-hour crisis line, counseling services, legal advocacy and court accompaniment, youth education and advocacy in local middle and high schools, and the 40-hour state mandated domestic violence advocate training.
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Free 30-Minute HR Webinar for Small Businesses

Running a small business is tough, and managing your compliance with California and federal employment laws isn't always easy. There's a lot to know.

Just ask the businesses who thought they were following the law until faced with costly fines and penalties for breaking California labor and employment laws. Such laws include providing employees with time to rest, giving employees time to stay home when they are sick, and paying daily and weekly overtime.

Help is here, in the form of a free webinar featuring CalChamber's top California employment law experts, Erika Frank and Erika Pickles. They'll cover the five most common questions that small businesses ask our Labor Law Helpline advisers.

Top 5 Labor and Employment Laws Perplexing Small Businesses

WEBINAR
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"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

CA \$65B Infrastructure Needs

by Katy Murphy, Mercury News

Oroville Dam drags California's \$65 billion infrastructure annual price tag into the open

Shock over the emergency evacuation downriver from the Oroville Dam has given way to serious questions about how California is coping with its aging infrastructure — which the American Society of Civil Engineers says would cost the state a staggering \$65 billion per year to fix and maintain after years of neglect.

"The idea that we have to evacuate 200,000 residents in this day and age is just a shame," said Sen. Bill Dodd, D-Napa, pointing to a Bay Area News Group story this week that revealed how state and federal officials in 2005 ignored warnings about the dam's emergency spillway.

Fixing old roads, bridges and dams is a costly proposition that is often the first to be put on hold during times of fiscal crisis, experts say. They note that the physical underpinnings of our society tend to be invisible until they fail and there's a mad scramble to repair the damage.

But now, amid deep concern over the safety of the state's second largest dam and with a Republican White House eager to spend as much as \$1 trillion over 10 years on infrastructure, California finds itself in an awkward position politically.

"The state of California can't write checks to cover its infrastructure needs — plain and simple," said Bill Whalen, a research fellow at Stanford's Hoover Institution who was a strategist for former Republican Gov. Pete Wilson. "If the state of California wants to address its myriad infrastructure needs, it needs Washington's cooperation."

Sacramento and Washington are now butting heads on issues ranging from health to illegal immigration. But many political moderates hoping they will find common ground in potholes and bridges took heart Tuesday when President Donald Trump's chief spokesman called the Oroville crisis a "textbook case" of why investing in infrastructure is so critical.

"Dams, bridges, roads and all ports around the country have fallen into disrepair," Press Secretary Sean Spicer said. "In order to prevent the next disaster, we will pursue the president's vision for an overhaul of our nation's crumbling infrastructure."

But Trump has yet to identify the funding source for such a sweeping proposal, said Rep John Garamendi, D-Elk Grove, who worries that Congress will adhere to its strict "A-B-C" policy even if it does appropriate the money: "Anything But California."

While the state might turn to House Majority Leader Kevin McCarthy, R-Bakersfield, for help, its bargaining power was diminished after President Barack Obama's departure, Whalen said. What's more, Garamendi said, "the California delegation is not unified. Republicans don't often work with the Democrats — and vice-versa."

Gov. Jerry Brown has proposed investing \$43 billion in infrastructure over the next five years, with the vast majority of the

money going to transportation. California voters approved a \$7.5 billion water bond in 2014 for a range of needs from flood control to water storage, but that falls far short of needs for flood control and increasing the water supply.

With its extraordinarily complex system of levees, dams and pipelines, the state needs to spend \$2.8 billion per year for a decade to protect its citizens from floods, according to the 2013 report card from the American Society of Civil Engineers.

Failing to do so, the report warns, could lead to dire consequences: "A catastrophic failure of any one of the levee systems in the Sacramento-San Joaquin Delta carries with it the very real potential to be a mega-disaster greater than Hurricane Katrina caused in New Orleans."

The group releases a report card every four years,

with the latest due out next month.

Dodd said he hopes the dangerous situation at the Oroville Dam leads to smarter decisions by everyone in state government, including the Legislature. He said that until he read this news organization's report concerning ignored warnings about the Oroville emergency spillway, he didn't know the need existed.

"While I'm pleased with how they dealt with this in this emergency situation," he said, "I'm just kind of lamenting the fact that we had an opportunity to learn something 12 years ago."

Brown made a similar acknowledgment to reporters on Monday, saying, "I'm glad we found out about that."

The warnings sounded years ago about Oroville Dam's emergency spillway fit a common pattern, said the Hoover Institution's Whalen.

When the next disaster strikes, he said, "you will find the same thing: Somebody warned about it five to 10 years ago and California didn't have the money and Washington didn't want to spend the money."



- **Top photo:** Rocks are loaded onto trucks as part of the efforts to repair the Oroville Dam Wednesday, Feb. 15, 2017, in Oroville, Calif. The Oroville Reservoir is continuing to drain Wednesday as state water officials scrambled to reduce the lake's level ahead of impending storms. (AP Photo/Marcio Jose Sanchez)
- **Bottom left photo:** A helicopter carries sandbags in the direction of a damaged dam Wednesday, Feb. 15, 2017, in Oroville, Calif. The Oroville Reservoir is continuing to drain Wednesday as state water officials scrambled to reduce the lake's level ahead of impending storms. (AP Photo/Marcio Jose Sanchez)
- **Bottom right photo:** The Latest: California dials back water releases from dam. (AP Photo/Marcio Jose Sanchez)

Chamber Ambassador

Daniel Philpott

Daniel Philpott, COO of INOSOT Financial and Health Coaching Centers, has over 25 years experience in the financial services area, including areas of stocks, mortgages, and insurance.

What we have found is that each year hardworking Americans lose thousands of dollars. It can be as simple as paying too much on a loan to total financial collapse due to unforeseen illness or events. Each of these is a point of stress. Stress is known to cause disease, which causes yet more stress. While the government has said financial literacy is a priority, it has largely failed to help in this regard. What people need is a plan. Financial planners are available but do not make sense for the average person. This is why INOSOT was formed; INOSOT is an acronym for Infinite Number of Solutions Over Time. INOSOT works to help you build a plan that takes into account life as it happens



and education on an ongoing basis, using application as the textbook and life as the classroom. There is an old saying that you learn best by doing. That is particularly true in finances and health.

Finances and health are linked in a number of areas but perhaps not surprisingly the behaviors that we exhibit in either field are often rooted in the same deep feelings. By creating a plan and having someone there to coach you through the journey, success is much more readily attainable.

People today do not have a plan for their financial and health's future. They

make decisions based on immediate need or as we call it "Finances by fire," not based on long term desired outcomes. Advice is taken from sources often based on hearsay or what someone else is doing.

INOSOT works with our clients to create a comprehensive and integrated plan, called The Blueprint, to deal with life. It becomes a living plan that relies on an individual's values, goals, and choice preference, along with life stage needs, and major life events and lifestyle conditions. It integrates Credit, Income, Assets, Protection and Health. By having a working Blueprint the focus is removed from a single transaction to the big picture, increasing the likelihood that the client will be happier with the decisions they make.



I CAN HELP... tailor solutions to meet your individual needs, whether it is health insurance, or a comprehensive overall plan to smooth out the financial rough spots that life throws at us.

Consumer Prices Increase

by Patricia Laya and Sho Chandra, Bloomberg

Consumer Prices in U.S. Increase by Most Since February 2013

The U.S. cost of living increased in January by the most since February 2013, led by higher costs for gasoline and other goods and services that indicate inflation is gathering momentum.

The consumer-price index rose a larger-than-forecast 0.6 percent after a 0.3 percent gain in December, Labor Department figures showed Wednesday. Compared with the same month last year, costs paid by Americans for goods and services rose 2.5 percent, the most since March 2012.

Higher prices for gasoline, apparel and new cars show cost pressures are building as steady demand provides some companies with pricing power. The figures underscore Federal Reserve Chair Janet Yellen's congressional testimony on Tuesday that more interest-rate increases will be appropriate if inflation picks up and the labor market remains tight.

"CPI inflation has been steady in recent

months amid rising energy prices," Sam Bullard, senior economist at Wells Fargo Securities LLC in Charlotte, North Carolina, said in a note before the report. "After the past couple years, the transitory nature of the dip in inflation due to the decline in energy prices has come to fruition."

A 7.8 percent jump in the cost of gasoline accounted for about half of the increase in the January CPI. The median forecast in a Bloomberg survey called for a 0.3 percent month-over-month advance in the CPI.

Clothing, Cars

But costs of some other goods and services also moved up. Clothing prices jumped 1.4 percent, the most since February 2009. Men's apparel surged by the most on record. New vehicle prices climbed 0.9 percent in January, the biggest advance since November 2009.

The core CPI measure, which excludes volatile food and fuel costs, rose 0.3 percent, the most in five months. Core inflation increased 2.3 percent from January 2016.

The Bloomberg survey median called

for the core index to rise 0.2 percent from the previous month, and 2.1 percent from the prior year.

"At our upcoming meetings, the committee will evaluate whether employment and inflation are continuing to evolve in line with these expectations, in which case a further adjustment of the federal funds rate would likely be appropriate," Yellen told the Senate Banking Committee in prepared remarks Tuesday.

The Fed Chair reiterated that falling behind on inflation could do more harm to the economy and possibly cut short the expansion.

The Fed's preferred inflation gauge, the Commerce Department's personal consumption expenditures price index, has been below the central bank's 2 percent target since April 2012. It finished with a gain of 1.6 percent last year.

"Waiting too long to remove accommodation would be unwise, potentially requiring the FOMC to

eventually raise rates rapidly, which could risk disrupting financial markets and pushing the economy into recession," she added.

Wednesday's report from the Labor Department showed energy costs increased 4 percent from a month earlier. Food prices rose 0.1 percent.

The CPI is the broadest of three price gauges from the Labor Department because it includes all goods and services. About 60 percent of the index covers prices consumers pay for services from medical visits to airline fares, movie tickets and rents.

The higher cost of living put a dent in Americans' paychecks in January, a separate report from the Labor Department showed Wednesday. Hourly earnings adjusted for inflation fell 0.5 percent from the prior month and were unchanged over the past 12 months.



Focus on Non-Profits

GRID ALTERNATIVES

Who We Are

At GRID Alternatives, we make the benefits of solar technology and job training accessible to underserved communities here at home in Monterey County. Our GRID Salinas office brings together community partners, volunteers, and job trainees in the Salinas Valley and Monterey Peninsula to implement solar power and energy efficiency for low-income families.

Local Savings

Our program has saved low-income local families as much as 80% on their electricity costs. For our homeowners, this program provides needed savings for families struggling to make ends meet.

Job Training

Our job training provides hands-on solar installation experience, helping participants gain the skills they need to secure meaningful employment. Our workforce development includes a team leader program, National Women in Solar Initiative, training for local K-14 students in the solar industry, and the Troops to Solar program which gives our veterans a boost in reentering the workforce.



GRID Alternatives Impacts People



At GRID Alternatives we live by our triple bottom line, **"People, Planet, Employment."**

Non-Profit Calendar

DATE	TIME	LOCATION	NON-PROFIT	EVENT	CONTACT	WEBSITE
3/8	5:30-7:30pm	Hartnell College Bldg C	Salinas Senior Center	St Patrick's Friendraiser	831-757-6030	ssc@salinasseniorcenter.com
3/9	12-2pm	100 Harvest St.	Active Seniors Inc.	Luncheon w/ Norm Hoffman	831-424-5066	activeseniorsinc.org
3/9	11am-1pm	Corral de Tierra Country Club	Central Coast Human Resource Assn	Workforce Development in Monterey County	831-373-1241	cchra.shrm.org
3/10	7pm	320 Main St.	ARIEL Theatrical	Seussical - at Sherwood Hall	831-775-0976	arieltheatrical.org
3/13	1-2pm	559 Pacific St., Monterey	Monterey Museum of Art	Photography Lecture Series with Mary Aiu	831-372-5477	montereyart.org
3/15	10am-12pm	21 Lower Ragsdale Drive, Monterey	Alzheimer's Association	Understanding Alzheimer's	800-272-3900	www.alz.org/norcal
3/18	11:30am-1:30pm	559 Pacific St., Monterey	Monterey Museum of Art	Playdate: Make an Impact!	831-372-5477	montereyart.org
3/25	9-11am	381 San Juan Grade Road	Hearts & Hands Christian Preschool	Open House - Now Enrolling Children 2-5	831-449-7536	hhpreschool.com
4/10	6pm-10pm	Salinas Valley Fairgrounds, King City	Rancho Cielo	Casino Night	831-444-3533	ranchocieloyc.org
4/10	8-10pm	241 S. Main St.	Sacred Heart School - Salinas	Comedy Show - Fox Theater Salinas	831-771-1310	www.shschool.com
4/18	8:15am-4pm	Hyatt Regency, Monterey	Alzheimer's Association	Alzheimer's Association Annual Education Conference	800-272-3900	https://tinyurl.com/zybdf8l
4/28	11:30am-1:30pm	Monterey Marriott, Grand Ballroom	Monterey Peninsula College	President's Address to the Community	831-655-5507	www.mpcfoundation.org/pa2017
4/30	12pm-3pm	1551 Beacon Hill Drive	Read to Me Project	Salinas Valley Grows Readers - Volunteers Needed	831- 594-1888	readtomeproject.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

Chamber Events



Ambassador Jon Brandt of Always Best Care and his lovely wife Emily greet members who joined us for our Connect at Lunch at Portobello's.



That's CEO Paul Farmer on the left, describing the work of the Chamber and how it benefits our members and the community.



Our quarterly Member Orientation was well attended with lots of people showing off their Chamber Member plaques.

100% Renewable Energy?

by Chris Megerian, LA Times

California Senate leader puts 100% renewable energy on the table in new legislation



It wasn't just talk — Senate leader Kevin de León (D-Los Angeles) is proposing legislation that would require California to generate all of its electricity from renewable sources.

The measure, SB 584, was introduced without fanfare before the deadline for new proposals in the Capitol.

If approved, 100% of the state's electricity would need to come from clean sources such as solar and wind by 2045. De León first suggested the idea in a conversation with The Times last month.



Senate leader Kevin de León
(photo credit - David Butow For The Times)

The measure would also accelerate the state's goal of reaching 50% renewable energy. Legislation approved two years ago set a deadline of 2030, but the new proposal would move that up to 2025.

Hitting those targets would keep California a few steps ahead of New York, which wants 50% renewable energy by 2030, and on par with Hawaii, which is seeking 100% renewable energy by 2045.

A Good Estate Plan Is Good Business

by Ron Parravano

In my last article I discussed the importance of business succession planning. Let's address another important subject – why every business owner needs a comprehensive estate plan.

In my 41 years of practice, I have often represented clients forming new businesses and those who recently purchased an existing one. Invariably, the discussion begins with the subject of the best form of ownership – sole proprietorship, a general or limited partnership, a corporation or a limited liability company. In most situations, the clients chose one of the latter two entities- wishing to insulate themselves from personal liability to the extent legally possible. The process of business planning should include estate planning. For example, in forming a corporation or an LLC, one of the preliminary questions asked is in what name is the stock or membership interest to be issued. My next question is “do you have a trust – and if not why not”?

The simple premise is married couples or individuals often create trusts for ownership of important personal assets and the family residence. By having a trust take title to these assets upon death of the owner(s), property will pass to the heirs without probate. Why not then take the same approach with business assets?

Such assets include corporate stock, interests in LLC's, partnerships, favorable long-term commercial leases, furniture, fixtures and equipment and other going concern assets. Generally, if a legal entity is formed it is the owner of all tangible and intangible assets. Even if the goal is not primarily business succession to children or second generation heirs, these assets are part of one's estate and would be subject to probate administration if not properly funded to a trust.

Good estate planning, and thus good business planning, requires that those assets be transferred to a trust. Stock, LLC and partnership interests are held in the name of the trustee of the trust – the business owner. Business real estate would be held in the same manner for a sole proprietor or otherwise by the trust's business entity. In the case of sole proprietors, commercial property leases can be held by the trustee if the landlord agrees so long as the business owner is a guarantor. Business personal property can be transferred to the trust by a simple written assignment and transfer.

A fully funded trust – including both personal and business assets- will allow for transfers on death of the trustor(s), i.e. the owner and creator of the trust, to the intended beneficiaries. During post death trust administration, a successor trustee (hopefully, carefully selected) named in the trust will operate and manage the business until transferred to the heirs. Also to be considered is in the event the owner becomes disabled a designated agent appointed with a “durable powers of attorney” can operate and manage the business during that period.

While this article is not comprehensive these are fundamental planning decisions that every business owner should consider.

Ron Parravano is a business and estate planning attorney and Monterey office branch manager for L+G, LLP, 270 El Dorado Street, Monterey, CA 93940. He can be reached at (831) 269-7082 or ron@lg-attorneys.com



Parravano



Member News

MASUDA, SUPER LAWYER

Noland, Hamerly, Etienne & Hoss is proud to announce that Mike Masuda, a shareholder with the law firm has been selected to the **2017 Northern California Super Lawyers** list, an honor reserved for those lawyers who have attained a high-degree of peer recognition and professional achievement. Mr. Masuda specializes in civil litigation, trial and appellate practice, arbitration and mediation. He was also designated as **2016 Top Rated Lawyer** in Appellate Law by Martindale-Hubbell. Mr. Masuda is widely recognized as one of the best trial lawyers in the Central Coast Region



Masuda

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PANZER & RASMUSSEN JOIN SCCIA BOARD

The Salinas City Center Improvement Association (or SCCIA) Board, has announced that Meryl Rasmussen and Joel Panzer have joined their board.



Panzer



Rasmussen

Panzer is a partner in Maureen Wruck Planning Consultants, LLC, based in Salinas City Center District, representing property developers and managing complex land use permitting. Meryl DeYoung-Rasmussen is a workplace consultant at Peninsula Business Interiors, a diversified, full service office, educational and healthcare furniture dealership.

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FANOE, NEW PRESIDENT OF PVB

Pacific Valley Bank announced the appointment of Anker Fanoé as President of the bank.

Fanoé comes to Pacific Valley Bank with an extensive and distinctive banking background throughout the State of California, most recently serving as Executive Vice President/Chief Retail Banking Officer at Rabobank in Roseville, CA.

Anker and his wife Cappie (Prader), originally from Salinas, along with their three sons are thrilled to return home to the Salinas area. “With the last two boys starting college, Cappie and I felt this was the perfect time to make a move. For us, Pacific Valley Bank was the perfect place to continue what has been an amazingly rewarding career,” said Fanoé. Fanoé and his wife are excited to immerse themselves into the fabric of Monterey County once again.



Fanoé

Upcoming Events

DATE	TIME	EVENT	LOCATION
1-Mar	12:00pm-1pm	Connect at Lunch - Rosita's Armory Café	231 Salinas Street
2-Mar	8:30am-10pm	Business Development Committee (BDC)	Salinas Chamber Office
8-Mar	11:30am-1pm	Lunch and Learn- Become a Vendor for the City of Salinas	Salinas Chamber Office
9-Mar	4-6pm	Ribbon Cutting - Taylor Farms Center for Learning at First Tee	1551 Beacon Hill Dr, Salinas
15-Mar	11:30am-1pm	Government Relations Committee (GRC)	Salinas Chamber Office
16-Mar	5:30-7pm	Monthly Networking Mixer - Intercontinental - The Clement Monterey	750 Cannery Row, Monterey
5-Apr	12:00-1pm	Connect at Lunch - Phoebe's Café @ Asilomar Conference Grounds	800 Asilomar Blvd, Pacific Grove
5-Apr	2:30-3pm	Ribbon Cutting - GRID Alternatives	601 Countryside Dr, Salinas
19-Apr	11:30am-1pm	Government Relations Committee (GRC)	Salinas Chamber Office
20-Apr	5:30-7pm	Monthly Networking Mixer - Earth Day at McShane's Nursery & Landscape Supply	115 Salinas-Monterey Hwy, Salinas

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Connect @Lunch Wednesday March 1st 12-1pm



231 Salinas Street
Salinas, CA 93901

Come join us and meet the Chamber's
Board members, have lunch, and make
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Monthly Networking Mixer

Intercontinental - The Clement Monterey

750 Cannery Row, Monterey

Validation for Self & Valet Parking Provided

March 16, 2017
5:30-7:00pm
750 Cannery Row
Monterey
Please RSVP
Salinaschamber.com

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Salinas, CA 93907
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Gilroy, CA 95020
(408) 842-1938

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Gonzales, CA 93926
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Pacific Grove

561 Lighthouse Avenue
Pacific Grove, CA 93950
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