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Legacy of Leadership Awards Announced

Chamber Affair to be Held September 8

The Salinas Valley Chamber will celebrate the Legacy of Leadership Awards winners, and recognize their contributions and tremendous impact to the community, at a public event on Thursday, September 8, 2022, at the Taylor Building Courtyard. For ticket information visit SalinasChamber.com.

"We could not be more thrilled to honor some of the best and brightest members of the community. We have arranged an incredible collection of food, wine, and entertainment, paired with an amazing silent and live auction," said Chamber President/CEO Steve McShane. "We even have a special guest scheduled that will dazzle the audience!"

YOUNG PROFESSIONALS OF THE YEAR

Marlene Garcia, Owner (Brew-N-Krew Ale House)

Born and raised in East Salinas by immigrant parents that came seeking the American Dream, and the first in the family to go to college and obtain a Bachelors and Masters Degrees, Ms. Garcia credits her parents with teaching her the meaning of family, work, dedication, responsibility, humility, and giving. Ms. Garcia used her gifts as a tenacious leader who pursues her dreams in the face of obstacles, and the concept of producing craft beer with culture, into Brew-N-Krew Ale House. Brew-N-Krew is a first-generation, Latina owned brewing business. Coming from immigrant parents who have owned various small businesses in Monterey County, she has continued the legacy of investing in her community. Ms. Garcia has spearheaded many community-school-wide activities: handing out facemasks/hand sanitizers during the pandemic, bicycles for perfect attendance, Ciclovía, Day of the Dead and free haircut events. Ms. Garcia has always demonstrated a high degree of responsibility, initiative, teamwork, and leadership.

Danny Little, Attorney (Noland, Hamerly, Etienne & Hoss)

An attorney with Noland, Hamerly, Etienne & Hoss, Mr. Little practices in business, real estate, healthcare, mutual water companies and non-profit law. Mr. Little has a ➡



MARLENE GARCIA
Young Professionals
of the Year



DANNY LITTLE
Young Professionals
of the Year

AWARDS - Continued on page 14

CSUMB Names Quiñones President

Dr. Vanya Quiñones Ph.D. has been named as the fourth president of California State University, Monterey Bay (CSUMB) by the California State University (CSU) Board of Trustees. Dr. Quiñones currently serves as provost and executive vice president for Academic Affairs at Pace University in New York and will assume the campus presidency on August 15, 2022.

"Earning a degree from CSUMB is a transformative experience that leads to life-changing opportunities for students and their families," said Dr. Quiñones. "I am honored by this opportunity and eager to collaborate with the talented faculty, staff, administrators, students and all members of the CSUMB community as we collectively work to provide even greater access to a high-quality education and improve the achievement of our talented and diverse students."

Cal State Monterey Bay provides over 7,500 students degrees in 25 undergraduate ➡

CSUMB - Continued on page 15



Dr. Vanya Quiñones Ph.D.

Keys to Maintaining Transparent "Plans"

**The Role of the Chamber of Commerce, Education, Accountability, and Local Media
by Chamber Staff**

The Salinas Valley recently came close to a dramatic change in its economic destiny, without public planning or input. Your Salinas Valley Chamber of Commerce leadership continues to assess how this could have been developed without transparency and contrary to the current economic development plan, which was crafted with community input.

As reported in the June 2022, Salinas Valley Business Journal, an Indianapolis-based property development company sought an opportunity to build a ➡

PLANS - Continued on page 16



Chamber Ambassadors Honored

Last month the Salinas Valley Chamber of Commerce Ambassadors were honored by the Salinas Valley Chamber of Commerce for their contributions to the Chamber and business community.

Chamber Board Chair Rodney Meeks, and several of the Chamber Board member were on hand to celebrate the Ambassadors and express their gratitude for the time they have donated to the organization. The Ambassador Program had gone through a tremendous rebirth from nine active members at the end of 2021 to 15 by the first of July, 2022.

The Chamber values the Ambassador volunteers! Ambassadors participate in a unique and special way at ribbon cuttings, events, and celebrations.

We have a few more spots available and invite Chamber members to join the Ambassador group. For more information, please contact Jasmine in Marketing and Member Services at jasmine@salinaschamber.com or (831) 751-7725.



Ambassadors

- **Jan Burnett**, Treehouse Mortgage Group
- **Manny Escarcega**, Bay Federal Credit Union
- **Rick Giffin**, Community Volunteer & Retiree
- **Michael Laroco**, INOSOT Financial and Health Coaching Centers
- **Jennifer Magana**, Women's Business Center
- **Berenice Maravilla**, Soria Environmental
- **Daniel Philpott**, INOSOT Financial and Health Coaching Centers
- **Jenessa Retana**, Disaster Kleen Up
- **Carla Rocha**, Artistic Hangups
- **Tony Sanchez**, Big Valley Mortgage
- **Miguel Santamaria**, Loans by CMS
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Building a Healthy Community

— Rodney Meeks —

by Rodney Meeks, Board Chair



As I write this article it is the beginning of Big Week. Big Week ushers in tradition and heritage to our community, while everyone gets to be a cowboy and cowgirl by dressing in western wear the entire week. It kicks off with the Big Hat Barbeque, followed by the Kiddie Kapers parade, bull riding, and the California Rodeo. I miss the daily horse parade that used to start on Thursday afternoon. The parade participants would ride past our office on California Street in the morning on the way to Park Row where the parade began. Many of the merchants along Main Street would have their windows painted with some type of rodeo theme. I also miss the Colmo del Parade, which at one time was the largest night parade west of the Mississippi. These events are a part of our community that date back over 100 years and have a positive impact on our local economy.

This brings me to talk about community pride and economic development. On July 12, 2022 we had a Lunch and Learn at the Salinas Valley Chamber of Commerce to learn about the Economic Development Element (EDE), presented by Peter Kasavan in conjunction with the Salinas Planning and Research Corporation (SPARC). The EDE document addresses in depth how Salinas can realize the vision of an economy that is prosperous, healthy, and environmentally sustainable. It includes an economic development strategy, goals, priorities, and a 5-year action plan. The stakeholders involved in developing the EDE included city staff, consultants, City Council, the Planning Commission, and City Partners (SPARC and East Salinas Building Healthy Communities). More information on this can be found on the City's website <https://www.visionsalinas.org/agendas>. Due to the pandemic and personnel changes the 5-year plan was disrupted.



The EDE document can be found under Vision Salinas Plan Documents, Economic Development Element (2017). It includes current land use and development plans, economic development strategies, and related city strategic efforts. Included in the EDE document you will also find the Carr Lake Project. For decades the community has envisioned transforming Carr Lake into a central park. The Big Sur Land Trust purchased 73 of the 480 acres of Carr Lake and want to see the vision of the park become a reality through collaboration with the City of Salinas. Their website illustrates that vision through maps and videos which I would urge everyone to view at <https://bigsurlandtrust.org/carr-lake-salinas/>. The completion of this vision would be a wonderful gift. It's not hard to realize

how much our community has accomplished when you look at the Salinas Sports Complex, Salinas Storm Softball Complex, Rabobank Stadium, Salinas Regional Soccer Complex, and the Downtown Vibrancy Plan. I encourage you to take the time and read the EDE as this is a well thought out plan with strategic goals that will benefit our entire community.

And with that, I would like to invite everyone to attend our Legacy of Leadership event held in the Taylor Building/Portobello Courtyard on September 8th. During this event we will be recognizing the honorees of Distinguished Business Innovation, Business Philanthropy, Young Professional of the Year, and Outstanding Minority Owned Business. Contact the Chamber office for information on sponsorships or how you can get involved. Thank you for your support. ■

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Investors' Survival Kit for Bear Markets

by Bill Hastie, Hastie Financial Group



Bear markets, defined as a 20% or more loss in the stock market, are difficult for even the most seasoned investor to endure. Watching the red numbers on market reports day after day eventually takes its toll, especially those close to or in retirement. Keeping these markets in perspective and examining the various ways to survive is vital for investors to make it to the light at the end of the tunnel.

In term of perspective, bear markets are a normal part of the business cycle. Investing in stocks is not linear and involves ups and downs throughout the entire cycle, with some ups and downs being bigger than others. There have been 26 bear markets since 1928, and more recently, 14 since 1945. That makes a bear market due about every 5.4 years. But when was the last bear market? Just over 2 years ago when COVID was first diagnosed, and no one knew what it was all about. From

February 19 to March 23, 2020, the domestic stock markets dropped more than 30%. But few seemed to notice the stock market as all eyes were on what was becoming a global pandemic. By early July that same year, the markets had fully recovered and ended the year with strong gains.

Perhaps most important to note is that in each of the bear markets since 1928, the market fully recovered and went on to reach new highs.

There are primarily three ways for an investor to approach a bear market. First, exercise patience. History is on the side of those investors who did not react emotionally

to the understandable fear of watching the market, and their portfolio assets, decline for an extended period of time. Some investors have said that they survived the bear market by not looking at their account statements and waiting it out. This is known as "management by denial," but can be very effective.

Second, a strong downdraft in the market will help the investor know their true risk tolerance. This mainly applies to aggressive investors who believe that they have a high tolerance for risk. If at the point the market is down 5% and they are headed for the door, they are nowhere near an aggressive investor. This will help them better understand how to construct a portfolio that more accurately reflects their true risk tolerance.

Third, if the investor is in reality an aggressive investor, then they will approach the down market looking for new opportunities. With the S&P 500 now down about 20% and the NASDAQ down about 30%, stocks are on sale. While finding the best buying opportunity at the bottom of the market is an impossible task, selectively buying strong stocks that are caught in a sour market can yield solid long-term gains.

The survival of bear markets will involve some historical perspective and truly understanding one's risk tolerance. Knowing things will eventually work out fine is perhaps the best news of all. ■

Bill Hastie, MBA is the Founder of locally-owned Hastie Financial Group. If you would like to discuss your personal or company's investment needs, please contact Bill at william.hastie@hastiefg.com.



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The Rise of the California Minimum Wage

Higher Than What Businesses Expected? Might Happen.

by Sharilyn R. Payne, Attorney, Noland, Hamerly, Etienne & Hoss



Since January 1, 2017, the California minimum wage has been steadily increasing pursuant to a bill that was signed into law in 2016. When the law was drafted, the goal was that by 2023, the minimum wage for all employees would be \$15.00 per hour. Currently, the minimum wage for employees who work for employers with 26 or more employees is already \$15.00 per hour, and for employees who work for employers with 25 or fewer employees it is \$14.00 per hour. Employers have been anticipating that on January 1, 2023, the minimum wage would be \$15.00 per hour for all employees, regardless of the employer's size. However, it seems that the minimum wage will likely be even higher next year.

The California minimum wage law includes a provision requiring a further increase in the minimum wage to account for inflation. The California Director of Finance has projected inflation for the 2022 fiscal year as more than 7% higher than the prior year. As a result, Governor Newsom announced that the minimum wage is projected to go up to \$15.50 per hour effective January 1, 2023 for all employees, regardless of the employer's size.

Even if an employer already pays employees more than the anticipated minimum wage, this increase also affects the classification of employees as exempt from certain wage order provisions requiring, for example, the payment of overtime. To qualify as an exempt employee, one requirement is that an individual be paid a salary of at least two times the state minimum wage for full-time employment. With a minimum wage of \$15.50 per hour,

the threshold salary will go up to \$64,480.00. It is currently \$62,400.00 for employers with 26 or more employees, and \$58,240.00 for employers with 25 or fewer employees. If an employer cannot increase its exempt employees' salaries to that new amount, it will have to reclassify them as non-exempt employees who earn overtime and must record all hours worked.

Certain cities in California have ordinances setting their own minimum wages at a higher rate than the California rate. These increased their minimum wage rates on July 1, 2022. Employers who send their employees to perform work in other cities have to comply with the city's rate. For example, if an employer in Salinas sends one of its employees to perform work in Emeryville where the minimum wage rate is \$17.68 per hour, it must ensure that for hours worked in Emeryville, the employee is paid at least \$17.68 per hour.

Employers may have heard about a proposed ballot initiative known as the "California Living Wage Act" to increase the minimum wage to \$18.00 per hour over the next three years. According to the California Secretary of State, that proposal did not have enough signatures verified by county election officials and will not be on the November 2022 ballot.

Employers should continue to stay up-to-date on changes in the state and local minimum wage rates and should plan ahead to ensure that on January 1, 2023, their wage rates comply with California law. ■

Sharilyn Payne is an attorney with Noland Hamerly Etienne & Hoss in Salinas. Her practice focuses on labor and employment law. This article is intended to address topics of general interest and should not be construed as legal advice.



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Right of First Offer to Purchase Property

by Patrick Casey, Attorney
JRG Attorneys At Law



It is always important that any written contract clearly reflect the parties' intentions. Parties are likely to be held accountable to the specific contract terms even if, in hindsight, they turn out differently than what they intended. This is best illustrated in the 2021 case of Southern California School of Theology v. Claremont Graduate University (60 Cal. App. 5th 1).

Southern California School of Theology ("SCST") purchased land from Claremont Colleges ("Claremont") for \$107,500. The deed from Claremont to SCST contained a number of conditions, one of which was that if SCST ever wanted to sell the property, that it must first offer the property to Claremont (the "First Offer Clause") on the terms and conditions contained in a 1957 Agreement executed at the same time. The 1957 Agreement stated that the purchase price was to be the lower of (1) the fair market value of the property when the offer notice is given, or (2) the original purchase price plus the cost of all taxes, assessments and improvements paid by SCST less depreciation and obsolescence.

In 2015, SCST provided an offer notice to Claremont to buy the property but the parties could not reach an agreement. SCST subsequently marketed the property and received multiple offers on it. Claremont filed a lawsuit against SCST to enforce the First Offer Clause. At that time, the fair market value of the property was about \$40 million, but the value based upon the First Offer Clause formula was about \$3.5 to \$4 million. Obviously, SCST did not want to sell the property to Claremont for \$4 million.

SCST sued Claremont to invalidate the First Offer Clause, arguing, among other things, that enforcement of this clause would cause a forfeiture to SCST of \$36 million. The trial court agreed and ruled that (1) Claremont did have an enforceable right to purchase the property, but that doing so for \$4 million would be an unreasonable forfeiture, and (2) Claremont actually had a right of first refusal to purchase the property on whatever terms Claremont proposed to sell to a third party (meaning at fair market value).

SCST appealed and the appellate court overturned the trial court ruling. The appellate court determined that there was no forfeiture because contracts "are, by their very nature, allocations of risk and responsibility as between the parties." It determined that SCST expressly agreed, in the First Offer Clause of the 1957 Agreement, to "bear the risk that the property either increased in value or decreased." In addition, the appellate court ruled that Claremont had the right to purchase the property using the specific formula in the First Offer Clause and that by doing so "each party would receive that for which they bargained, and that to which they agreed."

This last part perfectly states the importance for each party to understand what they are agreeing to and that they will be held to that agreement. ■

This article is written by Patrick Casey, who is a business attorney with the JRG Attorneys At Law firm in Monterey. You may reach the author at (831) 269-7114 or at patrick@jrgattorneys.com.



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Mee Memorial's Support of National Wellness Month in Line With its Vision to Help Rural Community Thrive

by *Rena Salamacha, CEO, Mee Memorial Healthcare System*



Throughout August, Mee Memorial Healthcare System will celebrate National Wellness Month, in line with our vision to promote health and well-being while helping our rural community to thrive.

MMHS encourages South Monterey County residents to practice healthy habits on a daily basis to attain better physical and mental health outcomes. But to understand the significance of wellness, it's important to understand how it's linked to health.

The World Health Organization (WHO) describes health as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

A focus on self-care, stress management and healthy routines goes a long way toward the idea of not just surviving, but thriving. Research shows self-care helps manage stress and promote happiness. Creating wholesome habits in August and beyond can help change our bodies and our outlook on life.



Dimensions of overall wellness include social connectedness, exercise, nutrition, sleep and mindfulness. Each has an impact on our physical and mental health. By making simple and healthy choices every day, we can be well on our way toward reducing stress, having positive social interactions and achieving optimal wellness.

Self-care is an important element of well-being. It takes 21 days for something to become a habit and 90 days for it to be a lifestyle change. Practicing self-care, managing stress, being mindful, practicing self-compassion, and focusing on proper nutrition and exercise are all things we can incorporate into our daily routines. Following are some simple self-care habits:

- **Drink more water:** Staying hydrated gives you energy, flushes toxins from your body, improves concentration, and even helps with weight loss.
- **Stretch or practice yoga:** If you're on your feet all day, or even sitting at a desk, stretching can help improve posture, heal back pain, and ease your mind.
- **Try something new:** Whether it's a different bike route, roaming a farmers market for fresh produce, or volunteering at a nonprofit, shaking things up can help improve your mental outlook and create positive feelings.
- **Prioritize exercise:** There are many benefits to exercising, including pain management, stress release, boosting confidence, increased strength, and much more.
- **See the signs:** If something is causing you to feel overwhelmed or stressed, pay attention and act. Take a walk, try a breathing technique, talk to a friend — find something to help alleviate the overwhelming feeling, and give yourself the opportunity to slow down.
- **Make healthy food choices:** Food can impact the way you feel. Having a balanced diet and good nutrition nourishes your body and leads to good overall health.

The two most important elements of wellness are regular exercise and eating a varied, healthful diet rich in fresh fruits and vegetables.

Feel the Burn — of Calories

While joining a gym or running on a treadmill in your home can reap huge benefits, exercising outdoors brings a whole new level of benefits. South County residents are blessed with many outdoor opportunities to get back to nature as we burn calories.

• **San Lorenzo Park:** This county park in King City sits at the base of the Santa Lucia Mountains. Now reopened following COVID restrictions, visitors can once again enjoy all-day picnic areas, as well as access to walking trails along the Salinas River. Show off your athleticism on San Lorenzo Park's volleyball courts, softball fields, and horseshoe pits. The whole family can wander the trails together before settling down in the gazebo for a rest.

• **Pinnacles National Monument:** Nestled in a rugged corner of the Central Coast Range, this unique landscape spans more than 26,000 acres — most of it protected as wilderness. More than 30 miles of trails appeal to walkers of all levels, and climbers will find a wide variety of routes, ranging from easy top-rope climbs to the arduous multi-pitch climbs along Machete Ridge. The park offers a vast system of talus caves and bird-watching opportunities as the park is home to the majestic California Condor.

Expand Your Dietary Horizons

Guidelines for a healthy eating pattern include getting a variety of food from all five food groups: fruits, vegetables, grains, protein and dairy (or dairy alternatives).

Remember, though, when it comes to protein, plant-based proteins are far healthier than their meat counterparts. That's because, pound-for-pound, they pack more nutrients into fewer calories. They also have one thing that animal proteins completely lack — fiber.

Discovering new and interesting fruits and veggies is a great way to support your dietary journey toward wellness. Supporting a local farmers market strengthens the community and local economy. Farmers who sell direct to consumers receive 80 cents of each food dollar — a much-needed economic boost during these hard times.

In addition, freshly picked, in-season produce is at peak flavor and nutrition. Approach each booth with a sense of adventure and discover a whole new world of nutrition.



Currently, South County offers the Soledad Certified Farmers Market, providing the community with farm to table produce and great food since 2006. The market opens each Thursday from 4 to 8 p.m., on Soledad Street.

As you can see, creating wholesome habits in your lifestyle is easy, and August can be your stepping stone to better health. Take this month dedicated to wellness as your chance to begin incorporating at least one or two small new habits. It can lead to big changes over time. ■

HW Gives Back 2022

It's become an annual tradition that Hayashi Wayland closes all of our offices for "HW Gives Back". This event gives our team members the unique opportunity to give back to our community by providing a hands-on volunteer experience to local nonprofits throughout the Central Coast. This year we celebrated over a decade of giving back.

Over the years at our annual "HW Gives Back," we have engaged in a wide variety of activities, such as preparing food for distribution at local food banks, deep cleaning animal shelters, performing needed repairs at youth centers, prepping, and serving lunch at a homeless kitchen, painting fences and clearing land at a local horse sanctuary, as well as cleaning and organizing for a number


of local organizations.

This year we volunteered our time at Rancho Cielo Youth Campus whose vision is to transform the lives of marginalized youth and empower them to become accountable, competent, productive and responsible citizens. Our work was focused on refreshing the areas around the Leadership Garden, transitional housing and organizing large storage closets.

After all our work was completed, our team spent the afternoon enjoying lunch together and participating in team building events with fellow coworkers. This annual event brings our Hayashi Wayland team together in service and fellowship for a fun and heartwarming day. ■

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County Program Leverages A Partnership With Goodwill Central Coast To Help Remove Obstacles To Self-Sufficiency

by Sara Camacho, Outreach Coordinator

In 1964, Pres. Lyndon Johnson launched a groundbreaking "war on poverty," announcing a goal "not only to relieve the symptom of poverty, but to cure it and, above all, to prevent it."

Johnson's Equal Opportunity Act aimed to eliminate poverty by improving living conditions for residents of low-income neighborhoods and by helping individuals access economic opportunities long denied them.

Pres. Johnson's initial efforts still resound nearly 60 years later. Today, there are approximately 1,000 Community Action Agencies across the nation that serve as a focal point to coordinate and plan for the provision of community services that support, assist and empower people to improve their quality of life.

Operated publicly under the Department of Social Services, the Monterey County Community Action Partnership (MCCAP) works to reduce poverty in the community by funding a network of local providers who specialize in addressing specific obstacles to achieving self-sufficiency.

Goodwill Central Coast serves as a critical cog in this machine that helps develop, maintain and evaluate community services that empower individuals and families living at or below the federal poverty limit. MCCAP contracts with GCC to provide free services to help individuals define, plan and achieve their career and financial goals.

The relationship fits within Goodwill Central Coast's philosophy to help lift others through the power of employment and economic opportunity. Currently, GCC can help its community members through the following:

- Get a job or advance in their current job.
- Reduce debt and increase savings.
- Enroll in school and upgrade skills.
- Provide opportunities and education for kids.
- Connect with housing and homeownership programs.
- Access resources to improve income.
- Help individuals realize their worth.
- Assist with goals and help get someone where they want to be.

The partnership with MCCAP proves that Goodwill Central Coast's mission goes far beyond its retail stores and donation centers.

GCC believes that everyone has the right to work, but for many individuals, the obstacles to employment are too high to overcome alone. Obstacles such as little or no work experience, single parenting, incarceration, addiction, mental health, and job displacement should not define a person because they are so

much more and have so much more to offer.

GCC's goal is to ensure all community members know their worth and assist them in reaching their career, educational, and financial goals to achieve self-sufficiency.

Each year Goodwill helps thousands of job seekers get back to work and reclaim financial and personal independence.

Through the MCCAP partnership, GCC provides free employment services, income building services, and financial literacy services to Monterey County residents. Services are offered in person or online. This is achieved through one-on-one counseling to help determine goals and provide a positive learning environment that creates a brighter future by connecting people to resources.

Individuals seeking employment services will receive coaching and assistance in the employment preparation process, including resume/cover letter development, mock interviewing, applying for jobs, and job placement services.

Individuals looking to improve their financial position will have the opportunity to work with a Goodwill Prosperity Planner. Through one-on-one financial coaching, these well-trained individuals will help establish goals and provide assistance and resources needed to achieve them.

The ultimate objective of this program is to help individuals improve their financial state and ultimately obtain self-sufficiency. Services are available in both English and Spanish. Prosperity Planners can assist with household budgets, opening bank accounts, credit repair, opening director deposit accounts, and much more.

GCC's Prosperity Planners can also personally connect people with other trustworthy organizations and services through its Active Referral Network. Membership is free and counseling is confidential.

About Goodwill Central Coast

Goodwill Central Coast is a private 501(c)3 nonprofit organization that began in 1928 in the city of Santa Cruz. Today it has expanded into three counties: Santa Cruz, Monterey, and San Luis Obispo. GCC employs more than 600 people, and its programs strengthen communities by improving job growth, the lives of individuals and families, and the health of the environment.

For more information, visit www.ccgoodwill.org. ■



Stabilizing Your Power Needs

by Claton Yeko

Logistics nightmares and water concerns are rightfully taking up most of the attention in the agriculture industry today, but another major expense for businesses has been outpacing inflation for years and is due for double-digit annual increases in 2022 and 2023: electricity.

To reduce wildfires started by outdated equipment, California electric utilities have been given the green light to bury underground over 10,000 miles of transmission lines over the next several years. These costs will be primarily funded by ratepayers, causing unprecedented year-over-year rate increases for customers that already pay some of the highest rates in the country.

In addition to rapidly growing prices, our grid is becoming increasingly unreliable. Capacity constraints and wildfire mitigation

programs like the new Enhanced Powerline Safety Settings result in unplanned outages most likely to occur between June and November, peak months for the agriculture industry.

For many businesses, an onsite clean-energy system called a microgrid can mitigate these issues by providing facilities with predictable, lower energy prices and uninterrupted power through grid outages. Scale Microgrid Solutions is a leading distributed energy company that develops and finances customized microgrids, with a focus on California's agriculture industry. For more information, please visit www.scalemicrogrids.com. ■

The article is intended to offer information by Chamber member, Scale Microgrid Solutions and is intended to address topics of general interest and should not be construed as business or legal advice.

Rising power rates and rolling blackouts causing problems for your business?

Scale can help reduce your energy costs and make your facility energy independent! Contact us to learn more.

www.scalemicrogrids.com



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2021
2018
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2019

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2021
1986
2016
2015
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2021
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2021
1982
2015
2006
2021
2017
2016
2012
2015
2018
2002
1986
2021
2014
1997
2008
2021
2021
2021
1999

Gratitude for ongoing support from our Stakeholder and Visionary Members



Ribbon Cuttings • Chamber Events



With over 20 Chamber members in attendance, the Chamber was proud to host Joshua Hostetter to give a talk on the history and future of the Salinas Firefighters Association. Check out future Lunch and Learn events at SalinasChamber.com.



Red Lobster was happy to host an opportunity for community members to make valuable connections over a meal. Chamber members in attendance enjoyed time networking together.



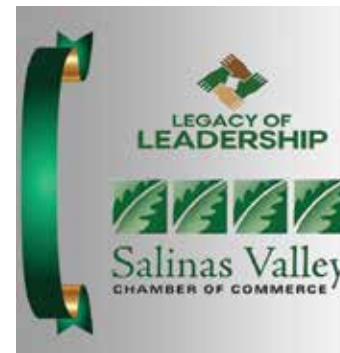
Alliance on Aging is celebrated by the community with a ribbon cutting for newly remodeled Alliance on Aging Offices, The Opening of the New Spirals by the Arch and The HUB in Salinas.



The Chamber was proud to host Peter Kasavan on the topic of Economic Development Element (EDE) for the City of Salinas. Over 50 Chamber members were in attendance through zoom and in-person. See this month's Business Journal cover story on the topic of the EDE.

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Chamber Board, staff and member celebrated current, active ambassadors and welcomed new ones! See page two of this month's Business Journal for a recap and pictures if you are interested in becoming a Chamber Ambassador, contact the Chamber offices at 831-751-7725.



Legacy of Leadership

Thu, September 8, 2022

**5:30pm-8:30pm Taylor Building Courtyard
150 Main St., Salinas**

Register at

www.SalinasChamber.com



Fenton & Keller is proud to partner with the Salinas Valley Chamber of Commerce in serving our business community.

A T T O R N E Y S

**Christopher Panetta
Sara Boyns
Brian Call
Troy Kingshaven
John Kesecker**

**Elizabeth Leitzinger
Andrew Kreeft
Kenneth Kleinkopf
Alex Lorca
Derric Oliver**

**Carol Hilburn
Susannah Ashton
Marco Lucido
Gladys Rodriguez-Morales**

**Bradley Levang
Ashley Cameron
Christopher Long**

**Of Counsel:
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Bachelors in Business Administration and his JD from the University of Texas School of Law. Mr. Little relocated to Monterey County from Austin, Texas four years ago. Since moving to Salinas, he has immersed himself in the community and contributes as a Board Member for CASA of Monterey County, and the Downtown Salinas Rotary. Additionally, Mr. Little volunteers with the California Rodeo Salinas and is the chair of the Carnival Committee and a member of the Announcing Committee. Mr. Little serves as a mentor to younger attorneys and staff alike, guiding new faces through a challenging field with ease, humility, and patience. Mr. Little is known for his admirable qualities: including positive attitude, work ethic, calm demeanor, and enthusiasm.

MINORITY OWNED BUSINESS HONOREE

Carla Rocha, Owner (Artistic Hangups)

Born and raised in Lima, Peru, Ms. Rocha moved to Salinas in 1982. She was pursuing a career with the Highway Patrol when an accident left her bedridden. Drawing on her skills from a previous job working in photo technology, Ms. Rocha used the expertise as a jumping off platform to work again. Ms. Rocha went to work at Frame Source in 1991, and was lured away in 1993, to work with Carol and Armand Minnie at Artistic Hangups. From that point she never looked back, serving as framing manager until 2009, when she purchased the business from the Minnie Family. In more than 15 years, she has been able to double her business and serve in various capacities in the community. Ms. Rocha has been active with the Salinas Valley Chamber of Commerce as a member of the membership committee and the Chamber of Commerce Ambassadors, she has served on the board of directors for the Alisal Rotary Club, and volunteered on countless community projects.



CARLA ROCHA
Minority Owned
Business Honoree

DISTINGUISHED BUSINESS INNOVATION HONOREES

D'Arrigo California

As a family farming company that has been in business since 1923, D'Arrigo Brothers continue to research and test new technologies available to Salinas Valley agriculture. D'Arrigo Brothers values the need for a skilled workforce to implement these technologies. Thanks to resources and innovation at D'Arrigo, traditionally manual labor has proudly become skilled labor. The many investments made have increased worker safety and profitability of the operation. D'Arrigo has been recognized by Western Growers, Farm Bureau and the Grower Shipper Organization, for leading the way in new technologies and investments in the vegetable industry. There was a recent video produced highlighting the innovation and investments, look for the D'Arrigo Ag Tech Video on the Andy Boy Channel.



D'ARRIGO CALIFORNIA
Distinguished Business Innovation Honorees

Salinas Valley Memorial Healthcare System

Salinas Valley Memorial Healthcare System (SVMHS) has embraced innovation to bring world-class healthcare to our community. As the only Magnet-recognized healthcare organization in this region, SVMHS delivers a standard of nursing achieved by only 9% of hospitals nationwide. Achieving this status during the pandemic is testament to SVMHS's commitment to excellence.

SVMHS has excelled through a spirit of collaboration, and with Montage Health it is one of five hospitals in the country that have been awarded the American Hospital Association's Dick Davidson NOVA Award for groundbreaking work in diabetes awareness and prevention. SVMHS is committed to caring for all people regardless of their ability to pay, which is why its Mobile Health Clinic travels to medically underserved areas of our community, providing no-cost healthcare where it is needed most.

Helping break new ground for the future, SVMHS is active in clinical research trials, some of which have led to FDA approval of stent technology to improve cardiac outcomes. SVMHS is also home to an innovative structural heart program – providing minimally invasive procedures to restore heart health. With a CEO recognized as one of this country's Top Diversity Leaders by Modern Healthcare, outcomes at all levels focus on equity and inclusion.

BUSINESS PHILANTHROPY HONOREE

La Gloria Medical Clinic – Dr. Rolando Cabrera, Owner

La Gloria Medical Clinic, under the leadership of Dr. Rolando Cabrera, has set a new standard when it comes to a small Salinas Valley healthcare business that gives back humbly with no intention for recognition. La Gloria Medical clinic is more famously known for their ongoing free care for the homeless and those who cannot otherwise afford to see a doctor. La Gloria Medical Clinic serves a huge percentage of COVID patients, especially those in the Hispanic community. Dr. Cabrera has served and continues to serve the community in other areas as well: founder and Chair of the Salinas Police Foundation dedicating time and resources in support of the Salinas Police Department serving the community; board member of the Key for a Cure Foundation, raising money to fund pediatric cancer research. Dr. Cabrera is very active in the Alisal Rotary Club and serves on the Board for Pinnacle Bank, the Salinas Mariachi Festival, Monterey County Saint Jude's and Downtown Streets Team. Dr. Cabrera is also a registered Friesian horse breeder in Monterey County and has a weekly Spanish radio preventative health program.



DR. ROLANDO CABRERA
Business Philanthropy
Honoree

CONGRATULATIONS TO THE 2022 HONOREES.

The public is invited to attend the event where the outstanding honorees will be recognized. There will be multiple food and wine offerings, fabulous music, great networking, both live and silent auctions and a couple fun surprises! Tickets are \$95/members, \$145/non-members and are available at www.SalinasChamber.com. You may also contact us at (831) 751-7725 or by email at events@SalinasChamber.com.



SALINAS VALLEY MEMORIAL HEALTHCARE SYSTEM
Distinguished Business Innovation Honorees



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and nine graduate majors. CSUMB has stakeholders in the community and was founded in 1994 on the former Fort Ord site by educators and community leaders.

CSUMB serves students from the entire state of California, and 38 percent of undergraduates come from Monterey, San Benito and Santa Cruz counties. Fifty-three percent of students are among the first generation of their family to go to college.

A neurobiologist, biopsychologist and noted researcher, Dr. Quiñones has published more than 70 peer-reviewed articles. Over the course of a 20-plus-year career at the City University of New York (CUNY) - Hunter College, Dr. Quiñones served as an assistant, associate, and full professor in the Department of Psychology before being appointed to serve as the chair of the department. She was later promoted to the role of associate provost.

In 2018, Dr. Quiñones was appointed to her current position of provost and executive vice president for Academic Affairs at Pace University, where she also

holds the rank of full professor in the Department of Psychology. Her portfolio of responsibilities includes oversight of all academic and student-related academic offices and personnel as well as Information Technology.

"Dr. Quiñones has served in a variety of roles during her decades of service as an educator, and in each of those roles she has continually demonstrated dedication to expanding diversity and improving student success," said CSU Trustee Julia I. Lopez, chair of the CSUMB search committee. "Key measures of student success including graduation and retention rates continue to reach all-time highs at CSUMB, and Dr. Quiñones has the knowledge, skills, abilities and vision to lead the university to even greater heights."

Dr. Quiñones earned a bachelor's degree in biology and master's degree in cell biology, both from the University of Puerto Rico, and a Ph.D. in neurobiology and physiology from Rutgers University. ■

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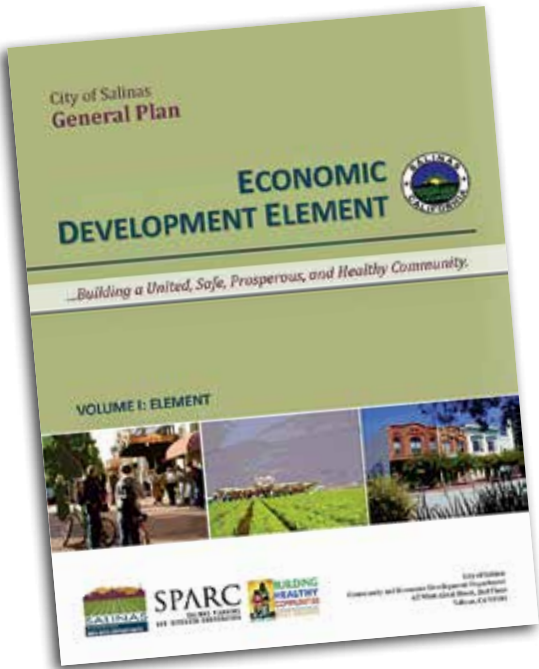
www.salinaspal.org



massive distribution warehouse in the City of Salinas, and it is believed it was for Seattle-based Amazon. The targeted land parcel had been designated in 2010 for technology-related research and development for the Salinas Valley agriculture industry.

In the end, the developer abandoned the proposal for a warehouse. However, the Chamber remains uneasy about the introduction of a transformative economic development proposal never contemplated in the public planning process.

Just like the public, the Chamber of Commerce was surprised when the local news media reported on the secret development proposal that involved the City of Salinas. As a leading voice for Salinas Valley businesses, the Chamber remains diligent in the pursuit of recognizing and influencing the economic destiny of the Salinas Valley in a constructive and democratic way.



LOCAL NEWS MEDIA

Of course, the best of strategies will never be able to take into consideration deliberate secrecy and secret negotiations, involving private parties seeking an arrangement to build and operate on private land. In the case of the proposed Amazon warehouse, the local news media ended up informing residents that their government was involved in a development proposal without their consent or even their knowledge.

The Chamber continues to support the presence of engaged, local news media. This is a great example why. Local journalism faces many

challenges. From fundamental societal changes in how people receive their news and information, to the finances of quality reporting, and dissemination of accurate information to the general public. The free press must continue fulfilling its envisioned role in our constitutional republic as a check and balance to the power of government.

URGING LOCAL GOVERNMENTS TO SERVE THE PUBLIC AND REMAIN TRANSPARENT

There is a lot of public noticing, planning, and input that goes into key government decisions. In fact, there are State laws that regulate the noticing requirements to ensure the input of the community and transparency in decisions made. The Chamber will look to local officials to remain consistent with decisions they've already made in the public forum.

It cannot be emphasized enough, development decisions need to occur within the context of existing plans that were developed and approved by public officials, in public forums, with public input, and with easy public access to documents. Some of the better-known recent plans approved by the Salinas City Council in recent years include: the 2015 City of Salinas Downtown Vibrancy Plan; the 2021 City of Salinas Alisal Vibrancy Plan; and the 2017 Economic Development Element of the City of Salinas General Plan.

The Chamber will work to educate community leaders about the official economic development visions for the City of Salinas, the Salinas Valley, and Monterey County. If community leaders forget or neglect these plans, and new leaders remain unfamiliar with them, there is a planning vacuum. An outside entity with money, expertise, and power can then fill that vacuum with its own plan, which may not be in the public interest.

Is the eventual emergence of a series of e-commerce distribution warehouses along Highway 101 through the Salinas Valley in the public interest? This is something that needs to be considered and incorporated in public planning documents through a transparent process that allows for public input.

PUBLIC EDUCATION AND OFFICIAL ECONOMIC DEVELOPMENT VISIONS

On July 12, 2022, local architect Peter Kasavan, representing Salinas Planning and Research Corporation (SPARC), made a presentation about the City of Salinas Economic Development Element to 45 attendees at a Salinas Valley Chamber of Commerce “Lunch and Learn” event.

Kasavan noted that the Economic Development Element was part of the City's General Plan, the community's “aspirational vision for the future.” Numerous community organizations and individuals



participated in public forums and submitted written comments during the development of the plan. In the end, the Economic Development Element focused on six areas:

- 1. Land Use, Circulation, and Infrastructure
- 2. Retail, Entertainment, and Tourism
- 3. Job Opportunities
- 4. Workforce Development
- 5. Neighborhood and Commercial Areas
- 6. Quality of Life

The Economic Development Element has a strong focus on ag-tech as a future economic development tool for the region. It does not mention warehouses and logistics at all. Warehouses and logistics does not appear to be an aspiration for participants in the development of the plan.

Much public energy was expended in the mid-2010s to prepare the Economic Development Element and then get it approved. City staff played a critical role in embracing the plan and moving it forward.

Politics influences this process and can be a short-term phenomenon, rather than a multi-year plan. Immediate issues continually engage the public and the officials elected to represent them. New people get elected to office without much knowledge of the past, and they take office bringing their own ideas and agendas. Crises such as homeless encampments, and COVID-19 public health responses command attention and get prioritized.

This phenomenon would help to explain the lack of momentum in sustaining the advance of the Economic Development Element (Element) in a comprehensive way. Current discussion regarding the Element has symbolized the first time some Chamber members had an awareness of the document that so much time and resources were put into. Others admitted not hearing about the Economic Development Element since the Salinas City Council approved it on December 5, 2017, with a 7-0 vote. ➡

PLANS - Continued on page 17

CHAMBER IDEAS FOR ACCOUNTABILITY IMPROVEMENT

Peter Kasavan acknowledged the City of Salinas has not implemented many of the items recommended in the Economic Development Element. Among the neglected items are the “Monitoring and Evaluation Program” and the “Annual Reporting.” These are components of the plan that were meant to keep it relevant and consistent for many years.

On occasion, a staff report to the Salinas Planning Commission or Salinas City Council about a proposed development project will mention how it relates to the Economic Development Element. But the Economic Development Element is not a prominent part of City policy discussions.

Admittedly, the Economic Development Element has not been a prominent part of Chamber policy discussions either. It is not mentioned in the Chamber’s multi-year Strategic Plan,, although some of the items in the Economic Development Element are individually referenced. Additionally, the Element is rarely referenced in the Business Journal. Even candidates for Salinas City Council and other regional positions seeking endorsement from the Chamber, have not been asked about the Element. These are areas that changes can be made to ensure the pertinence of the Element.



The Chamber may be able to play a role in resurrecting monitoring and evaluating the Economic Development Element. Steve McShane joined the Salinas Valley Chamber of Commerce as President and CEO in January 2022. When asked about the Element he shared, “Chamber Leadership has prioritized the Economic Development Element and your Chamber is committed to the advocacy and advancement of the Element for the sake of our businesses, community, and regional viability.”

Economic Development And The Element As A Priority

After five years, it’s time to evaluate the

plan and determine where it is succeeding, where it is stalled, and where it may need changes. It’s possible that the City of Salinas has fulfilled more of the Economic Development Element than someone might recognize in a casual overview. And we won’t know unless the Element is actively monitored and there is a measurement of achievement or challenges.

The formidable size of the Economic Development Element is cited by some Chamber leaders as an obstacle to understanding it. It would be helpful to have promotional materials for the Economic Development Element that allow people to understand the various components without having to read volumes of analytical text.

In addition, developing and implementing strategies to ensure official visions and plans, such as the Economic Development Element, are considered in every City policy decision, as well as the decisions made by the Chamber itself.

If is important that “Plans” made by and for the community, through appropriate transparent processes are utilized and monitored. If these plans are neglected, someone else will make the plans for our community and the businesses that are in it. ■

If you’re interested in learning more about the Economic Development Element or other plans, such as the Downtown Vibrancy Plan or the Alisal Vibrancy Plan, please contact CEO & Chief Member Advocate Steve McShane at (831) 751-7725 or at President@SalinasChamber.com.



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Upcoming CHAMBER EVENTS

We look forward to seeing you!

- **Lunch and Learn with Soria Environmental**

Tuesday, August 9, 2022, 11:45 AM - 1:00 PM, 119 E Alisal Street, Salinas

Soria Environmental is a locally owned restoration company specializing in water damage restoration, mold remediation, and disinfecting services. We are happy to announce that we will be hosting a Lunch and Learn in partnership with Soria Environmental! - Presented by proud owner, Armando Soria.

- **Connect at Lunch - Pizza Factory**

Tuesday, August 16, 2022, 11:45 AM - 1:15 PM, 926 S Main Street, Salinas

Join us at Pizza Factory for an opportunity to network over a meal with Chamber members, local business owners and community leaders at this wonderful lunch event! *This is not a sponsored event. Attendees must pay for their own meals.*

- **SUBA, SPD, and SVCC Joint Community Mixer**

Thursday, August 11, 2022, 5:00 PM - 7:00 PM

We are excited to announce that we will be hosting a mixer with Salinas United Business Association and the Salinas Police Department! Come on out to this great event in an effort to promote public safety and Latino Business Community in Salinas. There will be food, music, beverages, and more! Family friendly.

- **Salinas Valley Tourism and Visitors Bureau Mixer**

Thursday, August 25, 2022, 5:30 PM - 7:30 PM, 1A Station Place, Salinas

Join us for the Heritage Center Park Mixer hosted by Salinas Valley Tourism and Visitors Bureau. Enjoy food, beverages, and have a good time with the community!

- **Legacy of Leadership Gala at Taylor Building Courtyard**

Thursday, September 8, 2022, 5:30 PM - 8:30 PM, 150 Main Street, Salinas

Join us in celebrating our Legacy of Leadership on Thursday evening, September 8th. At this special event, we will bestow the Chamber's "Legacy of Leadership Award" on a select few who have made tremendous impacts to our area. Honors will include the Distinguished Business Innovation Award, Business Philanthropy Award, Young Professional of the Year and Outstanding Minority Owned Business.

- **The Great British Bake Shop**

Tuesday, August 23, 2022, 5:00 PM - 6:00 PM, 8 W Gabilan Street, Salinas

Join us in celebrating the grand opening of The Great British Bake Shop! Founded by English expats Lesley Everett and Chris Swainson as the realization of their dream to bring a little bit of Britain to Oldtown Salinas, The Great British Bake Shop specializes in traditional English pastries, cakes, breads, biscuits, meat pies and many other delectable items.

- **Salinas Valley Tourism and Visitors Bureau Ribbon Cutting**

Saturday, September 3, 2022, 12 PM - 1 PM,

1A Station Place, Salinas Freight Depot

We are thrilled to present a ribbon cutting hosted by the Salinas Valley Tourism and Visitors Bureau. The Bureau promotes the greater Salinas Valley Region to outside visitors. They will celebrate improvements to the California Welcome Center they host in the beautifully restored City Freight Building adjacent to the Salinas Railroad Station.

Save the Date!

September 13, 2022 - Republic Services Lunch & Learn

September 15, 2022 - New Member Orientation

October 11, 2022 - Salinas Regional Sports Authority

"I have hope. I felt that people were working to find a solution to help my family, to help me and my daughter."

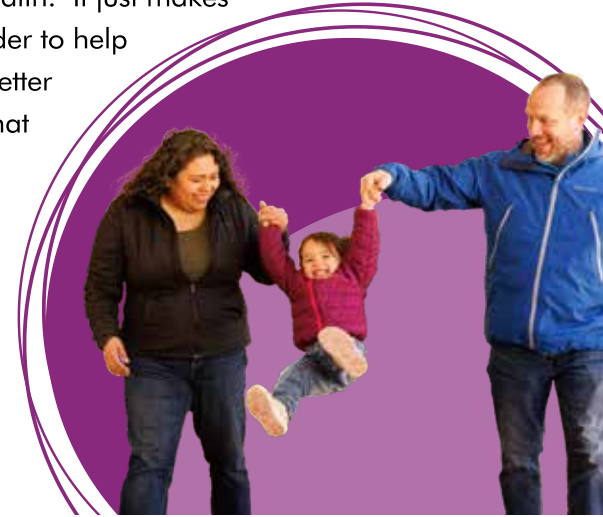
- Erika, First 5 parent

After Erika's baby was born, she experienced postpartum depression and realized she needed support. She was able to connect with First 5 funded services - playgroups to support her parenting and a therapist to support her mental health. "It just makes

me a better parent in order to help my daughter and be a better wife to my husband so that he can also be a better parent to our daughter."

Learn how F5MC helps parents find their voice:

First5Monterey.org



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New Member Profiles

Orkin Central Coast

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Orkin.com, 831-228-1466, eric.mahan@orkinslo.com



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Spiffycleanbins.com, 916-335-1117, info@spiffycleanbins.com



Boyd's Asphalt Services

Specializing in all new asphalt projects, we have established ourselves as one of the paving companies in Monterey, San Luis Obispo and Santa Clara Counties. From small residential parking lots to municipal city streets, we can excavate, haul, grade, pave and then stripe your new parking lot from start to finish. We are your one stop shop for asphalt, concrete, grading, underground utilities, striping, signage, sealcoat and crack filling. Boyd's Asphalt Services can help you through the process, call today and find out why customers prefer us.

Boydasphalt.com, 831-754-1224, josh@boydasphalt.com



Central Coast Sign & Design

At Central Coast Sign & Design we are focused on Creative Design. We believe thoughtful and innovative design gives our clients a competitive advantage that will make them stand out and attract customer loyalty. Central Coast Sign & Design offers the highest quality manufacturing materials and processes. We believe taking care of our clients means offering reputable brands and products with a proven track record of innovation and efficiency. We take great pride in providing excellent customer service. We want to make sure your experience with us is easy, efficient and productive.

Ccsigndesign.com, 831-775-0700, info@ccsigndesign.com



TJ Carpet and Tile Cleaning

We are a family business that was established 10 years ago with professionalism, integrity, and profitability. We are committed to providing the highest quality in each service we provide to our customers, while continuously monitoring and improving quality. We specialize in residential cleaning, commercial cleaning, cleaning, and more. It doesn't matter if the job is big or small, we provide the same quality to each of our clients. We specialize in affordable cleaning services, striving to provide excellent work for our clients.

Tjcarpettilecleaning.com, 831-269-1426



Monterey Touring Vehicles; Classic Car Rentals & Experiences

Monterey Touring Vehicles is the only company on the Central Coast that provides the opportunity to rent classic and vintage cars. Eclectic, privately owned fleet of cars will put a smile on your face. Cars for everyone, from almost every decade! Rent a classic car for your next date night, wedding, special event or choose a car (or two) to enjoy a unique experience for family vacation. We are a local, family-owned company that ensures that whether you are local or visiting our beautiful area, your experience becomes a memory you will never forget!

Montereytouringvehicles.com, 831-320-9104, info@mtvrentals.com



The Great British Bake Shop

The Great British Baking Shop is a family-run bakery founded by English expats Lesley Everett and Chris Swainson and brings a bit of Britain to Oldtown Salinas. Lesley and Chris bake a treasure trove of British favorites, both sweet and savory. From Shortbread and Bakewell Tarts to Sausage Rolls and Nanny May's renowned Ham & Egg Pies, the shop satisfies cravings of expats and creates new fans on this side of the pond. We accept pre-orders, walk-ins and can cater your next event that cries out for a sinful slice of England.

http://www.thegreatbritishbakeshop.com, 831-251-1488



201 Main and James Dean Sports Bar

Noel Saucedo breathed life into 201 Main in 2021, with the James Dean Sports Bar, a casual sports bar themed after the 1950s icon. In late 2022, The James Dean Restaurant will open too. The patio hosts live music on Friday nights, Saturday afternoons, and Sundays for Brunch. 201 Main offers night-life upstairs, every Friday and Saturday night. A hub for private events with 4 rooms available, we can host weddings, receptions, birthday celebrations, corporate parties, seminars, training programs, celebrations of life, and more and up to 1400 people! Please keep us in mind for Your next event.

201complex.com, 831-229-5341, djnoels@gmail.com





Upcoming NON-PROFIT EVENTS



For an updated list of Non-profit events and more visit www.salinaschamber.com

- **Jacob's Heart 5K/10K**
August 7, 9:00AM - Toro Park
Music, Food, Activities, for the Kids, and More! Awards for the top finishers, register at jacobsheart.org/5k
- **Alzheimer's Association, Salinas & Pacific Grove Caregiver Support Group,**
August 8, 12:30PM - 1130 San Vicente Street Salinas
If you have a family member who has been diagnosed with Alzheimer's disease or a related dementia disorder, a caregiver support group can offer you an opportunity to find out more about available community resources, learn from others who are going through similar experiences and obtain additional educational materials. Our Pacific Grove caregiver support group meets monthly, on the 2nd Wednesday of the month, without a fee.
- **Active Seniors, Inc, Monthly Luncheon,**
August 11, 11:45AM-1:30PM - 100 Harvest Street, Salinas
\$12 for members and nonmembers. The lunch is prepared by our professional chef, Michael Gaines, and his crew of volunteers. There is always a program following lunch. Lunch is served at noon but come early and have a social time with friends. Please call 831-424-5066, email asi@activeseniors.org, or come in to make a reservation. Our website, activeseniorsinc.org will have a link to the newsletter where the menu and program are listed.
- **Rancho Cielo, Annual Veggie Box & BBQ Event,**
August 12, - 11:30AM-2:30PM - 710 Old Stage Road, Salinas
Delicious Veggie Boxes are here! Help Support Rancho Cielo Students and our community in purchasing veggie boxes filled with fresh local produce! Purchase for your family, friends or donate to families of the Boys & Girls Club of Monterey County, The Salvation Army or the Monterey County Food Bank. Orders of 25 or more are available for delivery. Sponsorships available as well as amazing Tri-Tip BBQ Lunches!
- **Kinship Center, Concours D'Elegance Infiniti Car Drawing**
August 21, Time TBD - 200 Clock Tower Plaza, Pebble Beach
Kinship Center is once again partnering with INFINITI and Pebble Beach Concours D'Elegance in a Charity Drawing with a chance to win a brand new 2023 INFINITI QX60 Luxe at the Pebble Beach Concours D'Elegance on Sunday, August 21 (need not be present to win)! Drawing tickets can be purchased at Kinshipcentercar.org and all proceeds go to Kinship Center.
- **Relay For Life of the Salinas Valley Moves to Downtown Salinas**
September 10, 9:00 AM- Downtown Salinas
The American Cancer Society's Relay For Life of the Salinas Valley invites the community to join the movement to honor and remember loved ones and fight back for lifesaving change on September 10th in Downtown Salinas (Oldtown). Relay For Life is a community of survivors, caregivers, local citizens, volunteers, and participants who believe that the future can be free from cancer and own the power to make that change. "We share a passion to save lives, celebrate lives, and lead the fight for a world without cancer," said Anna Abad, event co-lead. "In 2022, almost 1.9 million new cases of cancer will be diagnosed in the United States. Thanks to that shared passion, the lifesaving mission of the American Cancer Society can't be stopped, ensuring we are here for everyone who needs us."
- **Center for Community Advocacy 29th Annual Día De Los Muertos Banquet**
November 4, 8:00-11:00PM - Location TBA
CCA Annual Banquet & Awards ceremony. This year to Honor Ben Heller Award Recipient State Sen. Bill Monning and Dana Kent M.D. CCA will honor Monning's efforts to create a safe and equitable work environment.
- **California Women for Ag, Annual CWA Bus Trip,**
November 5, 8:30 AM - Santana Row, San Jose
The Bus Trip is the primary fundraiser for CWA's areas of focus that include legislation, education and public relations in support of agriculture. CWA provides members and guests with networking opportunities, while promoting women in agriculture. The Salinas Valley Chapter of CWA volunteers at many local educational and public events, including the Salinas, King City, Monterey and San Benito County Farm Days. The Salinas Valley Chapter also awards generous scholarships to deserving women in the TriCounty area. With funds raised from past shopping trips, we awarded \$15,000 in scholarships to 21 deserving young women this year.



Member News

Hospice Giving Foundation Turns 25!

Hospice Giving Foundation (HGF) marks 25 years in our community in July 2022. This means 25 years of compassion and dignity; 25 years of exceptional leadership; 25 years of investing in our community; 25 years, and so much more! "Hospice Giving Foundation stands behind its mission in everything we do," commented Siobhan Greene, President/CEO. "In addition to providing much needed funding to wonderful non-profits, we also provide education, outreach, and support to both community members and professionals. We're all very proud of how this organization has grown. At the heart of this work is a desire to make difficult times better, with a commitment to treating the dying process as a part of life that deserves dignity and love. We hope the community joins us to celebrate this milestone."



Lindsey Berg-James Named Rising Star on California Super Lawyer List

For the fourth year in a row, Lindsey Berg-James has been selected as a 'Rising Star' on the California super Lawyer list. Rising Stars are attorneys who are under age 40 and who have practiced law for fewer than ten years. Lindsey's practice focuses on civil litigation and labor and employment law. She is the past president of the Monterey County Women Lawyers Association and has served on the boards of Impower and the Salinas Valley Chamber of Commerce.



Lindsey Berg-James

Soria Environmental Hires Bernice Maravilla as Business Development Manager

We are excited to introduce you all to our Business Development Manager, Berenice Cerda Maravilla! Berenice is a Salinas native who recently graduated from CSUMB with a degree in Business with an emphasis in Marketing. Her responsibilities will include community engagement, social media marketing, and developing relationships with local businesses while maintaining existing relationships with our clients. Berenice is a wonderful addition to our team because she values both her family and community. She is an avid outdoors person who enjoys hiking, running, and shopping. Family and community mean everything to her, and we look forward to introducing her to the community she loves so much. Berenice is in the process of becoming an ambassador with the chamber of commerce.



Berenice Cerda Maravilla

Madonna Garden Hosts Art For A Cause

Madonna Gardens Assisted Living & Memory Care held an "Art for a Cause" event on June 25th featuring paintings created by residents. "I am so pleased that our residents truly enjoy the art activities offered," Cheryl Bruno, the community's Lifestyle Director.

"I love to see the close friendships develop and watch how art positively impacts those living with Alzheimer's."

The community raised \$900 for the Walk to End Alzheimer's from the sale of its resident's artwork and is looking forward to participating in the Walk in October.



Noland, Hamerly, Etienne & Hoss Shareholder Mike Masuda Selected to the Northern California Super Lawyer List

For the ninth straight year, Mike Masuda, NHEH shareholder, has been selected to the Northern California Super Lawyers list.

Mike specializes in civil litigation, trial, and appellate practice, arbitration, and mediation and has served as a mediator in over 100 cases. He holds the highest 'AV preeminent' rating for Martindale-Hubbell and was awarded the Lewis I Fenton Award for Excellence in Advocacy for the Monterey County BAR association in 2014.



Mike Masuda

Rolex Monterey Motorsports Reunion

WeatherTech Raceway Laguna Seca to host Unprecedented Exhibition of Overall and Class Winners from 24 Hours of Le Mans Destined for Rolex Monterey Motorsports Reunion, August 17-20. The display features Historic Races Features Cars Spanning 1909 to 2007 in categories of overall winners, class winners and interesting or significant cars that have raced over the century. These are the actual cars from museums and private collections that forever etched their place in history. While no longer raced, owners have been invited to take exhibition laps each day so they may enjoy their cars at a safe speed and to share the sights and sounds of these historic machines with everyone visiting.



The Monterey County Workforce Development Board

Jobseekers throughout the area are invited to attend a MULTIPLE EMPLOYER JOB FAIR on Wednesday, August 17 at America's Job Center at 344 Salinas Street in downtown Salinas from 2pm-5pm.

Jobseekers are encouraged to register and get a sneak preview of which specific employers will be attending <https://www.montereycountywdb.org>. Those needing help upgrading their resumes are encouraged to call 1-866-666-9332.

Hartnell College Welcomes New Leadership

The summer is bringing big change to Hartnell College as they strengthen the already top-notch programs, with the hiring of a new superintendent/president, two vice presidents and a director of institutional research

Superintendent/President Michael Gutierrez

The College hosted a dessert reception last month to greet the college's new superintendent/president, Michael Gutierrez. "It's a beautiful campus and a very welcoming environment," he said, before inviting people to say hello when they saw him around campus or in the hallways, vowing to learn everyone's names. "I thank you for your warm hospitality, and I'm looking forward to having a great tenure at Hartnell."

Board Chair Erica Padilla-Chavez was enthusiastic about Gutierrez's arrival. "The entire Board welcomes Michael to the Hartnell family, and is excited about the future of the college with him at the helm."

Gutierrez earned a bachelor's degree in history and Latin American studies from Princeton University, a master's degree in public affairs from the University of Texas at Austin, and is completing a doctorate in educational leadership from the University of the Cumberlands.



Michael Gutierrez

Vice President of Human Resources and EEO Dianna Rose

With 27 years of experience in human resources administration, Dianna Rose joined Hartnell from City College of San Francisco (CCSF), where she has held positions of: vice-chancellor human resources; deputy chancellor human resources, compliance, risk management & safety; senior vice chancellor, administrative & student affairs, and twice served as interim chancellor. Rose holds a juris doctor degree from the University of Utah College of Law, an MBA with an emphasis in training and organizational development

from Westminster College, and a bachelor of science degree in business administration from the University of Phoenix.

Vice President of Administrative Services Graciano Mendoza

Graciano Mendoza joined Hartnell on August 1. He has more than 28 years of experience in finance and administrative services, including 21 years with the California Community Colleges system. Since 2021, he has served as vice president administrative services at Gavilan College, and held the same title at Cañada College for the three years before that. Mendoza earned an MBA with concentrations in finance and international business, and a bachelor of science in accounting, both from Santa Clara University.



Graciano Mendoza

Director of Institutional Research Milena Angelova

Dr. Milena Angelova Ph.D. joined Hartnell College last month as the new director of institutional research. Dr. Angelova has served as a planning and research analyst at Cañada College since 2015. Angelova holds bachelor's and master's degrees in aerospace engineering from Istanbul Technical University, a doctorate in educational leadership from the University of Nevada, and a Ph.D. in physics from San Francisco State University. As director of institutional research, Dr. Angelova will be part of the Institutional Planning, Research, and Effectiveness team. ■



Dr. Milena Angelova Ph.D.



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Both the 'HOW' & 'WHY' Plant Science Transfer Pathway at Hartnell's new Castroville Education Center



HARTNELL COLLEGE



Hartnell College is enrolling students for the inaugural Fall 2022 class of its new Associate in Science for Transfer (AST) degree in Plant Science at the Castroville Education Center.

Students will complete the degree in two years and smoothly transfer into a bachelor's degree program in plant science at CSUMB, Fresno State, Chico State or Cal Poly.

Highlights:

In Hartnell's new Castroville center, equipped with **state-of-the-art science labs**, classrooms and tutoring center.

- Students complete a **semester-by-semester plan** together as a group.
- **Internship and job-shadowing** with local ag employers.
- **Free tuition regardless of income**, from Hartnell's Salinas Valley Promise program.

For more information:

Celia Anderson, program assistant, (831) 755-6798 or canderson@hartnell.edu





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DID YOU KNOW?

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GOODWILL CENTRAL COAST: BUILDING STRONGER COMMUNITIES

Goodwill Central Coast builds lives, families and communities by helping people with employment needs become successful, supported by innovative enterprises that preserve earth's resources.