

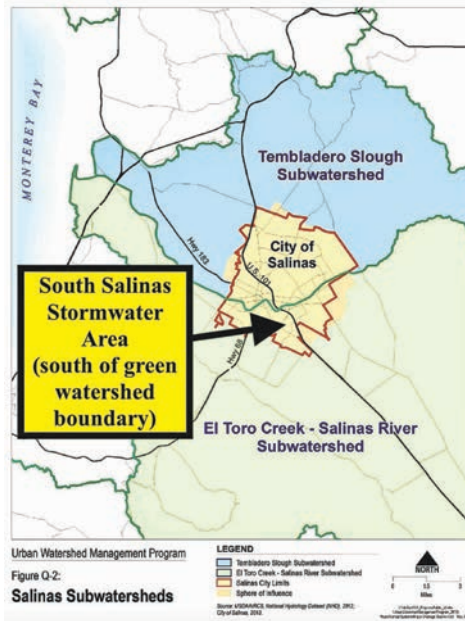


INSIDE THIS ISSUE: Matters of the Heart P.7 | 102nd Annual Awards Nominations Open P.13

Where Does the Water Go?

by Chamber Staff

Future economic growth in the Salinas Valley and Monterey County will depend on successful capture, storage, and use of water. For example, harnessing water - when and where it is available - is critical for the City of Salinas to achieve the Economic Development Element of its General Plan. This is something that the Salinas Valley Chamber Government Relations Committee (GRC) monitors carefully because of this monumental impact. Last month, amidst the storms and surges, the GRC reviewed the dynamics of Salinas Valley water flow.



Originally the Senior Civil Engineer for Water, Waste, and Energy in the City of Salinas Public Works Department was scheduled as the featured speaker. But because of flooding emergencies they were not available and the GRC invited the Monterey One Water (M1W) External Affairs Director to speak to the gathering.

THE ROLE OF MONTEREY ONE WATER

Monterey One Water is the regional sewer and water recycling agency. M1W provides municipal wastewater service, the fancy term for sewer service for specific areas in the Region. ➡

WATER - Continued on page 15

Fostering Diversity, Equity & Inclusion: Workplace Best Practices

by CalChamber

Editor's Note: Diversity, Equity and Inclusion is more than a popular phrase. It's a complex concept that conversations surround, and the dialogue itself harnesses considerable power in addressing the values. As such it is difficult for a print-on-page publication to truly capture the important dialogue. Therefore, reprinting a dialogue, seemed a prudent place to start. The alternative of waiting for the right information to be presented in the perfect way, and the challenges and concerns around even that, amplify the importance of the conversation needing to just begin. To that end, this is a transcript of the Cal Chamber podcast, The Workplace, with CalChamber employment law expert Matthew Roberts, and diversity and inclusion consultant Johnathan Mayes. They discuss the best practices for fostering diversity, equity, inclusion and belonging in the workplace.

The shift in workforce demographics from a majority of baby boomers to a majority of Millennial and Gen Z employees has brought the importance of fostering workplace diversity, equity, inclusion (DEI) and belonging to the forefront for many employment lawyers and HR professionals, Roberts says in kicking off the podcast.

Research has shown that organizations that truly lean into diversity, equity and inclusion typically outperform those that do not, Mayes says. For example, in a study conducted by McKinsey & Company, companies that do best in terms of women in leadership positions are 25% more likely to outperform others at the other end of the spectrum.

Likewise, organizations that do best in terms of being in the top quartile, organizations that embrace DEI, are 36% more likely to outperform organizations at the other end of the spectrum, he says.

And the benefits don't stop there—companies see increased ability to attract diverse talent with diverse perspectives that can represent the demographics and communities they serve, Mayes adds. ➡



DIVERSITY, EQUITY & INCLUSION - Continued on page 12

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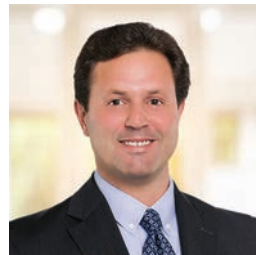


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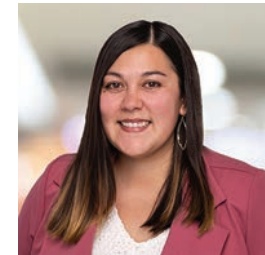
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Salinas Valley Chamber Serves a Whole Community

by Bill Hastie, Board Chair

The Salinas Valley Chamber of Commerce (the “Chamber”) was established to serve those business that become members seeking membership benefits – to gain credibility and visibility of their business, to increase their online presence, to gain a voice in local government, to make important connections and receive referrals from other members. Several events are held each month giving members the opportunity to meet and network. These include events such as Connect at Lunch, Lunch and Learn, typically at the Chamber’s office, ribbon cuttings for new business (or new members) and mixers, all designed to bring members together to meet and mingle.

But what about businesses that are not members, especially businesses generally not well represented in the Chamber’s membership? One of the key pillars in the Chamber’s 2023 – 2025 strategic plan is for the Chamber to engage with those businesses, namely minority-owned, who are otherwise not involved with the Chamber. This process of engagement began last year when the Chamber sponsored a mixer with SUBA, the Salinas United Business Association, at the new Salinas Police Department office. With more than 100 in attendance, the Salinas Police had on display their latest tactical weapons and violence suppression assets. The event gave the Chamber’s board of directors the opportunity to meet with SUBA’s board members and discuss how the two organizations can come together and promote the “whole” Salinas business community. We look forward to working with SUBA and their president, Jose Juan Mancera, towards that goal.

The Chamber is making solid efforts to engage the Hispanic business community. We recently co-sponsored a Spanish speaking-only conference at CSUMB at Salinas City Center titled, “Cash Flow Masters.” With 70 people in attendance, it was the first conference of its kind focused entirely on the Hispanic business community. The Chamber was also

successful in translating our membership brochure into Spanish with the commitment to translate additional information in 2023.

Another of the Chamber’s strategic objectives for 2023 is to extend its reach beyond the city of Salinas and have a stronger presence in the communities south of Salinas. Last year, the Chamber staff and members attended a ribbon cutting at Mee Memorial Hospital which involved the chambers of commerce throughout the valley. We are looking at further engaging with these other chambers of commerce as the year progresses.

As we continue to emerge from COVID, I would like to encourage all members to get involved in the upcoming Chamber events scheduled throughout the year. Please go to the Chamber website at www.salinaschamber.com, click on the Events tab and then Chamber Calendar. There you will find all the Chamber events scheduled through the end of February. I would like to highlight the Salinas Valley Chamber of Commerce Government Relations Breakfast on February 24. The event will take place at the PAL Armory in downtown Salinas and feature a wide variety of appointed and elected officials representing the Salinas Valley and greater Monterey County. ■



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'It's Not You, It's Me!'

Separating From Your Stuff Is Difficult, But Making A Difference In Your Community Is Easy

by Goodwill Central Coast Staff

February is the month of love, and certainly not the time to talk about breakups! But when it comes to separating from all the "stuff" in your life, the familiar refrain "It's not you, it's me" rings true.

Editing might be a little painful, but that's OK. Comfort is not needed. Graham Hill, the founder of LifeEdited, dedicated to helping people design their lives for more happiness with less stuff, advises to "edit ruthlessly."

In many ways, getting rid of stuff is like breaking off a relationship, he says. If it's a horrible relationship, ending it can be easy. But most relationships, like most stuff, have some elements that work and others that don't, and the prospect of letting go of the things that do work can overshadow the preponderance of things that don't.

What makes the decision to let go of things easier is the idea of where they end up. At Goodwill Central Coast, we love our donors because our mission begins the moment these treasures arrive. Every single donation (and subsequent) sale fuels

our quest to remove obstacles to employment. An added bonus?

We help protect the pristine Central Coast landscape by keeping items out of our landfills, and reducing the need for environmentally damaging "fast fashion."

FOCUS ON THE OTHER SIDE

Many of the arguments for editing your life — less to deal with, store, clean, etc. — become muddle when presented with the idea of an emotional loss. Hill suggests trying to create a stronger emotional connection to the other side, meaning what might your life look like after you edit.

Benefits of decluttering include:

- **Better focus.** Clutter makes it difficult to find what you need. It may also distract you. Getting rid of visual clutter can help you focus better on any task at hand.
- **Higher self-esteem.** When you have trouble staying organized, you may feel out of control. Improving your living space can restore feelings of competency and pride.
- **Better relationships.** Conflict with family or

roommates often occurs when one person can't control clutter. Also, you may be more comfortable inviting friends into your home when it's tidy.

Connecting emotionally to these outcomes proves far more powerful than a pro/con balance sheet of why we should hold onto our cheese knives.

DON'T FILL UP YOUR SPACE

Did you know that Americans have about three times the amount of space they had 50 years ago? One would think that with all this extra space we'd have plenty of room for all our stuff. Nope. We either let it clutter our lives or we pay to have it stored.

Hill suggests that there's a better way, a life where less might actually equal more. Many of us have experienced at some point the joys of less: spending college in a dorm room, traveling light, living on a boat. Those moments gave us a little more freedom and a little more time.

Marie Kondo, the best selling author and queen of decluttering, says it best when it comes to letting go of the past.

"To throw away what you no longer need is neither wasteful nor shameful," Kondo writes in "The Life-Changing Magic of Tidying Up". "Let them go, with gratitude. Not only you, but your things as well, will feel clear and refreshed when you are done tidying."

Try not to feel bad about tidying up your space and moving on from belongings. After all, "to truly cherish the things that are important to you, you must first discard those that have outlived their purpose," she says.

Finally, if you've made a decision to "break up" something, stay firm in your decision, despite discomfort, and edit away.

Boxing things up and dropping them off at Goodwill can help with any feelings of regret. That box has a great chance of turning someone else's life around.



Protecting Your Business From Check Fraud

by Andrienne Moch, 1st Capital Bank, Salinas



You may be surprised to learn what a big problem check fraud is in corporate America. Common check fraud includes forging of signatures or endorsements, altering payee names and dollar amounts,

and creating counterfeit checks. According to The American Bankers Association 2019 Deposit Account Fraud Survey, attempted check fraud stood at \$15.1 billion, while banks were able to prevent 91% of attempts for a net loss of \$1.3 billion.

What fraud protection service provided by commercial banks is identified by many anti-fraud experts as the most effective form of defense against check fraud? It's a cash management service called Positive Pay.

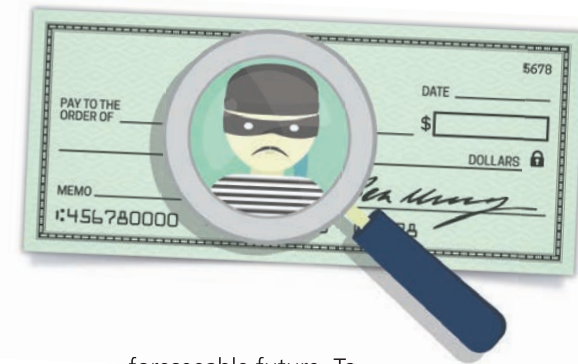
Positive Pay, a service provided by commercial banks to their corporate customers, pertains to the check payments being made by customers. In most businesses, checks are not manually signed but printed using digital signatures—creating an opportunity for fraudsters to forge checks using those digital signatures. Positive Pay provides an additional layer of authentication to help eliminate the possibility of this type of fraud. It's a mechanism wherein the responsibility of double-checking every check to be honored is undertaken by commercial banks. This service is very useful for large businesses that issue a large number of automated checks and need a system in place to prevent the issuance of any fraudulent checks.

Using the Positive Pay process is easy, as all businesses must do is send an electronic file to the bank noting the details of the checks that have been issued. As a result, the bank already has the information

about the genuine checks. The bank will then match the details of each check with the ones being presented for payment. Banks generally verify the dollar amount, check number, account number, date, payee, and other details between the check and the file.

Checks are marked as "safe to pay" and paid only if all the details match. If there are any discrepancies, the check is returned to the issuing business in the form of an exception list. There may be instances where genuine checks end up on the exception list because of a technical error. In those cases, the business can ask the bank to honor the check. But checks that are genuinely fraudulent will get caught using the Positive Pay process.

Given their ease of use, checks will likely be used by businesses for the



foreseeable future. To minimize losses associated with check fraud, it's helpful to use a mechanism like Positive Pay to be able to detect fraud as soon as it arises. The fraudsters are only going to get more sophisticated, so businesses need to make sure their check fraud protection is up to the task of thwarting them. ■

Article courtesy of Treasury Management Group at 1st Capital Bank. www.1stcapital.bank. 831.264.4003.

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New Minimum Wage Provides Employers an Opportunity to Review Exempt Employee Status

by Bradley J. Levang, Fenton & Keller



In 2017, California began phasing in an increase to its minimum wage. As part of that law, California had two different minimum wage rates based on the size of the employer. Beginning in 2023, California ended that distinc-

tion and the California minimum wage is now \$15.50 per hour for all employers, regardless of size.

While employers are likely aware of this increase in the current minimum wage, employers should also understand that the increased minimum wage also impacts the classification of exempt employees. Under certain circumstances an employee may be exempt from wage and hour requirements in the applicable wage order, such as overtime, meal and rest breaks, and recording all hours worked. The determination of whether an employee is exempt is generally based on satisfying two tests – a salary test and a job duties test. Since employers must review the salaries of their exempt employees to ensure continuing compliance in view of the increased minimum wage, now is also a good time to revisit the job duties of those exempt employees to see whether they are performing qualifying exempt job duties.

With respect to the salary test, merely paying an employee a salary does not automatically make them exempt from certain wage and hour laws. Instead, to meet the salary test, exempt employees in California must earn a minimum monthly salary of no less than two times the state minimum wage for full time employment. With California increasing its minimum wage, an exempt employee must receive a minimum annual salary of at least \$64,480, which is \$5,373.34 per month, regardless of the size of the employer. Employers should review the salaries of their exempt employees to ensure they meet this revised salary threshold. If a previously exempt employee's salary does not meet or exceed this amount, then the employer should either increase the

salary to satisfy the threshold or reclassify the employee as a non-exempt employee.

Next, exempt employees must meet the job duties test. This test evaluates whether exempt employees spend a significant amount of their time performing exempt job duties. It is important to remember that these tests look at the employees' job duties rather than their job titles. Several tests have been developed to help employers evaluate whether an exempt employee meets the job duties test. The three exemption tests that require the salary basis test concern executive, administrative, and professional employees. Each exemption has its own unique job duties requirements. But, in general, these exemptions evaluate whether an employee's job duties involve a significant amount of time exercising discretion and independent judgment. Broadly speaking, these tests look to see whether an exempt employee performs various exempt job duties more than 50% of the time. In addition, the tests may also look at the educational and certification background of the exempt employee, which is the case for the professional exemption. ■

Adding further complexity to the situation, some fields and jobs have their own unique exemption tests. Some examples include computer professionals, salespersons, artists, licensed doctors and surgeons, private school teachers, and state or local government employees. For example, exempt computer professionals require a minimum hourly rate of at least \$53.80, a minimum monthly salary of \$9,338.78, and a minimum annual salary of \$112,065.20.

For employers who have exempt employees, the new year is a good time to not only ensure that exempt employees meet the increased salary requirement, but also to review the job duties of exempt employees and consult with counsel to evaluate whether the exempt employees are performing qualifying exempt job duties. This review could help lessen the risk of misclassification claims. ■

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

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Matters of the Heart

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



We all live in a brainiac world, to be sure, but the heart remains the emotional, spiritual center of our being. It's still such a symbol of love and emotion, with our language sprinkled with metaphors invoking the heart as the source of empathy, emotion, consciousness, reason and purpose.

Your heart can go out to someone, you can feel a heavy heart in times of sorrow, you can have a change of heart, hold something close to your heart, be sick at heart and get to the heart of any issue. You can feel things from the bottom of your heart, be cursed with a cold heart or possess a heart of gold. You can have your heart set against something and

even have a heart-to-heart talk with someone who is your heart's desire.

Yet sometimes we go weeks without thinking about our physical hearts — each the size of a fist that weighs maybe 12 ounces. On a typical day it will beat 100,000 times. Touch a finger to your wrist or the carotid artery in your neck. Now try to imagine the medical marvel of that lumpy muscle that does not resemble any Valentine's heart you've ever seen. If taken care of properly, it will faithfully beat nearly 3 billion times over a normal lifetime.

We all know that February is about love, especially romantic love, but it's also Heart Health Month, a time when all of us can focus on our cardiovascular health.

Sadly, heart disease is the leading cause of death for men, women, and people of most racial and ethnic groups in our country.

Heart disease takes a financial toll, too. It costs our country nearly \$400 billion each year, including the cost of healthcare services, medicines, and lost productivity.

At Mee Memorial Healthcare System, we take seriously our motto "Healthcare with Heart," and offer an extensive array of services — from routine checkups, to chronic care and emergencies. As the only hospital within 45 minutes of King City, our facility provides acute care, outpatient, and emergency services.

Throughout February the entire MMHS family will take up the cause behind Heart Health Month. We stand behind Million Hearts, a national initiative to prevent 1 million heart attacks and strokes within 5 years. It focuses on implementing a small set of evidence-based priorities and targets that can improve cardiovascular health for all.

The "Start Small. Live Big" campaign encourages adults, particularly those age 55 and older, to get back on track with small steps — such as scheduling medical appointments, getting active and eating healthy.

Not sure where to start? Work with your doctor to make a plan by:

- Checking your blood pressure and cholesterol numbers — and teaching you how to check your numbers at home
- Supporting you in other heart-healthy changes, such as quitting smoking.
- Connecting you with specialists to treat heart

problems and other conditions

- Prescribing medicines if you need them

Physical activity is key to a healthy heart. And when you're active, it's easier to keep doing all the things you love.

Consider these tips:

- Start with just 5 minutes. If you haven't been active lately, start slow and go at your own pace. Even 5 minutes of activity a day has real health benefits, and you can build up to more over time.
- Walk more. Walking is a great way to start being active. Try fitting in a short walk in the morning or after dinner. Consider rescuing a dog! Our furry friends need to walk daily and can help motivate you.
- Get moving while you get things done. Active chores such as gardening, vacuuming, washing the car, and raking leaves all count as physical activity.
- Find an activity buddy. Physical activity can be more fun with others. Try a group activity class at your local rec center or invite a friend to go for a walk with you.

Small changes in your eating habits make a big difference in your heart health. Consider these tips to make heart-healthy changes:

- Eat more fruits and veggies. Try making half your plate fruits and veggies at each meal, making meat more of a side dish.
- Cut down on sodium. Too much sodium (salt) can raise your risk for high blood pressure, heart disease, and stroke. Processed and packaged foods have a lot of sodium — so check the label and choose options with less sodium.
- Choose healthier fats. Too much saturated fat from fatty meats and full-fat dairy can be bad for your health. Try swapping saturated fat for healthier unsaturated fats — found in olive oil, avocados, and nuts.

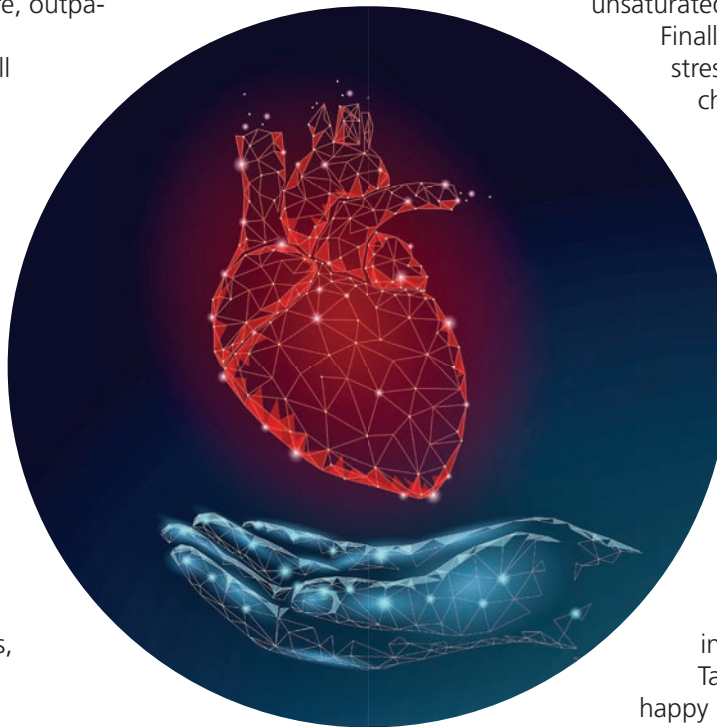
Finally, we can't talk about heart disease without mentioning stress. We can't always prevent or avoid it, but we can all change how we respond to it.

When we're under stress, our heart rate increases and our blood vessels narrow. Research shows that stress can make us more likely to get heart disease and have a heart attack.

The earlier in life you learn how to de-stress, the happier you and your heart will be. So try to listen to your body and the signals it gives, and find a relaxation response that works for you — whether it's meditation, breathing, yoga, art, exercise or even counseling. Learning to manage stress is an important tool in our overall wellness.

As our attention turns to love in February, make National Heart Month a holiday of its own. As we send out our Valentine's Day cards, dig into heart-shaped boxes of chocolates (in moderation!) and fill our social media feeds with heart emojis, let's also keep in mind the real hearts beating inside our chests.

Take care every day to keep it beating over a long, healthy, happy life. ■



The Use of Alternative Investments in a Traditional Multi-Asset Portfolio

by Ryan Hastie, CPFA®, Hastie Financial Group



Last year was undeniably a very difficult year for the investment markets. 2022 saw several drivers of poor investment performance - four decades-high inflation, aggressive Federal Reserve (Fed) action, supply chain

disruptions, and geopolitical upheaval, to name a few. The U.S., and countries worldwide, saw declining performance as the year wore on. A recent report by the Financial Times stated that a traditional portfolio consisting of 60% stocks and 40% bonds saw its worst performance since 1932, during the depths of the Great Depression. Although it is no consolation prize to investors, it does help to look back at history to see how much of an anomaly last year was.

Total nominal return for U.S. stocks and bonds saw its worst year since 1871. U.S. bonds suffered their worst year in recorded history dating back to 1794. Long-term U.S. government bonds saw their largest decline since 1788. Needless to say, 2022 was horrific for investors.

This past year saw a reversal of sorts. Over the past 21 years, stocks and bonds have moved in opposite directions, a phenomenon known as negative correlation. When stocks went up, bonds went down – and vice versa. Because of this, multi-asset portfolios have been comprised of a mix of stocks and bonds to minimize losses in a downturn in the market. However, in early 2022, the correlation between stocks and bonds changed to positive.

This caused broad losses in both asset categories over the course of the year.

Now, more than ever, investors and money managers are looking for protection against future positive correlation in the stock and bond markets. One area

that is gaining more popularity in portfolio construction is alternative investments. The term “alternative investment” generally applies to an array of investments that are distinct from traditional portfolio holdings, such as stock, bonds, and cash, according to Fidelity. Although there are several categories of alternative investments (alts), the more common types include hedge fund strategies, private equity, and real assets, among others.

Most hedge funds employ non-traditional investment strategies with the goal of generating returns that are uncorrelated with the stock and bond markets. These strategies include derivatives (e.g., options, futures, swaps), that because of their leverage (borrowing money), can amplify returns – both positive and negative. Some equity (stock) hedge funds employ market-neutral strategies. These funds seek returns uncorrelated with the underlying market index. Their goal is to deliver positive returns regardless of the current market cycle or economic landscape.

Private equity invests in companies that are not publicly traded on an exchange, such as the New York Stock Exchange. Although similar, private credit refers to loans made by non-bank or institutional investors. These investments are typically comprised of higher-yielding debt issues compared to corporate (public) or government debt. Lastly, real assets can include private real estate, commodities (e.g., precious metals, natural gas, oil, etc), collectibles, and fine art.

Although these are only a few examples of alternative investments, a more in-depth discussion with your financial professional will help determine which, if any, are appropriate for you. ■

Ryan Hastie, CPFA® is a Portfolio and Retirement Plan Analyst at locally-owned Hastie Financial Group. If you would like to discuss your personal or company's investment needs, please contact Ryan at Ryan.Hastie@hastiefg.com.



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February is American Heart Month. To learn more about how to keep your heart healthy and about our innovative cardiac care, visit svmh.com/heart

Hair Testing Offers Benefits Over Traditional Drug Testing Methods

by Spenser Smith, Lab Manager, ARCpoint Labs of Monterey Bay & Salinas



Hair drug testing is a reliable and accurate method for employers to determine if an employee is using drugs. It is becoming increasingly popular in the workplace, especially as a pre-employment option, as it offers a number of benefits over traditional drug testing methods such as urine or saliva tests.

Hair testing is pretty much what it sounds like: drug testing using strands of hair instead of the more familiar urine, saliva, or blood sample. While many strands are needed, it isn't a large amount, about half the weight of a paperclip. For individuals with shorter or no head hair, alternative methods like body hair or even fingernail clippings can be used. Trained collectors working carefully can make

sure that the sampling process does not leave any visible signs after the completion of the procedure.

Any drug panel that is run on urine can be run using hair instead, including standard 5-panel tests, larger panels for prescription or designer drugs, panels that do not test for THC, and more.

One of the main advantages of hair drug testing is that it can detect drug use for a longer period of time. Urine and saliva tests are only able to detect drug use within the past few days. Hair drug testing, on the other hand, can detect drug use over the prior 90-day period. This means that employers can get a more accurate picture of an employee's drug use behavior over many months, rather than just a snapshot of their recent use.

Another benefit of hair drug testing is that it is more difficult to cheat or falsify results. Cheating is a perennial issue for employer drug testing. This can take the form of adulterating a urine sample by mixing in another substance to attempt to render the results unreliable. Employees can also attempt to bring a false sample, such as urine received from another individual, or even synthetic "urine" purchased online.

With hair testing, cheating is essentially eliminated. Because the collector trims the hair sample themselves, sample substitution isn't possible. Even washing, bleaching, or otherwise tampering with the hair won't affect the results, because the testing process uses the core of the hair strands to detect drug residue, which is not affected by hair treatments. This makes hair drug testing a more reliable and trustworthy method for employers.

Hair drug testing is also a non-invasive method of testing. It does not require the employee to provide a sample in a designated location, as is the case with urine and blood testing. This can be particularly beneficial for employees who may feel uncomfortable or embarrassed about providing a sample in front of others, and can be an alternative for direct-observed urine collection procedures for companies that require such measures for return-to-duty or reasonable suspicion testing.

Importantly, hair drug testing can be a very cost-effective option for employers. While the initial cost of the test may be higher than a urine or saliva test, the longer detection window of hair drug testing means that employers do not need to test as frequently and are more likely to catch with a single test what urine or saliva testing might need several tests to uncover. This can save money in the long run and make the overall cost of drug testing more

manageable for the employer.

According to the National Council on Alcoholism and Drug Dependence (NCADD), drug abuse costs employers more than \$81 billion each year. These monetary losses are due to high turnover rates, reductions in productivity, workplace theft, higher absenteeism, workplace injuries and HR issues, and a lower quality of work. Improving safety in the workplace and reducing costs to the employer remain primary goals of any drug-free workplace policy, and hair testing can be an invaluable addition to these programs.

In addition to the benefits for employers, hair drug testing can also be beneficial for employees. It can help to identify those who may be struggling with drug addiction and provide them with the opportunity to seek help and treatment. This can not only improve the employee's quality of life, but it can also lead to improved job performance and reduced absenteeism, which can benefit the employer as well.

Hair testing is particularly well suited for pre-employment purposes. People applying to a job know that a pre-employment drug test is a possibility, and so can make the choice to abstain from using illicit substances for two or three days prior to testing. Unfortunately, an employee who passes a urine or saliva drug test in this way is likely to resume drug use after being hired. With its 90-day detection window, hair testing provides much more relevant information for screening potential hires for issues that the employer needs to know about.

Overall, hair drug testing is a reliable, accurate, and cost-effective drug testing method for employers. It offers many benefits over traditional drug testing, especially as part of the pre-employment process, and can help to create a safer and more productive workplace. ARCpoint Labs of Salinas and Monterey offer full menus of drug and alcohol testing services, including hair testing, for employers and individuals in Monterey County.

ARCpoint Labs offers accurate, reliable and convenient testing both on-site and off-site at your place of business, and they're easy to reach for questions or to make an appointment. Contact them by calling (831) 324-0772 for the Monterey lab, or make an appointment online at: www.labtestmonterey.com. For the Salinas lab, call them at (831) 975-4313 or online at www.labtestsalinas.com.

The article is intended to offer information by Chamber member, ARCpoint Labs and is intended to address topics of general interest and should not be construed as medical, business or legal advice. ARCpoint Labs of Monterey and Salinas are available to serve many facets of Salinas business industries.



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Strategies to Increase DEI

It's important that companies develop a true mission statement or vision statement as to what their commitment is to DEI. Importantly, the company's leadership also should actively communicate their support for this effort in all that the organization does, Mayes stresses.

Organization leaders also should think about how the organization demographically represents the communities they serve. Questions leaders can ask are: how closely does the organization's leadership resemble the community's demographics? How are prospective employees being hired? How broad is the hiring net to find folks from different groups, different demographics, to come in to interview for open positions? How will these candidates be interviewed? What does the interview panel look like and is there diversity in the panel in terms of not only ethnicity, sexual orientation and age, but also gender?

"My recommendation to companies is that they be really intentional about looking fundamentally in the mirror. What do we look like now demographically? How does that compare across the demographics, areas where we operate? And how can you better reflect that in terms of management in our organization?" Mayes says.

For legal reasons, it's also important to distinguish between talking about increasing workforce diversity and making hiring or promotion decisions based on someone's protected class, which can include race or sex, Roberts explains. Employers should not make choices based on someone's protected class; rather, employers should grant greater opportunities from a more diverse recruitment pool.

DEI and Belonging

Many are familiar with the terms "diversity, equity and inclusion," but equally important is "belonging."

Mayes shares that DEI expert Verna Meyers describes diversity as being invited to a dance party, inclusion as being invited to come onto the dance floor, equity as being able to get to the dance floor if you're in a wheelchair and the floor is elevated, and belonging as a

sense that you can walk over to the DJ and request a song like everyone else.

Research has shown that where there are instances of a sense of belonging, there's a higher percentage of retention and higher potential to attract talent because employees feel happy to be with the organization, Mayes says.

Starting a DEI Initiative

Mayes recommends that companies that want to move forward with a DEI initiative find someone internally or externally who can help guide the process. A thoughtful, clear vision/mission statement should be carefully crafted that outlines what the organization aspires to be in all things DEI. Before going public with this statement, the organization should get different voices in the room as part of the discussion process.

The next step after developing a clearly defined statement, he says, is to outline the steps needed to achieve this mission statement. What are your metrics going to be? How does the leadership look like and at what point do you want the organization to more closely resemble the demographics? Is it by 2028 or 2030?

Next, training will need to be provided to help people understand how best to attain DEI. A company can find resources internally or hire someone externally, but should make sure it gets done.

"It's one thing to say you're committed to this culture, but it's another thing altogether to take steps to try to bring that culture into life, and the steps involve things like training or workshops," Mayes points out.

The fourth step is retention. An organization should think about how to attract diverse talent, and think about employee resource groups, like a woman's network group or LGBTQ+ to help inform the organization about how to be better equipped to welcome diverse voices into the workplace.

"When people feel they have a voice, people feel they have a sense of belonging and inclusion," Mayes says. "And when they have a sense of belonging and inclusion, they're more likely to want to perform their best, to give their best, to be their best." ■



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Salinas Valley Chamber's 102nd Annual Awards Luncheon Nominations Open!

by Chamber Staff

The Salinas Valley Chamber's Annual Awards Luncheon, presented by Chevron, has been scheduled and nominations are being accepted for the six categories: Small Business of the Year, Large Business of the Year, Businesswoman of the Year, Citizen of the Year, Agricultural Leadership Award, and Spirit of the Community Award. The 102nd annual event will take place on Thursday, April 14, 2023, from 11:00am - 1:00pm at Sherwood Hall in Salinas.

With an attendance of nearly 500, the Annual Awards Luncheon is the single largest gathering of businesspeople in our area. For the past 101 years, key contributors to the community, county and region are recognized.



Salinas Chamber of Commerce Awards Luncheon TEE AND REBECCA PHOTOGRAPHY

Interested in sponsoring the 102nd Annual Awards Luncheon?

Opportunities are still available for individuals or businesses to affiliate with the tradition and recognition.

Contact Jennifer Russell at events@salinaschamber.com.



Dr. Ocon



Andrea Bailey



Victor Rey



Kim Stemler



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- ◆ Businesswoman of the Year
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The 2022 award winners were:

- **Small Business of the Year**
Ocon Family Chiropractic
- **Large Business of the Year**
JM Electric
- **Businesswoman of the year**
Andrea Bailey (Chevron)
- **Citizen of the Year**
Victor Rey (Salinas Valley Memorial Healthcare System)
- **Ag Leadership Award**
Kim Stemler (Monterey County Vintners & Growers)
- **Spirit of the Community Award**
Meals on Wheels of the Salinas Valley

The 2023 Chamber Board of Directors look forward to greeting you, meet Chamber Ambassadors and staff, mingle with fellow businesspeople and community leaders. We hope you can join us for the Chamber's largest annual event!

For more information on how to nominate a business or individual for the Annual Awards, email events@salinaschamber.com or call 831.751.7725.

Earthquakes Announce Foundational Partnership with Salinas Regional Sports Authority

The San Jose Earthquakes announced a foundational partnership with the Salinas Regional Sports Authority that will see the Quakes provide infrastructure additions to the Salinas Regional Soccer Complex as well as community engagement with youth and families in Salinas in 2023.

The Earthquakes will be making an official in-person announcement during the Earthquakes X Salinas Kickoff Party @ 201 Main in Oldtown Salinas on Friday, Feb. 3. The event is set to take place from 5-8 p.m., and will feature live music, giveaways, and appearances by Quakes players and Salinas natives Emi Ochoa and Jerry Ayon. The following evening (Saturday, Feb. 4), the Quakes will play a friendly vs. USL Championship side Monterey Bay F.C. at Cardinale Stadium in Seaside, Calif. To purchase tickets for the match, click here.

Fans interested in attending the Earthquakes X Salinas Kickoff Party @ 201 Main in Oldtown Salinas. The first 100 fans that arrive will receive a complimentary drink voucher (must be 21 and older).

"With the 2023 MLS season kicking off in February and the 2026 FIFA World Cup coming to the Bay Area, the San Jose Earthquakes are committed to growing the sport of soccer throughout Northern California," said Earthquakes Vice President of Marketing Tutul Rahman. "We're thrilled to partner with the Salinas Regional Sports Authority in an effort to positively impact that community and grow the passion for soccer in Monterey County."

The Salinas Regional Soccer Complex, formerly known as the Constitution Soccer Fields, is the epicenter of soccer in Salinas. Part of a multi-phase project, the complex has tournament-quality outdoor fields that provide a safe, healthy space for fitness, life skills, and athletic development for approximately 5,000 local youth soccer players.

A key element of the partnership will be several infrastructure additions on Field E, the complex's primary pitch for high-level competition. New professional-level sheltered benches will be placed for team use, and eight rows of premium aluminum bleachers

will be installed for guests to enjoy games comfortably. Installations are scheduled to be complete and ready to use for the 2023 youth soccer season in March.

The infrastructure additions will also include new shade structures by the Celebration Plaza clubhouse to shade guests from the elements all year long.

"Salinas is soccer, a belief that has led our community on a long journey to build a high-quality soccer complex that recognizes the passion and talent for the game in the Salinas Valley," said Catherine Kobrinsky Evans, one of the Salinas Regional Soccer Complex founding board of directors. "It is a great honor for an organization like the San Jose Earthquakes to recognize what is so special about this place and the soccer community that calls it home. We are grateful for the partnership and the exciting improvements we all look forward to in 2023!"

The Earthquakes will continue to have a strong presence in the Salinas community after these events and upgrades. New in 2023, the Quakes will have special giveaways and offers for local youth players, families, and guests throughout the year. More information about future Quakes activations and giveaways will be announced later.

"I'm excited to see the impact that this partnership will have for players and families in Salinas," said Earthquakes Homegrown goalkeeper and Salinas native Emi Ochoa, who signed his first professional contract at 14 years old. "I remember playing on those fields and know how beneficial it will be for the soccer community to get this support from the Quakes."

About Salinas Regional Soccer Complex

Located in the heart of the Salinas Valley, plans for the completed Salinas Regional Soccer Complex include 21 tournament-quality outdoor fields, one new indoor field, an indoor learning, health and training center, a Celebration Plaza, a children's play area, a perimeter walking and exercise path and picnic areas. For more information, visit www.salinassoccer.org



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M1W are responsible for services to the City of Salinas, the Boronda neighborhood in unincorporated Monterey County, farmworker housing near Salinas but in unincorporated Monterey County, Castroville and Moss Landing, and the Monterey Peninsula cities, except Carmel as they own their sewer agency.

M1W has a long-term plan to expand sewer services to other unincorporated areas of Monterey County: Bolsa Knolls, Spreckles, Indian Springs Ranch, Las Palmas Ranch, and the Oak Hills Community near Castroville. Monterey One Water was known as the Monterey County Water Pollution Control Agency (MCWPCA) until 2017, when the agency's appointed Board of Directors renamed the agency to reflect its growing pivotal role in regional water recycling. Former Councilmember Christie Cromeenes was the most recent representative of the City of Salinas on the M1W Board of Directors. In 2023, Mayor Kimbley Craig represents the City of Salinas.

As you have read in past issues of the Salinas Valley Business Journal, the City of Salinas has three wastewater systems: municipal sewer, stormwater, and industrial (ag-wash). All three water systems connect to the water recycling programs of Monterey One Water.

WHERE DOES EACH WATER SYSTEM GO?

1. City Of Salinas Municipal Wastewater

City of Salinas Municipal Wastewater is the City's sewage and goes to the Monterey One Water Regional Treatment Plant (RTP). In the summer months, the wastewater is recycled for irrigation of crops in the Castroville area using the Salinas Valley Reclamation Plant (SVRP).

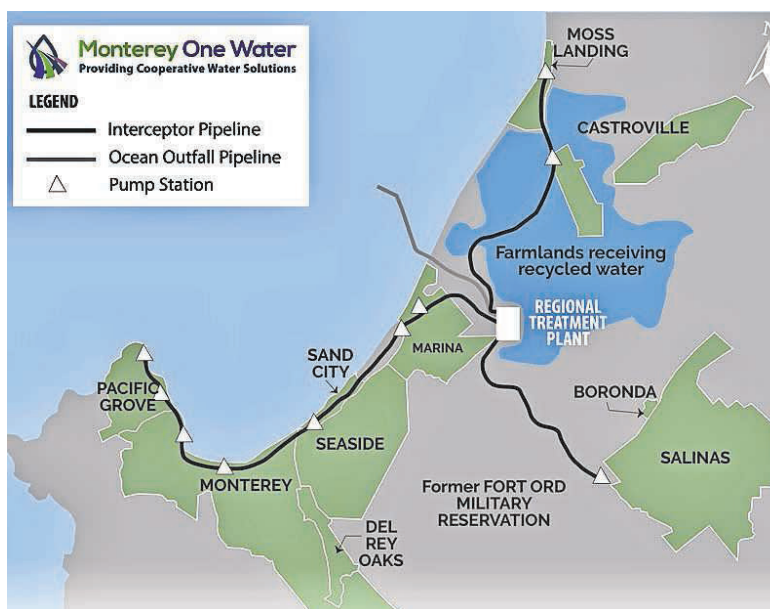
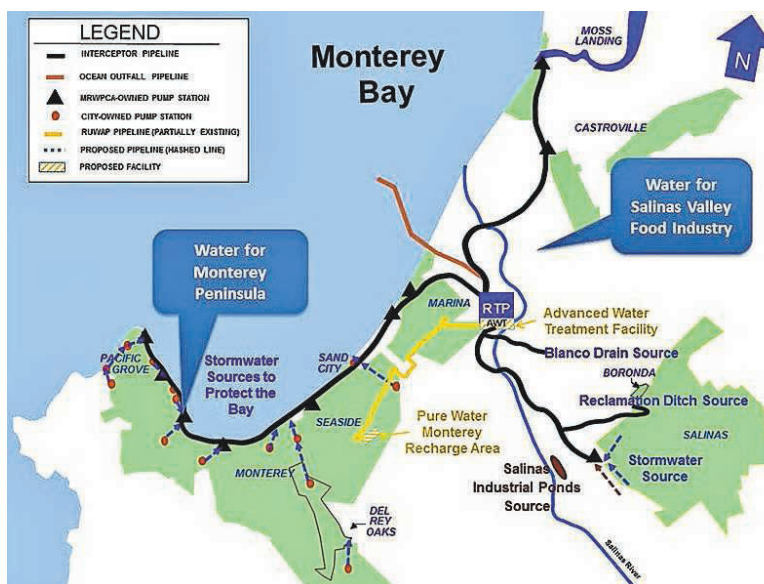
All year it gets recycled for storage in the aquifer under the City of Seaside (the Seaside Groundwater Basin) for eventual use as drinking water on the Monterey Peninsula via the Pure Water Monterey/Groundwater Replenishment Project (PWM/GWR).

Water that is not recycled goes to the ocean through an outfall that extends into Monterey Bay.

2. City Of Salinas Stormwater

The City of Salinas is in two watersheds: the southern part of the city drains to the Salinas River, and the rest of the city (including Gabilan Creek, Natividad Creek, Alisal Creek, and Santa Rita aka Little Bear Creek) drains to the Reclamation Ditch.

South Salinas Stormwater goes to the Monterey One Water Regional Treatment Plant for recycling or the outfall (see municipal wastewater, above), to the



Salinas Industrial Wastewater Treatment Plant (see industrial wastewater, below), or to an outfall in the Salinas River.

Salinas Stormwater Not in South Salinas goes to the Reclamation Ditch, where it flows to the west of the city. It is either diverted to the Monterey One Water Regional Treatment Plant (see municipal wastewater, above) or flows through the Tembladero Slough to the Old Salinas River Channel and then to Moss Landing Harbor and Monterey Bay.

3. City Of Salinas Industrial Wastewater

Salinas Industrial Wastewater (Ag-Wash Water) either goes directly to the Monterey One Water Regional Treatment Plant (see municipal wastewater, above) or to the Salinas Industrial Wastewater Treatment Plant, where it evaporates, percolates into the ground, or is pumped from "Pond 3" of the facility to the Monterey

One Water Regional Treatment Plant (see municipal wastewater, above).

FATE OF OTHER WATER SOURCES NEAR SALINAS

In agricultural fields west of the City of Salinas, water from the Blanco Drain either goes directly to the Monterey One Water Regional Treatment Plant or to an outfall in the Salinas River.

During the summer, the Salinas River Diversion Facility (SRDF) collects Salinas River water released from the Nacimiento Reservoir and San Antonio Reservoir with a rubber dam and recycles it for use for irrigation of crops in the Castroville area. This facility does not operate, or operates for only part of its operating season, when drought restricts the legal ability of the Monterey County Water Resources Agency (MCWRA) to release water from the dams at these two reservoirs. (The City of Salinas provides industrial wastewater in place of that river water in such years, which includes 2022.)

The Government Relations Committee also discussed a project long under development in the City of Soledad to supply recycled water for irrigation of city parks and other public and private facilities. Eventually the neighboring cities of Gonzales and Greenfield may have an opportunity to collaborate on this South Valley water recycling program.

HOW CAN WE SAVE MORE OF THIS WATER?

Under the Pure Water Monterey/Groundwater Replenishment Program, recycled water from several sources previously outlined, ends up stored in the Seaside Groundwater Basin for future use.

There are numerous other storage projects that have been proposed over the past several decades. One option discussed was injecting recycled water, after receiving advanced treatment, into the "Deep Aquifer" 800-900 feet below the ground surface of the Lower Salinas Valley. Only a few wells, including three wells of the Marina Coast Water District, penetrate this aquifer, which is below the commonly-used 180-Foot and 400-Foot Aquifers, where seawater intrusion and other issues are present.

The vital role water plays for Monterey County, punctuated by the atmospheric rivers witnessed throughout the state last month, amplifies the conversations around how can we save more of this water? ■

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Ambassador Corner



Tiffany Fournier

Tiffany Fournier is the Director of Business Development & Community Relations at SlingShot Connections, a locally based certified woman-owned staffing solutions company.

As an executive in the organization, she is accountable for revenue, profit, and client satisfaction.

Tiffany has 10+ years of HR management, recruiting, and business development experience. She has built a solid reputation developing innovative strategies, creating strong talent pipelines, and building cohesive, impactful teams. Throughout her career, she has assisted hundreds of people with resume creation, interview planning and preparation.

A Bay Area native enthusiastic about supporting her local community, Tiffany is involved with several non-profit organizations including CityTeam Ministries, Making Strides Silicon Valley and Rotary Club of Evergreen Valley. As a survivor, supporting women with breast cancer drives her passion to succeed in business, and in life.

Tiffany was named Volunteer of the Year 2019/2020 by the Silicon Valley Central Chamber of Commerce. The annual Chamber award recognizes individuals and businesses who have performed above and beyond the call of duty and who have contributed to furthering the mission of the Silicon Valley Central Chamber of Commerce. Tiffany is the current Chair for the Women in Business Leadership Group.

When Tiffany isn't visiting clients or attending local networking events, she enjoys hiking with family and friends, wine tasting and listening to music.



Jan Burnett RICHARD GREEN PHOTOGRAPHY

Jan Burnett has lived on the Monterey Peninsula for more than 40 years. She is the Production Manager and Mortgage Loan Officer for TreeHouse Mortgage Group and has been associated with

them since 2009. As Production Manager, she works with the entire team to assist in delivering an experience that matters and exceeds our customers expectation. She helps in keeping the staff up to date on critical industry information and training where needed. Her experience spans more than 30 years in the mortgage and

real estate industry, working as a Realtor, Mortgage Lender, and Regional Outreach Liaison for the Multiple Listing Service to name a few. Jan has guided many local families through the home buying process and brings with her the ability to navigate through the loan programs and their changes with the times.

Away from work Jan is involved in numerous community and business activities throughout our local area including the California Rodeo and the California Airshow and Membership Chair for the Womens Council of Realtors. She had been part of the Leadership Salinas organization since Class 2 and is a graduate of Class 3. She is also an avid dancer and certified dance instructor and enjoys spending time teaching others to enjoy her passion. Her newest passion is her new love puppy – AraBella.

Noland, Hamerly, Etienne & Hoss announces two new Shareholders in the Firm

• Quinn and Little announced as shareholders at Noland, Hamerly, Etienne & Hoss. Heidi A. Quinn has more than 25 years of experience in many aspects of the law, including contracts, water and land use, and construction law. Ms. Quinn provides legal advice to public and municipal agencies, as well as nonprofit and mutual benefit corporations. Her J.D. is from Santa Clara University School of Law, and she is a graduate of Leadership Monterey County's class of 2021. Ms. Quinn is a past president of Speakeasy Toastmasters and currently serves on the Boards of Harmony at Home and the Monterey Museum of Art.



Heidi Quinn

• Danny Little joined the firm in 2018 after practicing in his home state of Texas. His practice is focused on business and real estate transactions and nonprofit law. His J.D. is from the University of Texas School of Law. Mr. Little serves as Board Secretary for CASA of Monterey County and on California Rodeo Salinas' Carnival and Announcing Committees. He is a member of Downtown Salinas Rotary and just completed the Grower-Shipper Foundation's AgKnowledge program. In 2022 Mr. Little was named a Young Professional of the Year by the Salinas Valley Chamber of Commerce.



Danny Little

Community Human Services is a nonprofit agency dedicated to providing high-quality mental health, substance abuse, and homeless services to Monterey County residents to help them reach their full potential.

Zeandae Johnson Joins Leavitt Central Coast Insurance Services as New Commercial Business Insurance Advisor

Leavitt Central Coast Insurance Services (LCCIS), headquartered in Salinas, CA, and an affiliate of national brokerage firm, Leavitt Group, is excited to announce yet another great addition to their commercial business team, Zeandae Johnson. Zeandae will be focused on serving the insurance needs of business owners in the Northern California and Central Valley area. Most recently, before joining LCCIS, Zeandae just wrapped up playing for the Minnesota Vikings NFL football team. He also completed a double major program in Legal Studies and American Studies (Race, Business & Law in the US) at the University of California, Berkeley in January 2021. You can also find him volunteering with the Boys and Girls Club and finding other meaningful ways to give back to his community, in his free time. "I'm excited to start this new chapter of my career in the insurance world. Having the opportunity to work with the Leavitt Group has inspired me to add value beyond just providing insurance. I'm looking forward to building relationships with clients and learning more about what makes their business unique."



homelessness, child abuse, or any number of problems that people have trouble solving on their own. If you would like more information about Community Human Services or want to schedule an interview with staff or clients, please call Communications Manager Michele Allen at 831- 658-3811 x302 or email mallen@chservices.org

Harmony at home named recipient of Chick-fil-A true inspiration Award

Harmony At Home (HAH), a non-profit organization, is pleased to announce it has been named the recipient of a \$200,000 grant through the annual Chick-fil-A® True Inspiration Awards® program. This grant will help HAH to expand its programs, supporting more children and families throughout our community. HAH is one of 46, out of 2700 applicants, to have received this award and the #1 award-ee representing the Western Region of the United States. Organizations must work to address key issues that align with Chick-fil-A's corporate social responsibility priorities: Caring for People, Caring for Others through Food, Caring for our Communities, and Caring for our Planet. The True Inspiration Awards were established in 2015 to carry on Chick-fil-A Founder S. Truett Cathy's legacy of generosity and community service. Since that time, 250 grants have been distributed to organizations located across 36 states, Washington D.C., and Canada, impacting more than 3.5 million people.



Monterey Bay F.C. Announces 2023 Regular Season Home Opener at Cardinale Stadium

Monterey Bay Football Club (Monterey Bay F.C.) announced that the Union will host Eastern Conference side Hartford Athletic in the club's 2023 regular season home opener on Saturday, March 11 at Cardinale Stadium as the club begins its sophomore campaign in the Championship. This will be the first-ever matchup between the two sides, but Monterey Bay F.C. still has its fair share of connections with home-opening opponent Hartford Athletic. The first of which is Santa Cruz native Walmer Martínez, for whom the match will mark the first opportunity to suit up against his former club since his transfer to the Crisp and Kelp last season. Fans can secure their spot for the regular season home opener at Cardinale Stadium now by becoming a season ticket holder today. Visit www.MontereyBayFC.com/season-tickets for more information. Information regarding single-game tickets for the 2023 regular season will be made available at a later date. Single-game tickets for the preseason are available now at www.MontereyBayFC.com.



Community Human Services (CHS) has been awarded grant from Kaiser Foundation Hospital Fund

Community Human Services (CHS) has been awarded a grant from Kaiser Foundation Hospital Fund for Community Benefit Programs of East Bay Community Foundation. Kaiser Foundation Hospital Fund for Community Benefit Programs of The East Bay Community Foundation has awarded a grant to Community Human Services for \$25,000.00. This grant is for General Operations and Core Support for Health and Human Services. Community Human Services is a 501c (3) nonprofit Joint Powers agency dedicated to providing high quality mental health, substance abuse and homeless services to Monterey County residents to help them reach their full potential. Virtually all the work done by CHS addresses underlying conditions or root causes of personal, family and community problems, whether it is addiction, domestic violence, mental illness, emotional health,



Community Human Services Hires Tim Louis as Chief Financial Officer

Community Human Services has hired Tim Louis as Chief Financial Officer. Tim brings over 25 years of professional experience in finance and accounting, including eight years as the Director of Finance at Build Change, an international nonprofit based out of Denver where he was responsible for the financial well-being of the organization and helping to cultivate its growth from a smaller nonprofit with two country programs, to one with five country programs in Indonesia, Haiti, Nepal, the Philippines, and Colombia. Tim received his undergraduate degree from Miami University in Ohio and his MBA from the University of Chicago. Tim is excited to Community Human Services continue to fulfill its mission to the residents of Monterey County.



Tim Louis

Member News

Goodwill Central Coast's Round-Up Program reports donations to local charities exceeding \$5,000 in 2022

Goodwill Central Coast's philanthropic Round-Up Program funneled more than \$5,000 to various charities and nonprofits throughout 2022. Described as "change for change," the initiative allows shoppers to round-up purchases to the nearest dollar and donate that amount to a designated charity — with other donation options displayed on the credit card terminal machine. Local beneficiaries within GCC's communities (Monterey, San Luis Obispo and Santa Cruz counties) included the following:



- Max's Helping Paws Foundation, a financial rescue for pets experiencing a health crisis.
- Cookies for Kids Cancer, funding research for new, improved and most importantly less toxic treatments for kids battling all types of pediatric cancers.
- ALS Association, in support of amyotrophic lateral sclerosis, a progressive neurodegenerative disease

Nearly \$250 Million Economic Impact: Events at WeatherTech Raceway Laguna Seca

WeatherTech Raceway Laguna Seca and the events produced resulted in an impressive total direct spend of \$246,929,648, in area businesses. The surveys were conducted of ticket purchasers who attended the six major race events held at WeatherTech Raceway Laguna Seca. The survey was sent via email to all ticket purchasers, averaged a 22% response rate and comprised of four principal categories: lodging; food and beverage; transportation; and retail and entertainment.



"This is a strong endorsement for the continuing vitality and growth of the County of Monterey-owned Laguna Seca Recreation Area," commented John Narigi, president and general manager of WeatherTech Raceway Laguna Seca. "These numbers do not reflect spending from the near daily track rental program that generates significant ongoing revenue for the County and local businesses, as well as the campgrounds that are open daily. It also generates needed income to various local non-profits that work each event with contributions from Laguna Seca Volunteer Association and local service organizations."

Lodging led the spending categories at \$79,797,491; followed by retail and entertainment of \$65,079,952; and food and beverage at \$58,430,218. The events also generated significant tax revenue of \$8.7 million in Transient Occupancy Tax (TOT); \$14.8 million in California state tax; and \$4.3 million in Monterey County tax.

New Member Profiles

Crumbl Cookies Salinas

Crumbl Cookies, the nation's fastest-growing cookie delivery and takeout company steps up to take on wedding season, graduation season, spring holidays, and every event in between with its weekly rotating menu and famous pink box. Crumbl's unique approach to the dessert experience overall makes their cookies the dessert for any event, no matter the holiday or celebration. "Our cookies are delicious and take any celebration to the next level," said Crumbl CEO and Co-founder, Jason McGowan. "We offer takeout, local delivery, curbside pickup, nationwide shipping, and catering. When it comes to celebrating with friends and family, we want Crumbl there to make it even sweeter."



Crumblcookies.com
Ca.salinas@crumbl.com • 831-769-6333

Sabor Del Valle

Sabor Del Valle Farms is a conventional and cannabis labor contracting company based in the heart of the Salinas Valley. Formed by two local entrepreneurs with strong ties with the agricultural industry throughout California and Oregon. Sabor Del Valle Farms is committed to helping growers reach their maximum potential by eliminating challenges in recruiting, onboarding and management of a farm labor force. We work with unique growers and can provide the labor services required based on any unique circumstance. Our goal is to provide consistent labor you can count on so you can focus on other important aspects of your business.



SaborDelValleFarm@gmail.com • 831-229-9560

El Rey Theater

The El Rey Theater was opened on August 15, 1935, with Alice Brady in "Lady Tubbs". This historic theater was purchased by Kurt Mayer who is currently renovating the theater to its former glory.



Peakentprz@aol.com
831-915-5117

Frontliners Coffee Co.

Frontliners Coffee Company delivers freshly roasted coffee, with global impact: each purchase of ethically sourced, specialty-grade coffee supports frontline workers and underserved children in need of aid. With community impact at the forefront of business, Frontliners Coffee Co. is dedicated to delivering premium quality flavors while honoring the heroes who've kept us afloat in times of need. Frontliners Coffee Co. offers a wide collection of specialty-grade coffee, ethically sourced from small farmers from the best coffee growers in the world, each meticulously roasted in small batches to ensure that each cup is fresh, full of flavor, and bursting with alluring aromas. Each batch of Frontliners Coffee is roasted the day it ships, and with carbon-neutral delivery, prioritizing both high-quality tastes and ethical sourcing. Each purchase of Frontliners Coffee supports two incredible organizations: Project Hope and the Children's Miracle Network Hospitals to help families in need. 10% of the proceeds get automatically deducted and sent to the 2 organizations equally. With our focus in helping our community, we aim to partner with small businesses and restaurants so we can deliver the freshest coffee grounds and beans available in the market.



Frontlinerscoffeeco.com
Siggyandco.global@gmail.com
408-600-2799

Crown Equipment Company



Crown designs, manufactures, distributes, services and supports material handling products that provide customers with superior value.

Crown.com • 510-363-7761



For more information:
www.salinaschamber.com

- Upcoming - NON-PROFIT EVENTS

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

- **United Way, 2023 AT&T Pro-Am Golf Tournament Volunteer Opportunity**

February 1 - 5, 6:00AM – 4:00PM - Pebble Beach

United Way Monterey County is happy to announce that we are recruiting volunteers for the 2023 AT&T Pro-Am Golf Tournament February 1 – February 5, 2023! Volunteer responsibilities include operating hand-held scanners to scan digital tickets presented via mobile phone and issuing the wearable ticket of the day. We have two shifts available that are scheduled between 6:30 a.m. and 4:00 p.m. Volunteers can work shifts between 6:30 a.m. - 11:30 a.m. or 11:30 a.m. - 4:00 p.m. If you are signing up for both shifts, please bring your own lunch. Also, lunch can be purchased at the Pebble Beach Market Place. Shuttles are available at CSUMB that will drop off volunteers at the headquarters tent. No credentials needed to get on the shuttle. Volunteers will have access to the field before or after their shift to view the tournament. Volunteers must be 18 and over to participate. Shifts are limited so sign up here unitedwaymcca.org/volunteer to secure your volunteer spot at this year's tournament .

- **Alzheimer's Association, Salinas & Pacific Grove Caregiver Support Group**

February 1, 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.

- **CHISPA, Annual Celebration**

February 2, 5PM-1 Main Street, Salinas

CHISPA hosts one community fundraising event each year – our Annual Celebration. This yearly celebration brings the community together to share in the achievements of CHISPA, our community partners, and our scholarship students. Proceeds from the Annual Celebration helps to pay for CHISPA's community services and adds to the endowments of the CHISPA scholarships at Hartnell College, California State University, Monterey Bay (CSUMB), as well as an endowment for use at other accredited universities and colleges in California through the Community Foundation for Monterey County.

- **Big Sur Land Trust, Mitteldorf Eupatorium Pull**

February 5, 10AM-1PM - Mitteldorf Preserve

Mitteldorf Preserve Manager Hadley Hargrove has been doing all he can

to contain the highly competitive, non-native plant Eupatorium, and this is your chance to lend a helping hand. Equal parts hike and volunteer workday, join us for the 5-mile roundtrip walk up Williams Canyon Road, around the Nature Loop, and back again, stopping to pull Eupatorium along the way. This will be a great way to connect with Mitteldorf and with Big Sur Land Trust staff as we help the local ecosystem by removing an invasive plant known to spectacularly out-compete native vegetation.

- **Active Seniors, Inc, Monthly Luncheon**

February 9, 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.

- **Jacob's Heart, 25th Anniversary Celebration**

February 11, 6:00 PM - 400 Beach Street, Santa Cruz

When a parent hears the words, "your child has cancer," their world turns upside down. For 25 years, Jacob's Heart has been by a family's side as they face this unimaginable journey. And you, our community, have been by our side every step of the way. Please join us as we reflect and celebrate 25 years of hope and healing. Together we'll toast, dance and celebrate! Until there is a cure, Jacob's Heart is here.

- **Rancho Cielo, 13th Annual Culinary Round Up**

February 26, 5PM - 2 Portola Plaza, Monterey

We are pleased to announce Rancho Cielo's 13th Annual Culinary Round Up will be held on Sunday, February 26, 2023, at the Portola Hotel & Spa. We invite you to participate in this exclusive evening of delicious culinary delights and fabulous wine. This strolling dinner provides a unique opportunity to meet our Drummond Culinary Academy students and see them in action.

- **Hartnell College Foundation, Western Food Safety Conference**

March 3-4, - 940 North Main Street, Salinas

The Western Food Safety Conference is an annual two-day summit, designed especially for you, our food safety industry leaders! The summit will provide you with current produce safety information, research, and regulatory developments in the fresh produce industry that you can apply to today's environment. Join us and industry-leading scientists, executives, and professionals for the latest science-based industry information and networking opportunities.

Upcoming CHAMBER EVENTS

- **Lunch and Learn - Local Government 101**

Tuesday, February 2, 12:00 PM – 1:00 PM, 119 East Alisal Street, Salinas

Join us for a special Lunch & Learn on “Local Government 101” presented by Governmental Affairs Director, Kevin Dayton. Dayton has 31 years of federal, state, and local experience in public policy and politics, and this special event will feature an overview of the many components that make up our local government system here in Monterey County. The session will highlight key areas of importance impacting the local business community. The event will include lunch and take place hybrid style. “In-person” space is expected to be limited so be sure to RSVP to reserve your space at www.salinasmchamber.com.

- **Lunch and Learn with Vistra Moss Landing Energy Storage Facility**

Tuesday, February 7, 12:00 PM – 1:00 PM, 119 East Alisal Street, Salinas

Join Vistra representatives for a Lunch and Learn presentation at the Salinas Valley Chamber of Commerce. Brad Watson, Vistra's Sr. Director of Community Affairs, will provide an update on the Vistra Moss Landing Energy Storage Facility. The Salinas business community will have an opportunity to learn firsthand about the current and future developments of the largest energy storage system in the world.

- **Ribbon Cutting – Disaster Kleenup Specialists**

Thursday, February 9, 5:00 PM - 6:30 PM, 567 Ortiz Avenue, Sand City

Join the Salinas Valley Chamber of Commerce and the Monterey Peninsula Chamber of Commerce in honoring Disaster Kleenup Specialists through a ribbon cutting ceremony for their 40+ years in business. Enjoy hors d'oeuvres, wine, and come have a great time.

- **Goodwill Central Coast Open House & Chamber Mixer**

Thursday, February 16, 5:00 PM - 7:00 PM, 1566 Moffett Street, Salinas

Join us for Goodwill Central Coast's Open

House and Chamber mixer. Experience exactly what Goodwill means in your community.

The event will feature a tour of the facility, special guest speakers, raffle prizes, a special performance by Mariachi Tapatio, and hosted appetizers by the Flying Artichoke.

- **New Member Orientation**

Tuesday, February 21, 12:00 PM – 1:00 PM, 119 East Alisal Street, Salinas

Join us for an informational orientation with the Salinas Valley Chamber of Commerce's Membership Development Director, Gabe Lopez. We welcome new members to learn more about your member benefits with the Chamber and how to take full advantage of your membership. Lunch will be provided. For more information, please contact Gabe Lopez at Gabe@salinaschamber.com or call 831-809-9988. Join us in person at the Salinas Chamber Office or via Zoom.

- **Salinas Valley Chamber of Commerce Government Relations Breakfast**

Friday, February 24, 7:00 AM - 9:00 AM, PAL Armory, 100 Howard Street, Salinas

You are invited to the 2023 Salinas Valley Chamber of Commerce Governmental Relations Breakfast. This special event will feature exclusive commentary from elected officials at the City, County, State and Federal Level. We have also made arrangements to include as many appointed officials at the local level as possible. Guests can expect important updates from Government and ample time for networking. Sponsorships, outreach table reservations, and tickets are available at www.salinasmchamber.com. Please refer any questions to Jasmine@salinaschamber.com or call (831) 751-7725.

- **Ribbon Cutting - Platinum Tax, Payroll, and Bookkeeping**

Tuesday, February 28, Time TBD

In partnership with the Salinas and Monterey Chambers of Commerce, Platinum Tax, Payroll, and Bookkeeping will host a ribbon cutting ceremony in celebration of the 100% reopening of its offices since the pandemic. More information, coming soon. Save the date!

JOIN THE SALINAS CHAMBER ON A TRIP EXPLORE ITALY



Join us on October 11, 2023, as we travel to Tuscany, Italy for nine days and seven nights. For anyone looking for a trip that embraces Italian culture through wine tasting, sightseeing, and Tuscan feasts, please email Steve McShane at President@salinaschamber.com for more details. Rates and deadlines listed below:

\$3,399 by 3/31/23

\$3,499 by 6/3/23

\$3,699 8/31/23

Chamber Events



Lunch and Learn with Madonna Gardens
 The Salinas Chamber was excited to organize a Lunch and Learn in partnership with Madonna Gardens at their wonderful location. Attendees learned about "The early history of Salinas" over lunch.



Lunch and Learn with Salinas Valley Memorial Healthcare System
 The Salinas Chamber was delighted to host a Lunch and Learn with the SVMH on Men's health. This seminar featured Dr. Ryan Griggs and highlighted a range of important topics.

Ribbon Cuttings



Santa Cruz County Bank
 The Salinas and Monterey Chambers of Commerce and the community congratulated Santa Cruz County Bank for the grand opening of its new office in Salinas. Guests enjoyed branch tours, networking, food, and drinks.

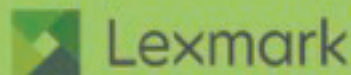
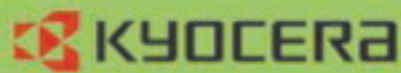
Edward Jones Investments

Edward Jones hosted a grand opening ceremony where attendees enjoyed food, refreshments, and a tour of their new offices. Edward Jones looks forward to serving more families and local businesses thanks to this expanded location.



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JOIN US FOR THE
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STEM TALENT EXPO!**

Convened by the Hartnell College Foundation President's
STEM Task Force

**WHY YOUR BUSINESS SHOULD
REGISTER FOR A TABLE TODAY**

This exciting, free, one-day event will connect STEM industry leaders to talented students, former students, and community members who are looking for opportunities to further their education and career opportunities in the fields of Science, Technology, Engineering, and Mathematics [STEM].

Why You Should Register for a Table Today:

This event is an excellent opportunity to highlight your organization's commitment to:

- Filling internships and jobs from a pool of diverse candidates
- Networking with STEM talent to understand more about the jobs and careers that excite them
- Organizational brand exposure to the next generation of local STEM talent
- Preparing STEM talent for careers that are needed in your industry and organization

**WEDNESDAY,
MARCH 22, 2023
1:30 PM - 4:30 PM
HARTNELL COLLEGE
STEM CENTER LOBBY**

Monterey County STEM Talent Expo Co-Chairs
Andrea Bailey and Luis Alvarez Invite you!



ANDREA BAILEY
Public Affairs Rep,
Corporate Affairs
Chevron



LUIS ALVAREZ
President & CEO
Alvarez Technology Group, Inc.

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Visit our website for full details:
<http://mcstemtalentexpo.com/>

Register and Table:

Please contact Marci Bracco at
marci@thebuzzpr.net

Become a Sponsor:

Please contact Savanna Harris at
sharris@hartnellcollegefoundation.org for more
information about sponsoring this event.



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- Briana Lackey and Doug Steiny
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