



Salinas Valley  
CHAMBER OF COMMERCE

# BUSINESS

JOURNAL



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## De La Rosa Appointed County Administrative Officer

by Toula Hubbard

Sonia M. De La Rosa is the new county administrative officer (CAO) for Monterey County. She is also the first Latina ever to serve as CAO in Monterey County, only the second woman to hold the top position, and the first woman since Sally Reed's tenure from 1998 – 2004. De La Rosa brings experience to the position that is congruent with the needs of the community, and has an eye towards improving relationships with the business community, "I recognize that supporting our local businesses is integral to sustaining our vibrant community and economy."

The County provides key support to businesses through Work Force Development, Housing and Community Development, Contracts and Purchasing, and Public Works teams. De La Rosa acknowledged that the COVID public health emergency provided a platform for greater cooperation and collaboration between the private and public sectors in the County, and hopes to build on those relationships and efforts to create a brighter future for Monterey County.



*"I recognize that supporting our local businesses is integral to sustaining our vibrant community and economy."*

Sonia M. De La Rosa

De La Rosa shared that she had great appreciation working with leaders from business and industry, and commented on ideas she will be working on, "Into the next year, we will enhance communications with business groups and build on the great

partnerships the County of Monterey has with industry sectors such as agriculture, hospitality, sustainability, community-based organizations, and other professional business sectors."

De La Rosa spoke of Monterey County's diverse businesses and how they draw out residents and attract visitors to eat, play, live, and learn, "Our diversity is our strength and we will continue to enhance our sense of community while supporting local government, our infrastructure, and our economy."

DE LA ROSA - Continued on page 9

## New Laws You Need to Know: A Snapshot

by Sharilyn Payne, Noland, Hamerly, Etienne & Hoss

The California Legislature passed multiple new laws that impact employers. Following is a brief summary. Unless otherwise noted, these laws take effect January 1, 2023.

- **Minimum Wage:** The minimum wage is increasing to \$15.50 for all California employers, regardless of size. With that change, the minimum salary for exempt employees under the executive, administrative, and professional exemptions goes up to \$64,480 per year. Some cities have ordinances requiring an even higher minimum wage.
- **Cal Savers:** Employers who do not sponsor a retirement plan and have five or more California employees must join CalSavers. The registration date has passed for most employers. Employers who have not registered should register to avoid penalties. Go to <https://www.calsavers.com>.
- **Cannabis Protection (AB 2188):** Effective January 1, 2024, private employers with five or more employees and public entities are prohibited from discriminating against a job applicant or employee based on (1) use of cannabis off the job and away from the workplace; or (2) an employer required drug screening test finding an individual to have nonpsychoactive cannabis metabolites (metabolized version of THC) in hair, blood, urine, or other bodily fluids. Employers can discipline/terminate employees for being impaired by or possessing or using cannabis on the job. This law does not pre-empt state or federal laws that require certain testing for controlled substances.



- **Reproductive Health Decision-Making (SB 523):** The Fair Employment and Housing Act (FEHA) adds "reproductive health decision-making" (the decision to use or access a particular drug, device, product, or medical service for reproductive health) to the list of categories protected from discrimination and harassment. Furthermore, an employer cannot require the

LAWS - Continued on page 13

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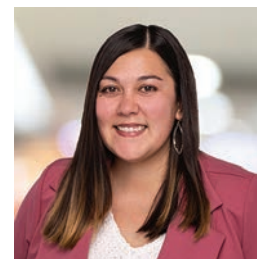
*Chris Illig*



*Jay Gines*



*AJ Flores*



*Jade Lacuata*

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# Looking Forward to Serving as Your Board Chair in 2023

by Bill Hastie, Board Chair

Over the last five years, I've had the privilege of serving on the Chamber's Executive Board under five very talented and dedicated Board Chairs – Jim Bogart (retired President of the Grower-Shipper Association), John Bailey (Attorney with Alternative Dispute Resolution), Kristy Santiago (General Manager of KION TV), Andrea Bailey (Chevron Public Affairs Representative), and Rodney Meeks (owner of Credit Consulting Services). Through their hard work and leadership, the Chamber has come so far, and its membership has greatly benefited. I look forward to continuing the service and leadership that my predecessors have established as board chair.

Looking forward to 2023, the Chamber is well-positioned to expand its services in Salinas and throughout the valley. First, Steve McShane is finishing his first (and very successful) year as CEO. With more than a 100% turnover in staff during 2022, Steve has built a solid team of professionals who strive for operational excellence in their respective duties. In working with the Chamber's Vice Chair of Finance, Tom Moran, Steve and his staff have implemented significant financial controls and reporting that allows the Board to more accurately track the Chamber's financial progress. Steve has become the very recognizable face of the Chamber, speaking on behalf of the Chamber at many public events to promote its outreach throughout the business community.

The 2023 Chair-elect will be Jennifer Williams (President and CEO of the Natividad Foundation). Jennifer has served as the Vice Chair of the Government Relations Committee (GRC) and has played a key role in connecting the Chamber with the City of Salinas and the business community. Board member, Colby Pereira (VP of Operations for Braga Farms), will join the Executive Committee in 2023 and fill Jennifer's previous position of Vice Chair GRC.

We welcomed Patty Rodriguez (Outdoor Market) to the Board in late 2022 to fill a vacancy there. Joining the Board of Directors in January 2023 will be Hugh Walker (Stonebridge Homes), Brent Fogg (Granite Construction Company), Tony

Sanchez (Big Valley Mortgage), Aaron Johnson (JRG Attorneys at Law), John Narigi (President and General Manager of WeatherTech Raceway Laguna Seca), and Clint Cowden (Hartnell College).

The Board has developed a three-year strategic plan facilitated by C4 Consulting for 2023 – 2025. In addition to seeking to improve operational excellence, membership value and business advocacy, one of the key pillars of the new strategic plan is to prioritize programming and outreach geared toward Latino-owned businesses and stakeholders in our community. The Chamber will focus on serving the "whole" community, especially areas that have been previously under-served. This will include an expanded presence in South County and in the communities throughout the valley.

A special "thank you" to Andrea Bailey and Chevron, Mark Kennedy and Kennedy-Green Rubber, Rodney Meeks and Credit Consulting Services and Hastie Financial Group for making generous contributions to the Chamber to cover the cost of the important strategic planning and annual Board retreat.

I am looking forward to a successful and exciting 2023! ■



A handwritten signature in black ink that reads "Bill Hastie". The signature is written in a cursive, flowing style.



## 2023 EXECUTIVE COMMITTEE

- Chair - **Bill Hastie**  
(Hastie Financial Group)
- Past Chair - **Rodney Meeks**  
(Credit Consulting Services Inc.)
- Chair Elect - **Jennifer Williams**  
(Natividad Medical Foundation)
- Vice Chair, GRC - **Colby Pereira**  
(Braga Fresh Family Farms)
- Vice Chair, Membership - **Andrea Bailey**  
(Chevron)
- Vice Chair, Finance - **Tom Moran**  
(Goodwill Central Coast)
- Vice Chair, Events - **Amy Gibson**  
(Central Coast Federal Credit Union)

## 2023 BOARD OF DIRECTORS

- **Leonard Batti** (Taylor Farms)
- **Clint Cowden** (Hartnell College)
- **Brent Fogg** (Granite Construction)
- **Brenda Granillo** (California Water Service)
- **Aaron Johnson** (JRG Attorneys at Law)
- **Mark Kennedy** (Green Rubber-Kennedy Ag)
- **John Narigi**  
(WeatherTech Raceway Laguna Seca)
- **Patricia Rodriguez**  
(Rodriguez Farms & El Mercado Popular)
- **Amy Salmina** (Coast & Valley Properties)
- **Tony Sanchez** (Spiffy Cleaning Services LLC)
- **Kristy Santiago** (KION TV)
- **Hugh Walker** (Stonebridge Homes)
- **Starla Warren** (MCHI & Mar-Star)

## CHAMBER LIAISONS

- **Peter Kasavan** (SPARC)
- **Matt Huerta**  
(Monterey Bay Economic Partnership)
- **Kevin Dayton**  
(Salinas City Center Improvement Assn.)

## LEGAL COUNSEL

- **Matt Ottone**
- **Gabriel Lopez**  
Membership Development Director
- **Willa Doroy**  
Operations & Finance Director
- **Jasmine Bhardwaj**  
Marketing & Member Services Manager
- **Jennifer Russell**  
Special Events Manager
- **Toula Hubbard**  
Business Journal Editor
- **Steve McShane**  
President & CEO


## CHAMBER PRIORITIES

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

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# Let's Start Fresh With A Healthy Approach To 2023

by Rena Salamacha, CEO, Mee Memorial Healthcare System



For many of us, the new year represents a fresh start, and that is a concept that holds a lot of power. Hitting our internal “reset” button on Jan. 1 gives us the mental clarity and internal incentive to put our best foot forward into 2023. There is real psychology behind the “fresh start effect,” referring to the motivational powers around the first of January’s representation of a new beginning.

As a year winds down, we all see an opportunity to regain our focus, update our targets, and decide on new goals. It’s no coincidence that gym memberships spike in January, or that doctors get more calls from patients inquiring about health issues.

While resolutions are helpful in creating motivation, it can be difficult to maintain our enthusiasm long after we’ve swept up the confetti. But it’s not impossible. Here are some resolutions to try, along with tips to help us maintain our resolve:

- **Eating more healthfully:** A healthy diet can reduce our risk of illnesses such as heart disease, diabetes and cancer. It can help boost our energy levels, sharpen our minds and improve our mental health. And it doesn’t have to be complicated. Simple changes can help make a big difference, such as incorporating more vegetables, fruits, lean proteins and healthy grains into our diets. Plan and write out your meals for the week to help ensure healthier eating and stick to the list at the grocery store. Drink more water in lieu of soft drinks and other sugary beverages. Finally, plan for bumps in the road by creating a support system. Have family members join in your new diet regimen and hold each other accountable.
- **Get moving:** Regular activity is one of the best tools to improve or maintain good physical and mental health. Exercise can help you achieve and maintain a healthy weight, help reduce your risk for heart disease, strengthen your bones and muscles and help you reduce stress and anxiety. As little as 30 minutes a day can be effective. If you’re not used to regular exercise or feel like you don’t have time in your schedule for it, try simple activities such as neighborhood walks, gardening, playing with your kids or grandkids or creating an in-home workout (find them for free online). Whatever you choose, be sure and consult your doctor before beginning a rigorous new program.
- **Be your own health advocate:** Taking charge of your own well-being is essential in today’s busy world. It’s important to establish a trusting relationship with a primary care provider and to schedule annual physical exams. At Mee Memorial we practice

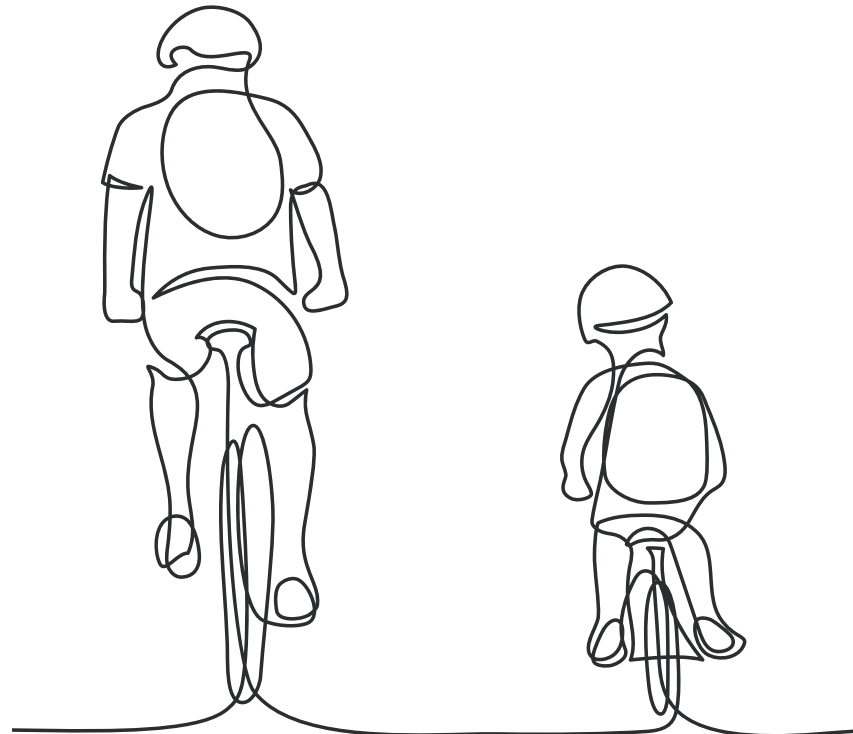
open, honest and confidential communication with our patients. That trusted relationship is key in identifying any health issues early to help achieve the best outcomes. Your doctor can also ensure that you’re on top of key health numbers like your blood pressure and cholesterol, keep you up to date on any needed immunizations and help you manage any chronic conditions.

- **Stay in touch:** A recent study found that, out of 9,392 adult participants, more than 12 percent reported experiencing social isolation. If you feel as if old friends (or family) have fallen by the wayside, know that it’s good for your health to find ways to reconnect. The same study reported that a lack of social bonds can damage our health as much as smoking, obesity and high blood pressure. Even technology-fueled relationships can help us fill the gap, but be sure to follow that up with in-person visits.
- **Control your stress:** It’s widely known that chronic stress can increase our risk of (or worsen) anxiety, depression, diabetes, heart disease and more. While stress is an inevitable part of life, a balance of relaxation (including a full night’s sleep) is crucial. These simple stress-relievers may work for you: going for a walk; practicing meditation; caring for a pet; spending time in nature; and cleaning/organizing your living space.
- **Help others:** We often think that our own bliss relies on bettering ourselves, but our happiness also improves when we help others. Volunteering has been proven to improve our mood, and it’s easy. Join a local literacy project, step in at a food bank, mentor a child, assist a hospital or hospice group, donate blood. It all adds up — or the community — and for you! A person embracing a resolution to volunteer is likely to obtain a tremendous personal benefit.

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- **Never stop learning:** Did you know that education at any age helps boost brain power? In fact, it’s been associated with better late-life cognitive functioning and a lower risk of developing dementia. There are other benefits to going back to school. We can gain a crucial sense of accomplishment, we meet new and interesting people and create new possibilities. Of course, we can also commit to self-teaching by subscribing to online courses, or downloading free apps. Learn a new language, read and practice poetry, tap into the art of photography — whatever interests you. Remember, personal growth is a process of both understanding yourself and pushing yourself to reach your highest potential.

For the most part, resolutions are healthy ways to hold ourselves accountable in improving our lives. Even small changes can really add up and help ensure that our well being is part of a long-term plan for 2023 and beyond. ■



## How should we respond to climate change?

Drought. Heatwaves. Wildfires. As a California-based energy company, Aera is weathering the effects of climate change with you and we're rising to the challenge. We're providing today's energy, appraising renewable energy strategies and like you, finding ways to reduce our own carbon-footprint. By working together, we succeed together.



Join the energy discussion.



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# City of Salinas Seeks "Prohousing" Designation

by Kevin Dayton

Housing, housing, housing. The City of Salinas wants to become the first local government in the Monterey Bay area that obtains a "Prohousing" designation from the California Housing and Community Development Program.

Although housing is a regional issue, the City of Salinas is trying to do its part to increase supply, with the hope of subsequently easing prices as supply gets closer to equilibrium with demand. On the most basic level, Salinas is one of the few Monterey Bay area local governments that allows easy public access to their state-mandated Regional Housing Needs Allocation (RHNA) annual progress reports.

The community has held the housing issue as a top concern and your Salinas Valley Chamber of Commerce Government Affairs Committee, has increasing the Salinas Valley housing supply for households of all income levels, as a top priority goal.

City and Salinas Valley Chamber representatives have participated for years in the Monterey Bay Economic Partnership (MBEP) Housing Advisory Committee. MBEP has been an impetus for regional policies that promote new housing, especially housing opportunities for residents who cannot afford the high cost of buying or renting housing units. The prohousing designation would allow access to additional state resources.

### What's the problem?

Businesses report difficulties in recruiting and maintaining their workforce because of housing scarcity. Not only is it difficult for

workers to find housing, but the housing that does become available is costly, whether that housing is for rent or for ownership.

Some of the challenges in the Salinas Valley are related to the extreme lack of housing that's affordable on the Monterey Peninsula. As a result, those with jobs on the Monterey Peninsula endure long commutes to and from work. According to the U.S. Census Bureau, in the City of Monterey, 87 percent of employees live elsewhere. Travel on Highway 68 or Highway 1 during morning or afternoon commutes, and one witnesses the long backups for miles in one direction, but a sparsely traveled road in the other direction.

Lack of available water in the coastal area severely constrains construction of new residential units of any type. Barriers to a solution also exist around the traditional resistance to high density housing, the permitting process, zoning restrictions and even parking requirements.

### Prohousing Designation

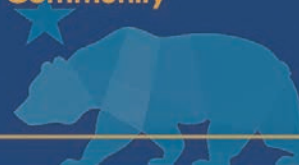
Created by AB 101, the 2019-2020 Budget Act, The Prohousing Designation, was funded and developed with "Prohousing" principles in mind: increase development capacity, variety, streamlining; planning consistent with state priorities; promote equitable communities; collaborate to align policies and programs; and, implementation of relevant housing statutes. ➡

*PROHOUSING - Continued on page 21*



## Prohousing Designation Program

California Department of Housing and Community Development





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# Is It Too Late to Start Saving for Retirement?

by Haley Hitchman, AIF®, CPFA



Financial advisors to retirement plans and individual investors, often get asked by those approaching their later years and thinking about retirement, if

they haven't started saving, "Is it too late to start saving now?" It is easy to respond with a simple "No, it's never too late", however, how much is needed often depends on many factors. What type of lifestyle do they envision during their retirement years? If someone is planning to live on social security alone, will that income meet their basic requirements and what is the future of this program? Will they have some sort of emergency fund in case there is a need? If they are retiring prior to qualifying for Medicare, how will they pay for health insurance and when an individual does qualify what is the need for a secondary policy?

Even if an individual is in their early 60's, it is not too late to start putting something away. For example, if someone is 60 years old, plans to work until they are 67 and saves \$7,000 per year for seven years, they would likely be able to achieve a nest egg of over \$56,000 with a 5% annual growth rate. While this may not seem like much, it could help during unforeseen emergencies that could occur during retirement or fund any gap that social security doesn't cover. If there is an employer match or contribution, this will further narrow the gap of funding retirement. A good place to start is to sit down and create a budget.

Ideally, paying off any liabilities prior to retirement is prudent. Creating a budget will at the very least provide a point of reference to begin looking at what your needs will be in retirement.

One of the unknown factors is where is social security going. According to the 2022 Social Security Trustee's report, the program is expected to have to reduce benefits by 2034 if no action is taken. It is unlikely, however, that there will not be some type of reform or restructuring of the program and there are currently a few ideas floating around Washington. Historically, the government has been hesitant to take an entitlement program, such as social security, completely away from citizens.



It is more likely they will reform the program to meet the needs of the people. Some of the scenarios that have been suggested are to lower payments to retirees, increase or eliminate the wage maximum, and increase the age at which normal retirement age occurs. It is likely that it won't just be one of these scenarios, but a combination.

While the simple answer is it is never too late to start saving for retirement, it can be overwhelming for some people. Starting late is better than having no nest egg or emergency fund at all. As always, consulting with a professional financial advisor is beneficial to review your entire financial picture and develop a plan that is designed to your specific goals and needs. ■

**Haley Hitchman partner at locally-owned Hastie Financial Group. If you would like to discuss your personal or company's investment needs, please contact Haley at [Haley.Hitchman@HastieFG.com](mailto:Haley.Hitchman@HastieFG.com).**

# Salinas Valley Chamber of Commerce Board: Thank You!

by Chamber Staff

## Your 2023 Salinas Valley Chamber of Commerce Board of Directors

**Bill Hastie**, Chair - *Hastie Financial Group*

**Rodney Meeks**, Past Chair - *Credit Consulting Services, Inc.*

**Jennifer Williams**, Chair Elect - *Natividad Medical Foundation*

**Colby Pereira**, Vice Chair of GRC - *Braga Fresh Family Farms*

**Andrea Bailey**, Vice Chair of Membership - *Chevron*

**Tom Moran**, Vice Chair of Finance - *Goodwill Central Coast*

**Amy Gibson**, Vice Chair of Events - *Central Coast Federal Credit Union*

**Lenoard Batti**, Director - *Taylor Farms*

**Clint Cowden**, Director - *Hartnell College*

**Brent Fogg**, Director - *Granite Construction*

**Brenda Granillo**, Director - *California Water Service*

**Aaron Johnson**, Director - *JRG Attorneys*

**Mark Kennedy**, Director - *Green Rubber Kennedy Ag*

**John Narigi**, Director -

*WeatherTech Raceway Laguna Seca*

**Patricia Rodriguez**, Director -

*Rodriguez Farms & El Mercado Popular*

**Amy Salmina**, Director - *Coast & Valley Properties*

**Tony Sanchez**, Director - *Spiffy Cleaning Services LLC*

**Kristy Santiago**, Director - *KION TV*

**Hugh Walker**, Director - *Stonebridge Homes*

**Starla Warren**, Director - *MCHI & Mar-Star*

The 2022 was a year of transitions for the Salinas Valley Chamber of Commerce. From staffing to over 60 in person events, to the increased pages and circulation of the Salinas Valley Business Journal, the success of the year could not have happened without our amazing Board of Directors and their selfless contributions to further the business community as a whole.

Special thanks and acknowledgement to our outgoing Board members: Raymond Costa, RHC Management, dba McDonald's; Sara Boyns, Fenton & Keller; Jim Bogart, ag industry expert; Brandon Patterson, Brandon D Patterson – Windermere Valley Properties; Albert Maldonado, MP Express Printing; and, Krishna Patel, Duda Farm Fresh Foods.

Welcome to 2023 and our incoming Board members! The business community is lucky to have your commitment and leadership representing them and we thank you for committing to be of service: Hugh Walker, Stonebridge Homes; Aaron Johnson, JRG Attorney's at Law; Brent Fogg, Granite Construction; Clint Cowden, Hartnell College; Tony Sanchez, Spiffy Clean Bins; and, John Narigi, WeatherTech Raceway Laguna Seca. ■

Please join us on for the Salinas Valley Chamber's largest annual event:

**The 102<sup>nd</sup> Annual Awards Luncheon!**  
Thursday, April 6, 2023 | 11:00 am to 1:00 pm  
Sherwood Hall, Salinas



Honors to be bestowed are:

Small Business of the Year

Large Business of the Year

Businesswoman of the Year

Citizen of the Year

Agricultural Leadership Award

Spirit of the Community

For more information on nominations or sponsorships, please contact Jennifer Russell at [events@salinaschamber.com](mailto:events@salinaschamber.com).

# Make January the New Spring: Create New Beginnings Through Decluttering

by Goodwill Central Coast Staff

Always fascinated with the idea of an organized life, Marie Kondo earned extra cash as a 19-year-old university student in Tokyo by tidying up her friends' homes.

She ended up building an empire around the concept.

Today, Kondo is a renowned tidying expert helping people around the world to transform their cluttered homes into spaces of serenity and inspiration.

It's an idea we've long embraced at Goodwill. Kondo's best-selling debut book "The Life-Changing Magic of Tidying Up" arrived in America in late 2014. Since then, it has inspired a will to examine all the stuff in our lives, find out what brings us joy and what we should let go.

Kondo teaches us that the practice can change our lives and studies show that decluttering reduces stress and anxiety. Disorganization can affect our mental health, making us feel lost, overwhelmed and burdened. Getting rid of excess stuff can benefit our mental health by making us feel calmer, happier, and more in control.

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.

The good news is that benefits do not stop in your own home. When you follow Kondo's plan to organize your life, subsequent donations to Goodwill Central Coast changes lives within your own community.

Your donations fuel our mission to remove obstacles to life-changing employment. It's quite amazing to think about the complete circle of change created through decluttering your life: A happier home, a more productive, hopeful community and a healthier planet as we keep unwanted items out of our landfills.

## January is the new spring

The season of spring is known for new beginnings and optimism, but January is the perfect time to bring positivity to your life.

There is something about turning the page on our calendars and entering a new year that brings resolve. Why not vow to declutter your home and get it looking like a space you will love to see every day.

There is the belief that what you do at the beginning of the new year can set the tone for the remaining 11 months. It just feels good to know that you can control



certain things in your life.

When we declutter, cleaning our home becomes less of a chore because working around a disorganized mess is stressful and time-consuming. And think of this bonus: Finding things suddenly becomes easier!

To help you on your way, we have included Kondo's best tips for decluttering your life:

- **Work through categories, not rooms:** Kondo advises to work through your home in order of category rather than tackling a whole room. While it may seem to make more sense to sort by room and think of separate storage ideas, she insists it's more difficult that way. "When we disperse storage of a particular item throughout the house and tidy one place at a time, we can never grasp the overall volume and therefore can never finish," Kondo says. "To escape this negative spiral, tidy by category, not by place." Kondo believes that clothes should be tackled first, as you're less likely to have emotional attachments compared to later categories such as books and letters.
- **Organize and declutter by yourself:** The reason for this is that loved ones, especially family members, can be anxious about how much is getting thrown away, or try to guilt you into keeping something that you have moved on from. The one exception? Photos. Gather as many family members around when sorting out photos and you'll not only get things decluttered and organized, but you'll have a bonding moment, too.

- **Let go of the past:** "To throw away what you no longer need is neither wasteful nor shameful," Kondo writes. "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," Kondo says.

- **Make the most of storage solutions:** "Putting things away creates the illusion that the clutter problem has been solved," she says. "But sooner or later, all the storage units are full, the room once again overflows with things, and some new and 'easy' storage method becomes necessary, creating a negative spiral." Kondo says to exercise self-control and resist storing our belongings until we have finished identifying what we really want and need to keep.

Kondo has created a KonMari checklist that suggests we sort through, discard unused or unloved items and then keep items that "spark joy," categorizing them neatly, and using her KonMari folding and filing trick to ensure they are easy to access and keep neat for the future. Find out more at [www.konmari.com](http://www.konmari.com).

To spark joy in your own community, consider a healthy donation to Goodwill Central Coast. We will turn all your unwanted items into a new start for somebody else. ■



Enthusiastic to work with elected officials and county professionals to identify challenges and ways to support what she characterized as, “the life blood of our vibrant and diverse county” De La Rosa commented that she is looking forward to the opportunities that meetings and other engagements will provide to strengthen relationships with business. “You have my commitment to listen to business and industry partners and follow through with support from our professional staff and Board of Supervisors.”

*“A great quality workforce means more sustainable economic activity for local businesses. In turn, a strong local workforce patronizes local business thus contributing to a healthy economic eco-system.”*

De La Rosa grew up in an agricultural family in the Salinas Valley that she credits in part, with developing her strong work ethic, “That backdrop inspired me to dream and enabled me to grow and support my own family. Agri-tourism is a great way to share our riches – growing, harvesting, marketing, and sustainable technology. It is also a great way to demonstrate to our community, visitors, and family how our rich soil and landscape support our country and in fact the world through nourishment. There is no greater calling than to help our community foster a spirit of stewardship so we can continue to produce the healthy food in the world in one of the most beautiful places in the world.”

De La Rosa returns to Monterey County after working for Fresno County for the past 24 years. It should be no surprise then, that she voiced a priority for the

County and elected officials to provide greater opportunities for local businesses to attract and retain talent. De La Rosa went on to acknowledge that the County, as one of the larger employers in the region, recognizes the importance of creating and fostering an environment of career pathways and keeping “home-grown” talent in Monterey County, “A great quality workforce means more sustainable economic activity for local businesses. In turn, a strong local workforce patronizes local business thus contributing to a healthy economic eco-system.”

Speaking on the importance of county residents as employees and patrons of local businesses, De La Rosa stated, “We certainly want to support business by fostering a culture where county residents live, work and shop locally. On a personal note, my family and I have always shopped locally and been highly supportive of local business. As we become part of the local workforce, like others, we are helping to support that economic lifecycle that is so important to a county like ours.” De La Rosa articulated that while not completely isolated from large metropolitan areas, she feels that it is important that Monterey County be self-sufficient to be able to continue to support the public infrastructure and quality of life.

De La Rosa holds a Bachelor of Science in Criminology and Latin American Studies from California State University, Fresno. Her family unit includes her husband, Rodrigo, three adult children, a teenager, and many pets. In her spare time she loves to garden and paint which she shared, “Helps me stay connected to the earth and well-grounded in creative endeavors.”



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# Test Your DNA for Insights Into Your Health and Well-Being

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



As we enter the new year, many of us are making resolutions to improve our health and fitness. According to surveys, health related goals are the top New Year's resolution for Americans every year. But how do you know the best path to achieve your goals? Which of the many diet philosophies, exercise regimens, or lifestyle choices will work for you, and which just aren't a good fit? With personalized DNA testing at ARCpoint Labs, you can now easily access wellness advice tailored specifically to your unique genetic makeup.

To understand how the science of genetics can help with New Year's resolutions, it helps to know a bit about the

science of New Year's resolutions themselves. It may surprise you to learn that there is actually a lot of research out there. It probably will not surprise you that this research has found that most resolutions are unsuccessful. In fact, over 80% of Americans will abandon their New Year's resolutions by February, with only 9% reporting to have any success at all by the end of the year!

Keeping to your New Year's goals is clearly difficult. Or, at least, most of us have a hard time choosing the right approach to reach our goal. Still, there are strategies which can dramatically improve the chances of making positive progress, whatever your resolution.

Research has shown that setting specific goals, rather than general ones, can increase your chances of success. This is because specific goals provide a clear target that you can work towards, which can help you stay motivated and on track. In contrast, general goals are vague and difficult to measure.

DNA testing allows you to take "being specific" to the next level, by using your unique genetics to set personalized goals that are the most likely to yield results. For example, your body's response to different types of exercise is determined by many possible mutations in your genetic code. If you have a trio of mutations in the genes ACTN3, AGT, IL-6, that has been shown to enhance your body's response to endurance exercises as opposed to strength training.

Armed with this information, you can change a vague goal of "exercising" into a custom-tailored goal to "keep my heart rate above 110 for 20 minutes each afternoon by jogging or performing calisthenics". That increased specificity not only laser targets your type of exercise to maximize your physical benefit from your effort, it also makes you psychologically more likely to follow through on completing the plan.

And these insights really can have a big positive influence. A recent study published by the European Society of Human Genetics found that dieters employing exercise and dieting programs tailored to the individual's genome lost up to 33% more weight than those following standard, "one size fits all" programs.

For another example, consider a resolution about healthier eating, and how a personalized genetic profile can take a general ambition and move it to very specific

action items that set you up for success. If you phrase a goal as, for example, simply "eating healthier" or "cutting out junk food", you are emphasizing a goal but not how you achieve it.

A slightly better goal might be something like "eat two servings of vegetables every day." This goal is measurable, which is good, because you can easily tell whether you are doing it or not. But it's also still pretty general, and based on universal advice for good dietary habits, not focused on your needs particularly.

Again, genetic testing can take your recommendations to the next level. Instead of generalizing your food goals to "more veggies", how about choosing specific foods based on the exact vitamins, minerals, and nutrients your body needs?

For example, the MTHFR gene affects folate (a B vitamin) metabolism. Individuals with a mutation in this gene can be 80-90% less effective at absorbing and metabolizing folate, meaning that they might phrase their resolutions as "eat lentils, pinto beans, or asparagus at least 3 times a week." There are dozens of these micronutrient-associated genes we test for at ARCpoint Labs, and more are discovered all the time.

Any positive lifestyle change is going to require effort to succeed, and no individual plan or self-help advice will magically reach your goals on its own. But the science on the topic of New Year's resolutions is clear that willpower alone isn't the best mindset to approach your goals either: strategy and choosing goals carefully to match your life, instead of trying to brute force your life into matching unrealistic goals, is key to success. Personalized DNA testing can be an extremely powerful addition to your New Year's wellness plan because it tells you, in scientific terms, how to make very specific changes best suited to your unique biology.

ARCPoint Labs of Salinas offers a range of painless DNA tests that can help you improve your health and wellness, and put you on the road to making positive progress with any of your New Year's goals. The ARCPoint Labs DNA tests provide you with the tools to make changes to your environment, diet, workouts and more to give your body exactly what it needs to thrive.

ARCpoint Labs make DNA testing as easy and stress-free as possible. A simple swab at our Salinas or Monterey locations is painless and only takes a few minutes. You get the results fast, and it's 100% confidential. Your data is not shared with anyone. Appointments available, walk-ins welcome, free consultations with a real person.

For more information or to make an appointment for a DNA test, go to <https://www.labtestmonterey.com/dna-wellness>, <https://www.labtestsalinas.com/dna-wellness> to make an appointment at our Salinas location. Or call (831) 324-0772 in Monterey or (831) 975-4313 in Salinas or email [monterey@arcpointlabs.com](mailto:monterey@arcpointlabs.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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- **Reproductive Health Decision-Making (SB 523):** The Fair Employment and Housing Act (FEHA) adds “reproductive health decision-making” (the decision to use or access a particular drug, device, product, or medical service for reproductive health) to the list of categories protected from discrimination and harassment. Furthermore, an employer cannot require the disclosure of information relating to an applicant’s or employee’s reproductive health decision-making.
- **Pay Transparency (SB 1162):** Employers with 15 or more employees must include the pay scale for a position (salary or hourly wage range that the employer “reasonably expects to pay for the position”) in any job posting. If a third party is used for job postings, the third party must include the pay scale in the posting. Additionally, if an existing employee asks for the pay scale for his/her currently held position, the employer must provide it. The law also has record-keeping requirements.
- **All private employers with 100 or more employees must submit an annual pay report to the Civil Rights Department by the second Wednesday of May each year.** If the employer hired 100 or more employees through labor contractors, it must submit a separate report for those. For information on reporting go to <https://calcivilrights.ca.gov/paydatareporting/>.
- **Leave to Care for Designated Members (AB 1041):** Under the California Family Rights Act, employees may take leave to care for a “designated member” (an individual related by blood or whose association is the equivalent of a family relationship). Under the California paid sick leave law, employees may take sick leave to care for a “designated member” (a person identified by the employee). Employers may limit employees to one designated person per 12-month period.
- **Bereavement Leave (AB 1949):** Employers with five or more employees must allow up to five days of unpaid bereavement leave upon the death of a family member. To be eligible, an employee must have been employed for at least 30 days prior to the commencement of the leave.
- **Unsafe Workplace (SB 1044):** In the event of an emergency condition like an earthquake, wildfire, shooting, an employer cannot take or threaten adverse action against an employee for refusing to report to or for leaving a workplace due to a reasonable belief that the workplace is unsafe. This law does not apply to certain positions such as first responders. This law also makes it unlawful for an employer to prevent employees from using their mobile device to seek emergency assistance, assess the safety of a situation, or communicate with a person to verify their safety in an emergency condition.

- **COVID-19:** The requirement that employers provide COVID-19 supplemental paid sick leave to employees who test positive ends December 31, 2022. But other requirements have been extended to January 1, 2024. Employers must continue to post, in a conspicuous location at the place of employment, a notice of prohibition to perform an operation or enter a place of employment due to the risk of a COVID-19 infection. If an employer receives notice of potential exposure to COVID-19, within one business day of the notice of exposure, it must provide individual written notices to employees at the worksite who may have been exposed, or it can instead display a notice in all places where notices to employees about workplace rules are customarily posted.

- **California Consumer Privacy Act:** This law applies to for profit businesses doing business in California that have a gross annual revenue of more than \$25 million, or buy, sell, and/or share personal information for 100,000 or more California residents or households, or derive 50% or more of annual revenue from selling or sharing consumers’ personal information, and any entity that controls or is controlled by a business subject to the California Consumer Privacy Act, also referred to as the California Privacy Rights Act, shares common branding with the business, and with whom the business shares consumers’ personal information. Under this law, employers must inform employees/applicants, through website and other notices, of personal information to be collected from them, categories of sensitive personal information collected the purposes for which they are used, the length of time the information will be retained, whether the personal information is sold or shared, and with whom. Enforcement of the law begins July 1, 2023. Employers should educate themselves in their various obligations now and make necessary changes to their website and forms.



*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. © 2023 Noland, Hamerly, Etienne & Hoss*

## Leadership Monterey County (LMC)

Leadership Monterey County builds awareness of local business and community concerns and encourages involvement and stewardship to help shape the future of Monterey County. It is a comprehensive focus on important community issues.

The final session of Leadership Monterey County highlighted healthcare, with participants visiting both Salinas Valley Memorial Hospital and Community Hospital of the Monterey Peninsula (CHOMP). Meetings with both medical staff and administration illuminated the complex web of issues these organizations must tackle as they not only manage current challenges, but plan for future ones in an increasingly complex and uncertain environment. LMC participants participated in a graduation ceremony held at Tonkin House at CHOMP, which was attended by friends, family, LMC board members, and LMC program sponsors. U. S. Congressman Sam Farr was the keynote speaker at this graduation ceremony.



LMC participants are briefed by a representative of Visit Carmel



U.S. Congressman Sam Farr at LMC graduation ceremony

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# Salinas City Center Improvement Association & The Downtown Vibrancy Plan: Where We Are And What's Still to Come

by SCCIA Staff

In 2015, the Salinas City Council and Monterey County Board of Supervisors approved the Salinas Downtown Vibrancy Plan. Also in 2015, the Salinas City Council created the Salinas Downtown Community Benefit District, governed by the Salinas City Center Improvement Association (SCCIA).

At that time, there was community cynicism about the Downtown Vibrancy Plan. Some people were doubtful anything would change. Some people openly didn't want change. There were letters written to the editor and conversations happening across social media expressing strong opinions about the future of Downtown Salinas.

Seven years later, residents and visitors regard Downtown as a destination, not a place to get through on the way to somewhere else. The Downtown Salinas Rotary Arch, over Main Street, symbolizes a new sense of place.

Several blighted, empty, and underused buildings have been demolished or converted into residential units, office complexes, and lively new restaurants and retail establishments. The Salinas National Bank Building is now multi-story residential units with the popular, locally owned, restaurant, Alvarado Street Brewery (Alvarado on Main), on the ground floor. Across the street, 300 Main Street (Dick Bruhn Building), is the mixed-use project, owned by Taylor Farms, once a burned-out historic building, now an attractively renovated 19 residential units and 6,200 square feet of retail space. In 2022, United Way of Monterey County opened a Community Impact Center based on Main Street. Under the leadership of the Transportation Agency for Monterey County (TAMC), the Salinas Intermodal Transit Center was converted from blight to opportunity when they opened the California Welcome Center, a beautiful historical review of the role of Salinas in Californian and American history. Blue Zones Monterey County opened an

office on the 200 Block of Main Street and continues their work to activate Downtown as a place that promotes community-wide wellbeing. Meanwhile, the Main Street Streetscape Project and the West Alisal/Lincoln Avenue Downtown Complete Streets Project changed outdated traffic patterns and made streets safer and friendlier for pedestrians and bicyclists.

The short story... Downtown Salinas is more vibrant than it has been in years.

Goals for the Salinas City Center Improvement Association (SCCIA) in 2023 include continuing the process of converting underused surface parking lots to mixed-use development, transformation of a few lingering vacant buildings to residential and commercial space, enactment of a Vintage Sign Ordinance to encourage historic art deco signs that evoke the heyday of Salinas prosperity, and preparation for a city-county parking garage to free up more space for future residents, including student and workforce housing.

SCCIA also wants to encourage other commercial districts in the City of Salinas and Monterey County to pursue the successful model of Downtown Salinas. Two actions of the Salinas City Council that helped the transformation were the 2018 Adaptive Reuse Ordinance and the 2019 Blight Accountability Ordinance. In addition, SCCIA is promoting three fundamental principles that helped to advance the City of Salinas Downtown Vibrancy Plan: (1) community-led, not government-led; (2) implementation accountability; (3) property investors who are willing to accepting lower profit margins for the benefit of their own community.

There is still work to be done in Downtown Salinas but when you take a moment to review where we were just seven short years ago compared to where we are today, all Salinas residents and Downtown investors should be proud... And it only keeps getting better!

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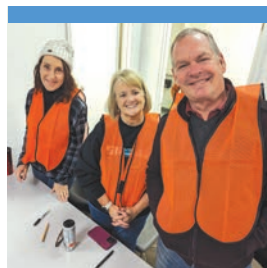
# HUGE SUCCESS!

## 71st Annual Children's Shopping Tour

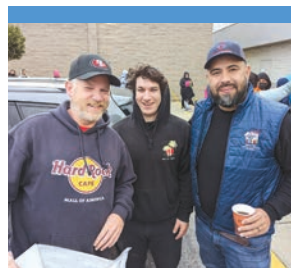
Presented by:



(L-R): Salinas Mayor Kimbley Craig, David Poulin, Jr., Paul Farmer, Brian Higgins, event Co-Chair Amy Salmina and event manager Jennifer Russell.



Board Member Amy Gibson (center) and our amazing volunteers who checked in all our chaperones



(L-R) Brandon Rubin with stepson Christopher and Foundation board member Armando Soria. The cold and rain couldn't keep them away!



Volunteers Daniel Philpott and Tony Sanchez helped keep our long lines going!



Our volunteers in the spirit!



Chamber President/CEO Steve McShane and event Co-Chair Cynthia Martinez.



Volunteers Greg Hamer, Crista Hamer and Brian Higgins.

On a chilly day in December, the **Salinas Chamber Foundation** hosted the 71st annual Children's Shopping Tour (CST). Held at Northridge Mall, this treasured event invited 400 children, in 1st through 4th grades, to shop for much-needed winter and school clothes.

Started decades ago by the Salinas Jaycees, this cherished event relies on school districts and teachers to select the children that are often the neediest in our community; hundreds of volunteers and chaperones that show up rain or shine, to make sure the kids had an amazing shopping experience; and our amazing sponsors who underwrite the cost. We could not be more grateful for the outpouring of support and the Chamber Foundation is already looking forward to next year!

"This year's children's shopping tour was among the smoothest run and most impactful possible," shared Chamber President/CEO Steve McShane. "I am especially proud of the volunteer engagement. We had more than 325 volunteers and chaperones turn out. I'm pretty sure this was a record."

It would also not be possible without the generous support of our sponsors!

**Presenting Sponsors:** Alco Water, Chevron, Harden Foundation, Northridge Mall **Media Sponsor:** KION TV **Platinum Sponsor:** PG&E **Diamond Sponsors:** Bay Federal Credit Union, California Water Service, Salinas High School Athletic Boosters **Gold Sponsors:** Coast & Valley Properties, Comerica Bank, Monterey County for Energy Independence, Natividad Medical Foundation, Taylor Farms, Vistra, Western States Petroleum Association **Silver Sponsors:** 1st Capital Bank, D'Arrigo California, Fidelity Brokerage Services, Kasavan Architects, Smith & Enright Landscaping

A big THANK YOU to our In-Kind Sponsors who fed our CST kids and the army of volunteers: Cherry Bean Coffeehouse, Bagel Corner, Taylor Farms, Greg Hamer Real Estate, and RHC Management, dba McDonald's.

Thank you also to our Northridge Mall shopping partners: JC Penney, The Children's Place, Abercrombie Kids, Old Navy, and H&M. The staff at these stores made CST kids feel valued and incredibly special. We appreciate so much the time spent with them. ■

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# Ribbon Cuttings • Chamber Events



## Salinas Chamber Christmas Mixer presented by Scholl & Company, CPAs, benefiting the Boys and Girls Clubs of Monterey County

Scholl & Company, CPAs, hosted the Salinas Chamber Holiday Mixer benefitting the \*Adopt-a-Family\* program presented by the Boys & Girls Club of Monterey County. Over 100 people enjoyed live music, food provided by Portobello's Catering, Odonata Wines, & Santa!



## 2022 Children's Shopping Tour

The Children's Shopping Tour was a success with over 300 volunteers and chaperones combined, taking hundreds of local children shopping for school clothes. Thank you to the Salinas Area Chamber Foundation and the many supporters who volunteered or donated!



## Lunch and Learn with the Building Business Back (Monterey County Business Council)

The Salinas Chamber was delighted to host a Lunch and Learn in partnership with Building Business Back, a Monterey County Business Council program, where Chamber members learned about available grants, loans, workshops, resources, important deadlines, and more.



## Valley Health Plan Ribbon Cutting

Congratulations Valley Health Plan through a ribbon cutting for their expansion and new office location in Salinas, where they will provide quality and affordable care to our community.



## Unity Care Group, Inc Ribbon Cutting

Unity Care Group was celebrated with a ceremonial ribbon cutting for their new office location in Salinas, where they will provide support services to youth and young adults in the area. Congratulations!

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# Member Profiles

by Chamber Staff

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# Newsom Reprises Old, Disproven Narrative on Gas Prices

"I wasn't alive in the '70s."

That's all the reassurance Governor Newsom's chief energy advisor could offer when pressed about the concerns of experts who say a new proposal to regulate and tax refinery profits could lead to major fuel shortages.

Los Angeles Times columnist George Skelton provides a quick refresher on the history the governor's office appears to be missing:

"Some of us remember severe fuel shortages and cars lined up for blocks back in the 1970s, waiting to get gas ... Motorists began lining up at gas stations before dawn. There were fistfights. Pumps ran dry. Gas prices surged – the law of supply and demand. You could fill up only on certain days. The national speed limit was reduced to 55 mph."

A Princeton University history professor noted for CNN last year that the fuel shortages of the 1970s came on suddenly, leading to widespread panic. Consumers in some locales began to riot at gas stations, throwing rocks and bottles at police officers and station owners. Lines stretched for miles.

Nearly one in six Californians are old enough to remember those days, but the governor's office is still dismissive: "It just won't happen," says a Newsom spokesperson.

Experts aren't so sure.

Severin Borenstein, a leading energy economist at UC Berkeley, told Skelton he was "worried that we could wind up going down that road" to a 1970s-style fuel shortage crisis if Newsom and the Legislature aren't "careful" with their proposal.

After all, Borenstein notes that the fuel shortages of the 1970s were driven by price controls. How are Newsom's profit caps and "penalties" levied against market-driven price increases any different?

As someone who lived through the fuel shortages, Skelton writes: "Let's hope our leaders have learned."

Given the false rhetoric and economic illiteracy coming out of the governor's office, it's quite clear they haven't.



# Upcoming CHAMBER EVENTS

- **Lunch and Learn with Madonna Gardens**

*Tuesday, January 17, 12:00 PM – 1:00 PM,  
1335 Byron Drive, Salinas*

Lunch and Learn in partnership with Madonna Gardens at their wonderful location. James Perry, Executive Director for the Monterey County Historical Society, will speak to the attendees on “The early history of Salinas.” Mark your calendars and save the date!

- **Santa Cruz County Bank Ribbon Cutting**

*Thursday, January 19, 5:00 PM – 6:30 PM,  
480 South Main Street, Salinas*

Santa Cruz County Bank celebrating the opening of its newest full-service banking office in Salinas! Join us for a ribbon cutting, branch tours, networking, food catered by Barbara & Company, and drinks. The Salinas branch is the Bank’s second full-service banking office within Monterey County.

- **Lunch and Learn with Salinas Valley Memorial Healthcare System**

*Tuesday, January 24, 12:00 PM – 1:00 PM,  
119 East Alisal Street, Salinas*

Lunch and Learn in partnership with Salinas Valley Memorial Healthcare System on a vital health topic. Erectile dysfunction affects up to 40% of men over the age of forty. Various treatment modalities are available from noninvasive treatment including pills and vacuum erection devices to more invasive treatments. Join Dr. Ryan Griggs as he provides valuable information on this important health topic.

- **Lunch and Learn with Vistra Moss Landing**

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

Lunch and Learn in partnership with Vistra Moss Landing Energy Storage Facility. More details are coming soon at [SalinasChamber.com](http://SalinasChamber.com). Mark your calendars and save the date!



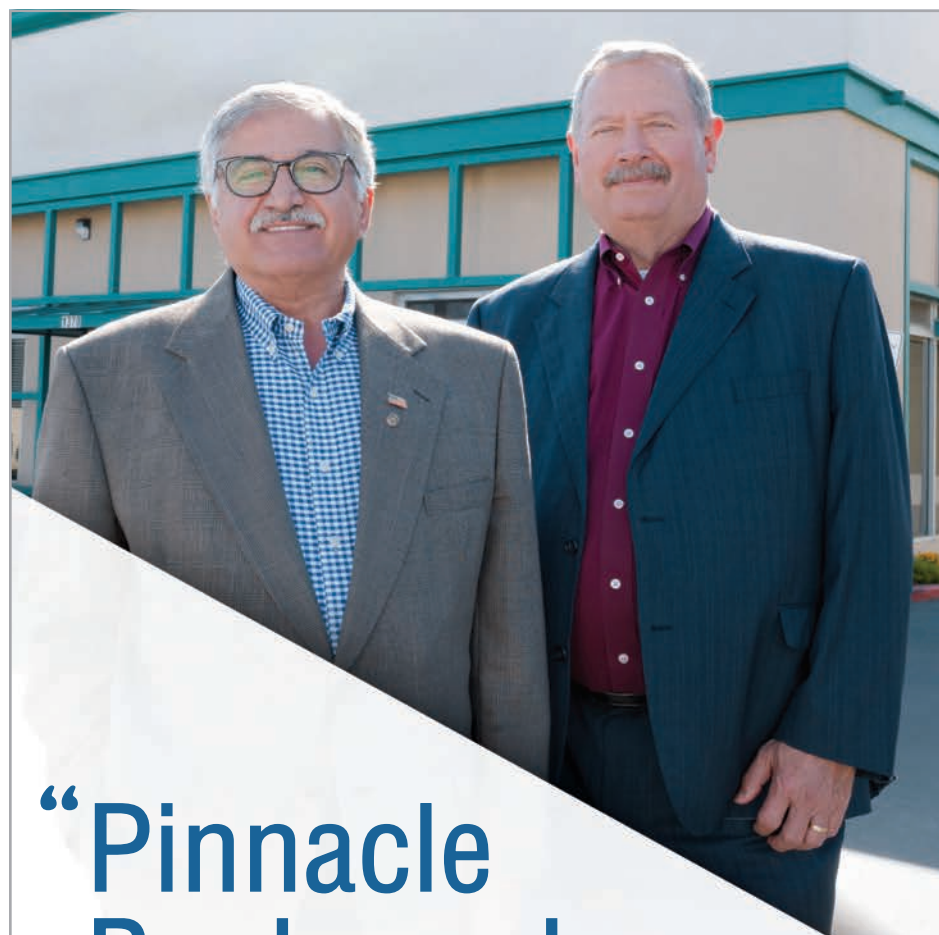
**What:** Government Relations Breakfast

**When:** Friday, February 24

**Time:** 7:00 a.m. to 9:00 a.m.

**Where:** PAL Armory downtown Salinas

The breakfast will feature a wide variety of appointed and elected officials representing the Salinas Valley and greater Monterey County. “It is so important for local businesses to work closer with government at all levels. This event is going to provide that opportunity,” shared Chamber CEO Steve McShane. The event will include a limited number of tables for outreach. There were also be a variety of sponsorship opportunities, if interested contact [Jasmine@salinaschamber.com](mailto:Jasmine@salinaschamber.com). Individual and group ticket sales are available at [www.salinaschamber.com](http://www.salinaschamber.com).



## “Pinnacle Bank works for me.”

As a landlord and business owner, I know how important it is to have a good bank as a partner. Steve Wotherspoon and Pinnacle Bank go the extra mile for their clients—and are truly invested in supporting the local community.

- Bob Faramand

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[brightbeginningsmc.org/family-friendly-business/](http://brightbeginningsmc.org/family-friendly-business/)

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MONTEREY COUNTY PROMOVER EL DESARROLLO INFINITO | EARLY CHILDHOOD DEVELOPMENT INITIATIVE

Family Friendly Business

### Looking for Child Care?

Visit [www.MontereyCountyChildCare.org](http://www.MontereyCountyChildCare.org)

Call MAOF Resource & Referral - (831) 757-0775

*Options for child care and early learning • Tips for parenting, health and safety • Resources for child care and education providers*

MONTEREY COUNTY CHILD CARE

COMIENZOS BRILLANTES | BRIGHT BEGINNINGS  
MONTEREY COUNTY PROMOVER EL DESARROLLO INFINITO | EARLY CHILDHOOD DEVELOPMENT INITIATIVE



### ¿Busca una cuidado infantil?

Visite [www.MontereyCountyChildCare.org](http://www.MontereyCountyChildCare.org)

Llame a MAOF Recursos y Referencias - (831) 757-0775

*Opciones para el cuidado de niños y el aprendizaje temprano • Consejos para la crianza, la salud y la seguridad • Recursos para proveedores de cuidado infantil y educación*

# Non-Profit Calendar

For an updated list of Non-profit events and more, visit [salinaschamber.com](http://salinaschamber.com)

This designation is state confirmation of a legitimate commitment to accelerated production of housing based on implementation of strategic planning principles. The state reviews four categories of housing policies to determine if a local government is pro-housing: (1) favorable zoning and land use, (2) acceleration of housing production timeframes, (3) reduction of construction and development costs and (4) provision of financial subsidies towards housing projects.

Local governments must comply with applicable housing laws and must refrain from enacting laws, developing policies, or taking other local governmental actions that inhibit or constrain housing production. Examples of such local laws, policies, and actions include construction moratoriums; local voter approval requirements before building housing; downzoning; and unduly restrictive or onerous zoning regulations, development standards, and permit procedures.

This designation will also bring value and opportunities with it. The pro-housing designation, has scoring advantages and preferences when applying for state housing and infrastructure grant programs. The city would also become eligible for future advantages and opportunities involving both housing and non-housing funding sources, and financial incentives.

The SVCC will continue to represent our members and support efforts to fulfill the valuable housing needs in our community and county. ■

## PROHOUSING DESIGNATION:

### Principals of "Prohousing"

Increase development capacity, variety, streamlining

Planning consistent with state priorities

Promote equitable communities

Collaborate to align policies & programs

Implementation of relevant housing statutes



### Alzheimer's Association Salinas & Pacific Grove Caregiver Support Group

January 4, 12:30PM

1130 San Vicente Street, Salinas

For family members of those diagnosed with Alzheimer's disease/dementia disorder, a caregiver support group can offer you support and opportunity to find out more about available community resources/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

January 12, 11:45AM-1:30PM

100 Harvest Street, Salinas

\$12 for members and nonmembers. Lunch prepared by professional chef, Michael Gaines, and his crew of volunteers. Program following lunch. Come early and have a social time with friends. Please call 831-424-5066, email [asi@activeseniors.org](mailto:asi@activeseniors.org), or come in to make a reservation. [activeseniorsinc.org](http://activeseniorsinc.org) will have a link to the newsletter where the menu and program are listed.

### Blue Zones/Big Sur Land Trust Planting Day at Carr Lake

January 28, 10AM-12 PM

618 Sherwood Drive, Salinas

Blue Zones invited volunteers to Return of the Natives for a Community Planting Day at Big Sur Land Trust's park project site at Lower Carr Lake. Help bring back native plants to this land, and learn about Carr Lake and the plans for a neighborhood park in the heart of Salinas! Consider bringing your own garden gloves and water if you can.

### Boys and Girls Club 35th Annual Golf for Kids Tournament

January 31, 8:30AM

3000 Club Road, Pebble Beach

Founded by Jim Griggs in 1988, and renamed in his memory in 2019, the Golf for Kids tournament has played a vital role in supporting the success of thousands of youths in Monterey County. You are invited to take advantage of this great tradition – it is an excellent opportunity to host clients, colleagues, and friends for a world-class round of golf, socialize with professional golfers and receive prominent recognition as a sponsor of this prestigious tournament.

### CHISPA Annual Celebration

February 2, 5PM

1 Main Street, Salinas

CHISPA hosts one community fundraising event each year – our Annual Celebration. 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

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.

### 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

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 for 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.

# Where is your *there*?

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you where you want to go.



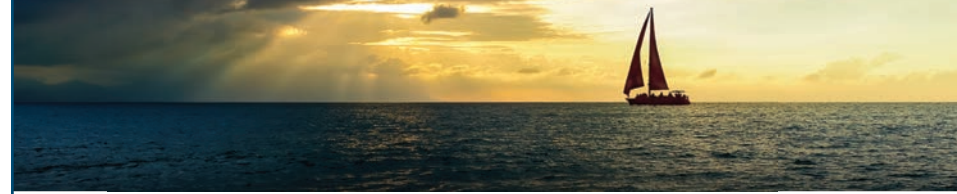
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# In troubled times, you need seasoned guidance.



**These have been unsettling financial times.** While we cannot control what's on the horizon, boom/bust market cycles have always been with us. Periods of excess are followed by periods of correction. To protect your financial well being, you need seasoned advisors who have weathered the storms and can design and manage your financial strategies to protect from unnecessary risk. **Contact us today.**

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# Happy New Year!

**We are here to anticipate and provide services to meet the health care needs of the people we serve.**



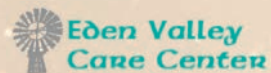
CEO, Ida Lopez Chan

## **JOIN US!**

*Past, Present, Future*  
Celebrate the launch to our  
75th Anniversary!

## **SOLEDAD HISTORICAL SOCIETY**

DATE	Wednesday, February 1, 2023
LOCATION	37 Soledad St., Soledad, CA
TIME	3:30 - 6:00 PM



(831) 223-4431

SOLEDADHEALTH.COM

## Bay Federal's CIO Richard Roark Named As Info-Tech CIO Award Winner

Bay Federal Credit Union is proud to announce that the organization's CTO, Richard Roark, has been named a 2022 Info-Tech CIO Award winner by Info-Tech Research Group, one of the world's leading IT research and advisory firms. This is the fourth year in a row that Roark has been recognized. Since 2016, the Info-Tech CIO Awards have recognized outstanding industry leaders for delivering exceptional value to their organizations and achieving high scores in stakeholder satisfaction in InfoTech's CIO Business Vision program. This program measures an organization's satisfaction with IT's core services and provides CIOs with the foundation to jump-start a successful IT strategy.



## Blue Zones Honors Taylor Farms Gonzalez For Becoming Project Approved Worksite

Taylor Farms in Gonzales, California, has achieved designation as a Blue Zones Project Approved™ worksite. Taylor Farms has completed the approval process at four of their facilities in Monterey County by implementing best practices to improve employee well-being. Blue Zones Project celebrates this achievement and acknowledges the commitment Taylor Farms has towards improving well-being for both their employees and our community at large. "Taylor Farms has been committed to the Blue Zones Project from the start," said Amy Taylor, wellness consultant for Taylor Farms. "Supporting the community in developing healthy habits was something we wanted to implement at our facilities to ensure that our employees are working in an environment that empowers and improves their lifestyles. We are excited to have our employees engaged in this initiative and hope they will encourage others to be part of it."



## Noland Hamerly Welcomes New Associate Attorney Geraldine Villa

Geraldine Villa earned her J.D. from Santa Clara University School of Law, and her B.A. in Criminal Justice from Sacramento State University, where she made the Dean's List every year. Prior to beginning law school, Ms. Villa worked as an assistant at Noland Hamerly for two years, and she has experienced several significant internships while pursuing her J.D. Ms. Villa joins our Labor and Employment Law practice group, focusing on counseling and representing employers. She is a native of Salinas and is bilingual in English and Spanish.



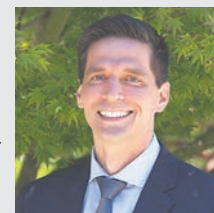
## Salinas Valley Memorial Hospital STAR Award

Salinas Valley Memorial Healthcare System (SVMHS) has recognized Myline Laurel with the STAR Award for the compassionate care and service she provides patients. Myline is a nurse aide in the Telemetry Department who exemplifies the SVMHS STAR values—Support, Teamwork, Accountability and Respect. She received the STAR Award in a special ceremony at the hospital on Thursday. "This STAR Award means so much to me. I take pride in taking care of our patients. I treat them like family. I love my job as well as my colleagues. They are so helpful and wonderful. We are a great team." Myline joined SVMHS in February 2022 and has been nominated three times for the STAR Award. Several outstanding employees received STAR Award nominations including Evette Alonso, an Infusion Center Medical Assistant, Terri Mendez, a Cardiac Sonographer and Irma Penamante, a Unit Assistant in Med Surg.



## Central Coast Community Energy (CCCE): Leadership, Solar & Storage and Incentive Programs Robert Shaw Appointed Chief Executive Officer

Robert Shaw appointed as Chief Executive Officer after most recent role as Chief Operating Officer for CCCE. Shaw has provided oversight for the agency's Power Supply Resources and Energy Programs departments, procuring more than 1,000 megawatts of new renewable energy storage and generation to serve an approximate 1.5 million population on the Central Coast, and deploying nearly \$20 million in energy programs' commitments to help residents and businesses electrify local building and transportation sectors. Additionally, Shaw has experience leading successful teams across a range of disciplines and is well-versed in finance, rate design, wholesale energy markets, regulatory matters, and emerging energy technologies. In accepting the position, Shaw emphasized his commitment to working with the agency's boards and community stakeholders to eliminate the use of fossil fuels for energy generation. "We are thrilled to have Rob in the CEO role," said Carlos Palacios, Chair of the Operations Board of Directors. "He is a proven leader with the ability to expand on the success and foundation CCCE has built over the past 5 years and take us into the next phase of standardizing operations and increasing engagement with the boards and our communities."



## 100 MW Rabbitbrush Solar and Storage Project

CCCE and Silicon Valley Clean Energy (SVCE) celebrated Rabbitbrush – a 100 megawatt (MW) solar, 20 MW/50-megawatt hour battery storage project developed by Leeward Renewable Energy in Kern County. The project is expected to produce enough electricity to power about 40,000 homes annually in California, offsetting carbon emissions by approximately 48,000 metric tons each year — the equivalent of removing 10,343 cars from the road. The battery storage facility provides a reliable and cost-effective means of storing renewable energy that can be dispatched during peak hours, increasing grid resiliency and reducing carbon emissions.



## Electrify Your Ride Program Launched

Starting now, \$4 million in incentives for electric vehicles and chargers to accelerate clean transportation is available to CCCE residential and commercial customers. Customers can apply to the Program, which provides rebates for new or pre-owned electric vehicles (EV), Level 2 chargers, and electrical work related to charger installation (EV readiness). This is the third iteration of the Electrify Your Ride Program after CCCE fully subscribed and successfully disbursed \$2.95 million to customers in Monterey, San Benito, San Luis Obispo, Santa Barbara, and Santa Cruz counties last fiscal year. New this year, CCCE will provide technical assistance opportunities for multifamily and commercial property owners when installing electric vehicle charging stations. Providing EV charging infrastructure at multifamily buildings makes it easier for residents living in apartments or condos to charge their electric vehicle at home. Commercial customers are eligible for additional funding to accommodate multiple vehicles and chargers. CCCE will award plug-in hybrid vehicle rebates only to income-qualified applicants this year.



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