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Salinas Valley Must Focus on Economic Development Plans

Alternatives Beyond e-Commerce Warehouses?

by Chamber Staff

Local news media obtained documents in February 2022, indicating that an Indianapolis-based international warehouse developer, Scannell Properties, was negotiating with unknown parties to build a massive distribution and logistics center on the south side of the City of Salinas. Evidence suggested that Amazon would be the operator of this facility.

Referenced as 2.8 million or 2.9 million square feet, the warehouse would have been located on empty land parcels now owned by Uni-Kool Partners. This land was annexed from Monterey County in 2009, and zoned by the City of Salinas as the "Salinas Ag-Tech Specific Plan."

Wait. What?

While city officials were involved in the negotiations, "non-disclosure agreements" allegedly prevented the public from getting any information. There were no public notices, or public announcements, or public meetings.

Admittedly, the revelation about the planned Amazon warehouse surprised your Salinas Valley Chamber of Commerce leadership. The geographically isolated Salinas Valley, with its valuable farmland and

beautiful environment, didn't seem like an ideal place to build what would be one of the largest distribution warehouses in California.

But perhaps we should not have been surprised, considering the economic transformation happening in other California regions where agriculture has been dominant. Warehouses have proliferated in places such as San Bernardino County, Riverside County, and San Joaquin County. These locations have in common agriculture as traditionally dominant industry, land costs that are lower than the coastal urban metropolitan areas, and unemployment rates that tend to be relatively high.

Closer to Salinas, in Hollister, a relatively small 129,540 square foot warehouse was built by Irvine-based, Panattoni Development Company. Amazon opened at the location in October 2021. The Indianapolis-based developer Duke Realty, is now planning to build a 1,049,760 square foot warehouse in Hollister, also apparently for Amazon. Yes, over one million square feet.

Chamber of Commerce Reacts

As you know from reading the *Salinas Valley Business Journal*, and other Salinas Valley Chamber member electronic bulletins, the Chamber works to promote and advance local and regional economic development trends, rather than reacting to them. Our vision is a thriving, welcoming Salinas Valley where people, families, and businesses succeed via economic growth and opportunity.

But the unexpected and private nature of this proposal forced the Chamber into a strategy of reacting to someone else's initiative. In this case a Seattle-based, huge, multinational corporation that is fulfilling the demands of its customers for efficient delivery at a competitive cost. ➡

ECONOMIC - Continued on page 12

Blueprint for Fiscal Sustainability and Housing Affordability

Salinas Plan to be Refreshed

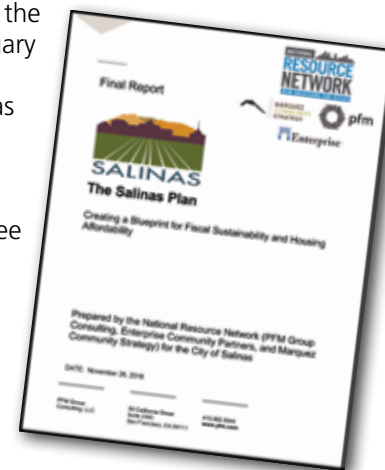
by Chamber Staff

Sometimes government management plans are accepted and then promptly neglected. Not this plan.

On December 4, 2018, the Salinas City Council received a report produced by the National Resource Network entitled "The Salinas Plan - Creating a Blueprint for Fiscal Sustainability and Housing Affordability."

The plan included 32 recommendations "to eliminate the City's long-term structural deficit while preserving its ability to continue to maintain its strategic priorities, including those relating to housing and homelessness, and core services."

Your Salinas Valley Chamber of Commerce has tracked the city's efforts to implement this plan from its development to the present. At its January 10, 2019, monthly meeting, the Salinas Valley Chamber of Commerce Government Relations Committee featured a presentation about The Salinas Plan by City of Salinas Economic Development Manager Andy Myrick. ➡



PLAN - Continued on page 13



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For more information Contact
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Updates to the Debt Collection Industry

— Rodney Meeks —

by Rodney Meeks, Board Chair



I would be remiss if I didn't talk about credit and collections. There are a lot of misconceptions about the debt collection industry. Like I said before things have changed dramatically from when I first got in the business over 35 years ago. On the federal level we are governed by the Consumer Financial Protection Bureau (CFPB) and on the state level we are governed by the newly created California Department of Financial Protection and Innovation (DFPI) and the California Debt Collection Licensing Act.

Our industry went through years of extensive rulemaking policy with the CFPB to update the Fair Debt Collection Practices Act (FDCPA). The new rules, referred to as Reg F went into effect on November 30, 2021. One of the most notable changes was the requirement of the Model Validation Notice (MVN). The MVN requires specific information including itemization of the current amount of the debt that reflects interest, fees, payments, and credits since a particular date that you may be able to recognize or verify with records to comply with the notice requirements. It also includes information about the consumers rights and how to dispute the debt. Other rules under Reg F include call frequency, limited content messages, text messaging and email consent, and credit reporting.

The DFPI provides licensure, regulation, and oversight of California debt collection practices act under the California Consumer Financial Protection Law and the Debt Collection Licensing Act.



The consumer protection law took effect on Jan. 1, 2021, and the debt collector law took effect on Jan. 1, 2022. The Debt Collection Licensing Act requires debt collectors and buyers to apply for a DFPI license by Dec. 31, 2021. Debt collectors and buyers who apply for a license after that date will be required to wait for the issuance of a license before they can

operate in California. If you are using or plan to use a third party debt collector it's important to make sure they are on that list.

Complying with these new rules and regulations is extremely time consuming for both creditors and debt collectors. Debt collectors spent the entire year of 2021 interpreting and implementing the new rules and educating clients. As soon as Reg F was implemented the focus was on applying for licensing with the DFPI through the National State Multi Licensing System (NMLS) and the process is not a small task, which is why the DFPI is struggling with issuing licenses on a timely basis.

On a final note, I would like to thank Tee and Rebecca Photography for helping me update my business photo. They were at the Annual Awards Luncheon and offered everyone a free professional headshot. ■

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Ambassador Spotlight

Rick Griffin



The Salinas Valley Chamber of Commerce is proud to introduce one of its newest Ambassadors, Rick Griffin. Rick previously served as a Chamber ambassador several years ago and is so encouraged by the new energy and activities of the Chamber, he has volunteered to be an ambassador once again. Rick is a retired business owner that served on the Salinas Planning Commission and is active with the Salinas Taxpayers Association. He is active with the Mason's Lodge and lives in East Salinas with his girlfriend, Innocencia.

Welcome back Rick!



Join us for lunch

Chamber Membership Orientation Luncheon

Thursday, June 16, 12:00 – 1:00 PM

Salinas Valley Chamber of Commerce Office
119 E. Alisal Street, Salinas CA 93901

Join us for lunch **AND** we will recap the robust chamber member benefits available to you. **WHO SHOULD ATTEND? You!** The long-time member, new member or prospective member. Please RSVP to Gabe Lopez, at gabe@salinaschamber.com or 831.809.9988.

Annual Awards Luncheon Photos



While many are still speaking of the amazing Annual Awards Luncheon, all are invited to peruse over 450 photos from the event. Tee & Rebecca Photography has generously made an album that all chamber members can access. Simply check out the front page of the Salinas Valley Chamber of Commerce website at www.salinaschamber.com and follow the link.



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~ Shawn & Anjanette Adams, Owners, Monterey Signs



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Is a Recession or Stagflation Inevitable?

by Bill Hastie, Hastie Financial Group



It's difficult to go through a day without hearing something about inflation and the possibility of a recession or even stagflation. And the question most asked, "Are we going to have a recession?" As the old saying goes, if you ask ten economists a question, you get eleven different answers. Let's first examine what inflation is, how the U.S. economy got into this position and what is the Federal Reserve (Fed) doing to reduce inflation and prevent a recession. Next, we will define stagflation.

In economic terms, inflation is simply too many dollars chasing too few goods and services. It's the law of supply and demand – the supply of money increases when the quantity of goods and services stays the same or decreases. The result is higher prices. There are two measures the Bureau of Labor Statistics uses for inflation, the consumer price index (CPI) and the producer price index (PPI). The CPI, as its name implies, measures total inflation in the economy at the consumer level. There is also core CPI, this measures inflation excluding volatile food and energy prices. The second measure is the PPI, measuring inflation at the producer level and is eventually passed on to consumers in the form of higher prices.

Most economists agree that the current inflation is a matter of a rapidly growing money supply, primarily from two sources. First, COVID idled workers across the entire economy as the pandemic spread. A total of \$2

trillion in COVID relief funds were injected into the economy as a way of providing stability and security to the public. Second, the Federal Open Market Committee, or FOMC, also injected money into the economy through a program of purchasing bonds in the open market (referred to as federal open market operations).

By the FOMC's March 2022 meeting, inflation was running at a 40-year high, and action needed to be taken immediately. The Fed raised interest rates, known as the federal funds rate, by 0.25% at that meeting and again by another 0.50% at their May 4 meeting. The FOMC stated their intention is to continue to raise rates until the demand for labor has declined, thereby reducing labor inflation, seeking to reduce overall inflation.

The FOMC also began reversing its bond-buying program by beginning to sell the bonds it previously purchased attempting to draw money back out of the economy.

A technical recession is two consecutive calendar quarters with negative gross domestic product (GDP). Given that the initial GDP reading for the first quarter of 2022 was -1.4% (although it may be revised), a recession may not be far away. Additionally, the Fed has already acknowledged that the economy may experience a few quarters with negative GDP. But the real concern at this point is stagflation, defined as a period of heightened inflation combined with a decline in GDP. This is a much more difficult economic condition to solve, so the Fed has committed to do whatever necessary to fight inflation before we get to the point of stagflation. ■

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

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Colorful Fruits and Vegetables Can Paint a Beautiful Picture of Health

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



Mee Memorial
Hospital

That's why MMHS is celebrating National **Fresh Fruit and Vegetables Month** in June. As a nonprofit, MMHS strives to be socially responsible in supporting and connecting to our rural community. We know that, on average, those living in rural areas experience higher rates of diabetes and coronary heart disease than those in urban areas.

It is our mission to help remove certain barriers that adversely affect their overall physical, social and mental health. Studies show that in comparison to non-rural U.S. adults,

rural adults were less likely to consume five or more daily servings of fruits and vegetables, putting them at greater risk for health disparities.

In general, fruits and vegetables provide a variety of nutrients, vitamins, minerals and fiber — while remaining naturally low in calories, fat and sodium.

A produce-rich diet can lower blood pressure, reduce the risk of heart disease and stroke, prevent some types of cancer, lower risk of eye and digestive problems, and have a positive effect upon blood sugar, which can help keep appetite in check.

If your idea of eating a vegetable is putting ketchup on your fried potatoes, try expanding your horizons! It helps to think of your diet as a rainbow of flavors. Colorful fruits and vegetables can paint a beautiful picture of health because they contain phytonutrients, compounds that give plants their rich colors as well as their distinctive tastes and aromas.

Fruits and vegetables get their color from natural bioactive compounds which, in addition to lending eye-catching hues, also promote good health. It stands to reason that the most vibrantly colored fruits and vegetables are the richest in vitamins, minerals, fiber and antioxidants.

Here are a few of the most common benefits we see from each color/ phytochemical:

- **Red (Lycopene)** — Tomatoes, watermelon, pink grapefruit keeps our heart healthy and decreases risk of stroke. Prevents and even fights cancer, especially prostate and breast cancers. It's also good for stimulating memory!
- **Orange/yellow (Carotenoids)** — Foods such as summer squash and corn help reduce inflammation in the body and prevent cancer. Carotenoids also keep our immune system strong and our skin healthy.

- **Green (Lutein)** — Produce such as kale, spinach and bell peppers help protect our eyes by preventing cataracts and slowing age-related macular degeneration. They also contain folic acid, an important nutrient for having healthy babies.
- **Blue/purple (Anthocyanins)** — Berries, currants, grapes, and some tropical fruits help us age gracefully by improving our memory and keeping our skin looking young. They also help reduce blood pressure and lower the risk of stroke and heart disease. They are also known to help fight cancers, especially those in the GI tract.

- **White/tan (Allicin)** — Garlic, onions, scallions and leeks help lower cholesterol and blood pressure. They also help keep bones strong and healthy, and fight certain cancers.

Simply put, eating the rainbow involves eating fruits and vegetables of different colors every day. Studies show benefits from regularly eating colorful fruits and vegetables with virtually no downsides.

Grow your own

These days, more and more people are enjoying the benefits of food gardening. In fact, according to the National Gardening Association, nearly 1 in 3 Americans currently grows their own food.

As rural residents, we generally have more space to accommodate a garden. But you don't have to dig a plot in the ground to grow your own fruits and vegetables. Container gardening has several benefits over in-ground gardening. There's no need for tilling, fancy irrigation or preparing the soil, and it's easy to move pots around into the perfect position.

You can start a container garden almost anywhere: on your patio, deck, rooftop, or even kitchen counter. Whether it's tomatoes, green beans, carrots, herbs, lettuce, strawberries or even pumpkins, growing your food is hugely satisfying and economical.

Whatever you decide to grow or buy, it's fun to know more about these wonders of the food world, especially during National Fresh Fruit and Vegetables Month!

Did you know?

- Watermelons are thick-skinned and contain roughly 92 percent water, so they can help keep you hydrated.
- Loaded with vitamins and minerals, with virtually no calories, fat or cholesterol, Brussels sprouts may be the healthiest veggie of them all.
- Broccoli contains more protein than steak. And because it contains no fat or cholesterol, broccoli provides all the protein we need with a significantly lower risk of cardiovascular disease.
- Apples give you more energy than a cup of coffee! Thanks to its high carbohydrate, vitamin and mineral content, apples help us stay energized all day.
- Avocados have a lot of health and beauty benefits, including ridding our throat and intestines of bacteria known to cause halitosis.
- The color of bell peppers changes the longer it is allowed to mature on the plant from green to yellow, orange and red. Green peppers taste the most bitter while red peppers are the sweetest. ■



Can Overtime be Waived?

by Sharilyn Payne,
Noland Hamerly Etienne & Hoss



One of your non-exempt hourly employees approaches you about her work schedule. She asks if she can continue to work 40 hours a week, but working four instead of five days per week. She tells you that in exchange, she will agree to waive any overtime pay. Can you do this? The answer is . . . there is never an easy answer in California employment law.

First, let's review the California overtime laws. For most employers, any hours that a non-exempt employee works beyond eight (8) hours in a workday, or beyond forty (40) hours in a workweek, must be paid at 1½ times the regular rate of pay. If an employee works more than twelve (12) hours in a workday, those hours must be paid at twice the regular rate of pay. If an employee works seven consecutive days in a workweek, the first eight (8) hours must be paid at 1½ times the regular rate of pay, and any hours worked beyond eight (8) must be paid at twice the regular rate of pay. Unless you define it differently, the California Division of Labor Standards Enforcement (DLSE) assumes a workday is from midnight to midnight, and a workweek is from Sunday to Saturday.

The California Labor Code and some of the Industrial Welfare Commission (IWC) wage orders allow for an "alternative workweek schedule" (AWS), which is a regularly scheduled alternative workweek schedule of not more than ten (10) hours per day within a 40-hour workweek that does not require the payment of overtime for those 10-hour days. The establishment of an AWS involves several steps.

1. Make sure the wage order that applies to your business allows for an AWS. Wage order 14 (agricultural occupations) and 15 (household occupations) do not allow an AWS.
2. Identify the "work unit" to which the AWS would apply, i.e., a job classification, a separate office, a department. An AWS can apply to just one employee if that employee's position can be distinguished from others. ➡

OVERTIME - Continued on page 15



Dr. Rolando Cabrera, MD

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County Program Leverages a Partnership with Goodwill Central Coast to Help Remove Obstacles to Job Seekers and Those Striving for Self-Sufficiency

by Sara Camacho, Outreach Coordinator, Goodwill Central Coast



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

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

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

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

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

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

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

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

GCC believes that everyone has the right to work, but for many individuals, the obstacles to employment are too high to overcome alone. Obstacles such as little or no work experience, single parenting, incarceration, addiction, mental



health, and job displacement should not define a person because they are so much more and have so much more to offer.

GCC’s goal is to ensure all community members know their worth and assist them in reaching their career, educational, and financial goals to achieve self-sufficiency. Each year Goodwill helps thousands of job seekers get back to work and reclaim financial and personal independence.

Through the MCCAP partnership, GCC provides free employment services, income building services, and financial literacy services to Monterey County residents. Services are offered in person

or online. This is achieved through one-on-one counseling to help determine goals and provide a positive learning environment that creates a brighter future by connecting people to resources.

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

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

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

GCC’s Prosperity Planners personally connect people with other trustworthy organizations and services through its Active Referral Network, the service is free and counseling is confidential.

About Goodwill Central Coast

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

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

The article above is a paid placement on behalf of a Chamber member. The Chamber shall have no liability for the accuracy of the information and cannot be held liable for any third-party claims or losses of any damages.

Upcoming CHAMBER EVENTS

We look forward
to seeing you!

- **Ribbon Cutting - LC1 Productions**

Thursday, June 2, 5:30 PM - 6:30 PM, 365 Victor Street, #J, Salinas
Join us in celebrating the Grand Opening of LC1 Productions! A 1600 sq. ft. Studio located in Salinas, they have a fully equipped studio that is ready to provide nothing but the best for their customers. Come support LC1 Productions at their grand opening!

- **Connect at Lunch at Stonies Taphouse & Bistro**

Tuesday, June 7, 12:00 PM - 1:00 PM, 1346 S. Main Street, Salinas
Join us at Stonies Taphouse & Bistro off Highway 68 for an opportunity to have lunch and network with members of the Salinas Valley Chamber of Commerce and other individuals involved of the community! **This is No Host event.*

- **Ribbon Cutting - One Plant Salinas**

Thursday, June 9, 5:00 PM - 6:00 PM, 10031 Reese Circle Salinas
Join us for a Ribbon Cutting to celebrate the grand opening of One Plant Salinas! One Plant is dedicated to providing guests with professional knowledge on all products. Carrying all top brands, their budtenders can recommend the best products to suit any cannabis needs. One Plant shared, "We aim to make everyone feel like family when they shop at One Plant."

- **Mixer/Luncheon - Victory Mission**

Tuesday, June 14, 12:30 PM - 2:30 PM, 43 Soledad Street, Salinas
Victory Mission, Inc. has been reaching out to the homeless of Salinas, and much of Monterey County, since 1959. For over 59 years, they have lived with the people they serve in the Chinatown area. On their services they wrote, "Bringing the light of God's love to this area has been an incredible challenge and a wonderful blessing!" Take a moment to come by and enjoy some food and fun with Victory Mission!

- **Salinas Valley Chamber of Commerce Co-Sponsored Labor Law Update**

June 22, 2022, 8:30 AM to 12:00 PM, Bayonet and Black Horse Golf Course, 1 McClure Way, Seaside
You're invited to join the Salinas Valley Chamber of Commerce for a cosponsor 2022 Labor Law Update, presented by the Employer Advisory Council Monterey Bay and the Employment Development Department of California. Labor law training by Chris Panetta and Sarah Boynes of Fenton and Keller Law Group; breakfast included as well as an opportunity to ask your most difficult questions to presenters. There is a \$50 charge in advance and \$60 charge day of based on availability. All RSVPs will go through Eventbrite. Contact Angela Casillas at 831.202.9190, or angelica.casillas@edd.ca.gov.

- **Chamber Mixer - California Rodeo Kickoff**

Thursday, June 23, 5:30 PM - 7:30 PM, 200 Fred Kane Drive, Suite 200, Monterey
Salinas Chamber in partnership with the Monterey Chamber, will be holding a joint mixer at Monterey Airport to kick-off the Rodeo festivities. Dust off your boots, throw on your cowboy hats, and join us for a fun evening in celebration of one of Salinas's most loved events. All are welcome to but we are happy to be able to offer a discount to Chamber members! Admission will cost \$10 at the door for members and \$20 for nonmembers.

Save the Date!

Details to come:

July 5 – Red Lobster Connect at Lunch
July 28 – Salinas Food and Wine Festival

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Learn more about our team at hastiefinancialgroup.com

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Drug Testing Programs Play Important Role in Safe & Welcoming Workplace

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



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

Positive drug test rates reached a two-decade high in 2021, as employers competed for new hires and employees who sat out during the pandemic began re-entering the workplace. Test rates for employers are expected to continue to climb throughout 2022, posing a challenge to employers across industry categories.

Positivity rose fastest in 2021 in post-accident testing for safety-sensitive employees, underlining the important role that drug testing programs play in maintaining a safe and welcoming workplace.

This is according to a survey of millions of workplace drug tests conducted by Quest Labs, a large U.S.-based drug testing laboratory, as well as nationwide client surveys by First Advantage, an international hiring service. The data paints a portrait of increased drug use in current and prospective employees as hiring practices adapted to a newly reheated economy.

Taken as a whole, out of nearly nine million urine drug tests collected by employers during 2021, around 400,000 (4.6% of the total) were positive. This is an increase of 31.4% from the all-time low just 10 years ago, potentially reflecting increased drug usage across all industries over the past decade.

The rise in drug test positives coincided with the pandemic as well as decreased drug testing by employers across industry categories. During COVID-19 disruptions, a self-reported 14% of employers modified their drug-testing protocols, and 7% stopped drug testing entirely. Many employers did so due to difficulties related to the pandemic, but some also reported changing policy due to marijuana legalization or budget-related issues.

The decision to forgo drug testing in safety-sensitive workplaces can be a costly — and dangerous — one. Drug positives for post-accident tests grew faster than other types of testing in 2021, increasing by 26% over 2017 rates (to 9.7% positivity). Post-accident tests are performed after a safety incident or injury, meaning that unlike pre-employment tests, they occur when an employee has not had forewarning to prepare for them. An employee was nearly twice as likely to test positive for a post-accident test (9.7%) than a pre-employment test (5.4%) in 2021. Workplaces with increased drug usage among employees are less safe, and less inviting to prospective hires.

Companies that require pre-employment drug testing had lower positive rates than those that do not. At workplaces with no pre-employment testing, positive rates doubled for post-accident testing in 2021 compared to just one year before. By contrast, positive rates increased by just 17% at workplaces with pre-employment drug testing. In other words, substance abuse and related safety incidents are clearly curtailed in workplaces that use drug testing as part of their safety policies.

While drug test positives increased across 16 of the 17 industry categories monitored in 2021, the increases were highest in retail, food service and hospitality. In these industries, nearly 7% of all tests performed were positive in 2020, an increase of 35% over 2017 numbers. As new hires become especially sought-after in this economy, pre-employment drug testing can be an important part of recruiting high quality candidates, as well as protecting employees and clients in the workplace.

There were differences in the positivity rate for different drug types, as well. Marijuana, unsurprisingly, has increased in positivity rate across all industries from 2020 to 2021, continuing its rise over the past 10 years. This corresponds with the legalization



of marijuana for recreational use in several states across the country, including, of course, in California.

Notably, marijuana continues to be outlawed at the federal level, and federally regulated workplaces as truck drivers, infrastructure personnel, pilots, and others are still subject to mandatory THC testing. For employers who do not operate under such federal mandates, marijuana or THC testing of employees remains an option to employers. Drug-testing panels that excludes THC testing are also available.

Considering the recent increases in drug testing positivity rates, employers in Monterey County should continue to weigh the effect that THC testing might have in reducing hiring options from available applicants against the possibility of increased workplace accidents that might result from more permissive pre-hire standards.

Changing technology has also influenced how workplace drug testing is performed. Urine testing remains the most common method of drug testing, with 85% of employers reporting that they use it for their employees. This is down from 89% of employers in 2020. Meanwhile, oral fluid testing, which offers similar detection windows but in a more convenient method that is suitable for more austere or high-volume testing locations, has increased, with 21% of employers reporting using it compared to 14% before the pandemic. Hair testing, which offers detection windows of 3-6 months and which is very difficult to dilute or “cheat” at, saw use by 24% of employers compared to a pre-pandemic 13%. Hair testing has seen particular adoption for pre-employment testing of high value hires, as it offers information about a pattern of behavior over several months compared to urine tests, which give insight only into the prior handful of days.

The past few years have given no shortage of challenges for employers, and the businesses that thrive have been those that can adapt to meet the demands of an ever-changing economy. Drug use in the workplace might not grab the same headlines as some issues, but it is no less a reality. With positive rates expected to continue to climb in 2022, and employees returning to the workplace in increasing numbers, the importance of workplace drug testing programs cannot be overstated if businesses are expected to maintain a workplace that is safe, healthy, and attractive to new talent.

ARCpoint Labs Manager Spenser Smith can be reached at spenser@arcpointlabs.com or (831) 324-0772. ■

The article is intended to offer information by Chamber member, ARCpoint Labs. Maintaining a safe and productive work environment during the Omicron spike is more challenging than ever, and ARCpoint Labs of Monterey and Salinas are available to serve. The Chamber shall have no liability for the accuracy of the information and cannot be held liable for any third-party claims or losses of any damages.





LEADERSHIP MONTEREY COUNTY

Leadership Monterey County Explores the World of Agriculture

Leadership Monterey County, a ten-month program designed to educate local leaders from different industries and to bring awareness and advocacy to the significant economic impacts within the county, recently explored the world of agriculture.

The 30 program participants spent the day in Salinas, meeting with leaders and exploring the operations of the following organizations: Growers Ice, a real estate company specializing in pre-cooling, cold storage, processing, and value-added facilities; GrupoFlor, whose mission is to enhance lives and empower communities through cannabis; and Tanimura and Antle, an industry leader in providing premium



Leadership Monterey County participants question Russell Gheen (far left, wearing headset) at Growers Ice.

quality produce. In addition, the group learned about water issues and the future of farming in the Salinas Valley from Norm Groot, Executive Director of the Monterey County Farm Bureau, a private, nonprofit association of farmers and ranchers from throughout Monterey County.

Future 2022 sessions of Leadership Monterey County will focus on government and law; defense and national security; the nonprofit world; and infrastructure, among other topics. For additional information on this year's program, contact Mitchell Friedman at mfriedman@mcabc.biz. For a complete schedule of topics and dates during the remainder of 2022 visit <https://www.leadershipmc.org/the-program>; to receive information on how to apply to next year's program, which starts in February 2023, email LMC@mcabc.biz. ■



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Some Salinas Valley business and community leaders were taken aback by the sudden shift in the envisioned use of the site from “ag-tech” to an “e-commerce warehouse”. While the Salinas Valley has not yet fulfilled an ambition to become a world center for agricultural technology, the public has not had any formal discussions about redirecting the economic destiny of the region toward warehouse and logistics services.



The Chamber’s Government Relations Committee meetings in March and April 2022, examined the positive and negative potential impacts of the Amazon warehouse project for the region. Staff also researched other region’s experiences with warehouses, including the long-term community experience in the Inland Empire. The outcome was mixed reviews.

It appeared that an Amazon warehouse could provide a net benefit for the City of Salinas, provided the developer was willing to agree to certain conditions. Conditions would need to include funding for Highway 101 improvements, and warehouse decommissioning requirements should the

owner stop using the warehouse facility. There were questions about the nature of the jobs that Amazon would establish, who would fill those jobs, and whether automation would ultimately eliminate those jobs.

Some Chamber members worried that trucks traveling to and from the 2.9 million square foot warehouse and any subsequent warehouses, would add congestion to local highways including Highway 101. This is seen as a challenge, and possible interfere with the local agriculture and hospitality industries. Other members expressed concern about loss of productive agricultural land if momentum developed for additional warehouse construction.

Some chamber members presented an alternative perspective, that local residents would appreciate the Amazon job opportunities and additional tax revenue to fund city services. It was noted that Amazon could turn to the City of Gonzales or City of Soledad to build a massive warehouse site, and thus Salinas would get much of the Highway 101 truck traffic, without getting any of the tax benefits.

Additionally, there was a philosophical argument that property owners have rights to use their property within reasonable legal standards. If a warehouse is a more profitable use of that land than research and development for agricultural technology, why should the Chamber of Commerce, or the public, interfere in a private investment decision based on that market reality?

For the moment, the argument is moot. On April 13, when the Chamber was about to submit a letter to the Mayor and City Council asking for more information and a forum for the Chamber to provide input, City of Salinas officials announced the end of negotiations for the warehouse at the Salinas Ag-Tech Specific Plan site. There was no agreement.

The land remains vacant - for now.

Offense

At a recent meeting, your Chamber’s Board of Directors asked the Chamber’s Government Relations Committee, to recommend how to advocate for an economic development vision for the Salinas Valley. Board members were aware that the Amazon warehouse could be the first of a series of warehouses built in the Salinas Valley. If no one in the Salinas Valley promotes an alternative vision, the logistics industry is eventually likely to fill the vacuum.

When the Government Relations Committee met last month, committee members recalled that in December 2017 the Salinas City Council had voted 7-0 to institute a comprehensive economic development vision. Called the Economic Development Element, this plan was adopted as an amendment to the existing City of Salinas General Plan. The introduction to the Economic Development Element explains its purpose:

The 2002 City of Salinas General Plan (General Plan) addresses economic development in a somewhat limited manner. The City has since recognized that a comprehensive Economic Development Element is needed as a tool to focus and direct its economic development strategy to implement the vision of a united, prosperous, healthy, and environmentally sustainable community. The purpose of this Economic Development Element, therefore, is to guide future decisions of the City Council and the community in all aspects of City policy to proactively promote responsible economic development to achieve this vision. The goals, strategies, policies, and actions included herein are the underpinning of that guidance.

Also in the introduction is a strong assertion that the economic future of the Salinas Valley will remain closely tied to agriculture:

The City’s potential to grow and sustain the local economy is critically tied to its ability to leverage competitive advantages and find new opportunities to overcome current constraints. The City is the geographic epicenter of one of the most valuable agricultural economies in the United States. The City must be primed to capitalize on its position not only to sustain traditional agricultural industry, but to transform Salinas into a regional and global center for business innovation and development in agricultural technology related sectors such as energy, precision agriculture, technology research and deployment, waste processing and reuse, food analysis and testing, and “smart farming.”

An Alternative “Economic Development Element”

Would warehouse and logistics services be a desirable alternative to the proposed agriculture technology vision in the City of Salinas Economic Development Element? Perhaps not.

A recent *Los Angeles Times* commentary decried how San Bernardino and Riverside counties, the Inland Empire, evolved into becoming the geographical center of one of the most valuable warehouse and logistic economies in the world:

Over the last 20 years, I’ve watched open land and farmland in the Inland Empire become a gridlocked sea of warehouses. These giant boxes have worsened traffic, air quality, cancer rates and chronic health problems in the region and have cemented poverty here. The industry once touted as a blue-collar miracle is instead filled with temp jobs rife with health and safety issues, wage theft, little job security and a future in which robotic workers are predicted to reign supreme.

The commentary describes the current economic development of the Inland Empire as an outcome based on an attitude of surrender to challenging community circumstances, rather than anything that was planned as an uplifting and optimistic vision:

...agriculture was considered a relic industry and the Inland Empire region had been deemed to be “dirt cheap.” The abundance of land combined with a large immigrant population of low educational attainment made for a narrative that warehousing was a natural fit...

In the end, warehouse and logistics services WAS a natural fit:

As of 2021, the warehouses of the Inland Empire accounted for more than a billion square feet. There are more than 3,000 warehouses in San Bernardino County and nearly a thousand more in Riverside County. They cover almost 37 contiguous square miles. This growth shows no signs of slowing.

Is the City’s Economic Development Element Relevant?

In the subsequent four and a half years since the Salinas City Council unanimously approved it, the Economic Development Element has stalled and rarely gets mentioned as the formal economic development plan for the city’s future. A few pieces of the plan have advanced, typically because of independent promotion as individual initiatives and without reference to the city’s larger comprehensive plan.

An obvious success related to the City of Salinas Economic Development Element has been the implementation of the Downtown Vibrancy Plan, along with the advancement of the Intermodal Transportation Center Master Plan within the Downtown Salinas Community Benefit District.

One reason why the Downtown piece of the Economic Development Element has advanced, is the commitment of city staff and private parties to take responsibility for the plan and focus on achieving it. The Downtown Vibrancy Plan does not “sit on a shelf gathering dust” while outside forces take the initiative to shape the Downtown. In fact, some of the outsiders whose business practices were hindering achievement of the Downtown Vibrancy Plan decided to sell out and move on when the community finally made them accountable for holding back the vision.

In the coming months, your Chamber of Commerce leadership will consider ways to commit city staff and private parties to be responsible for the entire Economic Development Element and focus on achieving it. If you have thoughts about this, please contact CEO & Chief Member Advocate Steve McShane at 831.751.7725 or at president@SalinasChamber.com. ■





The cover story in the October 2019 issue of the Salinas Valley Business Journal was, "Update on The Salinas Plan - 32 Unpopular Recommendations to Avoid Future City Bankruptcy." The article referred to the political reality that every excessive government expenditure has a supporter, and every tax or fee increase has an opponent.

Now, in June 2022, The Salinas Plan is four and a half years old.

According to a staff report for the May 3, 2022, Salinas City Council Finance Committee, "Council and City staff have taken actions to partially or fully implement several of the recommendations." The staffing part also goes on to say, "the usefulness of the Salinas Plan as a guiding document is decreasing."

Staff is recommending a "refresh" of The Salinas Plan and lists three main reasons for the update:

- The COVID pandemic has created dramatic changes in the overall economy, which decreases the reliability of the financial models used to project the City's revenues and expenditures.
- Some items in the Salinas Plan have been found to be infeasible or have only been implemented in part. This means that the projected

savings will not be realized from those items and may need to be found from another source.

- Financial models by their nature are less reliable over the long term – periodically reviewing and updating these models with the most current information is generally considered to be good practice.

While the Salinas Valley Chamber of Commerce did not agree with all 32 recommendations, the Salinas Plan is recognized as an important document to remind the City Council and the public that projected long-term expenditures should not exceed projected long-term revenue. Cities that fail to recognize this can end up filing for Chapter 9 Municipal Bankruptcy, as the cities of Vallejo, Stockton, and San Bernardino did during the Great Recession of the late 2000s/early 2010s.

There were worries during that time about the City of Salinas needing to file for municipal bankruptcy and the city has come a long way since then. As of the spring of 2022, the city enjoys streams of abundant tax revenue and transfers from the federal and state governments. Long-delayed infrastructure projects and improvements are finally getting funded.

But these times won't last forever. Local governments such as the City of Salinas need to anticipate the inevitable future recession when revenue drops and social service expenditures increase. The Salinas Plan is part of a strategy to maintain fiscal solvency in anticipation of the bad times. ■

Population Trends - Monterey County

Government Jurisdiction	Population			Rate of Population Change	
	April 1, 2020 (Census)	January 1, 2021	January 1, 2022	April 1, 2020 (Census) to January 1, 2022 (21 months)	January 1, 2021 to January 1, 2022 (12 months)
Unincorporated Monterey County (Carmel Valley, Castroville, Prunedale, Moss Landing, etc.)	106,167	106,251	104,851	-1.2%	-1.3%
City of Carmel-by-the-Sea	3,163	3,095	3,041	-3.9%	-1.7%
City of Del Rey Oaks	1,577	1,558	1,539	-2.4%	-1.2%
City of Gonzales	8,536	8,492	8,340	-2.3%	-1.8%
City of Greenfield	18,756	18,705	19,634	4.7%	5.0%
City of King (King City)	13,378	13,476	13,331	-0.4%	-1.1%
City of Marina	21,782	21,271	21,457	-1.5%	0.9%
City of Monterey	28,460	28,347	28,082	-1.3%	-0.9%
City of Pacific Grove	14,961	14,942	14,761	-1.3%	-1.2%
City of Salinas	161,577	161,777	159,932	-1.0%	-1.1%
City of Sand City	368	378	372	1.1%	-1.6%
City of Seaside	32,708	31,113	32,068	-2.0%	3.1%
City of Soledad	27,602	26,316	26,308	-4.7%	0.0%
ALL OF MONTEREY COUNTY	439,035	435,721	433,716	-1.2%	-0.5%
CALIFORNIA	39,538,223	39,466,855	39,185,605	-0.9%	-0.7%

Initiative	General Fund Projected Impact	Current Phase
Public Safety		
Staffing and Overtime Reduction	No	Complete
Police Civilianization	No	Study/Design
Improve Police Department Technology	Yes	Implementation
Evaluate Provision of Advanced Life Support Services	No	Study
Shared Services		
Recover Full Cost of Service from Monterey County Regional Fire District	Yes	Complete
Consolidate Animal Services	Yes	Implementation
Managed Competition and Privatization		
Eliminate Downtown Parking Fund Deficits	Yes	Complete
Eliminate General Fund Subsidy of Golf Course Debt Service	Yes	Complete
Eliminate Sherwood Hall Deficits	Yes	Study
Operational Efficiencies		
Move Facility and Park Maintenance to Library and Community Services	Yes	Complete
Citywide Fleet Strategy	Yes	Complete
Improve Budget Process and Monitoring	No	Complete
Strategically Implement Consultant Studies with Action Plans and Savings Targets	No	Complete
Prepare a Preventive Maintenance Program for all City Facilities	No	Design
Workforce Strategies		
Healthcare Cost Containment	Yes	Complete
Improve Base Pay on a Cost-Neutral Basis	No	Complete
Eliminate Management and Flex Leave	Yes	Complete
Continue to Address Workers' Compensation Costs, Moving Towards Sound Actuarial Funding	Yes	Implementation
Investment Strategies		
Dedicate Savings to Capital Investment	No	Complete
Establish a Productivity Bank	Yes	Complete
Add an Analyst Position that Reports Directly to the City Manager	No	Complete
Convene Stakeholders to Develop an Implementation Plan to Create More than 4,000 New Units of Affordable Housing in the Next Ten Years	No	Implementation
Establish a Housing Trust Fund with a Dedicated Revenue Stream for Affordable Housing	Yes	Implementation
Develop a Land Strategy to Leverage Private Market Investment to Create up to 2,400 New Units of Affordable Housing	No	Design
Create Regulations to Address Safety and Health Conditions in Rental and Other Group Housing	No	Implementation
New Revenues		
Enact Storm Sewer Utility Fee to Fund Current Transfer of General Fund Revenues to Storm Sewer Fund	Yes	Study/Design
Increase Hotel Tax and Dedicate Funding that Results to Capital Investment	No	Pre-Study
Establish a Mello-Roos Special Tax	No	Complete
Use Multiple Sources to Provide Revenue for the Housing Trust Fund	No	Implementation
Rental Registry and Inspection Fees	Yes	Implementation
Risk Mitigation		
Engage with the Salinas Community to Make the Measure G Sales Tax Permanent	No	Pre-Study
Incorporate Multi-Year Financial Planning into All Budgetary Actions	No	Complete

Hartnell Pathway in Plant Science



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

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

Highlights:

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

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



HARTNELLCOLLEGE

For more information:

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



3. Prepare a written agreement with the proposed alternative schedule. The most common schedules are a 4/10 (working 4 days a week, 10 hours a day), or a 9/80 (working 80 hours in 9 days over two workweeks). (You may have heard of employees with 3/12 schedules, i.e., three 12-hour days. Only certain employers in the health care industry are allowed to propose and institute 3/12 schedules.) An employer can propose just one single schedule or a menu of work schedule options.

4. Meet with the employees whose schedules would be affected and provide them with a disclosure in writing of the proposed schedule and the effects of the schedule on employee wages, hours and benefits, as well as the proposed written agreement. This meeting must take place at least 14 days before the secret ballot election. Wait – secret ballot election???

5. A secret ballot election must be held at the work site of the employees whose schedule will be affected. Only the employees in the work unit may vote in the election. For the proposed AWS to be adopted, at least 2/3 of the employees in the work unit must vote to approve it. If approved, the employer must provide the employees in the work unit with the written agreement (see paragraph 3) to sign.

6. The results of any election, regardless of the result, must be reported by the employer to the Division of Labor Statistics and Research within 30 days after the results are final.

7. If the employees in the work unit vote to approve the AWS, the employer cannot require them to work the new schedule for 30 days after the election results are final.

All of these steps must be followed or the AWS will be invalid. An invalid AWS can result in significant liability since an employer is not paying overtime because it believes an AWS is in place. Employees would be entitled to unpaid overtime wages plus a variety of penalties provided for under California law.

Assuming an employer has gone through all of the above steps and 2/3 of the work unit vote for a 4/10 schedule, the employer does not have to pay overtime for the hours

worked up to 10 per workday during those four days. But if the employee works more hours or days, the overtime rules become complicated.

If on one of the four scheduled days the employee works more than 10 hours up to 12 hours, overtime is owed at 1½ times the employee's regular rate of pay. If the employee works more than 12 hours in the workday, he or she is owed double the regular rate of pay. If the employee works more than four days, any hours worked on those additional days up to eight are owed at 1½ times the regular rate of pay, and all hours worked beyond eight are owed at double the regular rate of pay. Additionally, if an employee scheduled to work 10 hours is required to work fewer hours, he or she is owed overtime at a rate of 1½ times the regular rate of pay for all hours worked over eight. In other words, if the employer directs a 4/10 employee to only work nine (9) hours on a scheduled day, then the employee is owed one hour of overtime at time-and-a-half.

Going back to the start, you may be thinking, if my employee proposed this schedule, she obviously wants it, so can't I just have her sign an agreement and forego this lengthy process? The answer is "no." For several years now, California legislation has been introduced proposing that seemingly logical process, but to date, the legislation has not passed. As a result, even if the AWS is being offered to just one employee who clearly wants it, the above procedures, including the secret ballot election, must be followed.

Because of the involved process in establishing an AWS, it is wise to consult with an employment law attorney for assistance. ■

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

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June First Friday Night
Dinner
FRIDAY, June 3, 2022

MENU for the night:

Pomegranate Pistachio Crostini Appetizer

Choice of:
Creamy Cauliflower & Asiago Soup
OR
Caesar Salad

Choice of
Guinness Marinated 12 oz Rib Eye Ste
OR
Linguine with Shrimp Scampi
OR
Eggplant Parmesan

Dessert of Raspberry Cream Puff

Dinner is \$50 per person ** RSVP by June 1st

June Events
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(our annual date for "PrinCES & PrinCESSes to join us for Tea")
11:30 AM or 1:30 PM

Please call for reservations:
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\$40.00 per person (all inclusive)
Children \$20.00 each

PLEASE MAKE YOUR RESERVATIONS EARLY
as our teas fill up quickly!

The CalSavers Retirement Plan Mandate: What Business Owners Need to Know by June 30, 2022

by Ed McClements, McClements Insurance Services

Does your business offer a retirement plan? If not, you are one of almost 200,000 California entities which must comply with the new California law, called CalSavers, that requires all businesses with five or more employees to provide a retirement plan to their workers. The deadline to comply is June 30, 2022.

Compliance with the CalSavers law requires businesses with five or more employees to take one of the following courses of action:

1. Enroll in the CalSavers program.
2. Set up a qualified traditional retirement plan for their employees such as a 401(k).
3. Utilize Payroll Deduction Individual Retirement Accounts with Automatic Enrollment (PDIRAWAE).

What is CalSavers? California law that requires every employer with five or more employees to either offer a qualified retirement program, such as a 401(k), or enroll in the state-sponsored CalSavers retirement program. To generate the highest likelihood of employee participation, CalSavers incorporates the concept of "auto-enrollment." This means employees that do not actively opt-out of CalSavers must be automatically enrolled (and the default amount of 5% of their earnings are deducted by you, the business owner, and sent to CalSavers for the benefit of the employee).

Potential Issues with CalSavers Enrollment. CalSavers requires a "triangular flow of information" where employees must contact CalSavers and then CalSavers communicates with employers. Employers are not permitted to accept employee opt-out requests directly; they must do so via CalSavers and then CalSavers communicates the employee's decision to the employer. Also, employees are free to change their investment percentage at any time. This creates a situation where employers' payroll services must integrate the most up-to-date data on the CalSavers website before calculation of each and every paycheck, since employees might have recently decided to change their deductions since the last update.

A better way to comply: look for an inclusive program that will give you all the tools that you need to set up the PDIRAWAE. A PDIRAWAE is the easiest and most affordable way to meet the requirements of the law without the hassle of constantly providing employee information to CalSavers. It also avoids the cost of hiring a traditional retirement plan consultant to set up a 401(k) or similar plan. By finding an all-encompassing tool that provides a simple DIY kit with everything an employer needs to set up PDIRAWAE and comply with CalSavers law, will make this process much easier for your business.

If your business has any of the following traits, you could be a great candidate for an inclusive program like, EZSAVINGS4U:

- High employee turnover.
- Many part-time and/or seasonal employees.
- Employee pay is based on highly variable hour counts from one pay-period to another.
- A majority of employees need 100% of their current earnings (rather than saving 5%+ of their earnings for retirement).
- Employee communication challenges (non-English-speaking workers or other issues). ■



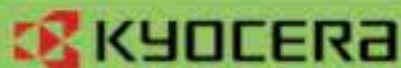
Ed McClements

Mr. Ed McClements is the President of McClements Insurance Services, and welcomes your questions in regard to supporting your business complying with the Cal Savers mandate. This article is intended to address topics of general interest and should not be construed as legal advice.



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Member News

Santa Cruz County Bank Additions



Randy Lagomarsino



Maxwell Sinclair

Santa Cruz County Bank announced Randy Lagomarsino has joined the bank as Vice President and Senior Relationship Manager for the Bank's Silicon Valley region. He is based out of the Bank's Cupertino office where he will be

responsible for new business acquisition, lending, and business development in Silicon Valley and the Greater Bay Area. Santa Cruz County Bank, has also hired Maxwell Sinclair as Executive Vice President and Chief Risk Officer. Mr. Sinclair has a 28-year history in the banking industry with extensive executive-level experience in risk management, compliance, AML/BSA and human resource management. Most recently, Mr. Sinclair served as EVP Chief Risk, Compliance & Human Resources Officer at Pacific Mercantile Bancorp/Pacific Mercantile Bank, where he managed all aspects of risk, compliance, and regulatory matters, human resources, as well as regulatory relationships and corporate governance.

Noland Hamerly Welcomes New Associate

William H. Shearer has joined the firm's Trusts & Estates practice group in its Salinas office. A Monterey native, he graduated from York School and earned his B.S. in Financial Math and Statistics from UC Santa Barbara. Mr. Shearer's J.D. is from Pepperdine University's Caruso School of Law. At NHEH, he will continue his focus on drafting estate plans, advising trustees and executors on trust administration and probate matters, and trust litigation.



William H. Shearer



Joe Servi

Pinnacle Bank

Pinnacle Bank is proud to welcome Joe Servi, Senior Vice-President and Senior Relationship Manager, to the Pinnacle Bank team. Please contact Joe at (831)287-2720 to learn more about professional business banking services.

Bay & Basin Insurance Services – Name Change

Barlocker Insurance, Salinas is now Bay & Basin Insurance Services! With a mission to provide your business with responsive professional counsel in the business Risk Management process, Tina Barlocker and Oscar Huerta are committed to serving the insurance needs of their clients.



BAY & BASIN
INSURANCE SERVICES

Bay Federal Credit Union Additions and Promotions



Michael Smith



Katie Gray



Ryan Lemere

Bay Federal Credit Union has announced the addition of Michael Smith as its new Vice President of Mortgage Loan Operations. Mr. Smith will guide the department in continuing to provide Credit Union members with an array of high-quality mortgage services and products

In its most recent move to enhance its digital banking solutions, Bay Federal Credit Union has promoted Katie Gray to Digital Lending Manager. Ms. Gray will strive to optimize the online consumer loan experience for members. Her team is responsible for processing applications and continuing to ensure that the experience is streamlined and member friendly. Ms. Gray, who came to the Credit Union in 2019, enters her new role well-equipped after serving as a Process Architect and Digital Delivery Manager. Bay Federal Credit Union has also promoted Ryan Lemere to the position of Cloud Solutions Architect within its Technology Department. In his new role, Mr. Lemere, who was hired as a Network Engineer in 2018, will help lead the Credit Union in its continued transition to private and secure cloud-based systems. One of the great things about working at Bay Federal is the transparency," Mr. Lemere said. "Developers, support teams, systems — at larger corporations, those groups may never talk to each other. Here, we're always on the same page."

Monterey County Office of Education Launches The Student Achievement Project

The Monterey County Office of Education is seeking local businesses to support the student achievement project. This Program will promote students who have achieved academic success, by Purchasing Banners placed around town local businesses can support their community while advertising.

For more information email saytar@montereycoe.org or call at 831.755.9029.



Salinas Regional Sports Authority Launches Banner program

The Salinas Regional Sports Authority has launched its NEW Banner Program! This program is a great opportunity for sponsors to reach out to thousands of athletes and spectators throughout the year. We currently see anywhere between three to four thousand visitors every week. The finest sports facility in Monterey County includes 20 acres of 14-tournament quality outdoor fields and currently developing 48 acres: including eight new natural grass fields, two year-round synthetic fields with lights and two thousand seats, and an indoor soccer facility. For more information about the Banner Program, contact Salinas Regional Sports Authority.



Monterey County Names Roxanne Wilson Homeless Service Director



Roxanne Wilson

The Monterey County Administrative Office is pleased to announce the hiring of Roxanne V. Wilson as County Homeless Services Director. Ms. Wilson will lead the County's homeless programs and a countywide strategic plan to address homelessness. This new position will establish and maintain a framework for activities to build a strong inter-departmental and inter-jurisdictional coordination structure, develop and align policies, promote, manage and evaluate systems integration and promote collaboration among State, and local public agencies, non-profits, homeless advocacy groups, businesses and other community groups throughout the county.

Read To Me Project Names Julia Foster As New Executive Director

The Read to Me Project, a nonprofit organization that helps under-served children achieve kindergarten readiness, announces Julia Foster as its new executive director. Out of a field of highly qualified applicants, Julia Foster became the top candidate with significant breadth and depth of nonprofit and leadership experience. Foster will take the helm on Monday, June 6th.



Julia Foster

CHAMBER OF COMMERCE Spring Open House Success

More than 150 people joined to celebrate the Salinas Valley Chamber of Commerce spring open house event last month. The chamber was host to more than 30 member booths. Incredible food samples were provided by the Choke Coach and the catering program at Sun Street Centers. There was live entertainment provided by YOSAL and caricatures giving away to attendees by local artist Nito Gomez.

The highlight of the event was a book signing and lecture by Dr. Carol McKibben. Dozens of people flocked to meet Dr. McKibben as she recently released her book *Salinas: A History of Race and Resilience in an Agricultural City*. Dr. McKibben gave a lecture that highlighted the specific role the Salinas Valley Chamber of Commerce has played in our unique history. Many attendees were very surprised by the incredible influence the Chamber has had over the decades. "I learned so much from Carol's talk," remarked

Chamber President and CEO, Steve McShane. "Salinas has always been and will always be a very ethnically diverse city and Carol give context and meaning to why our city hasn't seen some of the conflict that other big cities have."

The Salinas Valley Chamber of Commerce

has always prided itself on successfully networking and growing small business. The spring open house was no exception for success in this mission. Guests at the event learned more about the products and services that our members offer.



Dr. Carol McKibben gave a very impactful lecture about the role of the Chamber in shaping the history of Salinas.



Local caricature artist Nito Gomez gave out free drawings to attendees.

"This event was extremely successful for us," remarked Armando Soria of Soria Environmental. "We made contact with a lot of new potential clients today and we want to thank the chamber for such a successful event," continued Mr. Soria.

The Chamber would like to thank the many partners that made our spring open house successful. We look forward to future events showcasing our historic building and wonderful staff. ■



Chamber Board member Jim Bogart speaks with Shahram Farahmand & the chef that prepared delicious appetizers for the event.



Board Chair Rodney Meeks explained the value of chamber membership and engagement to attendees.



Arcpoint Labs owner, Spenser Smith, shares business information with Karen Towle of Active Seniors.

Chamber Events



Big Valley Mortgage is celebrated with a ribbon cutting in opening their Salinas branch run by Tony Sanchez. He is congratulated by his family and the supportive members of the Salinas Valley Chamber.



Owner Sergio Alejo and his family are on an exciting journey with the support of Salinas to back them up. We are thrilled to celebrate the success of Stonies with a ribbon cutting!



Chamber members and ambassadors have lunch together at the local Black Bear Diner to form valuable business connections. Why not have lunch with some friendly faces? Contact Gino@salinaschamber.com to learn more.



More than twenty people attended the presentation on planned travel to Australia & Fiji in September. Attendees were excited as the trip was rescheduled due to COVID and is much anticipated. The Salinas Valley Chamber of Commerce has been organizing international travel for many years and the trip will not disappoint. Space is limited and more information can be found online at <https://www.salinaschamber.com/chamber-travell>. One more informational meeting will be planned before the trip fills up. Contact Steve McShane for more information at president@salinaschamber.com.



Friends and family gather as they witness the honored parents of Marlene Garcia, Owner of Brew-n-Krew, cut the ceremonial ribbon to signify the beautiful beginnings of a local business's grand opening.



Doug Gutshall and Daniel Philpot welcome chamber members to learn about business compliancy on behalf of Primerica. Thank you for the valuable information!



Luis Contreras gives us insight into business retirement plans at the Chamber offices. The pool of information for employers and employees is endless. We thank Luis for taking the time to educate our members!



The Salinas Chamber is excited to be a part of the grand opening of Coastal Kids Home Care's newest facility – The Rodger's Center!



Support our Chamber Members

Thank you, renewing Members. Please help keep the Salinas Valley strong by doing business with companies that support the Chamber.

Leaders

1st Capital Bank
Ocon Family Chiropractic
Wells Fargo Northern and Central California Region

Partner Members

A Tool Shed Equipment Rentals Inc
Harden Ranch Plaza
Lopez Tax Services
Quieden Company
Scudder Solar Energy Systems

Marketing Members

Alliant Insurance Services
Duda Farm Fresh Foods Inc.
Edwards Truck Center Inc
Enza Zaden North America inc.
Federated Mutual Insurance
Kona Ice of Monterey & Salinas
Silver Point Protection Inc.
Sylvian Learning

Business

Alzheimer's Association of Monterey County
Brandon D Patterson-Windermere Valley Properties
Calstar-AirMedCare Network
CHISPA Inc
Community Foundation For Monterey county
Dorothy's Place/Franciscan Workers of Junipero Serra
Goodwill Central Coast
Green's Camera World
JNM Company
K.Craig Media
Law Offices of Kenneth J. Kroopf
Platinum Tax Payroll and Bookkeeping
Plaza Grande LP
Powers Associates, LLC
Salinas City Center Improvement Association (SCCIA)
Salinas Self Storage
Spherion
TAMC(Transportation Agency for MoCO)
Veterans Transition Center of Monterey County

Gratitude for ongoing support from our Stakeholder and Visionary Members



New Member Profiles

Victory Mission

Victory Mission, Inc. has been reaching out to the homeless of Salinas, and much of Monterey county, since 1959. For over 59 years, we have lived with the people we serve in the darkest corner of Salinas - the Chinatown area. Bringing the light of God's love to this area has been an incredible challenge - and a wonderful blessing!

Over the past years, we have been blessed to see so many men (through our Fresh S.T.A.R.T. Recovery/Re-entry Program) discover the true source of strength that helps each of us become successful and productive in our lives and communities - God!

Although, we do not have a Women's Shelter facility (yet!), Christ's love is still shared with them through our hot meals (hot and nutritious Breakfasts and Dinners, 365 days a year), clothing (YOUR donations!), food bags for both single women and those with children) and referrals to other shelters or services. (NOTE: We are working on establishing a small, temporary shelter for women in our area. Please pray that God will open the doors He has given us the vision for!)

victorymissionsalinas.com

831-424-5688

sperr7@hotmail.com



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Salinas, California

831-710-1009

alegopromotions@gmail.com



Capital Homes Investments

Established in 2001, Capital Homes Investments LLC is a residential and commercial real estate investment company headquartered in Salinas, California. We have done \$100,000,000 worth of real estate investments since 2001. Our core business focuses on the acquisition, redevelopment, and management of residential properties assets throughout California.

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We develop and create

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831-975-4037

jose@capitalhomesinvestments.com



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831-578-3596

salinaspearlysmiles@gmail.com



— Join the Chamber —

Would you like to see your company featured here as our newest member?

Now is a great time to partner with the largest Chamber in the tri-county area. For over 100 years we have been an association of businesses organized to build a strong local economy by promoting sound government and an informed membership and community.

Let's chat about how we can support your company and our business community now and into the future.

Contact us today to learn about the benefits of joining your Salinas Chamber.

Call 831.751.7725, email Membership@SalinasChamber.com, or visit www.salinaschamber.com/why-join-the-chamber.

Join fellow Salinas Valley
& Monterey County friends &
colleagues on a



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For more information contact:

Steve McShane - President & CEO:

Salinas Valley Chamber of Commerce

T: 831.751.7725 | E: president@salinaschamber.com

- Upcoming - NON-PROFIT EVENTS

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

- Alzheimer's Association, Salinas & Pacific Grove caregiver support group**
 June 1, 2 PM; July 7th, 2 PM • 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.
- Youth Orchestra Salinas (YOSAL) Free Spring Music Concert**
 June 2, 7:00 PM • 241 S Main Street, Salinas (Fox Theater)
 Under the direction of Music Director Danko Drusko, young musicians from Youth Orchestra Salinas (YOSAL) have been hard at work preparing for their upcoming Spring Concert on Thursday, June 2 at the Fox Theater in Salinas. Students and Teaching Artists will perform their program, "Music From Around the World", which will include traditional and folk music from the Americas, Mozart, Beethoven, Tchaikovsky, Dvořák, and more.
- Active Seniors, Inc, Monthly Luncheon**
 June 9, 11:45AM-1:30 PM • 100 Harvest Street, Salinas
 Cost of lunch is \$8 for members and \$10 for 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 activeseniorsinc@gmail.com, or come in to make a reservation. Our website, www.activeseniorsinc.org will have a link to the newsletter where the menu and program are listed.
- Elkhorn Slough Foundation Reserve Bio-Blitz**
 June 18, 8:30AM-10:00AM • 1700 Elkhorn Slough Road, Watsonville
 Join the Bio-blitz and learn about Coastal Wildlife while supporting Science. As part of a statewide monitoring project called "Snapshot Cal Coast" we will document all the Living Organisms at one of the sloughs mudflats.
- Community Service Hours and Fun Camp for ages 13-18**
 June 20th - 24th of 2022, 9:00AM-1:00PM
 Sherwood Park, 920 N Main St., Salinas
 The Amor Salinas Community Service Camp is back this 2022! Give back to the community and be a part of fun service at Sherwood Park! We will have planned multiple beautification activities along with a field trip to Wonder Wood Ranch in Prunedale. At the end of the camp, you will earn 20 community service hours. FREE Amor Salinas t-shirt, swag, food and beverages will be provided.
 REGISTER AT: WWW.TINYURL.COM/CAMPFORYOU
- Kinship Center Donor Appreciation**
 July 14, 5:30PM-7:30PM • 124 River Road. Salinas
 Come meet the staff and see how your support had made an impact on those communities in need. Enjoy live music, wines, desserts, and Hors d' Oeuvres.



Looking Forward to Kindergarten!

5 Tips for Families

1. Tell stories together every night.
2. Sing the alphabet song.
3. Practice identifying numbers, shapes, and colors.
4. Build fine motor skills by coloring and playing with clay.
5. Find everyday opportunities to count out loud.

Learn more tips for children 0-5 and their families:
www.first5monterey.org



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Positive drug test rates reached a two-decade high in 2021 and positive rates are expected to continue to climb in 2022, as employees returning to the workplace in increasing numbers.

The importance of workplace drug testing programs cannot be overstated if businesses are expected to maintain a workplace that is safe, healthy, and attractive to new talent.

Your first step is to contact ARCpoint Labs to discuss all the options available to you. Then contact us to make an appointment. Call ARCpoint Labs at (831) 324-077 or email us at monterey@arcpointlabs.com to schedule an appointment.

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