



2023 Employer  
Transparency Pay  
Requirements

P.9



Embrace the  
Season  
of Giving

P.10

INSIDE THIS ISSUE: Association Board Elections P.5 | Chamber Events P.19

## Supporting Salinas Open Space

by Chamber Staff



The City of Salinas last month unanimously approved \$1,000,000 for the Carr Lake Park project. The action was taken as part of a larger allocation of \$10 million, that was available fund balance in the general fund, and is seen as a much needed open space asset for the 162,000 residents of Salinas.

The Carr Lake Park Project encompasses 73-acres within the City of Salinas city limits, and is integral for public access to open space and parklands. The urban greening project is owned and managed by the Big Sur Land Trust, and has been designed as a two-phase project:

- a 6-acre neighborhood park that to include a playground, skate spot, basketball court, barbecues, picnic areas and more.
- a 67-acre restoration area featuring seasonal wetlands, habitat for wildlife, and trails.

While the BSLT owns the property, plans include transferring the land to the city for park operations, and the BSLT maintaining support for the habitat management in the restoration area. ■

## Desalination Plant Will Ease Strains on Regional Economy

by Chamber Staff

The Salinas Valley Chamber of Commerce has taken a position in support of the Monterey Peninsula Water Supply Project, a desalination plant to be built in Marina. It will supply water to the Monterey Peninsula and Castroville.

On November 17, the California Coastal Commission voted 8-2 to approve a permit for this project. A Chamber representative spoke at the hearing in support.

Water supply is now a regional issue for Northern Monterey County. The Pure Water Monterey project and its expansion will rely on water sources from the City of Salinas and surrounding farmland. These sources include municipal sewage, South Salinas municipal stormwater, industrial wastewater that is also referred to as ag-wash water, and municipal and agricultural drainage in the Reclamation Ditch and Blanco Drain.

Throughout the year, the Business Journal has informed the Salinas Valley about how our water is now connected with the Monterey Peninsula. Our water is also increasingly connected to crop irrigation for the Castroville Seawater Intrusion Project. The region needs to develop all of our potential water resources and use them.

We also recognize that many Salinas Valley residents have jobs on the Monterey Peninsula but can't afford to live there, in part because the inadequate water supply and the impact on construction of new housing that ordinary people can afford. For example, in 2019 the U.S. Census Bureau reported that 87.9 percent of workers employed in City of Monterey live elsewhere. Many of them live in the Salinas Valley and endure long commutes.

This permit is a step forward for your Chamber's vision of a thriving, welcoming Salinas Valley where people, families, and businesses succeed via economic opportunity and growth. ■

## Voters Reject Child Care Ballot Measure

by Chamber Staff

While the Salinas Valley Chamber of Commerce endorsed Measure Q, the "Monterey County Safe, Affordable, Quality Child Care Act", voters did not pass the initiative. A "yes" vote would have meant that for the next 10 years, every parcel in Monterey County, would be assessed \$49 per year, to be used solely to increase and improve affordable childcare in Monterey County. ➡

MEASURE Q - Continued on page 21



# DON'T LIVE A DISPOSABLE LIFE

The average American throws away about



**70**  
pounds

**of clothing and other  
textiles each year.**

Turn the tide. Your donations lead to stronger communities through the power of work — and a healthier planet through the power of repurposing.



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



# Thank You For Allowing Me To Serve As Your Board Chair

by Rodney Meeks, Board Chair

This is my last article as the Chamber's chairman of the board, and I am proud to say the Chamber is in good hands moving forward. Bill Hastie will become the new chairman of the board in 2023. I would like to thank the entire board for their service. I would like to give special recognition for those board members who have finished their board terms. They include Raymond Costa, Sara Boyns, Jim Bogart, Brandon Patterson, Albert Maldonado, and Krishna Patel. I would also like to thank everyone who has applied for the board. We had a lot of excellent candidates apply. Chair Elect Bill Hastie and the nominating committee reviewed and interviewed all applicants and submitted their recommendations to the board of directors. The goal is to have a diverse board that meets our diversity policy, represents different industries, and professional expertise in areas like finance, accounting, law, HR, workforce development, and housing to name a few. The board approved the following new board members for 2023. They include Hugh Walker (Stonebridge Homes), Aaron Johnson (JRG Attorney's at Law), Brent Fogg (Granite Construction), Clint Cowden (Hartnell College), and Tony Sanchez (Spiffy Clean Bins).

We held our annual planning retreat on October 21st at Corral de Tierra Country Club. The event was sponsored by Chevron, Kennedy Green Rubber Ag, Hastie Financial, and Credit Consulting Services. The retreat was facilitated by Michelle Slade of C4 Consulting. We discussed our accomplishments for 2022 and what we should focus on in 2023. When looking back and taking an accounting of 2022 we had a very successful year. CEO, Steve McShane was hired last December and hired a completely new staff. He has also tapped into some amazing talent by utilizing interns

from CSUMB. There is a noticeable positive energy in the building that reflects Steve's leadership. We have received numerous compliments on facility improvement and Steve's friendly staff.

Another highlight this year was returning to in-person events.

The Annual Awards Luncheon and Legacy of Leadership Gala were both very successful and well attended. Our calendar of events has been packed with ribbon cuttings, networking mixers, and member lunches. Some of our recent events included a joint mixer with the Carmel and Pacific Grove Chambers at Monterey Touring Vehicles and a ribbon cutting at the Alvarado Brewing Company on Main Street.

And finally, we all agreed the importance of our Government Relations Committee and the need for continued government advocacy in support of local business. We took positions on numerous issues that included supporting the City of Salinas police budget, opposition of a City of Salinas mandated rental registry program, support of the City of Salinas economic development element and the revitalization of the economic development committee, and candidate endorsements.

The value of your chamber membership is what you put into it. Thank you for allowing me to serve as your board chair! ■



## 2022 EXECUTIVE COMMITTEE

- Chair - **Rodney Meeks**  
(Credit Consulting Services)
- Chair-Elect - **Bill Hastie**  
(Hastie Financial Group)
- Past Chair - **Kristy Santiago** (KION TV)
- Vice Chair, GRC - **Jennifer Williams**  
(Natividad Medical Foundation)
- Vice Chair, Finance - **Tom Moran**  
(Goodwill Central Coast)
- Vice Chair, Events - **Amy Gibson**  
(Central Coast Federal Credit Union)
- Vice Chair, Membership - **Andrea Bailey**  
(Chevron)

## 2022 BOARD OF DIRECTORS

- **Leonard Batti** (Taylor Farms)
- **Jim Bogart** (Ag Industry Legend)
- **Sara Boyns** (Fenton & Keller)
- **Raymond Costa**  
(RHC Management, dba McDonald's)
- **Brenda Granillo** (California Water Service)
- **Mark Kennedy** (Green Rubber-Kennedy Ag)
- **Albert Maldonado** (MP Express Printing)
- **Krishna Patel** (Duda Farm Fresh Foods)
- **Brandon Patterson** (Brandon D Patterson -  
Windermere Valley Properties)
- **Colby Pereira** (Braga Fresh Family Farms)
- **Patty Rodriguez** (Rodeo Marketplace)
- **Amy Salmina** (Coast & Valley Properties)
- **Starla Warren** (Housing Consultant)

## CHAMBER LIAISONS

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

## LEGAL COUNSEL

- **Matt Ottone**

## PROFESSIONAL STAFF

- **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

Info@SalinasChamber.com  
(831) 751-7725





Doctors Michael Galloway, Nicholas Chee, Jeanne Vesey Phillips, M. Kerala Serio, Yu-Chuan Liu and Alexander Izmailov are here to listen, help and inspire you to live a longer, healthier life.

**Natividad Cardiology Services**

(831) 796-1630 | 1441 Constitution Blvd., Salinas, CA 93906



# Your Investments Can Make a Difference

Invest in industries with your shared goals and morals to help ensure the future you're earning for is bright!

The LPL Financial Advisors at Bay Federal Credit Union offer socially-screened portfolios.

Schedule an appointment today!  
[bayfed.com/sustainable](http://bayfed.com/sustainable)



**Investment Services**  
at Bay Federal Credit Union

Available through LPL Financial, Member FINRA/SIPC



Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. Bay Federal Credit Union and Investment Services at Bay Federal Credit Union are not registered as a broker-dealer or investment advisor. Registered representatives of LPL offer products and services using Investment Services at Bay Federal Credit Union, and may also be employees of Bay Federal Credit Union. These products and services are being offered through LPL or its affiliates, which are separate entities from, and not affiliates of, Bay Federal Credit Union or Investment Services at Bay Federal Credit Union. Securities and insurance offered through LPL or its affiliates are:

Not Insured by NCUA or Any Other Government Agency	Not Credit Union Guaranteed	Not Credit Union Deposits or Obligations	May Lose Value
--	-----------------------------	--	----------------

Your Credit Union ("Financial Institution") provides referrals to financial professionals of LPL Financial LLC ("LPL") pursuant to an agreement that allows LPL to pay the Financial Institution for these referrals. This creates an incentive for the Financial Institution to make these referrals, resulting in a conflict of interest. The Financial Institution is not a current client of LPL for advisory services. Please visit <https://www.lpl.com/disclosures/is-lpl-relationship-disclosure.html> for more detailed information.



# Election of Association Board of Directors

by Patrick Casey, JRG Attorneys at Law

California common interest developments (such as condominiums and planned developments) are governed by the Davis-Sterling Act. Each common interest development has a homeowners association that manages all community property and also enforces the Declaration of Covenants, Conditions and Restrictions in each such community. Each homeowners association is governed by a board of directors, which is typically composed of individual homeowners that are elected by the homeowners to serve as directors.

The Davis-Sterling Act requires that some or all of the directors be elected on an annual basis at a meeting of the homeowners. Among other requirements, the election must be done by secret ballot and there must be a third party inspector of the elections. The election process can be both time-consuming and expensive. This can be an overly cumbersome process, especially for a small homeowners association in which it may be difficult to have enough homeowners to volunteer to fill all the director positions.

For this reason, last year the California legislature enacted, and the governor signed, Assembly Bill 502 that, under certain circumstances, allows for the board of directors to accept the nominated candidates by acclamation to serve on the board without having a formal election by the association members. In order to do so, the homeowners association must meet the following requirements: (i) the association must have held a regular election of the board of directors in the last three years; (ii) the association provided individual notice of the election and the nomination

procedure to all homeowners at least 90 days before the deadline for submitting nominations; (iii) the association provides a reminder notice to all homeowners between 7 and 30 days before the deadline for submitting nominations; (iv) within seven days of receiving a nomination, the board sends a written acknowledgement to both the association member who submitted the nomination and to the person so nominated; (v) the association permits all nominated candidates to run for the board so long as they meet the eligibility requirements to serve on the board; and (vi) the board of directors votes to consider the qualified candidates by acclamation at a duly called meeting of the board of directors and the agenda for such meeting identifies the name of each such nominated director.

The board of directors can only seat the nominated candidates by acclamation if the number of duly nominated and qualified candidates is equal to or less than the number of board positions that need to be filled. If there are more nominated qualified candidates than available board positions, then the board cannot seat the nominated candidates by acclamation and instead must hold a meeting of the association members to elect the directors. ■

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



## Where is your *there*?

CLA brings balance to get you where you want to go.



*We'll get you there.*

CPAs | CONSULTANTS | WEALTH ADVISORS

[CLAconnect.com](http://CLAconnect.com)

©2022 CliftonLarsonAllen LLP. Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, an SEC-registered investment advisor.



# Register Today

## for Spring classes at Hartnell College

- > Prepare for a four-year degree or a technical career
- > No English or math placement tests
- > In-person and online classes available
- > Classes start January 23, 2023



# HARTNELL COLLEGE

[www.Hartnell.edu](http://www.Hartnell.edu)



**SALINAS MAIN  
CAMPUS**  
(831) 755-6700



**ALISAL  
CAMPUS**  
(831) 755-6960



**CASTROVILLE  
CENTER**  
(831) 796-6200



**SOLEDAD  
EDUCATION CENTER**  
(831) 759-6051



**KING CITY  
EDUCATION CENTER**  
(831) 386-7100



# Food Sensitivity Testing Can Help Pinpoint Cause of Those Holiday Upset Stomachs

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



'Tis the season of upset stomachs. Every year, millions of Americans indulge during the holiday season, leading to unwelcome side effects for many of us. Bloating after a meal, digestive disorders, stress, fatigue, and weight gain are some of the many ailments that slip in with the holiday cheer.

What many people don't know is that these are potential symptoms of food sensitivities, a condition affecting millions of Americans without their knowledge.

Food insensitivities occur when the immune system sees an otherwise harmless food item as a threat. The immune system overreacts to this "trigger food", causing a host of potential symptoms.

## COMMON FOOD SENSITIVITY ISSUES INCLUDE

- Chronic inflammation
- Weight gain
- Digestive disorders and bloating
- Migraines
- Fatigue
- Dermatitis or skin irritation
- Mood disorders
- Joint Pain

Because everyone's immune systems is unique, everyone will have a unique list of trigger foods. What is healthy for you may be causing distress in another, and vice versa. Some of the most common trigger foods are lactose (dairy), gluten, candida, and FODMAPS, but any food can become a trigger food if it provokes a strong enough reaction from your body's immune system.

It may be no surprise that the holiday season, where many of us enjoy eating, drinking, and being merry, is prime time for adverse food reactions.

Though often confused for each other, food sensitivities are distinct from food allergies. Allergies are characterized by sudden, often life-threatening reactions. In the US alone, someone is sent to the emergency room for a food allergy reaction every 3 minutes.

By contrast, symptoms of food sensitivities appear hours, even days, following a meal. They can linger, often leading to chronic issues such as bowel irritation, skin problems, weight fluctuation, and chronic inflammation as the effects of heightened immune activity and accumulated damage to the intestinal mucosa add up over time.

Food allergy testing is also distinct from testing for food sensitivities, and usually involves consultation with an allergist. Skin testing can be conducted to "prick" the skin with allergen and observe for swelling or irritation. Blood tests are also available, which can test for allergies to food, pollens, preservatives, insect bites/stings, and atmospheric allergens without needing to introduce foreign chemicals into the body. These allergy blood tests are available at ARCpoint Labs of Monterey Bay, in addition to the food sensitivity testing discussed in the rest of this article.

Food allergies are noticeable and usually diagnosed quickly, if not in childhood then upon a patient's first exposure to the food in question. Food sensitivities are much more likely to go "under the radar", due to the longer amount of time between exposure and the manifestation of symptoms, as well as the historical lack of clear criteria for diagnosing them.

This makes diagnosis very difficult, and traditional methods of elimination diets and food journaling can be time consuming and arduous. Trying to pin cause to effect is not always easy, and many people suffering from moderate to severe food sensitivities have no idea.

At ARCpoint Labs of Salinas and Monterey Bay, possible food sensitivities are assessed with industry leading quantitative ELISA (Enzyme Linked ImmunoSorbent Assay) technology. This test accurately measures the immune system's reactions to hundreds of foods with a single blood sample. All tests are run twice to ensure accurate and reliable results every time.

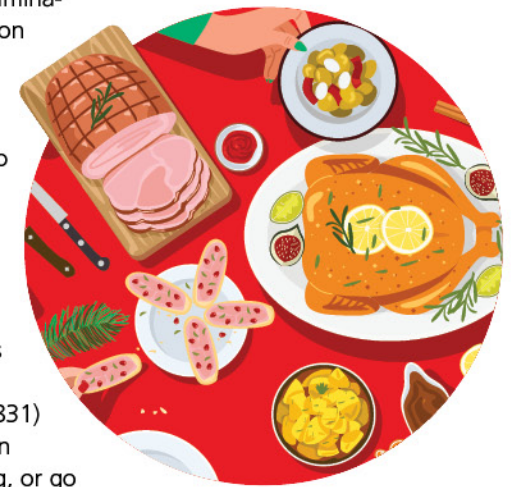
Our food sensitivity report will display your individual immune reaction to each and every food tested, color coded to indicate whether each food caused a mild, moderate, severe, or no reaction. This report will be a guide, helping you avoid your trigger foods and emphasize ingredients you enjoy that your body enjoys as well.

For foods that cause a severe reaction, elimination might be called for, while a food rotation strategy may allow you to include other ingredients while minimizing the stress on your immune system. You might even find a few new ingredients on your "safe" list to add to your healthy diet!

Before you indulge this holiday season, learn about how your diet can affect your unique biology with food sensitivity testing at ARCpoint Labs. Take charge of your health and give yourself the gift of wellness today.

Call ARCpoint Labs of Monterey Bay at (831) 324-0772 in Monterey or (831) 975-4313 in Salinas, to make an appointment for testing, or go to Monterey's website at [www.labtestmonterey.com](http://www.labtestmonterey.com) or [www.labtestsalinas.com](http://www.labtestsalinas.com) for Salinas, to make an appointment online. ■

*This 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.*



Monterey, CA  
**arcpoint labs**  
accurate. reliable. confidential testing.





MONTEREY COUNTY  
**STEM**  
TALENT EXPO

Presented by  
**the human**  **energy company™**

JOIN US FOR THE  
**MONTEREY COUNTY  
STEM TALENT EXPO!**

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

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

**Why You Should Register for a Table Today:**

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

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

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

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



**ANDREA BAILEY**  
Public Affairs Rep,  
Corporate Affairs  
Chevron



**LUIS ALVAREZ**  
President & CEO  
Alvarez Technology Group, Inc.

**Thank You to Our Monterey County STEM Talent Expo Sponsors**

**STEM ACCELERATOR SPONSOR**



**STEM SUPPORTER SPONSOR**



**IGNITE A SPARK SPONSORS**



**OUR PARTNERS**



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

**Register and Table:**

Please contact Marci Bracco at  
marci@thebuzzpr.net

**Become a Sponsor:**

Please contact Aleen Stoddard at  
astoddard@hartnellcollegefoundation.org for  
more information about sponsoring this event.



# Pay Transparency Requirements for Employers Are You Ready for January 1, 2023?

by Geraldine Villa, Noland, Hamerly, Etienne & Hoss



To combat wage discrepancies in California, Governor Newsom signed Senate Bill 1162 ("SB 1162") requiring employers with 15 or more employees to include pay scale information in job ads, and those with 100 or more employees to follow new pay data reporting requirements.

## Pay Transparency Requirements

SB 1162 will have an impact on almost all employers. Effective January 1, 2023, it requires that any employer with 15 or more employees include the pay scale for a position in any job posting. If the employer is using a third party for job postings, the employer must provide the third party with the pay scale for the position, and the third party must include the pay scale in the job posting. "Pay scale" is defined broadly as

the salary or hourly wage range that the employer reasonably expects to pay for the position.

Furthermore, there is an existing requirement that an employer provide a job applicant, upon reasonable request, with the pay scale for the position for which the applicant is applying. Under SB 1162, upon request, employers must also provide an existing employee with the pay scale for the employee's currently held position.

SB 1162 also imposes new record retention requirements on employers. Employers must maintain records of a job title and wage rate history for each employee for the duration of the employment plus an additional three years after employment ends. The records must be available for inspection by the Labor Commissioner, who can determine if there is a pattern of wage discrepancy. Any complaints regarding these requirements must be filed with the Labor Commissioner within one year of the person learning of the alleged violation.

The Labor Commissioner may order an employer that has violated the pay transparency requirements to pay a civil penalty of between one hundred dollars (\$100) and ten thousand dollars (\$10,000) per violation. However, there will be no penalty for first time violations if the employer can demonstrate that all job postings for open positions have been updated to include the pay scale.

## Pay Data Reporting Requirements

Prior to SB 1162, private employers with 100 or more employees that were required to file an annual federal EEO-1 report had to submit either a California pay data report or the EEO-1 with the same or similar pay data information covering the prior calendar year to the California Civil Rights Department ("CRD"), formerly known as the Department of Fair Employment and Housing, by March 31 of each year.

SB 1162 now requires all private employers with 100 or more employees to submit an annual pay report to the CRD regardless of whether they are required to submit an EEO-1 report. The deadline for employers to submit the report to the CRD has been amended to the second Wednesday of May each year, meaning that for 2023, the deadline is May 10, 2023.

SB 1162 also expands the data that must be reported. Prior to SB 1162, the pay data report had to include the number of employees by race, ethnicity and sex in various specified job categories ranging from executive or senior level managers to service workers. Beginning in 2023, employers must include the median and mean hourly rate within each job category for each combination of race, ethnicity, and sex.

Most significantly, SB 1162 requires a private employer that has 100 or more employees hired through labor contractors within the prior calendar year to submit a separate pay data report to the CRD for those employees by the second Wednesday of May of each year. The employer must disclose on the pay data report the ownership names of all labor contractors used to supply employees. For the employer to comply with this requirement, the labor contractor, defined as "an individual or entity that supplies, either with or without a contract, a client employer with workers to perform labor within the client employer's usual course of business," must supply all necessary pay data to the employer.

For employers with multiple establishments, SB 1162 continues to require a report for each establishment but eliminates the requirement that the employer submit a consolidated report that includes all employees.

Significantly, for employers who fail to file the required reports, SB 1162 allows a court to impose a civil penalty of up to \$100 per employee and a civil penalty of up to \$200 per employee for any subsequent violation. If the failure to submit a complete and accurate report is due to a labor contractor's failure to provide pay data, the court may apportion some of the penalties to the labor contractor.

## Employer To-Do List

Beginning January 1, 2023, employers should ensure any job postings include the pay scale and should establish record retention policies. Employers with 100 or more employees should also prepare for reporting requirements and deadlines. Most importantly, employers should address any wage discrepancies that may come to light. ■

*Geraldine Villa is an attorney with Noland, Hamerly, Etienne & Hoss. This article is intended to address topics of general interest and should not be construed as legal advice. © 2022 Noland, Hamerly, Etienne & Hoss*

*Ms. Villa's practice is focused on labor and employment law. Her J.D. is from Santa Clara University School of Law, and she interned at Noland Hamerly prior to attending law school.*



Client Focused. Relationship Driven.  
A Tradition of Excellence Since 1928.

*Agriculture Law  
Business & Taxation  
Construction  
Creditor's Rights  
Estate Planning  
Labor & Employment  
Litigation  
Personal Injury  
Public Agencies  
Real Estate & Land Use*

333 Salinas Street  
Salinas, CA 93901  
831.424.1414

470 Camino El Estero  
Monterey, CA 93940  
831.373.3622

[nneh.com](http://nneh.com)

**NOLAND  
HAMERLY  
&  
ETIENNE  
HOSS**

*Attorneys at Law*



# Embrace The Season Of Giving To Create Ripples Within Our Community

by Rena Salamacha, CEO, Mee Memorial Healthcare System



Because it's officially the season of giving, I'd like to take a moment to reflect on some precious gifts I've witnessed as CEO of Mee Memorial Healthcare System.

## A present of presence

As its name implies, our amazing Service League is the driving force behind an incredible team of volunteers that give the gifts of time and compassion in serving others. The League's mission is to "aid in community healthcare and support all MMHS medical facilities," and this group of dedicated volunteers take that mission seriously.

The independent non-profit provides vital services for the hospital, from staffing the information desk to stocking and operating the gift shop in the hospital lobby. They help strengthen employee morale by hosting breakfasts, handing out awards, holding scrubs sales and providing funds for needed equipment.

Through the years fundraisers have provided revenue for facility improvements such as a mammography machine, dialysis equipment, fetal monitors, and furnishings for the new hospital chapel. And you'd be amazed how much a warm hello and a smile can mean to patients and visitors. Our volunteers go a step further for our long-term patients, engaging them by playing board games or bingo, reading to them or even attending to their important errands. What a gift!

Our unheralded band of volunteers continues to make a difference each day, revealing heart and hope and bringing smiles to both patients and staff. They are truly a gift that keeps on giving.

## Grants fuel our mission

As a nonprofit we rely on grants and donations to sustain our high level of healthcare delivered all over South County.

Just last September we were awarded a multi-year grant in the amount of \$225,000 to our hospital.

Low-income families, especially those with young children, face significant financial and logistical barriers that impede access to health care services. Such philanthropy is critical to our mission.

In the coming year we will utilize funds to complete much-needed renovations for the emergency and radiology departments to improve services and better serve our community. It's the largest project the hospital has undertaken in 10 years, and it represents a monumental commitment to the local community while elevating the level of care we provide.

## The gift of dedicated teamwork

I arrive at work each day filled with calm and confidence that our amazing MMHS

staff comes together to bring better health and wellness to our rural community. Their combined gift of unflagging dedication to a noble cause puts everything in perspective.

I cannot thank our incredible team of doctors, nurses, technicians and support staff for standing strong at the intersection of healthcare and human kindness. Their resolve astounds me, and as CEO I prepare for 2023 with a deep sigh of relief that they will show up to work each day with such a shared purpose.

## Embrace the season of giving

In the spirit of the holidays I thought it would be nice to outline some straightforward opportunities to give back to others:

- **Volunteer:** Dedicating your time as a volunteer helps you make new friends, expand your comfort zone, and boost your social skills. It's a great way to meet new people, especially if you are new to an area. It strengthens your ties to the community and exposes you to people with common interests, neighborhood resources, and fun and fulfilling activities. Studies show that giving to others can help protect the volunteer's mental and physical health. It can reduce stress, combat depression, keep them mentally stimulated, and provide a sense of purpose. My idea? Join our Service League at the hospital. It is actively looking for some "young blood" and new, like-minded members. If you have time to devote to this vibrant, fun-loving group of volunteers and community-focused cause, call 831-386-7396. However, if another nonprofit piques your interest, don't wait! There are so many

quality community volunteer projects that need help.

- **Buy lunch for someone:** Many people work during the holiday season, so everyone else is able to celebrate. Hospital staff, police officers, and fire department personnel give up time with their families to serve the public. Why not reward their hard work by treating them to a nice holiday meal? Find a group and order a lavish lunch or dinner for them to let them know their work is appreciated.

- **Donate blood:** Blood is essential to help patients survive surgeries, cancer treatment, chronic illnesses, and traumatic injuries. This lifesaving care starts with one person making a generous donation. The need for blood is constant. But only about 3 percent of age-eligible people donate blood yearly. If you want to donate blood, contact the American Red Cross, or discover local Vitalant blood donation drives at [www.vitalant.org](http://www.vitalant.org). It could be the greatest gift of all.

Thank you for whatever you can do for Mee Memorial and our community! I hope 2023 arrives with lots of laughter and hope and an abundance of blessings. ■





*Making the holidays happier.*

Pinnacle Bank will be donating to local community organizations to spread holiday cheer to those in need—and to show our appreciation to our amazing clients.

*We hope you have a wonderful holiday season!*

Serving Monterey, Santa Clara and San Benito Counties.

SBA Preferred Provider

**PINNACLE BANK**

PREMIER BUSINESS BANKING VALLEY TO VALLEY

(888) 485-7050 • [www.pinnacle.bank](http://www.pinnacle.bank)

**Register Now!**



Wednesday  
**January 25, 2023**  
8:45 am - 3:15 pm

**VirtuaLive**<sup>SM</sup>  
Online Training

## 19th Annual Employment Law & Leadership Conference

TPO and Littler will guide you through an informative VirtuaLive event, balancing both Legal and Leadership Best Practices to prepare you for 2023 and beyond!

A Premier Conference for Business Owners, Managers, HR, Risk Management and Legal Counsel in Public, Private and Non-Profit Organizations

Use Code **SVCC** for Discount Rate of \$249 (Regular Rate \$299)

<u>Time</u>	<u>Topic/Presenter(s)</u>
8:45am – 9:00am	<b>General Session</b> <i>Welcome and Conference Overview!</i> Melissa Irwin, SPHR, PHRca, SHRM-SCP, TPO Senior Consultant/Training Specialist
9:00am – 10:30am	<b>Littler Employment Update</b> <i>Keeping on the Path to Legal Compliance!</i> Marlene Muraco, Esq., Littler Shareholder & Richard Leasia, Esq., Littler Shareholder
10:45am – 11:45am	<b>HR/Legal Q&amp;A</b> <i>Balancing Both Legal &amp; Leadership!</i> Marlene Muraco, Esq., Littler Shareholder & Melissa Irwin, SPHR, PHRca, SHRM-SCP, TPO Senior Consultant/Training Specialist
1:00pm – 2:00pm	<b>Workplace 2023: The New Realities</b> <i>Working Has Changed in Unimaginable Ways!</i> Michaëlle Stanford, PHRca, M.A., Senior Consultant/Training Specialist
2:15pm – 3:15pm	<b>Communication 2023: Inspire Today's Workforce</b> <i>Much Has Changed...But Not Everything!</i> Michaëlle Stanford, PHRca, M.A., Senior Consultant/Training Specialist

### REGISTRATION QUESTIONS?

Call Amber Allerton, Operations Manager/Conference General Manager at 831.647.7292 or [ambera@tpohr.com](mailto:ambera@tpohr.com)

Go to: [www.tpohr.com](http://www.tpohr.com) to Learn More & Register!



# Supporting & Celebrating Local Merchants

## The Oldtown Salinas Foundation

The Oldtown Salinas Foundation is wrapping up another banner year. Formed in 2000, the Foundation primarily promotes special events for our community. Two of our signature events include the Salinas Valley Food and Wine Festival and the weekly Farmer's Market. These events draw visitors to our Downtown while also raising funds for non-profit organizations.

Now moving to its 12th year, our Food and Wine Festival is under the direction of our Event General Manager Yadira Hobby. The Food and Wine Festival has had two back-to-back sell-out events in 2021 and 2020. Held the first Saturday of August on Main Street, the Festival is a celebration of the Food and Wine culture of the Salinas Valley. This event is free to the community at large, with ticket-holders being able to enjoy food and wine offerings. Money raised from the Festival has benefitted several community non-profits in the past few years including Sun Street Centers, Soledad Jr. ROTC, Grower-Shipper Foundation and the Monterey Jazz Festival Youth Orchestra.

Our signature event is the Saturday Farmer's Market, currently held from 9:00 AM to 2:00 PM on the 300 Block of Main Street. The Market, created by Jessica McKillip, has been in several locations in downtown Salinas since 2011. In January 2022, the Market moved to the newly renovated 300 Block of Main Street. The community response to the "intimate" feel of this downtown Market experience has been tremendous. To mark National Farmer's Market Week last August, in a national survey of 186 Farmer's Markets published by *Lawn Love*, our Salinas Market was ranked #4 in the United States, behind New York City, San Francisco and Los Angeles! It has become a regional market for our Salinas Valley communities and informal surveys indicate regular shoppers come from the Monterey Peninsula, Hollister, Aromas and as far south as King City.

The move to the 300 Block of Main Street has resulted in activating this community

space. From purchasing healthy farm produce directly from the growers, to shopping, people watching, socializing with friends and neighbors, many people really enjoy this wonderful, healthy outdoor public space. More importantly, this regular free event resonates with all segments of our community, from visitors to vendors that participate each week. The Market format and offerings are overseen by Salinas Valley Chamber of Commerce Member, Jerry Lami with the West Coast Farmer's Market Association.

Market proceeds have been used to create two fully endowed scholarships in collaboration with the Hartnell College Foundation, support the Veteran's Banner Project, support the Salinas Valley Food and Wine Festival and, this year, providing a year-end donation to Youth Orchestra Salinas. Many non-profits participate at the market, including Salinas Firefighters, South County Animal Rescue, YOSAL, Salinas City Elementary School District, Gonzales School District, the Veteran's Day Parade Committee and others.

We wish to build on our successes in 2022 and remain focused on promoting events on Main Street. Come check us out and support downtown merchants and the small businesses that are Salinas. ■



### Visit Downtown Salinas Support Local Business

- ▶ Shop at unique and locally owned boutiques and stores
- ▶ Dine and drink at family-owned and operated eateries and bars
- ▶ Visit the National Steinbeck Center, Saturday's Farmers Market, or one of the locally owned theaters



#SalinasCityCenter • SalinasCityCenter.com

Follow @SalinasCityCenter to stay up-to-date on events happening in Downtown Salinas.

SHOP

DINE

PLAY



# SOMETIMES **MONEY** DOES GROW ON TREES...

Learn how Building Business Back is helping businesses in Monterey County to recover from the pandemic.



The Employee Retention Tax Credit is bringing millions of dollars to Monterey County Businesses.

**December 6th**  
**11:30 AM - 1 PM**  
**The Cork & Plough**  
**200 Broadway St**  
**King City, CA 93930**

RSVP on our website by November 28th  
Contact [jesus@mcabc.biz](mailto:jesus@mcabc.biz) or  
[jose@mcabc.biz](mailto:jose@mcabc.biz), (831) 216 3000  
[montereycountybusiness.com/workshops](http://montereycountybusiness.com/workshops)



A PROGRAM OF



IN COLLABORATION WITH



**Building Business Back helps businesses  
recover from the pandemic.**

**Join us for any of our FREE December  
workshops and luncheons!**

## AMERICAN RESCUE PLAN ACT INVESTMENTS IN YOUR COMMUNITY

The County of Monterey received \$84.3 million in ARPA funds which was distributed throughout the various cities in Monterey County. Join us and find out how your local government has used its ARPA funds.

**Thursday | December 15th**  
**11 AM - 12 PM**  
**At the Monterey Peninsula  
Chamber of Commerce and via  
Zoom**



BUILDING BUSINESS BACK

## LUNCH & LEARN

**DECEMBER 13TH • 12 PM - 1 PM**  
**SALINAS VALLEY CHAMBER OF COMMERCE**  
**119 E ALISAL ST, SALINAS, CA 93901**

RSVP at [SalinasChamber.com](http://SalinasChamber.com)  
Contact [jasmine@salinaschamber.com](mailto:jasmine@salinaschamber.com), (831) 206 8612

Learn how Building Business Back is helping businesses in Monterey County to recover from the pandemic. The Employee Retention Tax Credit is bringing millions of dollars to Monterey County Businesses.







## ARCpoint Labs Offers Discounted Prices for COVID-19 Testing

ARCpoint Labs of Monterey Bay has discounted all COVID-19 tests at its labs. Prices are:

**Antigen Test (rapid results): \$55**

(down from \$80)

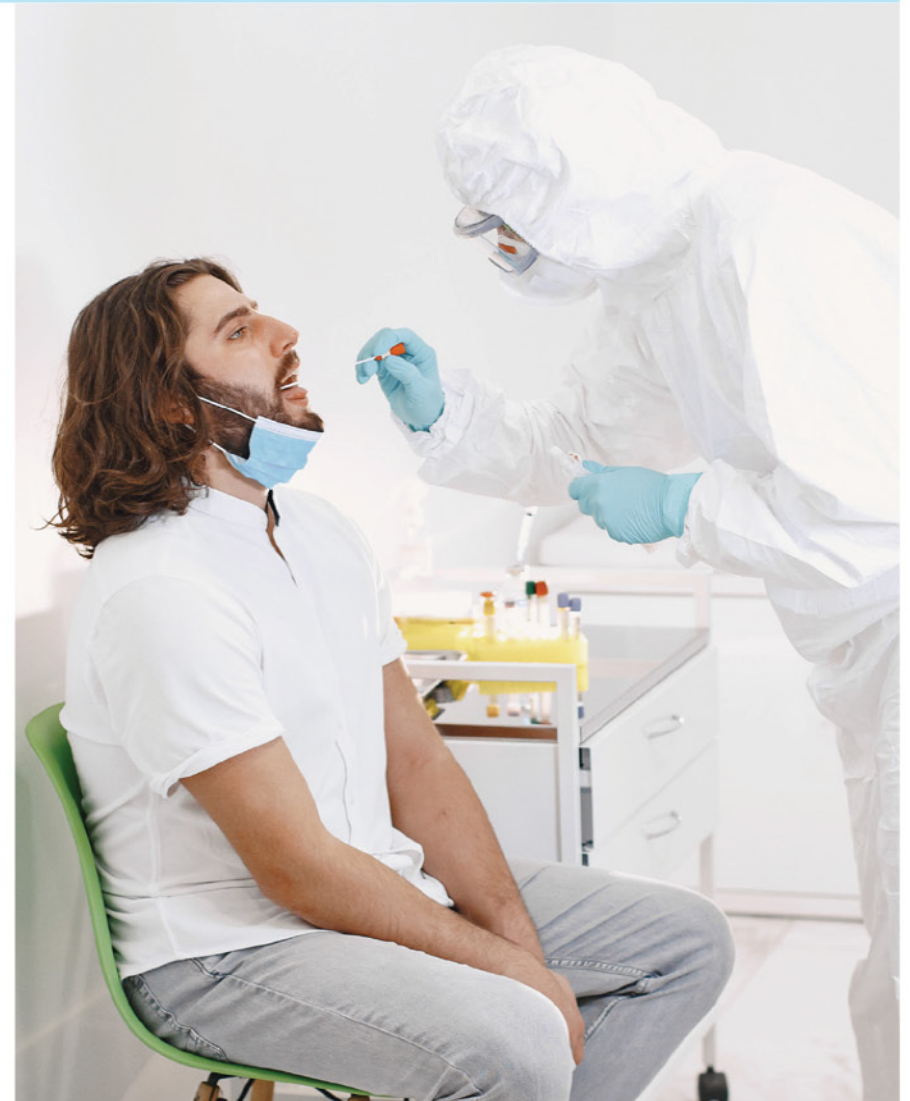
**ID Now Test (rapid results): \$150**

(down from \$180)

**PCR test within 48 hours: \$135**

(down from \$200)

PCR within 6 hours will be the same price as before, \$225. ARCpoint also offers combination testing for people with respiratory symptoms that will test for Flu A, Flu B, RSV and COVID-19, all in a single swab.



**FOR MORE INFORMATION OR TO MAKE AN APPOINTMENT,**

**ARCPOINT LABS OF MONTEREY BAY**

(831) 324-0772 [www.arcpointlabs.com/monterey-bay/](http://www.arcpointlabs.com/monterey-bay/)

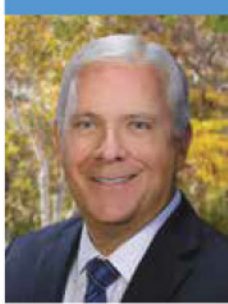
**ARCPOINT LABS OF SALINAS**

(831) 975-4313 [www.labtestsalinas.com](http://www.labtestsalinas.com)



# Where is the market going from here?

by Bill Hastie, Hastie Financial Group



Rapidly rising inflation and interest rates have certainly taken their toll on the investment markets in 2022. Some have said this is the worst bond market in more than 100

years. But as with every other bear market in history, the markets are likely to recover to go on and reach new highs. The timing of any such recovery remains largely a matter of opinion, and there are two schools of thought about what lies ahead for the markets – and they couldn't be more different.

The first school of thought believes the market recovery has everything to do with inflation and the direction of the Federal Reserve (Fed). We saw this group of investors in action when the October consumer price index (CPI) was announced, and it was a bit lower than anticipated at 7.7% - and the Dow surged more than 1,000 points. The hope is that when inflation begins to decline, even a small amount, that the Fed will either stop raising interest rates or at least reduce the pace at which rates are being increased. This, it is believed, will trigger a landslide of investors getting back into the market and a recovery will be on its way.

Supporting this theory is the huge amount of cash "on the sidelines" and not invested in the market. In fact, it has been reported that there is more investor cash on the sidelines than any time since 2001. This would imply that there is plenty of money available when the time is right.

Recently, however, the Fed made what were seen as "hawkish" comments about it needing to see several good inflation reports before they would even consider slowing the pace of their recent interest rate increases. The Fed also continues

to use its other tool available for fighting inflation – selling its bond holdings, known as open market operations. This is intended to further absorb excess money supply, seen by many to be a root cause of inflation.

The other school of thought sees the path forward for the markets very differently. This group of investors sees the economy slowing to the point of causing a dramatic reduction in corporate earnings and the markets taking another "leg down" of 20% or more. This outlook has some supporting data. First, we have already begun to hear of large companies planning layoffs of employees, trying to remain profitable by reducing its labor costs. Also, some analysts point to the fact that the markets have not yet fallen to average bear market depths – indicating the possibility of another 10% decline.

Fueling this viewpoint is the concern that the Fed will go too far in raising interest rates and drive the economy into a recession. The Fed has been hoping for a "soft landing," raising interest rates just enough to bring inflation down but not to the point of igniting a recession. However, Fed Chairman Jerome Powell has stated that this will be difficult to accomplish. ■

**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](mailto:william.hastie@hastiefg.com).**



## Workforce Solutions from Express Employment Professionals



### Service Lines

No matter the job or expertise required, Express can provide talented people for every level and area within your company.

- Light Industrial
- Office Services
- Skilled Trades
- Professional



### Staffing solutions

Our range of staffing solutions allows us to develop unique workforce strategies that help ensure you meet productivity goals.

- Temporary Staffing
- Contract Staffing
- Evaluation Hire
- Direct Hire
- Timekeeping and Vendor Management

### Total Client Care

Ultimately, our goal is to earn the right to be an integral part of your company's success, not just through the services we offer you, but also in the level of trust we place in each other.

### Contact Express today!

(831) 920-1857

45 W Alisal st

Salinas, CA 93901

[jobs.montereycountyca@expresspros.com](mailto:jobs.montereycountyca@expresspros.com)



We're locally owned and operated with the support and stability of an international headquarters with four decades of staffing and HR expertise. It's the best of both worlds—small business flexibility, big company resources.





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.

## HFG Hastie Financial Group

The financial professionals of Hastie Financial Group are Registered Representatives and Investment Adviser Representatives with/and offer securities and advisory services through Commonwealth Financial Network®, Member FINRA/SIPC, a Registered Investment Adviser. Financial planning services offered through Hastie Financial Group are separate and unrelated to Commonwealth.

307 Main Street, Ste. 300, Salinas  
hastiefinancialgroup.com  
(831) 422-4910

For confidence in your future. 



LOCAL. CONVENIENT. CARING.

### Your local one-stop shop for your health

- Primary Care
- Physical Therapy and Rehabilitation
- Pregnancy and Comprehensive Perinatal Services
- Mammography



Dr. Giron



612 Main Street  
Soledad CA, 93960  
(831) 223-4431



SOLEADHEALTH.COM



FENTON & KELLER  
ATTORNEYS AT LAW  
EXPERIENCE - INTEGRITY - RESULTS

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

## A T T O R N E Y S

Christopher Panetta  
Sara Boyns  
Brian Call  
Troy Kingshaven  
John Kesecker

Elizabeth Leitzinger  
Andrew Kreeft  
Kenneth Kleinkopf  
Alex Lorca  
Derric Oliver

Carol Hilburn  
Susannah Ashton  
Marco Lucido  
Gladys Rodriguez-Morales  
Bradley Levang

Ashley Cameron  
Christopher Long  
Rachel Reddick  
Christopher Nannini  
Tara Clemens  
Abel Barba

Of Counsel:  
Charles Keller  
John Bridges

(831) 373-1241 • 2801 Monterey-Salinas Hwy., Monterey • www.FentonKeller.com



# Good for Families, Good for Business

Do you want to increase your revenue by 49%? You can, by implementing family friendly business practices. Studies show that family friendly practices, such as flexible schedules, lactation accommodation, family leave, and employer sponsored child care lead to longer average employee tenures and improved attraction of qualified workforce.

Bright Beginnings Early Childhood Development Initiative, in partnership with our local chambers, offers the Family Friendly Employer certification program. We'd like to welcome the newly certified business, Loaves, Fishes & Computers as a family friendly and child welcoming business!

Loaves, Fishes & Computers provides a welcoming environment in its store and classes for our young community members. They offer flexible schedules to accommodate staff and volunteers with

children, and offer significant paid parental time off. They believe it is essential for the wellbeing of young children that parents are engaged in their children's lives, so offer flexible schedules so parents can attend school events and other activities. Loaves, Fishes & Computers is also committed to improving the economic development of our community, participating in the Salinas Inclusive Economic Development Initiative. Learn more and be a part of their good work at: [www.loavesfishescomputers.org](http://www.loavesfishescomputers.org).

What's good for families is good for business. Visit [www.brightbeginningsmc.org](http://www.brightbeginningsmc.org) to certify. It's quick and easy, you'll see!



SOLD TO  
CHAMBER  
MEMBERS



## EMPLOYMENT LABOR POSTERS FOR SALE



Accepting orders through  
November - Contact Willa  
Doroy at 805-540-1848 or  
[willa@salinaschamber.com](mailto:willa@salinaschamber.com)



## Help make the "dream park" at Carr Lake in Salinas a reality!

There are not enough parks or green spaces in Salinas. For years, community members and leaders have been dreaming of and advocating for a park in the heart of the city at Carr Lake. You can help make that dream come true.

The project will be built in two phases:

- A 6-acre neighborhood park with play areas, a skate spot, places to barbecue and picnic, and more.
- A 67-acre restoration area featuring seasonal wetlands, habitat for wildlife, and trails.

Your gift will bring our collective vision for healthy lands, healthy people, and healthy communities to life! Please donate at [montereycountygives.com/bslt](http://montereycountygives.com/bslt) today!

**MC GIVES!**



# - Upcoming - NON-PROFIT EVENTS

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

- Seneca Central Coast, Change Happens Together 2022 Silent Auction**  
 December 5 – December 9, @change\_happens\_together Instagram page  
 Auctioning items, silent auction-style, donated by local businesses. On Instagram. Follow for updates and to participate! Donate and have your business featured to a new local audience, submit to Senecafoa.org. 100% of proceeds for Central Coast foster care program.
- Alzheimer's Association, Salinas Caregiver Support Group**  
 December 7, 12:30PM - 1130 San Vicente Street, Salinas  
 If you have a family member who has been diagnosed with Alzheimer's disease or a related dementia disorder, a caregiver support group can offer you an opportunity to find out more about available community resources.
- Active Seniors, Inc, Monthly Luncheon**  
 December 8, 11:45AM-1:30PM - 100 Harvest Street, Salinas  
 \$12 for members and nonmembers. The lunch prepared by chef, Michael Gaines. Lunch served at noon, come early for social and stay for the program following lunch. To make reservations: 831-424-5066, or asi@activeseniors.org. Website, activeseniorsinc.org has link to the newsletter with menu and program information.
- Meals On Wheels, SOCOS Social**  
 December 22, 11:00AM-1:00 PM – 116 South Belden Street, Gonzalez  
 Join the monthly social that combines a fresh lunch (provided by local restaurants/organizations), live music and/or an activity, a produce box from the Food Bank for Monterey County and senior resources presented by local agencies.
- OMNI Resource Center Annual Holiday Meal - In Person**  
 December 25, 1:00PM – 339 Pajaro Street, Salinas, CA  
 Join Interim, Inc. for food and fun at the OMNI Resource Center for their annual community holiday meal held on Christmas day. There is no cost for entry and meals are free. Questions? Contact OMNI Resource Center at 831-800-7530.

# New Member Profiles

by Chamber Staff

## Complexions Skincare & Body

Diana Arroyo Robledo is a California Licensed Aesthetician with a background in Medical Esthetics. She worked in a medical esthetics practice for several years under the supervision of a local Plastic Surgeon successfully treating problematic skin. Diana's training has also included studying under, Dr. James Fulton, co-developer of Retin A and founder of The Acne Research. "RX drugs can be a quick fix but they shouldn't be taken for life. Myself and my staff will teach you how to take care of your most important organ you have.... Your SKIN!" explains Diana. So whether you're looking for correction, prevention, or just thoughtful maintenance, Complexions Skincare & Body will work together to develop a mix of treatments, products, and daily routine that will truly change the way you look and feel.



[skincomplexions.net](http://skincomplexions.net), [skincomplexions@aol.com](mailto:skincomplexions@aol.com), 831-757-3529

## Guild Mortgage

Guild Mortgage is one of the top independent mortgage lenders in the nation, with knowledgeable residential loan officers in your community. Whether you are a first-time homebuyer, upgrading, downsizing, or investing in residential real estate, we have the loan to fit your life. Ask us about any of these loan products: Down payment assistance programs, Jumbo, Conventional, FHA, VA, USDA, Renovation. From Guild, you can expect exceptional service, deep and local support. Your loan officer will provide secure fast, local processing, underwriting and funding.



[Guildmortgage.com](http://Guildmortgage.com), 800-365-4441

## Unity Care Group, Inc.

Established in 1993, Unity Care is a national accredited, strengths-based, family-focused, and culturally proficient youth and family agency. Unity Care's goal is to provide safe, stable and affordable housing for youth and young adults, ages 16-21, as they age out of foster care and to provide them with the supportive services they need to achieve self-sufficiency. We focus on meeting individualized needs and working together for the benefit of each child and family in our care. We put our philosophy into practice which promotes effective and efficient teamwork through one service delivery plan for each care referral. Want to learn more about Unity Care? We would love to meet with you or to present at your group or company! Please contact us to schedule a meeting or presentation to learn about our work.



[Unitycare.org](http://Unitycare.org), 408-971-9822

## Viable Green Building Solutions

As founder of Viable Green Building Solutions, and an independent consultant, Levi has worked with high profile clients including Colliers International, Cushman & Wakefield, CBRE and Jones Lang LaSalle, and many others. As Project Manager on over 45 Million square feet of commercial green building projects, Levi aspires to stimulate measurable improvement to the existing building stock everywhere within reach. Levi began with BuildingWise, LLC in 2011, a well established green building consultancy with a heavy focus on existing buildings and deep roots within the United States Green Building Council. Levi carries his credential as a LEED Accredited Professional from the Green Business Certification, Inc. and Fitwel Ambassador from the Center for Active Design.



[viable-gbs.com](http://viable-gbs.com), [info@viable-gbs.com](mailto:info@viable-gbs.com), 831-920-8490



## THANK YOU TO OUR CHILDREN'S SHOPPING TOUR SPONSORS!

### Presenting Sponsors



### Platinum



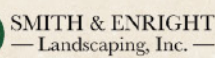
### Diamond



### Gold



### Silver



\*As of publication date\*



# Upcoming CHAMBER EVENTS

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

**Wednesday, December 7, 5:00 PM – 7:00 PM, 18275 Meadow Song Way, Salinas**

Please join us for this year's holiday mixer hosted by Scholl & Company, CPAs, in support of the Boys and Girls Clubs of Monterey County's Adopt-A-Family program. The lively evening will include multiple musical performances, catered appetizers, wine provided by Odonata Winery, local beer, as well as other drink options. Come mingle, jingle, and learn how you can support 2,000 youth this holiday season.

- **Children's Shopping Tour**

**Saturday, December 10, 7:00 AM – 12:00 PM, 290 Northridge Mall, Salinas**

The Salinas Area Chamber Foundation looks forward to taking hundreds of local children shopping for new clothes. Support the children's shopping tour today by volunteering or donating! If you are interested in volunteering or donating for this event, please contact Jennifer Russell at [events@salinaschamber.com](mailto:events@salinaschamber.com).

- **Building Business Back Lunch & Learn**

**(Monterey County Business Council) Tuesday, December 13, 12:00 PM – 1:00 PM, 119 E Alisal Street, Salinas**

SVCC is partnering with Monterey County Business Council for a presentation on the Building Business Back program and resources offered. It will be to learn how Building Business Back is helping businesses in Monterey County to recover from the pandemic. The Employee Retention Tax Credit is bringing millions of dollars to Monterey County Businesses. We hope to see you there!

- **Valley Health Plan**

- **Ribbon Cutting and Reception**

**Thursday, December 15, 4:00 PM – 7:00 PM, 917-A N Main Street, Salinas**

Come join us in congratulating Valley Health Plan through a ceremonial ribbon cutting for their new office location in Salinas and expansion into the Monterey and San Benito counties. The ribbon cutting will commence at the 917-A N. Main Street office with a reception following after at Santa Lucia Hall (940 N. Main Street) across the street until 7:00 PM.

## Ribbon Cuttings • Chamber Events



### CEO Advisory Council Luncheon

The Salinas Chamber hosted its CEO Advisory Council meeting at La Cantina for its Stakeholder and Visionary membership. Attendees received an update on Chamber operations with a focus on governmental relations and the success of the Salinas Valley Business Journal.



### Groundbreaking Ceremony Mee Memorial Healthcare System

Mee Memorial broke ground on their new pediatric clinic. Joined by the Soledad and King City Chambers of Commerce, it was a community celebration of the beginning of construction.



### Salinas Chamber Sponsored Cash Flow Masters

The Salinas Valley Chamber of Commerce was proud to co-produce "Cash Flow Masters - Maestros de Flujo de Caja 2022" with Platinum Tax and Bookkeeping service last month in downtown Salinas. More than 50 aspiring Spanish speaking entrepreneurs and business owners attended this event. Subjects included accessing capital, networking, tax preparation and more. The Salinas Valley Chamber of Commerce is looking forward to co-producing and growing the event in 2023.



### Monterey Touring Vehicles Joint Mixer

Salinas, Pacific Grove, and Carmel Chambers of Commerce joined together for an evening event hosted by Monterey Touring Vehicles in Monterey. Attendees enjoyed a night filled with terrific cars, food, drinks, live music, and more.



### New Member Orientation

An informational orientation provided an overview of member benefits. Ambassadors also gave valuable, firsthand testimonials of their experiences with the Chamber. The orientation will be held in 2023 as well and new members, as well as members who would like to be reminded of their benefits are invited.



### Connect at Lunch - 201 Main/James Dean Restaurant

The James Dean Restaurant at 201 Main hosted an educational networking lunch where Chamber members were able to make valuable connections including an exciting presentation from The Blue Zones Project team.



### Ribbon Cutting – Alvarado on Main

Alvarado on Main was delighted to welcome the community to their new location during their opening weekend commencing with a ribbon cutting ceremony organized by the Salinas Chamber. Attendees sampled craft beers and appetizers, while proceeds were donated to several local charities.





Local Bank.  
**Smart Solutions.**



# Coming Soon!

Look for our new branch, opening this fall.

1418 S. Main Street, Salinas, CA 93908

**Premier Valley Bank:** Suite 102

**HTLF Financial Solutions Food & AgriBusiness:** Suite 104

[premiervalleybank.com](http://premiervalleybank.com) | [htlf.com/food-and-ag](http://htlf.com/food-and-ag) | HTLF Bank is MEMBER FDIC and  EQUAL HOUSING LENDER



## ➔ MEASURE Q – Continued from page 1

A broad coalition of business groups, community organizations, and government leaders supported Measure Q. The campaign for Measure Q was well-funded, organized, and diverse. It also benefited from 18 months of collaborative local thinking and planning.

News coverage was generally positive and respectful of the campaign's proactive attempt to do something about a widely-recognized problem, the proactive approach even refreshing to the alternative of simply complaining about it. Public opposition was minimal and not organized. Opponents spent very little money against the ballot measure.

### Why Theories

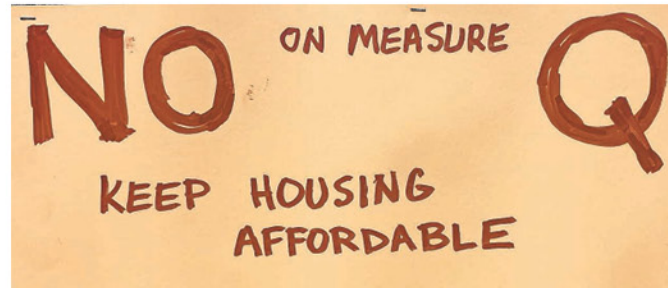
Without exit poll findings, we don't know why, but there are theories circulating regarding the defeat.

First, Measure Q was another tax, with property owners objecting to the endless list of taxes for various programs and services that are tacked onto their tax bills. (If you have questions on the line items on your property tax bill, contact the Chamber.)

Voters may not have considered whether the community has an appropriate financial or organizational role in child care. Behind the public debate were private beliefs that parents should be fully responsible for finding and paying for the care of their children.

Voters may have been concerned that an increase on each and every parcel would have an impact on housing. Already an issue in the county, some voters expressed concern that the tax would impact home-owners and renters alike.

Voters without children at home had to consider their personal interest in funding a child care system for younger generations in Monterey County. For some voters, the answer was "No." One theory is that these individuals believe they already



fulfilled their child-rearing responsibilities, and without a government subsidy for child care.

Of particular interest for Chamber of Commerce members is the opposition argument that funding and provision of child care is actually the responsibility of employers, not the community. Under this argument, instead of taxing property owners, the government should tax businesses for child care or require them to provide child care as a condition of

doing business.

### Innovative Background

None of these arguments are surprising. Your Salinas Valley Chamber of Commerce Government Relations Committee had extensive discussions in the summer and fall of 2021 about the workforce shortage and how potential employees were citing accessibility and affordability of child care as a major obstacle. The committee then considered numerous goals and strategies to address the problem.

One of those strategies was: voters approve a ballot measure that provides a steady stream of government-collected revenue to fund various aspects of child care services that the free market cannot sustain.

It is true that the concept of a tax explicitly dedicated to child care is unusual and innovative. Very few local governments in California or the United States have proposed or implemented such a tax.

Monterey County may have ended up 20 years ahead of its time on this idea. An argument may also be made that Monterey County is culturally reluctant to be on the cutting edge of public policy and prefers to follow rather than lead. This is NOT the San Francisco Bay Area.

It is important to note that Measure Q was developed locally, by local people, from scratch. In the end, the voters didn't like the idea of Measure Q and soundly rejected it. ■

## Member News

### Bay Federal Credit Union: Green Business Certification

Bay Federal Credit Union has Green Business Certification for their newly transformed Salinas, Watsonville, Freedom, and Aptos branches. The conversion, which involved implementing 50-plus sustainable measures, established a blueprint for Bay Federal to "Go Green" with its entire branch network. "To help protect our precious natural resources, Bay Federal is committed to being a good environmental steward," said Carrie Birkhofer, Bay Federal's President and CEO. "We're pledging to bring all of our branches into the California Green Business Network in the coming months."



### Hartnell Named Equity Champion of Higher Education

The Campaign for College Opportunity has honored Hartnell College as a 2022 Equity Champion of Higher Education for breaking barriers in transfer, advancing racial equity, and improving degree completion for its students. The Salinas campus is now one of the leading institutions in the state for "associate degree for transfer implementation" for Black, Latinx, or both Black and Latinx students — helping the state make college dreams a reality for thousands of students.



### Santa Cruz County Bank Names New CFO Cecilia Situ

Cecilia Situ has joined Santa Cruz County Bank as Executive Vice President and Chief Financial Officer. Ms. Situ has more than 20 years of financial management experience, including financial accounting and SEC reporting, interest rate risk and investment portfolio management, business combination, financial planning, Sarbanes-Oxley internal control and procedures, and team development. Most recently, she was Senior Vice President and Treasurer at Bank of Marin.



### Natividad Receives National Recognition From American College of Surgery

The American College of Surgeons National Surgical Quality Improvement Program (ACS NSQIP®) recognized Natividad Medical Center for achieving the meritorious outcomes for surgical patient care in 2021 in "All Cases" and "High Risk". "We take great pride in our track record for safety, quality and successful procedures," said Chief of Surgery Dr. Alexander Di Stante. "Our talented team works extraordinarily hard to achieve the best outcomes for our patients who are undergoing elective or lifesaving surgery." The hospital performs surgeries in the areas of trauma, general surgery and numerous other surgical specialties.



### Natividad Opens Natividad Medical Group Prunedale

Natividad Medical Center has expanded its healthcare footprint to North Monterey County with the opening of Natividad Medical Group Prunedale. Formerly Family Care Medical Group, Natividad has partnered with the doctors at the clinic located on Moro Road in Prunedale to enhance and expand medical services to the community. Dr. Steven Petronijevic, Dr. Cathy Petronijevic, and Dr. Adelheid Benhoech remain at the practice, as do several longtime employees. Additional office management and support staff have joined the team, including Dr. Christine Nguyen and Dr. Marcus Alberto De Ranieri. Natividad Medical Group Prunedale is accepting new patients. More information at [natividad.com/prunedale](http://natividad.com/prunedale).







be committed  
be compassionate  
be generous  
be thankful

**be well**

**Making A Difference Since 1952**

For over 70 years our Salinas Valley Memorial Hospital Service League Volunteers have given of themselves to help others. Demonstrated daily through their compassion and commitment, we thank them for giving their time and for sharing their talents.

To find out more or to join our team of outstanding volunteers, please contact us: call 831-755-0772, email [volunteer@svmh.com](mailto:volunteer@svmh.com) or visit [svmh.com/volunteer](http://svmh.com/volunteer) to complete an application.



Be well | [svmh.com](http://svmh.com)



# Thank You For Being The Most Important Cog In Goodwill's Community-Minded Machine

by Thomas Moran, President and CEO



Another Thanksgiving has passed — but isn't it nice to allow gratitude to linger? Personally, I plan on building the practice into my New Year's resolutions and beyond!

Why? Well, counting our blessings can invigorate us. It makes us feel more resilient, and allows us to live more in the present.

In my household this Thanksgiving I took a long pause to really focus on the true meaning behind the holiday. And now, through this column, I will take the practice a step further.

As President and CEO of Goodwill Central Coast, I'd like to thank all community members who have stood behind our mission to create jobs and help people with employment needs. It's a legacy more than 120 years in the making, and we simply couldn't do it without you — the most important cog in our community-minded machine.

Your generosity is the biggest component to our mission success. Your continued support during the holiday season and throughout the year is so appreciated, because in today's tough economic climate, our mission is more important than ever.

At Goodwill we have a long history of lifting up others, beginning in 1902 when a Methodist minister from Boston named Edgar J. Helms had a grand idea. He saw the people of his city who had encountered seemingly insurmountable poverty and wanted to give them something more than just temporary relief in the form of a charitable handout. He wanted to give them the means to permanently change their lives through sustainable employment which would allow them to earn a paycheck while also building personal dignity.

Today, Goodwill has grown into a network of 155 community-based organizations throughout the United States and Canada.

At Goodwill Central Coast, we are more than a collection of stores and donation centers across three counties. Your donations and purchases help us provide the tools our friends and neighbors need to achieve self-sufficiency. Through it all we celebrate the power of work and Helms' philosophy of "a hand up, not a handout."

With your help, we are able to create what's known as a "circular economy": a model that involves sharing, reusing, and recycling existing materials and products as much as possible. In this way, the life cycle of these goods is extended and they are kept out of our landfills.

Without your participation we could not do this. Each time you make a decision to donate unused or unwanted items, or buy something secondhand, it keeps this circular economy in motion, creating jobs and protecting our planet for future generations.

Now doesn't that deserve a huge thank-you?

In a typical year, GCC receives more than 630,000 donations, totaling more than 25 million pounds of clothing and household items. Out of that generosity, we divert more than 17 million pounds from landfills, helping preserve and protect the Central Coast landscape. And the money raised helps fund programs that put more than 13,000 people back to work, while helping rehabilitate others who are trying to be productive members of society.

We offer multiple, convenient drop-off sites, making it easier for anyone to have an impact on their local economy and the environment. And it saves you money so that you don't have to pay to throw something away.

Moving into the holiday season we encourage all residents in Monterey, Santa Cruz and San Luis Obispo counties to begin the purge process. It's fast, easy and convenient. Our team at GCC is especially interested in donated clothing, shoes, housewares, small electrical items, and small electronics, with convenient donation centers listed here.

What's more, all monetary donations and donations of clothing and household goods that are in "good" condition or better are entitled to a tax deduction, according to federal law.

In addition, Goodwill Central Coast provides the following services:

- Free home pickups are available for large amounts of items (some restrictions apply). Those interested should send their address, telephone number and pictures of the items they would like picked up to [donorservicescc@ccgoodwill.org](mailto:donorservicescc@ccgoodwill.org).
- Free weekly or monthly pickup service from Businesses/schools/organizations (please contact donor services at 800-894-8440)
- Donation drives which can net an organization, school, club or nonprofit thousands of dollars are available this fall and the spring of next year in Santa Cruz, Monterey and San Luis Obispo counties
- For donating high value items please call donor services at 800-894-8440 and someone will be happy to assist.
- For donating cars or other vehicles, please contact our affiliate {NAME?} at 866-701-2277 and let them know that it's for Goodwill Central Coast.

We're all in this together, and we are only as strong as the strength of the connections that bind us. If we pull together we can continue to lift up everyone in our communities, because everyone deserves to thrive and live their best lives.

It all starts with a donation, followed by the transformation of something unwanted or unneeded into community goodwill!

On behalf of everyone here at GCC, thank you for standing strong behind this mission, and happy new year! ■





# Celebrate Wellness This Holiday Season!

## Find Out Your Food Sensitivities Before the Holidays

The holidays are a time to eat, drink, and be merry. But when the foods you eat don't agree with you, it can cause bloating, weight gain, inflammation, migraines, fatigue, eczema, and more. These reactions are called food sensitivities, and they affect millions of Americans.

Food sensitivity testing at ARCpoint Labs of Monterey Bay identifies which foods may be causing your food sensitivity reactions, so you can avoid or reduce them in your diet. Our cutting-edge ELISA technology evaluates hundreds of foods at a time with a simple and easy blood sample.



## Common food sensitivity issues include:



Chronic  
inflammation



Weight gain



Digestive disorders  
and bloating



Migraines



Fatigue

ARCpoint Labs provides a comprehensive menu of laboratory services directly to patients, employers, and healthcare providers in Monterey County.

Don't let food sensitivities take the cheer out of your holiday season.  
Call ARCpoint Labs today to eat confidently and give yourself the gift of dietary wellness!

## FOR MORE INFORMATION OR TO MAKE AN APPOINTMENT:

### ARCPOINT LABS OF MONTEREY BAY

(831) 324-0772 [www.arcpointlabs.com/monterey-bay/](http://www.arcpointlabs.com/monterey-bay/)

### ARCPOINT LABS OF SALINAS

(831) 975-4313 [www.labtestsalinas.com](http://www.labtestsalinas.com)