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## Are the Russians Coming?

The Top Five Things You Can Do to Defend Against Cyber Crime  
by Luis Alvarez

Those of us who are fans of Star Trek and its many spinoffs know that when things get bad and the crew finds itself under attack, the first thing the captain does is yell "Shields Up!" This will instantly bring up a forcefield around the ship to ward off attacks. Most of the time.

The United States Cybersecurity & Infrastructure Security Agency (CISA: [www.cisa.gov](http://www.cisa.gov)) is a part of the federal government, and it is leading the national effort to understand, manage, and reduce risk to our cyber and physical infrastructure. Earlier this year, they took a page out of the Star Trek playbook and issued a "Shields Up" alert, warning that the cyber threat landscape was growing more dangerous because of the Russian invasion of Ukraine. They advised all organizations of all sizes and industries to build up their defenses against what they perceived to be an eminent threat of cyberattacks.

In late March, they reinforced their Shields Up alert, warning that the U.S. government had solid intelligence information of pending cyberattacks on the nation's infrastructure by Russia to distract us and dissuade our country from aiding Ukraine.

Even before the war, cyberattacks have been growing over the last three years. According to the 2022 Cyberthreat Report by the CyberEdge Group, a cybersecurity research company, 71% of all organizations experienced a ransomware attack and 63% of those paid the ransom to get back access to their data. The average ransom payment also increased in 2021, to over \$540,000.

Not surprisingly, small and mid-sized businesses are being targeted because larger enterprises are better protected against cyberthreats, leading to cyber criminals going after the less protected organizations. Sometimes, small business

owners feel overwhelmed by cybersecurity and don't know what to do to protect themselves. While 66% of small businesses owners are concerned about a cyber incident happening to them, more than 70% of these same business owners aren't prepared to deal with a cyber incident.

I've spoken to many business owners who are concerned about their risk →

**CYBER CRIME** - Continued on page 16

## Crime Rates in the City of Salinas

Don't Rely on Rumors About Crime  
by Chamber Staff

Following the March 10, 2022 memorial service for Salinas Police Officer Jorge David Alvarado, various community members considered the broader policy implications of this murder and whether it symbolizes more dangerous times in the City of Salinas.

To provide some context, your Salinas Valley Chamber of Commerce analyzed the data from the past several years of crime records for the City of Salinas. While there are many variables that affect these numbers, including how often crimes are reported by victims, generally crime has gone down over time in the city. These statistics are posted on the web by the Salinas Police Department Crime Statistic Unit at this link: <https://www.salinaspd.org/statistics/>

Particularly noteworthy is the decline in murders in the City of Salinas from 2015 to 2020, with a sudden reversal in 2021. It's frustrating →

**CRIME RATES** - Continued on page 4

## Chamber of Commerce Election Endorsements - June 2022

There's an Election on Tuesday, June 7

Your Salinas Valley Chamber of Commerce leaders engaged in an intense series of interviews over two days to evaluate which candidates would be the strongest advocates for business in the elected offices for Board of Supervisors - District 2, County Sheriff, and California State Assembly - District 30. The Chamber's experienced and highly-qualified Candidate Review Committee interviewed and considered candidate questionnaires and campaign websites of five of the six candidates for Board of Supervisors (one candidate did not →



**ENDORSEMENT** - Continued on page 2

➡ **ENDORSEMENT** – Continued from page 1

respond to our invitations), all four candidates for Monterey County Sheriff, and all four candidates for Assembly District 30.

The thirteen candidates all offered good ideas and interesting perspectives on public policy. However, for two of the three offices, the Candidate Review Committee found a candidate who would best serve the interests of businesses in the Salinas Valley and Monterey County. The Chamber Board of Directors reviewed and agreed with the recommendations and as a result the Chamber is endorsing a specific candidate for the County Board of Supervisors, and the County Sheriff. For the California State Assembly Race, a candidate is not being endorsed at this time.



**Kimbley Craig**

**Monterey County Board of Supervisors - District 2**  
**Chamber Endorsement: Kimbley Craig**

Kimbley Craig has been a solid supporter of business as the elected Mayor of Salinas, who has a proven track record of getting things done for her constituents and collaborating with the current Board of Supervisors. Mayor Craig was a two-term Salinas City Councilmember and has also been a small business owner. Craig understands that economic development needs to be a top priority. She recognizes that promoting commerce, creating jobs and increases to sales tax revenue, benefits the people

of District 2, and the county as a whole. Craig's proven record of experience in elected office, confidence in explaining her governing philosophy, and ability to communicate her positions, impresses your Chamber's leadership.



**Joe Moses**

**Monterey County Sheriff**  
**Chamber Endorsement: Joe Moses**

Joe Moses recognizes that ensuring the safety and security of our communities promotes economic growth and opportunity for the people of Monterey County. Your Chamber's leadership sees the need for a leader who seeks change at the Sheriff's Department, while avoiding an approach that could compromise the effectiveness and morale of law enforcement personnel. News media reports and social media posts claim retail businesses and restaurants in some places in California are plagued by

rampant community disorder and lawlessness. We don't want Monterey County to go a similar direction.

**California State Assembly, District 30**  
**Chamber Endorsement: None at This Time**

A new open seat district representing the Monterey County coastal cities, your Chamber's leadership did not identify a candidate for this seat who showed substantive support for business while also providing a credible campaign strategy on how to win support from a majority of district voters. However, we were encouraged by the commitment of all of the candidates to consider the Monterey Peninsula and the Salinas Valley as an integrated economic region. Regrettably, the new 29th and 30th Assembly districts have been drawn to reinforce the so-called "Lettuce Curtain" that is an obstacle to regional cooperation and commerce. There will be another opportunity for your Chamber to consider candidates for this office as the November general election approaches. ■



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# Connection, Commerce and Economic Well-Being

— Rodney Meeks —

by Rodney Meeks, Board Chair



## 2022 EXECUTIVE COMMITTEE

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- Chair-Elect - **Bill J. Hastie**  
(Hastie Financial Group)
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- **Jim Bogart** (Ag Industry Legend)
- **Sara Boyns** (Fenton & Keller)
- **Raymond Costa**  
(RHC Management, dba McDonald's)
- **Jon Ditlevsen** (1st Capital Bank)
- **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 -  
Widmerville Valley Properties)
- **Colby Pereira** (Braga Fresh Family Farms)
- **Amy Salmina** (Coast & Valley Properties)
- **Starla Warren** (Housing Consultant)

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

## LEGAL COUNSEL

- **Matt Ottone**

## PROFESSIONAL STAFF

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Office Administrator
- **Gabriel Lopez**  
Membership Development Director
- **Willa Doroy**  
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- **Toula Hubbard**  
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- **Steve McShane**  
President & CEO

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

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Wow, what a great turnout to the Annual Awards Luncheon. I was so impressed on how well things went considering we had not held this event in person for the last two years due to the pandemic. We also had new staff who had no experience running the event. In addition, a good portion of the town was under shelter in place orders due to the major fire at the Taylor plant that day. In spite of all these challenges, the event went off without a glitch. Attendees were quick to compliment all the positive things that our staff and committee did to make the event so successful.



New board member, Mark Kennedy, spoke about the impact of small businesses before he announced our small business of the year recipient. I don't know if Mark realized that the first week of May is National Small Business Week. According to [www.chamberofcommerce.org](http://www.chamberofcommerce.org) about 80% of small businesses survive their first year, while that number drops to 70% at the end of the second year. Five years after being established, around 50% of small businesses are still afloat. That being said, a large percentage of small businesses fail within the first few years. The Small Business Administration Office of Advocacy considers a small business having less than 500 employees and 99.9% of businesses in the U.S. are considered small businesses, and nearly half the nation's workforce are employed by small business.

The majority of our members are small businesses, with most being well under 25 employees. Every business has their own story on how they got started and what it took to succeed. My dad worked for the Credit Bureau of Salinas before he went out

on his own and purchased Lindey's Collection Service in 1970. Lindey's was on the verge of bankruptcy and had no employees. Lindey had borrowed \$25K from a private investor and gave the investor 50% stock in the company. My dad borrowed \$20,000 to purchase 50% of the stock in the company. Several months later he borrowed another \$25,000 and paid off the note to the private investor and paid another \$60K to purchase the remaining stock. We now celebrate 52 years in business as a second generation, family owned business, which is success in itself considering only 30%

transition to the second generation.

The business climate has changed dramatically since 1970. California is known as an unfriendly business state. I have never seen so many new regulations over the past few years on both the state and federal level. Over-regulation is the number one killer of small business. Do you know that California Senate Bill SB 1324 (Durazo) Rental Debt, if passed, would require landlords to get licensed as a debt collector? I encourage all small businesses to stay engaged in legislative activities and fight for your rights through your state and national trade associations. The Salinas Valley Chamber of Commerce will continue to advocate for its members on the local level. Together we contribute to the commerce and the economic well-being of our community ■

that news media continually highlighted the murders of the mid-2010s but barely mentioned the subsequent 80 percent reduction in murders. Regrettably, the number of murders did double in 2021.

The table indicates in red when the number of each category of crimes was at the highest level, and it indicates in green when the number was at the lowest level. The table also provides data showing that the population of the City of Salinas has remained stable during this time period.

The City of Salinas participates in the Uniform Crime Reporting (UCR) Program by providing this data about criminal offenses on a monthly basis to the State of California, which then forwards the data to the National UCR Program of the Federal Bureau of Investigations (FBI).

According to the FBI, these crime statistics are intended for several purposes:

- Law enforcement can use the data for budget formulation, planning, resource allocation, and assessment of police operations.
- Chambers of Commerce and tourism bureaus can examine the data to see crime trends in their communities and respond appropriately.
- Criminal justice researchers can study trends in crime over time.
- Elected officials can use the data to advance legislation and adjust budgets.
- News media can use these crime statistics to inform the public about trends and compare the data to other entities.

In addition, this data can confirm or rebut claims and rumors about crime that circulate in communities, including on social media.

Also posted on the Salinas Police Department website are their annual reports, which outline annual accomplishments and challenges for city law enforcement. To review the reports, visit the Salinas Police Department website at <https://www.salinaspd.org/annual-reports/>.

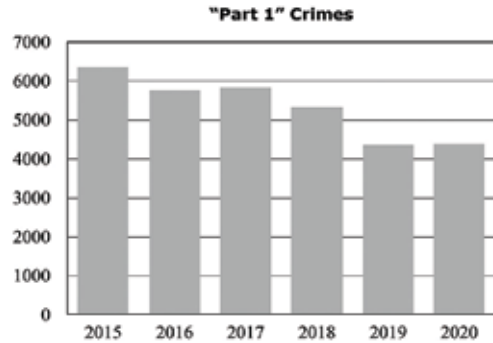
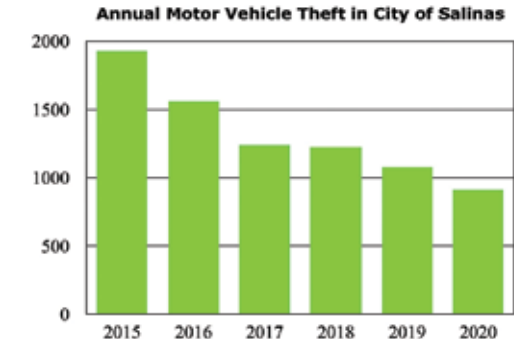
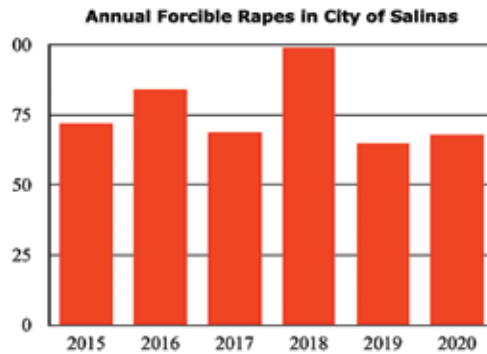
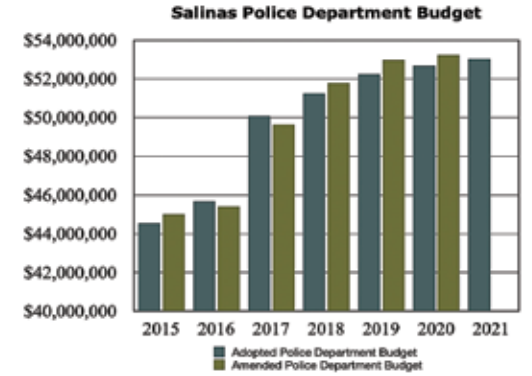
Annual Crimes in City of Salinas 2015-2021 with Population and Police Budget Trends

	Murders	Forcible Rape	Arson	Robberies	Burglaries	Larcenies-Theft	Motor Vehicle Theft	"Part 1" Crimes	Total Including Non-Aggravated Assault	Population at Start of Year	Percentage Change for Population	Adopted Police Department Budget	Amended Police Department Budget	Percentage Change for Police Department Budget
2015	40	72	19	369	679	1,534	1,932	6,346	7,430	157,206	N/A	\$44,548,900	\$45,024,381	N/A
2016	36	84	11	325	695	2,484	1,563	5,759	6,835	158,973	1.12%	\$45,694,745	\$45,424,345	1.49%
2017	29	69	24	358	964	2,589	1,242	5,841	6,933	159,708	0.46%	\$50,091,227	\$49,636,278	10.27%
2018	19	99	31	321	897	2,180	1,227	5,316	6,547	159,846	0.09%	\$51,247,420	\$51,790,726	3.25%
2019	8	65	25	241	742	1,709	1,081	4,340	5,576	160,522	0.42%	\$52,247,657	\$52,997,357	0.88%
2020	8	68	33	233	790	1,779	912	4,380	5,470	160,387	-0.08%	\$52,694,683	\$53,248,983	-0.57%
2021	16	70	30	235	694	1,820	732	4,160	5,291	160,206	-0.11%	\$53,028,645	N/A	-0.41%

Green - Lowest Annual Number  
Red - Highest Annual Number

Table - Annual Crimes in City of Salinas

	Murders	Forcible Rape	Robberies	Burglaries	Larcenies-Theft	Motor Vehicle Theft	Part 1 Crimes	Total Including Non-Aggravated Assault
2015	40	72	369	679	1534	1932	6346	7430
2016	36	84	325	695	2484	1563	5759	6835
2017	29	69	358	964	2589	1242	5841	6933
2018	19	99	321	897	2180	1227	5316	6547
2019	8	65	241	742	1709	1081	4340	5576
2020	8	68	233	790	1779	912	4380	5470
2021								



# Federal Reserve Acts to Curb Inflation

by Bill Hastie, Hastie Financial Group



It may be impossible to go through a day without inflation affecting some part of one's life – at the grocery store, the gas station or just paying your rent. Gasoline and food prices adjust quickly to fully reflect inflation that has been on the rise for months. This is acting as an additional tax on young families and the elderly who are often on a fixed income and typically don't have 10% - 20% extra room in their budget for rising costs.

The economic definition of inflation is simply too much money chasing too few goods and services. From the money supply standpoint, there has been nearly \$2 trillion in COVID relief funds injected in the economy over the last 18 months – primarily from newly printed money. This resulted in a 42% increase in M2 – the measure of money supply used to calculate inflation. Some analysts see this as artificial money supply and one of the root causes of the inflation we are now experiencing.

From the standpoint of the production of goods and services, although with unemployment running at the 3.6% annual rate, there are still in excess of 11 million jobs currently available. This has acted to raise the average hourly rate received by workers, but they are also seeing the rate of inflation exceeding the increase in their wages.

The Federal Reserve, through its policy-setting arm known as the Federal Open Market Committee (FOMC), essentially has two tools for fighting inflation. The first is the ability to raise and lower interest rates, and so far in 2022, the FOMC has increased interest rates 0.25% (or 25 basis points) and is expected to raise rates as many as six or seven more times in 2022 and into 2023. Raising interest rates is a classic method of fighting inflation.

The second tool at the FOMC's disposal for fighting inflation is known as Federal Open Market Operations – a process by which the Fed purchases or sells Treasury and mortgage-backed securities in the open market as means of controlling the money supply. At the end of 2021, the FOMC was purchasing \$120 billion in these securities each month, significantly adding to the money supply. The Fed began to "taper" the amount of securities it was purchasing to zero this month. This has resulted in the Federal Reserve's "balance sheet" now exceeds \$9 trillion. In the coming months, the Fed may actually reverse this process and begin selling these securities in the open market. This would act to begin to reduce the money supply, thereby aiding in the reduction of inflation.

We should see in the next few months just how well the Fed's actions have worked in curbing inflation, most recently pegged at an annual rate of 8.5% - the highest reading of annual inflation in 40 years. Some market analysts believe that inflation is peaking now and that we may see inflation begin to wane in the next few months. Investors will certainly be watching. ■

**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)**



# Salinas Valley Chamber Adds New Board Member

The Salinas Valley Chamber of Commerce (SVCC) welcomes Amy Salmina of Coast & Valley Properties to the Board of Directors.



*When asked to comment on her recent appointment, Ms. Salmina shared, "I have a growing business in the property management field and have depended greatly on the Chamber of Commerce for advocacy as our industry comes under fire. I see incredible value in my Chamber membership and am so proud to join the Board. I have also been motivated by the Chamber's Charitable work with the Children's Shopping Tour. I can't wait to serve as chair of the 2022 event."*



**AMY SALMINA** Coast & Valley Properties

## Join the SVCC...

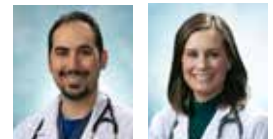
at our upcoming Spring Mixer and BUSINESS EXPO on May 19 to meet the Chamber Board, staff, and fellow community members. For more information contact the Salinas Valley Chamber of Commerce offices at 831.751.7725, or visit our website [www.salinaschamber.com](http://www.salinaschamber.com).

## The Opioid Epidemic: Strategies for Combating Opioid Use Disorder

The opioid epidemic is a widespread problem that is costing people their lives. In this free virtual presentation, our Board-certified physicians will provide valuable information on:

- Why opioids are necessary in medicine
- How opioids can become highly addictive
- Treatment options for Opioid Use Disorder
- The dangers of fentanyl laced street drugs

Our physicians will also guide parents on how best to talk to their kids about these drugs.



Bruce Kaufman, DO

Kristin Burstedt-Leonard, DO



Erica Lock, MD

**Friday, May 27 at 12:00pm**

Join us on Facebook @SVMHHS



# Online Survey Provides a Clearer, More Equitable, Path Forward in Shaping Monterey County Health Care

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



Throughout the pandemic, collaboration became a key element in the daily fight against the virus. It allowed Monterey County health care organizations, government agencies and nonprofits to work together to better administer not only care, but the dissemination of vital information to help educate distressed community members.

What's more it provided coordinated education, combined resources, and helped streamline the vaccination and testing protocols.

Given that, it was a natural next step to continue these alliances to better coordinate resources and efforts moving forward for the greater good of the community.

The newly formed Monterey County Health Needs Collaborative is a partnership between Mee Memorial Healthcare System, Community Hospital of the Monterey Peninsula, Salinas Valley Memorial Healthcare System, Natividad, the Monterey County Health Department, and United Way Monterey County.

Nonprofit hospitals such as Mee Memorial must complete a community health needs assessment every three years, and health departments are required to do a health assessment every five years. Typically, most other community organizations do the assessment and address issues independently.

This new coalition has begun an unprecedented assessment of the health care needs of our diverse region. It is now conducting crucial public surveys to yield anonymous and confidential health, social and economic data. The results will provide a blueprint for the next three years to determine health programs, strategies and allocation of resources.

I cannot understate the importance of the community's role in this endeavor. To more effectively identify, address and improve our collective health and well-being, people from all backgrounds and corners of our county need to participate. This will provide us with a clearer, more equitable, path forward.

I urge all community members to participate in the confidential 10-minute online survey ([www.healthymontereycounty.org](http://www.healthymontereycounty.org).) It's quick, painless and vitally important for the future of health care.

Hospitals must reach beyond traditional care to better identify preventive and clinical services to those who need it the most. That extends to providing better access to care in places where it can make a real impact. For example, the rural residents in South County often encounter barriers to health care. Even when adequate services exist in a rural community, there are other factors to consider, including lack of insurance, financial means, transportation from remote homes, and language barriers.



Now is the time for anyone who faces barriers to inform decision-makers how to best strategize future healthcare initiatives.

Professional Research Consultants, a public opinion research consultant, will also conduct bilingual phone and online surveys so that everyone will have a voice.

This is an opportunity to show how the public can play a critical role in helping shape the future, and begin to remove those obstacles to quality care.

Once the publicly reported assessment is complete, community organizations may use it for everything from planning to grant reporting for health outcomes. The Community Health Needs Collaborative partners will be able to work from the same data set and with the same assessment tools to identify trends and major health issues. Other county organizations and partners can then also work individually and collectively to create or enhance programs to respond to community health needs.

"The more we know about the unmet healthcare needs of our communities, the more hospitals, public health officials, and local organizations can do to make the Monterey region a better place to live for everyone," said Jo Coffaro, Regional Vice President of the Hospital Council of Northern and Central California. "The community health needs assessment is a vital tool for identifying Monterey County's top health concerns, and our collaborative partnership will result in a comprehensive and coordinated effort to improve the health and well-being of our region."

Past efforts from community health needs assessments have steered funding, resources, and programs to improve access to healthcare and provide more programs to address treatable health conditions such as diabetes and heart disease.

"Monterey County Health Department is excited about how this collaborative assessment process has provided another way for all of us to work together to address identified health needs in our communities," said Elsa Jimenez, Director of Health Services for Monterey County. "By working together, we will make Monterey County an even healthier place to live, work and play."



MONTEREY COUNTY  
HEALTH NEEDS COLLABORATIVE

## WANTED

**Community input on healthcare**

[www.healthymontereycounty.org](http://www.healthymontereycounty.org)

*I can't think of anything more important than that.*

To access the survey or to get more information about this unique collaboration, visit [www.healthymontereycounty.org](http://www.healthymontereycounty.org). ■

## May is Mental Health Awareness Month



First 5 Monterey County offers year-round mental health training to professionals that work with more than 1,600 children and families throughout Monterey County.

*"[This training] tells you that little seeds of hope are planted even in the most desperate situations. I'm seeing the results right now when working with families," shared a mental health training participant.*

Together We Raise

Monterey County!

Learn more:  
[first5monterey.org](http://first5monterey.org)



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# Companies Dealing with Tighter Labor Market

by Paul Weyant



Struggling with a depleted applicant pool, nearly two in five businesses (39%) report hiring someone they otherwise would not have in order to fill an open position, according to a new survey from The Harris Poll commissioned by Express Employment Professionals.

This statistic increases with company size to 47% of companies with more than 50 employees, and is around 26% for companies with less than 50. About three in five (63%) say they have overlooked soft or hard skills, while 45% have overlooked an applicant's ability to pass a background check or drug screening.

Unemployment continues to remain relatively low. "The Employment Trends Index rose again in March, signaling further solid job growth ahead in the second quarter of 2022," said Agron Nicaj, Associate Economist at The Conference Board. "Consistent months of growth in the ETI indicate that employment is growing, and the labor market is expanding. The labor market is continuing to add jobs, especially in in-person services and other industries that have yet to reach pre-pandemic levels of employment. We expect these industries, including accommodation and food services, to experience the greatest job gains in the coming months. We can expect jobs to return to pre-pandemic levels before the end of the year." This means a tighter job market for Monterey County.



The unemployment rate in Monterey County typically spikes in January/February (with seasonality in Agriculture and Hospitality). This year's spike was the lowest seen in over 30 years at 9.3%. This may indicate the seasonal unemployment between June and September will also be historically low.

Nationally, companies continue to turn to staffing companies to help fill critical vacancies. After an upwardly revised gain of 43,000 jobs in February, the U.S. temporary help industry continued its surge in March by adding 4,900 jobs, according to the Bureau of Labor Statistics. With the revisions in January and February, temporary jobs were 1,800 higher in February than reported.

"Overall, the month of March was another one of solid gains for the job market, with 431,000 new jobs," said Barry Asin, president of Staffing Industry Analysts. "An increase in labor force participation was another positive sign for the supply of workers. Nevertheless, the greatest constraint on growth remains the ongoing shortage of qualified candidates for the available jobs."

In Monterey County, Express Employment is a locally owned staffing company and a great way to fill your critical vacancies. Using evaluation hire through our agency, a company can observe the performance of a potential permanent hire before fully committing. This gives managers and coworkers a chance to observe how a potential employee performs and fits with their company culture.

For more information, contact Paul Weyant, Owner, Express Employment, 831-920-1857 ■

*The article is intended to offer information by Chamber member, Express Employment. 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.*

# 2022 Program Kicks Off with Sessions on Hospitality and Education

by Mitchell Friedman, Program Facilitator, Leadership Monterey County

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, has returned to an entirely face-to-face format in 2022 program.

"We're ecstatic to be face-to-face once again," said Kimbley Craig, President of the Monterey County Business Council, the organization that operates the Leadership Monterey County Program in partnership with the Salinas Valley and Monterey Peninsula Chambers of Commerce.

"Our participants and presenters alike relish the opportunity to connect real-time with each other, and the visits to different sites throughout the county simply cannot be replicated virtually."

The Leadership Monterey County program attracted a record number of applications for its 2022 program. Each candidate submitted a resume, responded to a series of questions in writing, and was interviewed by members of the organization's staff and board of directors. At the conclusion of this process, invitations to participate were extended to thirty local leaders.

The 2022 Leadership Monterey County program began with sessions devoted to understanding the inner workings of the hospitality industry and higher education.



*Leadership Monterey County participants at Monterey County Office of Education*

For Hospitality Day on February 25, 2022, participants learned about the state of the local industry and how the pandemic initiated a period of "forced innovation" that local hotels, resorts, and other key industry players were compelled to respond to survive. Speakers included leaders from The Portola Hotel and Spa; the Monterey County Convention & Visitors Bureau; the Monterey County Hospitality Association; the Monterey Conference Center; and The Cannery Row Company.

The second session of the 2022 Leadership Monterey County program, on March 25, 2022, focused on education with the pandemic and longstanding structural changes

affecting public and private institutions alike serving as the backdrop for the day's conversations. Speakers at this session included leaders from California State University Monterey Bay (CSUMB); Hartnell College; the Monterey County Board of Education; and Monterey Peninsula College.

Future 2022 sessions of Leadership Monterey County will focus on agriculture, government and law, infrastructure, the arts, and healthcare, among other topics. For a complete schedule of topics and dates visit <https://www.leadershipmc.org/the-program>; to receive information on how to apply to the 2023 program, email [LMC@mcbc.biz](mailto:LMC@mcbc.biz). ■

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# Is Your Business Subject to the Right to Recall Law?

## Laid Off Employees and Your Business

by Gladys Rodriguez-Morales, Attorney  
Fenton & Keller



On April 16, 2021, Governor Newsom signed into law Senate Bill 93 which is referred to as the Right to Recall law. Its aim is to place laid off workers back in the jobs they held before the pandemic by requiring employers in certain industries to extend written job offers to employees who were laid off due to the impact of COVID-19. The Right to Recall law is effective through December 31, 2024.

Employers impacted by this law include hotels and private clubs with 50 or more guest rooms, event centers with more than 1,000 seats or 50,000 square feet, airports, airport service providers, airport hospitality operation businesses, and businesses engaged in providing building services such as janitorial, maintenance and security services at retail, office, and commercial buildings.

The recall rights only extend to employees in these industries who worked for two or more hours per week, who worked for six months or more in the 12-month period preceding January 1, 2020, and who were laid off due to a pandemic related reason, including a public health directive, lack of business, a reduction in the workforce, government shutdown order, or other economic, nondisciplinary reason related to the pandemic.

The Right to Recall law sets out certain requirements employers must follow when it comes to laid off employees due to a reason related to the pandemic, including the following:

- Within five business days of the opening of a position, the employer must communicate in writing (by hand or mail delivery and if the information is available, by email and text message) the availability of the position to the qualified laid off employee. (An employee is deemed qualified if the laid off employee held the same or similar position with the employer at the time of their layoff);
- If there is more than one qualified laid off employee for the position, but only one position, an employer may make simultaneous, conditional offers of employment to the laid off employees, but the employer must rehire the employee with the greatest seniority;
- Employers must give a laid off employee who was offered a position pursuant to this law five business days to accept or decline the offer;
- If an employer does not extend an offer to a laid off employee because the employee was not qualified for the position, the employer is required within 30 days to provide written notice to the laid off employee, specifying the reason(s) for the employer's decision, including stating the length of service of the employee who was hired instead of the laid off employee; and
- The employer must maintain certain records for three years from the layoff date for each laid off employee, including the employee's personal and employment information, a copy of the written layoff notice, and all records of communication between the employer and the laid off employee regarding offers of employment made pursuant to this law.

Employers subject to the Right to Recall law will want to make sure they have a system in place to comply with its requirements since employers who violate this law may be subject to significant civil penalties and liquidated damages, along with reinstatement rights, back and front pay, lost benefits, and interest. ■

*Gladys Rodriguez-Morales is a lawyer with the Fenton & Keller law firm in Monterey. This article is intended to address topics of general interest and should not be construed as legal advice. For more information, please visit [www.fentonkeller.com](http://www.fentonkeller.com).*



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# Goodwill Central Coast Embraces Generosity — Turning Donations into Jobs in Tri-County Area

by Az Koussa, Regional Transportation Manager Goodwill Central Coast



Back in the 1890s, a Methodist minister from Boston witnessed demoralizing conditions faced by newly arrived immigrants who lacked adequate food, clothing, shelter and access to employment.

The Rev. Edgar J. Helms' vision to improve lives through access to honest work became Goodwill Industries in 1902. Volunteers collected used clothes, Goodwill provided jobs to those who repaired them, and sold the items to fund services to the most vulnerable populations. This simple philanthropic model worked well, and gave birth to the philosophy of "a hand-up, not a hand-out."

The mission of Goodwill has held strong for more than a century through the service provided by leadership and staff, the volunteer efforts of board members, advocates, and others, and the generosity of donors who support the mission.

Today Goodwill has grown into a network of 165 autonomous community-based organizations throughout the United States and Canada. Each of these organizations offers customized training and education programs for people with disabilities and disadvantages as they work toward a common goal of providing those individuals with the tools they need to achieve self-sufficiency.

**Goodwill impacts the Central Coast** - Goodwill Central Coast began in 1928 in Santa Cruz, eventually expanding into three counties: Santa Cruz, Monterey and San Luis Obispo. GCC now 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.

The close-knit team at GCC works together to help build lives and strengthen families and communities by helping everyday people overcome obstacles to employment. Those barriers include homelessness, military service, single parenting, incarceration, addiction, and job displacement.

In a typical year, Goodwill Central Coast receives more than 600,000 donations of clothing and household items. From those generous donations, GCC diverts 17 million pounds from landfills, and assists more than 13,000 individuals per year through our services that remove barriers to employment and help individuals achieve self-sufficiency (that's more than the populations of Soquel, or Morro Bay, or Carmel).

With multiple, convenient drop-off sites, Goodwill Central Coast makes it easy for anyone to have an impact on their local economy and the environment. It's a win-win proposition — for the people and the planet. Donations help empower individuals to find meaningful employment while helping preserve and protect the Central Coast landscape.

Buying second-hand items (especially clothing) is one of the best things consumers can do to protect the planet. Many businesses in the fast-fashion industry use manufacturing methods that are extremely harmful to the environment and produce cheap, short-lasting clothes that are often thrown out. This system uses high volumes of non-renewable resources, including petroleum, extracted to produce clothes that are often used only for a short period of time, after which the materials are largely lost to landfill or incineration.

To grow the cotton required to make a new cotton T-shirt and pair of jeans requires more than 5,000 gallons of water. By choosing to buy second hand, consumers can reduce that number to zero. According to the U.S. Environmental Protection Agency, more than 11 million tons of clothing and

footwear are sent to landfills in a given year. More than 80 percent of unwanted clothes in the U.S. were incinerated or sent to landfills. Thrifting combats this by preventing resources invested in making clothes from being used in vain. It is also a sustainable alternative to minimize personal contribution to clothing waste and non-ethical fashion sources.

**Support the mission with a purge** - Goodwill values its community donations, accepting everything from clothing and accessories to small household appliances and furniture, electronics, books, fine china, art and other collectibles in good or new condition.

With spring cleaning season right around the corner, GCC encourages residents in Monterey, Santa Cruz and San Luis Obispo counties to begin the purge process. Each donation of clothing, shoes, housewares and small electronics make a great difference in helping Goodwill achieve their mission.

Residents may be unaware that Goodwill will accept computers, as well. Obsolete or unusable computers can contain toxic material such as arsenic, lead and cadmium that could leak, damaging plant and animal life and potentially impacting the local food and water supply. Goodwill will responsibly recycle electronics that cannot be resold through its stores.

Donations of clothing and household goods that are in "good" condition or better are entitled to a tax deduction, representing yet another advantage of donating goods to GCC.

**Celebrate Goodwill Week in May** - Every year during the first full week of May, Goodwill organizations across the U.S. and Canada celebrate Goodwill Week to highlight the defining principle of our mission — transforming lives through the power of work. The week celebrates a long history of lifting up others. During this week, Goodwill Central Coast celebrates the power of work, and it's the perfect time to spread the word about Goodwill's mission, which goes far beyond the retail stores and donation centers.

One way to join in by using the hashtag #sharethegood. Its purpose is to encourage Goodwill advocates and their social networks to communicate how they are sharing the good they are doing in the community, whether in direct support of Goodwill or another cause. The goal is to create a dialogue that will inspire others to take a proactive approach to social impact, no matter how big or how small the effort.

Another bonus that comes from supporting Goodwill's mission is helping maintain employment for the more than 600 members of the GGC team. All of them (from employment training professionals, sales personnel, donation center attendants, warehouse and distribution workers, administrators and more) share a stake in the mission — helping care for their communities, their friends and neighbors, and the planet we all share.

To find out more about Goodwill Central Coast or to discover the location of stores and donation centers, visit [www.ccgoodwill.org](http://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.*

# 101st Annual Awards Luncheon - 2022

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## — Upcoming — NON-PROFIT EVENTS

- **Alzheimer's Association – Salinas and Pacific Grove Caregiver Support Group**  
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 Salinas caregiver support group meets monthly, on the 1st Wednesday of each month, without a fee.

### Upcoming dates:

- May 4, 12:30 pm – 2:00 pm,**  
*First Baptist Church 1130 San Vicente Avenue, Salinas*
- June 1, 12:30 pm – 2:00 pm,**  
*First Baptist Church, 1130 San Vicente Avenue, Salinas*
- June 8, 1:30 pm – 3:00 pm,**  
*Sally Griffin Center, 700 Jewell Avenue, Pacific Grove*

- **Monterey Peninsula Voices Celebrates Making Music for 60 Years**  
**May 5, 7:00 pm, Sunset Center, Carmel AND**  
**May 7, 7:00 pm, Sherwood Hall, Salinas**  
Tickets are \$30 for general admission, \$25 for seniors, students and military, and \$20 for children 12 and under. For more information visit mpvoices.org.
- **Active Seniors, Inc, - Monthly Luncheon**  
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 web site, www.activeseniorsinc.org will have a link to the newsletter where the menu and program are listed.  
**May 12, 11:45 am – 1:30 pm, 100 Harvest St, Salinas**  
**June 9, 11:45 am – 1:30 pm, 100 Harvest St, Salinas**

### Mark the Date:

- **Jacob's Heart 5k/10k,**  
**August 7, Toro Park** with music, food, activities for the kids and more! Awards for top finishers. Register at [Jacobsheart.org/5k10k](http://Jacobsheart.org/5k10k)



# 2022 Chamber of Commerce Awards Luncheon Success

## by Chamber Staff

The Annual Awards Luncheon held in April, represented one of the most successful Chamber of Commerce Annual Awards Luncheon events in recent history. Salinas Valley Chamber of Commerce members came roaring back to celebrate the community following a two-year hiatus due to COVID-19. With nearly 450 in attendance, organizers were pleased with a nearly record-setting number of sponsors. We were all thrilled to have an in-person event!

The theme of the luncheon was "Facing the Future Together." Event chair, Amy Gibson, was particularly pleased with the flow and quality of award recipients. "There were a lot of tears in the audience thanks to the very moving and personal speeches given by the recipients," shared Gibson. "The decor, food and networking were great. I'm particularly pleased that it started on time and ended on time," continued Gibson.

Awards were presented to a diverse group of Chamber members, both individuals and businesses. Represented were a multi-generation established company, newcomers to the community including immigrants, and individuals who started their professional life with not a dime in their pocket.

One community attendee from Monterey, Nancy Selfridge, was encouraged by the Citizen of the Year, Victor Rey. "Victor's Service as chair of the Salinas Valley Memorial Healthcare District board is impressive. It was even more impressive to learn of the example he sets with a deep commitment to diet and exercise," remarked Selfridge.

SVCC President & CEO Steve McShane addresses luncheon attendees.

Additional recognition was given to members for their commitment to the Salinas Valley Chamber of Commerce: **10 Year Members** - Terry Feinberg, York School, Tarp's Roadhouse, First 5 Monterey County, Tunstall Engineering Consultants, Monterey County Sheriff's Advisory Council, Salinas Police Activities League, Band of America - S. Main Branch, A & O Specialty Pharmacy, Law Offices of Thomas S. Worthington, Bookkeeping Central, California Welcome Center - Salinas, Best Western Salinas, JNM Company; **25 Year Member** - Transportation Agency for Monterey

County; and **50 Year Members** - Brady Company and Leavitt Central Coast Insurance.

The Chamber's Annual Awards Luncheon is an event that has occurred for over a hundred years. Keeping with tradition, the outgoing Chair of the Board, Kristy Santiago, gave a report capturing 2021 as a very successful year. She was particularly proud of achievements in membership, financial stewardship, and new policies covering diversity and inclusivity when it comes to Chamber operations. Ms. Santiago was recognized for her contributions, as were outgoing Board members: John Haupt, Kathy Miller, John Bailey, and Esteban Calderon.

The 2022 Chair of the Board, Rodney Meeks, introduced incoming Board members with great enthusiasm: Leonard Batti (Taylor Farms), Brenda Granillo (California Water Service), Mark Kennedy (Green Rubber-Kennedy Ag), and Amy Salmina (Coast & Valley Properties). Mr. Meeks reaffirmed the Chamber's strong commitment to advocacy, business development and promotion.

Chamber Ambassadors Michael Laroco, Daniel Philpott and Tony Sanchez, greeted guests and were integral with setting up the event. Attendees were greeted and serenaded in the lobby with live, classical music provided by Youth Orchestra of Salinas (YOSAL). During the event, many attendees stood up and danced to the tunes provided by DJ Kevin Harris of Kool Inc. as personalized music selections were played for each of the honorees.

Salinas High School FFA students guided by their advisor, Chris Evans, served as the luncheon's Junior Ambassadors. We would like to express sincere gratitude for their assistance in preparing the venue for guests as well as greeting, supporting and serving the cookies for dessert.

Newly appointed President and CEO of the Salinas Valley Chamber of Commerce, Steve McShane, closed out the afternoon's celebration with a detailed report capturing recent membership, budget, and successes of the Salinas Valley Chamber of Commerce. He thanked outgoing president, Paul Farmer, and invited the membership to engage their Chamber of Commerce at a stronger level than ever before. The event ended on time, and attendees left motivated and inspired by the words shared by the award recipients. The sentiments of the afternoon were captured by an attendee that remarked, "Thank you for putting on such a great event. So glad to be a member of the Chamber." ■



Staff members from Youth Orchestra Salinas (YOSAL) delighted the crowd as they came into Sherwood Hall.



Members of Salinas High School FFA gather around Hidden Hills Ranch therapy pony, Shelby. Shelby says "Just say no to bullying!"



Luncheon attendees reviewed highlights of the Salinas Valley Chamber sponsored, Children's Shopping Tour event, held every December for underserved youth in our community.



Theresa Wright and Todd Muck celebrate the Transportation Agency for Monterey County's 25 years of Chamber Membership.



Norm Groot (Monterey County Farm Bureau) and Kim Stemler, Ag Leadership Award Honoree (MCVGA).



Gabe Lopez, SVCC Membership Director, presents Sherry Farson, Bank of America, with 10-year plaque.



Large Business of the Year award, JM Electric, accepted by Chris Jensen, JM Electric staff and family members.



Ag Leadership Award Honoree, Kim Stemler, dances her way on stage!



Small Business of the Year, Ocon Family Chiropractic, Dr. Luis Ocon and members of Ocon Family Chiropractic.



Salinas Valley Chamber Board Members Tom Moran (Goodwill Central Coast) Rodney Meeks (Credit Consulting Services) and Bill Hastie (Hastie Financial Group).



Brady Company honored for 50 years of Chamber membership. (team not pictured)



Spirit of the Community Award, Meals on Wheels of the Salinas Valley.



Citizen of the Year, Victor Rey (Salinas Valley Memorial Healthcare System), and his family.



Jackie Cruz (Hartnell College), Andrea Bailey (Chevron), Najee Shakir and Chris Lopez (Monterey County Supervisor, District 3) celebrate Andrea's Businesswoman of the Year honor.



District 4 Monterey County Supervisor, Wendy Root, and Chamber President Steve McShane, with Salinas High School FFA members.



Businesswoman of the Year, Andrea Bailey (Chevron).



50 years of membership celebrated by the team at Leavitt Central Coast Insurance.

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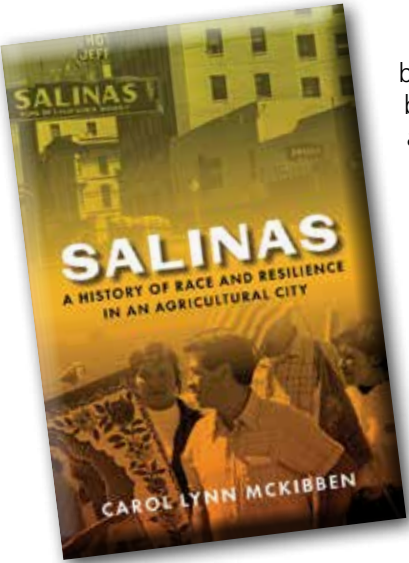
# Meet The Author

Thursday, May 19!

## Salinas: A History of Race and Resilience in an Agricultural City



Dr. Carol McKibben



Currently one of the most talked about books in the community, *Salinas* is published by Stanford University Press, and was written as an ambitious history of a California city that epitomizes the history of race relations in modern America.

Join author, Dr. Carol McKibben, at the Salinas Valley Chamber Spring Mixer, on Thursday, May 19, from 4:30 to 7:00 pm, 119 E Alisal Street, Salinas, where she will be speaking and signing copies (great gift for dads and grads). This event is FREE and Chamber members are encouraged to invite their friends, family and community.

No stranger to the community, Dr. McKibben resides in Monterey County, is director of the Salinas History

Project, and the author of two previous books on the history of Monterey County: *Beyond Cannery Row: Sicilian Women, Immigration, and Community in Monterey, 1915-1999* (2006) and *Racial Beachhead: Diversity and Democracy in a Military Town* (2012).

An Organization of American Historians Distinguished Lecturer. McKibben has been teaching courses in California history, Urban history and Immigration history for the Department of History and Urban Studies at Stanford University since 2006. She has also engaged in numerous community based research projects on the Monterey Peninsula for thirty years.

Although much has been written about the urban-rural divide in America, our city of Salinas, like so many other places in the state and nation whose economies are based on agriculture, is at once rural *and* urban. For generations, Salinas has been associated with migrant farmworkers from different racial and ethnic groups. This broad-ranging history of "the Salad Bowl of the World" tells a complex story of community-building in a multiracial, multiethnic city where diversity has been both a cornerstone of civic identity and, from the perspective of primarily white landowners and pragmatic agricultural industrialists, essential for maintaining the local workforce.

*Salinas* is drawn from Dr. McKibben's extensive original research, including oral histories and never-before-seen archives of local business groups, tracing Salinas's ever-changing demographics and the challenges and triumphs of Chinese, Japanese, Filipino, and Mexican immigrants, as well as Depression-era Dust Bowl migrants and white ethnic Europeans. McKibben takes us from Salinas's nineteenth-century beginnings as the economic engine of California's Central Coast up through the disproportionate impact of Covid-19 on communities of color today, especially farmworkers who already live on the margins. ■



## Spring OPEN House

Business Expo



Remarks, Lecture & Book Signing by Carol McKibben, author of *SALINAS: A History of Race and Resilience in an Agricultural City*.

More Info: [www.salinaschamber.com](http://www.salinaschamber.com)



May 19, 2022

4:30 pm - 7:00 pm

119 E Alisal St, Salinas CA 93901

This unique event will be a collection of over 30 members promoting their businesses and services. Tables start at \$150 for a standard table and \$250 for a deluxe table and tent, as well as even more premium spacing. Listen to live entertainment from local musicians while enjoying food from locally owned and operated food trucks. Table space will sell out so be sure and reserve your spot today! Contact Gino Gonzalez at [gino@salinaschamber.com](mailto:gino@salinaschamber.com) or (831) 585-1286.

Event Details:

<https://facebook.com/events/s/salinas-valley-chamber-of-comm/634272984596121/>



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of being a victim of a cyber incident yet say they can't afford to put in place the protections they need, which is troubling. The fact is that 60% of small businesses that have a data breach go out of business within six months of discovering the breach. Part of the reason is that it takes on average 30 days to fully recover from a breach, a month during which the business may not have access to their data, which means they can't collect account receivables, manufacture their products, or pay their employees. It can be devastating.

### Protecting Yourself

Although a small business may not have the same budget as a large enterprise, there are still things that they can do to protect themselves and reduce their risk. We use the U.S. National Institute of Standards and Technology Cyber Security Framework (NIST CSF) as our standard for providing security for ourselves and our clients. The NIST CSF

Here are the top six things that will help you minimize your chances of being the victim of a cybercriminal.

#### 1. Know what you must protect.

One of the basic principles of the NIST CSF is knowing what assets you need to protect, including hardware, software, and user accounts. You can't defend against cyberattacks unless you know what you own, what applications are being used on all the systems in your office and who has access to the data stored on those systems.

#### 2. Make sure you have good backups and that the backups are protected.

Most organizations understand the importance of backing up their data, but they do little if anything to protect the backups from being corrupted or deleted. The first thing cyber criminals do when they breach a network is look for the backups. They know if they can destroy those backups and encrypt the data on the network, organizations will have to pay the ransom to get back to work. Ensure that your backups are not only located onsite but also copied to a secure, offsite location.

#### 3. Patch, patch, patch.

The primary way cyber criminals gain access to systems is to exploit vulnerabilities to operating systems, like Windows and Apple IOS, as well as applications and critical hardware, like firewalls and routers. Vendors release patches to address these vulnerabilities daily, yet many of those vulnerabilities continue to be exploited after the patch is released because the patch is never applied. Make sure that your systems are configured to automatically install patches as soon as they are released for maximum protection.

#### 4. Use multifactor authentication for everything.

Multifactor authentication (MFA) is an additional layer of protection that you can add on top of a user ID and password to protect against password cracking. Unfortunately, many people use simple passwords and, worse yet, use the same password repeatedly so once it's compromised, the bad guys have access to all those systems. Using MFA forces an additional step before you gain access, such as a random code that is texted or emailed to you. Where possible, use MFA, especially for hosted email systems, like Microsoft 365 or Gmail.

#### 5. Train you're your team.

Many organizations focus only on implementing technical protection and fail to do the most effective thing to prevent cyber incidents: training their employees. A robust education program will help your team understand the threats, how to detect them and what not to do. People are the weakest link in the cybersecurity ecosystem, yet it is the easiest (and least costly!) to address.

**One final thing:** we highly recommend that all our clients invest in cyber insurance because traditional business interruption insurance won't cover all the costs of a cyber incident. All new policies and renewals for cyber insurance require at least the five recommendations noted above, so you should get started now and not wait. ■

*Mr. Alvarez is the President & CEO of a Alvarez Technology Group, Inc. and a technology leader who has spent more than 30 years helping local businesses stay safe, secure and successful. This article is intended to address topics of general interest and should not be construed as legal advice.*



Luis Alvarez



# “Pinnacle Bank helps our business reach higher.”

Our underground utility business is based in Salinas. With the help of Pinnacle Bank's professional bankers John Tilley, Steve Wotherspoon, and Sheri Cline, we recently purchased additional land to expand our business. The work we do may be underground...but our business is certainly moving up!

- Mike Bikle and Camille Reith  
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# Ambassador Spotlight

## Armando Soria



Armando Soria was born and raised here in Salinas. He attended North Salinas High School and later graduated from The Monterey Peninsula Fire. After the academy, Armando began applying to various municipalities, and was hired by a local restoration company that allowed him to learn a new trade while still pursuing a career in firefighting.

In 2012, Armando moved to Houston, Texas, to pursue a career in the fire service, however, a promotion to Operations Manager gave him the opportunity to work for a large restoration company that would

send him traveling throughout the continental United States, after major, natural disasters. While in Texas, Armando and his wife, Marisol, welcomed two beautiful daughters, Sofia Isabel and Mia Rose. After much consideration, the Soria family move back home to Salinas, so that their daughters could be surrounded by family. Marisol is a Labor and Delivery nurse at Salinas Valley Memorial Hospital.

With 10 years experience in the restoration industry, Armando founded,

Soria Environmental in January 2021. Soria Environmental offers water damage clean-up and mold remediation services. Armando founded his company on the principles of customer service and community support. Soria Environmental has sponsored local non-profit organizations like The California Rodeo-Salinas and the Monterey County Veterans Day Parade, and supported Salinas Valley Chamber of Commerce events. This year, Armando was nominated for the Leukemia and Lymphoma Society's coveted Visionary of the Year, where he and his team of volunteers will be raising money to help end cancer!

Armando joined the Salinas Valley Chamber of Commerce shortly after opening his business. He knew that by joining, he would have access to likeminded entrepreneurs and gain exposure within the community. Armando has also enjoyed taking part in the Salinas Valley Chamber Minority-Run Organizations Affinity Group meetings, where amazing speakers offer advice and resources to the attendees. Armando is proud to be an Ambassador with the Salinas Valley Chamber and thanks to his active involvement, has developed key professional and great personal relationships within the local business community.

[www.soriaenvi.com](http://www.soriaenvi.com)

[www.facebook.com/soriaenvi](https://www.facebook.com/soriaenvi)

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## Balancing Business & Family

How do you support productivity for working parents during the pandemic?

A Family Friendly Business supports the well-being, retention, and productivity of employees with children. It has policies and practices that can reduce absenteeism and turnover, increase job satisfaction, lower healthcare costs, and improve organizational effectiveness.

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# Support our Chamber Members

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

## Partner Members

Corral de Tierra Country Club  
Hastie Financial Group  
Katherine Healthcare Center  
Motel 6, #0639  
The Home Depot

## Marketing Members

China House  
Driscoll's Inc.  
Hampton Inn & Suites  
Howard Johnson Inn, Salinas  
Madonna Gardens Assisted  
Living & Memory Care  
Scholl & Company  
SSB Construction  
The Outdoor Market

## Business Members

A & O Specialty Pharmacy  
Alliance on Aging  
Alternative Dispute Resolution  
Andresen & Associates,  
Balance Staffing Company  
Bookkeeping Central  
Bronco Van & Storage  
California Welcome Center-Salinas  
Coast & Valley Properties  
DeSerpat Investments, LP  
Harmony at Home  
Haupt & Associates  
Housing Authority of the County of  
Monterey  
INOSOT Financial & Health Coaching  
Centers  
La Plaza Bakery  
Lighthouse Realty Group  
Main Event Transportation  
Monterey County Film Commission  
Monterey County Weekly

## Business Cont.

Planned Parenthood  
Salinas Valley Ford Lincoln,  
South County Newspapers  
State of California— Department  
of Rehabilitation  
T. Bob Uemura, Attorney at Law  
Top 10 Produce, LLC  
Towers Realty  
Tunstall Engineering Consultants  
United Site Services  
Wells Fargo—Brian Allen  
Western Growers Center for  
Innovation & Technology

Gratitude for ongoing support from our Stakeholder and Visionary Members



# New Member Profiles

## Adobe Inc.

Adobe Inc., originally called Adobe Systems Incorporated, is an American multinational computer software company incorporated in Delaware and headquartered in San Jose, California. It has historically specialized in software for the creation and publication of a wide range of content, including graphics, photography, illustration, animation, multimedia/video, motion pictures, and print.  
[www.adobe.com](http://www.adobe.com)



## Astound

We've been a part of your community for years with award-winning internet service and 24/7 local customer support. We put our customers first in everything we do. Our goal is to astound you every day! Your passions fuel us to keep innovating and to ASTOUND you every day. We're evolving... to better serve you. Your passions, your work, your life. We're evolving... so that you can connect to a world of astounding grounded in our deep-rooted purpose and values. We help to make the impossible possible and strive to make every interaction astounding.  
[www.astound.com](http://www.astound.com)  
[Brenda.Gisi@astound.com](mailto:Brenda.Gisi@astound.com)  
415-581-4331



## CannaCruz, Inc

Here at CannaCruz Collective, we strive to help you find the right medicine for your individual needs. We opened April of 2014, and have been proudly serving our community since. Every product is extensively tested by SC Labs to ensure every item is pesticide free and meets California BPC Division 10 Regulations. Not only do we offer a wide variety of cannabis flowers, edibles, concentrates, and more; we really take the time and research to bring you the highest quality products for the best possible value. Our sales representatives, aka budtenders, are highly knowledgeable on all things surrounding the field of cannabis science and are eager to provide you with their expert opinions and seasoned recommendations. We are proud to provide our patrons with the highest caliber of service, product, and information; we hope to see you soon.  
[cannacruz420@gmail.com](mailto:cannacruz420@gmail.com)  
831-420-3227



## East of Eden/Grupo flor

Our friendly and knowledgeable staff are always there to answer your questions. And, with a wide selection of cannabis products and accessories available, you're sure to be satisfied. Our goal with East of Eden is to break the negative stigmas around cannabis and show people that visiting a cannabis retail shop doesn't have to be intimidating — in fact, it can be positive and empowering! We set the standard for how convenient, inviting, and revolutionary cannabis can be for communities and individuals.  
[eodelivery.com](http://eodelivery.com)  
8022 Moss Landing Road,  
Moss Landing CA 95039  
(831) 350-4420



## Community Builders for Monterey County

We are community builders because we are building a better community by making civic engagement through volunteerism more accessible. How are YOU a community builder? In the summer of 2017, Community Builders for Monterey County set out to build a healthy, thriving, inclusive and engaged community. Leading the helm were Co-Executive Directors Tish Sammon and Karen Csejty. The two nonprofit veterans over combined 40 years of nonprofit consulting experience met the ambitions of two emerging nonprofit professionals—Charles Montesa and Salvador Jimenez. The four envisioned the potential of tapping the raw power of volunteerism to transform their community. Today, Community Builders remains a diverse volunteer-driven grassroots initiative of students, young professionals and nonprofit veterans. We remain committed to serving the needs of Monterey County by connecting our neighbors to opportunities to engage with the community and make an impactful difference. We host a robust volunteer portal that currently holds roughly 105 needs serves roughly 78 local nonprofits and 165 users. And our phone and inboxes are always open so we can work with you one-on-one to find the right opportunities that fit your interests, skills and needs. Our Vision CBMC is a virtual and physical ecosystem where community members can connect, share ideas, challenge pressing social issues and help solidify and maintain a quality of life that allows everyone to meet their potential and have productive, fulfilling lives.  
[TishCBMC@gmail.com](mailto:TishCBMC@gmail.com)  
[hello@communitybuildersmc.org](mailto:hello@communitybuildersmc.org)  
831-230-0557



## El Estero Car Wash

Located in Historic Monterey, El Estero Car Wash has been serving motoring public in the Monterey Peninsula for over 60 years. Locally owned and operated, business owners John Fleige and John Logan have over 80 years combined experience in the car wash industry. El Estero Car Wash has been voted "Best Car Wash in Monterey County" for 28 Years in a row! We value our customers and their vehicles. At El Estero Car Wash, everything begins and ends with the customer. Our friendly and experienced staff is totally focused on customer satisfaction. The owners and management team actively participate in operations and are readily available to assist you.  
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590 Fremont Street, Monterey CA 93940 • 831-373-1801



## Fairview Laguna Seca

Fairview Laguna Seca is Monterey Peninsula's newest wedding and event venue. Situated in the oak studded foothills on the Monterey Peninsula sunbelt region, Fairview Laguna Seca is your all-inclusive wedding retreat! Residents of the area and those looking for a destination wedding can enjoy a break from the Monterey fog as they enjoy picturesque views of the sprawling mountainside and scenic golf course.  
[www.fairviewevents.com](http://www.fairviewevents.com)  
[events@fairviewevents.com](mailto:events@fairviewevents.com)  
831-521-7101



## Kaiser Permanente

Kaiser Permanente is recognized as one of America's leading health care providers and nonprofit health plans. Kaiser Permanente has a mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve 12.5 million members in 8 states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal Permanente Medical Group physicians, specialists, and team of caregivers. Kaiser Permanente is dedicated to care innovations, clinical research, health education, and the support of community health.  
[www.kp.org](http://www.kp.org)



## Maid in America

Our mission is to provide our customers with a high-level distinct service and peace of mind while providing a clean place for you to relax at home, a beautiful office so you can think clearly or a sanitized gym to work out and clear your mind. Our mission also includes continuing to provide a road that gives back to local communities by sponsoring and supporting local women's education, youth training and elderly services.  
[www.maidinamerica.org](http://www.maidinamerica.org)  
[Lina@maidinamerica.org](mailto:Lina@maidinamerica.org)  
831-200-0729



## Merrill Farms LLC

Our mission is to actively pursue company growth, maintain reputable practices, and embrace new technologies in order to provide the highest quality product. Our vision is to maintain sustainable farming practices while delivering superior produce to our customers.  
[www.merrillfarms.com](http://www.merrillfarms.com)  
831-424-7365



## Old Republic Title Company

For over 100 years, Old Republic Title has helped Americans protect their property rights while providing peace of mind for one of the biggest investments homeowners will make. We work closely with title agents, real estate professionals, lenders and industry experts to secure safe and efficient real estate transactions. We provide comprehensive title and escrow products and services for individuals, businesses and government.  
[www.oldrepublictitle.com](http://www.oldrepublictitle.com)  
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## One Plant Salinas

One Plant is dedicated to our guests and provides professional knowledge of all our products. Carrying all top brands our budtenders can recommend the best products to suit anyone's cannabis needs. We aim to make everyone feel like family when they shop at One Plant.  
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831-789-9111



# Chamber Events



Andrew Tope and his Family celebrating a grand opening.



Portobello's Connect at lunch (Loans by CMS, Slingshot connections, Salinas Rotary, City council members, school board members).



Agtech Mixer at Hartnell College.



## The Steinbeck House Summer House Tours

Tours are the 1st and 3rd Sunday's from 11 a.m. - 2 p.m.

Dates of the House Tours  
 May 1st & 15th  
 June 5th & 19th  
 July 3rd & 17th  
 August 7th & 21st  
 September 4th

The tours include the first floor as well as the second floor, which features John Steinbeck's bedroom. In the house basement is the Best Cellar Gift Shop which houses several historical pieces of furniture related to the Steinbeck family.

General Admission	
Family-	\$20
Adults-	\$10
Seniors-	\$5 (65 & up)
Students-	\$10 (age 10 & up)
Under 10-	Free
Active Military-	Free
**Special pricing for local Monterey County residents.**	

## Family Service Agency of the Central Coast - Suicide Prevention Service

Suicide Prevention Service of the Central Coast is currently recruiting new volunteers for our Suicide Crisis Hotline.

Suicide Prevention Service is a local resource that includes the 24-hour suicide crisis line; community education and outreach opportunities; presentations and trainings; peer support groups and more for those grieving the death of a loved one by suicide.

Training ends Thursday, July 14th, 2022.



Join a community of dedicated and caring people, No prior experience necessary.

CONTACT US FOR MORE INFORMATION  
 (831) 459-9373, sps24hr@fsa-cc.org,  
 www.suicidepreventionservice.org



# Upcoming CHAMBER EVENTS

*We look forward to seeing you!*

- **Connect at Lunch - Black Bear Diner, Salinas**  
*Tuesday, May 3, Noon to 1:00 PM, 1391 N. Davis Road, Salinas*  
Join us for no-host lunch and network with members of the Salinas Valley Chamber of commerce and other involved individuals of the community!
- **The Western Food Safety Conference**  
*Wednesday, May 4 and Thursday, May 5,*  
*Hybrid and via Zoom, Mainstage Theater, Bldg K*  
The Western Food Safety Conference at Hartnell College.  
For more information, please contact us at (831)755-6702 or [agtech@hartnell.edu](mailto:agtech@hartnell.edu). [WWW.thewesternfoodsafetyconference.com](http://WWW.thewesternfoodsafetyconference.com)
- **Lunch & Learn with Contreras Financial: Diving Into Business Retirement Plans**  
*Tuesday, May 10, Noon to 1:00 PM,*  
*Salinas Valley Chamber, 119 E. Alisal Street, Salinas*  
Hosted at the Chamber offices, bring your lunch as speaker Luis Contreras, of Contreras Financial, shares the ins and outs of business retirement plans. It's not glamorous but it's important, especially for small business owners. Register at [Salinaschamber.com](http://Salinaschamber.com).
- **CalSavers Lunch & Learn hosted by Primerica**  
*Tuesday, May 17, Noon to 1:00 PM, 1582 Moffett Street, Suite A, Salinas*  
Are you compliant? Learn how to avoid any financial penalties by joining Doug Gutshall and Daniel Philpott as they speak on navigating the ever-changing business world. Are you paying money you don't owe? Are you being fined for things you haven't learned about? Find out about all of that and more as we learn together about CalSavers as a tool for retirement. Register at [Salinaschamber.com](http://Salinaschamber.com).

- **Coastal Kids Home Care Ribbon Cutting**  
*Thursday, May 19, 2:00 – 3:00 PM,*  
*427 Pajaro Street, Suites 1-3, Salinas*  
Join us in celebrating Coastal Kids Home Care's new location on Pajaro Street. Coastal Kids was founded based on the idea that children deserve high-quality, home, health care and that this service could be offered affordably. Join us to celebrate the new offices of this heart-warming organization and then we can head a couple of blocks over to the Salinas Valley Chamber Business Expo and Spring Open House. Register at [Salinaschamber.com](http://Salinaschamber.com).
- **Salinas Valley Chamber of Commerce Business Expo and Spring Open House**  
*Thursday, May 19, 4:30 – 7:00 PM,*  
*119 E. Alisal Street, Salinas*  
We are celebrating that we can gather and invite you to the Business Expo and Open House! Featuring author, Dr. McKibben, who will speak on her new book Salinas!. Join us as we enjoy live entertainment, and locally owned and operated food trucks. Please email [gino@salinaschamber.com](mailto:gino@salinaschamber.com) if you would like to attend AND if you'd like to reserve a space to promote your business. Family and guests are welcomed, register at [Salinaschamber.com](http://Salinaschamber.com).

*Save the Date!*

**California Rodeo Mixer!**

**Thursday, June 23, 5:00 - 7:00 PM at the Monterey County Regional Airport.**  
*More details to come!*

## SANTA CRUZ COUNTY BANK

“

*We moved all our banking to Santa Cruz County Bank. It was a smooth transition thanks to the Monterey branch team. They are easy to work with and really understand local businesses.*

*Thank you for seeing the big picture and having faith in us!*

”

~ Shawn & Anjanette Adams, Owners, Monterey Signs



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# Member News

## Monterey County Fair 2022 Entry Guidebook Available Online Now

*Showcase Your Talents to the Community at the 2022 Fair!*

The Fair's Entry Guidebook can be found at [www.montereycountyfair.com](http://www.montereycountyfair.com) and explains the complete "ins-and-outs" of exhibiting at the 2022 Monterey County Fair. Entries must be submitted with any necessary payment by 11:59 p.m. Aug. 1, 2022. Entries are not considered complete until they are delivered on the posted Entry Receiving date. The entry receiving schedule is listed in the guidebook.



## Santa Cruz County Bank Announces Promotion of Mary Anne Carson

Santa Cruz County Bank (OTCQX: SCZC), with assets of \$1.70 billion, is a top-rated community bank headquartered in Santa Cruz County. The Bank is pleased to announce the promotion of Mary Anne Carson from Senior Vice President to Executive Vice President. Under her new title, Mary Anne will continue and expand her leadership as the Bank's Chief Marketing Officer.



Mary Anne Carson

## Santa Cruz County Bank Hires Vice President, Relationship Manager, Jay Gines

Jay Gines has joined as Vice President and Relationship Manager for Santa Cruz County Bank. Mr. Gines is responsible for customer acquisition, lending and business development in the Salinas and Greater Monterey area. Mr. Gines has a 19-year banking background with extensive experience in credit analysis and relationship management. Mr. Gines was born and raised in Salinas and currently lives in Gilroy with his wife and two children.



Jay Gines

## Farmers' Market at Natividad Opens Wednesday, May 18

Everyone's Harvest Farmers' Market returns to Natividad Wednesday, May 18. The California Certified Farmers' Market is held every Wednesday through October from 11:00 am to 3:30 pm outside of Building 200, Outpatient Services, located at 1441 Constitution Blvd.

 **Everyone's Harvest**

"The market is part of Natividad's ongoing commitment to promoting wellness and healthy eating," said Natividad Assistant Administrator Andrea Rosenberg. "During the COVID-19 pandemic, it's more important than ever to eat healthy. The weekly outdoor market offers our community the opportunity to shop for fresh produce, foods and more."

# Member News

## Bay Federal Credit Union Awards \$7,500 in Scholarships to Local Students

Bay Federal Credit Union, a full-service, not-for-profit financial institution that serves over 80,000 members and 2,400 local businesses throughout Santa Cruz, San Benito, and Monterey counties, announced the winners of its financial education scholarships. Scholarship applicants were required to submit essays describing what their approach would be to improve money management skills of teens and adults in their communities. The essays were judged blind. Since 2008, Bay Federal has awarded 75 scholarships totaling \$76,500 to students who are pursuing higher education.



## Hartnell Board Hires New Superintendent/President

The Hartnell Community College District Governing Board voted unanimously to hire Michael Gutierrez as the district's new permanent superintendent/president, starting July 1, 2022. Gutierrez, now president of Sacramento City College, was one of three finalists following a nationwide search. Currently completing a doctorate in Educational Leadership at the University of the Cumberland (Ky.), Gutierrez holds a Master's Degree in Public Affairs from the University of Texas, and bachelor's degrees in History and Latin American Studies, from Princeton University. He began his college experience as a first-generation, dual-credit student at Palo Alto College in San Antonio after attending the second most impoverished high school in Texas.



Michael Gutierrez

## United Way Monterey County Launches Capital Campaign

United Way Monterey County (UWMC) is pleased to announce the public phase of its Capital Campaign, "Building for the Future". The Campaign goal is to raise \$1.5 million to support the acquisition and transformation of the building located at 247 Main Street and 236 Monterey Street in Salinas into a Community Impact Center serving all of Monterey County. The Campaign is structured so that the community can participate at any financial level including naming rights and recognition opportunities. For more information about the campaign, contact Lynda Patrick, Vice President, Resource Development by email at [Lynda.Patrick@UnitedWayMCCA.org](mailto:Lynda.Patrick@UnitedWayMCCA.org), (831) 372-8026, ext. 112 or visit the campaign website <https://www.unitedwaymcca.org/building-future>.



## Center for Community Advocacy (CCA) Names Jose Garcia of Greenfield as New Development Director

The Center for Community Advocacy (CCA) has named Jose Garcia of Greenfield as its new Development Director. Garcia said in a recent interview that he was motivated to join CCA so he could have an impact on housing and homelessness in the area, a subject that has affected his own family's life. Garcia is a native of Greenfield, holds a BA in Humanities and English, a MBA and is a certified Chief Business Officer.



Jose Garcia

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