



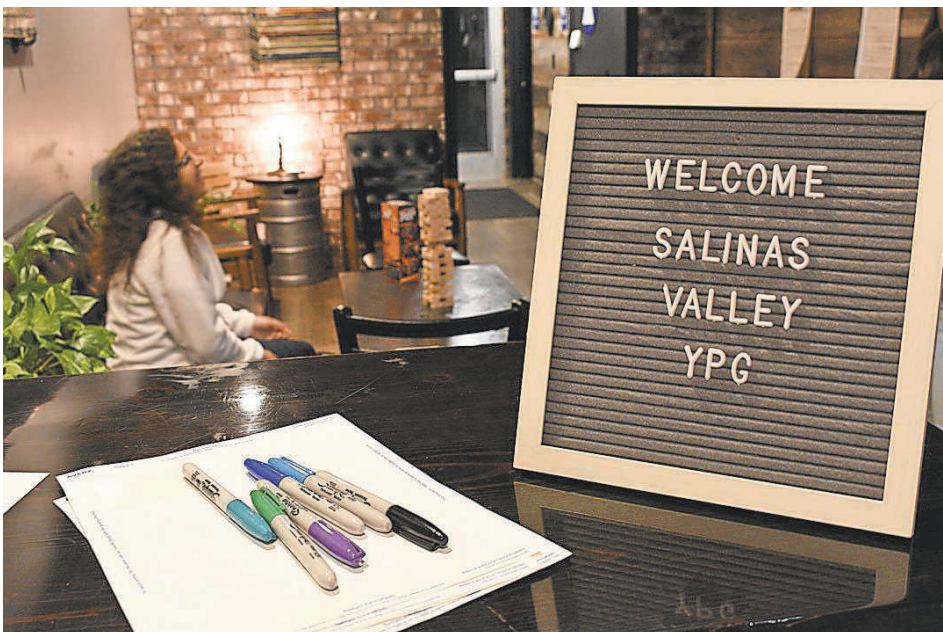
Monterey Regional
Airport Update



Annual Awards
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Join Us! Salinas Valley Young Professionals Organization



The Salinas Valley Chamber of Commerce is thrilled to announce the re-launch of its sponsorship of the Salinas Valley Young Professionals Organization. The Salinas Valley Young Professionals Organization (SVYPO) is devoted to inspiring and uplifting the next generation of diverse young professionals through enriching experiences.

“For a flourishing Salinas Valley, we recognize the importance of opportunities with a specific focus on our future leaders and young professionals,” commented Salinas Valley Chamber President and CEO, Steve McShane. ➡

SALINAS VALLEY YOUNG PROFESSIONALS - Continued on page 19

Crime Rates Dropping in Salinas

by Chamber Staff



Salinas Police Department official crime statistics again an annual achievement worth celebrating in the City of Salinas. The crime rates are STILL dropping and the data shows an impressive steady decline.

Incidents of forcible rape, robberies, burglaries, aggravated assaults, larcenies, and motor vehicle theft were at their lowest numbers in eight years. Murders remained low compared to the mid-2010s. Only arson significantly increased.

A Closer Look at the Crime Data

In 2015, there were 40 murders in Salinas, and the killings were constantly in the local news. Salinas had established a reputation in the State of California and even in the country as a place to avoid because of crime and murder.

Salinas was even a desirable location for live police shows. Incidents to attract viewers were guaranteed.

What didn't get much attention was how and why the number of murders subsequently plummeted. In 2019 and again in 2020, there were eight murders - a decline of 80% in four years. The number went up to 16 in 2021 but back down to 13 in 2022.

Also worthy of note: in 2022, police cleared 11 of those 13 murders. “Cleared” means the alleged murderers were arrested, charged, and turned over to the court for prosecution, or the alleged murderers died or were otherwise prosecuted for something in another jurisdiction.

The 84.6% homicide clearance rate for the Salinas Police Department in 2022 was far above the national rate of 54.4%. In other words, if you commit murder in Salinas, you are likely to be promptly arrested and charged.

Other crimes have also dropped significantly in Salinas. Since 2015, motor ➡

CRIME RATES - Continued on page 19

Monterey Regional Airport Offers a Convenient and Hassle-Free Experience

Whether you are flying in to visit the Central Coast for the first time, or you're from the area and looking to plan your next trip, the Monterey Regional Airport is all about convenience.

Monterey Regional Airport is no longer regarded in some circles as a sleepy, small-town commuter airport, but a dynamic, bustling, world-class airport that is more convenient and accessible than its big-city counterparts, with many of the same amenities.

For example, the airport, MRY in airport parlance, has increased its non-stop destinations from six to 11, with more than 40 flights in and out of the airport daily, including such desirable destinations as San Francisco, Seattle, Los Angeles, San Diego, Las Vegas, Denver, Dallas, Phoenix, Orange County. In fact, with just one connection, MRY can reach 95 different destinations worldwide including Paris, France and Chicago, Illinois.

But, in addition to the impressive list of destinations it serves, the airport offers a convenient and hassle-free experience, with easy long-term parking literally steps away from the terminal, short and efficient TSA lines, and quick boarding lines.

And, increasing non-stop destinations from six to 11 is just the beginning. Key accomplishments over the last couple of years include:

- \$325 million annual economic impact
- Full recovery of pre-pandemic passenger levels
- \$13 million investment in infrastructure supporting over 300 full-time jobs
- \$2.5 million tenant rent abatement in addition to on-airport small business support
- Continued policy of fiscal responsibility. Cash reserves were at least 105% of total annual budget throughout the pandemic

Over the past three years, Monterey Regional Airport has dedicated resources to projects and infrastructure improvements. Recent projects completed include:

- Airfield improvements:
- Infield safety area rehabilitation
- Northside general aviation apron construction
- Northeast vehicle service road improvements

Terminal area improvements include:

- Installation of four electric vehicle direct connect fast-charging stations
- New flight information display boards
- Updated terminal public announcement system
- Installation of airport-wide energy-efficient lighting upgrades
- Exterior sign replacement

The airport has even implemented a long-term plan called Vision 2035 that reflects more than 10 years of master planning to arrive at a program of work that will result in the Monterey Regional Airport continuing to provide a safe, efficient airport for its users and the aviation needs of the region.

Vision 2035 includes:

- A new five-gate terminal building to accommodate the future air travel needs of the region, which will be built east of the existing terminal.
- The new facility will be state of the art in all respects and, in keeping with the airport's goal of driving sustainability, will be designed to meet LEED standards with a target of no less than LEED Platinum.
- Net zero carbon impact design standards in keeping with the airports sustainability goals.



- The new terminal is estimated to cost \$65 million and will be funded through grants and airport revenues.

One of Monterey Regional Airport's strategic priorities is to invest in sustainable initiatives, making this strategy part of the airport's every-day operations and overall decision-making process.

In August 2011, the AMBAG Board of Directors recognized the Monterey Regional Airport with an Energy Efficiency Leadership Award in recognition of Innovation in Energy Efficiency for the fantastic work accomplished at the airport to maximize energy efficiency. By participating in Energy Watch and RIGHTLIGHTS Energy Efficiency Program, the airport was acknowledged for taking a leadership role in the region demonstrating how to better manage energy use, reduce operating costs, and help protect the environment.

The Monterey Peninsula Airport District is a California Public Agency and was created in 1941. It is not incorporated into the city or the county. Since its creation the airport has evolved to continually meet the needs of its users. In doing this, the airport, has seen such dignitaries as Pope John Paul II, John F. Kennedy, and many other stars and celebrities. It has distinguished itself as an outstanding contributor to the local community and the National Transportation Plan. Monterey Airport remains dedicated to providing a solid platform for its local community and the nation as a whole.

The Airport District boundaries encompass the cities of Carmel, Del Rey Oaks, Monterey Pacific Grove, Sand City and portion of Seaside, Pebble Beach, Carmel Highlands, and the west end of Carmel Valley and the Monterey-Salinas Highway to Laureles Grade. The airport serves Monterey, San Benito and Santa Cruz counties and the Central Coast. The District is governed by five publicly elected Board Members. The primary role of the members of the Board of Directors is to establish and oversee implementation of policy for the District. Special districts are created and funded by a community's residents to provide new or enhanced local services and infrastructure. Local residents own special districts and govern them through locally elected or appointed board members.

The mission of the Monterey Peninsula Airport District is to provide the region convenient commercial and general aviation access to the national air transportation system, operate the airport in a safe, efficient, sustainable and fiscally responsible manner, and develop the airport to meet future needs, opportunities and challenges. ■

For more information about Monterey Regional Airport, visit the official website at montereyairport.com, call (831) 648-7000 or follow @montereyairport on Facebook, Instagram and Twitter. The airport is located at 200 Fred Kane Drive, in Monterey.

Homelessness in Salinas

by Bill Hastie, Board Chair

The statistics about homelessness in the U.S. today are staggering. You don't have to go beyond my hometown of Los Angeles to see how the homeless have taken residence from the downtown streets to many of the beach cities. And although the U.S. has spent billions of dollars searching for "the solution" to homelessness, little has been seen in terms of success. But something seems different about Salinas's approach to its homeless, something that seems to be working.

Studies show that homelessness most negatively affects women and children. To start with, 29% of homeless families are headed by a working adult, usually the mother. Of those mothers, less than half have a high school diploma and approximately 63% of all homeless women have been victims of domestic violence.

Perhaps the most heartbreaking statistic is that it is estimated that there are 1.6 million homeless children in the U.S., with many estimates suggesting that number is actually much higher as homeless statistics are often under-reported at the city, county and state levels. Homeless children are more likely to suffer from hunger, poor physical and emotional health, and are less likely to attend school. Of those who do attend school, homeless children are more likely to fall behind in class.

Following a state-wide assessment of how each county was handling their homeless issues, Monterey County was identified by Gov. Gavin Newsome as one of only six counties in California to have effective homeless policies. This assessment led to Salinas receiving a \$1.6 million grant for the purchase of housing facilities, such as local hotels, and renovating them to ensure sanitary

conditions. The city then makes this housing available to the local homeless as the first and perhaps most critical step in beginning to solve the challenges of homelessness – getting them off the street and into a safe living environment.

Most compelling, however, is Salinas's "big picture" policy towards the homeless that can be paraphrased as follows: If you want a safe place to live and begin a life off the streets, Salinas can help. If you want to just camp out and party, Salinas is not your town.

I believe that the true character of any city is demonstrated by its compassion for the less fortunate. By making available a safe living environment and offering the beginning steps of a "way out," Salinas has become a recognized leader in its efforts toward solving what has become a nationwide epidemic. So much more work must be done at the local and county levels to eventually develop "the solution" for those homeless choosing to begin their life off the streets.

Congratulations to our City Manager, Steve Carrigan, his staff and the city of Salinas for demonstrating the city's true character. The Salinas Valley Chamber of Commerce works closely with the city staff on a regular basis to continue to make Salinas Valley the amazing place it is to live, raise our families and to run our businesses. ■



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Goodwill Industries Week (May 5-11) Highlights the Power of Education and Employment

by Goodwill of the Central Coast Staff

Each year during the first full week of May, Goodwill organizations across the U.S. and Canada celebrate Goodwill Industries Week to highlight a crucial mission — transforming lives and communities through the power of education and employment.

For more than 60 years, Goodwill Central Coast has celebrated this important week (observed this year May 5-11) to help raise awareness about its mission to remove obstacles to employment and create life-changing jobs in the community.

When the public donates or shops any of Goodwill Central Coast's 16 stores or outlet centers, it helps provide the training and support needed to find jobs, advance in careers and thrive.

While the U.S. unemployment rate has recently hit record lows, many communities still struggle with poverty, homelessness and lack access to good-paying jobs. Goodwill has a long history of helping people acquire the skills and training they need to overcome obstacles to employment.

The week of May 5-11 is a great time to shine a light on the success of those individuals, and on the local Goodwill organizations that first celebrated Goodwill Industries Week in May 1951.

Goodwill Central Coast serves anyone facing challenges to finding employment, including people with disabilities and disadvantages, older workers, youth, veterans and military families, and people reintegrating back into society from the justice system.

GCC's Mission Service programs in Santa Cruz, Monterey and San Luis Obispo counties represent the engines of this movement. The following details each county's services:

San Luis Obispo County

- **Department of Rehabilitation Situational Assessments:** Provides information to consumers about their strengths and barriers to employment and provides information to choose an employment goal based on preferences, strengths, abilities and needs.
- **DOR Employment Services:** Designed to assist consumers seeking employment to learn about community opportunities and make an informed decision. Services are individualized based on preferences, strengths, abilities and needs.
- **DOR Student and Adult Work Experience:** Helps consumers identify their skills, interests, and career opportunities and provides clients the opportunity to engage in real-world work to build their soft skills and prepare for unsubsidized employment
- **DOR Short-Term Supports:** Provides on-the-job support to clients in subsidized employment, helping them learn the necessary skills, standards, and processes required by their employer.

Monterey County

- **Goodwill Career Center:** Offers free employment services and computer usage to the community. Patrons can receive assistance with job placement, and resume development, participate in mock interviews, get assistance with online applications, receive typing certifications, and inquire about completing community services by meeting with the Career Center Coordinator.
- **Monterey County Community Action Partnership:** Provides employment and income and asset-building services to low-income individuals and families in the North County region. Services include: resume/cover letter development; mock interviews; job application process; networking; employment retention services; and more.
- **Monterey County Office of Education Work Experience:** GCC provides paid



work experience programs to Monterey County Office of Education students working at a Goodwill store or collaborating agency where they build the soft skills needed to succeed in any job or occupation.

- **Monterey Expanded Subsidized Employment Program:** GCC provides expanded subsidized employment, training, supervision, case management, job performance evaluations and subsidized job coordination for eligible CalWORKs Welfare-To-Work customers.
- **San Andreas Regional Center Supported Employment Program:** Provides specialized assistance to individuals with developmental disabilities in preparing for, choosing, obtaining, and maintaining paid employment in the community.
- **WIOA Job Readiness Training:** Eligible WIOA-enrolled participants can participate in online and in-person job readiness workshops in collaboration with the Monterey County Workforce Development Board.
- **Digital Literacy:** Provides a specialized curriculum to assist

participants with navigating our increasingly technological world, offering participants free classes that educate them on various commonplace programs and applications such as Microsoft Word, Excel and PowerPoint.

- **Workability:** Provides paid work experience programs to Department of Rehabilitation consumers, working at a Goodwill where they build the soft skills and work experience needed to succeed in any job or occupation.
- **KickStart:** Provides paid work experience programs to Monterey County Workforce Development Board referred individuals working at a Goodwill store where they build the soft skills and gain work experience needed to succeed in any job or occupation.
- **Department of Rehabilitation programs:** Monterey County residents have access to DOR Situational Assessments, Employment Services, and Student and Adult Work Experience.

Santa Cruz County

- **Job Search Workshop:** GCC provides CalWORKs participants with job search workshop activities to prepare them for competitive employment. It offers comprehensive training and experience in basic job seeking, understanding employer expectations, increasing job readiness, and retaining employment.
- **Subsidized Transitional Employment Program:** Aids eligible CalWORKs participants in gaining basic work experience and learning new employment skills during short-term, paid employment opportunities as a 16-week placement as well as attendance of a Job Readiness Academy, receive case management services and receive direct on-the-job supervision.
- **Temporary Employment to Meet Participation:** Aids eligible CalWORKs participants in meeting their federally required hours to work by providing a one-month paid, temporary employment with GCC that serves as a gap activity and provides participants with direct job supervision as well as valuable, basic work experience.
- **Digital Literacy:** Provides a specialized curriculum to assist participants with navigating an increasingly technological world, offering participants free classes, virtually and in person, that educate them on various commonplace programs and applications such as Microsoft Word, Excel and PowerPoint.
- **Department of Rehabilitation programs:** Santa Cruz County residents have access to DOR Situational Assessments, Employment Services, and Student and Adult Work Experience. ■

7 Tips to Improve Your Company's Onboarding Process

by Paul Weyant



The onboarding process is a crucial component of integrating new employees into your company, particularly in regions like Salinas, where businesses face unique challenges such as seasonal employment fluctuations and competition with the nearby Bay Area for top talent. A smooth and efficient onboarding experience can be the difference between securing and retaining valuable employees or losing them to other opportunities. To help you create an effective onboarding process that leaves your new hires feeling supported and confident, here are seven tips to keep in mind.

1. Set clear expectations from the start

Before your new hire steps foot on the job, be transparent about what they can expect from their role and the company. Provide a detailed job description, a summary of the company culture, and an outline of their

responsibilities. This not only sets the stage for their onboarding but also helps them understand how they fit into the bigger picture.

2. Create a comprehensive onboarding plan

Develop a structured plan that outlines the necessary steps and timelines for the onboarding process. This plan should include key milestones, such as orientation sessions, required trainings, and performance evaluations. Ensure everyone, including the new employee's direct supervisor, are aware of the plan and their responsibilities within it.

3. Assign a mentor or buddy

New hires can benefit greatly from having a designated mentor or buddy within the company. This person can provide guidance, answer questions, and help the new employee navigate the organization's culture and norms. Ensure that the mentor has the necessary knowledge and experience to support the new hire.

4. Provide an organized workspace

Nothing can be more disheartening for a new employee than arriving at their new workplace to find a disorganized and unwelcoming environment. Make sure their workspace is clean, stocked with necessary supplies, and equipped with any required technology. This small gesture can go a long way in making your new hire feel valued and prepared to hit the ground running.

5. Schedule an orientation session

An orientation session should be scheduled within the first week of the new hire's start date. This session should cover essential information, such as company policies, benefits, and an overview of the company's mission and values. It's also a great opportunity to introduce the new employee to their colleagues and foster a sense of camaraderie.

6. Offer ample training and support

A well-rounded onboarding experience should include training in both the specific skills required for the new hire's role and the broader knowledge necessary to understand the company's operations. Make sure to schedule regular check-ins during the initial weeks to address any concerns or questions the new employee may have. Providing ongoing support can help ease their transition and ultimately contribute to their success within the company.

7. Solicit feedback and adjust accordingly

Finally, don't be afraid to ask your new hires for feedback on their onboarding experience. This can help you identify areas for improvement and ensure that future onboarding processes are even more effective.

A well-executed onboarding process is essential for setting the stage for a successful working relationship between your new hires and your organization. By following these seven tips, you'll be well on your way to creating a welcoming and supportive environment that enables your new employees to thrive. ■

Paul Weyant can be found at locally owned Express Employment. If you're interested in learning more about how Express Employment of Monterey County can help your business, give us a call today, 831-920-1857.



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11
MAY

SAFEGUARDING YOUR BUSINESS FROM ADA LAWSUITS

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With the rise of serial ADA lawsuit filings, it's more important than ever for our local businesses to know how to be in compliance. Building Business Back has partnered with JRG Attorneys at Law to provide our local businesses essential information on addressing ADA lawsuits and how to best protect your business.

LUNCH & LEARN

17
MAY

WEDNESDAY, 11:30 AM - 1 PM AT EL TORITO MEXICAN RESTAURANT IN MONTEREY

Have you ever wondered if there are resources out there to help your business? Find out with us over lunch, it's on us!

15
JUNE

EL SUEÑO AMERICANO CON SU ITIN

THURSDAY, 4 PM - 6 PM IN THE SANTA LUCIA ROOM AT SHERWOOD HALL IN SALINAS

¿Le interesa emprender un negocio o comprar una casa? El equipo de Building Business Back le invita a acompañarnos en este taller GRATUITO en el que expertos compartirán cómo puede iniciar un negocio y comprar una casa con un ITIN. Este taller se impartirá en español.

Interested in starting a business or buying a home? The Building Business Back team invites you to join us for a FREE workshop where experts will share how you can start a business and buy a home with an ITIN. This workshop will be conducted in Spanish.



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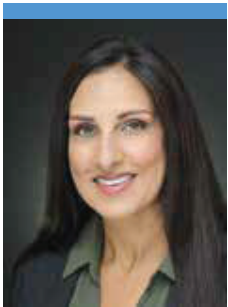


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Teamwork in Healthcare: Mee Memorial Celebrates Nurses, Team-Oriented Approach in May

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



Providing quality healthcare in the modern world requires effective teamwork — a strategy that can immediately and positively affect both patient safety and outcome.

Due to the increasingly complex specialization of care, it's rare to find a lone medical professional able to solely deliver a level of care that satisfies his or her patients.

The evolution in healthcare requires parallel professional development with an extreme focus on a patient-centered team approach.

This can only be achieved by placing the patient at the center of care — with doctors, technicians, nurses and more all sharing a wide-based culture of values and principles.

This team-oriented approach reveals itself each day throughout Mee Memorial Healthcare System, where a collective assortment of professionals provide care to our treasured rural community in South County.

We especially celebrate this approach during National Hospital Week, which aims to recognize hospitals, health systems and all the people who work there. Sponsored by the American Hospital Association, the celebration begins May 7 and runs through May 13.

National Hospital Week is held annually during this time to coincide with the May 12 birthday of Florence Nightingale, considered the founder of modern nursing.

Known as "The Lady With the Lamp," Nightingale — founded modern nursing at the end of the 19th century. Thanks to her strict use of hand-washing and hygiene practices while caring for wounded soldiers in the Crimean War, Nightingale and her helpers reduced the death rate from 42 percent to 2 percent — ushering in nursing as we know it today.

This year's National Hospital Week celebration will center around the hashtag theme #WeAreHealthcare.

At MMHS, we also take this time to highlight all of our incredible nurses during National Nurses Day observed on Saturday, May 6.

Back in 1953, Dorothy Sutherland of the U.S. Department of Health, Education and Welfare sent a proposal to then President Dwight Eisenhower to create an official day to honor nurses.

Amazingly, it took 20 years before Pres. Richard Nixon finally acknowledged the nursing profession by setting aside a day in February. In 1978, New Jersey's governor Brendan Byrne declared May 6 as National Nurses Day. In 1981, the American Nurses Association helped make it official and extend the celebration a full week.

It's an annual, worldwide round of applause for all the selfless souls who do so much for others. The week provides the entire world an opportunity to thank nurses within the healthcare industry for the work they do under often-stressful circumstances.

In South Monterey County you certainly know these nurses. If you haven't been a patient, you've seen them at the grocery store or the local library or at a downtown coffeeshop. They really are the visible strength within our rural community's fabric.

If you have a nurse in your family, or know a nurse that has impacted your life, take the time to send them a dose of gratitude. It would mean the world to them.

This gratitude is especially important in a close-knit, rural community. Remember, an estimated 57 million people — nearly 1 in 5 Americans — live in rural communities throughout the U.S. Many of these communities, just like our own, face a variety of barriers that affect their overall physical, social and mental health status.

According to the National Rural Health Association, the following statistics help define healthcare challenges in rural areas:

- Although 25 percent of Americans live in rural areas, only 10 percent of physicians practice in them.
- Rural residents face greater problems with medical transportation than residents living in urban areas.
- Approximately 54 percent of rural Americans lack access to high-speed internet. This can make it more difficult for them to access their health information from home.
- Rural communities have higher unemployment rates and more uninsured residents, which can result in limited access to healthcare.
- Rates of diabetes and coronary heart disease are higher in rural areas than urban areas.

Despite these statistics, Mee Memorial Hospital stands strong within its mission to provide culturally sensitive and patient-centered healthcare, delivered with the highest quality of service. Sixty years after our founding we are still the only hospital within almost 50 miles of the city, serving an area of several thousand square miles.

As a nonprofit facility, this isn't always easy. But through the support of our community, our dedicated volunteers, and our talented staff of professionals, we work with patients to promote health and well-being, helping our rural community to thrive.

We try each day to focus on a set of defined values. Among them are the following: "a dedication to Mee Memorial, our patients, and the community"; and "a team approach that involves the patient."

And that is certainly worth celebrating! ■



- Upcoming Non-Profit Events -

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

- **Alliance on Aging Senior Luncheon**
May 2, 11AM – 72 E Joaquin Street, Salinas
A \$12 donation provides meatloaf, mashed potatoes, cooked veggies and a roll. Reservations are required. Questions? Call (831) 655-1334 or (831) 758-4011.
- **Alzheimer's Association Salinas Dementia Family Caregiver Support Group**
May 3, 12:30-2:00PM – 1130 San Vicente Avenue, Salinas
Support groups create a safe, confidential, supportive environment or community and a chance for participants to develop informal mutual support and social relationships. They also educate and inform participants about dementia and help participants develop methods and skills to solve problems.
- **Community Foundation for Monterey County Women's Fund Luncheon**
May 5, 11:00AM-1:30PM – 1 Old Golf Course Road, Monterey
On Friday, May 5th, 2023 more than 500 professional women and men will gather for the 16th Annual Women's Fund event at the Hyatt Regency, Monterey. This year's keynote speaker is Judy Guzmán Krueger. After a 30-year banking career, Judy has leaned into her passion of carrying forward her family's legacy of love, culture, education, philanthropy, and opportunity.
- **Active Seniors, Inc, Monthly Luncheon**
May 11, 11:45AM-1:30PM - 100 Harvest Street, Salinas
\$12 for members and nonmembers. The lunch is prepared by our professional chef, Michael Gaines, and his crew of volunteers. There is always a program following lunch. Lunch is served at noon but come early and have a social time with friends. Please call 831-424-5066, email asi@activeseniors.org, or come in to make a reservation. Our website, activeseniorsinc.org will have a link to the newsletter where the menu and program are listed.
- **Gateway Center of Monterey County, Inc. 60th Anniversary Dinner & Auction Fundraiser**
May 12, 5:00PM – 2 Portola Plaza, Monterey
Join us as we Celebrate Gateway Center of Monterey County's 60th Anniversary! Comedian Michael Pritchard is our Keynote Speaker, we will be showing off our new 60th Anniversary video, handing out a few recognition awards, we'll have music, a wonderful dinner, and having plenty of Fun! Sponsorships are available on the event page.
- **Max's Helping Paws Foundation Fire & Ice Themed Dinner and Wine Pairing Fundraiser**
May 13 – The Club at Pasadera, Monterey
Thank you so much for supporting Max's Helping Paws Foundation. Please contact Sara Davi with questions about tickets, tables or sponsorships: sara@maxshelpingpaws.org or 831-293-7030.
- **Monterey Symphony May Pre-Concert Luncheon**
May 18, 11:00AM – Glen Deven Ranch, Big Sur
Join us for a special season closing pre-concert luncheon with Music Director Jayce Ogren, Composer in Residence John Wineglass and violinist Edwin Huizinga. Hosted by Big Sur Land Trust. Chef Brandon Miller will be cooking up his delicious paella. Tickets are \$65.
- **Community Human Services Women's Ball**
May 19, 7:00PM-10:00PM – 1292 Olympia Street, Seaside
Join Community Human Services and Gathering for Women as we celebrate women and the Casa de Noche Buena Shelter in Seaside. Enjoy an evening of great food, wine, & dancing while supporting homeless women and families in your community! Get your tickets now!
- **Meals on Wheels of the Salinas Valley Annual "Wine Lovers" Drawing 2023**
May 25, 3:00PM – 534 Abott Street, Salinas
This annual drawing is a major fundraiser for MOWSV. Tickets are \$25 each or 5/\$100. Visit www.mowsalinas.org for details on how to purchase your ticket(s). The drawing to announce the lucky ticket winner will be held at the MOWSV headquarters, 534 Abbott Street, Salinas at 3:00 pm. Need not be present to win.
- **Big Sur Land Trust Volunteer for Race for Open Space**
May 27, 6:00AM – Middeldorf Ranch, Big Sur
Do you love spending time in solitude out of doors? Do you enjoy backcountry adventures and helping others have a good experience on the land? Then this is the opportunity for you! Big Sur Land Trust is seeking volunteers to help monitor four in-person trail courses in Carmel Valley. These courses will be open on May 27 from 7:30am to 3pm for registered participants to run during their chosen time slot. Qualified volunteers are comfortable spending extended time in backcountry wilderness areas and can easily hike 4+ miles on hilly terrain if asked. First aid/CPR or WFR certification and/or AED training is a plus. Course volunteers are encouraged to consider volunteering for whole-day shifts. Course volunteers who volunteer for half-day shifts will be more likely to be placed on the Fun Run course. Volunteers will be gifted a free basic Race for Open Space entry (self-guided access to Glen Deven Ranch and Middeldorf Preserve) when at least 5 hours of volunteer work are committed, and a free Adventure Course or Guided Hike entry when at least 9 hours of volunteer work are committed.
- **Monterey County Pops! 36th Annual Memorial Day Concert**
May 29, 1:00PM – 3:00PM – 580 Pacific Street, Monterey
Monterey County Pops! President of the Board of Directors Steve DeCarli has announced the 36th annual Monterey County Pops! Memorial Day Concert on the Monterey City Hall Lawn. On Monday, May 29, 2023, the full 40-piece orchestra -- conducted and hosted by the award-winning Dr. Carl Christensen -- will present an exciting program for all ages from 1 pm to 3 pm. The theme this year is "To Remember and Honor." Committed to their motto, "Making a Difference Through Music," the Pops! provides the entire concert free of charge. The concert will also be streamed live via our website and Channel 24.
- **Blue Zones Project Community Volunteer Day May Beach Clean-Up**
May 30, 4:00PM-6:00PM – 588 Del Monte Blvd, Monterey
In collaboration with Communities for Sustainable Monterey County. For more information, contact Tanja at tanja.roos@sharecare.com.
- **Blue Zones Project Salinas Soccer Complex Clean-Up**
May 30, 5:00PM-6:30PM – 1440 Constitution Blvd, Salinas
FIRST Soccer Complex clean-up of the year! Volunteers meet at the Soccer Complex. Park in the parking lot and walk up towards the concession stand, to check-in. Parking passes will be validated. Recommend comfortable clothes and shoes, a hat or sunscreen, a trash picker, plastic gloves (if you have any) and water!



Support our Chamber Members

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

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Member Since

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 1985
 1993
 2021
 2018
 2022
 2021

Business

Alzheimer's Association -
 Of Monterey County
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 2022

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 Platinum Tax, Payroll, and Bookkeeping
 Plaza Grande LP
 Powers Associates, LLC
 Salinas City Center Improvement-
 Association (SCCIA)
 Salinas Pearly Smiles
 Salinas Self Storage
 Soledad Community Health Care District
 Spherion
 TAMC(Transportation Agency for MoCo)
 Veterans Transition Center of -
 Monterey County

Member Since

2017
 2022
 1987
 2007
 2022
 2017
 1983
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Sharing Your Finances with Your Adult Children

by Haley Hitchman, AIF®, CPFA



Your finances can be a very private subject, however as we age and are approaching or already in retirement, it is important to share our financial circumstances and estate plan-

ning with either your adult children or successor trustee. According to a Fidelity Investments survey of adults between the age of 50-80, 60% had witnessed a friend or family member lose their ability manage their finances, yet only 9% believed it would happen to them. There could be several reasons your adult children may need to help with your finances and providing them with key information ahead of time will allow them to step in should they need to.

You do not need to share everything at once as that could be quite overwhelming for someone to handle and fully understand. Skip the numbers when beginning the conversation and start with what documents they need to be aware of can be a great place to start. Estate planning documents, such as a will, power of attorney and healthcare directives will give someone a clear picture of what your wishes are should you experience a decline in your ability to make financial decisions.

If you are not comfortable with any of your children having power of attorney or executing your wishes in the way you set out, you could designate a corporate or third-party successor trustee. These entities are highly regulated and experienced to ensure your estate planning is administered properly. Some appoint a lawyer or accountant they have worked

with and who is familiar with family dynamics.

As conversations about assets continue, it is helpful to have a list of expenses and sources of income. You do not necessarily have to provide a copy, but rather keep it in a safe place that your children are aware of. This will allow your designated person to continue to meet your obligations if something were to happen to you or you became temporarily disabled. Providing the types of accounts and insurance policies, such as savings, retirement accounts or brokerage accounts, long-term care insurance or life insurance with cash value would be helpful should unexpected expenses such as healthcare needs arise.



Just knowing where the important documents are kept can be beneficial and reduce some of the stress that comes along with supporting someone with their finances. If you are comfortable, it is a good idea to have your

adult children meet the financial professionals you work with, such as your accountant or financial advisor. Often, financial professionals have the ability to digitally store your important documents so you have a central location should the need for them arise.

Sharing information sooner rather than later can help adult children plan ahead, particularly should there be a shortfall during retirement. By continuing conversations about finances or changes in your financial situation, you will eliminate the guesswork and reduce the risk of your affairs not being handled appropriately and keeping your financial stability whole. ■

Haley Hitchman, CPFA can be found at locally-owned Hastie Financial Group. If you would like to discuss your personal or company's investment needs, please contact Haley at haley.hitchman@hastiefg.com

Let's begin working towards your goals today!

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Member News

Noland, Hammerly, Ettenine, & Hoss Is Proud To Announce Yvonne A. Ascher, Leading Estate Planning Attorney, Has Joined Noland Hamerly

Since 1985 Ms. Ascher's practice has focused on drafting estate plans and advising trustees and executors on trust administration and probate matters. She holds the highest rating "AV" from Martindale-Hubbell, and has been named to the Thomson Reuters NorCal Super Lawyers list every year since 2010. She is certified as a specialist in probate, estate planning and trust law by the State Bar of California's Board of Legal Specialization, and has a Master's Degree in Taxation. Ms. Ascher is an instructor of wills and trusts at the Monterey College of Law and often speaks on estate-related topics to the general public and other professionals. She has been a presenter for Continuing Education for the Bar (CEB) in the Monterey and Santa Clara County areas and continues to speak for many local community organizations, including Parent's Place and Interim. In 2011 she was elected to the California Trusts & Estates Executive Committee (TEXCOM), which advises the California Legislature, and served as its chair from 2018 to 2019. In 2013, Ms. Ascher was admitted to the American College of Estate and Trust Counsel (ACTEC).



Bay Federal Credit Union Celebrates Exceptional Employees with Recognition, Awards for 2022

Each year, Bay Federal Credit Union honors the employees who most consistently go above and beyond and who embody the credit union's values. Recently, Carrie Birkhofer, Bay Federal's President and CEO, revealed Elsa Limas and Jack Baldwin as the winners of the 2022 Service Excellence Award, the most prestigious award for employees. Mrs. Limas, who is a Financial Services Officer at the River Street Branch, was recognized for being one of Bay Federal's greatest treasures with her positive energy and compassion for anyone going through a hard time. Mr. Baldwin, who is the Service Desk Supervisor, was recognized for being friendly and uplifting no matter what technological challenge is at hand. Ms. Birkhofer also announced the winners of the Wind Beneath Our Wings Award, which celebrates collaboration between back office departments and frontline branch staff; the Community Champions Award, which honors employees that go above and beyond when volunteering in the community; and the PACIFIC Spirit Award, which honors employees who represent Bay Federal's values and demonstrate dedication, initiative, and a positive outlook.



Salinas Valley Health Unveils Rose River Memorial Art Project Promotes Community Healing Amid COVID-19

Salinas Valley Health and Healing Together hosted the Monterey County dedication of the Rose River Memorial art project to recognize the impact of COVID-19 and promote community healing. The renowned Los Angeles artist who co-founded the national effort was one of the ceremony speakers. "It's very special for me to be here today with my family," said Marcos Lutyens, international artist and co-founder of Rose River Memorial. "Salinas Valley Health is the first medical center to take a lead on an art installation and the result is a beautiful tapestry of people healing together from a global crisis." The dedication ceremony showcased a wall of more than 2,500 handmade red felt roses created by community members and adhered to nets donated by the Monterey Bay Aquarium.



Local Agricultural Titan Tanimura & Antle Becomes First Official Agriculture Partner of WeatherTech Raceway Laguna Seca

Tanimura & Antle is an icon in not only in the Monterey community, but the Ag industry at large. With over 40 years of sustainable innovation in the business of agriculture, they lay claim to an impressive history of milestones that have set the standard for the industry. Partnering with another historical and iconic brand, Tanimura & Antle has now become the Official Agriculture Partner of WeatherTech Raceway Laguna Seca. Tanimura & Antle's mission and values go above and beyond agriculture, extending their business practices to a true commitment to their community. From creating affordable, safe employee housing opportunities to creating scholarships, there is a long history and impressive list of philanthropy within our community.



Chamber Ambassador



A native of Salinas, Francisco Arevalo attended Hastings College in Nebraska, where he played college soccer for 5 years. Being a captain for three years and a leader on campus, Arevalo's mission has always been to leave his mark wherever he went. Arevalo's goal, being back in Salinas, is to leave a lasting impact on the lives of others, especially in the Spanish-speaking community. Francisco enjoys helping people in their financial planning with an emphasis on tax minimization, retirement planning, and insurance planning.

Hartnell Announces Creation Of New Emergency Scholarship Fund

Hartnell College Emergency Scholarship Fund is for those students who have been impacted by the storms to assist as many students as possible as they continue their education while dealing with stressful life events.



HARTNELL COLLEGE FOUNDATION

Santa Cruz County Bank Ranks 6th in the Nation For Best Performing Community Banks Under \$3 Billion

Santa Cruz County Bank sccountybank.com, with assets over \$1.7 billion, is a top-rated community bank headquartered in Santa Cruz County. Today the Bank announced it has earned the #6 ranking on the S&P Global Market Intelligence annual rankings of 2022's best performing community banks in the nation with assets under \$3 billion. Eight California banks earned a spot on the Top 100 best performing community banks list. Rankings are based on financials for the year ended December 31, 2022.



Community Leaders Honored at 102nd Annual Awards Luncheon

by Chamber Staff

Last month, the Salinas Valley Chamber celebrated its 102nd Annual Awards Luncheon. Presented by Chevron, the luncheon was the place to be with nearly 500 attendees.

The new Salinas Valley Health “Networking Power Hour” was abuzz with attendees from diverse fields. One person noted how wonderful it was to be able to meet and speak with so many industry leaders. This was the first year the Chamber has offered this opportunity to mix and mingle before the luncheon and it will definitely be expanded next time! The crowd enjoyed the live classical music trio provided by Youth Orchestra of Salinas (YOSAL).

“The feedback is in and our 2023 was very well received by members and supporters. Attendees were especially appreciative of the new Networking Power Hour,” said Chamber President/CEO Steve McShane. “I want to thank our sponsors and the nearly 500 folks that made the celebration successful. ”

Sherwood Hall was alive with excitement as community leaders, businesses and other organizations were honored for their contributions. All the honorees noted their success was due to our strong, engaged communities and support from their respective teams.

“I greatly appreciated the honor (on behalf of everyone’s work during the pandemic). I’m very impressed with collaborative community mission and actions of the Chamber,” said honoree Allen Radner, M.D.

Award Recipients:

Spirit of the Community: Blue Zones Project Monterey County

Citizen of the Year: Allen Radner, M.D. (Salinas Valley Health)

Businesswoman of the Year: Leinette Limtiaco
(Central Coast Federal Credit Union)

Small Business of the Year: Natividad Foundation

Large Business of the Year: Chevron

Agricultural Leadership Award: Candi DePauw

Ambassadors of the Year: Michael Laroco and Daniel Philpott

Keeping with tradition, the outgoing chair of the board, Rodney Meeks, gave a report highlighting 2022 as a very successful year. Mr. Meeks passed the gavel on to the 2023 Chair of the Board, Bill Hastie. Mr. Hastie was very proud of Chamber President/CEO Steve McShane saying he has shown great leadership during his first year on the job, especially having to build his entire staff.

Mr. McShane closed out the afternoon’s events with a detailed report capturing recent membership, budget and successes of the Salinas Valley Chamber of Commerce. He noted the Chamber is committed to supporting local businesses and promoting economic growth in the Salinas Valley.

The Salinas Valley Chamber would like to express gratitude for all the attendees, honorees, sponsors, and partners who made this event a great success. ■



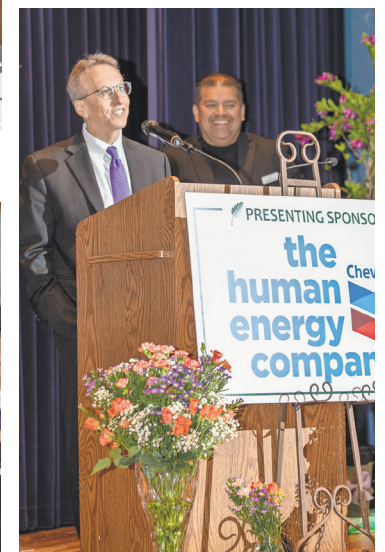
Portabello's Catering.



Kendra Howell and City of Salinas mascot - Ranger



Rodney Meeks and Bill Hastie



Dr. Allen Radner



Jenna Beesley



Santa Cruz County Bank Team



Business Woman of the Year Leinette Limtiaco and Steve McShane.



Ambassadors of the Year - Michael Laroco and Daniel Philpott.



Ag Leadership Award Honoree Candi DePauw.



Chamber College interns Lindsay Nichols and Adam Villicana



Spirit of the Community - Blue Zones Project Monterey County



Steve McShane, Andrea Bailey, Jackie Cruz



Aaron Johnson, Sonja Kohler and Kim Stemler



Hartnell College and Hartnell Foundation Team and Supporters.



Youth Orchestra Salinas (Yosal) entertain during power hour.



Dr. Allen Radner and Salinas Valley Health Team.



Event Chair Amy Gibson



Jennifer Williams accepts Small Business Award on behalf of Natividad Foundation from Dr. Luis Ocon.



Salinas Chamber of Commerce Awards Luncheon by Tee and Rebecca Photography



Laurie and Brad Martin with Toulia Hubbard.



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Ribbon Cuttings • Chamber Events



Premier Valley Bank and HTLF Food & Agribusiness Grand Opening Celebration

Premier Valley Bank and HTLF Food & Agribusiness hosted a joint grand opening event in celebration of their new location in Salinas with a ribbon cutting and open house.



Groundbreaking Ceremony for the Salinas Regional Soccer Complex

Salinas Regional Sports Authority celebrated the groundbreaking for Phase 2 of the Salinas Regional Soccer Complex. Photo includes the Salinas Regional Sports Authority Team, Supervisor Chris Lopez, Senator Anna Caballero, Supervisor Luis Alejo, Board Chair Kurt Gollnick, Mayor Kimbley Craig, Soccer Player, Don Chapin, Jonathan De Anda, Warren Wayland, Dominic Dursa etc.



Lunch and Learn with Alliant Insurance Services

The Salinas Chamber was excited to organize a Lunch and Learn with Mark McAuliffe, Vice President of Alliant, where he provides an overview of risk management, current trends in Cyber/Privacy Liability Insurance, and considerations to manage risks.



Lunch and Learn with Monterey Regional Airport

The Salinas Chamber was delighted to host a Lunch and Learn with the Monterey Regional Airport where attendees learned about new happenings at the Airport, Vision 2035, safety, and sustainability.



Lunch Connect at Stonies

Chamber members enjoyed the opportunity to have lunch and network with other members at Stonies Taphouse & Bistro off highway 68.



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➡ SALINAS VALLEY YOUNG PROFESSIONALS –

Continued from page 1

The SVYPO will be tailored to individuals between the ages of 21 and 39, and will provide a range of networking channels, personal development, professional development, and service opportunities. Membership in the Salinas Valley Chamber of Commerce is not required to participate in events and activities as participation is free and open to the public.

If you'd like to participate or would like more information on SVYO, contact Athena Ramirez at Athena@salinaschamber.com or by calling 831.751.7725.

For more information on programs and services offered by the Salinas Valley Chamber of Commerce, please visit SalinasChamber.com. ■



➡ CRIME RATES – Continued from page 1

Annual Crimes in City of Salinas 2015-2022 with Population and Police Budget Trends

	Murders	Forcible Rape	Arson	Robberies	Burglaries	Aggravated Assault	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	613	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	559	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	564	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	541	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	467	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	556	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	563	1,820	732	4,160	5,291	160,206	-0.11%	\$53,028,645	\$53,028,645	-0.41%
2022	13	62	42	222	328	461	1,665	683	3,476	4,288	159,932	-0.17%	\$57,452,491	\$57,882,491	8.34%

vehicle thefts declined 65%, robberies declined 40%, and aggravated assaults declined 25%. Since 2017, burglaries declined 66% and larcenies/thefts declined 36%.

Needless to say, the City of Salinas is no longer an appealing location to film live police shows. This is a positive step for future economic growth and job creation throughout the city. A healthy and safe community attracts and retains businesses.

Crime Has Dropped Despite Police Understaffing

All of this has occurred despite continual vacancies in the Salinas Police Department. The Police Department's current authorized number of sworn officers is 161, but as of March 7, 2023 there were 142 sworn officers and 19 vacancies.

In January 2023, when there were 18 vacancies on the force (14 funded positions and four frozen positions), 119 of the 143 sworn officers were fully trained and on duty on a regular basis.

In comparison, in 2008 the City of Salinas had 187 authorized sworn positions. The Great Recession resulted in budget cuts that reduced the number of authorized sworn positions to 168. In the mid-2010s there were 170 authorized sworn positions, with 139 of them filled in 2013.

There were 174 authorized sworn positions in 2021, but budget diversions to other local programs inspired by the "Defund the Police" movement resulted in the elimination of 11 positions. However, in 2022 the City Council increased the police budget by 8.34% after two straight years of slight decreases in funding.

Fewer police officers doesn't necessarily mean people who commit crimes are free to roam the city without accountability. It does mean the city spends more money

on overtime for the officers on the force. The Police Department had to obtain additional funding from the Salinas City Council for the second half of fiscal year 2022-2023 to pay overtime.

On March 7, 2023, the Salinas City Council authorized a hiring incentive program for the Police Department. This may help the city recruit police officers and fill the vacant positions.

Police Hiring and the Budget Outlook

As the Salinas City Council prepares to vote on a budget for fiscal year 2023-2024, debate is likely about how much funding should be provided to the Police Department. Earlier this year, the city completed a Community Budget Survey that shows residents regard both "Police Patrol & Traffic Enforcement" and "Community Engagement & Violence Prevention" as priorities for achieving the official city goal of a "Healthy & Safe Community."

Your Salinas Valley Chamber of Commerce has an official vision of "a thriving, welcoming Salinas Valley where people, families and businesses succeed via economic growth and opportunity." Businesses and organizations that buy, sell, and provide goods and services in Salinas expect that their property won't be stolen or damaged. They also want their employees and customers to be reasonably safe.

Cities such as San Francisco and Portland, Oregon are taking the lead on innovative social experiments with law enforcement and human behavior. But in Salinas, the Chamber of Commerce will continue to support the Police Department in its role of "the enforcement of the penal laws of the state or the penal ordinances of the city." ■

Upcoming CHAMBER EVENTS

May Events - RSVP at salinaschamber.com

- **Ribbon Cutting Ceremony with Coast and Valley Properties**

Thursday, May 4, 5:00 PM – 6:30 PM

500 – 520 Abott Street, Salinas

You are invited to join us for a ribbon cutting with Coast and Valley Properties for the new Alameda Luxury Apartments that are now open in Salinas. Come celebrate the opening, enjoy hors d'oeuvres, network, and have a great time!

- **Ribbon Cutting Ceremony with Mercado Kramer LLP**

Tuesday, May 9, time TBA

450 Lincoln Avenue, Suite 102, Salinas

Celebrate Mercado Kramer LLP's new location now in Salinas! The event will feature a ribbon cutting and a great opportunity for networking. Visit salinaschamber.com for more information, and save the date!

- **Madonna Gardens Mega Mixer**

Thursday, May 11, 5:00 PM – 6:30 PM

1335 Byron Drive, Salinas

Chamber and Madonna Gardens Mega Mixer. Come network with Chamber members and learn more about resources for senior citizens.

- **Lunch and Learn with ARCPPoint Labs**

Monday, May 22, 2023, 12:00 PM – 1:00 PM

119 East Alisal Street, Salinas

Come join us for a Learn and Learn with Spencer Smith, owner of ARCPPoint Labs. The event will be hosted at the Chamber office where Smith will provide a walkthrough of technologies such as hair, saliva, blood, and breath testing, and how employers can use them to balance a drug free workplace with employee privacy and productivity. Topics will include compliance with the new 2023 California law governing marijuana testing, rapid testing, case studies for each technology, and an overview of the new developments in the industry.

- **Permit Center Open House and Community Mixer**

Wednesday, May 24, 5:00 PM – 7:00 PM

65 West Alisal Street, Salinas

Permit Center Open House held in partnership with SUBA, City of Salinas, and the Salinas Valley Chamber of Commerce. Tour the facility, enjoy networking opportunities, and refreshments paired with hors d'oeuvres.

- **Lunch and Learn with Central Coast Community Energy**

Wednesday, May 31, 12:00 PM – 1:00 PM

119 East Alisal Street, Salinas

Lunch and Learn with Central Coast Community Energy where we will be learning more about the energy sectors in the Valley. The event will take place in-person at the Chamber office and via zoom. In-person space is limited, so be sure to RSVP at salinaschamber.com to reserve your spot.

- **Salinas Valley Young Professionals Organization Mixer**

Thursday, June 15, 5:30 PM – 7:30 PM

location TBA.

Salinas Valley Young Professionals Organization's Kickoff Mixer! This event will be the first of many tailored to provide a space for individuals between the ages of 21-39 to network, participate in service experiences, and engage in personal and professional development opportunities. Hors d'oeuvres and refreshments will be available for attendees to enjoy. Please visit salinaschamber.com for the most recent updates on the location of the event.

- **California Rodeo Kickoff & Chamber Mixer**

Thursday, June 22, time TBA

Monterey Regional Airport

To kick-off the festivities, the Salinas Chamber in partnership with the Monterey Chamber will be holding a joint mixer at the Monterey Regional Airport as we gear up for the California Rodeo Salinas. Dust off your boots, throw on your cowboy hats, and join us for a fun evening in celebration of one of Salinas' most loved events.

Be sure to check out SalinasChamber.com for added events and updated information

Monumental Improvements to WeatherTech Raceway



The new Start/Finish bridge that connects parking and hospitality areas with the race paddock was placed into position today signaling a visual progression of improvements underway at the 66-year-old WeatherTech Raceway Laguna Seca.

Granite Construction's enormous 350-ton All Terrain Crane hoisted the 160-foot, 71-ton main span section and accompanying 20-ton approach span to the cheers of onlooking Monterey County elected officials and staff, Granite Construction management, local media and the WeatherTech Raceway Laguna Seca team.

"The new bridge at Laguna Seca is a long overdue investment," said Luis Alejo, Chair of the Monterey County Board of Supervisors. "This shows a true commitment by the Board of Supervisors to properly maintain our world-renowned race track so that we continue to attract premier racing events and tourism to Monterey County and our entire region."

"Only shadowed by the renowned Corkscrew and famous Andretti Hairpin, the Laguna Seca Start/Finish Bridge is a preeminent feature of the LagunaSeca Raceway," said Bryan

Flores, chief of parks with Public Works, Facilities & Parks for the County of Monterey. "The replacement of the aged wooden bridge will serve to provide a safe and efficient path of travel for our visitors and spectators from around the globe. Without the support by the County of Monterey Board of Supervisors, this project would never have come to fruition and for that, the world racing community is sincerely grateful."

This project is the largest improvement development at the iconic race track since the Hospitality Pavilion was built in 2006, and the last repaving in 2007.

According to John Narigi, president and general manager of WeatherTech Raceway Laguna Seca, "It is difficult to adequately express how thankful we are of the support from the Supervisors and County staff to persevere with this project after facing unprecedented Monterey County weather-related emergencies over the last three months. Their confidence in the Laguna Seca Recreation Area and its positive economic impact on the region's businesses strengthens the importance this facility makes within our incredible destination." ■

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- The Leaning Tower of Pisa
- Full day tour of San Gimignano
- Visit the WWII Florence American Cemetery (weather permitting)
- Optional trip to Ferrari Museum
- Chianti Wine Tasting
- Chamber Exchange in Tuscany
- Tuscan Feast Dinner
- Discovery Program Guide

DAY BY DAY

DAY 1

- Transatlantic flight

DAY 2

- Arrive in Italy and transfer to your hotel for the next 7 nights
- Dinner at your hotel

DAY 3

- Breakfast at your hotel
- City tour of Florence
- Chamber Experience (leather & textile industry)

DAY 4

- Breakfast at your hotel
- Tour of Pisa
- Dinner at your hotel

DAY 5

- Breakfast at your hotel
- Full day at leisure in Montecatini
- Optional trip to Cinque Terre

DAY 6

- Breakfast at your hotel
- Tour into the Heart of Tuscany & San Gimignano
- Chamber Experience (wine industry)
- Dinner at your hotel

DAY 7

- Breakfast at your hotel
- Full day at leisure in Montecatini
- Optional trip to Ferrari Museum

DAY 8

- Breakfast at your hotel
- Full day at leisure in Montecatini
- Optional full day tour of Siena
- Tuscan Feast Dinner

DAY 9

- Breakfast at your hotel
- Transfer to the airport for flight home



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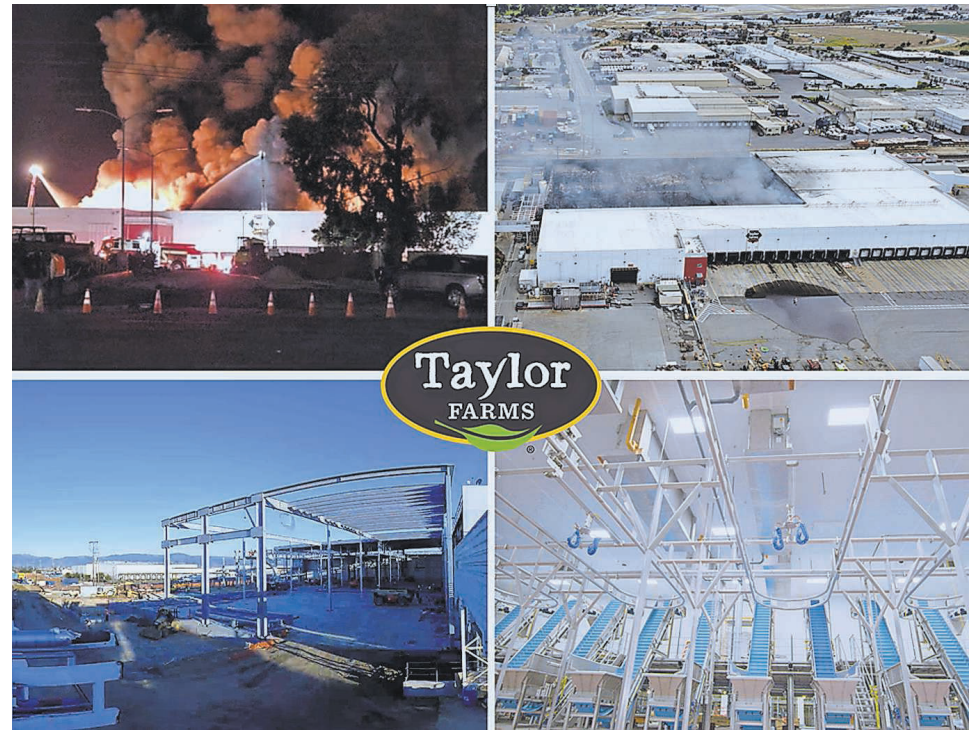
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Taylor Farms Celebrates Re-Opening Following Fire

Taylor Farms will re-open their food-service facility on Abbott Street in Salinas following the devastating fire that occurred in April 2022. The facility is scheduled to be in full operation at the end of this month.

"Thank you to every helping hand that made this rebuild process possible: thank you to our Taylor Farms team for their teamwork and flexibility during this time, the tremendous community and many city officials whose support we received, and the hardworking construction teams and engineers that worked tirelessly on this project," stated Bruce Taylor, Chairman and CEO of Taylor Farms. "We are thrilled to be back in this facility and once again serve our customers from our flagship location."

A big deal to the community with the practical implications behind jobs and local employment, the facility location

has an emotional connection for the company. The family-owned company began at this location in California nearly 30 years ago, and is the foundation that provided the momentum for the rest of the country.

"I can speak for our entire Taylor Farms family and say we are all enthusiastic for the re-opening of this facility," stated Mark Borman, President of Taylor Farms Foodservice. "Through a tragic event came the outpouring of support from our team, community, and customers. We are forever grateful."

Across North America, Taylor Farms has 22 production locations, 24,000 team members, and produces and delivers healthy fresh foods on a daily basis. Taylor Farms is excited to be back up and running for the start of the Salinas season in this new state-of-the-art facility. ■

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Red Dress Day

Bringing Awareness To Violence Against Indigenous Women

May honors “Missing and Murdered Indigenous Women, Girls, and Two-Spirit People” (MMIWGTS). On Saturday, May 6th, you can participate in “Red Dress Day” at the Oldemeyer Center, 986 Hilby Ave., Seaside, from 11:00 am – 6:00 pm.

The May 6th event begins with a Memorial Ceremony featuring the Indigenous Unity Singers followed by panel discussions about the state of California legislation on MMIW led by Upper Klamath Shasta tribe member and Indigenous Psychologist Dr. Barbara Bane and “Indigenous Women Breaking Barriers” led by Gregg Castro, Culture Director of the Association of Ramaytush Ohlone – the original people of the San Francisco Peninsula. Then, enjoy storytellers, drummers, singers, and dancers while raising awareness about violence against indigenous women.

“I am grateful that with this Red Dress Day: Raising Awareness of Missing and Murdered Women, Girls and 2-Spirit People event, we join state and nationwide efforts to increase awareness and transparency. At the same time, we will celebrate the accomplishments of indigenous women and our cultural traditions through the sacred drum, singers, and storytellers.” Sand City Mayor and Chumash tribe member Mary Ann Carbone.

Native American women are two and a half times more likely to experience violence in their lifetime than any other demographic. Statistics show that one in three Native women is sexually assaulted during her life, and non-Natives perpetrate 67% of these assaults. The last known count of missing and murdered women was 5,293 in 2020. Alarmingly, only 690 cases were reported to the Department of Justice’s missing person list, with 578 still open at the end of 2020.



The National Day of Awareness for Missing and Murdered Indigenous Women, Girls, and Two-Spirit People (MMIWG2S) is widely recognized as Red Dress Day. The annual observation of Red Dress Day came from The REDress Project, an art installation created by artist Jamie Black in 2010. The color Red is significant to the movement since red — believed to be the only color spirits can see — guides the missing back home. Over a decade later, Red Dress Day remains a means of recognizing those that have been lost while raising awareness around ongoing calls for justice.

Red Dress Day, at the Oldemeyer Center on Saturday, May 6th, is sponsored by the Arts Council of Monterey County, Cal-Am Water Company, the Native California Research Institute, the City of Sand City, and the City of Seaside. ■



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