

MODESTO CHAMBER OF COMMERCE

Progress

VOL. 41 | ISSUE 05 | MAY 2020



- ▶ **RODIN RANCH FARMS**
- ▶ **MARKETING TIPS**
- ▶ **MILESTONE MEMBERS**

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MISSION STATEMENT

The Modesto Chamber of Commerce is dedicated to serving the greater Modesto Area, regional businesses and community prosperity through advocacy, collaboration, access to leaders, economic development, connectivity and business education.

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DISCLAIMER: The views and opinions expressed in this publication are those of the authors and do not necessarily reflect the official policy or position of the Modesto Chamber of Commerce.

PROGRESS MAGAZINE

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A Message From The President & CEO

“IN THIS TOGETHER”

By Trish Christensen

We are all feeling these COVID-19 days turn into weeks of social distancing and expanded virtual life. Our long, recurring, isolated days make it hard to believe the day will come when we can freely live life to the fullest again. But recovery will come. We know things will have changed in many ways. Much will look and feel different, but we will get back to living.

The biggest concern we see and feel, is focused on the economy. We know the economy has been affected at every level. From the Federal tier on down. Yet, what matters most to us as individuals is our own personal economic health. It was amazing to witness how quickly things turned downward when COVID-19 became a reality in Stanislaus County. Our worry quickly shifted to our income, health benefits, work schedules around kid's home school needs, and possibilities of layoffs.

The weight felt by business owners/leaders has also been very apparent. The responsibility of having to make decisions which can cause harm are burdens people take seriously and feel deeply. This has affected everyone on some level, and most on multiple levels.

The Chamber staff and I have been doing all we can to keep information, support, and resources coming to you as quickly, accurately, and up to date as we can. Yet, we have also wanted to report the good that is taking place, so we continue to promote the stories, new ways of doing things, open restaurants and services, and the organizations out there that are giving and volunteering what they can. We invite you to share with us so we can help keep your needs, your actions, and your names in people's minds.

At a time filled with so much worry and fear, our community quickly responded with a self-imposed call to action.

It has been inspiring to see the creative ways people have come up with to support one another and doing so while focusing on a need to support our local economy.

As we are known to do, our caring and compassionate community stepped up. People are spending where and when they can to keep businesses open and people working, with the ever-present mantra to “spend local” continuing to swirl about us.

Spending local and buying local makes a fundamental difference for a local economy. Direct impact is spending done by a business in their local economy to operate their business (including inventory, utilities, equipment and payroll). Indirect impact happens when the local business spends at other area businesses, re-circulating dollars. Induced impact is the additional consumer spending that happens as employees, business owners and others spend their income in their local economy. Independent locally owned businesses recirculate a far greater percentage of revenue locally compared to non-locally owned businesses. In other words, spending and buying local creates more local wealth and jobs.

I encourage you to continue to “grab and go” from our hometown restaurants, support our local musicians who have kept on playing - for tips, and give virtual art, paint and sips, crafts, and game nights a try. Pursue connectivity to family and friends via video access over meals, a mutual cup of coffee, or even a favorite movie. Keep doing what needs to be done by each of us ... let's get over COVID-19 by maintaining our physical distance and personal protection until we have truly conquered it. It is the right thing to do for all. To you and your health ... Stay well, stay safe-

With warm regards,
Trish

DIGITAL EXPORT DOCUMENT SERVICES NOW AVAILABLE THROUGH THE MODESTO CHAMBER OF COMMERCE



HOW DOES IT WORK? IT'S AS SIMPLE AS.....

1

2

3

4

Simply register a FREE account and register your company with the Modesto Chamber of Commerce

Quickly fill out a few easy forms, enter your products and upload your supporting documentation.

We will electronically review your application, notify you if you have to correct any errors and approve once completed

Depending on your preferences, you can either download your certificate instantly, have a hard-copy mailed to you or have your documents sent for legalization/apostille by one of our export specialists.

WHAT IS SWIFTDOX?

- SwiftDox is a web-browser based software service that allows exporters and freight-forwarders to obtain essential export documentation electronically.
- SwiftDox is the fastest and most comprehensive service in North America for export documentation which also provides built-in legalization/apostille options.

Whether you're new to exporting or an expert, our platform will streamline your global operations.

FOR MORE INFORMATION PLEASE VISIT MODCHAMBER.ORG

CHAMBER CALENDAR

At this time we have suspended all programs, events, and committee meetings for May.

June is yet to be determined.

Please visit our website and follow our social media platforms for updates and future scheduled events.



MISSION STATEMENT: The Modesto Chamber of Commerce is dedicated to serving the greater Modesto Area, regional businesses and community prosperity through advocacy, collaboration, access to leaders, economic development, connectivity and business education.

To execute our adopted mission we have developed an acronym that helps keep us focused. That acronym is **"CARES: Community, Advocacy, Relationships, Education and Service."**



At its heart the Modesto Chamber is a community of likeminded business owners who share the vision for enjoying a thriving economy and creating and maintaining our community as a vibrant place to live, work and play. The Modesto Chamber is the go-to resource and facilitator of ideas and communication for nonprofits, governmental agencies, and community leaders. More than just a business club, the Modesto Chamber strives to affect its environment for positive transformation by supporting change agents in the community.



Chamber Staff, Board of Directors and many of our topical committees, such as Economic Development and Government Relations, are engaged and proactively representing our members by addressing business initiatives, addressing issues in our community and working to relieve the regulatory burdens businesses endure due to local and state governments. The Modesto Chamber gets results, as shown by recent victories in forming more rational ADA legislation, defeating a no-growth measure, electing business friendly candidates, working alongside others to pass Measure L, a local self-help transportation measure, and championing for more water for our agribusiness, industry and citizens. By working together, our members are stronger together than they could ever be on their own.



The Modesto Chamber specializes in building relationships among business and serving as the nexus to businesses, nonprofit organizations, and governmental agencies. We host monthly networking events, annual special events, an annual trade show, and our long-running Gala. Members also may serve on committees or go through the Leadership Modesto program where they will build long-term relationships with key leaders in the business world and



The Chamber serves the education community by hosting the annual State of Business and Education event, by fund-raising for local students at the Ag Aware and Harvest Luncheon annual series, and partnering with local schools and colleges to train and educate young men and women, all in keeping with our pledge to help provide a ready workforce to serve local employers. Additionally, the Chamber educates its members on practical solutions and best practices through its Progress Magazine articles, monthly Chamber University and Seeds of Success speaker series, workshops and seminars, monthly committee meetings, and SCORE counseling.



The Chamber believes in service to the community and to its members. The Chamber Board and staff are active on many nonprofit and government committees, donating their business expertise, time and resources. The Chamber also serves its individual members by hosting ribbon cuttings which introduce a new business to the community, valuable and cost effective (free) marketing opportunities, exposure to social media, workshops and training for our business partners and their associates, and other free and discounted resources.

C – Community

A – Advocacy

R – Relationships

E – Education

S – Service





MUSIC MAKES A COMMUNITY HUM

By Chris Murphy

The songs went silent almost overnight. Over what seemed like just a couple of days, the live events, the patio shows, the shows at the Gallo and the State suddenly went dark. These are some very strange times right now. No one really knows how to deal with something like COVID, but we have to do the best we can and keep our spirits up and the music playing, even though the venues and restaurants are closed.

Our community is rallying around our local restaurants as this spirit is really part of our culture and we are becoming a Grab N Go community and we are doing all we can. At the same time this happened, all of our local musicians lost their gigs overnight. Some musicians had regular jobs and they are able to hang on, but for many of our local Modesto Area Music Association musicians, this was their livelihood. Without social gathering, there are no crowds, no beers to pour, no tip jars. As we work through this, even though we seem to be turning the corner on COVID, there is no real light at the end of the tunnel for live events and gathering and many event planners have cancelled May events and even June events are at risk.

We can't just quit and the music needs to play. We need some relief from "Shelter in Place" and we can be uplifted by song. I know, as a musician, playing music brings me life and fulfillment. A couple of Beatle songs with a glass of wine and toss in a Petty tune is the perfect way to feel "normal". We needed to take this to the whole community and ModestoView launched our Virtually Live Shows at 6 p.m. nightly, livecast at www.facebook.com/modestoview.

These aren't just free shows; they are a window to our cultural soul, where we all get together and listen as our friends play songs we love. Now here is where we need you. There is a virtual tip jar for each show. When these local performers go live, there is a link to donate to their @Venmo account or their PayPal. All you need to do is tip them a couple of bucks, just like you would if you saw them playing in 10th Street Plaza or at your favorite restaurant. Our local musicians need you now more than ever.



These tips can make the difference between selling off a guitar or an amp to make it through. If you have a favorite local musician, you can just tip them anyway as they will be back again when things start to open up.

Log on to @modestoview on Facebook. Give us a like and then watch these great live shows and put your dollars in the tip jar. Your soul will be filled with great music and good karma. To see the live Virtual events, check out www.modestoview.com for our calendar. You can even get a free Pilates class from Victoria Popoff on Thursdays too. How's that for taking care of your mental, physical and musical health? If you know of a livecast gig, email the info to events@modestoview.com and MAMA leader Middagh Goodwin will get you all set up.

We can all make it through this and let's support our friends in the music and the restaurant communities so they will be back soon. Thank you.

Chris Murphy
 Publisher & Founder, ModestoView

4th Annual

NATIONAL AG SCIENCE CENTER

GOLF TOURNAMENT

\$160 PER GOLFER -- \$640 PER FOURSOME



Monday, August 31, 2020

Oakdale Golf and Country Club

243 NORTH STEARNS ROAD
OAKDALE, CA 95361



A day on the links supports innovative and unique mobile agriculture science education experiences for students in and around Stanislaus County.

8:00 - 9:30 AM

Check in and Continental Breakfast

9:15 AM

Clinic with Golf Pro Dana Arnold-Ebster

10:00 AM

Shotgun Start

11:00 - 1:00 PM

On Course Box Lunch

3:00 - 4:00 PM

Appetizers and Awards Ceremony

Includes

Breakfast, golf clinic, on-course snacks and beverages, lunch, greens fees and range balls, shared cart, SWAG, prizes and hosted beer, wine and hors d'oeuvres.



Benefiting Ag Science Education - *The National Ag Science Center provides students with unique programs in agriculture and science to promote positive educational experiences and an awareness of career connections and issues important to sustainable agriculture in California.* Learn more at

AgScienceCenter.org. NASC is a registered 501(c)3, tax ID # 77-0438308

Space is Limited

DON'T DELAY!

\$160 PER GOLFER

\$640 PER FOURSOME

We are only accepting 144 golfers.

Payment must be received by August 24, 2020 to reserve entry.

Appropriate golf attire is required.

To register visit agsciencecenter.org/golf-tournament, call 209-521-2902
or email admin@agsciencecenter.org



RODIN RANCH FARMS: A FAMILY AFFAIR

Rodin Ranch Farm and Rodin Ranch Farmers Market are the Stanislaus County premier destinations for farm-to-table produce, nuts and local goods. Rodin Farms has been a family affair since the 1940s. Ante and Florence Rodin bought the family farmland in the 1930s. Anthony Rodin, the next generation, continued in their farming footsteps and took over the business in 1969.

At age 18, Antoinette Rodin, daughter of Anthony and Francy Rodin, opened the renowned Rodin Farms Fruit Stand, located on the border area between Modesto and Riverbank; the location is surrounded by the Rodin farmlands.



The Rodin Ranch Farmers Market offers fruits, nuts and other items from their family farm and others in the area.

An outdoor farmers market has operated in downtown Modesto for 36 years, but it's only two days a week from spring to fall. Rodin Ranch Farmer's Market is open six days a week year-round, sheltered from the heat of summer and from the rain and cold during the winter.

Both establishments help support local vendors; you can see a variety of amazing products from Buzzbee's Wildflower Honey, Bw Bee Inc., and Sciabica's Olive Oil to name a few.



The Rodin Ranch Farm fruit stand has been a staple in the community for the past 29 years. In 2014 sisters Marie and Angie Rodin brought the bounty downtown. The Rodin Ranch Farmers Market is located on the ground floor of Tenth Street Place, the six-story headquarters for city and Stanislaus County government.



The Rodin Family is known as one of the many hardworking farmers that help contribute quality produce and goods, they and many other dedicated farmers help make the Central Valley Great. They now have the fourth generation stepping in to carry on the family business.

Antoinette's sons Anthony, Vito, Junior, and Sonny work along with the family.

"Thank you for allowing our family to serve you during these difficult times. Your loyalty and support to our family and our business is invaluable. We are striving to make our stand exceed your expectations and needs. We trust that our efforts make this time a little less challenging for you and your family.

"As always, we stand for quality and efficiency - we hope that you enjoy your order and know that together we will overcome this and come back happier, healthier and stronger than ever.



If you have any questions or need any help, please feel free to call the Stand. We are here for you."

During these ever-changing times, the Rodin family is adapting to better serve the community. They now have curbside pick, shipping, and local delivery available seven days a week from 8:00 a.m. to 7:00 p.m. at the Claribel location.



*"Thank you for supporting a Local Business and Agriculture."
Sincerely, The Rodin Family*

Rodin Ranch Fruit Stand
For curbside orders please call or go to www.RodinFarms.com
Claribel Road, Modesto, CA 94520
209-551-6701

Rodin Ranch Farmers Market
www.rodinranch.com
1001 J Street Modesto, CA, 95354
209-577-3224



BUSINESSES: GET READY FOR A MARKETING PUSH

As we continue down this COVID-19 path, have you had success in finding time to think ahead in regard to jump starting your business recovery? Have you paused to consider what the future could look like for your business? Every day that passes is a day closer to when we will enter the recovery stage of all this. What steps are you taking to prepare for when we are fully in recovery? Have you started creating your refreshed marketing concept? Are you taking advantage of the time you have these days? Here is an additional set of marketing tips and key ideas I wanted to share to help you build the momentum you'll need to soar when this crisis subsides.

Ideas designed to jump-start your recovery planning and marketing:

Connect

- Reconnect with your customers - You finally have time to reach out directly
 - Contact individual supporters and fans and ask for their feedback and suggestions.
 - Find out what customers want and create new products and services using their feedback.
 - Can you personalize your products and services for your most frequent customers?
- Reach out through social media
 - Create and share appealing content and consider entertaining memes, games and contests.
 - Keep your audiences engaged with you virtually.
- Create, build and invite customers to online community events
 - live streams, online tutorials and demos.
- Share tips and tricks from your daily experience like:
 - How are you dealing with mail?
 - How is your team handling working remotely?
 - How are you dealing with your unique supply chain needs or surplus?



Things to maintain:

- Make a prioritized to-do list and checking off a few items each day.
- Care for yourself, employees, friends, family and community.
 - Doing what you can for your inner circle helps you take small steps and kick-off your action plan.
- Dig into the analytics on your website, the insights on your social media platforms, data from advertising, promotions and PR, and the results from your direct communications.
- Use that data to update your website, send emails, post on social media channels, consider advertising locally and/or online.
 - With fresh insight, you can concentrate your efforts on what has worked before.
 - Now is a great time to experiment with a channel you have been curious about.
- Be kind and mindful. Everyone feels the effects of a crisis, some more acutely than others.
 - A daily practice of respect, empathy, active listening and gratitude starts each day with positive intention. Positivity is contagious.

Looking forward with you, #inthisogether,

Trish

BUSINESS SERVICES BRANCH OFFERS HELP, HOPE TO OWNERS

During this COVID-19 pandemic, many businesses are struggling financially and with the anxiety of an uncertain future as stay at home orders continue to shut down life and economic activity as we knew it. To assist, Stanislaus County has launched a new Business Services Branch of the COVID-19 Emergency Operations Center.

Stanislaus County's newly-launched Business Services Branch can be reached at 209-558-4473 and is designed to assist business owners with their questions and concerns throughout the COVID-19 pandemic. A team of professionals is available to help determine whether there are ways a particular business could re-tool its operations to remain open while abiding by social distancing rules

for employees and customers. Additionally, the team can help businesses and individuals navigate grant and loan opportunities offered at the federal, state, and local level, as well as job training, unemployment assistance, and job openings.

There is no denying the fact that COVID-19 is causing pain and hardship to our local economy. This is a setback, but we will get through it. Let's use this challenging time to drive fresh and creative ideas for restarting and revitalizing our local economy. Let's drive private-public partnerships to build a stronger economic engine, to diversify our job base, and to implement innovative strategies for economic development and job growth.

Business Before Hours, Business After Hours Events

These networking events are opportunities for members to invite all Chamber members to their businesses to mingle, build relationships, and connect outside of the normal workday. They are perfect environments to showcase your office, products, and/or services, and to share your individual "business story". If you happen to be a based from home business, you are always welcome to host your event here in the Chamber Conference room.

Business Before Hours are traditionally held on the **second** Thursday of each month from 7:30 to 8:30am. ** Sponsorship Investment is \$125.00.*

Business After Hours are typically held on the **fourth** Thursday of each month from 5:30 to 7:30 pm. ** Sponsorship Investment is \$250.00.*

Included for your sponsorship:

- *Company Logo on business tailored event flyer
- *Event and flyer promoted via Chamber Happenings
- *Event and flyer promoted via all our social media platforms
- *Event, flyer, and business promoted in Progress Magazine month of event
- *Pre-event announcements at Chamber events
- *2 – 3 items to include in a business card drawing
- *For After-hours events we secure a liquor license, and provide adult beverage

As a Host you are responsible for providing:

Before –

- *Location large enough for up to 50 attendees
- *Continental Breakfast, or other food of your choice
- *3 plus Door prizes

After –

- *Location large enough for up to 100 attendees
- *Appetizer/small plate tidbits, or other food of your choice
- *3 plus Door prizes

An Agreement, which has more details, must be completed, with payment, to secure your date.

For more information on becoming a host in 2020, please call 209-577-5757, or email at mccreception@ModChamber.org



**BUSINESS RESOURCE CENTER
CALL 209-558-4473**

**One call for all you need to know about
COVID-19 resources for business.**

Find support and answers for your business on these topics and more!



- Clarification of Essential vs. Non-Essential services
- Report a non-essential business still in operation
- Strategies to reinvent your business in times of social distancing
- Apply for the Small Business Relief Micro-Grant
- Assistance with Federal and State economic relief funding
- No-cost business consulting services
- Help navigating the CARES Act and Paycheck Protection Program
- Promote new services and help business connect with customers
- Answers to building & planning questions





A sigh of relief for
small business.

Small Business Relief from Stanislaus County

1 million dollars in funding will be granted to sustain small businesses affected by COVID-19 in Stanislaus County. Micro-grants up to 10,000 will be awarded to qualified businesses.

We know that your business may be facing hardships because of the COVID-19 outbreak. A little help might be just what you need to get to the other side of this crisis. Stanislaus County Small Business Relief is a program of micro-grants designed to help you sustain your small business and employees.

How we can help



Provide your business with bridge funding to cover operational costs until State and Federal aid is available.



Keep your employees working



Help you develop a roadmap for the long term success of your business.

Who's eligible?

- In business for at least one year
- Up to 50 full-time employees
- Have a current County or City Business License/Permit
- Provide proof of financial hardship due to COVID-19
- No involvement in illegal activity at Local, State or Federal levels

Manage your business through COVID-19

Questions?

Apply online

Applications Open

Call 209-558-4473

www.stanworkforce.com

April 13, 2020

Additional resources at www.stanworkforce.com



CENTRO DE RECURSOS PARA NEGOCIOS LLAME 209-558-4473

Una llamada para saber sobre los recursos de COVID-19 para negocios.

Encuentra soporte y respuestas para su negocio en estos temas y mas!



- Clarificación de servicios Esenciales vs. Servicios no Esenciales
- Reportar un negocio abierto que no es esencial
- Estrategias para reinventar su negocio durante los tiempos de distanciamiento social
- Aplicar para el Programa de Ayuda Para Negocios Pequeños Micro-Subvención
- Asistencia con ayuda económica Estatal y Federal
- Servicios de consultoría para negocios sin costo
- Ayuda navegando la Ley de CUIDADO (CARES Act) y el Programa de Protección de Cheques (Paycheck Protection Program)
- Promover nuevos servicios y ayudar negocios conectarse con clientes
- Respuestas para preguntas de construcción y planificación



Un suspiro de alivio para negocios pequeños

Alivio del Pequeño Negocio del Condado de Stanislaus

1 millón de dólares fundados serán otorgados para mantener a los pequeños negocios afectados por COVID-19 en el Condado de Stanislaus. Micro-Subvenciones hasta 10,000 serán adjudicados a los negocios calificados

Sabemos que su negocio puede estar enfrentando dificultades debido al brote de COVID-19. Un poco de ayuda puede ser justo lo que necesita para llegar al otro lado de esta crisis. El Alivio para Negocios Pequeños del Condado de Stanislaus es un programa de micro-subsidios diseñado para ayudar a mantener su negocio pequeño y empleados.

Como podemos ayudar



Proporcionarle a su negocio con fondos temporales para cubrir costos operativos hasta que la ayuda Estatal y Federal es disponible.



Mantener a sus empleados trabajando



Ayudarte a desarrollar un mapa de ruta para a largo plazo de su negocio.

Quién es elegible?

- En negocio por al menos un año
- Hasta 50 empleados de tiempo completo.
- Tener una licencia/permiso comercial corriente del Condado o Ciudad
- Proporcionar prueba de dificultades financieras debido a COVID-19.
- No participar en actividades ilegales en niveles locales, estatales o federales

Manejar tu negocio a través de COVID-19

¿Preguntas?

Aplica por línea

Aplicaciones inician

Llame 209-558-4473

www.stanworkforce.com

13 de Abril 2020

Recursos adicionales en www.stanworkforce.com

CHAMBER AMBASSADOR SPOTLIGHT

DAVID KAMINS

I have been a Central Valley businessman for nearly 15 years. Over these years I have worked for and with many different organizations in the area of sales, marketing, branding and overall relationship building. It is my drive to help organizations succeed; succeed in their reputation, succeed in their sales and most importantly, succeed in their relationships. That is my passion and my strength.

As anyone who has had any kind of success will tell you, they all begin with failures. It is here where I have tried, learned and grown. It is the people I've befriended and the organizations that took a chance on me that taught and raised me into the businessman I am today.

Serving is also a big part of my being in the community. Being a member of multiple service groups, board of directors, networking groups and non-profits have been a big part of my professional career.

The Modesto Chamber of Commerce is one of these organizations. I have had a tremendous amount of success building relationships with community member and business owners by attending the events, trainings and resources that the chamber has made available to me. I have worked for Mid Valley IT for nearly 4 years now and I have found my "forever" company. The Mid Valley IT ownership and team are the most passionate, supportive and exceptional people



I have ever had the pleasure to work for. This is our culture. It is a culture that places high importance on the ability of their people to thrive.

During the pandemic, Mid Valley IT has remained an essential service keeping many of our companies, organizations and first responders going. We have not slowed down, as the needs of the people never slow down!

We are also offering a 3 Month Deferment Program for all new clients that sign up by the end of June. Get started today, but pay when you're back on your feet! Please contact me directly for more details.

CHAMBER MEMBER HIGHLIGHT

NEPTUNE WATER SOLUTIONS, INC.

Neptune Water Solutions, Inc. is a California corporation, founded in 2009 in Chico, CA. We started out as a very small operation and have grown over the years to become one of the larger, privately held, water purification leasing businesses in the State. Our goal is to provide the highest quality Point-of-Use water purification stations to businesses and organizations throughout the State. Our water machines use reverse osmosis, and micron, filtration technology to purify drinking water. Our units all produce, on demand, hot and cold water. We have machines that produce ice and sparkling water as well.

In an industry where bottled water delivery has become the accepted norm, Neptune strives to show people how antiquated and hazardous that form of water delivery actually is. Plastic jugs and environmentally unfriendly and toxic. They have to be delivered from afar on a truck and often contain plain tap water, the same as you already have available in your building. Moreover, the jugs sit for weeks, even months in hot warehouses while the plastic toxins leach into the water inside. The open system to the tank allows it to become a breeding ground for bacteria, molds and algae, as well. Five-gallon jugs are a worker's comp danger.



They are heavy and we all know how easy it would be injuring your back trying to lift one up onto the cooler.

Neptune's self-contained, antimicrobial purification systems turn the water that you already have on hand in your building into the highest, laboratory grade, quality drinking water possible. It is held in sterile stainless steel tanks that are engineered to prevent any sort of bio film from forming. Neptune offers a far superior form of delivery for the highest level of purified drinking water. Usually, it saves businesses money as well. There's no reason any business needs bottled water delivery, in this day and age, when Neptune has the superior solutions for your business's needs.



THE MONTH OF MAY WE
CELEBRATE YOUR LOYALTY

Happy Anniversary!

Addecco Employment Services

Bethel Retirement Community

Ciccarelli Jewelers

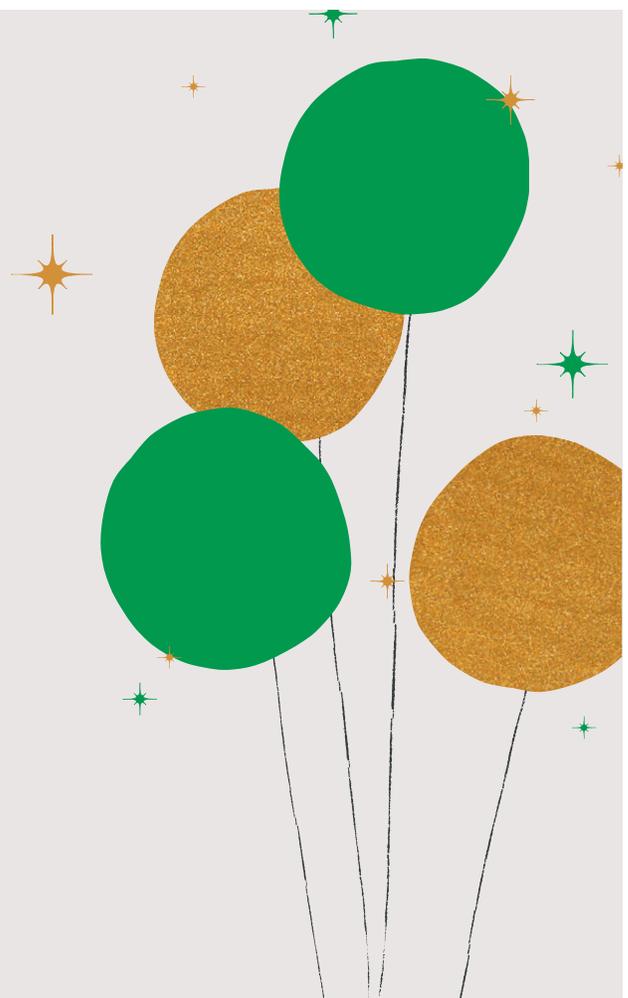
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C A M B R I A

Ciccarelli Jewelers

FAMILY OWNED

Three Decades Of Business Success At Ciccarelli Jewelers

Ciccarelli Jewelers is celebrating 30 years in business!! It has been a wonderful 30 years. The economy has gone up and down and many jewelry stores have come and gone. Greg and Carla Ciccarelli remember signing the lease when Carla was pregnant with their daughter Alexandra (who goes by Alex). They named their corporation Brettski after their oldest son Brett. At one point or another all three of their kids including the youngest Dominick have worked in their store. They always say how lucky they are to have the most experienced staff anywhere.

Greg says, "We know we do things right. We take care of customers the way businesses used to with integrity and respect." Carla explained that they have the happiest business there is because you only receive jewelry when someone really cares about you. It is always a happy occasion. What they both like the most is that their customers mean so much to them; they are their friends.

Another happy fact is that Brett and Alex are working in the business and have been for some time. They will be taking it over when Greg and Carla retire. So, Ciccarelli's will carry on for the next generation. Ciccarelli Jewelers has grown and evolved with the times.

They have a strong social media presence. And now especially it has been important to keep in touch with their customers. They now have shopping online through their website where jewelry can be shipped directly to the customer. They are hosting a Facebook live jewelry sale twice a week so moms can receive gifts for Mother's Day as well as other important occasions. They are having weekly interactive contests through Facebook and Instagram to keep fun happy thoughts going in the community.

Ciccarelli Jewelers loves to give back to the community. They donate to as many local charities as they can. At last count they were up to over 100 events a year. They make sure that when a customer purchases from their store the customer will be proud of the fine quality and know that they received a great value. They offer a free warranty when most other stores charge extra for these services. Everyone at Ciccarelli's are excellent at custom design work and they are a full-service store with everything from appraisals to repair services.

Greg and Carla cannot wait to see what the next 30 years bring!

Thank you Ciccarelli's Jewelers for your 30 years of loyalty to the Modesto Chamber of Commerce. We look forward to many more.



Congratulations

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A recent Gallup report found that just 27% of employees strongly agree that they “believe in” their organization’s values.*

Alignment between corporate values and employees’ personal values is critical to an organization’s success. Companies that achieve this are able to realize higher employee engagement and productivity, which are factors that help attract, retain, and repel the right talent. There are many benefits of understating how organizational culture is created and why values alignment is so important. One of the most significant benefits is that alignment creates an engaged workforce that collectively delivers on an organization’s strategic objectives.

In this webinar you will learn how to:

- Understand that factors that create organizational culture
- Conduct a values alignment audit
- Correlate value alignment to engagement and productivity levels
- Understand how values can help attract, retain and repel the right cultural fit

*<https://www.fond.co/blog/new-data-company-core-values>

THIS WEBINAR IS FREE AND OPEN TO THE PUBLIC.

DATE

Wednesday, May 13th
11:00 a.m. - 12:00 p.m. Pacific

INSTRUCTOR



Lizz Pellet
Fellow, Johns Hopkins University & Brandman University Instructor

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- Keri M.
United Airlines



SCHOOL OF EXTENDED EDUCATION



Institute Of Technology: Adapting To Serve The Community

Institute of Technology (IOT) has been serving the Central Valley for over 30 years - preparing students for rewarding careers in a variety of industries. Now more than ever we are here to help train the next generation of essential workers.



**Institute
of Technology**
Where Careers Begin

In these unprecedented times, much is changing in terms of how we work and connect. What has not changed is the Institute of Technology's commitment to helping our students stay at the forefront of emerging technologies and best practices in the field.

We are essential in preparing today's essential workforce, and we've adapted our offerings to reflect national and state recommendations so that we can continue to engage students in dynamic coursework safely.

In fact, in a very short period of time, we've been able to shift our in-person classes to an online format temporarily for both our current and new students. For prospective and new students, there are a number of great ways to learn about our programs. Get to know us through virtual tours; meetings via zoom, face time and much more!

Yesterday's students are today's healthcare heroes. We've trained thousands of graduates for careers in medical billing and office management, pharmacy technicians, professional medical assistants and vocational nursing. At a time when the healthcare system is being stretched to the limit, our well-trained graduates are working to keep our community safe and healthy. We salute these brave leaders! #iotlife

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-L. Darling-Hammond and J. Bransford,
Preparing Teachers for a Changing World

Have you ever completed an amazing project with your class but wondered what they actually learned? Oftentimes Project Based learning experiences are the hardest to assess. In this webinar, participants will learn how to build a comprehensive, aligned assessment plan that increases engagement, and learning for all students.

In this webinar you will:

- Learn how to implement PBL in an online and in-person format
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- Gain strategies for formative and summative assessment
- Explore opportunities for self, peer, and expert feedback
- Identify the elements of an assessment plan that is aligned with learning goals and connect to state standards

**THIS WEBINAR IS FREE
AND OPEN TO THE PUBLIC.**

DATE

Wednesday, May 20th
4:00 p.m. - 5:00 p.m. Pacific

INSTRUCTOR



Mindy Ahrens
Project Based Learning
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Modesto Gospel Mission Continues Critical Work

By John Villines, Chief Operating Officer / Emily Pedersen, Volunteer Coordinator

Since the outset of this current COVID-19 pandemic, the Modesto Gospel Mission has continued to operate and offer shelter to homeless men, women and children at its campus. In fact, the Mission has seen an increase in shelter bed nights and Freedom Road Day Program participants.

Due to the prohibition on large gatherings and social distancing measures, the Mission made the decision to halt its weekday Youth Center program for Airport Neighborhood minor children. But the Youth Center still passes out meals each evening to Youth Center kids.

Seeing the need for assistance to seniors in our community, the Mission decided to take a page out of its Youth Center playbook, and it created a program to distribute care packages to the elderly in need. During this season of turmoil, seniors were one of the most impacted and at-risk groups in our county. In response to this concern, Mission staff created an ideal “care package” to give to those in need. These care packages consist of canned goods, pasta, fresh produce, toilet paper, and some hygiene essentials, contained in a brown paper bag and delivered directly to the home of the recipient.

Originally, this project was intended to last only a week, but the Mission started to receive requests to help from volunteers and generous donations and funding from individual donors and community partners like United Way and Stanislaus Community Foundation.



Due to this outpouring of support, the Mission has expanded the program, and plans to keep operating it for the next several months as the need persists.

Each day, volunteers from the community come to help a staff team assemble the bags and deliver them to the homes of our elderly neighbors. The testimonies and gratitude for those who have received the care packages abounds, with many expressing that they were afraid to shop for food for fear of their health.

This program has been an answer to prayer for many. The Mission would like to thank the community for all of the support it has shown toward those in need.

If you would like to donate to the care packages or volunteer your time, please contact the Mission at (209) 529-8259 or through its online volunteer hub at www.ModestoGospelMission.org.





Community Hospice is Accepting New PPE and Basic Care Necessity

DONATIONS

Community Hospice, the oldest and largest nonprofit palliative care and hospice provider in the Central Valley, remains committed to caring for our patients and families in our communities as they face their end-of-life journey. As the COVID-19 pandemic continues to evolve it is becoming more challenging to find the personal protective equipment (PPE) and basic care necessities needed due to the high demand. The health and safety of our patients, families and staff remains our number one priority. We are requesting donations of any new, unopened PPE supplies and basic care necessities that will help us better care for our patients, families and staff.



To make a donation please call 209.578.6300 or email sharing@hospiceheart.org.

MEDICAL

- N-95 Masks
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- Safety Glasses
- Hand Sanitizer

PATIENT/FAMILY FOOD BANK

- Non-perishable Foods
- Toilet Paper
- Facial Tissue
- Clorox Wipes

GALLO STEPS UP

Hand Sanitizer Donated To Emergency Services

By VIRGINIA STILL

In the midst of the spread of COVID-19, some people within the community have heeded the warnings taking all necessary precautions by wearing gloves, masks and isolating to flatten the curve and prevent the spread. E&J Gallo Winery has also joined the fight against the virus by producing their very own hand sanitizer and has taken several safety measures within their operations. The in-house produced hand sanitizer has been donated to the Stanislaus County Office of Emergency Services.

"Given the shortage of sanitizer, our team members at our Spirits plant as well as our Livingston Winery took the initiative to work together to begin producing hand sanitizer with the help of employee volunteers who have been helping us bottle it," explained Stephanie Gallo, Chief Marketing Officer at E&J Gallo Winery. "Gallo is proud to support the communities where we live and work during these times."

According to Raj Singh, Public Information Officer for the Stanislaus County Office of Emergency Services, Gallo reached out to them to see if they could use some hand sanitizer and as there was a shortage at the time it was absolutely something they could use. Gallo donated about 800 cases of hand sanitizer along with a five gallon keg that they gratefully accepted. The consistency is similar to rubbing alcohol and not like the jelly type of substance that most hand sanitizers seem to be comprised of, but it still does the job intended.

"We are excited to partner with Aemetis, an advanced renewable fuel and biochemicals company, which is graciously donating high purity alcohol from its Keyes, CA facility to Gallo," noted Gallo. "We appreciate Aemetis' partnership,

and Gallo is honored to play a small role in helping to fill an unmet need in our communities. In addition to our employees receiving sanitizer, Gallo is donating sanitizer to the Offices of Emergency Services in Stanislaus, Merced, Fresno, Napa, Sonoma, San Luis Obispo and Monterey counties in support of medical personnel and first responder needs."

Singh explained that the responsibility of the County Office of Emergency Services is to distribute goods that are collected from the national stock pile from Sacramento and DC.



Although E&J Gallo Winery is known for wine they recently produced hand sanitizer to help the community in the fight against the coronavirus.

Photo Contributed



On the production lines with the proper distancing, crews at E&J Gallo Winery assembled the in-house produced sanitizer.

PHOTO CONTRIBUTED

These goods are then distributed to first responder agencies, hospitals, any other medical facilities or skilled nursing facilities as needed. The same process occurred with the hand sanitizer that was donated; it is being given out to the agencies that are in need.

The agencies have an internal order process that they adhere to and due to the current situation have made hospitals and healthcare facilities a priority as they deal with potential exposure on a daily basis and then the inventory will go to first responder agencies.

"It is absolutely amazing to see private industry and private companies are stepping up and helping in this task that affects everybody in the community," stated Singh. "We are just fortunate that they are in our backyard, in our county where a lot of other counties are struggling to get some of these basic supplies like hand sanitizer and things like that.

We are actually one of the counties that are able to provide that so that is more so just a peace of mind for our crews, our first responders, our hospital staff, that they have that, that they can use it to help clean, help disinfect and do whatever they have to do. It is that peace of mind that they have it and they don't have to ration it while they are doing their work."

They do not have the quantity available to provide product to the public but they are hopeful that in the future they may. With the community doing their part as well by staying home especially if they are sick or have symptoms has helped slow the spread down but the threat is still there.

Singh expressed that young adults may receive mild symptoms and need to be aware that they can affect others especially those at higher risk that are age 65 and older or have underlying medical conditions. And although isolation may be difficult, it can help prevent the spread.



How to love our neighbors in the midst of COVID-19

Love Our Neighbors is bringing a team together to help our most vulnerable and high-risk members of our community, such as those living in poverty, the elderly and those with chronic illness or medical conditions, who have been negatively affected by COVID-19.

One of the best ways you can help is to be a Neighborhood Champion!

The following are ways you can help those in your immediate community:

- Are there people in your neighborhood that are more at risk (older, unhealthy, ill)? Offer to pick up and deliver groceries and needed household supplies.
- If you can't fill the needs on your own, help them register at LoveOurNeighbors.org/covid-get-help so we can get them the help they need.
- If you run into a need you don't know how to handle, call 211 to find the best resources in our community.
- Make sure you registered at LoveOurNeighbors.org/covid-neighbor to receive updates from our team on other ways you can have a positive impact. You can stay connected on our [Love Modesto FaceBook](#) page as well.
- Invite your friends to join the effort in their neighborhood to help our most vulnerable.

Remember when canvassing your neighborhood to keep 6 feet of space between you and your neighbors. Ring doorbells and step away from the door.

Thank you for stepping up to love our neighbors!

LoveOurNeighbors.org

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