

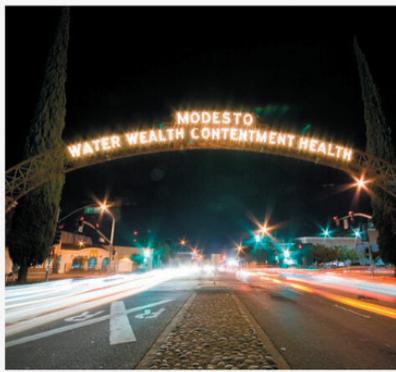
MODESTO CHAMBER OF COMMERCE

# Progress

VOL. 41 | ISSUE 06 | JUNE 2020

# MODESTO

*"Water Wealth Contentment Health"*



- ▶ VISIT MODESTO
- ▶ VIRTUAL MONDAYS
- ▶ STANBUYME



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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.

## EXECUTIVE COMMITTEE

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### Past Chairman

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Michael Moradian Jr.

### Vice Chair, Internal Operations

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George Boodrookas, Modesto Junior College  
Melissa Williams, Modesto Irrigation District

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Staff Accountant, Jaime Lastra

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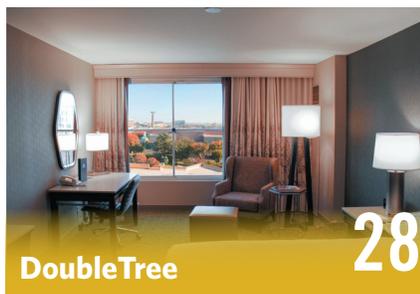


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**DISCLAIMER:** The views and opinions expressed in this publication are those of the authors and do not necessarily reflect the official policy or position of the Modesto Chamber of Commerce.

## PROGRESS MAGAZINE

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# A Message From The President & CEO

## BEGINNING THE JOURNEY ...

By Trish Christensen

First and foremost, I just want to say “Hello ... I hope you are doing well and staying strong.”

Who knew that in Mid-March when the shift to social distancing, closed doors, restricted hours, suspended freedoms, and altered ways of life erupted, we would continue to be affected three months later? Here we are in June, and quite aware that the normal we knew before C-19, will not be the same post C-19. We also did not know how horrendously hard and painful the economic impact headed at us was going to be, but we clearly see now how widespread it is, and sadly how long the road ahead will be.

During the last few months, many organizations stepped up and rallied together quickly to hold up and assist businesses in finding the lifelines they needed. Keith Boggs, Stanislaus County Chief Executive Office, led a coalition of various county wide agencies and entities to form the Support Business Branch and Resource Center. The group included law enforcement, representatives from various City and County branches, Workforce Development, The Valley Sierra Business Development Center, Opportunity Stanislaus, and me, representing chambers and city partners. These calls were daily the first several weeks and is where we each brought news and information on issues to be shared with the group. We each then took those reports and new information back to disseminate to our individual stakeholders.

Each call included status updates on the Payroll Protection Program, the Economic Injury Disaster Loan, the City of Modesto Small Business Support Assistance loan, the County’s Micro Grant loan, amongst other funding resources and services. They also incorporated a variety of other issues regarding essential and non-essential guidelines, public safety, and business needs. We learned of the great work Opportunity Stanislaus was doing with their partners and resources to launch supportstanislaus.com, the “Stan Buy Me” Campaign, and now the “Good To Go” resource site, in place to guide our businesses back to work safely. This can be found at schsa.org site, under the covid-19 link.

The Modesto Chamber team has concentrated on informing and promoting our members and the community. We are working to keep the most current and accurate information coming your way, while simultaneously promoting the services and products of our members who are open for business. Marketing yourself is critical now and we are committed to helping you do so. Our invitation to members to send us your flyers and your

video infomercials still stands. We will continue to share them on our platforms and promote you as we do so. Maintaining our relevancy involves helping you maintain your relevancy; we are in this together.

Simultaneously, we are focusing effort on building relationships and involvement that helps us be in the know, and able to provide value, support, opportunity, and resources to our businesses and members. Over the last several months, I have accepted invitations to join the Stanislaus Partners in Education Board, the Modesto 150th Celebration Steering Committee, the Modesto Junior College Business Advisory Committee, and I recently participated in the Stanislaus County Council of Governments (StanCOG) Non-Motorized Transportation Plan (Economic Development and Employers Group) Interviews.

Did you know that the Modesto Chamber of Commerce is a member of the US Chamber of Commerce and the California Chamber of Commerce (CalChamber), on behalf of and as an extension to our members? These entities are providing us updates and information daily, which is in addition to all which I mentioned above. It is safe to say, we are information saturated every day. We are doing our best to share the most pertinent with you as we get it, while trying not to duplicate and overwhelm at the same time.

Most of you are aware that the Modesto Chamber of Commerce is a membership and event-based organization. The financial impact felt by families, individuals, businesses, and non-profits has not spared us. At a time when we have had to cancel or postpone all programs and events, staff is remote on reduced hours, and businesses are struggling, our membership base is crucial to us. You can trust that our desire and purpose to support you remains at the center of our focus. If membership dues are a challenge for you, please let me know so that we can discuss options. Lastly, I continue to encourage everyone to spend local and buy local as much as is feasible for you. It generates a fundamental difference for our local economy.

Please visit <https://www.uschamber.com/coronavirus> to access the “Reopening Business Digital Resource Center” to find incredibly beneficial information on an array of topics that are crucial to business today.

With Warm Regards,  
Trish



## **A healthier workforce creates a stronger business.**

Get the tools you need to establish a healthier workplace culture, helping your employees manage stress, sleep better, and exercise more. Learn more at [kp.org/choosebetter](https://kp.org/choosebetter).

**Choose Better. Choose Kaiser Permanente.**

# CHAMBER CALENDAR

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

July 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





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



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

1

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

2

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

3

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

4

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.

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- 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](http://MODCHAMBER.ORG)**



The Modesto Chamber Means Business  
IN PARTNERSHIP WITH NEVER BORING

# JOIN US VIRTUALLY ON MONDAYS! FROM 4-4:30P.M.

SAVING LOCAL BUSINESSES IN  
A CORONAVIRUS WORLD

For more information please visit [www.modchamber.org](http://www.modchamber.org)

 @MODESTOCHAMBER



THE LEADER OF THE BRAND

**NEVER BORING**

*Branding. Strategy. Design.*



Maybe it's to stop at one of the many farm stands for the sweetest peaches you'll ever taste. It could be a drive through the almond orchards in bloom on a quiet country road.

Perhaps it is to enjoy one of the brew pubs, cocktail bars or tapas and wine bistros. Or better yet, you came to play on the river, run the marathon or cycle the back roads.

Just maybe you came for the historic car culture, architectural tour and the public mural trail. Then again, it could be to relax and stay in a warm-hearted town where the people care about the comfort of your stay, the quality of your experience and the memories you'll take with you.

Either way, there are plenty of reasons to Visit Modesto ... why just choose one? Modesto is geographically at California's heart. Your experiences here will reflect the warmth of our rich heritage and kind-hearted people.



Whether you are traveling California North and South or East and West from the Bay Area to Yosemite you'll be 'visiting' Modesto.

That's your chance to relax and stay awhile so you can enjoy quality accommodations, incredible food and wonderful entertainment. Or you can enjoy walking the tree-lined streets, shopping at Vintage Faire or just grab a great cup of coffee in downtown.

**Modesto should be on everyone's 'gotta go' list ...**

**YOU'VE GOT TO VISIT MODESTO!**

**VISIT FOR THE FOOD.**

**VISIT FOR THE MUSIC.**

**VISIT FOR THE FUN.**

**VISIT FOR THE SMILES.**

**VISIT FOR THE HISTORY.**

**VISIT FOR THE CULTURE.**

Link: [www.visitmodesto.com](http://www.visitmodesto.com)





# EXPERIENCE THE MAGIC AT GALLO CENTER FOR THE ARTS

The Gallo Center for the Arts is a downtown Modesto performing arts venue with two state-of-the-art theaters: the 1,248-seat Mary Stuart Rogers Theater and the 444-seat Foster Family Theater. It opened in 2007 thanks to a unique public/private partnership funded jointly by the County of Stanislaus, which owns the facility, and contributions from more than 4,000 individuals, families and businesses given to a non-profit 501(c)(3) organization which today operates the Center. Annual attendance at performances and other events is approximately 200,000.

Four resident companies call the Gallo Center home: Central West Ballet, Modesto Performing Arts, Modesto Symphony Orchestra and Opera Modesto. In addition to hosting their performances, the Center has a wide range programming including spectacular Broadway touring productions; internationally acclaimed artists from pop, rock, blues, country, classical and other musical genres; vibrant world music and dance; a wealth of family performances; major stars of Latino entertainment; and stand-up comedy greats.



Also available are dramatic and comedic plays from the Gallo Center Repertory Company, as well as Sankofa Theatre Company, the region's only African American theater organization. Complementing all of this is a robust, nationally admired arts education program—Pathways to Creativity—that impacts tens of thousands of schoolchildren each year.

#### Links:

Gallo Center Website: <https://www.galloarts.org/>

Gallo Center Giving Opportunities:  
<https://www.galloarts.org/SupportUs/>

Gallo Center Art Education Initiatives:  
<https://www.galloarts.org/ArtsEducation/>



# ANNOUNCEMENTS

## Valley First Credit Union Offers SBA Paycheck Protection Program

We are pleased to announce that Valley First Credit Union now has the ability to help small businesses through the Paycheck Protection Program. The Credit Union received special approval from the Small Business Administration (SBA) to offer Paycheck Protection Program Loans (PPP). The PPP loan is a part of the CARES Act and is designed to provide a direct incentive for small businesses to keep workers on their payroll.



To date they have deferred over \$45 million in loan payments for existing members and waived over \$200 thousand in fees. They also have kept every branch open and are not reducing hours. Ms. Davis further stated, "We feel our

members and the community need us right now, which is why we're working overtime and offering emergency loans to help them get through."

Valley First recognized the need in the Central Valley to support small businesses during this difficult time. "After watching the last round of funding go so quickly and seeing how many of our central valley businesses missed out, we knew we had to get involved. As a local financial institution, we make investments every day to help our community and this is just one of the many ways we can help right now," said Kathryn Davis, President and CEO of Valley First Credit Union.

For more information on the PPP Program or to begin the application process visit <https://www.valleyfirstcu.org/sba-paycheck-protection-program>

Since the start of the pandemic, Valley First has been focused on meeting the needs of central valley residents and small businesses.

Valley First Credit Union is a \$623 million, member-owned, not-for-profit financial cooperative providing quality financial services to the growing and diverse communities of Calaveras, Fresno, Kings, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Tulare, and Tuolumne Counties. Valley First Credit Union's corporate office is in Modesto, California and has eight branches located throughout the central valley. The credit union is committed to serving the financial needs of its members and Preferred Community Partners with personal attention, a wide array of products and services, automated services and cutting-edge technology. The Vision of "serving the community you call home" defines the credit union's purpose and its belief in being an integral part of the success of its members, their families and community. For more information, please visit <https://www.valleyfirstcu.org/>

## Doctors Medical Center Awarded Comprehensive Stroke Center Certification

Doctors Medical Center has earned The Joint Commission's Gold Seal of Approval and the American Stroke Association's Heart-Check mark for Comprehensive Stroke Certification, demonstrating the hospital's continuous compliance with performance standards.

There are 194 Comprehensive Stroke Centers around the country and only 26 in California. Doctors Medical Center is the only center in the Central Valley, and the only one from Sacramento to outside the Bay Area and down to Southern California.

"The Gold Seal is a symbol of quality that reflects our commitment to providing safe and quality patient care, and is a true testament to the hard work and dedication of our neuro physicians, nurses and clinical team," said Warren Kirk, CEO of Doctors Medical Center. "We are so proud of our team for achieving this tremendous accomplishment."

Doctors Medical Center underwent a rigorous onsite review earlier this year. During the visit, a team of Joint Commission reviewers evaluated compliance with related certification standards including program management as well as delivering and facilitating clinical care to ensure optimal patient outcomes. Joint Commission standards are developed in consultation with health care experts and providers, measurement experts and patients. The reviewers also conducted onsite observations and interviews.

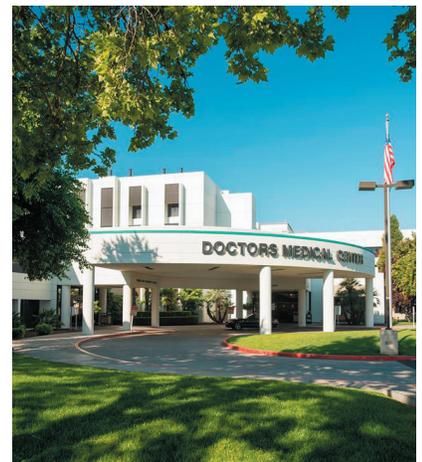
"The Comprehensive Stroke Center Certification recognizes health care organizations committed to fostering continuous quality improvement in patient safety and quality of care," said Mark Pelletier, RN, MS, Chief Operating Officer of Accreditation and Certification Operations, and Chief Nursing Executive of

The Joint Commission. "We commend Doctors Medical Center for using certification to reduce variation in its clinical processes and to strengthen its program structure and management framework for stroke patients."

"We congratulate Doctors Medical Center for this outstanding achievement," said Nancy Brown, Chief Executive Officer of the American

Stroke Association. "This certification reflects its commitment to providing the highest quality of care for stroke patients."

Doctors Medical Center of Modesto is the largest full-care hospital between Stockton and Fresno, and from the Sierras to the San Francisco Bay Area, with a 394-bed general acute care and a 67-bed inpatient psychiatric capacity. DMC is known for providing comprehensive inpatient, outpatient and emergency care. Doctors Medical Center offers a wide range of services including cardiology, neurosurgery, orthopedics, surgical weight loss, emergency and trauma services, minimally-invasive and robotic surgery, women and children's services, medical/surgical, behavioral health, oncology and critical/intensive care. To learn more about Doctors Medical Center, please visit [www.dmc-modesto.com](http://www.dmc-modesto.com).



# ANNOUNCEMENTS

## New Board Members Join Valley Builders Exchange

Valley Builders Exchange has announced the appointment of three new board members to the organization. The addition of these directors' skills and expertise in the construction field will be a benefit to our existing board, we are excited for the momentum to continue.

We are pleased to welcome Denae Lawrence, (Project Manager for JL Bray & Son, Inc.) Nick Leal (Construction Manager for Haggerty Construction Inc.) and Jake Lynn (Safety Manager for Ross F. Carroll, Inc.). VBE is fortunate to have such a diverse group of board members who have the expertise and the passion to help us reach our future goals.

The 2020 changes to the VBE Executive Board are as follows: Kara Leonard, President joined by Delwyn Falk Vice President, and Dimitri Guzman as our Secretary-Treasurer. Congratulations to each of these board members on their new roles. A huge thank you to our outgoing

President Melani Rickett for her leadership and dedication, Melani will now hold the position of Past President.

### About the Exchange

Valley Builders Exchange was established in 1947 to provide valuable services to the construction industry as a member-based organization. Providing members access to projects statewide as well as updates on current bidding projects and bid results. VBE primarily works in the commercial & industrial industries. VBE is very passionate about supporting our skilled labor force. Therefore, we stand committed on offering scholarships that focused on the construction industry.

For more information, please visit [www.valleybx.com](http://www.valleybx.com) or contact 209-522-9031; 1118 Kansas Avenue, P.O. Box 4307, Modesto, CA 95351; Fax (209) 522-0616.



Denae Lawrence



Nick Leal



Jake Lynn

## Doctors Medical Center Earns Top Grade in Patient Safety from Leapfrog Group

Doctors Medical Center was awarded an "A" from The Leapfrog Group's Spring 2020 Hospital Safety Grade, a national distinction recognizing the hospital's achievements protecting patients from harm and providing safe healthcare for the Central Valley.

The Hospital Safety Grade is designed to give consumers information they can use to make healthcare decisions for themselves or a loved one. The Safety Grade assigns an A, B, C, D or F grade to all general hospitals across the country based on their performance in preventing medical errors, injuries, accidents and infections.

"Our clinical leaders regularly review our patient care processes and compare our data to nationally recognized benchmarks and best practices. We focus on driving improvements in care delivery and patient satisfaction every day," said Warren Kirk, CEO of Doctors Medical Center. "This rating recognizes our commitment to placing safety at the forefront of our patients' care. Nothing is more important to us than offering our patients trusted care in a safe environment."

"As the nation copes with a challenging pandemic, our gratitude extends to hospital leadership and health care workers everywhere for their tremendous dedication," said Leah Binder, President and CEO of The Leapfrog Group. "We hope this 'A' helps to thank people who work at Doctors Medical Center.



They are role models in putting patients first, and their service has been extraordinary in our country's time of need."

Developed under the guidance of a national expert panel, the Leapfrog Hospital Safety Grade uses up to 28 measures of publicly available hospital safety data to assign grades to more than 2,600 U.S. acute-care hospitals twice per year. The grades are peer-reviewed, fully transparent and the results are free to the public.

To see full grade details and access patient tips for staying safe in the hospital, please visit [hospitalsafetygrade.org](http://hospitalsafetygrade.org).

# BUSINESS BEFORE & AFTER HOURS EVENTS ARE CURRENTLY ON HOLD

WE ARE LOOKING FORWARD TO WHEN WE CAN ONCE AGAIN GATHER WITH OUR MEMBERS.

THESE NETWORKING EVENTS ARE OPPORTUNITIES FOR MEMBERS TO INVITE ALL CHAMBER MEMBERS TO THEIR BUSINESS TO MINGLE, BUILD RELATIONSHIPS. AND CONNECT OUTSIDE OF THE NORMAL WORKDAY. THEY ARE THE PERFECT ENVIRONMENTS TO SHOWCASE YOUR OFFICE, PRODUCTS, SERVICES AND TO SHARE YOUR INDIVIDUAL "**BUSINESS STORY**". IF YOU ARE BASED FROM HOME BUSINESS YOU ARE ALWAYS WELCOME TO HOST YOUR EVENT AT THE CHAMBER CONFERENCE ROOM.

**BUSINESS BEFORE HOURS** ARE TRADITIONALLY HELD ON THE SECOND THURSDAY OF EACH MONTH  
FROM 7:30 AM - TO 8:30 AM  
SPONSORSHIP INVESTMENT IS \$125.00

**BUSINESS AFTER HOURS** ARE TRADITIONALLY HELD ON THE FOURTH THURSDAY OF EACH MONTH  
FROM 5:30 PM - TO 7:30 PM  
SPONSORSHIP INVESTMENT IS \$250.00

## INCLUDED IN YOUR SPONSORSHIP:

- COMPANY LOGO ON BUSINESS TAILORED EVENT FLYER
- EVENT AND FLYER PROMOTED VIA CHAMBER HAPPENINGS, SOCIAL MEDIA PLATFORMS AND PROGRESS MAGAZINE
- 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 & PROVIDE ADULT BEVERAGES

## AS A HOST YOU ARE RESPONSIBLE FOR PROVIDING:

### BUSINESS BEFORE HOURS

- LOCATION FOR UP TO 50 ATTENDEES
- CONTINENTAL BREAKFAST
- 3 DOOR PRIZES

### BUSINESS AFTER HOURS

- LOCATION FOR UP TO 100 ATTENDEES
- APPETIZER OF YOUR CHOICE
- 3 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

[FLOPEZ@MODCHAMBER.ORG](mailto:FLOPEZ@MODCHAMBER.ORG)





# BUSINESS

## BEFORE / AFTER HOURS

Thank you to our members for making each event a memorable one.  
We are looking forward to seeing you all again. We are in this together!  
**#STANSTRONG**





**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





# 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



# Classic Cars & Graffiti Festivities

By Jolene Camarena

Modesto has been known worldwide for their Annual American Graffiti festivities. From large gatherings of classic cars to loud music playing rock n' roll. Every year we look forward to the three-day event of the classic car parade followed by the weekend of showing off a piece of history at the car show.

When people think of this event not only do cars come to mind but also, George Lucas. Well known for his masterpiece film American Graffiti based right here in Modesto, CA where he grew up, he set the foundation for one of the most talked about festivals and tourist attractions. This nationally known festival is the perfect way to start the summer nights.

Around 1,500 cars register for their time to shine in this once a year event. Food vendors, live music and other vendors get together to provide a day of fun. People from near and far use this opportunity to take a blast from the past and remember what times were like when cars, music, and milkshakes were the highlight of an evening cruising McHenry Ave. Times have changed and so have the way vehicles look these days, so to



stop and appreciate a classic, is exactly what we like to do.

Although the 21st Annual parade and festival has been cancelled this year due to the COVID-19 Disease, we will be looking forward to reuniting with everyone next year. With all this extra time at home, take this opportunity to restore your classic car, practice The Jive, and get ready to celebrate in 2021.

## CHAMBER AMBASSADOR SPOTLIGHT

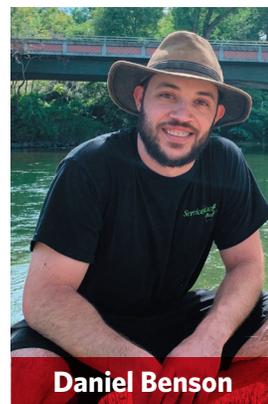
### Daniel Benson

Hello Stanislaus County! I am Daniel Benson and I aim to make an impact within your community! I work with ServiceMaster Cleaning & Restoration, an independent franchise, which has been serving a large portion of California's Central Valley for nearly 2 decades. Working as our Business Development Manager, my toughest task is distinguishing ourselves from other ServiceMaster franchises. For example, while there are many McDonalds, they are not all owned by the same individual and can operate differently. This is where we strive to be the best at restoring our communities!

Our owner, David Melin, has dedicated his career to your restoration needs and his business now resides in four of the largest counties in the state. I was brought on board and tasked with introducing ourselves to Stanislaus County. While we have been present in restoring the lives of this county for years already, we have not yet developed a sense of community for us to be proud of. This is where I personally want to thank the Modesto Chamber of Commerce for the role it plays in the entrepreneurship of this community.

Not only has the Chamber been an incredible means of networking, but I have developed true friendships with kindred spirits of fellow entrepreneurs. I've been able to learn and develop new tools for my own work skills, to find new vendors and contractors that assist us in putting our best work forward, and best of all, I've been welcomed into a network that serves as the heartbeat of this county's business world. I have taken Dale Carnegie classes, free of charge, which greatly assisted in transforming our businesses marketing strategy as well as my own personal methods. In a speech introducing myself to the Chamber, I presented obstacles I face daily in my field and before I could sit back down, I had two

board members advising me with the exact knowledge I had lacked. I have met city council members and direct affiliates to our congressman and state education leaders. All of which have been kind enough to offer their business cards and implored me to call them with any questions I might have.



Daniel Benson

I started this journey not long ago, and while we now face extremely unprecedented times, I have yet again found tremendous value in being an Ambassador because of Trish (Chamber President) and the team she has in place. While she is coaching me up on how to assist the Chamber's members and all Stanislaus County businesses through COVID-19 ... she's also provided the blueprint on how to apply this directly to my day-to-day job, to ServiceMaster in general, and most importantly to our customers.

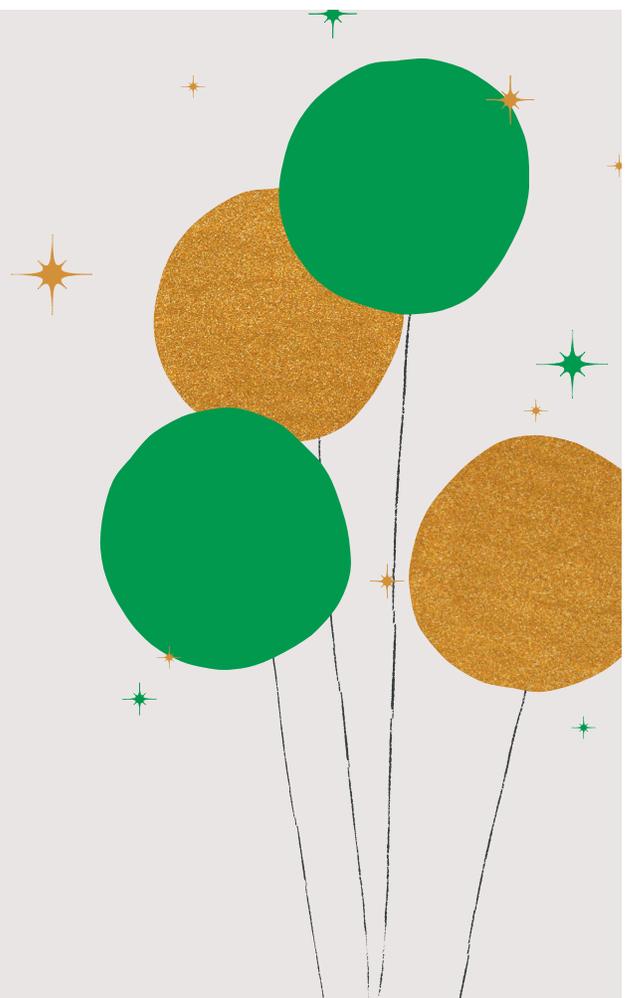
I implore all of you to reach out to and connect with me. Whether it be tied to the Modesto Chamber, ServiceMaster Cleaning & Restoration, or even miscellaneous ideas of further growth ... I'd love to hear from you! As my photo will show, I am ready to discover what this county's terrain has to offer as well and I love getting outside of myself to realize what everything else has to offer. Please stay safe and take care. Cannot wait to impact one another's lives!

Till Again,  
Daniel Benson  
Dbenson@smrbyme.com  
(209) 600-1210

THE MONTH OF JUNE WE  
CELEBRATE YOUR LOYALTY

# Happy Anniversary!

Solecon Industrial Contractors  
The Floor Trader  
Wells Fargo Business Banking  
Ross F. Carroll, Inc  
Central Sanitary Supply CO.  
Central Valley Nissan  
Central Valley Volkswagen  
Hyundai  
Central Valley Chrysler, Jeep,  
Dodge  
Access Plus Capital  
Grocery Outlet  
Del Rio Cleaners



## LENDING IN YOUR COMMUNITY



**Mike Garcia**  
Commercial  
Lending  
343.7607



**Victoria Gaffney**  
Commercial  
Lending  
343.7601



**Jeff Hushaw**  
Commercial  
Lending  
844.7544



**Lynette Fletcher**  
Commercial  
Lending  
844.7552



**Greg Mulder**  
Commercial  
Lending  
844.7587



**Sylvia Orozco**  
Branch Manager -  
McHenry  
579.3365



**Teddi Lowry**  
Branch Manager -  
Dale Road  
579.3371



**Nick Nelson**  
Branch Manager -  
12th & I  
343.7611

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Next Project Today!**



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RELATIONSHIPS

# Solecon Marks 35 Years Of Chamber Membership

Solecon Industrial Contractors was founded in 1981 and next January will celebrate forty years of being open for business. The company works hard to provide complete mechanical systems for its customers: the plants, factories, and hospitals of this region. Focusing on commercial and industrial projects, Solecon continuously works to establish new relationships and increase the services provided to its existing customers.

Founded initially as a plumbing company, this trade has continued as a foundational strength. Highly experienced in traditional sanitary systems, Solecon's expertise also includes medical gas and hi-purity systems and the installation of many types of unusual, non-metallic, corrosion-resistant piping products.

Industrial clients utilize their process piping services for installing food and beverage conveyance, process, steam, hydraulic and refrigeration systems. Solecon specializes in grooved and welded piping utilizing stainless and carbon steel pipe.

Heating, ventilating, and air conditioning are key components to a complete mechanical contracting company. Solecon's range of experience includes energy efficient hydronic systems utilizing boilers, chillers, cooling towers, and large air handlers and includes the more common packaged unit systems. Ducting, architectural sheet metal and specialty metal fabrication products are manufactured in the company's sheet metal fabrication shop.

Fire Sprinkler systems are important components in the Life/Safety aspect of all buildings. Solecon manufactures and

installs these systems. Design engineers are continually seeking new and better products and methods to install fire sprinkler systems more effectively. Experience includes complex fire pumps, EFSR, dual-action, clean-agent, and high-expansion foam suppression systems.

Good projects start with great design. Solecon has been a leader in the region with Design/Build projects. At the core of this service is a strong working relationship with the mechanical engineering firm of Nexus Engineering. Specializing in practical designs with an emphasis on energy efficiency. Nexus' engineers' team with Solecon's budgeting department to provide ready-to-build projects much sooner than traditional methods.

On behalf of the 80+ families that make their living by operating these two companies, the ownership group of Dave Hedrick, Will Grover, Allen Layman, Robert Stamy, Craig Top and Jeff Grover would like to thank this community for its trust and support all these years!

Thank you Solecon Industrial Contractors for 35 years of membership with us. Cheers to 35 more!



## CHAMBER MEMBER HIGHLIGHT

### SHIFTY'S SPEED SHOP

When we think about Modesto, we think of the hot summer nights, cruising down McHenry, and American Graffiti. Which is why you will want to know exactly who Shifty's Speed Shop is. If you're looking to pull out your hot rod in time for the next American Graffiti Parade, this is where you will want to go for your car restoration needs and more!

Shifty's Speed Shop was officially established in 2017, on Drake and McHenry Ave. The owner Art Mondragon is a Modesto native and was brought up in the Chicano Car Culture by his father who raised him to work on cars side by side as a young kid. Art attended the Local Car Swap Meets with his father where he met other car enthusiasts and grew his knowledge about the industry. As a late teen, his love for cars turned into a source of income with the local kids who wanted their cars fixed up and from there the dream of opening up a Speed Shop became a reality years later.

Shifty's Speed Shop is what Graffiti Nights Cruising Culture in Modesto is all about. The shop specializes in providing the community with classic car parts and also assisting you with your next car venture.

When you walk into Shifty's, the first thing you will notice is the eclectic vibe mixed with rare merchandise

anywhere from local artwork by Matt McDonald, C10 Merchandise, Nitrous Oxide aka NOS, and hand-picked vintage collector toy cars for your child or the child at heart by Andrew with Valley Dream Cars. Shifty's Speed Shop strives to keep the Culture alive and with its new location at the corner of Five Points ties the irony all together.

Recently, current events and the impact of COVID-19 has provided Shifty's a chance to expand and also serve the day to day vehicle by carrying essential auto items, such as Oil, Batteries, Lightbulbs, and Tires. If you are ever in the area, stop by and check it out for yourself!

"Shifty's Speed Shop is not just a Shop, it's a Life Style" - Art Mondragon (Owner)

101 McHenry Ave, Modesto, CA 95354  
(209) 300-7665



# Congratulations

TO THIS MONTH'S MILESTONE MEMBERSHIPS



## 40+ years

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 FRED HILL MECHANICAL, INC.  
 TSM INSURANCE & FINANCIAL SERVICES  
 GAGOS PROPERTIES  
 SAFE-T-LITE OF MODESTO  
 STEWART KRIESE INSURANCE AGENCY, INC.  
 SUTTER HEALTH VALLEY AREA  
 NICHOLSON INSURANCE INC.  
 EMOE, DIVISION OF PARKER HANNIFIN CORP.  
 THE DIEHL CO.  
 AMERICAN MEDICAL RESPONSE  
 STANLEY HODGES  
 MAPE'S RANCH/LYONS' INVESTMENTS

## 35+ years

GRIMBLEBY COLEMAN CPAS, INC.  
 STANISLAUS SURGICAL HOSPITAL  
 SOLECON INDUSTRIAL CONTRACTORS

## 25+ years

DOUBLETREE BY HILTON MODESTO  
 ASSOCIATED PENSION CONSULTANTS  
 HAVEN WOMEN'S CENTER OF STANISLAUS  
 THE FLOOR TRADER  
 WELLS FARGO BUSINESS BANKING  
 CALIFORNIA POULTRY FEDERATION  
 MODESTO JUNIOR COLLEGE FOUNDATION

## 25+ years

CASA DE MODESTO RETIREMENT CENTER  
 CALIFORNIA STATE UNIVERSITY, STANISLAUS  
 ROSS F. CARROLL, INC.

## 15+ years

MERCEDES BENZ OF MODESTO  
 FRIENDS OUTSIDE  
 DR. ROY LEVIN  
 UNIVERSITY OF PHOENIX  
 SUITE 52 LIVING - PORTICO  
 JUAREZ, ZARATE AND COMPANY, CPAS  
 DERREL'S MINI STORAGE, INC.  
 DERREL'S MINI STORAGE, INC.  
 SIZZLER RESTAURANT/BMW MANAGEMENT  
 PLUMBERS & PIPEFITTERS LOCAL 442  
 SAN JOAQUIN VALLEY COLLEGE

## 10+ years

PROCLEAN SUPPLY  
 CONSULTANTS IN EDUCATION & PERSONAL SKILLS (CEPS)  
 WELLS FARGO BANK  
 NORCAL NECA  
 MODESTO EXECUTIVE ELECTRIC, INC.  
 WELLS FARGO BANK  
 CENTRAL SANITARY SUPPLY CO.  
 CENTRAL VALLEY NISSAN  
 CENTRAL VALLEY VOLKSWAGEN HYUNDAI  
 CENTRAL VALLEY CHRYSLER, JEEP, DODGE

## 5+ years

MODESTO CENTRE PLAZA  
 BLOM & HOWELL FINANCIAL PLANNING  
 ROCHA TRANSPORTATION  
 FUZIO UNIVERSAL BISTRO  
 OAK VALLEY COMMUNITY BANK  
 JOHNSON & ASSOCIATES CPA'S, INC.  
 BERLINER COHEN LLP  
 NEW BRIDGE MANAGEMENT  
 HOSPITAL COUNCIL OF NORTHERN &  
 CENTRAL CALIFORNIA  
 ACCESS PLUS CAPITAL  
 GROCERY OUTLET  
 DEL RIO CLEANERS

## 1+ years

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 LEWIS CAPITAL ADVISORS  
 AUTISM BEHAVIOR SERVICES, INC.  
 SQUEEZE IN  
 JOAQUIN ROOFING CO.  
 ASSEMBLYMAN HEATH FLORA  
 ASPEN DENTAL  
 YOUTH FOR CHRIST CENTRAL VALLEY  
 DOWNTOWN STREET TEAM  
 PARENTS BY CHOICE  
 LIVE IT DAILY  
 A & A PORTABLES, INC.

## PEOPLE ON THE MOVE

### CATHY MENDOZA

Society for disABILITIES is pleased to announce Cathy Mendoza as their new Executive Director. Cathy has over 10 years of experience in the non-profit field, most recently serving as the Executive Director for The First Tee of Central Valley. She is active in community service as a member of the Community Hospice Foundation Board of Directors and Modesto Rotary, where she was recently named the "Quiet Rotarian" for service behind the scenes and her "can do" attitude.

"We are pleased that Cathy has joined our team," says Board Chair Richard O'Brien. "She brings strong qualities that will help us fulfill our mission of service to the disabled community.

We look forward to her leadership as we execute our strategic vision over the next few years."

Since 1947, the Society for disABILITIES has enhanced the quality of life for people with disabilities in the Central Valley. The Society also offers the largest durable medical equipment loan closet in Northern California along with a variety of recreational, social and educational programs.



Cathy Mendoza

# PRESIDENT'S CLUB CIRCLE OF INFLUENCE

## DIAMOND LEVEL

Bank of the West (H Street)  
 Bank of the West (McHenry)  
 Bank of the West (Pelandale)  
 Beard Land and Investment Co.  
 Capax - Giddings, Corby, Hynes, Inc.  
 Doctors Behavioral Health Center-DMC  
 Doctors Medical Center-DMC  
 Frito-Lay Co., Inc.  
 Pacific Southwest Container, Inc.  
 Physician Referral Service-DMC  
 Walmart

## GOLD LEVEL

Crystal Creamery  
 Doubletree by Hilton Modesto  
 EMOE, Division of Parker  
 Hannifin Corp.  
 Encompass Health Rehabilitation of Modesto  
 Fiscalini Cheese Company  
 IHeart Media  
 Modesto Irrigation District  
 Modesto Nuts Professional Baseball  
 Nestle USA - Carnation  
 Sutter Health Valley Area  
 Sysco Central California Inc.

## PLATINUM LEVEL

E & J Gallo Winery  
 Kaiser Permanente

## SILVER LEVEL

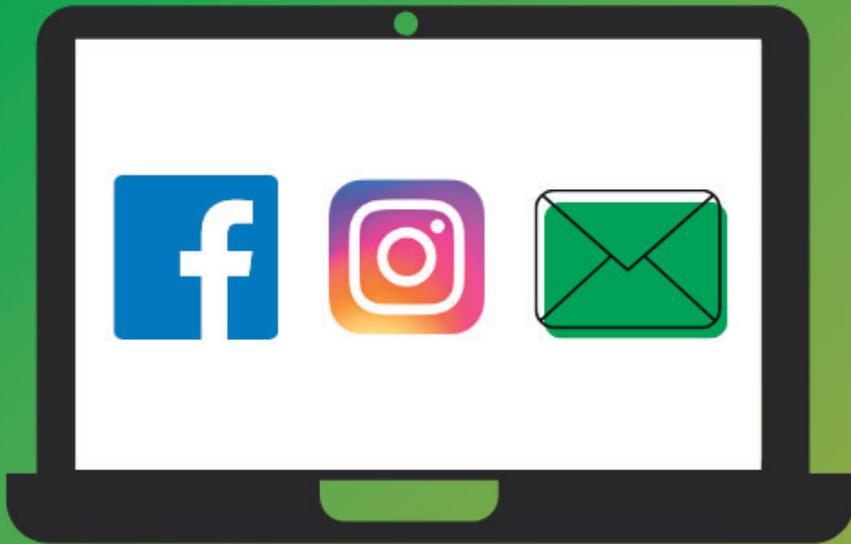
American Chevrolet  
 American Medical Response  
 Atherton & Associates, LLP  
 Audi Modesto  
 Bank of Stockton - Dale Road  
 Bank of Stockton - Modesto Main Branch  
 Bank of the West (Dale Road)  
 Blue Diamond Growers  
 Blue Diamond Growers

Caliber Collision  
 California State University,  
 Stanislaus  
 Care One Home Health and Hospice, Inc.  
 Central Sanitary Supply Co.  
 Central Valley Automotive  
 Central Valley Chrysler, Jeep, Dodge  
 Central Valley Nissan  
 Central Valley Volkswagen  
 Hyundai  
 Chukchansi Gold Resort & Casino  
 Clark Pest Control  
 COIT Services Inc.  
 Collins Electrical  
 Comcast  
 Damrell, Nelson, Schrimp, Pallios, Pacher & Silva  
 Del Monte Plant #1  
 English Oaks Nursing &  
 Rehabilitation Hospital  
 Exceed GPR & Locating, LLC  
 F&M Bank (Carpenter Road)  
 F&M Bank (Dale Road)  
 F&M Bank (McHenry)  
 Flooring Liquidators, Inc.  
 Flowers Baking Co. of Modesto, LLC  
 Food Maxx  
 FreshPoint  
 Galletto Ristorante  
 Gianelli Nielsen  
 Gilton Solid Waste Mgmt, Inc.  
 Golden Valley Health Centers  
 Grimbleby Coleman CPAs, Inc.  
 Grover Landscape Services, Inc.  
 Infiniti of Modesto  
 International Paper Co.  
 JS West & Companies  
 Lewis Capital Advisors

Maxx Value Foods  
 Mister Car Wash (Prime Shine Car Wash)  
 Mocse Credit Union  
 Mocse Credit Union  
 Modesto Toyota  
 Nine3One  
 NT Nail Spa  
 O'Brien's Market  
 O'Brien's Market  
 O'Brien's Market  
 Oak Valley Community Bank  
 Oak Valley Community Bank  
 Oak Valley Community Bank  
 Opportunity Stanislaus  
 Pacific Gas & Electric Co.  
 Panelized Structures Inc.  
 Pepsi Bottling Group  
 PMZ Real Estate  
 Residence Inn by Marriott Modesto North  
 Rizo-Lopez Foods, Inc.  
 Rogers Jewelry  
 Rogers Jewelry Co.  
 Rose Bouquet  
 Round Table Pizza #1033  
 Round Table Pizza #1034  
 Round Table Pizza #186  
 Round Table Pizza #701  
 Round Table Pizza, Corporate  
 San Joaquin Valley College  
 Save Mart Supermarkets  
 Save Mart Supermarkets

Save Mart Supermarkets  
 Save Mart Supermarkets  
 Save Mart Supermarkets - Corp Office  
 Seven-Up Bottling Co. of Modesto  
 /Varni Brothers Corporation  
 Solecon Industrial Contractors  
 Solid Networks, Inc.  
 Stanislaus Food Products Co.  
 Stanislaus Surgical Hospital  
 Stifel Investment Services  
 Storer Coachways  
 Sutter Gould Medical Foundation  
 The Century and Nine3One  
 The Farmacy  
 The Modesto Bee  
 TSM Insurance & Financial Services  
 Turlock Irrigation District  
 Union Bank  
 US Bank  
 US Bank  
 US Bank (Modesto Main)  
 US Bank Turlock  
 Valley BMW  
 Valley Children's Healthcare  
 Valley Children's Healthcare  
 Valley First Credit Union  
 Valley First Credit Union (Dale Branch)  
 Valley First Credit Union  
 Administrative Offices  
 Valley Lexus  
 Vintage Faire Mall/Macerich Company  
 W.H. Breshears, Inc.  
 Warden's Office Furniture Outlet  
 Warden's Office Products Center  
 Wells Fargo Bank  
 Wells Fargo Bank  
 Wells Fargo Bank  
 Wells Fargo Bank  
 Winton-Ireland, Strom & Green Insurance Agency  
 Winton-Ireland, Strom & Green Insurance Agency  
 Yosemite Meat Co., Inc.

**CONTACT THE CHAMBER TO LEARN MORE ABOUT OUR PRESIDENT'S CLUB LEVEL BENEFITS**



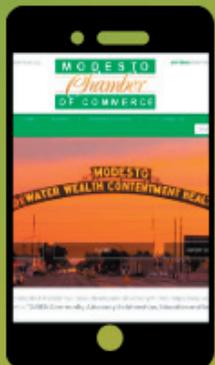
During these uncertain times the **Modesto Chamber of Commerce** staff is on a mission to find fun and creative ways to support our members. One way we can do that is to help promote your business and services - virtually! For small businesses, utilizing social media and video is specifically imperative. Is video marketing really worth it? Research shows us that it is:

- **87% of video marketers say video has increased traffic to their website.**
- **80% of video marketers say video has directly helped increase sales.**
- **Videos get 1,200% more shares than text and images combined.**
- **Studies show that viewers retain 95% of a video's message compared to 10% when reading text.**

To succeed, small businesses need to show people the products and services they have to offer. Social media is the perfect tool, and we are offering to help your business maximize your reach. Please send us a 30 - 60 second fun video infomercial. This can be an update of your hours of operation, status on employee and customer safety, deals of the day, services or products available, and details on how to order them.

If you are interested or have questions please feel free to contact us at [info@modchamber.org](mailto:info@modchamber.org).

**WE ARE IN THIS TOGETHER  
STANISLAUS STRONG!**



# An Entrepreneurial Mindset Engages the Future

Did you know the number one skill deficiency in today's workforce (as defined by Industry) is not strictly technical, but largely relational and behavioral? Technical skills are fairly easily transferred on the job, but people skills, critical decision-making and behavioral management capabilities are factors challenging management. While each is a critical component to effective operations, studies suggest organizations focused on employing individuals exhibiting higher level "employability" (soft) skills will quickly differentiate themselves among peers.



self-reliance, persistence, resourcefulness and engagement essential for individuals and organizations to adapt and thrive in today's rapidly changing world.



Applied to students (our future workforce), ELI found engaged students "are 4.5 times more likely to be hopeful about the future than their actively disengaged peers".

A simple Google search of "essential skills" yields a plethora of crucial aptitudes deemed necessary to succeed in the workplace. Near the top of competencies desired is positive workplace engagement. Engagement is shown to lead to higher productivity, customer satisfaction, retention and profitability. In spite of this, Gallup reported in 2019, 65% of any workforce is likely "disengaged", even "actively disengaged". Faced with this reality, how are managers going to positively impact engagement?

The Entrepreneurial Leadership Institute (ELI) believes fostering an "entrepreneurial mindset" organizationally is key. Entrepreneurship reaches beyond traditional business creation. Entrepreneurial thinking is undergirded by optimism for the possible. It ignites ambition and fosters creativity, critical thinking,

"The world has changed in ways that now require everyone to think like an entrepreneur" (ELI). In that light, efforts are underway to provide trainings encouraging entrepreneurial practices. Utilizing Entrepreneurial Leadership Institute's Ice House - Entrepreneurial Mindset curriculum, train the trainer workshops are being developed for community college faculty and administrators aimed at developing training programming to benefit the business community. Similar contract trainings are available directly to private industry, agencies and municipalities. Reach out to Vince Roos - Regional Director for Employer Engagement [vincent.roos@mccd.edu](mailto:vincent.roos@mccd.edu) to explore options.



## If you're not buying crop insurance, you don't know Jack

Farmers and ranchers can now purchase crop insurance for protect themselves against the loss of crops due to natural disasters or the loss of revenue due to declines in the prices of agricultural commodities. Purchasing crop insurance will reduce your exposure to a variety of risks and bring you piece of mind. If you want to learn more about the programs that are available and how you can benefit, you need to know Jack.



### MEET JACK

**Jack Roudebush** is a leading crop insurance expert. His combination of industry knowledge and insurance company insight makes him uniquely qualified to help you navigate the intricacies of these programs. Call Jack today to learn how you can minimize your risk and protect your bottom line.

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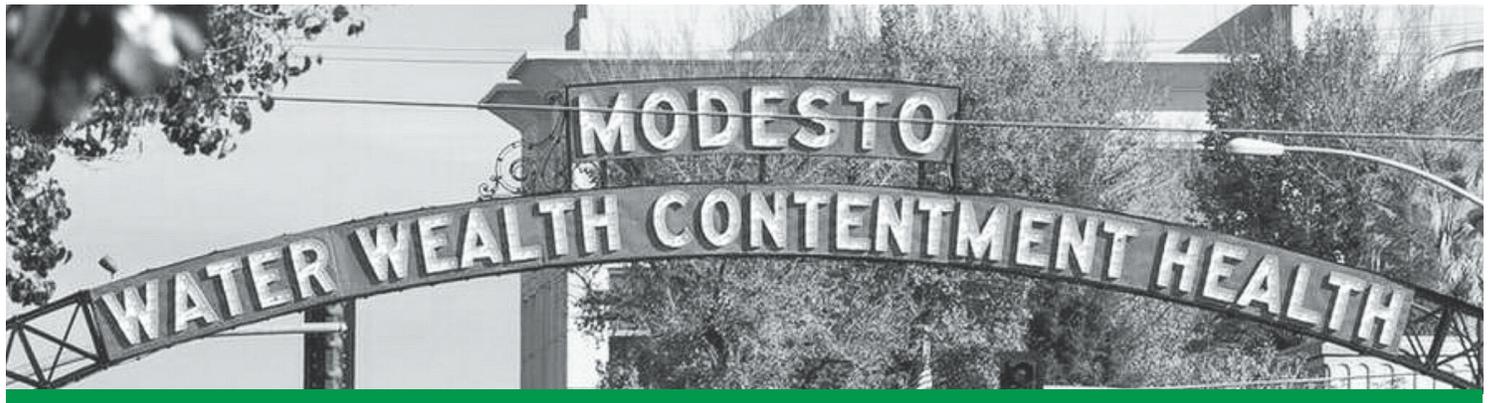
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Given our experience in the virtual world, we wanted to share our knowledge in a number of ways, including through a series of webinars narrated by our faculty and administrative leaders. Topics include things like effectively working remotely, homeschooling tips, stress management, and the impact of social distancing on mental health.

To access these webinars, visit:

[www.phoenix.edu/students/articles.html#Most-Recent](http://www.phoenix.edu/students/articles.html#Most-Recent)



In response to the current “shelter in place” order, the Leadership Modesto Steering Committee, with support from the Modesto Chamber of Commerce, is extending the 2019 – 2020 class year, to the 2019 – 2021 class year. This is to provide the current class, whose planned schedule was suspended in March, time to recover from the Covid-19 pandemic professionally and resume the planned class schedule when we are all truly moving on from this. This year’s class enjoyed their leadership experience, day trips, and class project planning through the halfway point of the annual schedule. With the time uncertainty that represents the fluidity of this unprecedented crisis, it felt most fair to the time and financial investment of this class and to suspend the schedule for the rest of this year. This will allow them to resume and complete their Leadership Modesto experience starting back up in January 2021. Their graduation will be celebrated in June of 2021. Please check the Modesto Chamber of Commerce website in early 2021 for information on the next upcoming class. For any additional questions please email [leadershipmodesto@gmail.com](mailto:leadershipmodesto@gmail.com) or [info@modchamber.org](mailto:info@modchamber.org)



# SCWD - Meeting The COVID-19 Crisis

Stanislaus County Workforce Development (SCWD) is meeting the COVID-19 crisis with services to keep the workforce safe, businesses running and workers employed. A tall order to say the least but the Department has seen early success for new programs and services.

One call for answers: Hearing concern from the workforce regarding the influx of information about COVID-19, SCWD formed two call centers inside its offices. The Business Resource Center, has taken over 800 calls with questions ranging from essential vs. nonessential, funding programs and availability, reopening strategies and more. The focus of the second call center is providing assistance to workers and follows the same "all-in-one-call" assistance model. A COVID-19 section was also added to the [www.stanworkforce.com](http://www.stanworkforce.com) website to make up-to-date resources accessible 24/7.

Two successful programs implemented by Workforce Development during COVID-19:

**Relief for Business:** Local businesses forced to close or modify services by State's Stay-at-Home Order, received much needed relief in the form of micro-grants. Together with funding from the Stanislaus County Board of Supervisors, Stanislaus Community Foundation and the local business community, Stanislaus County Workforce Development, awarded over 3.1 million dollars to local small businesses through the Small Business Relief Program.

"Thank you for approving my grant application- this will really go a long way during these tumultuous times!" - local business owner & Small Business Relief Program micro-grant recipient



Over 340 businesses received up to \$10,000 in micro-grant funding to relieve the burden of growing overhead costs and to help keep employees working.

**Worker Benefits:** May brought special focus to workers as the Department launched the SnapBack Assistance for Workers program. COVID-19 has left an unprecedented number of individuals unable to work and struggling to meet basic needs. Workers affected by COVID-19 received payments up to \$800 to be used for mortgage/rental assistance, utility assistance and computers or other telework equipment.

Stanislaus County Workforce Development is committed to maintaining its support of business and workers with the services they need, for as long as they may need them. Visit [www.stanworkforce.com](http://www.stanworkforce.com) for more information.

## Opportunity Stanislaus Answers The Call

A week before California's first-ever shelter in place order, the phones at Opportunity Stanislaus began to ring nonstop as businesses called seeking guidance for operating during the COVID-19 outbreak.

Opportunity Stanislaus answered the call, creating a website called [www.cabizrelief.org](http://www.cabizrelief.org) that operates as a clearinghouse for all available resources on coronavirus as it pertains to business such as funding and answers to unprecedented human resources and safety questions.

But as time passed it became clear that operations were not the only obstacle for businesses; the general public was growing confused about which businesses were open and how to best support those businesses. So Opportunity Stanislaus created another ambitious solution: a multi-prong digital campaign aimed at educating the public about which local businesses were deemed essential and how to safely support those companies.

The campaign, called StanBuyMe, had several elements including the creation of video messaging, organic and paid social media campaigns, and creation of a landing page at [www.supportstanislaus.com](http://www.supportstanislaus.com), a website that housed information such as which businesses had storefronts that were open and in need of support; links



to community resources such as DOMO's restaurant guide; and ideas for where to buy gift certificates locally for use later this year. The campaign had another element designed to cue residents out on essential errands into which businesses were open—the placement of five-foot-tall balloon pillars in patriotic colors standing curbside and beckoning the public to support the businesses that had always supported them.

Though the shelter in place order has since ended, confusion about how to safely re-open continues. In mid-May Opportunity Stanislaus worked alongside the county on its Good 2 Go Stanislaus plan offering detailed guidance on best practices by industry. The calls continue to come from business and while the responses continue to change as the outbreak evolves one thing is certain: Opportunity Stanislaus will continue to answer.



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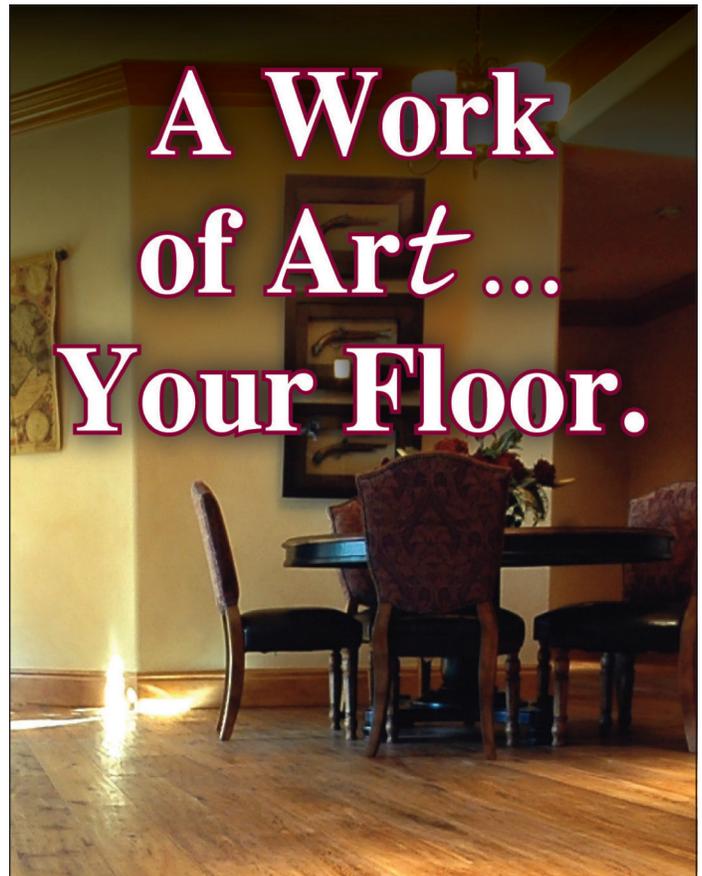
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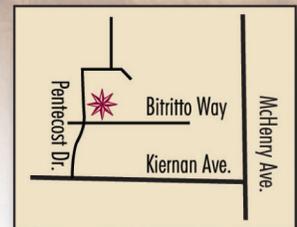
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SERVICE



# TAKING A NEW LOOK AT EXCEPTIONAL CUSTOMER SERVICE

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." -Maya Angelou

Everyone has an idea of what exceptional customer service should be. Some of us base our expectations on experiences. I like to think about it in terms of how the customer service experience made me feel. Did they genuinely smile at me upon entering their business? Were they truly pleased that I was there trying to spend my money? Did my transaction with this business make me happy?

Right now is a great time to reassess how we are treating our customers and clients. It is important to be mindful that there is always another option out there. How you make your customers feel is what they will remember. At the DoubleTree by Hilton Modesto, we want to make sure our customers know they are appreciated, and their business valued. We just finished the remodeling of our spacious guestrooms, complete with a 55" television and USB ports for charging your personal electronics. We are also getting ready to add additional rooms to our hotel, including several extended-stay suites with a kitchenette.

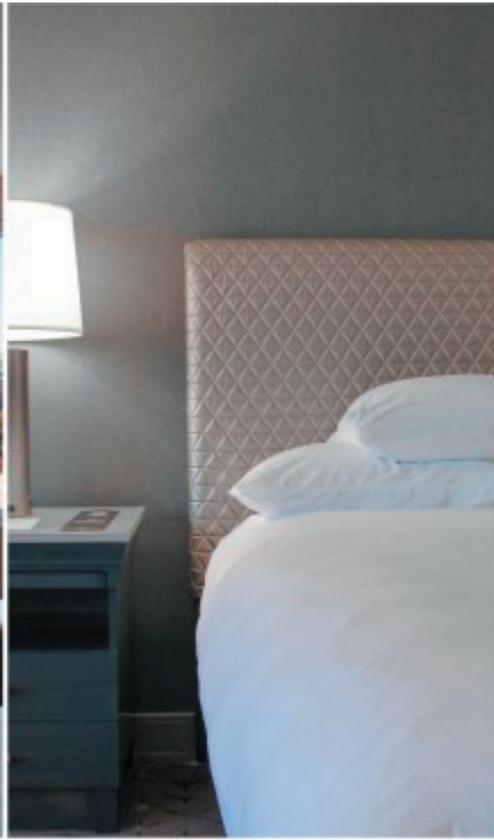
Now is also an important opportunity to reassure our customers that we are committed to maintaining the highest standards of cleanliness and hygiene. At the DoubleTree by Hilton Modesto, from check-in to check-out, we want our guests to feel safe and protected during their stay with us.

That is why we have increased the frequency of cleaning and disinfecting in our guestrooms and other public areas of the hotel. Giving our customers and team members peace of mind that their safety and protection is our priority.

We are proud to be a part of the Hilton initiative offering one million complimentary rooms to frontline medical professionals leading the fight against COVID-19. The DoubleTree by Hilton Modesto has also offered significantly reduced rates to all First Responders needing overnight accommodation when traveling to Modesto. If you need to conduct a webinar and are tired of the dog photobombing your presentation, consider renting one of our guestrooms at our special day use rate. You can reach out to me directly at (209) 525-3052, for more information on any of these offers mentioned.

If you have any questions or would like to stay in one of our newly renovated guestrooms, please call us directly at (209) 526-6000, and we would be delighted to offer you our best available rate.

Safe travels!  
We hope to see you soon!  
Vanessa Emo  
Director of Sales & Marketing  
DoubleTree by Hilton Modesto  
(209) 525-3052  
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### Contact

(209) 525-3012

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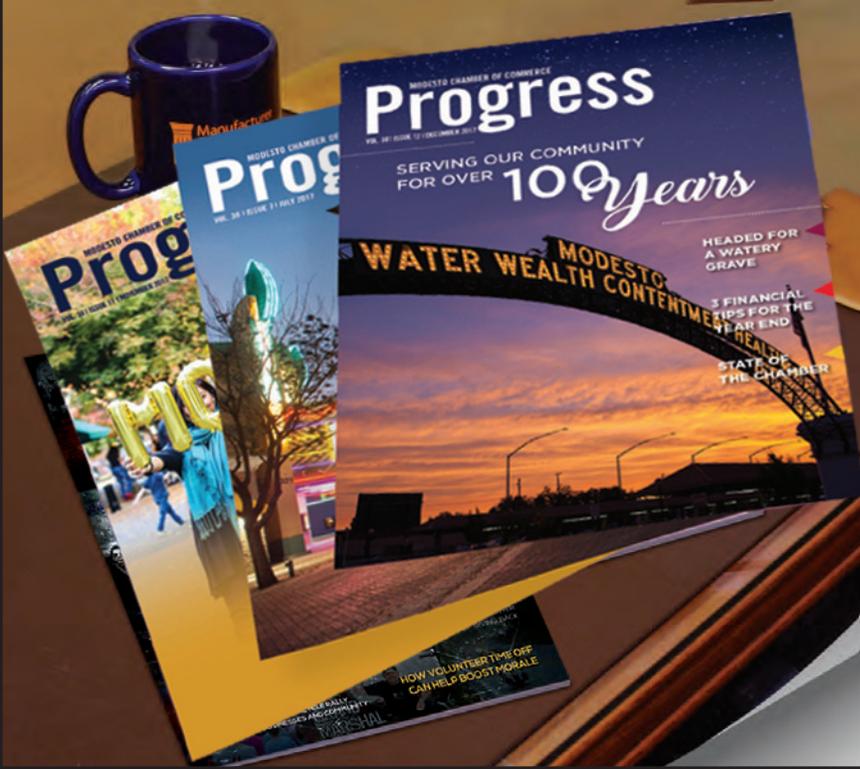
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