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NEXSTAR BROADCASTING EXPANDS FRESNO MARKETING OPERATIONS



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Get Started

MESSAGE FROM THE PRESIDENT

Problem #1

The phone rang in the office a couple of weeks ago and when I answered it, the voice at the other end introduced himself and said, "Betty Yee wants to come visit you."

My mind flashed back to the recent election in which our own Mayor, Ashley Swearengin ran a very competitive race for State Controller against someone named Betty Yee.

I said, "That Betty Yee? Controller?" I received an affirmative reply.

Knowing that we were strong supporters of our Mayor in that race, I wasn't sure what was on the newly elected Controller's mind. Hopefully it didn't include violence.

It seemed Betty Yee had never spent much time in the Valley and she wanted to come and hear what our very livable part of California is all about, as well as what issues we might have that she could assist in. An encouraging gesture.

Our current Board Chair, Lorraine Salazar, our in-coming 2016 Chair, Al Solis, along with Chamber VP of Governmental Affairs, Rachel Eslick, and I sat down with Yee and a staff member to share the uniqueness of the Central Valley and the challenges we face.

Ms. Yee asked what was the single most important thing impacting

Fresno. Everyone looked at each other and quickly said, "Education – education of our youth." Unfortunately for our community, the fact is that of the almost 5,000 students who start as high-school freshmen in Fresno Unified, close to 25% never finish. Sadly, that one out of every four student dropout rate is an improvement over past performances.

It is critical to find ways of keeping kids in school, to spark a vocational interest and to seek ways to block that all too convenient escape to the streets without a thought given to future plans.

A figure thrown out to me a few years back stated there were 22,000 people on the streets of Fresno between the ages of 16-25 that had dropped out of school; never had a job; don't want a job and spend the day just "spending". Whether that figure is exact or not, it is safe to assume there is a large number of kids out there that are not up to anything good.

After falling out of favor for too many years, career technical education (us old folks called it vocational education) is moving back into the educational spotlight. Degrees in History are useful, but so is the training that allows a good mechanic to make \$50 an hour. Getting a student hooked on something productive – in addition



— **Al Smith,**
President / CEO
Fresno Chamber of Commerce

to reading, 'riting and 'rithmetic – can lead to passion that turns into a vocation and allows the individual to make a positive contribution to society.

As a Chamber, as a citizen, as a community – we collectively should never let that goal get out of our sight. The leadership of our education systems needs to "run – don't walk" to create the opportunities within our schools that can ignite the interests of tomorrow's adults.

Sharing our challenges with the Controller was nice, but sharing those same needs continually with our community is vital. Particularly when our future is at stake.

NEW MEMBERS

Company Name	Phone	Company Name	Phone
Merle Norman Cosmetics	(559) 433-6806	Jimmy Widjaja	((559) 297-5964
Aqua Sports	(559) 224-0744	Farmers Financial Services	
Jurkovich Doak Development	(559) 297-0718	Restaurant Depot	(714) 267-7944
McCaffrey Home Mortgage	(559) 256-7000	Broadway Motion Design	(559) 475-9455
Stratas Foods	(559) 495-4503	Chevron Corporations	(925) 790-6814
Farmers Fury Winery	(559) 816-0019	Patrick James, Inc.	(559) 448-0600
Small Business	(559) 369-7691	Storage Systems, Inc.	(559) 225-5313
Advisory Group, Inc		1st Quality Produce	(559) 442-1932

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The Value of Entrepreneurship

"Entrepreneurship" has become a media buzzword. Pick up a newspaper and you'll very likely find at least one story or reference to developing entrepreneurship in young people.

The April Fresno Unified School District's publication highlights a new magnet high school opening this August "featuring a specialized curriculum focused on building future entrepreneurs." The Clovis Independent recently wrote about the Young Entrepreneurs Academy (YEA!) offered through the Clovis Chamber of Commerce.

A New York Times feature article [March 6, 2015] entitled "The Excitement of Learning From Profit and Loss" really stirred my interest. It reports that the 500,000 high schoolers who drop out each year typically feel "disengaged and uninspired." They don't see the relevance of school to their future lives.

The Times comments that this represents an opportunity as well as a challenge for both educators and the business community. Research by the Network for Teaching Entrepreneurship indicates "81% of dropouts said that they would have stayed in school if the subjects were more relevant to real life."

The article features an educational program called "BUILD" which provides teams of at-risk students, often from low income families, with opportunity to conceive, build and operate their own small businesses. BUILD has now expanded to public schools in the San Francisco Bay Area, Boston and Washington, DC.

BUILD's curriculum "ties" common core subjects—literacy, mathematics, public speaking—with the "real world" situation these kids live in. Students also "pick up important soft skills such as how to dress and act professionally, how to create a

meeting agenda" and, "crucially, how to ask for help from adults."

Schools report 3/4ths of the students who complete the 9th grade course continue with BUILD through high school graduation. Last year, BUILD reports, 84 percent of those students were admitted to a four-year college.

Two years ago the Fresno Chamber of Commerce's Leadership Class developed Entrepreneurship 29, a 10 week curriculum, with mentors from the business community engaging with students each week to get kids excited about the possibilities of starting their own businesses. Fresno County Office of Education Superintendent Jim Yovino praised their efforts for helping "connect the dots between the classroom and potential careers and the success they can obtain if they set their minds to it."

Entrepreneurship 29 resumes this September. Chamber business



— **Lorraine Salazar,**
Chairman of the Board,
Owner of Sal's Mexican
Restaurant Group

members are welcome and needed to participate in the Business & Education Committee's monthly meetings the 2nd Wednesday from 7:30 to 9 a.m. Please come join us to learn more about this exciting opportunity.

Government Affairs Update

Water advocacy gains national attention

California Governor Jerry Brown's recent executive order requiring 25% water reduction for all residents highlighted the severity of our current drought. Central Valley residents know all too well that our drought situation is crippling the agriculture industry and leaving communities without access to clean water for basic functions like drinking, cooking and bathing. The first-of-its-kind water conservation mandate sounded the alarm to some Californians who aren't as impacted by the crushing drought and alerted the rest of the country of our plight.

The timing of the executive order couldn't have been better. With all eyes on California, Fresno County's "One Voice" advocacy team set off for Washington, D.C., to lobby for water and other issues. The Fresno Chamber once again had a representative on the two dozen-person team which consisted of elected leaders, organizations and private businesses. The group met with congressmen, senators, White House staff, and many others

over the course of three days to convey a unified message about the urgent need for water immediately, along with legislation to build water storage and change federal law that restricts pumping. The advocacy effort received local and national media coverage.

The Fresno Chamber also participated in the R.E.A.L. Coalition's Advocacy Day in Sacramento on April 21st to encourage legislators to speed up the delivery of water bond project funding and develop long term solutions to solve the state's water needs. Other issues included transportation, early education and economic competitiveness. The R.E.A.L. Coalition is comprised of business groups and chambers of commerce from the ten largest cities in California.

The Fresno Chamber is engaged with government at every level to advocate for the needs of its business members year-round. Water is a top priority, but the chamber monitors many issues to make sure the voice of the business community is heard.

UP COMING EVENTS

Monday, May 4, 2015

May the Fourth Be With You Golf Tournament

San Joaquin Country Club
3484 West Bluff Avenue, Fresno CA 93711
10:30 a.m.

Tuesday, May 19, 2015

May Membership Mixer

Ruth's Chris Steakhouse
7844 N. Blackstone Ave, Fresno CA 93720
5:00 p.m.

Tuesday, April 21, 2015

Small Business University: "Eminent Domain 101"

The Fresno Chamber of Commerce
2331 Fresno Street, Fresno, CA 93721
10:00 a.m.

Tuesday, June 2, 2015

Membership Orientation

The Fresno Chamber of Commerce
2331 Fresno Street, Fresno, CA 93721
8:30 a.m.

Wednesday, June 3, 2015

The State of the City

The Fresno Convention Center
848 M St, Fresno, CA 93721
11:30 a.m.

THE SCOOP

THE BUSINESS JOURNAL
STAFF REPORT

New Tactive Digital division to help businesses reach beyond local market



National telecommunications company Nexstar Broadcasting has expanded operations within the Fresno market and is now offering digital marketing services through its Tactive Digital media division.

Based in Irving, Texas, Nexstar is one of the fastest growing local media companies in the nation. The group already owns the local NBC and CBS affiliates and has a wide-array of marketing services available for the region.

Matt Rosenfeld, General Manager at Nexstar's Fresno location, said the introduction of Tactive Digital will further the company's offerings and allow Fresno clients access to more than 100 media markets across the county.

"Everyday we're talking with businesses about their television and advertising needs. It's still a powerful format," he said.

While the company offered local marketing solutions since purchasing the news stations, the introduction of Tactive will allow the group to serve the needs of clients looking to reach viewers beyond the Fresno market.

"We have diversified because we want to offer a complete suite of businesses marketing strategies," Rosenfeld said. "We're now a one-stop shop for digital media services."

Since launching at the end of March, Tactive Digital has acquired several dozen clients and offers web-design, search engine optimization, social media management and video-retargeting services.

"Our existing and potential clients can rely on our proven expertise, technology innovation, and our array of digital media and marketing services to optimize their multi-platform digital marketing campaigns to create revenue opportunities for their business," said Jason Gould, General Manager of Nexstar Digital, in a release announcing the new media division.

Fresno was among the first 18 Nexstar markets to receive Tactive Digital services and Rosenfeld said the move speaks highly of the region's potential. Other markets to debut the service this spring include Las Vegas, Nevada; Salt Lake City, Utah; Washington, D.C. and Jacksonville, Florida.

The Fresno broadcasting office already had three different teams of marketing consultants before Tactive Digital was introduced, and Rosenfeld said each group would continue to play a distinct part in the office.

The marketing staff for KSEE 24 and CBS 47 will retain a local focus, while Tactive staff will mainly concentrate on businesses looking to build a footprint outside the Fresno market.

"Regional presence is important to our customers' success," Gould said. "Tactive Digital's regional expansion will greatly improve our engagement with

our customers and partners across the United States."

Tactive's strategy should appeal to clients looking to attract people from a farther distance or target multiple markets at once. Businesses with multiple locations also benefit from the services, which can target based on demographic information like zip code, hobbies and interests, Rosenfeld said.

One new position was created for Tactive Digital, and the group is bringing over two pre-existing employees. Nationwide, the Tactive Digital crew includes hundreds of employees working across markets to meet various client needs.

That level of dedication allows the group to closely examine the health of local businesses, investigating everything from web traffic and social media engagement to the client's online reputation.

Such attention to detail is increasingly necessary as a result of the shift in how consumers interact with technology, Rosenfeld said. More and more people are tied to their devices, checking out a business online before making any service decisions.

"We recognize that because of the shift we saw, we need to provide advertising solutions," he said. "Everyone agrees that a strong online presence is important, but managing it can be daunting."

Since launching, Tactive has taken on the full set of media and marketing needs for several dozen clients across multiple industries.

"It's very confusing for a lot businesses to handle everything on their own and many are craving more information on how to handle the process," Rosenfeld said. "The sole job of [Tactive] is to make the right recommendations and keep up with the clients needs."



H. Markus & Margossian Printing
1749 E. Tyler Ave.
FresnoCA 93701
(559) 268-4555
Steve Markus

Ambassadors: Danielle Evans



Sears Outlet
Thursday April 2@ 8:45 a.m.
4150 W. Shaw Ave
FresnoCA 93722
(559) 271-4069
Mark Debus

Ambassadors: Carin Hodge, Dana Irola, Fotini Alfieri, Leslie Beninga, Marcel Schilling-Bell, Ron Stumpf, Board Member – Al Solis



Meathead Movers Inc.
4744 El Capitan
FresnoCA 93722
(866) 843-6328
Jay Edwards

Ambassadors: Anthony Elliott, Carin Hodge, Carin Hodge, Dana Irola, Gary Honeycutt, Janie Hokanson, Jodie Bohner, JP Prendergast, Kristin Groth, Leslie Beninga, Leslie Minas, Marcel Schilling-Bell, Mary Pond, Ron Stumpf, Wayne Goudreau



Cindy's Frozen Yogurt and Dessert
802 E. Olive Ave
FresnoCA 93728
(559) 259-9432
Cindy Angulo

Ambassadors: Carin Hodge, Dana Irola, Fotini Alfieri, Leslie Beninga, Marcel Schilling-Bell, Ron Stumpf, Board Member – Al Solis