Lessons from the Shark Tank

Gail Zuerck
President/CEO
Visalia Chamber

I have a TV show “Shark Tank.” The format is always the same. Each Sharks presents their business ideas to the entrepreneurs for an infusion of capital and expertise to make their businesses successful. The entrepreneurs must pitch their business as being the best, revolutionary, or money-making. The three main topics that stand out to me are knowledge of how to start a business, how to manage it, and knowledge of how to sell. The knowledge of how to sell is the key to the success of the entrepreneurs. They must have a unique selling proposition and be able to sell their products or services. The knowledge of how to manage a business is also important, as they must be able to manage their finances effectively.

Businesses in Visalia

Many people in Visalia have been successful in their business ventures. They have a strong work ethic and are willing to put in the extra effort to succeed. They are also willing to take risks and are not afraid of failure.

Visalia Chamber of Commerce

The Visalia Chamber of Commerce is a membership-based organization that provides resources and support to local businesses. They offer various programs and events to help members grow their businesses and connect with other local professionals. The Chamber also promotes tourism and economic development in the area.

Business News

There are several business news sources available online, such as the Visalia Times Delta and the Visalia Business Journal. These publications provide updates on local business news and demographics, which are crucial for businesses to stay informed and make informed decisions.

Business Owners

It is important for business owners to be knowledgeable about the business climate in their area. They must also be able to manage their finances effectively and have a strong work ethic.

New Business

Starting a new business can be challenging, but it is also exciting. It is important for new business owners to have a solid plan and be willing to take risks.

Small Business

Small businesses are the backbone of the economy and play a crucial role in job creation and innovation. They are responsible for a significant portion of the GDP and are often more innovative than larger companies.

Business Growth

Business growth can be measured in various ways, such as revenue growth, market share growth, and employee growth. It is important for businesses to track their growth and set goals for future growth.

Business Innovation

Businesses must continue to innovate to stay competitive in the market. They must also be willing to take risks and try new things to achieve success.

Business Leadership

Effective leadership is crucial for the success of a business. Leaders must be able to inspire their teams, make tough decisions, and adapt to change.

Business Community

The business community in Visalia is strong and supportive. Members of the community are willing to help each other and share knowledge to promote the growth of local businesses.
In a week of chaos, the City of Visalia has much to be grateful for. On Wednesday, the Visalia Police Department and members of the Visalia Fire Department continued serving America. The leadership at the Fire Department, along with members of the Visalia Fire Department, returned home to the globe, and returned home to continue serving America.

The American Legion Post 785 is based in the Central Valley, served our country for many years, and continues to fight for the future of this country.

In March, Post 785 was founded in 1954. The Post 785 holds meetings the first Wednesday of every month at 6:30 at the Visalia Veterans Memorial Building.

In 2014, The American Legion Post 785 celebrates its 60th anniversary a fitting moment to announce continuing commitment to the American Legion of this community. This remarkable story of reformation started with the dedication of its members to a cause, and continues. As they celebrate their 60th year, they also looked back with a renewed sense of purpose and intent.

One of the Rockwall Post 785 is to support veterans and their families. Members of the Post 785 meet on the first Wednesday of every month to discuss how to provide support for veterans, including the preparation of a Memorial Day service, and to ensure the flags are flown in the same location year after year, fulfilling the flag policy of the American Legion.

At the meeting, one of the main topics of discussion was how the panel spoke of establishing “friendships” with the city and county levels of government. One of the members of the Post 785 was a member of the city and county levels of government.

It is the best care around is right in our backyard. And as always, Kaweah Health is here, committed to serving American Red Cross volunteer Ray Quintana. The icing on the cake was the Mock Visalia City Council meeting which was attended by the city and county levels of government.

In 2024, the American Legion Post 785 is expected to receive an additional $36 million in federal funding from the Department of Veterans Affairs. The funding will be used to construct a new building which will provide a space for veterans to gather and connect with one another.

The Post 785 is located at 2500 W. Gage Ave. in Visalia. It is open to the public and offers a variety of services to veterans and their families.

In December, the Post 785 will host its annual Christmas party which is open to the public.

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**FORWARD 2030**

A Community-Driven Blueprint for the Future

The Visalia Unified School Board solicited input from community members in developing public education plans that would benefit all students in Visalia. In 2021, our board set out to develop a strategic plan for each theme and alignment to the families of the 30,000 plus students served. Their first task was to go on a community tour to every school within the district to find a strategy for each theme. From there, the Board worked to build strategic plans for large systems. Next, the Board worked to develop a set of Core Beliefs, Core Values, and the district’s mission: “Every student will graduate with the experience, knowledge, and expertise in high-end residential properties, that the Hazy had won gold. So they were just there just to try the beer. The beers Peltzer develops have been nominated before. According to Schultz, 1852 previously won best beer at Oktoberfest of 2022 which had judging from San Diego. They won their Hazy IPA's recent national award. Mr. Vawter has a Master in Business Administration degree with a specialization in Finance and Management. He has built expertise in budgeting, forecasting and analysis, project management, operations, and strategic planning in multiple industries including healthcare, construction, and banking. Ms. Chrisman was honored with the 2023 SRT Business Leadership Award. Chad Vawter mee Chief Executive Officer/ President of Family HealthCare Network. Chad Vawter has been the Deputy CEO since January 2021. Prior to this promotion, Mr. Vawter served as FHNW’s Chief Financial and Strategy Officer. Mr. Chrisman, has 35 years of experience, most recently serving in San Diego where he started working for Karl Strauss. After that, he worked as a couple of years with Moab Brewery while he was still working at 1852 and became the brewmaster at 1832 Beer Co. in Visalia. Schultz explained that 1832 got its name because Tulare County was Incorporated in July of 1852 and the brand of the company represents regional pride and living where you grew up. According to Schultz, even though 1852 began as a hobby before moving to San Diego where he started working for Karl Strauss. After that, he worked as a couple of years with Moab Brewery while he was still working at 1852 and became the brewmaster at 1832 Beer Co. in Visalia. Schultz explained that 1832 got its name because Tulare County was Incorporated in July of 1852 and the brand of the company represents regional pride and living where you grew up. Schultz explained that 1832 got its name because Tulare County was Incorporated in July of 1852 and the brand of the company represents regional pride and living where you grew up.
**Regional Leaders**

**Kellie Asher**

Kellie Asher joined Elite Medical in 2018 and steadily advanced to the role of Clinic Operations Manager. As the primary point of contact for the clinic, she communicates with many of the stakeholders. In 2005, she successfully completed her Front/Back Office Medical Assistant course and obtained certified credentials from Tri County Technical College. With 18 years of experience in the medical field, she has worked in various clinical settings, including Urgent Care, Internal Medicine, Neuroradiology, and Family Practice. Kellie has lived in Tulare and is a wife and mother of four, making her free time, Gehrig being her favorite. She also likes baking and camping with her family or camping with friends.

**Victoria Balderas**

Victoria Balderas is a Human Resources Coordinator with Community Services Employment Training (CSET). She has experience in HRIS, payroll, and benefits and is knowledgeable about HR issues in the community. Victoria has a passion for learning and providing opportunities to grow others. She has lived in Tulare all her life, attending Tulare High School and when not working, she enjoys spending time with her family and competitive sports.

**David Byl**

David Byl is the Operations Manager for American Ambulance of Visalia. As a licensed paramedic, he has 24 years of experience in Emergency Medical Services related to training, operations, administration, purchasing, and healthcare compliance. He focuses on daily operations and general administration and ancillary services. David has experience in educational and basic advanced life support, multi-casualty management, and has been instrumental in assisting Tulare County Health and Human Services with COVID-19 management. When not working, David loves to BBQ with friends and family and compete in local BBQ competitions.

**Tiffany Garcia**

Tiffany Garcia currently serves as the Tulare Acquisition Services Professional at Californias, Inc. She has experience in people and process, and will soon add a new responsibility to the list: a newly created position in the area of Medicaid with the county. Tiffany currently lives in Lemoore with her beautiful family where they enjoy all things outdoors, roadtripping, reading, bowling, and football.

**Petra Gaytan**

Kaweah Health

Petra Gaytan is a Kentuckian named and family therapist and has served Tulare County Health and Human Services (TCHHS) through the overwhelming three-year experience with COVID-19. As a counselor, she strives to surround herself of love, mercy, and grace and to continue to grow and learn more about herself, others, the armistice and support to her patients and more. When not working, her life revolves around her family and enjoying traveling.

**Hardcastle**

Kurt Hardcastle

Kurt Hardcastle is a Business Technology Consultant at Kaweah Health and Human Services Employment Training (KHE), and an advocate for people with disabilities. In addition, he has been a small business owner in Visalia for over 12 years, providing guidance and equity to numerous enterprises. Raised in Visalia, he has a deep sense of community values and a commitment to make a positive impact on the lives of others. Kurt has served 15 years on the Tulare County Board of Directors, where he has actively contributed to various social initiatives and philanthropic endeavors.

**Joe Ingueze**

CASA of Tulare County

Joe Ingueze is a Family Connections Program Coordinator with CASA of Tulare County. He was born in Tulare, raised in Visalia, and currently resides in Kerman, CA. He is an Orthodox Traditional Roman Catholic, who when not working, enjoys playing cards, biking, fishing, and playing sports.

**Melissa Lopez**

Executive Co.

Melissa Lopez is the Case Manager for Tulare County's Foster Care and Adoption Program. Since 2013, she has managed numerous cases, which include foster care, adoptive placements, and relative family placements. Prior to her current position, Melissa was a longtime social worker in Tulare County. Melissa has a passion for providing services to children and families, and for helping children who might be experiencing various difficulties. Melissa values the importance of family and relationships, and how they can make a significant impact on a child's life.

**Robert Mazzio**

VUSD/VISALIA Unified School District

Robert Mazzio is the Business Management Analyst at Tulare Community College. He is responsible for overseeing the operation of the Poly Career Technical Education program within the pathway of Technical Education and Career Counseling. His duties include managing the Poly campus and ensuring the program's success.

**Ty Stelow**

Tulare County Sheriff's Office

Ty Stelow is the Captain of the Tulare County Sheriff's Office Tactical Unit. He graduated in 2002 from the University of Nevada, Reno with a B.S. in Criminal Justice. Ty has served in various roles and positions throughout his career, including as a sergeant to lieutenant and has progressed from deputy to captain. Ty joined the Tulare County Sheriff’s Office for over 21 years and has served on numerous incidents, including natural disasters, protests, and special events. Ty has served in multiple professional and leadership development opportunities such as the California CHP Academy, San Diego Sheriff’s Office, and FBI Law Enforcement Academy. Ty enjoys traveling, working, and competing on behalf of the Tulare County Sheriff’s Office. Ty enjoys spending time with family and friends, as well as engaging in athletic activities such as fishing, hiking, and biking.

**Vicky Bandy**

Community Services Employment Training (CSET)

Vicky Bandy is a Human Resources Coordinator with Community Services Employment Training (CSET). She has experience in HRIS, payroll, and benefits and is knowledgeable about HR issues in the community. Vicky has a passion for learning and providing opportunities to grow others. She has lived in Tulare all her life, attending Tulare High School and when not working, she enjoys spending time with her family and competitive sports.