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THE GRIDLEY HERALD

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FRIDAY • APRIL 21, 2023 • VOL. 143 NO. 16

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Celebrating Their Centennial!



American Legion South Butte Post 210 members gather to promote the Post's 100th Anniversary. Pictured left to right: Commander Owen Stiles, James Thomas, Brad McDonald, and Frank Bartolomuccis. Photo by Seti Long

Story and photo by Seti Long

GRIDLEY, CA (MPG) - Gridley's American Legion South Butte Post 210 is readying to celebrate their 100th anniversary in operation.

Just 4 years after the American Legion Organization celebrated their centennial, local Post 210 has hit triple digits. The exact date of the anniversary fell in the month of March, but due to weather and membership activities, Post 210 has held off on their celebration until now.

The community is urged to come out and support these veterans that have served in multiple branches of the military and the 100th birthday of AL Post 210. Special invites have been extended to area, county, and

state officials in the hopes they too will help recognize the importance of the American Legion (AL) and its 100th anniversary.

American Legion is the nation's largest wartime veterans service organization, founded in part to advocate patriotism across the United States. Historically, the AL has always had a hand in helping others, especially Veterans. The AL helped get the GI Bill passed, securing rights, and protecting Veterans. The local chapter supports the community through donations, scholarships opportunities, and community service.

AL Post 210 Commander Owen Stiles says he is very proud of "being a part of a post that has been around for 100 years." He continues, "It's

fantastic to see that these older organization like the American Legion and other organizations are still thriving, and our patriotism (is helping) people learn and understand the history of why a thing like the American Legion, established after World War I, is an important piece of American history."

The American Legion South Butte Post 210 intends to honor its Posts 100th year and their members from throughout Biggs, Gridley and Live Oak in a ceremony to be held Saturday, April 29th at 1:00 pm. The free centennial celebration will take place in front of Gridley's Veterans Memorial Hall and Post 210 invites all to the festivities, which will include a short program, cake and beverages. ★

Want to Quit Tobacco? More Help Than Ever Is Available



One barrier to long term success is that most people don't take advantage of the help that's available. Most smokers try to go cold turkey, throwing away their tobacco, and vowing never to use again. Photo courtesy of Engin Akyurt of pixabay

California Health Collaborative News Release

BUTTE COUNTY, CA (MPG)

- For tobacco users breaking their addiction to nicotine might be the very best Spring break they could get, roughly 70% of tobacco users say that they would like to stop. The CDC reports that in any given year approximately half of all smokers make a serious attempt to quit, yet fewer than one out of 10 succeed. Since 2018 the California Health Collaborative's (CHC) SI SE PUEDE program has been trying to improve that success rate in our region.

According to Bruce Baldwin, Tobacco Treatment Coordinator for CHC one barrier to long term success is that most people don't take advantage of the help that's available, he says "Most smokers try to go cold turkey, throwing away their tobacco, and vowing never to use again. This was certainly true for me. Once I finally acknowledged that my addiction to nicotine was a powerful foe and I needed help to break free I was able to quit, after years of trying and failing!"

CDC statistics show that fewer than 5% of smokers who try "cold turkey" achieve long term abstinence, but success rates can be as high as 40% for those who use a combination of all the various treatment options; nicotine replacement, medication to reduce cravings and counseling/coaching. The goal of modern tobacco cessation treatment is to get as many people as possible to use these effective methods when trying to stop. Nearly all tobacco users require multiple attempts before they succeed, using effective practices always improves their chances of success. Thankfully

Continued on page 3

Local Deacon Describes His Spiritual Retreats in Ireland

By Deacon Adam Bowers

GRIDLEY, CA (MPG) - My family's ancestors did not arrive with the later waves of Irish immigrants of the nineteenth and twentieth centuries; we settled on these shores when America was still an assortment of colonies.

My mother's father (who died before I was born) is known to me only through stories told of him and his own published stories as a successful mystery author. He was always proud of our Irish heritage, and delighted in saying that we came from "Kings of Ireland." Of course, for almost a millennium, the Irish had no kings other than the English ones, so this was his way of saying we were like all the other Irish who came to America.



During his spiritual retreats to Glendalough, Ireland, Catholic Deacon Adam Bowers resided in one of the hermitages maintained by the Sisters of Mercy. Photo by Adam Bowers

Five years ago, I was led to arrange a spiritual retreat for myself and discovered Glendalough, which is situated in the

scenic Wicklow Mountains of Ireland. Glendalough means "glen of two lakes," and while the importance of St. Patrick for the whole

of Ireland can never be overstated, Glendalough's pride is in its own native son, St. Kevin.

Continued on page 3

The New Pi-Line



By Josh F.W. Cook

You need to use the internet to watch the rate of flow at the Oroville Dam. There is a record pile of snow in the Sierras, and Winter snow melt can cause floods as the snow and ice that accumulate during the winter can store large amounts of water, sometimes more than a dam can hold back. When the weather warms up in the spring, the snow and ice begin to melt and release this stored water, leading to rapid runoff and causing rivers and streams to swell and overflow their banks. If the rate of snow

melt is too fast or if there is a significant amount of precipitation during the same time period, this can exacerbate the flooding. The amount of snow that accumulated during the winter and the speed at which it melts can be influenced by various factors, such as temperature, wind, and terrain. It could get dicey in a few hot days or days with more rain during warm weather. Not that we lowland South County people have trust issues with our local dam operators, but we have become kind of trust but verify people.

Word on the street is that an Amazon-like warehouse facility is being proposed for South Oroville. The economic impact of Amazon-type warehouses would indeed be significant. Online shopping has created a vast network of warehouses and

distribution centers to support online shopping at home. The upsides for the area include hundreds or even thousands of jobs in the local community, including positions in warehousing, logistics, transportation, and management. Those employees and contractors will spend money at local businesses, such as restaurants, shops, and service providers, which only boosts the local economy. Interesting how every time there is a 10-year plan for economic growth and development, something new comes along. When they were selling the idea of widening Highway 70, they said it would bring businesses with it. That is a promise that seems to be coming to fruition.

Josh F.W. Cook is an Educator and Public Administrator. Views expressed here are solely those of the author. ★

RSD T's for You!

By Seti Long

GRIDLEY, CA (MPG) - The time has come for the community to start preparing for Red Suspenders Day, and what better way than donning a commemorative T-shirt?

This year the shirts are red, with a fantastic black and white logo depicting a firefighting helicopter and the 2023 Red Suspenders Day Theme, Five Alarm Fun.

T-shirts can be purchased for \$20 for sizes small through X-Large, and \$22 dollars for XX-Large. Supplies are limited so act fast! To reserve yours contact the Gridley Area Chamber of Commerce at (530) 846-3142. If it is during non-business hours,



Red Suspenders Days t-shirts are on sale now! Get yours before they are gone. Photo by Gridley Area Chamber of Commerce

please leave your name, desired size, and contact number so that the Chamber can reach out to you.

Show your colors and support our Chamber of Commerce in their efforts to honor our firefighters! ★

Committee to be Established for the Miss Butte County Scholarship Program

By Kari Wheeler

BUTTE COUNTY, CA (MPG) - On Tuesday, April 25th at 6:00 pm the Butte County Fair Board of Directors will be creating an ad hoc committee for the Miss Butte County Scholarship Program for oversight on the future direction of the program. If you are a past participant in the

program in any capacity or member of the community, your input is greatly needed.

The meeting will be held at the Butte County Fair Board of Directors room located at 199 E. Hazel Street, Gridley.

Please reach out before the meeting to notify us of your attendance or contact Kari Wheeler with further questions at 530-693-1777. ★

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The Manzanita Elementary School District

Applications are being accepted to fill a vacancy on the Manzanita Elementary School District Board of Trustees.

Applicants must be district residents and be registered to vote. Interviews for potential Board Member to be held May 10, 2023.

Interested residents may email Brittany Lobo blobo@mesd.net to request application or pick up paper copy. Applications are also available on our school website.

Completed applications must be submitted no later than 3:00 PM on April 28, 2023.

Contact person: Brittany Lobo, Manzanita Elementary School District



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MEMORIAL

JULIA ANN DEAL • 11/5/1960 – 4/9/2023

Julie Ann Deal "Julie-Jules" entered into Heaven on April 9th, 2023, surrounded by her family. She was 62 years old.

Julie was born on November 5, 1960, to James (Jim) and Wilma Jenkins in Oroville, CA. Julie was an adorable, toe-headed, spitfire who had a passion for animals from the start. If Julie wasn't caring for the neighborhood strays, she was spending time with her family and friends or playing sports. After marrying her husband, Monte Deal, they started and raised a family together in Gridley, CA, for 34 years. Julie loved to cook for her family and friends, and she was dang good at it.



Julie is remembered for the beautiful person she was inside and out. She cared so deeply for the people around her. She had a smile and laugh that could warm a room. She will be forever missed.

Julie is survived by her loving mother, Wilma Jenkins; her husband of

34 years, Monte Deal, and her three children, Danielle (Randy) Stevens, Jamie (Andrew) Robinson, and Colby Deal. Forever loved by her 7 grandchildren, Dallas and Reese Stevens, Kyler, Jace, Emory, and Gavon Robinson, and Austyn Deal. She is also loved and remembered by her brother and sister, Bob and Carol Jenkins, as well as her niece and nephews, great nieces and nephew and many aunts, uncles and cousins. Julie was predeceased by her father, James Jenkins.

Please join us in celebrating her life Saturday, April 22 at 1 p.m. at the Gridley Moose Lodge, 1533 Hwy 99 Gridley, CA 95948.

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Deacon Describes Spiritual Retreats



Spiritual journeys to Glendalough, Ireland have helped Catholic Deacon Adam Bowers develop his ministry. He is pictured here in his hermitage (cottage), with an icon of Saint Kevin in the background. Photo by Adam Bowers

Continued from page 1

In the sixth century, Kevin founded a monastery beside the upper lake in the glen from which the place derives its name. He lived many years as a hermit in the company of only animals and birds—barefoot and wearing animal skins. As his fame as a teacher and holy man spread, many people came to him for help and guidance, and eventually established the monastery.

Today the Sisters of Mercy maintain a property adjacent to St. Kevin’s Parish in the village of Laragh, where they offer pilgrims the use of five hermitages (*or cillins*). These little stone cottages provide basic accommodations: a main room with

fireplace and a twin bed, a kitchenette, and a bathroom. The monastery ruins, original church, and iconic tall round tower are within a short walk of the hermitages.

When I first visited, I had recently entered formation to become a deacon in the Catholic Church. Upon arriving, what was most striking was the silence of the place. Being accustomed to a house with five children, the absolute quiet and calm made quite the impression. Next, I was taken by the harmonious beauty of the grounds: the stone and slate, the little four-paned windows with a flower box on each sash, the green, the moss, the wildflowers, and the orderly footpaths leading

the way up the hill to the parish church.

Attending my first Mass in the church, the old white-bearded priest welcomed me warmly as “another hairy” (*i.e.*, a hirsute fellow) and was eager to hear *my* accent. After Mass, I could settle in for a day of prayer, study, and reflection, or I could venture a little further afield and make some new discovery. In the evenings, a short stroll down to the village pub and its hearth rewarded me with a pint and simple but delicious fare.

The retreats to Glendalough became annual, with the only interruption being the pandemic. Since my first visit, I have returned three additional times, most recently this past March. Neither the people of the parish, nor the Sisters operating the hermitages, nor “Fr. Hairy” had any idea that throughout my formation to the diaconate, they were nourishing me spiritually by opening up their spiritual home and offering their hospitality.

And so it was a great joy to visit this year as a member of the clergy, and to be invited to preach at Sunday Mass, where I received the opportunity to thank them for their wonderful gift. We are much better acquainted now, and I am most grateful to them for helping to sustain me in my ministry. “Kings of Ireland” or not, thanks to the dear people and land of Glendalough, there I am ever a son returning home – God willing, again next year. ★

A Great Time at Back in Time 2



Gridley Area Chamber of Commerce celebrates a ribbon cutting with downtown Gridley’s Back in Time Arcade 2. Pictured left to right: Joan Clarke, Lisa Van De Hey. Back: Perry Stair, Briana Swanson, Amelia Kuentz, Cathy Mills, Billy Quenga. Front: Ainsley Swanson, McKenna Swanson, Chris Swanson, Lynne Spencer. Not pictured: Delaney Swanson. Photo by Seti Long

By Seti Long

GRIDLEY, CA (MPG) - Just shy of a year after its Grand Opening in May of 2022, Back in Time Arcade 2 held an official ribbon cutting ceremony as they joined the Gridley Area Chamber of Commerce.

Back in Time Arcade 2 is a family run business, with owners Chris and Briana Swanson at the helm with help from their daughters. The result is a welcoming and friendly atmosphere, where gamers of all ages can experience vintage and newer video games at a flat rate of \$10 per person. McKenna, who often runs the front counter, says that the arcade is “high energy but at the same time, it’s a place where you can just go in and take your mind off the real world.”

The arcade has also become a hot spot for parties in downtown Gridley with its neighbor being family run Our Town Pizzeria. What could be better than pizza and video games? A conjuring door makes ordering fresh pies convenient and easy.

The Swansons say that not only are birthdays held at the arcade, but

community groups choose to hold their meetings there, drawing crowds from as far as Sutter, Colusa and beyond. To date, the establishment has hosted over 118 parties and has had over 100 people come through their doors in one evening.

The family gathered with the Gridley Area Chamber of Commerce members and cut the ribbon, celebrating their new partnership the afternoon of Thursday, April 6th.

Back in Time Arcade 2 is open every Friday from 4:00 -9:00 pm unless otherwise announced and is available to book private parties on the weekends. For \$275, you have free reign of the arcade for two hours, including an area to stage gifts, cake, and a seating area to enjoy your goodies. Gift cards are also available for purchase if you are looking for that special gift for a family member or friend.

Back In Time 2 is located at 960 Hazel St. in downtown Gridley. For more information or to schedule your next event contact Back in Time 2 Arcade on their Facebook page or at Backintimearcade@gmail.com ★

Grace for Those in Need: Grace Lutheran Offers Bag of Groceries

By Grace Lutheran Church

GRIDLEY, CA (MPG) - Grace Lutheran Church has a food assistance program for people in need. If you are having trouble making

ends meet, Grace Lutheran Church has a bag of groceries for you. The food pantry at Grace is open every Wednesday from 10:00 am to 12:00 pm. Grace Lutheran Church is located at 150 Ford Ave., Gridley. ★

Everyone Invited to Fair Volunteer Day and BBQ



Volunteer Day & BBQ returns to the Butte County Fair Saturday, April 29. Several beautification projects are lined up, with fair staff providing materials and tools, and local organizations providing leadership. Left to right: Ellie, Breanna, Taylor, Justin, and Becky Johnson. Photo by Cindy Scott

By Cindy Scott

GRIDLEY, CA (MPG) - An amazing array of community groups will gather Saturday, April 29, at the Butte County Fair to complete beautification projects and enjoy a BBQ. Members of Calvary Chapel of Gridley, MiCASA, the GHS Interact Club, Barbarian Rugby Club, Lions, Rotary, Knights of Columbus and other groups will be dispersed among a variety of projects, including gardening, painting, and larger-scale projects like reroofing gates and refurbishing picnic tables.

Volunteer Day began in 2016, with many projects completed over the years by

volunteers. A walk through the fairgrounds serves to verify the significant difference made by community members of all ages. Our beautiful fairgrounds are central to our community activities and are a welcome asset to the area.

Volunteer Day is Saturday, April 29, and all are invited to this family-friendly event. Volunteers arrive at 8:00am, and the free appreciation BBQ begins at 11:00 am, with snacks provided mid-morning. Fair staff will provide most of the materials. However, if you have gloves, a hand trowel, and tools such as shovels and rakes, please bring them. Questions can be directed to the fair office at 530-846-3626. ★

Want to Quit Tobacco? More Help Than Ever Is Available

Continued from page 1

access to multiple effective options have steadily increased recently, both nationally and locally.

In 2020 the U.S. Surgeon General released a comprehensive report on cessation treatment. One of the most encouraging findings of that report is that short, interactive text message services are effective and that web based interventions increase success. This is especially important since youth and young adults seem to have a greater understanding that vaping is harmful and are wanting to quit. A study published in The Journal of Addictive Behavior in 2021 found that nearly two-thirds of young adult e-cigarette users plan to quit and a third of adolescent users have attempted to quit in the past 6 months.

There are free text messaging cessation treatment services offered through various sources, for anyone trying to quit, young or old. Two of the best are: SmokefreeTXT: <https://smokefree.gov/> Visit the website or simply text QUIT to 47848 to sign up.

Kick It California Text Messaging: <https://forms-nobutts.org/texting/> and <https://www.novapes.org/> Visit the website or text Quit Smoking or “No Vapes” to 66819 to sign up.

On the local level there has been tremendous progress increasing access to effective practices for treatment. Enloe now employs a fulltime “Cessation Navigator”, a trained Tobacco Treatment Specialist who is available to provide coaching, counseling and guidance to help Enloe patients to quit tobacco. See below for contact information.

Furthermore the Butte County Dept. of Public Health Tobacco Education Program has been offering scholarships to selected individuals to attend Tobacco Treatment Specialist (TTS) training online through the Univ. of Kentucky BREATHE program, a nationally accredited TTS instruction program. The goal is to embed Treatment Specialists in as many service agencies as possible; so far school staff members, Butte County Behavioral Health staff members, Chico State Wellcat staff and staff from various health clinics and community centers have received the training.

To learn more about these cessation treatment services in Butte County visit: ButteCounty.net and search for “cessation” and open “cessation resources pdf”. Public Health Departments in all North Valley counties maintain similar resource listings as well. ★

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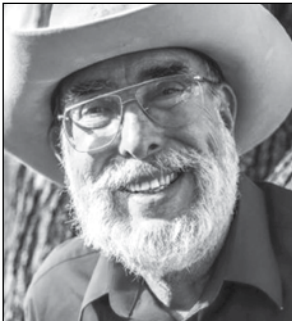


By Barbara Ott

The sticky weed is winning. It is starting to crawl up the fence. This is not a good thing. I finally have time to get out there and rip it out and what do you know...the north wind is blowing and I'm feeling whiny about the wind. I need to get over that one. Everything is taking on

so much color and new growth it is refreshing even if some of the "everything" is weeds. I'm getting ready to dig up snowdrop bulbs. They are wonderful and I keep many but they mass-multiply in the flower beds, so out some go. I'm battling the aster that intends to take over the world, once again. A few grew up last year after I thought I'd dug them all out. It enticed me into leaving only a few... liar, liar pants on fire to that plant. It did not double, it did not triple I think it gazzionented. Digging that liar up. I am so excited there are baby peaches on the peach trees. I was convinced the bees had not made it out in bad weather. That's a

lesson learned from the bees, you get your fuzzy behind out and get the work done no matter what. The blueberries continue to have a lot of blooms, the orange tree is budding up it is a wonderful thing to see. Garden snails, unlike their cousins the aquatic snails cannot swim. No, I haven't been experimenting on them. They are after-all one of the creations of the creator. Life is precious etc. Every morning I'm finding drown snails in my rain water buckets. I've seen them crawling along the top of the buckets. I guess they go for the water and their slime slides them right in. Who knows, not my problem. Maybe my solution.. ★



Slim Randles

It was just one of those things. It didn't really mean Marvin Pincus had lost his mind. Consider this yourself for a minute. Marvin had opened the mail that morning and in it was the Fenwick glass fly rod he'd ordered. Oh, it was used, of course. But there's a feel to a Fenwick that only a man dedicated to a life of using dry flies can appreciate. The weather was gorgeous. The fish were biting on Lewis Creek. But there was a hitch. Marvin had broken his ankle the previous week and was temporarily in a wheelchair. It was his right ankle, so he couldn't drive down to the creek. And there, in his hands, was the Fenwick. He put it together, attached a reel

"Catch Anything?"

and some four-weight line and set it on the couch and looked at it. Marjorie was off visiting her sister, so she couldn't help him. But there's a pull, an irresistible draw to a fly rod. He had to cast it. Now. It took Marvin about 20 minutes to negotiate the front steps with that wheelchair and the Fenwick. Oh, he could've called a friend to help him, but how could he possibly explain why? Finally, he negotiated the sidewalk and then the edge of the street itself. There were no cars coming this early afternoon. Up came the Fenwick. A few swishes in the air told Marvin he'd done the right thing in ordering the rod. So he ran out some line and began casting. About halfway across the street was a large mulberry leaf. He did a double haul on the line and sent the fly toward the leaf. It took several tries before he hit it, but when he made that cast, you could've sold tickets to it. His fly came to rest about three feet above the leaf and then fluttered gently down onto its target. Marvin's smile said it all. Then the school bus came around the corner full of kids heading home, and Marvin realized he was casting a fly rod from a wheelchair onto dry pavement. "Hi Mr. Pincus!" yelled one of the kids. "Catch anything?" "A little slow today, Billy," he yelled back. "Isn't it hard to catch fish without water?" Billy yelled. "It's okay, son," Marvin said with a grin. "I'm using a dry fly!" *With a Fenwick fly rod, you can feel the fish breathe. Have a look. <https://www.purefishing.com/fenwick/>.* ★

Thoughts to Ponder

by Kathy Neal

In our modern, up scaled, over productive world some people some people would call Jesus' world as, "odd; weird; our of order; and completely up-side down!" This is shown by such commands as: Love the Lord your God above all else! Love your neighbor as yourself! Do good not evil! Do unto others as you would have them do unto you!

Jesus ate with tax collectors and other so-called sinners. He blessed ladies of scorn and traveled with lowly fishermen. He associated with women, Oh my gosh! Women who were the lowest on the totem pole in the community. He even talked to people banished from the Jewish family, the Samaritans. He gave to the poor, fed the hungry, and brought back to life a woman who clothed the naked. Oh my! In our modern daily living such things often go undone. But, in the last few months we have seen God's Holy Spirit move across our messed-up land. A football player dies on the field and a stadium filled with tear filled eyes prayed. First responders with God's help brought the player back. Even TV hosts prayed. An earthquake leveled two countries and people from all over the world



came to the rescue. Then is a small Kentucky college a revival lasted for weeks and spread across the world. Praise God for up-side down ideas. "Oh, you're one of those Christians!" All of us who are believers have heard

this. People don't know how we live as believers and make fun. But churches aren't for perfect people, but broken pots in need of repair. It is through fellowship with others and with Jesus that the repair works. Jesus offered blessings and prayers for all people. God kept His promise to bring salvation and eternal life for all who believe. It is up to humankind to accept the blessings and claim the promise. Even in our messed-up, crowded world, God seeps through. In a small Kentucky college, in the destruction of countries, even on a football field, and our homes. Jesus did say, "Well bless your heart." The Greek word for blessing is eulogeo and is Jesus' prayer request for us all! *Be with the Gridley United Methodist Church in fellowship as believers to receive Jesus' blessing. We meet each Sunday at 10 am at 285 Magnolia Street. As Jesus did we will serve others in our community.* ★

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- In a fire, smoke detectors sense smoke and activate the fire alarm. Manual fire alarm boxes allow people to sound the alarm. When the fire alarm system activates it will warn residents of danger.
- Everyone in the building should know where to find the manual fire alarm boxes (alarm boxes on the wall with a pull bar). Most are found within five feet of an exit door.
- If there is a fire, pull the manual fire alarm box handle on your way out of the building.
- When the system senses smoke or fire, a loud horn or tone will sound. Everyone must know what this sound means and how to react.
- Leave the building right away if you hear the sound of a fire alarm. Stay outside at your meeting place until you are told the building is safe.
- Treat every fire alarm as an emergency. When the alarms sounds, get outside.
- Only use a manual fire alarm box if there is smoke or fire. Frequent false alarms are a problem. People might ignore the sound if they hear too many false alarms.

Know the locations of all exit stairs from your floor. If the nearest one is blocked by fire or smoke, you may have to use another exit. If the fire alarm sounds feel the door before opening. If it is hot, use another way out. If it is cool, use this exit to leave. Close all doors behind you as you leave. Take the key to your apartment in case you are not able to get out of the building. If fire or smoke is blocking all exits, return or stay in your apartment. Keep the door closed. Cover cracks around the door with towels or tape. Call 9-1-1 and let the fire department know you are trapped. Signal from the window by waving a flashlight or light-colored cloth.

Thank You, and Be Safe!!

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Historic Marketing Blunders

Although Wall Street marketing agencies are world renown for developing catchy jingles and slogans for iconic brands and millions of dollars are thrown their way to come up with such things, on occasion we scratch our heads and say “what the heck were they thinking?”

Throughout history, looking back on decades of products and their promotions, there are classic streaks of brilliance and occasional bouts of idiocy.

Jingles like “plop, plop, fizz, fizz, oh what a relief it is” (Alka Seltzer), and “where’s the beef” (Wendy’s) are engrained into our brains like the simple math we learned in elementary school.

One can actually ascertain the age of another by what jingles they know along with iconic TV shows theme songs and the lyrics.

Of course, along with brilliance comes the occasional blunder.

When Coca-Cola went about announcing it was changing its formula, known as the “New Coke”, we thought “why are you messing with a drink that has been as successful as Coke over a century or more?”

It’s not like people were stopping their purchases of Coke and complaining they lost their taste for it after 100 plus years of the concoction.

Far from it.

Coke is still the number one selling soft drink ever. But somehow Coke thought it could do better and announced it was changing the secret formula. That decision quickly became a head scratcher, as iconic as the drink itself.

After widespread backlash, Coke back peddled and initiated damage control, scrambling to preserve the century old taste by reintroducing “Classic Coke” as an alternative to the new one. New Coke eventually went into the history books as one of the most historic marketing blunders of all time. After Coke wiped the egg from its face, it dropped the whole campaign 16 years later.

Fast forward to today, and now Budweiser enters the spotlight. A delicate situation to be sure, during March Madness, the popular college basketball tournament, Bud Light partnered with transgender Tik Tok celebrity Dylan Mulvaney, in which the iconic beer company sent a Bud Light beer with

Mulvaney’s picture on the front of the can.

Mulvaney posted the sponsored announcement on her then 1 million viewership Instagram channel with commentary.

Soon thereafter, Nike entered the controversy by hiring Mulvaney to advertise their sports bra and leggings in what appeared to be a hastily thrown together video of the transwoman working out in Nike gear in what appears to be a backyard.

No matter what ones view of the campaigns, there is no arguing the backlash from conservative groups has been notable.

The old adage “any advertising is good advertising” certainly is in play and no doubt there are multiple conversations in corporate boardrooms taking place right about now as to whether to dip toes into the controversial pool that is Dylan Mulvaney or get the hell out.

Observationally speaking, we are in new territory here.

Can a company profit from such a notoriety as promoting a view that so angers a good portion of its customer base yet generates such widespread coverage?

Does the obvious kickback by a loyal customer base outweigh the attention such an advertising campaign generates?

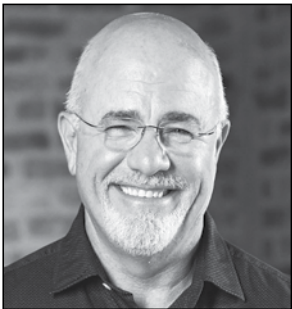
Difficult questions for sure and I have no idea whether the gamble will pay off in increased revenue for either company or result in a fireball of plummeting sales in protest. At the date of this writing, although neither company is commenting, it is rumored sales of Buds products are on the rapid decline.

Whether all this will eventually blow over or if the iconic brands will suffer significant damage remains to be seen.

What I do know is there certainly going to be one winner in all of this. Dylan Mulvaney is going to make a fortune.

“Watching the markets so you don’t have to”

This article expresses the opinion of Marc Cuniberti and is not meant as investment advice, or a recommendation to buy or sell any securities, nor represents the opinion of any bank, investment firm or RIA, nor this media outlet, its staff, members or underwriters. Mr. Cuniberti holds a B.A. in Economics with honors, 1979, and California Insurance License #0L34249.★



Gen Zers and Millennials? I Love ‘Em!

Dear Dave,

I am the managing partner of a family business. We would like to add to our team, but I’m worried we can’t try to hold millennials and Gen Zers to the same standards as other generations without losing them. How do you feel about this?

– Sarah

Dear Sarah,

Listen, I’ve got a building full of Gen Zers and millennials – and I love them. If you hire the rights ones, you’re getting people who love calluses on their hands and on their brains. They make the interview process easy too, because there are just two types from these generations: the ones who are unbelievably awesome and the ones who aren’t. But the great ones are not afraid of hard work. They’re passionate, intelligent and mission driven. I mean, they’ll charge the gates of hell with water pistols for something

Dave Ramsey Says

they believe in.

But that means you have to provide meaning in the work they do. They want to see that their work connects to something that matters. They want to be treated with dignity, not like units of production. And they have inquiring minds. Most of them want to know why you do things the way you do them. All that is perfectly okay with me and always has been.

Now, they’re the worst two generations to work for someone who’s just a boss. That’s because bosses push while leaders pull. If you’re going to pull, you have to inform, communicate and share a vision that draws people into your mission. Bosses, for the most part, have a “do it this way because I said so” attitude. That’s not going to last long with Gen Zers and millennials.

I get where you’re coming from though, Sarah. I’ve still got friends and business associates who tell me we’re going to lose everyone from these generations if we don’t cave in and give them things like “the flexibility to work from home” – which really means, “I don’t want to work much” or “I want to work all the

time.” Listen, I understand not everyone who works from home falls into one of those two categories, but some of them do. There are folks who put in 80 hours a week because they can’t put their screens down and live a life. Or they work three hours a day and call it “working from home.” That’s not working from home – that’s working part-time hours for full-time pay. And that’s called stealing.

But millennials and Gen Zers? I’m a huge fan of these generations. I truly, personally like them. They are, for the most part, genuine, real people and hard workers. If you give them what you should as a leader, they’ll blow you away with their smarts and what they’re capable of achieving!

– Dave

Dave Ramsey is an eight-time national bestselling author, personal finance expert and host of “The Ramsey Show,” heard by more than 18 million listeners. He has appeared on “Good Morning America,” “CBS This Morning,” “Today,” Fox News, CNN, Fox Business and many more. Since 1992, He also serves as CEO of Ramsey Solutions.★

Hate Crime Defendant Committed to State Mental Hospital

Butte County Press Release

BUTTE COUNTY, CA (MPG) - A Butte County Superior Court judge today ordered the Chico man accused of committing a series of hate crimes in Chico last year to be housed at a locked state mental hospital until he can be certified to be mentally competent to stand trial.

Thomas David Bona, 37, of Chico, continues to face vandalism, arson, and hate crime charges involving the burning and defacing of the sign of a Chico synagogue and a Chico mural. However, in November 2022, his public defender expressed a doubt as to Bona’s ability to understand the nature of the criminal proceedings against him.

Bona was then evaluated by a court-appointed psychologist who opined Bona could not presently understand the nature of the criminal proceedings or assist his counsel in the conduct of his defense in a rational manner. Based on the psychologist’s report, the judge found Bona incompetent to stand trial and suspended criminal proceedings.

Butte County District Attorney Mike Ramsey said the primary goal of Bona’s civil commitment to the state mental hospital system today is to treat and help him understand the legal proceedings

against him and allow him to assist his attorney in his defense. The criminal case will resume once Bona has regained competency and can fully participate in the legal process.

Bona’s vandalism charge stems from an October 7, 2022, incident where Bona was captured on surveillance video throwing a large rock through a window of a local Chico restaurant. Then, on November 2, 2022, a local synagogue’s sign was found to be burned and marked with numerous swastikas.

After Bona’s arrest, Chico Police detectives determined Bona was also responsible for damage to a Chico tribute mural to missing or murdered indigenous women. Similar to the synagogue’s sign, the mural was marked with swastikas and hate messages.

The District Attorney filed a felony count of vandalism and two counts of felony arson, each including a hate crime allegation. At the time of the current alleged offenses, Bona was on supervised release from state prison where he had been sentenced to six years for previous hate crimes. If he regains his competency to stand trial and is convicted of all counts and allegations on his current cases, Bona could receive up to nine years in state prison. ★

Congress Should Investigate Chinese IP Theft

Commentary by Frank Cullen

The House of Representatives recently formed a bipartisan committee to “investigate and submit policy recommendations” on ways to counter the threat posed by the Chinese Communist Party.

The move is welcome and long overdue. For decades, China has sought to weaken America, and enrich itself, by stealing cutting-edge technologies critical to our national security and economic well-being. Lawmakers would be wise to make this intellectual property theft the foundation of their investigation.

Consider China’s ongoing campaign to appropriate U.S. companies’ trade secrets the proprietary know-how that enables American firms to make everything from lifesaving medicines to next-generation alloys used in spacecraft. U.S. officials have estimated that China steals up to \$600 billion of American intellectual property annually. This theft endangers the jobs of more than 45 million Americans who work in IP-intensive industries, which account for more than \$6.5 trillion in economic output.

China sometimes tries to obtain this intellectual property through bullying essentially, requiring American companies that want to sell their goods to the Middle Kingdom’s 1.4 billion consumers to partner with Chinese firms. For example, until last year, China mandated that foreign car companies partner with local auto manufacturers. China has required wind turbine and solar panel producers to make a certain percentage of their products in the country. Those local “partners” frequently use this access to sensitive information to learn

American secrets and, eventually, reproduce the technology without any need for a U.S. partner.

Other times, Chinese nationals often working formally or informally for the Communist Party have outright pilfered trade secrets.

In November 2022, a U.S. court sentenced Chinese national Xu Yanjun to 20 years in prison for planning to steal trade secrets from multiple U.S. aeronautical companies. In 2018, Chinese company Sinovel Wind Group was convicted in a Wisconsin federal court for stealing technology from its American partner. A recent report by Boston company Cybereason revealed a Chinese campaign called “Operation CuckooBees” that stole the blueprints for hundreds of gigabytes of advanced technology.

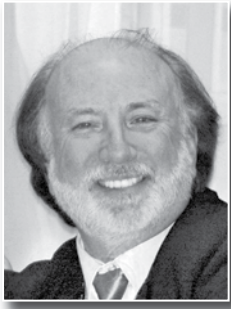
Unfortunately, this espionage campaign has borne fruit. According to experts at Harvard’s Kennedy School, China is on track to overtake the United States’ technological dominance within the next decade.

And the Communist Party shows no signs of abandoning its goals. Just the opposite. President Xi has been elevating “technocrats” specializing in science and technology to positions of authority. In fact, nearly 40% of China’s national policy-making body is now composed of technocrats determined to accelerate their nation’s economic progress by hook or by crook.

For decades, China has sought to surpass the United States in high-tech fields by stealing Americans’ best ideas. It’s up to Congress to put a stop to this theft.

Frank Cullen is executive director of the Council for Innovation Promotion. This originally ran in The Hill. ★

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Charter boats for two day's \$2800.00
Two adults and two youths.

My personal fishing boat. \$755.00

Boat rental. Two days. \$676.00

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Swimming fees/permits.

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Two senior passes.

\$120.00 good for 90 days.

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\$95.00 good for 90 days.

If the grandkids get restless, and they surely will, they may want to join other kids at Sand Beach for a cool dip.

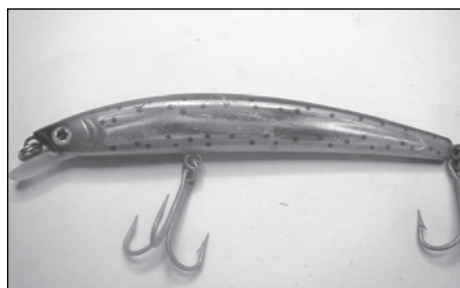
We chose to rent a boat for two days, but this requires that we Shall obey all Coast Guard rules and regulations, including; lawful use of the boat horn and the colors and codes of all buoys on the lake. I know! Lake Tahoe is a beautiful spot to visit, but Golly-Gee! We can purchase four pounds of salmon at \$39.84 and Bar-B-Que in the backyard while watching our favorite sporting event.

SAN FRANCISCO BAY-DELTA

S.F. Bay/South bay; limits of two halibut per rod. Try: Tray Bait. (b) Delta/ Three Mile Slough. Water slightly stained, caught 4- keepers and 11- shakers. Try: Sardine. (a)

COASTAL WATERS

Central coast; surf anglers score on silver surf perch, also a few striped bass. Try: Jerk Bait. (a) Six Pac boats limit on Dungeness crab. Try: Fish Offal. (b)



Jerk Bait

LAKES RESERVOIRS AND RIVERS

Clear Lake; caught 30 pre-spawn Crappie. Try: Gulp Worm/ shad color. (b) Clear Lake Catfish and Bass Derby, April 15th. Catfish: 38 boats signed up. Bass: 118 boats signed up. Results next week.

RIVERS

Sac. River system; Pittsburg area. The sturgeon bite is improving. Try: Eel or Salmon Roe. (a)

Feather River; anglers are putting lots of small stripers back. When the river clears expect better fishing. Note: Star Bend boat ramp closed for construction.

"Hem and Haw." BROWNIE



California's Top Citrus Region Digs Out of Muck After Storms

Growers in Tulare County normally enjoy harvest and fragrant orange blossoms this time of year. But last month's flooding requires an extensive cleanup operation and is a major challenge for the state's top citrus-growing region. The county produces California's largest share of navel and Valencia oranges and mandarins. Now farmers are dealing with standing water in groves, mucky sediment and driftwood strewn across their ranches. More than 60% of the citrus crop has been picked, but the wet weather has resulted in export windows being missed.

EPA Gives Go-ahead to California's Zero-Emissions Truck Plan

The U.S. Environmental Protection Agency has approved California's plan to phase out the sale of diesel-fueled heavy-duty trucks. The plan covers big rigs that transport much of the state's agricultural goods, as California seeks to reduce pollution and carbon emissions. Agricultural groups, including the California Farm Bureau, have expressed concerns that the California Air Resources Board's zero-emissions plan could disrupt transportation of livestock and fresh produce across the state due to a shortage of electric vehicles, charging stations and drivers.

Six Groundwater Subbasins Working to Improve Sustainability Plans

California water officials have signaled a willingness to allow six San Joaquin Valley groundwater subbasins to bring aquifer plans into compliance with state sustainability mandates. Officials have ruled that plans for the six subbasins fail to meet requirements of California's Sustainable Groundwater Management Act, which could trigger state intervention. However, the State Water Resources Board is so far allowing the subbasins – Chowchilla, Delta-Mendota, Kaweah, Kern County, Tulare Lake and Tule – to improve plans to bring aquifers into balance.

Rice, Corn and Dry Bean Plantings Expected to Increase, as Wheat Acreage Declines

Having more water this year has not necessarily boosted state plantings of field crops. Of crops tracked by the U.S. Department of Agriculture, only three – corn, rice and dry beans – are projected to increase in acreage. Rice, in particular, is expected to make a major comeback. Last year, the Sacramento Valley rice region followed vast acreage. This year, California's rice plantings are expected to reach 404,000 acres – compared to 256,000 acres in 2022. But total wheat acreage this year is expected to be among the lowest in state history. ★



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Oroville Man Ordered to Stand Trial for Shooting

Butte County DA News Release

BUTTE COUNTY, CA (MPG) - An Oroville man’s shooting case will proceed to trial after a Butte County Superior Court judge found sufficient evidence to hold him to answer on April 12, 2023, at his preliminary hearing.

Peter Lee Flaming, 53, of Oroville, was held to answer on charges of assault with a firearm and being a felon with a firearm

arising from a shooting in March of this year in which it was alleged Flaming shot a 47-year-old male friend multiple times in a dispute over a woman.

Ramsey said his office presented additional evidence today at the hearing outlining the motive behind the shooting, as well as circumstances of the crime that proved Flaming did not merely intend to hurt or scare his former friend, but intended to kill him. As a result, Ramsey said his office will be filing

additional charges of attempted murder, as well as several gun and injury enhancements that increase Flaming’s potential prison time.

Ramsey said this case began on March 19, 2023, when Butte County Sheriff’s deputies responded to a vehicle crash in the area of W. 14th Street in Oroville. When they arrived, deputies found the 47-year-old victim in the driver’s seat of his crashed truck, bleeding profusely from three gunshot wounds to his

leg, arm, and neck.

Deputies were able to administer life-saving measures which controlled the bleeding until medical personnel arrived and transported the victim to the hospital, where he received emergency surgery. The victim is now recovering outside the hospital.

Deputies learned in their investigation that Flaming had shot at the victim four times with a semi-automatic handgun as the victim was attempting to exit

his truck. Deputies responded to Flaming’s house, but Flaming had fled the area. The next day, Flaming was arrested without incident when he returned to his house and a good Samaritan reported seeing him. The gun alleged to have been used in the shooting has not been recovered.

Flaming will next appear in court on April 26, 2023, at 8:30 a.m. to be arraigned on his charges and set his trial date. He remains in Butte County Jail without bail. ★

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FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000303 The following person(s) are doing business as: THE GYM SALOON, 6093 Lincoln Boulevard, Oroville, CA 95966 David W. Martin, 7390 Lincoln Boulevard, #96, Palermo, CA 95968 Date filed in Butte County: March 21, 2023. The Registrant commenced to transact business under the above business name on: March 21, 2023

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FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000294 The following person(s) are doing business as: SUNSHINE MOBILE NOTARY AND SIGNING, 1150 Hobart Street, Apt. B, Chico, CA 95926 Amarissa S. Norris, 1150 Hobart Street, Apt. B, Chico, CA 95926 Date filed in Butte County: March 20, 2023. The Registrant commenced to transact business under the above business name on: March 19, 2023

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FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000292 The following person(s) are doing business as: STAN’S BAR & LOUNGE, INC., 280 Fairview Drive, Gridley, CA 95948 Stan’s Bar & Lounge, Inc., 280 Fairview Drive, Gridley, CA 95948 Date filed in Butte County: March 20, 2023. The Registrant commenced to transact business under the above business name on: February 7, 2023

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FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000269 The following person(s) are doing business as: THE PLANT BARN AND GIFTS, 406 Entler Avenue, Chico, CA 95928 Magnolia Gift and Garden, 1367 East Avenue, Chico, CA 95926 Date filed in Butte County: March 10, 2023. The Registrant commenced to transact business under the above business name on: N/A

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FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000357 The following person(s) are doing business as: ZOLLINS CARPENTRY, 2610 Ithaca Street, Oroville, CA 95966 Zachary A Collins, 2610 Ithaca Street, Oroville, CA 95966 Date filed in Butte County: April 4, 2023. The Registrant commenced to transact business under the above business name on: April 4, 2023

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FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000300 The following person(s) are doing business as: LUNDBERG FAMILY FARMS, 5311 Midway, Richvale, CA 95974 Wehah Farm Incorporated, 5311 Midway, Richvale, CA 95974 Date filed in Butte County: March 21, 2023. The Registrant commenced to transact business under the above business name on: N/A

This Business is conducted by: Corporation. NOTICE: This fictitious name statement expires five years from the date it was filed in the office of the County Clerk. A new fictitious business statement must be filed before that time. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14400, ET SEQ., Business and Professions Code. Publish: April 14, 21, 28 & May 5, 2023 LUNDBERG 5-5-23

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000129 The following person(s) are doing business as: IN AND OUT LIGHTS, 15 Apache Court, Oroville, CA 95966 Kelly Haywood, 15 Apache Court, Oroville, CA 95966 Date filed in Butte County: February 3, 2023. The Registrant commenced to transact business under the above business name on: N/A

This Business is conducted by: Individual. NOTICE: This fictitious name statement expires five years from the date it was filed in the office of the County Clerk. A new fictitious business statement must be filed before that time. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14400, ET SEQ., Business and Professions Code. Publish: April 14, 21, 28 & May 5, 2023 IN 5-5-23

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000203 The following person(s) are doing business as: ARGETSINGER FAMILY TRUST, 663 Center Avenue, Gridley, CA 95948 Cheryl Argetsinger Trustee, and Rick Argetsinger Trustee, 663 Center Avenue, Gridley, CA 95948 Date filed in Butte County: February 22, 2023. The Registrant commenced to transact business under the above business name on: N/A

This Business is conducted by: Trust. NOTICE: This fictitious name statement expires five years from the date it was filed in the office of the County Clerk. A new fictitious business statement must be filed before that time. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14400, ET SEQ., Business and Professions Code. Publish: April 14, 21, 28 & May 5, 2023 ARGETSINGER 5-5-23



FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000369 The following person(s) are doing business as: JERSEY BOY EATS, 13787 Centerville Road, Chico, CA 95928 Brett D. Melchior, 13787 Centerville Road, Chico, CA 95928, and Jatin A Melchior, 316 Orient Street, Chico, CA 95928 Date filed in Butte County: April 7, 2023. The Registrant commenced to transact business under the above business name on: N/A

This Business is conducted by: General Partnership. NOTICE: This fictitious name statement expires five years from the date it was filed in the office of the County Clerk. A new fictitious business statement must be filed before that time. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14400, ET SEQ., Business and Professions Code. Publish: April 21, 28, May 5 & 12, 2023 JERSEY 5-12-23

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000345 The following person(s) are doing business as: JI SERVICES, 464 Pearson Road, Paradise, CA 95969 Jenifer L Nichols, 464 Pearson Road, Paradise, CA 95969 Date filed in Butte County: April 3, 2023. The Registrant commenced to transact business under the above business name on: N/A

This Business is conducted by: Individual. NOTICE: This fictitious name statement expires five years from the date it was filed in the office of the County Clerk. A new fictitious business statement must be filed before that time. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14400, ET SEQ., Business and Professions Code. Publish: April 21, 28, May 5 & 12, 2023 JI 5-12-23

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000296 The following person(s) are doing business as: STRAIGHT EDGED PAINTING, 630 Tehama Avenue, Oroville, CA 95965 Melissa K Patterson and Dale W Patterson, 675 Mitchell Avenue, Apt K7, Oroville, CA 95965 Date filed in Butte County: March 20, 2023. The Registrant commenced to transact business under the above business name on: February 25, 2023

This Business is conducted by: A Married Couple. NOTICE: This fictitious name statement expires five years from the date it was filed in the office of the County Clerk. A new fictitious business statement must be filed before that time. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14400, ET SEQ., Business and Professions Code. Publish: April 21, 28, May 5 & 12, 2023 STRAIGHT 5-12-23

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-0000373 The following person(s) are doing business as: PATHFINDER DRX LLC, 1202N 75th Street, #222, Downers Grove, IL 60516 Arborworks LLC, 1202N 75th Street, #222, Downers Grove, IL 60516 Date filed in Butte County: April 11, 2023. The Registrant commenced to transact business under the above business name on: N/A

This Business is conducted by: Limited Liability Company. NOTICE: This fictitious name statement expires five years from the date it was filed in the office of the County Clerk. A new fictitious business statement must be filed before that time. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14400, ET SEQ., Business and Professions Code. Publish: April 21, 28, May 5 & 12, 2023 PATHFINDER 5-12-23

FICTITIOUS BUSINESS NAME – STATEMENT OF ABANDONMENT

FICTITIOUS BUSINESS NAME STATEMENT OF ABANDONMENT FILE NO. 2021-0000998 The following person(s) has (have) abandoned the use of the Fictitious Business Name: THE PLANT BARN AND GIFTS, 406 Entler Avenue, Chico, CA 95928 Denise Lynn Kelly, 406 Entler Avenue, Chico, CA 95928 Original filing date: 8/11/2021; Statement expires: 8/11/2026. The Registrant began transacting business on: 9/20/2006. Business conducted by: Individual. Date Filed in Butte County: March 15, 2023. This statement was filed in the office of Keaton Denlay, County Clerk of Butte County s/W. Schroeder, Deputy Publish: March 31, April 7, 14 & 21, 2023 PLANT 4-21-23

NAME CHANGE

SUPERIOR COURT OF CALIFORNIA COUNTY OF BUTTE ORDER TO SHOW CAUSE CHANGE OF NAME

CASE #23CV00308 Petitioner DeLanna Joan Seaton aka DeLanna Joan Clayter filed a petition with this court for a decree changing names as follows: DeLanna Joan Seaton aka DeLanna Joan Clayter to Isla Kepeloni Seaton. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing May 3, 2023, 9:00 a.m. Department TBA, Room TBA, Superior Court of California, County of Butte, North County Courthouse 1775 Concord Avenue Chico, CA 95928 Filed on February 7, 2023 Tamara L. Mosbarger, Judge of the Superior Court Publish: March 31, April 7, 14 & 21, 2023 SEATON 4-21-23

SUPERIOR COURT OF CALIFORNIA COUNTY OF BUTTE ORDER TO SHOW CAUSE CHANGE OF NAME

NOTICE OF PUBLIC HEARING OF THE CITY OF GRIDLEY COUNCIL ADOPTION OF THE SUTTER BUTTE BASIN REGIONAL LEVEE IMPROVEMENT PROGRAM DEVELOPMENT IMPACT FEE

NOTICE IS HEREBY GIVEN that the City of Gridley City Council will hold a public hearing at 6 pm on May 1st, 2023 (rescheduled from April 17th, 2023) in the Council Chambers, at City Hall 685 Kentucky St, Gridley, CA for the purpose of receiving written and oral comments from the public regarding the adoption of The Sutter Butte Basin Regional Levee Improvement Program Development Impact Fee pursuant to the Mitigation Fee Act (Government Code Section 66000 et seq.) The Sutter Butte Basin Regional Levee Improvement Program Development Impact Fee would provide funding for the implementation of 200-year flood control improvements in the urban (Northern) portion of the Sutter Butte Basin and 100-year flood control improvements in the rural (Southern) portion of the Sutter Butte Basin. NOTICE IS FURTHER GIVEN that at the said time and place any person may appear and be heard regarding the approval of the proposed impact fee. NOTICE IS FURTHER GIVEN that any data required by the Mitigation Fee Act is available and can be mailed to any interested party who files a written request with the City of Gridley for mailed notice of any meeting considering new or increased fees or service charges. Written requests maybe provided to City of Gridley at its offices located at 685 Kentucky St, Gridley, CA 95948 Attn: Carmen Santana. All interested parties are encouraged to attend the hearing and provide written and oral comments or suggestions concerning the proposed impact fee.

The Gridley Herald 4-21 and 4-28-2023

PUBLIC NOTICE

NOTICE OF HEARING

The Central Valley Flood Protection Board (CVFPB), pursuant to Section 12878 of the California Water Code, will hold a public hearing Friday, April 28, 2023, in the Sierra Hearing Room at the CalEPA Building, located at 1001 I St. #1, Sacramento, CA 95814.

Note: The public hearing is currently scheduled to be held in person at the identified venue, however due to changing conditions the meeting venue may change and is also expected to be simultaneously held virtually. In the event of a meeting location change, we ask that the public confirm the venue location on the CVFPB’s website or attend the public hearing remotely via the WEBEX or Zoom link or telephone. The remote hearing link and telephone instructions can be found at CVFPB’s website, www.cvfpb.ca.gov, by click on the Meetings icon. This hearing is being held to consider the fiscal year 2023-2024 budget estimate for Maintenance Areas (MAs) Nos. 1, 3, 4, 5, 7, 9, 12, 13, 16, and 17 (Butte, Colusa, Glenn, Lake, Sacramento, Sutter, and Yolo Counties) for maintenance and operation of the levees and flood risk reduction works within the MAs.

The purpose of the hearing is to confirm or revise the proposed maintenance and operation work program and budget submitted to the CVFPB by the Department of Water Resources for fiscal year 2023-2024. The CVFPB will receive evidence or testimony from any landowner or other interested person relevant to the proposed program of work, the necessity for such work, or the estimated cost thereof.

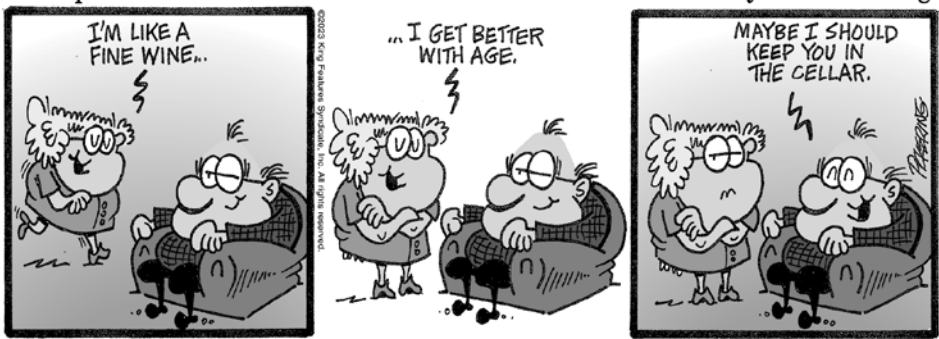
Within 10 days of the meeting date, please check the CVFPB website www.cvfpb.ca.gov for a copy of the proposed budget and an agenda for the April 28th meeting. If you need reasonable accommodations, call the Central Valley Flood Protection Board at (916) 574-0609, or contact the CVFPB Clerk at ryan.jones@cvflood.ca.gov as soon as possible, for arrangements.

The Gridley Herald 4-14 and 4-21-2023

THE GRIDLEY HERALD
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COMICS & PUZZLES

The Spats



by Jeff Pickering



Amber Waves

by Dave T. Phipps



Out on a Limb

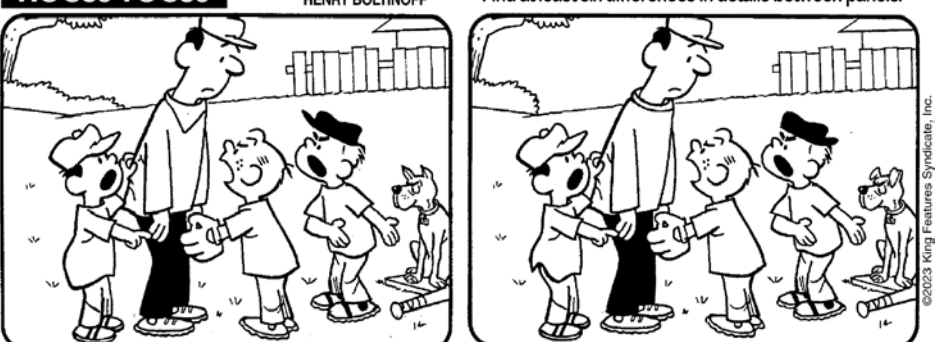
by Gary Kopervas



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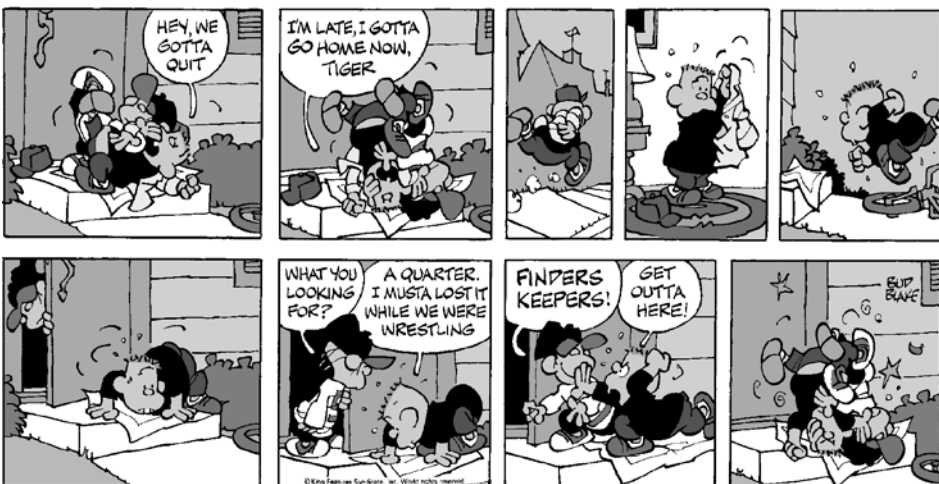
BY HENRY BOLTINGOFF

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TIGER

by BUD BLAKE

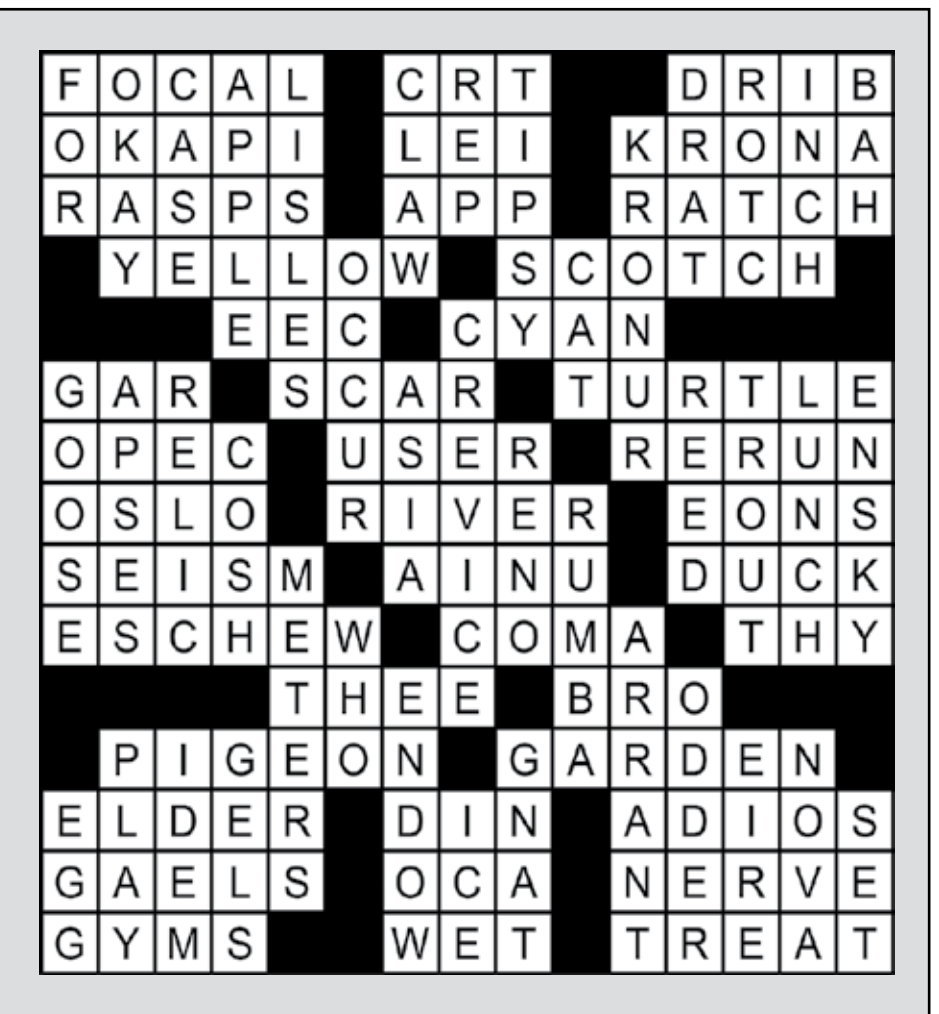


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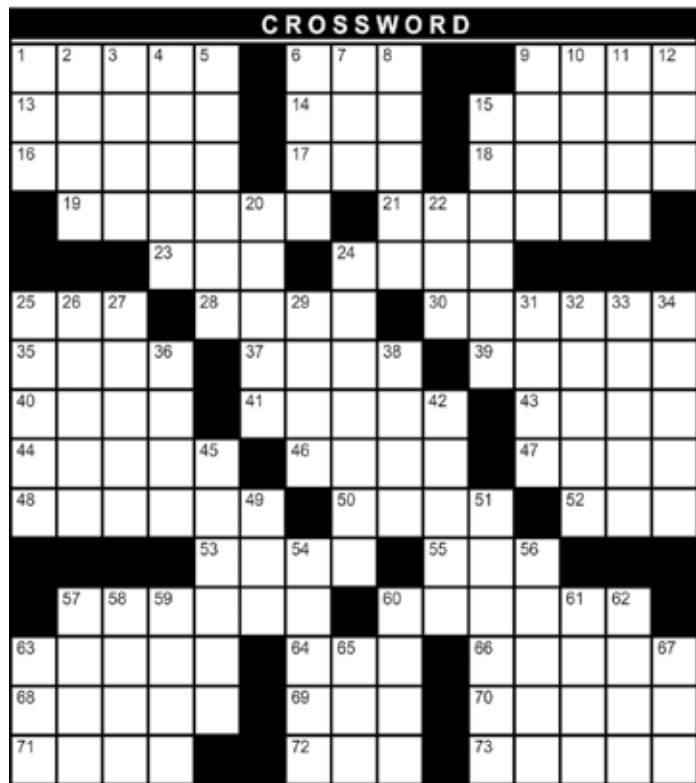
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- ACROSS
- Centrally localized
 - Tube in old TV
 - Precedes drab
 - Giraffe's cousin
 - Big Island flower necklace
 - Icelandic currency
 - Grating sounds
 - Software program, for short
 - Tool with toothed wheel
 - *Mellow ____ or ____ ribbon
 - Butter ____ or ____ tape
 - a.k.a. Common Market
 - Printer cartridge color
 - Toothy fish
 - *Battle ____ or ____ tissue
 - *Ninja ____ or ____ dove
 - Oil group
 - *Drug ____ or ____ friendly
 - Old TV episode
 - Nobel Peace Prize capital
 - *Amazon ____ or ____ valley
 - Ages and ages
 - Earth shaking
 - Hokkaido language
 - *Odd ____ or ____ soup
 - Stay clear of
 - Vegetative state
 - Olden day "your"
 - Olden day "you"
 - Sib
 - Park bench friend?
 - *Rose ____ or ____ variety
 - LDS missionary
 - Cacophony
 - Goodbye, to amiga
 - Gaelic-speaking Celts
 - Mozart's "L ____ del Cairo"
 - Courage to go on
 - Fitness centers
 - Drenched
 - Not a trick
- DOWN
- On behalf of
 - "Fine by me"
 - *Basket ____ or ____ study
 - *Adam's ____ or ____ pie
 - Finely-spun cotton threads
 - Eagle's foot
 - Workout unit
 - Slightly drunk
 - "Doggone it!"
 - College drilling org.
 - 1/36th of a yard
 - " ____ , humbug!"
 - *15 Down, pl.
 - Come to pass
 - Feline
 - Fissure
 - *Silly ____ or ____ down
 - Church part, pl.
 - Antiquity of the past
 - *Southwest ____ or ____ Minor
 - Lou of The Velvet Underground
 - Rainbow swimmer
 - *Free ____ or ____ hour
 - Glorify
 - Weighted weapon
 - Nevada Wolf Pack's home
 - Cuban dance
 - 1.094 of a yard, pl.
 - *Doctor ____ or ____ knows?
 - Description of a fool
 - Give qualities or money
 - More eccentric
 - Theatrical performance
 - Previously mentioned, acr.
 - Hair styling products
 - Annoying biter
 - Irish name of Ireland
 - Very bright star
 - *Easter ____ or ____ salad
 - *Dry ____ or ____ cream
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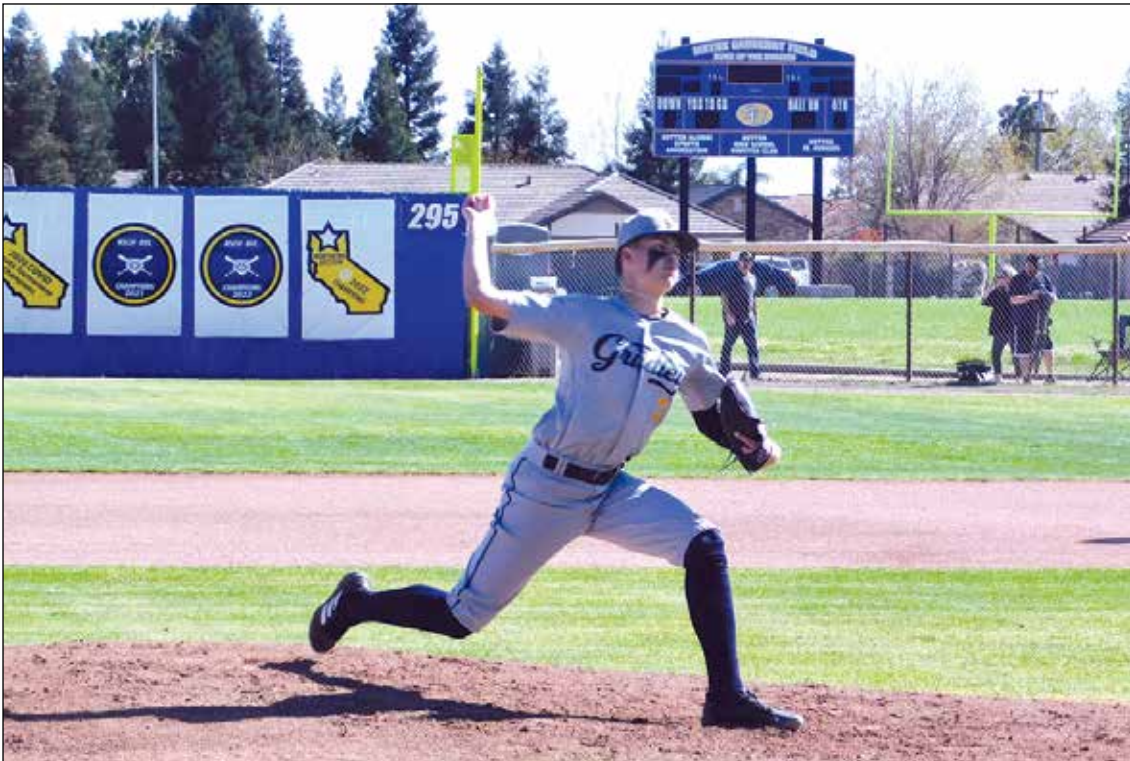
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Bulldogs Get Redemption in Win Over Huskies in Extras



Gridley sophomore pitcher Garrett Francis (7) tosses a pitch in the Bulldogs 7-5 victory over Sutter on Tuesday, April 11.

**Story and photos
by Steven Bryla**

SUTTER, CA (MPG) - The Gridley Bulldogs avenged their 2022 Northern Section California Interscholastic Federation Division III finals loss as they beat the Sutter Huskies in a 7-5 extra inning thriller on Tuesday, April 11.

With Sutter departing the Northern Section for the Sac-Joaquin Section, this is the only time the former Butte View League rivals will see one another. The intensity of the game was felt through each dugout and transferred onto the field where every play had some impact on the game.

Gridley (8-0) head coach Javier Solis said his team was consistent with their efforts. “Our starting pitching has been flawless throughout the season,” Solis said.

The pitching matchup between two solid sophomores, Bulldogs Garrett Francis, and the Huskies, Jonny Munger, tossed a duel. Munger threw five innings where he gave up four hits, two runs and struck out seven.

Francis tossed four innings and surrendered four hits, five runs, and had four strikeouts. Francis said his curveball and changeup were able to keep the Sutter

hitters off-balanced.

Gridley senior first baseman Chris Alejo put the Bulldogs on the scoreboard first in the first inning with a two-run batted-in double to right field. The Gridley lead was short lived as Huskies senior outfielder Matt Lorentz hit a game-tying sacrifice fly to score sophomore first baseman, Brady Wickum, in the second inning. Wickum had a big day at the plate, going three-for-four with a double and an RBI.

Sutter (10-4) took the lead in the bottom of the third inning as the hot bat of senior outfielder Matthew McCall belted a hard single to left field to score fellow senior catcher Landon Sable.

McCall and Sable were named Co-MVP’s of the San Diego Lions Tournament where they each had three multi-hit games from April 3-6. “I’m trying to attack the fast ball and not get too deep in the count,” McCall said.

Huskies head coach Stewart Peterson expressed that his hitters have been heading into the box with good approaches and it’s shown in their box scores. “They stay within themselves and look for pitches they can hit hard throughout the whole field,” Peterson exclaimed.

McCall had another multi-hit

game as he finished two-for-four with an RBI. Wickum added an RBI double that extended the Sutter lead 4-2 after three innings.

The Bulldogs crept back in the sixth inning as junior shortstop, Adrian Santillan, reached second base after he bunted a ball back to Sutter junior relief pitcher,

Kasey Combo. Combo threw the ball away at first base, allowing Santillan to reach second and cut the Huskies lead to 5-3 after a run scored.

Gridley junior catcher Bryant McWilliams added another run as he grounded out to second base to bring the deficit to one.

With two outs and Santillan on third base, Solis had Santillan attempt to steal home and tie the game. Combo kept calm under pressure and stepped off the mound to throw the ball to Sable for an easy out at the plate. Solis believed it was worth the risk.

With the Bulldogs in a tight game, Solis went to his bullpen in the fifth inning and relied on his main relief pitcher, junior Emmet Smallwood. Smallwood would shut the door on the Sutter bats as he pitched four innings of shutout ball, giving up one hit and striking out six.

Smallwood shared that he gets a boost of confidence as he comes into the games knowing his defense has his back on every pitch.

Down to their final out, Gridley sophomore third baseman Gus Stogsdill, who started in his first game from getting called up from the junior varsity level, hit a

routine dribbler to Huskies junior shortstop Logan Yacavace that should have ended the game. Yacavace threw a short hop to Wickum and he was unable to pick the ball off the ground.

Alejo scored as he rounded third base off the throwing error to tie the game and the Bulldogs dugout erupted in excitement.

Gridley took the lead in the eighth inning as McWilliams hit an RBI single to right field with Santillan scoring from second to give the Bulldogs a 6-5 lead.

McWilliams exclaimed that he was looking to push the ball to the right side (second base side of the field to advance a runner) and it was successful.

Gridley senior captain and designated hitter, Michael Ryan, added an insurance run as he hit an RBI double to left center and extended the Bulldogs lead 7-5. Smallwood survived a late push by the Huskies as they threatened with runners on first and second with two outs.

The win for Gridley kept its perfect season alive and they continued that trend this past Saturday, April 15 as they beat Willows and Durham in a double-header to improve to 10-0 on the season. ★



Gridley junior catcher Bryar McWilliams (1) puts the Bulldogs up by one late in the game in the Gridley 7-5 win over Sutter on Tuesday, April 11.

Lady Lions Get Swept in Key Series with Winters

**Story and photos
by Steven Bryla**

LIVE OAK, CA (MPG) - The Live Oak girls’ softball team had a rough week as they lost the Series and got swept in a 9-5 series finale by the Winters Warriors on Friday, April 14.

The series sweep came at a crucial time for Live Oak as they are in the midst of trying to stay afloat in the Sacramento Valley League playoff hunt and now hold a 2-5 league record.

Lady Lions head coach Kevin Medeiros expressed to the Herald that his message to the team was to move past this and build off the past week. He added that Winters was a good matchup with his team, but a lot of errors, 10 total, got the best of the Lady Lions last Friday.

Live Oak (4-6, 2-5 SVL) jumped on the scoreboard first as junior outfielder, Sierra Swanson, singled in a run batted-in to give the Lady Lions an early lead in the game.

Live Oak sophomore pitcher, Izabella Pacheco, started the game on fire as she retired the first eight batters of the Winters lineup before giving up her first hit of the game. In the sixth inning, Pacheco gave up five hits and seven runs, but only two of the runs were earned.

The Lady Lions went up 2-0 in the third inning when the Warriors over threw a backpick attempt on Live Oak junior outfielder Aubrey Lopez at third.

The first two errors of the Lady Lions helped Winters tie up the game in the top of the fourth. Live Oak was able to get out of the jam, and end the inning when freshman infielder, Paige Medeiros, caught a



Live Oak sophomore catcher Alexa Medina (7) hits a line drive in the Lady Lions 9-5 defeat against Winters on Friday, April 14.



Live Oak freshman second baseman Paige Medeiros (0) throws the ball to first base to double-up a runner for a double play in the Lady Lions 9-5 loss against Winters on Friday, April 14.

line drive out at second base, quickly tossing the ball to first to double-up a runner that didn’t tag the bag correctly.

In the fifth inning, Winters broke open and took control of the game with two hits and the Lady Lions committed three more errors to add to the five-run inning for the Warriors.

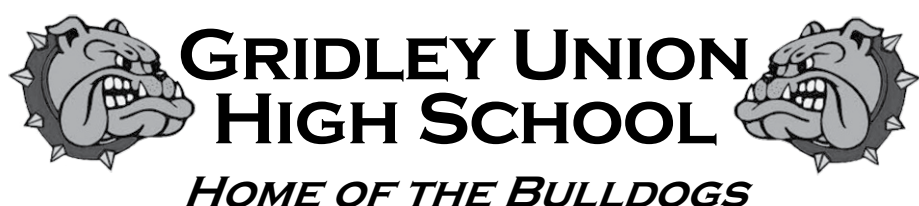
A crucial call was missed on a bang-bang play when the score was 3-2 with no outs and there was a backpick attempt from Live Oak sophomore catcher Alexa Medina to junior third baseman Olivia Nanez. The ball beat the Warriors runner by a landslide and the umpire said Nanez’s tag was late.

Kevin thought the tag was there as he argued his case, but ultimately the umpiring crew stayed with the original call.

Following the play, Winters took a 7-2 lead by the end of the inning. Kevin mentioned to the Herald that although it was a momentum shift in the game, you can’t hang your head on it and need to push through another door to get back in the game.

The Lady Lions fought on in the sixth inning as Nanez reached on an error after a hard hit ball by the Warriors shortstop and two scored to bring Live Oak within three. The Lady Lions weren’t able to make the comeback.

Kevin shared he told his team they’d have a chance to boost their confidence this week. Live Oak hosted Pierce on Tuesday and Oroville on Wednesday. He hoped these games would get them steamrolling through the rest of a competitive league schedule. ★



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Butte College SBDC In-Person Business Trainings



One-Day Patents Boot Camp (Chico)

Do you have an idea for an invention? Do you have an invention you are working on or have completed? Join Butte College SBDC and the United States Patent and Trademark Office for a One-Day Patents Boot Camp. The training includes: the Basics of Patent, Search Training, Forms and Requirements for Filing, Application Data Sheet, and Patent Center and DOCX files. This in-person, one-day workshop will cover: An understanding of patents and intellectual property rights, required materials needed to file a patent application, drafting a patent application and more!

Date/Time: Wednesday, May 3, 2023, Time: 9:00am - 5:00pm
Cost/Location: Free, Butte College SBDC, 2480 Notre Dame Blvd., Chico

One-Day Trademarks Boot Camp (Chico)

Come and learn the best way to grow your business and protect your brand. Join Butte College SBDC and a trademark attorney from the United States Patent and Trademark Office for a one-Day Trademarks Boot Camp. Learn best practices to protect your ideas, grow your business, and protect your brand. The training will include Fundamentals of Trademarks, Searching, Applications and Filing, TEAS Plus Demonstration, Responding to an Office Action, and Keeping Your Registration Alive. This in-person, one-day workshop covers: Definitions and Types of Trademarks, Benefits of Federal Trademark Registration, Selecting a Trademark, Filing and Registration and much more!

Date/Time: Thursday, May 4, 2023, Time: 9:00am - 5:00pm
Cost/Location: Free, Butte College SBDC, 2480 Notre Dame Blvd., Chico

The Basics of Bookkeeping (Oroville)

Learn basic concepts for setting up your bookkeeping and develop an understanding of financial statements to better manage your business. Learn and understand common terms used in bookkeeping so you can converse confidently with lenders and financial advisors. Learn key concepts for good record keeping for your business

Date/Time: Thursday, May 17, 2023, Time: 9:00am - 11:00am
Cost/Location: Free, The Axiom, 1420 Myers Street, Oroville

Understanding Food Costs and Pricing (Colusa)

Join Butte College SBDC for a 2-hour workshop on understanding food costs & pricing. This training is for both existing & startup restaurants & food businesses. Topics include: Understanding Profit & Loss Statements, Industry Benchmarks for Food Costs, How to Work from a Budget, Industry Techniques for Calculating Plate Costs, How to Price for Profitability, and Best Practice for Managing Inventory

Date/Time: Thursday, May 24, 2023, Time: 9:00am - 11:00am
Cost/Location: Free, ; Colusa City Hall, 425 Webster St., Colusa

Common Problems Encountered with QuickBooks Desktop Accounting (Chico)

Accurate bookkeeping is critical for successfully managing your business; therefore, taking the time to understand how to correctly use your accounting program is key for your business financial success. This 2-hour workshop is for individuals who have already set up their QuickBooks Desktop system, have been working with the system for 6 months or more, and need help with ensuring that they are using the system correctly (i.e., performing the necessary reconciliations, matching and categorization properly). We will cover reconciling your bank and credit card accounts to your ledgers, problems with categorizations vs. matching vs. rules, understanding reporting and problem solving the data, cleaning up Accounts Payable and Accounts Receivable anomalies and cleaning up Balance Sheet misallocations. There will be plenty of time for questions and answers.

Date/Time: Thursday, May 25, 2023, Time: 8:30am - 10:30am
Cost/Location: Free, Butte College SBDC, 2480 Notre Dame Blvd., Chico

To Register for Trainings CALL: (530) 895-9017

REGISTER HERE: <https://www.buttecollegesbdc.com/events/>



Funded in part through a cooperative agreement with the U. S. Small Business Administration (SBA). All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or Cal Poly Sponsored Programs Foundation.

SBDC programs are nondiscriminatory and available to individuals with disabilities. Reasonable accommodations for persons with disabilities will be made if requested at least 72 hours in advance. Contact Sophie Konuwa, director, 2480 Notre Dame Blvd., Chico, CA 95928. KonuwaSo@butte.edu, (530) 895-9017



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After a three year hiatus, the Auxiliary Gift Shop has reopened in their new location in the lobby of the Gridley Medical Specialty Center.

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