



Name: Cora Williams

Business: Joseph's Bi-Rite Market Bishop and Lone Pine, CA

Favorite Season: "Spring, it's so pretty. And, fall is beautiful here."

Favorite Place: "Joseph's Market. Monte loved to live there."

Mentor / who do you look up to: "Monte."

Personal Motto: "Make each day special. Don't look down on things."

A legendary business at 121-years old

Upstairs, above the busy market aisles below, is the office of Cora and the late Monte Williams, owners of Joseph's Bi-Rite Markets in Bishop and Lone Pine. Cora is always in the office overlooking the store, as is her daughter, Lisa Pitman. "I do the payroll and pay the bills," says the soft-spoken Cora, with a bit of laughter in her voice. Even with new technology, Cora is still doing office work (for more than 40 years) the old-fashioned way--pen and ledger. On the floor in the office are the pens the market donates to numerous events throughout the year. It's an investment, made for more than 45 years.

Wearing her favorite perfume, "Diamonds," by Elizabeth Taylor, Cora's presence at the market is a steady force in the long days at the market, which run into the evenings. She and the family are keeping two grocery stores going, and this is pretty much like being married to the business. It's a big lifestyle commitment, but Cora's focus is on improving the town and she says, "we [the market] are here to serve the people." Cora also notes that to be successful in any business endeavor, your business has to be paid attention to--at all times. "It [your business] has to be in your mind. You have to allow for the time in your business, and remember, everybody

is important."

The market staffs 15 employees, and although Cora says, "It's a hard business. You can get dirty. And, you have to be careful on ordering." She is "determined," even "with a lot of decisions to make." The staff are all getting used to "new registers and credit card machines," and the market is "changing it up with pork spareribs and barbecue." And, secretly, Cora would have liked to have built a "department store" on the second floor. Who would have known?

The Williams purchased the business from Nason Tobey, in May of 1976, our country's bicentennial year. Others in the Williams' family have and are working in the two markets (Lone Pine, CA and downtown Bishop, CA), including daughter, Lisa Pitman and her husband, Dale, who is also the General Manager. Dale has been with the market for 30-plus years. Son, Larry Williams, has been with the Lone Pine store since a young person, as have many of the Williams children and grandchildren. Cora and Monte, and family have mastered the art of grocery store marketing, as their business motto says, "Serving the high Sierra's for the last 121 years."



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Phillips Aesthetic Dermatology

"Laser and Cosmetic Dermatology services in the Eastern Sierra,"

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Gloria Phillips, RN

Name: Gloria Phillips

Business: Phillips Aesthetic Dermatology

Favorite Season: "Spring, for sure. There's gardening. And, fall for the colors."

Favorite Place: "Burning Man, for its unbelievable creativity and sense of community"

Mentor / who do you look up to: "Cindy Rottner, who is an amazing business woman herself, and my husband, who had backed my business."

Personal Motto: "You should never work a day in your life in a job you don't enjoy"

A New Outlook on Life

Gloria Phillips and her husband are owners of Phillips Aesthetic Dermatology. The business opened 4 years ago when Gloria retired, after 29 years of service, from Northern Inyo Hospital. Gloria has slowly built her business adding new procedures to offer to the Eastern Sierra community. When the business opened in 2013, Botox and Injectable fillers were the only procedures offered. Within 6 months they added Laser services for hair removal and IPL for Rosacea and age spots. Within the next year they added a fractional laser hand piece with treatments for wrinkles, scars, stretch marks and Melasma.

In 2014 SkinCeuticals and Elta MD skin care lines were added. Gloria then trained in Derma Planing with SkinCeuticals and offers

Derma Planing and Chemical Peels as part of their procedures. These are beneficial to aging skin and helping to decrease acne break outs.

Gloria says, with a big smile, she fully re-invented her working life 4 years ago and has really enjoyed this new direction of nursing.



Michael Phillips, MD

She has happily accepted the challenge of building the client base and meeting new patients and friends. Gloria provides a free consultation for every patient. The consult generally ends in a plan of care, a conversation with Dr. Phillips and an order for treatments. Dr. Phillips answers any questions the clients may still have after their initial consult.

Phillips Aesthetic Dermatology also sells Latisse for eyelash enhancement and COMING in 2018 they will add KYBELLA to their list of cosmetic procedures. Kybella is an injectable that dissolves fat under the chin.

Best Advice we can give our patients and community: ALWAYS WEAR SUNSCREEN AND REAPPLY THROUGH OUT THE DAY. If you would like your skin to stay healthy and young looking the best thing you can do is use an antioxidant and sunscreen. It doesn't have to be expensive or fancy, it just needs to be applied regularly.

Our goal is to provide "natural," not overdone, cosmetic work that brings subtle change and ultimately increased self confidence and happiness to our patients. What tends to follow are people who feel better about themselves, and they recommend us to others, Phillips adds.

COBWEBS ANTIQUES AND COLLECTIBLES



Name: Cathy Yribarren

Business: Cobwebs Antiques and Collectibles

Favorite Season: "Spring"

Favorite Place: "Up in the mountains, at Coyote, at the cabin"

Mentor / who do you look up to: "Ronnie and Louie Yribarren who have taught me a lot about The Owens Valley, horses, cattle, sheep and everything in between. They really enriched my life!"

Sheep Bells, the Gypsy Room, and Things You Don't Usually See

Visiting Cobwebs Antiques and Collectibles is a trip down memory lane, or perhaps, a brief sojourn to another time, when sheep, cattle, horses, and goats wore bells, and gals wore bell bottom pants. While, Cobwebs' owner, Kathy Yribarren says, "Antiques aren't what they used to be," these pieces of history, Americana, just don't seem to go out of style, ever. Whether you are looking for character in a "Johnny Was" fancifully embroidered blouse, with tailored style, or gently used clothing, jeans, and brand names too, there isn't much you couldn't find at Cobwebs.

Everything has a story, and the latest collection Kathy is ringing up at the counter are sheep bells, with a different ring tone in each bell and clanger. Some bells are brass, some are ornate, and some are just plain, Jane functional, but enormous (for a huge ram). And, no, one bell does not fit all.

A collector of rare and unusual books, Kathy is also into the "primitive" things, and "things you don't see" often. Ship lights, railroad memorabilia, and old signs catch her

attention, as well as old dressers, cupboards, and eye-catching draw pulls and hardware. Enter the Gypsy Room to find an eclectic, colorful, and style-defying tribute to stand-outs in the fashion world. There are 30 individuals who also contribute to the art, collections, and antiques in the store, and this makes for a large number of notions about what to collect, re-purpose, trade, or sell. Kathy cautions though. "Keep family things, and hand them down."

Permanent residents on the landscape in the Owens Valley, Kathy and her husband, Ronnie, make their own trips into the Great Basin for "treasures," which end up in the store, or their house, or family's rooms, or going to another owner / collector. Kathy and her staff, Loleeta, Michele, Cynthia, and Cindy do their best to find special requests, and most of the items come from people who bring them in, with great stories. This seems to speak to Kathy's mindset. Sheep bells ringing in her head. "You can't get the antique feeling on Amazon."



307 S. Main Street • Bishop

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www.CobwebsAntiquesShop.com



Name: Robin Bolser

Business: Great Basin Bakery

Favorite Season: “Fall, it's so colorful, and outdoor friendly”

Favorite Place: “My house,” she says thoughtfully. “It was rebuilt” after the Round Fire.

Mentor / who do you look up to: “No body in the beginning,” and then she adds, “James Wilson, for his common sense,” and “David French,” for his creativity.

Personal Motto: “Do what you say you are going to do.”

Success in Bakery Business Means Planning Ahead, and No Loafing Around

Anyone in the bakery business knows what “early hours” really means, and Robin Bolser, owner of the Great Basin Bakery, continues to keep up her bakery's motto: “We rise above the rest.”

It's holiday time, and it's very busy at the shop / cafe / bakery, with rolls, bagels, baguettes, loaves of bread, sandwiches, cookies, pastries, and candies on the menu, and holiday shoppers' minds. “The day before Thanksgiving” is the busiest day of the year for the bakery, and Bolser says it's a day when “everybody eats the same meal.” Locals are seeing the enterprise go from start-up “pizza bagels” to cinnamon rolls, coffee offerings, breakfast and lunch menu items, artisan breads and rolls, and inventive cookie selections.

Bolser is “never not working on the business,” and she explains her plans for this year. “I want to focus on employees. Have happy, well-trained employees.” And, there is also a goal of “improving benefits” for the staff. She's entering her 14th year in a business, which as formally trained biologist

(counting bugs), she never imagined she'd be a part of with her husband, and kids.

Internally, the business' footprint is expanding, with walls being pushed and shoved into new configurations, and work spaces. “The business is growing,” and Bolser is moving away from the ovens and baking to take on figuring out how to “serve more people.” The “flow of business and customer service” being highlighted. She's hired a head baker, who manages all of the other bakers and kitchen staff, and this is allowing her to “step back to improve training, hiring, and the growth needs.”

It's a new course in “workability, and learning the business,” which is keeping Bolser's attention, and she's not worried about online salesmanship or their products. “Amazon can't sell fresh baked foods,” (not here at least), she says with confidence. However, she's investigating “convenience food,” with a twist on customer service to be baked into the improving brick-bread-and-mortar business.



**275 S. Main St.
Bishop**

760-873-9828





Name: Haley Oney

Business: Euphoria Salon

Favorite Season: Fall

Favorite Place: "Home in Bishop"

Mentor / who do you look up to: "My dad"

Personal Motto: "Life's a garden. Dig it."

Settling in a Profession

Haley Oney is not only industrious and hard-working, with two jobs, but she is also settling into her chosen profession, as a hair stylist. "My aunt does hair, and I'm pretty close to her," says Oney. "I wanted to do something creative." And, to follow this interest, she graduated from Paul Mitchell's training school, and followed that up with another year of higher level skin care courses. The "school was the best fit for me," Oney notes.

Oney joins the Euphoria Salon, in Bishop, CA, and she is expanding her business at the salon, with the new facial rooms. "Early skin care is important," Oney explains, and she is trying the facial products herself. She adds, the "loyal customers" will be receiving discounts for their visits, and she's looking forward to accommodating new

clients. Staying "current" with products, and procedures, like "chemical peeling" are the other top goals for Oney. "There's always something to learn."

Weddings and special events are chances for Oney to get creative with hair, and she enjoys the people she meets at these occasions. The hardest part of hair styling, she says, is "coloring," and it's a matter of being flexible with the clients. She also likes cutting hair, with the natural skin lines in mind.

Scheduling her own business and clients goes hand-in-hand with work at Manor Market, where her parents are also her bosses. She bakes and stocks shelves, and she's glad she's been a part of the market since "birth," she says as she laughs.



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IMAH - Inyo Mono Association for the Handicapped

"The goal is to change people's lives"



From L to R in the back: Cheryl Hames, Whitney Delarosa, Misty Andreas, Julie Robbins, Jenny Park
front: L to R: Sandra Marquez, Adelina Rico, Sydney Schmuck

IMAH, Inyo Mono Association for the Handicapped, is a 501(C)(3), formed in 1973, "by a group of concerned parents and community members." IMAH serves adults, age 18 and older, and the programs are available to any adult who utilizes the regional center services. IMAH supports the adults with working opportunities, at the thrift store, through training and resource services, workshops, job coaches, independent and supported living services, and transitional services. This includes 625 miles of transportation services provided daily for the adults in the program. IMAH is the first in the state of California to have an employee at Manzanar's Historical Site, a National Park. Employment includes, cashiers, a Head Start teacher's aide, Bishop City Park staff, and the staff at the thrift store in Bishop, CA.

Jenny Park, Day Program Director, and Adelina Rico, Administrator for Independent Living Services share the newest IMAH accomplishment, and the staff is excited to introduce "TAGZ," a boutique store within the IMAH Thrift Store, in Bishop. This addition features all new clothing, with tags still

on the clothing, accessories, and outdoor gear. "These items have never been worn," says Park, and for the fashion-minded, with no items at full price, the boutique is "very affordable," Park adds. The store- within-a-store is completely client run, and it's a chance for IMAH's clients to get involved with running a cash register, inventorying items, and dressing the mannequins in fashionable clothing.

The IMAH Thrift store is in full swing also with furniture re-furbishing, and a recycling program, where the clients cut up and sort old rags, and then sell them to Mammoth Mountain Ski Area for its maintenance program. The range of job opportunities is opening up for IMAH clients too, and help with landscaping / yard work is another way for adults to gain independent life skills.

"Making their [clients] dreams come true," says Park, is the goal. "Make it happen."

"We have great clients, and great staff," Rico adds. "The sky's the limit."

INYO MONO ASSOCIATION FOR THE HANDICAPPED

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Improving Our Communities, One Life at a Time

Healthcare District sees revival under leadership of ladies

Northern Inyo Healthcare District salutes all of the women who are improving our communities, one life at a time. Setting the pace at NIHD are three women whose spirit, knowledge and dedication come from the women who paved the way for them.

For Tracy Aspel, Kelli Huntsinger and Evelyn CamposDiaz meeting today's healthcare challenges while setting tomorrow's care and business standards is an everyday occurrence.

Kevin S. Flanigan, MD MBA, the Chief Executive Officer of NIHD, notes how impressed he is with the leadership provided by his Chief Officers, pointing out that three of the four other officers are ladies. "I wouldn't have it any other way," he exclaims. "The success of the District rides on their shoulders, and few C-Suites are as successful."

Dr. Flanigan also states proudly, "Remember half of our District Board of Directors is made up of female leaders," referring to Mary Mae Kilpatrick and MC Hubbard.

For Tracy Aspel, NIHD's Chief Nursing Officer, a career in nursing was logical. Nurses were in demand and having watched her mother support four children without a college degree, Aspel wanted to be self-sufficient. She felt like she had a plan that would carry her through life.

"What happened next was that I fell in love with Nursing," CNO Aspel says, "I loved the critical thinking aspect of nursing and being able to help people. Plus, when you communicate with patients and their families, you



Evelyn CamposDiaz

Tracy Aspel

Kelli Huntsinger

can turn a health concern into one that they understand and can manage. You can make a difference in people's lives."

As CNO, Aspel helps define policy that moves NIHD toward a culture of safety for its patients and staff. She also helps grow tomorrow's nursing leaders, the women and men who will run the healthcare district in the future. Aspel says she values each member of her team and wants them to know how much she appreciates them.

A natural caregiver from an early age, Kelli Huntsinger, NIHD's Chief Operations Officer, now finds herself in a bit of a healthcare industry "sweet spot," working within leadership to bring positive changes for patients, while supporting the individuals who provide patient services.

"I am a committed resource for the team that I work closely with. Together, our goal is to have a positive impact on patients, staff and District outcomes," she says. "Every decision we make centers around the shared goal of quali-

ty patient care."

Huntsinger says her mentors shared a relentless dedication to teaching, compassion for patients, and strong ethical character, something she strives to convey to her team. "The importance of strong work ethics, staying true to my word and never giving up, are traits that I hold very strongly, and have been passed on to me by two of the strongest women I've known, my Mom and late Grandmother," Huntsinger says.

Evelyn CamposDiaz, NIHD's Chief Human Resources Officer, sees her role as one of guidance. "My vision is to serve the needs of employees so that they can accomplish their career hopes and dreams," CamposDiaz says. "I care about helping people grow into the human beings they want to be. By leading Human Resources, I know that I am preparing my employees to make a difference in this community and the world around us."

CHRO CamposDiaz makes a difference at NIHD by "walking her

talk." She understands that her actions as a leader and human being speak louder than words.

Guided by her parents' example of living a life of service, CamposDiaz is a student of life. She garners wisdom from just about everyone she encounters and credits her fellow Chiefs as her current mentors.

All three NIHD leaders offer these words of advice to those seeking to find success in business:

Follow your passion. "Working in the area that you love is a reward within itself," Aspel says.

Believe in yourself. "Have a mental picture of your success, hold it in your mind, do not ever let it go, and never let it fade," CamposDiaz says.

Be open to opportunities. "Work hard and never be short-sighted in your career goals, Huntsinger says. "Stay open to the doors that open when you least expect them; the opportunities are limitless."

Photo: Barbara Laughon/NIHD



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Right-Way

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SALES / SERVICE



Name: Debbie Christensen and Charisse La Valley

Business: Right Way Pool and Spa, Bishop, CA

Favorite Season: Debbie, "Love autumn." Charisse, "Spring."

Favorite Place: Debbie, "Paint-it-Away in town. It's creative and relaxing." Charisse, "Balboa Beach. It was the first time I saw the West Coast, with my husband. And, Crowley Lake."

Mentor / who do you look up to: Debbie, "My mama. She was a fantastic woman." Charisse, "My grandmother. She is an amazing woman, and I hope I'm half the woman she is."

Personal Motto: Debbie, "Do unto others." Charisse, "Treat people the way you want to be treated."

Right Way Pool and Spa is a hub for local, commercial and personal pool and spa supplies, products, equipment, accessories, chemicals, repair, and consulting. Located in Bishop, CA, owners Debbie Christensen and Charisse La Valley, operate a fully stocked business, including repair work, with Charisse's husband, Scott, and as the season moves to winter, Debbie says the focus of the staff and clients right now is maintenance for cold weather and repairs.

Summer is the busiest part of their business cycle. Charisse adds, the on-going needs of customers keeps the business, "constantly putting things in our shopping carts," and many of the most advanced pool and spa systems are growing in popularity in the pool and spa industry, and

with a growing number of clients.

Therapeutic uses, with salt systems, are an innovation in the spa world, which has seen many applications for healthful benefits, and with cover lifters for convenience, steps and handrails, wellness can be in a backyard. Personalized and customized (when available), Right Way Pool and Spa offers customers a wide range of experience, and pool and spa landscapes to think about for your home.

Debbie and Charisse stay informed and current about the changes in industry trends through seminars, and they are ever-changing the retail aspects of the store, as well as stocking accessories for pool side, spa corner, outdoor deck party, or cowboy chips and dips.

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Pampered Pooches



**Roberta Carlson,
owner of
Pampered Pooches**

The holidays are here, and “grooming is a tradition with clients,” says Roberta Carlson, owner of Pampered Pooches, specializing in pet cleaning, boarding and grooming. Carlson has been in the grooming business since 1987, and boarding since 2004, at Millpond Equestrian Center, outside of Bishop, CA. She says, matter of fact-like, she “just fell into it.” She’s done many other, very interesting jobs in the Great Basin, and she has a real affinity with animals. And, she’s handled “hundreds and hundreds” of animals, large and small, she adds, including cats, if they are well-behaved.

Pampered Pooches maintains high standards at the business, and Carlson only handles animals with up-to-date vaccinations. She will also board animals with special medical needs, or pets who aren’t used to being away from their owners. Her attention to the details of custom feeding programs, and which animal can be with others, is a part of the loyalty, from both animal and pet owner. There is a commitment to safety, procedures, and the facility Carlson has built from the ground up, changes with the seasons. During winter months, boarded pets get outdoor exercise, and indoor warmth and creature comforts, like the pet’s blankets and toys. Summertime brings pools for swimming, and shady spots.

Carlson also does extensive research about animal breeds, and is very knowledgeable about traits, grooming, and boarding needs. And, clients frequently learn more about their pets from Roberta’s research, than they might have known if they hadn’t visited Pampered Pooches. Many of her clients come to her by word-of-mouth, and the pets and owners come from “all over the place.”

Building trust is important to the health and happiness of the animals in her care, and getting a shy pup to trust and enjoy themselves is a huge factor in Carlson’s business. The “regulars” know that Roberta carries treats in her pockets, and it’s not uncommon to hear the dogs “talking” to her as she takes them out for exercise and socializing. All the while, Roberta is earning the pet and owner’s confidence, which keeps all the clients happily coming back year-after-year.

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Chris Iversen started working at the store, then called Wheeler and Wilson Boot, in the late 1980's and, with her husband Todd Vogel, bought the business from James and Kay Wilson the fall of 2012. She gets a kick out of the fact that the store still has her original job application from 1988 on file. Not long after she started working there Chris became a buyer and by the mid 1990's she was the full time store manager and buyer.

Now as store owner, Chris directs all the day to day operations of the business including managing a staff of twelve, and all the purchasing, while her husband Todd serves as bookkeeper, marketing manager and jack of all trades. Chris says "running a store has a lot of moving parts. Twice a year, for a several-month period, I'm writing orders for the period 10 to 14 months out. I attend up to four buying shows a year, several of which are on the East Coast. Scheduling staff is a constant challenge. I love being self employed and caring for this business but don't let anyone fool you that running a store is easy!"

While not running the store Chris enjoys gardening, hiking, climbing, bird watching, and catering to her dog's every whim.



Sharing a 20-year vision and multiple loads of business

Co-founder, co-publisher, and bookkeeper, Donna Gadea, knows how to keep things running smoothly in a large enterprise, and as The

Sierra Reader and El Sol de la Sierra's co-owner, she also celebrates in the successes of the businesses (in English and Spanish). Gadea is well-known for juggling many projects, including assisting with the publishing of two newspapers (for over 20 years), The Wash Tub

laundromat, and numerous investment properties. She's done her fair share of inputting text and classified ads, and changing loads of laundry for customers, and as the primary bookkeeper, she's in charge of making sure the businesses' finances are in order.

Mother, wife, friend, pet-sitter, and business partner, with her husband, Noe, Donna manages many aspects of daily life, and her sense of humor and smiles keep the large family together, through thick and thin. It's a tall order for the life-long resident, but she seems at home with the tight deadlines, and multiple loads of business.

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Sterling Heights

ASSISTED LIVING



Name: Vanessa Jones

Business: Sterling Heights

Favorite Season: "It's a tie between fall and spring. Neither too hot or cold."

Favorite Place: "I recently discovered Tuolumne Meadows [Yosemite]. It's gorgeous."

Mentor / who do you look up to: "Professionally, my boss. She's the definition of a woman in business. A mother, and grandmother too." Also, "My parents. They would jump into a situation. My mother exudes warmth."

Personal Motto: "Act as if what you do makes a difference. It does."

"Every bit you can do makes a difference in their day" Vanessa Jones, Administrator at Sterling Heights, private assisted living community, says "care giving" is about "meeting residents' needs," and you must have a "caring personality" to go into the profession. Care giving is also about being "understanding, sympathetic, carrying a sense of humor, and multi-tasking."

"Every bit you can do makes a difference in their day," she explains, and Sterling Heights currently serves 50 private residents, who are able to care for their needs with assistance. "It's a people industry," says Jones. There is also "extensive training" involved in being a "care giver, or medicine technician, or director," Jones continues. "Meeting resident care needs and wellness" takes experience, and an interest in serving the community of residents too.

Jones took courses in communications and elder care, and then obtained her administrator's licensing. However, Jones initially did not plan on being in the care giving profession, and she says she met "her boss" as a fellow classmate, and after being "grouped together," Jones "changed her mind" about her career path.

With her work experience, she's learned a few key points for success with assisting people. "If you have understanding, a certain amount of patience is built in. Look at all of the aspects. Think on your feet. Remain calm. Only change is constant. Being there for them in your mind." And, "if you keep it interesting" things go along well. "Laughing shaves off age," Jones adds, as she grins. Laughing and joking creates "comfortability," and "the goal, in the end, is to crack a smile."

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Name: Nicole Nava

Business: The Dog Store by R and N

Favorite Season: Winter

Favorite Place: Anywhere my husband and dogs are

Mentor / who do you look up to: My husband Raul, "He pushes me to be the best me."

Personal Motto: "Just begin and the rest is easy"

New to downtown Bishop, CA, The Dog Store by R and N is in business to outfit your pets, mainly dogs, with handmade dog products. Nicole and Raul Nava are building their three-year-old business with collars constructed of paracord (cord over the collar, makes it unique), beta-biothane wrapped, with reflective material, totally waterproof, machine washable, and personalized. These vibrantly colored collars, harnesses, halters, for all kinds of animals (no fooling, they even did a squirrel harness), complete with hand-engraved name plates, aren't anything you'll find at the average pet store, either.

Nicole says the store will have "big dog sizes, dog sweatshirts, feeding supplies, RTIC tumblers, and Strongpoint pet food." Custom orders appear to be a niche Nicole is comfortable with, and since they manufacture their custom made products, there isn't a critter they don't cover, collar, or won't consider. Opening for the Christmas holidays, Nicole is looking forward to meeting the new town residents, two and four-legged.

R and N Specialities

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From left: Michelle Bennett, Diane Corsaro, Juanitta Steele and Lauren Johnston

Name: Diane Corsaro

Business: Diane Corsaro Insurance

Favorite Season: "Fall in the Owens Valley"

Favorite Place: "The view from my deck at home, with the full moon over the Whites [mountains]"

Mentor / who do you look up to: "My mom. She was a wonderful person."

Personal Motto: "Stay positive"

Insurance Tailored to Your Needs

Diane Corsaro, a native of the Owens Valley, brings 40 years of experience in the insurance industry, and as a broker / agent, she enjoys her business relationships with customers, many of whom she's known for decades. "Bishop is my home," she notes, and educating people about insurance products and the advantages are a big part of her business. Sharing the customer services are agents Michelle Bennett and Juanita Steele, and staff member, Lauren Johnston.

Conveniently located in downtown Bishop, Corsaro is knowledgeable about the commercial business aspects of insurance, and the agents are

able to assist customers with worker's compensation, medical and health insurance, and "explore options to customize" insurance plans, says Corsaro. She is also assisted many older clients with Medicare options, Covered California health care plans, and notes, "Everyone should get a free baseline physical [medical examination]." She adds, "No one should have to worry about costs." Corsaro navigates the health care insurance products, and she can turn a complicated process into a simple, short appointment, with only a few forms to complete.

It's a good idea to "revisit policies to update them," Corsaro explains, and as a customer, Corsaro adds, this is done annually by Corsaro and the agents for clients. "Educating clients" is important, and tailoring a policy for home, auto, life, or renter's insurance is also essential to gaining the most complete products. Getting up-to-date on insurance matters is well-worth the time investment, and coverage changes with new regulations or requirements in each state (especially after natural disasters).

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The Salvation Army

Giving back to communities for more than 150 years

Name: Lieutenant Sherry Hooper

Business: Salvation Army

Favorite Season: "Summertime. You can get out and enjoy hiking and camping."

Favorite Place: "The South Fork [of Bishop Creek]"

Mentor / who do you look up to: "My sister, Jennifer. She's a Major [in the Salvation Army]. I look up to her. She's there to keep me going."

Personal Motto: "Doing the most good"



Founded in 1865, by General William and Katherine Booth, in England, the Salvation Army's contributions to humanity are historic. Lieutenant Sherry Hooper, of Bishop's Salvation Army Corps, notes her nearly life-long membership in the organization is based in knowing the programs and people they serve are life-changing.

The holidays are the busiest times for giving, and the Salvation Army served 140 Thanksgiving dinners last year, says Lt. Hooper. Give-Away programs for Christmas are also a tradition in the Salvation Army, with the Angel Tree (December 18), and the holiday gift assistance for children. Local

stores, Kmart and Ace High Country Lumber, participate with Angel Tree, filled with gift suggestions for children's holiday delights. The Coats for Kids starts during the colder months, and Lt. Hooper notes, "people can donate new and gently used coats."

Year-round programs at the Salvation Army, like the food pantry, keep residents stocked in the essentials for meals, and hygiene products. And, with "An Open Door Policy," Lt. Hooper adds, there's not a problem with bringing up new ideas or needs. New to the area this year are a couple of kids programs, including "Troops," for children ages four to 18 years old.

In the theme of the boy and girl scouts, the children can earn badges, and this offers them another place to be safe after school. The Teen Program, on Friday nights, is very popular, Lt. Hooper notes. There is fellowship and studies, and social interaction for teenagers. And, there is a Spanish Bible Study, which has turned out to be popular as well.

Lt. Hooper is appointed to her post in the Eastern Sierra for five years or longer, and she is currently finishing her second year. She is on IMACA's Board of Directors, and has participated in Emergency Disaster Training, as her service continues in the Salvation Army's leadership.



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EXPERIENCE THE MOUNTAIN OF DIFFERENCE

Celebrating Women in Business

Introducing the Women in Business at Eastern Sierra Community Bank

With branches in Bishop, Mammoth Lakes, and Bridgeport, Eastern Sierra Community Bank has created the region's unique multi-branch financial network. ESCB is a division of Oak Valley Community Bank, which is based in Oakdale, CA - "The Cowboy Capital of the World." The Bank aims to be the quintessential community bank. The philosophy includes one-on-one customer service and understanding the client's business and banking needs. ESCB customers receive the perfect blend of old-fashioned personal service and technology-driven conveniences to meet their banking and investment needs.

Charlie Waldriff, at the Bishop Branch, is VP/Operations Manager for the three branches. "At ESCB, customers are not just a number. We are family," Waldriff explains, noting that the staff shares a common interest in taking care of their customers. They also support the community by volunteering at many of the events in the region, including the California Deer Association, the California Waterfowl Association, and the Jr. Livestock Show.

Customer service is immediate, and whether you are opening a personal or business account, obtaining a safe deposit box, or inquiring about a home or business loan, the staff is "very personable and focused on building strong relationships with clients," notes **Monique Frechette**, Assistant Customer Service Manager at the Bishop Branch. "Another focus is educating customers who are interested in digital banking about our Online Banking and Mobile Banking options which offer customers the ability access their accounts 24/7." Waldriff adds with a smile, "You can do your banking in your pajamas."

Charlie and Monique are supported by **Robert Sharp**, VP/Branch Manager, overseeing relationship banking and business development at the three branches. He grew up in the Eastern Sierra and returned over a year ago after managing banking operations for a bank in the Lake Tahoe area.

ESCB was established in 2000 when the bank in Bridgeport announced plans to close. A long-time resident of the Bridgeport area decided to thumb through the phone book for an alternative bank and gave Oak Valley Community Bank a call about the opportunity. Given the proximity to the Sonora Branch, just over Highway 108, Oak Valley felt it was a viable expansion opportunity. They opened Bridgeport and quickly added branches in Mammoth Lakes and Bishop in the two years that followed.

The women of Eastern Sierra Community Bank, along with Robert, would like to invite all Inyo and Mono county residents and business owners to stop by and *Experience the Mountain of Difference* today!



Eastern Sierra and Oak Valley Community Bank, Sierra Region Team Members:
Barbara Ducey, Business Development; **Curtis Garcia**, Regional Customer Service Manager;
Lisa Melville, Commercial Loans; **Charlie Waldriff**, Operations Manager, 760.874.2260;
Robert Sharp, Branch Manager, 760.923.1507; **Monique Frechette**, Assistant Customer Service Manager, 760.874.2262; **Lyn Wilson**, Sierra Region Area Manager



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