



Locally
Made



Years in
Business

Square Deal Mattress Factory

2nd Generation Lois Lash,
4th Generation Jessica Lash & Jamie
Anderson & 3rd Generation Richard Lash

In 1920, Ennis Rife wanted to give people a Square Deal so began Square Deal Mattress Factory & Custom Upholstery. In 1970, Richard Lash came to work for his Grandparents as he went to Chico State. In 1982, Ennis retired giving the business to his daughter, Lois Lash and grandson, Richard Lash. Upgrades were made to the mattress factory including new sewing machines, foam saws and quilter. Any manufacturer can buy these, but it's the design that creates firmness consistency, breathability and durability that sets Square Deal Mattress Factory apart. We engineer our mattresses to provide you a great night's sleep, using proven craftsmanship, new sleep innovations and quality USA materials.



In 2013, great granddaughters Jessica Lash and Jamie Anderson became Dreamologists contributing to the family's legacy and traditions in the belief that building a higher quality mattress means a higher quality sleep for you and your family—and a higher quality sleep equals a higher quality of life. Get the rest you need to live the life you want.



1354 Humboldt Ave. | Chico | 530.342.2510 | www.squaredealmattress.com



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Chef James Rosenbalm

Diamond Steakhouse

Chef James Rosenbalm, a classically trained American chef, hospitality professional and restaurateur, was born in McMinnville, Oregon and is a graduate of the Pacific Northwest Based Western Culinary Institute founded by Portland chef and restaurateur Horst Megar in Portland Oregon. James worked for the prestigious Hyatt Regency in Waikoloa Hawaii under the close mentorship of Swiss Certified Master Chef Rene Metter where he learned the classic kitchen brigade system of cooking and spent four years as a teppanyaki chef. James has also been very involved in opening and running casinos in Oregon and California for the last 21 years and has a special passion for volunteering for non-profit charities. He founded the Corning Wine Food and Art Festival, which raises money for the Corning Rotary Foundation, and co-founded the



Ribs and Rods BBQ rib competition which raises money for the Handi-Riders, therapeutic horseback riding program for handicap children, philanthropic efforts are very near and dear to Chef Rosenbalm's heart.

At 49, Chef Rosenbalm is the father of five paternal children and three step-children, and grandfather of three, and is currently the executive chef and general manager of the recently rebranded Diamond Steakhouse located in the historic Hotel Diamond in downtown Chico. Rosenbalm and his team bring in the best quality prime ingredients they can source and properly execute the cooking technique to provide an outstanding dining experience.

DIAMOND STEAKHOUSE
A Cut Above

Located in the Historic Hotel Diamond Downtown Chico
Booking now for parties & special events: Call 895-1515 or visit
www.diamondsteakhousechico.com



Years in
Business

Sierra Central Credit Union

In 1955, Beale AFB Credit Union was established. Merging with Shasta Cascade Credit Union in 1963, Sierra Central Credit Union was formed. Beale AFB Credit Union served military personnel and Shasta Cascade served the lumber industry. After becoming Sierra Central Credit Union, a community-based credit union, the emphasis became focused on providing the best financial services at competitive rates to their members in their Northern California footprint. These members live, work or attend school in branch location counties.

Now with 18 branches (soon to be 19!), their team of employees are committed to providing exceptional service on a daily basis and truly



care about the needs of their members. Their team of nearly 200 employees all live and work in Northern California. In addition, Sierra Central Credit Union is locally governed and managed, as all decisions are made by the individuals living in these northern communities.

If you are looking for a friendly and helpful financial institution that provides a full range of financial services, check out Sierra Central Credit Union. A better banking option!



Corporate Headquarters | 1351 Harter Pkwy | Yuba City, CA 95993
Chico Branch | 352 East 1st St | Chico, CA 95928
Plus 17 additional branch locations | 1.800.222.7228 | www.sierracentral.com



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Business

The Handle Bar

For more than six years, The Handle Bar has been one of the go-to spots in Chico for a casual atmosphere, world-class beer and great food! The popular south Chico hangout quickly became a fixture of the local craft beer community, taking top honors as Best Watering Hole for Townies in their first three years in business!

In 2017, Brian and Carolyn Kanabrocki decided the time was right for an upgrade. With AMain Performance Cycling moving in next door, the expansion was an opportunity to do something bold and unique. The new space includes an upgraded draught system with 28 beers on tap, an expanded kitchen which allowed them to become a full-service restaurant, and new



dining space which allows customers to see into AMain's bike shop next door. They accomplished all of this while retaining the soul of The Handle Bar, something that was very important to the Kanabrocki's.

The two aren't done. 2019 will see The Handle Bar's offerings expand into cocktails and, ultimately, a patio expansion. They will ensure that The Handle Bar always embraces the casual, comfortable lifestyle that is Chico.



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