

## 15 MINUTES

### Passion for fashion

As long as she can remember, Cindy Williams has helped friends and colleagues dress to impress, picking out flattering outfits that fit their lifestyles. Upon retiring from her career in human resources for the county of Sonoma and moving to Chico two years ago, she found herself “floundering on what to do with the second half of my life.” So, on the advice of a local life coach, she decided to turn that knack for fashion into a full-time gig. With a master’s in public administration to guide her business-wise, she got certified as a consultant/stylist through the Fashion Stylist Institute. Then, earlier this month, she unveiled Cinfully Chic Fashionista and her new role as a professional personal stylist and image consultant. She recently took time to share her passion with the CN&R. Find out more at [cinfullychicfashionista.com](http://cinfullychicfashionista.com).

#### How do you start with a new client?

The first thing I like to start with is a body shape analysis. I go to their house, or they come to my house. I take body measurements and ... I get to know their lifestyle. Then I take that information and create a portfolio for them. I offer tips and tricks for their particular body shape, examples for clothing for their body shape. For some, that’s [all they need]—for others, I’ll go on a personal shopping trip for them.

#### What does that entail?

I go to the store first, I pick out items for them, and I set them up in a fitting room. As they try things on, I ask, “What do you like about this?” “What does or doesn’t work?” I also do closet organizing and editing. I have them go through and take out what they haven’t worn in a long time and organize it so they can go in in the morning and not [have to wonder], “What do I wear to work?”

#### How do you choose what stores you go to?

Based on the client and their budget. Some people don’t have that much money to shop with—and

PHOTO BY DIANE NICOLE PHOTOGRAPHY



I understand that. I was a single mom for many years when I was younger, and I bought all my suits at Goodwill. There’s this misconception that “I need to have a lot of money to look good”—you really don’t. Chico also has a lot of boutiques I really like, like Fifth Street [Clothing Co.] and For Elyse.

#### Any success stories?

One example was a woman who worked with me at the county of Sonoma. She couldn’t figure out why she wasn’t getting promoted. I was brutally honest and I said, “You kind of dress like my grandma.” She laughed. Then we went out shopping and she spent about \$1,000. She lit up—her confidence was so boosted. And she’s been promoted three times since then. When you put on something that fits well, and is the right color for you, it makes such a difference.

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## THE GOODS

### Taking control of sewer destiny



by  
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If anything good emerges from the ashes of the Camp Fire, I believe it will be a better-planned community. I’ve written in the past about **Paradise’s** need for a sewer system to support businesses and, finally, it looks like that might come to pass.

Last Tuesday (May 14), the Town Council voted unanimously to move forward with plans for a local wastewater treatment facility. That was not the consensus the last time the conversation came up—in late 2017—after a consultant looked over the options and reported that the local project would cost just slightly less than one that would hook Paradise in to Chico’s system. Over time, the local option would cost more, the report showed. Plus, the town would need land on which to build said facility—and the money to see either plan through.

Post-Camp Fire, everything has changed. Land is now available, and so is money. Then there are the jerks in Chico treating fire survivors like vermin. Former Paradise Councilman Steve Culleton said, in addressing the council as a current “Chico-dise” resident, “Right now, Chico is not nice to us, so I don’t want to put everything in that bank. We need to control our own destiny.”

As Mayor **Jody Jones** and Councilman **Steve Crowder** said during the meeting, now is the time. (The vote was 3-0, with Vice Mayor **Greg Bolin** and Councilman **Mike Zuccolillo** recusing themselves.)

**WORKIN’ IT** **Chico Mall** announced last month its plans for a portion of the former **Sears** building—a **Planet Fitness**. At first, I was skeptical about bringing yet another gym to town, but upon further investigation, PF does seem pretty cool—and different from other models already here. It’s focused on the occasional user more than hardcore bodybuilders, calling its workout spaces the “Judgment Free Zone.” It also seems super affordable—prices online range from \$10 to \$22.50 a month, with the latter including things like tanning, massage chairs and half-off cooler drinks.

**YA HEARD?** **Chico Hearing Aid Center** is celebrating its 70th anniversary this month with a number of cool promotions. First, it’s holding a drawing for free hearing aids—the winner will be announced at the end of the month—and second, anyone who buys hearing aids this month gets a \$70 gift card. So, if you’re thinking about upgrading your aural senses, now is the time. Check ’em out at 1600 Mangrove Ave., Ste. 100, call 342-8132 or go to [chicohearingaidcenter.com](http://chicohearingaidcenter.com) for more info.

**FOOD GAME GROWS** **Rolling Hills Casino** in Corning is upping the ante when it comes to dining options. This summer, it’ll break ground on two new eateries—L.A.-based chain **Fatburger**, and **Rock and Brews**. **KISS** fans should be well aware of the latter, which was founded by Gene Simmons and Paul Stanley. Both eateries focus on American comfort food—and both are known for their burgers, which seems a bit redundant—with Rock and Brews adding craft beers to the mix. All in all, sounds like a fun expansion. Construction is expected to take 18 months.

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