

81

YEARS IN
BUSINESSGREEN
BUSINESSGREEN
BUSINESS

KASEY PULLIAM-REYNOLDS NATHAN PULLIAM OWNERS

Nathan Pulliam and Kasey Pulliam-Reynolds, owners of Shubert's Ice Cream & Candy, are the fourth generation carrying on a family tradition of serving up great homemade ice cream and candy. Nathan and Kasey credit their ability to multitask and juggle lots of treats at once as a key to their success.

In the eighty one years Shubert's has been in business, they've seen generations of customers come into the shop and make Shubert's a part of their lives. Shubert's makes their ice cream in the same machine Leonard C. Shubert started with in 1938, and to this day their ice cream is made with careful attention to quality. All of Shubert's sweet treats are hand made with high quality products, many of them local. Much of the butter, cream, honey and nuts are purchased from family-



owned farms surrounding Chico. The fourth generation plans to stay rooted in that same tradition while always keeping their eyes open for future opportunities.

Come into the shop and make Shubert's part of your family tradition!

Shubert's
Celebrating 81 years!

178 EAST 7TH ST. 530.342.7163 | CHICO MALL 530.809.4151
WWW.SHUBERTS.COM

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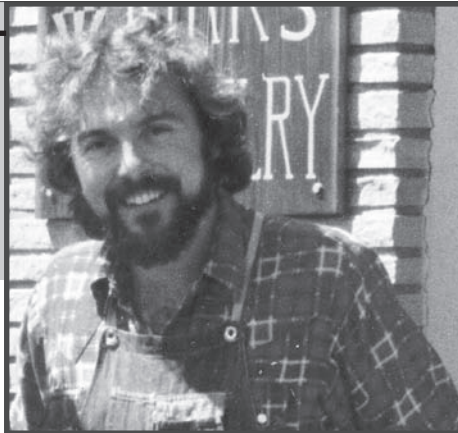
YEARS IN
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BUSINESS

KIRK'S JEWELRY KIRK BENGSTON-OWNER

It all started in a tiny second story space on 3rd Street in Downtown Chico where the store originally opened in 1973. Founded by jeweler and metalsmith Kirk Bengston, Kirk's Jewelry started out as a one-man shop, but it didn't stay that way for long. As his reputation and clientele grew, so did the need for more studio space. Kirk's Jewelry relocated to its current location at the corner of 3rd and Salem Downtown Chico.

Kirk's Jewelry specializes in crafting custom engagement rings and wedding bands. They strive to exceed industry standards in ethical diamond and gemstone sourcing, and sustainable manufacturing practices by using recycled and re-refined precious metals.

Enter their recently remodeled gallery and you will find brilliantly colored gemstones and diamonds, unique, one of a kind engagement rings, wedding bands, pendants and earrings in every color and shape imaginable.



Visit Kirk's to find a stylish gift from their extensive jewelry collection or you can create a custom piece by re-purposing your gold and gemstones.

To learn more, find them here

instagram.com/kirksjewelry

facebook.com/kirksjewelry

email: info@kirksjewelry.com

**KIRK'S
JEWELRY**
DESIGNER
GOLDSMITH

246 WEST 3RD STREET | CHICO
891.0880 | WWW.KIRKSJEWELRY.COM

The business of community

Uncle Dad's Art Collective enters nonprofit realm

For all of its notoriety as a vibrant arts community, Chico's reputation as a place to make a living in the field is not so remarkable. Even popular artists and organizations—such as the Uncle Dad's Art Collective—with respectable followings and consistently high-quality output are usually sustained more by artist passion than dependable cash flow.

"[I was] still writing checks from my personal checkbook," noted Josh Hegg—one of the Uncle Dad's founders and its current managing director—when looking back at even the most recent productions.

The high-profile shows that the collective of musicians, producers, dancers, actors and artists has put on have brought in crowds, but their scope—with dozens of performers and support staff staging multidiscipline events at

Laxson Auditorium (such as the re-creation of Queen's *A Night at the Opera*) or the full orchestras of the Small Town, Big Sound concerts at the Sierra Nevada Big Room—meant margins

were thin and spreading the proceeds was challenging. If Uncle Dad's was going to move past its operating model of living project-to-project, it needed to become a nonprofit.

The group took the first step toward long-term sustainability when it received official notice of its tax-exempt status from

the Internal Revenue Service in April.

A tax-exempt designation means that a business isn't required to pay federal income taxes, and that contributions to the group are tax-deductible for donors. It also means that Uncle Dad's can apply for funding available to nonprofits. "I'm teaching myself how to write grants and how to research," Hegg said.

Uncle Dad's received a lot of help with the process from local attorney Todd Amdor, who—after finding out the group wasn't a nonprofit upon trying to make a donation—handled the submission of paperwork pro bono. It took about a year to get everything done—to write bylaws, assemble a board, and bring the grand scope of the Uncle Dad's goals into focus. Those goals include continuing with its mission "to realize the artistic ideas of our members and collaborators in a way that makes significant positive impacts—artistically and fiscally—for the individual, the collective, and the community."

While being a nonprofit will benefit Uncle Dad's future projects, Hegg says his personal goal is to lay the foundation for supporting the wider Chico-area arts community. "In my perfect world, Uncle Dad's can help organize and fund creative ideas that people have in town," he said.

After he puts in the time learning about funding sources, and how to interact with the board as well as the community, Hegg hopes to be able to hand a guidebook of sorts to whoever needs it, so others don't have to start from square one every time. "That way, it never burns out, ideally," Hegg said.

—JASON CASSIDY

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Uncle Dad's Art Collective Managing Director Josh Hegg.
PHOTO BY KEN PORDES

