

THE HallMark

Vol. 27 Vol. 6

A PUBLICATION OF HALL AMBULANCE SERVICE, INC.

January/February 2023

Raul Cerda Retires after 32 Years of Service





Raul Cerda is proud of his accomplishments at the Company and for allowing him to provide for his family all these years.

Raul Cerda Retires After 32 Years of Service

He Was Part of the Fabric of Hall Ambulance Who Took Pride His Work

BY **MARK CORUM** | DIRECTOR OF MEDIA SERVICES

After 32 years, Raul Cerda decided to hang up his tool kit. "I'm going to be 72 years old, so you know, it is time for me to move on," Cerda said.

Coincidentally, he was one of the first employees to be hired for the Facilities-Maintenance Division in 1990. As a Maintenance Technician, Raul served as the caretaker for Hall Ambulance's outlying stations. From Delano to Frazier Park and Taft to Boron, Raul could

be found traveling Hwy 58 or the 99 in his truck, M-7, ensuring the facilities meet the HLH standard! Early on, he also helped run Medi-Van calls in the MTS Division in the mornings.

On November 18, Mrs. Hall hosted a retirement luncheon for Cerda attended by several employees from the Facilities-Maintenance Division, Company leadership, and retirees Dennis McGee and Ed Smith, who came out to celebrate



Archive photo of Founder Harvey L. Hall recognizing Raul Cerda on his 25th anniversary milestone.

their co-worker's achievement.

During the luncheon, Terry Adams, manager of the Facilities-Maintenance Division, said, "Raul is part of the fabric of Hall Ambulance, having been at the Company for some memorable moments." He talked about how one time Cerda was in a meeting with Mr. Hall when his cell phone rang, "So he answered it," Adams said with a chuckle.

Adams then thanked Cerda for all his years of hard work, jokingly stating he still had a few hours to change his mind. "I've been blessed to have you, and Hall Ambulance has been blessed to have you as one of our employees," Adams told Cerda. "We're going to miss you!"

Mrs. Hall then shared some of her interactions with Cerda, commenting with a smile that it probably wasn't a coincidence that he decided to retire the week before the daunting annual task of installing the Christmas decorations throughout the downtown campus over the Thanksgiving holiday weekend.

In all seriousness, Mrs. Hall said, "I appreciate all you've done over 32 years. I've always admired your work ethic. If you were going to do something, you were going to do it, and it was going to be done right."

Cerda then took some time to reflect on his career, which he considered a blessing by allowing him to provide for his family. "It helped me raise three sons, one grandson,



A month into retirement, Raul stopped by Post 1 where Mrs. Hall presented him with a custom-made Hall Ambulance 50th Anniversary lettermans jacket in appreciation of his three decades of employment.

and six granddaughters," Cerda said. "From month to month, year to year, I was able to work here for

employee, but man to man," Cerda said. "Those are special moments I'll remember with him," he said.



Manager Terry Adams presented Raul Cerda with a plaque which reads, "Thank you for your hard work and dedication throughout the years. Your commitment to the Hall Way is commendable."

32 years, and I knew I had a job." For him, some of the most memorable times were his occasional interactions with Mr. Hall. "I was privileged to talk with Mr. Hall, not just as an employer to em-

In concluding his remarks, Cerda thanked Mrs. Hall for all the years and commented that he wished Mr. Hall was still around so he could tell him, thank you! *



This year's float paid tribute to some of the things that make Christmas, Christmas in Bakersfield.

Bakersfield Christmas Parade

Celebrating Bakersfield's Christmas Spectacular for Over 40 Years

BY **MARK CORUM** | DIRECTOR OF MEDIA SERVICES

For the past 40 consecutive years, the Bakersfield Christmas Parade has served as our city's kick-off to the season, with residents lining the streets of downtown Bakersfield to enjoy marching bands, floats, equestrian groups, and car clubs decked out in holiday flair.

Since then, the Hall family and their Company has been in-

involved as parade entrants, organizers, supporters, and, most recently, presenting sponsor. In 1985, Harvey L. Hall enthusiastically took over the sleigh reins to lead the parade committee with the goal of producing what he often referred to as Bakersfield's Christmas Spectacular. Hall served as parade coordinator until he began his first of four

terms as Bakersfield's 25th Mayor starting in January 2001.

In appreciation of their longtime affiliation with the parade, two Hall ambulances have held the honorary position of following behind Santa's sleigh to close out the parade ever since.

When deciding who should serve as Grand Marshal for this year's



Mrs. Hall was honored as Grand Marshal of the parade in appreciation of the Hall family's many years of supporting the Bakersfield Christmas Parade. A distinction she shares with her husband, who was Grand Marshal in 2016.



Many parade-goers stopped by the staging area to reminisce about the float's recreation of Brock's Department Store and Christmas window display. Today, the building is home to Timeless Furnishings.



As one attendee put it, "Hall Ambulance had the best float tow vehicle in the entire parade!"

milestone anniversary, they looked no further than Mrs. Hall in appreciation of her and her husband's longtime affiliation with the parade.

For the second year in a row, Hall Ambulance entered a float depicting this year's theme of "A Hometown Christmas for Over 40 Years." Once again, Terry Adams and Scott Benskin constructed and brought Mark Corum's creative vision to life, combining three elements from the past four decades that make Christmas, Christmas in Bakersfield. The first is a recreation of the Company's 1984 locomotive float featuring Siren the Rescue Dog. The second feature was a nod to Brock's Department Store and its famous Christmas window displays. The final portion of the float was a depiction of Photos with Santa, paying tribute to Everett Goodwin, who served as the parade's star for 17 years. *



John Surface, Myron Smith, Alejandro Martinez, Krystal Barboza, accompanied Siren the Rescue Dog to drop off the toys at the Head Start Center.

Making Christmas Bright for Head Start Students

Siren Delivers Toys to the Harvey L. Hall Child Development Center

BY **MARK CORUM** | DIRECTOR OF MEDIA SERVICES

Christmas came early for the children enrolled at the Harvey L. Hall Child Development Center.

On December 21, a Hall Paramedic Ambulance arrived at the school filled with toys for the children who range in age from infant to four years old.

Siren the Rescue Dog, accompanied by COO John Surface, GM Myron Smith, and EMTs Alejandro Martinez and Krystal Barboza, unloaded the Christmas gifts that the Business Office staff had beautifully wrapped.

Providing Christmas presents to



Blanca Llamas and her fellow Business Office employees wrapped the presents after enjoying their annual Christmas luncheon, making for a festive afternoon.

the students has become an annual tradition since 2017, after the Stine Road Head Start facility was renamed the Harvey L. Hall Child Development Center in honor of Hall Ambulance's founder and Bakersfield's 25th Mayor. *

A PERSONNEL NOTE

BY **FAITH VELASCO** | HR ASSISTANT I, AND **KRYSTAL MASCARINAS** | HUMAN RESOURCES ASSISTANT

Milestone Service Anniversaries

Industry Leading Long Term Employment Recognition

Hall Ambulance rewards those employees who make a long term employment commitment by providing unparalleled recognition for milestone anniversaries:



- **1-year:** A travel mug and certificate of recognition
- **5-years:** AirPods (or other similar product), wood plaque, travel cup, and uniform stripes
- **10-years:** Plaque with 10 year recognition, digital signage recognition, gold watch or diamond earrings, uniform stripes and star, and travel cup
- **15-years:** \$1,200 travel voucher, uniform stripes, and travel cup
- **20-years:** Rolex watch, travel cup, uniform stripes, and double stars
- **25-years:** \$5,000 check, cup, and uniform stripes
- **30-years:** \$5,000 check, cup, uniform stripes, and triple stars

Paramedic Carrie Barnes displays the Rolex watch that Mrs. Hall presented to her on December 16 in appreciation of her 20 years of service to Hall Ambulance.

15 Years

Jose Vazquez, Maintenance Skilled Technician
12/05/2007

10 Years

Joseph Eastwood, Field Supervisor
11/06/2012
Deanna Salazar, Paramedic
11/06/2012

5 Years

Ricky Hammersley, Maintenance Technician
11/15/2017

1 Year

Ruben Garcia, HCVS Mechanic
11/29/2021
Jamell Williams, EMT
11/20/2021
Melissa Linares, Collector
12/20/2021
Kristi Robles, Collector
12/20/2021
Nicholas Grady, Paramedic
12/29/2021

Happy Birthday

01/01 Pedro Guerrero
01/02 Jonathan Palencia
01/02 Everett Sutton
01/02 Heidi Castro
01/03 Adriana Andres
01/04 Alex Montgomery
01/04 Stephen Campbell
01/06 Layla Santos
01/06 Leonard Hernandez
01/07 Cristopher Vega Bucio
01/07 Delaynee Eckels
01/08 Marsha Farrington
01/09 Alejandra Calderon
01/09 Michael Valdivia
01/10 Annalise Olejnik
01/10 Sabrina Moulton

01/12 Christopher Ramirez
01/13 Jerrica Colella
01/16 Irvin Zarco Gomez
01/17 Jenny Ramirez
01/18 David Allard
01/19 Michelle Summers
01/19 Angel Luna Serrato
01/19 Dylan Nichols
01/19 Shawn Perryman
01/20 Darrell Stapley
01/20 Krystal Barboza
01/20 Matthew Edwards
01/22 Kevin McClanahan
01/22 John Jimenez
01/29 Miguel Garcia
01/29 Jennifer Gomez Hernandez

01/30 Krystal Mascarinas
01/31 Anthony Massey
02/03 Jamie Morales
02/05 Patrick Hoffpauir
02/06 Justin T. Moulton
02/08 Joseph Whaley
02/08 Christian Figueroa
02/09 Manol Tsoura
02/09 Luis Contreras Mendez
02/10 Joseph Larue
02/11 Cody Lewis
02/11 Jackie Att
02/11 Amanda Garza
02/12 Francisco Ornelas
02/14 Akira Williams
02/14 Matthew Fendrick
02/15 Diana Pressley

02/16 Brandon Beeler
02/17 Shivkiran Gill
02/17 Austin Miller
02/18 Ryan Strange
02/19 Matthew Vierra
02/20 Conner Harvey
02/20 Elliott Smith
02/21 Scott Benskin
02/23 Scott Williams
02/23 Kelly Towman
02/24 Sarah Hague
02/25 Jose Silva
02/25 David Murbach II
02/26 Jennifer Grizzell
02/27 Kerry Kendrick
02/28 Terry Adams
02/28 Angelina Montalvo

Hall Ambulance Anniversary Trivia

Congratulations Emily Duffy, Diane Nennig-Nieto, Laura Skiba, and Naomie West on correctly guessing the answer to last issue's Trivia question: Ed Smith was the ___ paramedic in Kern County? ANSWER: 3rd

To participate in this edition's trivia, email your guess with the subject line: HallMark Trivia to corumm@hallamb.com by February 20. Up to four winners will be announced in the next edition.

Which employee worked their first shift as a new paramedic at the CSUB Hometown Heroes Game on January 5?

THE HallMark

Founder of Hall Ambulance Service

Harvey L. Hall

(1971-2018)

President & CEO

Lavonne C. Hall

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The HallMark is published for the staff, friends, and family of Hall Ambulance Service, Inc. Comments, questions, or suggestions should be directed to Mark Corum, director of media services at: corumm@hallamb.com.

Established in 1971, Hall Ambulance Service is the 9-1-1 paramedic provider for 94% of Kern County, California's population. The Company serves the communities of Bakersfield, Arvin, Lamont, Frazier Park, Tehachapi, Rosamond, Mojave, California City, Boron, Taft, Shafter, Wasco, McFarland, and Delano, and surrounding areas.



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Hall Ambulance Sponsors Hometown Heroes Night at CSUB Basketball



On January 5, Hall Ambulance sponsored Hometown Heroes Night as the CSUB Roadrunners hosted the Cal Poly Mustangs. It was a great way to recognize our first responders, military personnel, veterans, and essential workers who serve our community and abroad.

Several Hall Ambulance employees and their family members were able to enjoy the game thanks to the complimentary tickets provided by Mrs. Hall.

It was also what would have been Mr. Hall's 82nd birthday, so during half time, CSUB posted his picture on the big screen and spoke about the longtime relationship between the University and the Hall family.

Attendees were able to get information on careers with Hall Ambulance at the booth in the Icardo Center staffed by HR Director Jenny Ramirez and staff.

As the official sideline services and EMS provider for CSUB Athletics, Hall Ambulance has an EMS crew on standby at every home Roadrunners Game. The crew that evening consisted of James Bunting, who was working his first shift as a paramedic after completing the Hall Paramedic Academy. Congratulations, James! Working with him was Evan Lostetter, who is currently a paramedic student in the Academy.

The Roadrunners played a fantastic game against the Mustangs, winning 61 - 51! *