
Introduced by Senator Berryhill
(Coauthors: Senators Cannella and Vidak)
(Coauthors: Assembly Members Patterson and Perea)

April 21, 2015

Senate Concurrent Resolution No. 45—Relative to the Joe Levy Memorial Highway.

LEGISLATIVE COUNSEL'S DIGEST

SCR 45, as introduced, Berryhill. Joe Levy Memorial Highway.

This measure would designate a portion of State Highway Route 41 in the County of Fresno as the Joe Levy Memorial Highway. The measure would request the Department of Transportation to determine the costs of erecting the appropriate signs showing this special designation and, upon receiving donations from nonstate sources covering that cost, to erect those signs.

Fiscal committee: yes.

1 WHEREAS, Joe Levy was a prominent Fresno businessman
2 and civic leader, whose commitment to the Fresno area created an
3 enduring legacy of community and humanitarian service. His
4 contributions include championing women's professional
5 advancement and active involvement in local organizations such
6 as the Boy Scouts of America, the American Red Cross, the Fresno
7 Arts Council, and the Fresno Area Chamber of Commerce; and
8 WHEREAS, Joe Levy was born on January 30, 1932, in Fresno,
9 and died on February 10, 2014. He is survived by his wife, Sharon,
10 his children, Felicia Weston, Dr. Jody Schlesinger, and Bret Levy,
11 and his nine grandchildren; and

1 WHEREAS, Joe Levy graduated from Fresno High School in
2 1950, and he attended the University of Southern California,
3 Marshall School of Business, where he graduated in 1954; and

4 WHEREAS, Joe Levy began his career with Gottschalks as an
5 Assistant Merchandise Manager in 1956, became a Merchandise
6 Manager in 1960, and became Executive Vice President in 1972.
7 He was named CEO and Chairman in 1982, and was the third
8 generation of the Gottschalk family to hold a top executive post;
9 and

10 WHEREAS, When Joe Levy returned to Fresno and began his
11 career with Gottschalks, Gottschalks had one store in downtown
12 Fresno. Under his watch, he helped the independent store expand
13 across Central California and the West Coast, growing to about
14 80 stores and 29 specialty stores in six western states; and

15 WHEREAS, Under Joe Levy's guidance and personal
16 involvement, the company became renowned for its outstanding
17 community service and steadfast commitment to customer service
18 and high business ethics; and

19 WHEREAS, Joe Levy strongly supported civic participation
20 among Gottschalk employees to support an array of local
21 organizations and programs, including, but not limited to, the
22 annual "Coats for Kids" campaign; and

23 WHEREAS, Joe Levy's list of leadership positions and
24 accolades is lengthy. He won the Leon S. Peters Award in 1989,
25 the top honor for service to the community recognized by the
26 Fresno Chamber of Commerce. A former president of the Fresno
27 Chamber of Commerce, he was active in the Downtown
28 Association of Fresno, the Boys Club of Fresno County, the Fresno
29 Arts Museum, the Fresno Metropolitan Museum, and the Craig
30 School of Business at Fresno State. He received other awards
31 including the City of Hope's Spirit of Life Award and the Fresno
32 Advertising Federation Foundation's J.U. Berry Lifetime
33 Achievement Award. He was inducted into the Clovis Hall of
34 Fame and in 1990 was voted third in the Fresno Bee's Top 10
35 Guiding Forces in Fresno with the headline "Joe Levy loves sales
36 but reveres highways." Leadership positions he held include
37 serving on the Board of Trustees during the founding of the
38 University of California, Merced, the Business Advisor Council
39 for the Craig School of Business at Fresno State, the Executive
40 Committee for the Fresno Business Council, as a board member

1 for the Fresno Economic Development Corporation, a board
2 member for the San Joaquin Political Academy, a cofounder and
3 sustaining sponsor of the annual Central California Women's
4 Conference, a Trustee and Secretary of Community Hospitals of
5 Central California, a leader in successfully obtaining
6 "All-American City" designation for Fresno in 1967, a board
7 member of the National Retail Federation, a board member of the
8 Fresno County Transportation Authority, and as past president of
9 the Fresno Host Lions Club; and

10 WHEREAS, Joe Levy dedicated his life to serving the
11 community as the notable head of Gottschalks and continued his
12 commitment to the community upon being appointed by Governor
13 George Deukmejian to the California Transportation Commission.
14 He served on the California Transportation Commission from
15 March 9, 1983, to February 1, 1991, and was its Chairman in 1986.
16 With his constant vision for the future, Joe Levy was a driving
17 force for successfully securing funding for the expanding freeway
18 system in Fresno and he aided in the development of Highways
19 168 and 180 that serve as integral transportation lines in Fresno
20 County; now, therefore, be it

21 *Resolved by the Senate of the State of California, the Assembly*
22 *thereof concurring*, That the Legislature hereby designates the
23 portion of State Highway 41 from Bullard Avenue to Herndon
24 Avenue in the County of Fresno as the Joe Levy Memorial
25 Highway; and be it further

26 *Resolved*, That the Department of Transportation is requested
27 to determine the costs of erecting the appropriate signs, consistent
28 with the signing requirements for the state highway system,
29 showing this special designation and, upon receiving donations
30 from nonstate sources covering that cost, to erect those signs; and
31 be it further

32 *Resolved*, That the Secretary of the Senate transmit copies of
33 this resolution to the Director of Transportation and to the author
34 for appropriate distribution.

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