

AMENDED IN SENATE JULY 6, 2015

**Senate Concurrent Resolution**

**No. 45**

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

April 21, 2015

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

LEGISLATIVE COUNSEL'S DIGEST

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

This measure would ~~designate~~ *redesignate* a portion of State Highway Route 41 in the County of Fresno as the Joe Levy Memorial Highway ~~Highway~~ *Highway, instead of the Dwight D. Eisenhower Memorial Freeway, and would adjust the portion of State Highway Route 41 designated as the Dwight D. Eisenhower Memorial Freeway.* 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

1 WHEREAS, Joe Levy was born on January 30, 1932, in Fresno,  
2 and died on February 10, 2014. He is survived by his wife, Sharon,  
3 his children, Felicia Weston, Dr. Jody Schlesinger, and Bret Levy,  
4 and his nine grandchildren; and

5 WHEREAS, Joe Levy graduated from Fresno High School in  
6 1950, and he attended the University of Southern California,  
7 Marshall School of Business, where he graduated in 1954; and

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

14 WHEREAS, When Joe Levy returned to Fresno and began his  
15 career with Gottschalks, Gottschalks had one store in downtown  
16 Fresno. Under his watch, he helped the independent store expand  
17 across Central California and the West Coast, growing to about  
18 80 stores and 29 specialty stores in six western states; and

19 WHEREAS, Under Joe Levy's guidance and personal  
20 involvement, the company became renowned for its outstanding  
21 community service and steadfast commitment to customer service  
22 and high business ethics; and

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

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

1 serving on the Board of Trustees during the founding of the  
2 University of California, Merced, the Business Advisor Council  
3 for the Craig School of Business at Fresno State, the Executive  
4 Committee for the Fresno Business Council, as a board member  
5 for the Fresno Economic Development Corporation, a board  
6 member for the San Joaquin Political Academy, a cofounder and  
7 sustaining sponsor of the annual Central California Women’s  
8 Conference, a Trustee and Secretary of Community Hospitals of  
9 Central California, a leader in successfully obtaining  
10 “All-American City” designation for Fresno in 1967, a board  
11 member of the National Retail Federation, a board member of the  
12 Fresno County Transportation Authority, and as past president of  
13 the Fresno Host Lions Club; and

14 WHEREAS, Joe Levy dedicated his life to serving the  
15 community as the notable head of Gottschalks and continued his  
16 commitment to the community upon being appointed by Governor  
17 George Deukmejian to the California Transportation Commission.  
18 He served on the California Transportation Commission from  
19 March 9, 1983, to February 1, 1991, and was its Chairman in 1986.  
20 With his constant vision for the future, Joe Levy was a driving  
21 force for successfully securing funding for the expanding freeway  
22 system in Fresno and he aided in the development of Highways  
23 168 and 180 that serve as integral transportation lines in Fresno  
24 County; now, therefore, be it

25 *Resolved by the Senate of the State of California, the Assembly*  
26 *thereof concurring, That the Legislature hereby—designates*  
27 *redesignates the portion of State Highway Route 41 from Bullard*  
28 *Avenue to Herndon Avenue in the County of Fresno as the Joe*  
29 *Levy Memorial Highway; and be it further*

30 *RESOLVED, That the Legislature hereby adjusts the portion*  
31 *of State Highway Route 41 designated as the Dwight D.*  
32 *Eisenhower Memorial Freeway to be the portion from Golden*  
33 *State Boulevard to Bullard Avenue in the County of Fresno; and*  
34 *be it further*

35 *Resolved, That the Department of Transportation is requested*  
36 *to determine the costs of erecting the appropriate signs, consistent*  
37 *with the signing requirements for the state highway system,*  
38 *showing this special designation and, upon receiving donations*  
39 *from nonstate sources covering that cost, to erect those signs; and*  
40 *be it further*

- 1     *Resolved*, That the Secretary of the Senate transmit copies of
- 2 this resolution to the Director of Transportation and to the author
- 3 for appropriate distribution.

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