



**HEIDI ELICK**  
**PRESIDENT/COMMUNITY REPRESENTATIVE**

Heidi Elick is a Behavioral Financial Advisor and owner of Ridge Financial Planning. She has been in the financial industry for more than two decades and holds a series 7, 63, 65, and is California insurance licensed. Her mission is to help clients cultivate a plan for their finances and future based on their values and goals. Heidi provides a simple, clean, and focused approach to financial planning. She leads with her core values and believes in transparency and sound guidance. Her effort is to make financial discussions easy to understand. She partners with tax advisors and estate planning attorneys to help implement the best plan for your future.

Working with an independent broker-dealer is important; this means no quotas to meet or specific/proprietary products to sell. She provides personalized strategies based only on the client's individual needs in a fully transparent manner.

A long-time Paradise resident with great love for people and the community. She lives on her 10-acre ranch with her husband, Turman, horses, goats, mini pigs, chickens, and four dogs. Heidi believes firmly in the importance of community and is truly committed by being involved as a Paradise Ridge Chamber of Commerce Board member, Paradise Rotarian, Paradise Rotary Board member, Gold Nugget Museum Board member, and Paradise Zone Captain.



**KIM GUZZETTI**  
**VICE PRESIDENT/COMMUNITY REPRESENTATIVE**

Kim Guzzetti has lived in the Chico area since 1977. She attended CSU Chico, earning a Bachelor's Degree in International Relations and then a Multiple Subjects

Teaching Credential. She went on to earn her Administrative Credential and her Master's Degree in Educational Leadership.

Kim's career passion has focused on providing high-quality alternative educational options for students. As an educator for over 30 years, Kim spent most of her career working as a teacher and administrator at the Butte County Office of Education. Kim taught in traditional school programs before teaching in independent study programs at Chico Unified School District (Chico Home Study) and BCOE (Hearthstone Charter School). She then became the principal of South County Community School (7-12), a school that served students who were expelled or were transitioning from Juvenile Hall. Subsequently, she returned to Hearthstone Charter School as principal in 2007.

As a county office administrator (2012-2016), Kim supported BCOE schools in curriculum and instruction, and categorical programs and provided charter school oversight for charter schools authorized through the Butte County Office of Education. She coordinated the curriculum selection process and professional development for teachers, oversaw the completion of the schools' School Accountability Report Cards (SARC), and supported Title I teachers working in the Butte County Schools. For BCOE schools and small Butte County districts, Kim oversaw Federal Program Monitoring activities, including staff training. As the Senior Director for Region 2 Migrant Education from 2016 to 2020, Kim led over 100 staff and oversaw a \$10 million dollar budget to provide federally funded supplemental educational and support services to migrant students and families from Marin County to the Oregon border. She worked closely with more than 25 north-state districts and the California Department of Education to ensure migrant services were developed, implemented, and aligned with federal and state requirements.

Kim retired in August 2020 and enjoys spending time with her husband, David, and her dog, Max. She loves to read, knit, and travel.



**JUSTIN MILEY**  
**BOARD TREASURER/PARENT REPRESENTATIVE**

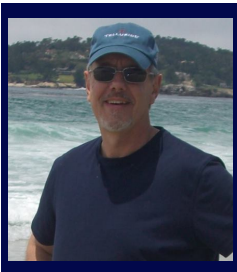
Justin Miley is a problem solver. He's the kind of person who enjoys the process of searching out a solution to someone's housing problem and then executing it.

Every aspect of real estate, from ground-up construction to buying and reselling properties,

has been awesome for him. Being able to provide professional guidance through one of the most important financial decisions someone can make, buying a new home or selling a home, is what motivates him to bring positivity day in and day out.

After graduating from the Western States School of Banking, he had a successful 23-year career in the banking industry. During that time, he focused specifically on commercial real estate, commercial owner occupied & investment lending, and subdivision development financing. While his past life of commercial lending centered around real estate financing, he identified multiple opportunities to make the entire buying and selling process better for everyone involved. In 2019, he jumped into real estate sales. He's the kind of person who loves helping people so that he can see them happy. At the end of the day, he believes that if we aren't happy in life, we're doing something wrong. This is exactly why he puts in the work required to support the growth of his teammates and ensures the success of every one of his clients. His priority is to be honest and humble while at the same time confident and professional.

He's been married to his wife, Tessa, for 21 years and has three amazing, talented, and athletic daughters. They are an active family that loves to spend time together doing things like fishing, camping, and exploring the great outdoors.



**CHUCK ROUGH**  
**BOARD SECRETARY/COMMUNITY REPRESENTATIVE**

Chuck is the retired Paradise Town Manager, where he served 16 years. Chuck is the founder of the Paradise Citizen's Alliance and currently serves on the Rebuild Paradise Foundation Board, as chair of the Adventist Health's Feather River Health Foundation, is a member of the Butte Strong Fund and member of the Hope Plaza and Blue Zones Steering Committees. Chuck has been actively involved in improving K-12 student learning and educational reform, supporting global and local high school-level entrepreneurship programs. In 2015, Chuck participated in Achieve's strategic planning process and was a key supporter in opening Achieve Charter High School in Paradise in 2018. He is a strong supporter of education, Achieve, and both our Paradise and Chico communities. Thank you for your service, Chuck!

Chuck Rough was the longest-serving Town Manager in the Town of Paradise's history,

having served 16 1/2 years. Since his retirement, he founded the Paradise Citizen's Alliance (PCA) in 2013, an independent, non-partisan group of citizens dedicated to improving the quality of life in the Paradise community, and also, was actively involved in improved K-12 student learning and educational reform, and global and local high school- level entrepreneurship programs. Chuck and his wife Patty lost their home in the Camp Fire. Through his continued involvement with the PCA, as Chair of Adventist Health's Feather River Health Foundation, as a founding member of Rebuild Paradise, a member of the Butte Strong Fund, and a member of the Hope Plaza Steering Committee, Chuck has been highly involved with various post-Camp Fire recovery efforts.



**VERONICA SALINAS**  
**COMMUNITY REPRESENTATIVE**

Veronica Salinas is from Nicaragua. She came to the United States at the age of 12. She lived in Watsonville, CA, and started elementary school in 8th grade. She attended high school at Santa Cruz High and Watsonville High and graduated from Watsonville High in 1999. After graduation, she started working and attended Cabrillo College. At the age of 19, she got married, had her first child at the age of 22, and worked as a CNA. After nine years of marriage, she divorced and started working two jobs as a CNA and HHA.

She married Cesario, and moved to Paradise, CA, in 2011, and had two more children. After the Camp Fire, she and her family moved to Chico, CA. In 2021, after spending 21 years as a CNA and HHA, she decided to start a new adventure with her career and now works at the Salvation Army Rehabilitation Program. Her 20 year old son, Angel, graduated from Paradise High and attends Butte College, and her daughters, 12 year old, Nayeli and 10 year old, Itzel attend Achieve Charter School of Chico. She loves to attend Church, read, go on walks, visit family, and help others.

