

Coastal Grower

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Health & Wellness Issue



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When Troy Fink, Project Manager at Ausonio discovered he had Type 2 diabetes, he made major changes in his life, including healthy eating and exercise. (See the February issue of HEALTH MATTERS® for Troy's story. —Photo by Richard Green.)

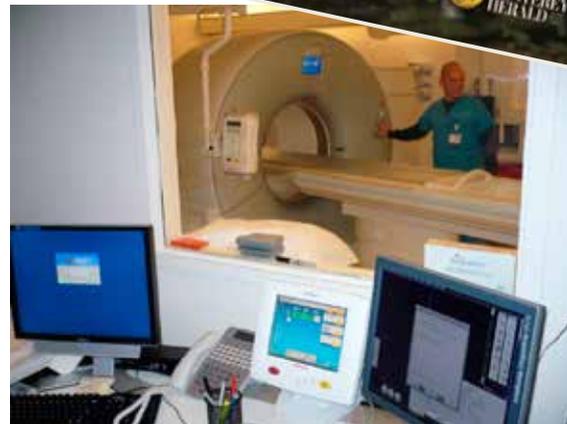
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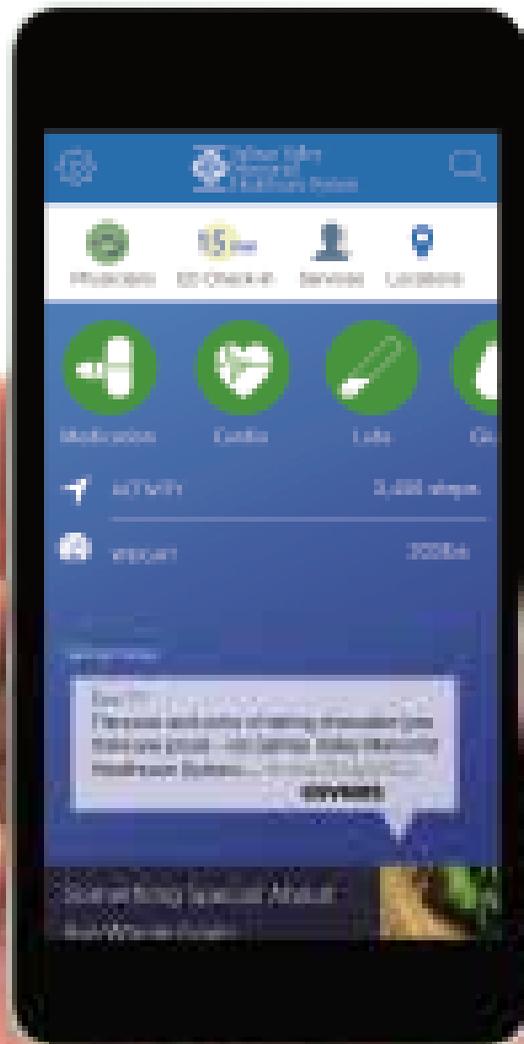
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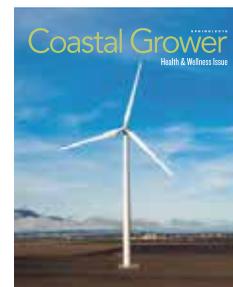


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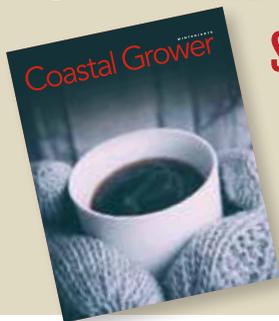
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Lazy Marketing

It happens overnight while I'm sleeping. Unsolicited, unwarranted and increasingly annoying solicitation emails creep into my Inbox. Sure, my friend, Mr. Barracuda, blocks plenty, but the real tricky ones are still getting through.

You are probably getting them too. Those annoying solicitation emails in ten point helvetica with phrases such as "Quick call?" or "Heard you were looking" in the subject line. Craftier ones make it look like they were replying to an email from you in the subject line.

Blanket solicitation emails that I spend way too much time "unsubscribe" from—when I didn't subscribe in the first place—is what I've come to call "Lazy Marketing." Sometimes I want to reply "Is this really how you handle sales? Does it actually work for you? Do people respond and agree to that 'sincere request for a quick call?'"

Another pet peeve is the email blasts some send out before big trade shows inviting me to "stop by our booth." When I get them from my competitors it takes Lazy Marketing to a new level. I mean, to not even take the time to sort the emails in the registration list by category to eliminate your competition? Then, after the trade show, I get another email blast thanking me for stopping by the booth (when, in fact, I never did).

I often ask myself if technology is friend or foe. Some of these new tools are making us lazy and taking any type of personal touch out of the sales and marketing effort. Not to mention they are annoying and creating work for recipients (I would love to erase the word "unsubscribe" from my universe).



But enough of my rant about lazy marketing....I encourage all of us to use technology to our advantage—but let's not be lazy. Sort that email list, target that audience, pick up the phone and create a relationship.

I'd like to shift gears now and end on a more personal note. Our industry lost another great champion this past December. His name was Rich Smith and I had the pleasure of knowing and working with this great man. Rich was a walking encyclopedia on many of the challenging issues facing the agriculture industry. He took a collaborative approach to decision-making and always put the facts first. He spoke eloquently with a subdued passion. When Rich Smith spoke, people listened (even the politicians!).

I also had the pleasure of seeing Rich Smith, the loving grandfather, since my kids are friends with some of his grandchildren. Whether in the stands of a baseball game or at birthday celebrations, Rich has a wonderful family and truly lived a wonderful life. I will miss him, but also continue to champion an industry he worked hard to make better.

Jperi

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Elizabeth joined Armanasco Public Relations in 1997 and is Vice President and General Manager. She has experience in community outreach, capital campaign administration, website development, marketing communications and media relations.

Elizabeth has worked with several non-profits including Big Brothers Big Sisters, the Boys & Girls Clubs of Monterey County and the Monterey Peninsula Chamber of Commerce.

Armanasco Public Relations is a full-service public relations firm established in 1985 by David Armanasco. Areas of expertise include community relations, crisis management, public affairs, media relations and strategic planning.



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Shellie is a Realtor with Shankle Real Estate. In 2003, she entered the real estate industry as a Real Estate Appraiser. Having vast knowledge in market analysis, land and site valuation, and economic affects on property values, she is able to stay on the leading edge of the real estate market. Prior to real estate, Shellie was self-employed for nearly two decades as a small business owner. If you are interested in buying, selling, investing, or finding out your home value, you can contact her at (831) 320-7748 or via shellie@shanklerealestate.com.



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DAVE NORDSTRAND

When Dave Nordstrand arrived to work for The Salinas Californian 28 years ago, the editor promised him he'd never have a boring day on the job.

He had graduated with a masters in Journalism from the University of Missouri, worked on a Norwegian cruise ship editing a newspaper and was a reporter for 12 years at the Albuquerque Tribune. He went through Army training at Ft. Ord as well.

Dave tried to retire a year ago, yet when he drove around the Salinas Valley, he saw so many subjects for great stories, that he chose to "un-retire" and still hasn't seen that illusive boring day.



HALEY HITCHMAN

Haley Hitchman joined Hastie Financial Group in 2008 and became an equity partner in 2016. She earned her Bachelor of Arts degree in Communications with a minor in Legal Studies from San Jose State University in 2007. Haley has gained the esteemed Accredited Investment Fiduciary® (AIF®) designation from fi360. This designation represents a thorough knowledge of and ability to apply the fiduciary practices. Haley assists in the development and monitoring of asset allocation models and works with clients, preparing and reviewing account information.



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JESS BROWN

Jess Brown serves as executive director of the Santa Clara County and Santa Cruz County Farm Bureaus and the educational organization, Agri-Culture. Jess’ community activities include past-president of the Cultural Council of Santa Cruz County, the Monterey Museum of Art, Cabrillo College Foundation, Community Foundation of Santa Cruz County, Santa Cruz Area Chamber of Commerce and Goodwill Industries for Santa Cruz, Monterey and San Luis Obispo counties. Currently, Jess serves on the board of directors of Leadership Santa Cruz County and current chair of the Tannery Arts Center. Jess has volunteered in Africa for five years helping small scale farmers.



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Melody, a lifestyle consultant and owner of MY DESIGNS, provides custom-tailored home, personal and professional services to meet each client’s unique needs. With many years’ experience as a designer and organizer, Melody acts as the liaison between her clients’ real world and their perfect world. Services include home design, organization and event planning, as well as custom gifts and accessories and concierge services. She is a member of the National Association of Professional Organizers and donates time to various charities in Monterey County.



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Kathryn is a Certified Public Accountant with 18 years of experience in income tax and accounting. Her education includes a Graduate Certificate of Completion in Estate Planning, an M.B.A. in International Management, and a Bachelor of Science in Agricultural and Managerial Economics. She is a member of the American Institute of Certified Public Accountants and the California Society of Certified Public Accountants. In addition to her tax and consulting practice, she is an active partner in two small businesses.



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LAURA NESS

Laura Ness, "HerVineNess," is a wine journalist, critic, and judge, whose passion is writing about wines of character and the characters who make them. She enjoys spending time in vineyards and farm fields, where the magic of food and wine begin.

Laura writes extensively for industry and consumer publications, including Wine Business Monthly and Vineyard and Winery Management, as well as consumer publications like Uncorked, Wine Country This Week and Edible: Monterey. She also has a weekly wine column in several newspapers and writes regularly for Wine OhTV and winefoodexplorer.com.



MATT PRIDEY

Matt Pridey is a Professional Golfer residing on the Monterey Peninsula. He plays on several professional tours, trying to make his way onto the PGA Tour. Through the help of his generous sponsors, Matt is able to play golf full time and travel to tournaments. He is originally from South Dakota, and played collegiate golf in both South Dakota and Arizona. He turned pro in 2011 and eventually moved west to the home of his wife, Whitney. He has had many successes at the professional level and looks forward to many more!



PATRICK TREGENZA

Patrick operates a thriving commercial photography studio in downtown Monterey. Celebrating his 25th year in business, Patrick is proud that his list of clients and interesting projects continue to grow. Targeting the agriculture industry as being one of the most dynamic areas of local commerce, Patrick carved out a niche and is recognized as a leader in photographing food and produce. Most recently, he has expanded his repertoire to apply his lighting and compositional skills to live action video so he can accommodate the ever increasing demand for compelling web content.



STEVE MCSHANE

Steve McShane is Owner & General Manager of McShane's Nursery & Landscape Supply in Salinas, California. He has a B.S. in Soil Science from Cal Poly, San Luis Obispo and an M.B.A. from Santa Clara. He serves on the Salinas City Council. When not working, he loves hiking, traveling to far reaches of the planet and experimenting with exotic fruits. He can be reached at steve@mcshanesnursery.com.

Coastal Grower values the contributions of all our writers. Contributors wishing to be recognized are listed here. In some cases contributors prefer to remain unrecognized with a bio and photo, or prefer complete anonymity. In those instances articles are published with no recognition or attribution.

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Kids Eat Right

BY BRENDA MOORE, COMMUNITY HOSPITAL OF THE MONTEREY PENINSULA

“What I have learned at Kids Eat Right is to drink sugar-free drinks. Vegetables are good for us because they give me energy and make me healthy.”

-L., a 9-year-old, 4th grader

What’s the secret to getting kids to eat well? Make it simple, hands-on, and fun.

Those are keys to Kids Eat Right, a nutrition program Community Hospital of the Monterey Peninsula brings for free to 4th grade classrooms all over Monterey County. Started as a pilot program in 2012, Kids Eat Right has now reached nearly 3,700 children in schools from Prunedale to San Ardo and many communities in between.

“Even though we are the world’s salad bowl, we don’t always take advantage of that,” says Janice Harrell, director of Nutrition Services at Community Hospital. “In fact, Monterey County has one of the highest rates of childhood obesity in the state. We think this program can help our children and their

families reduce that statistic.”

Kids Eat Right is based on an initiative from the Academy of Nutrition and Dietetics and uses curriculum developed by two now-retired clinical dietitians at Community Hospital.

In five weekly, one-hour sessions, students are taught simple, healthy lessons such as the importance of fruits, vegetables, and whole grains, the basics of reading food labels, and the value of being active. Each session includes a physical activity and hands-on food preparation of dishes the students then get to eat. The sessions are led by a dietitian from Community Hospital, Uriel Mendoza, the program’s coordinator, and kinesiology students from California State University, Monterey Bay (CSUMB).

Making the program fun engages the kids, Mendoza says. They chop vegetables and make yogurt dressing for a broccoli salad, layer fruit and yogurt for a parfait, and build Batman-themed tacos. On the playground, they unfurl a giant rainbow-colored parachute for games or test their agility on a course with hoops and ladders.

There is some homework involved: The program challenges kids to track what they eat

and drink, including how many days they can go without having a soda or fast food, how many minutes a day they are active, and to share what they learn at home.

Many have been introduced to foods they haven’t eaten before, from carrots that come in colors other than orange to Greek yogurt to whole wheat pasta.

“Parents are often surprised when their child is willing to try a new food and they like it,” says Tess Warwick, one of the clinical dietitians who visit classrooms.

In five weekly, one-hour sessions, students are taught simple, healthy lessons such as the importance of fruits, vegetables, and whole grains, the basics of reading food labels, and the value of being active.

“My daughter loved Kids Eat Right,” a parent wrote in a note to program leaders. “She looked forward to their visits and told us all about it when she got home. My finicky eater now wants black beans in her taco.”

The program won kudos from CSUMB in 2015, when Community Hospital and





Dr. Joanna Morrissey, of the Kinesiology Program, received the university's Marian Penn Partnership Award, recognizing their collaboration.

Nancy Kotowski, Monterey County superintendent of schools, has also championed Kids Eat Right, encouraging county schools to bring it to their campuses.

Kids Eat Right is supported by funds from Community Hospital as well as the community. Monterey Peninsula Foundation awarded the program a multi-year, \$500,000 grant, enabling the hiring of a full-time coordinator and expansion throughout the county. Community Hospital employees have contributed \$39,000 through We Care We Share, an annual employee fundraising campaign. Community Foundation for Monterey County and the Nancy Buck Ransom Foundation also supported the program with grants of \$10,000 each. And Wells Fargo provided \$10,000 to expand the program to include parent workshops.

"In the workshops," Harrell says, "we let parents know what they can do to prevent childhood obesity from a young age: Delay the introduction of sugar, juices, and sugary drinks; purchase healthy foods to have in the home; limit computer and television time; and make sure children get plenty of activity and enough sleep. Working together, we can improve the health of our children and families."

Schools interested in participating in Kids Eat Right should contact Uriel Mendoza at uriel.mendoza@chomp.org or (831) 649-7220. **ce**

Clockwise from top left: Elementary school students in Monterey learn that fruits and vegetables can be fun. Uriel Mendoza, Kids Eat Right coordinator, at right, oversees some outdoor activities at a Monterey County school. Students at San Carlos School in Monterey carefully cut fresh fruit to make yogurt parfaits.

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A Healthcare Collaborative

 Salinas Valley Memorial Healthcare System

An Exciting Way to Engage Healthcare Collaborative

BY DAVE NORDSTRAND

Fresh and fragrant oranges and apples fill baskets in the company's break rooms. Plates of almonds and granola are within reach. And if Sandra Valdez, business manager at Ocean Mist Farms, opts for a brisk walk around the company grounds, she'll have encouragement from her co-workers. They might even slip on their sneakers and join her.

Valdez is among staff employees at Ocean Mist Farms enrolled in the Wellness at Work program. The healthcare collaborative is a partnership between Salinas Valley Memorial Healthcare System and VNA, the Central Coast Visiting Nurse Association. The Wellness at Work initiative is making it easy for companies to support the health and wellness of their employees.

"It's the right thing to do," said Phil Taluban, Ocean Mist Farms' chief financial officer. "It's also the smart thing to do. Our health care

costs are going up and we're trying to slow that rise."

The Wellness at Work team sums up the pitch to company executives by noting that the program improves employee wellness and the organization's bottom line. The goal is to create a culture of wellness that benefits everyone involved. Salinas Valley Memorial is not only a partner in the program; the healthcare system also offers Wellness at Work to its more than 1,600 employees.

Once a company or organization signs up for Wellness at Work, employees can decide if they want to participate. The benefits are huge. Health screenings and testing are free so employees get a baseline of their numbers – weight, blood pressure, cholesterol, and blood sugar. The employee gets a 14-page personalized summary of health information which includes specific actions the person can

take to improve their scores in certain areas. All of that personal medical information is given only to the participating employee.

The company simply gets aggregate data, such as what percentage of their employees are considered obese, what percentage say they are smokers and so forth. With that general snapshot, the company knows what

The Wellness at Work initiative is making it easy for companies to support the health and wellness of their employees.

kind of health related classes, information and initiatives might be helpful to improve the overall health and wellness of the staff.

"Before I started taking part in this program, I had to take medicine for hypertension - high blood pressure," Valdez said. Untreated or undertreated, hypertension is a problem because it can be a factor in strokes, kidney failure and heart attack. "Because of this program, I've been able to get off my blood pressure medication," Valdez said.

Statistics from the American Heart Association support the need and benefits of such wellness programs. The figures reveal overweight employees, for example, cost employers \$2,500 a person every year due to absenteeism and medical care. The American



Heart Association also reports for every dollar spent on worksite illness programs, employers save up to \$16.

At Ocean Mist Farms, the bananas and other healthy and free snacks in the break rooms are just one way the company is changing the culture. The break rooms are rapidly becoming doughnut-free zones. The employees walk, run, and do sit-ups, push-ups and other exercises.

"Prevention is the key to good health," said Andrea Zoodsma, a VNA registered nurse with the Wellness program. "Between us and Salinas Valley Memorial, we know where the medical resources are and how people can access them. We're also culturally competent. We know the

The goal is to create a culture of wellness that benefits everyone involved.

unique needs of the agricultural industry. The whole idea is to make the healthy choice, the easy choice."

SVMHS hopes the Wellness at Work approach increases the public's understanding of the hospital's role in the community. "We offer outstanding care when people are sick, and just as importantly, we are their partner in health and wellness," says SVMHS President and CEO, Pete Delgado. "We want people to access our Healthcare System as a resource for classes, knowledge and tools for prevention," said Delgado.

Delgado believes as the Wellness at Work approach takes root in the workplace, the ideas will follow an employee home and take on a bigger role in family life. "Many of our employees have a long tenure with us," Taluban said. "We want that to continue. I believe this culture of wellness is making a difference. I, myself, take part in it and I do feel better."

To discuss how Wellness at Work can help your business, please send an email to wellnessatwork@svmh.com or call 831-759-3251. **cc**

Clockwise from top left: SVMHS employee participating in Wellness [at] Work health screening. Salinas Valley Memorial Healthcare System Chief Financial Officer, Augustine Lopez discussing the health and financial benefits of the Wellness [at] Work program with VNA.



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Growing Green

A 'Working Title' That's All About the Work

BY ELIZABETH DIAZ WITH MAURY TRELEVEN

For the small, industrious Salinas Valley community of Gonzales, California, “Growing Green” is not the flavor of the week or trending catch phrase. In 2008, the community leaders of the City of Gonzales set out to embrace a working title for programs and projects that would be good for people, good for business, and good for the environment. The program name, “Gonzales Grows Green” or G3, is a nod to the community’s rich agricultural heritage that is part of a vast network of farms, ranches, and vineyards that feed America and feed the world.

The community initiative focuses on three principles: maintaining sustainability of natural resources through environmental stewardship, increased opportunity through economic development, and preserving quality of life through social equity programs. “Growing Green” gave shape to a community vision founded on cooperation, innovation, and education that now permeates the lifestyle and economic development cultures of the community.

In a city populated predominantly with people under the age of thirty-five, it

became clear to community leaders that the social equity goals of the G3 sustainability initiative needed to be focused on workforce development, the creation of full-time, year-round jobs, and community values and programs centered around health, public safety, secure housing, clean water, investments in renewable energy, youth empowerment, educational parity, and environmental stewardship.

“On the eve of national economic disaster, community leaders did not hunker down but, rather, they decided to double down,” says long-time city manager, René Mendez. “Their decision and commitment to do so still inspires me,” he says. Gonzales sent word out that it was open for business and open to partner on projects with companies looking to invest in innovations in energy and technology. Relationships amongst community leaders and boards that once held court in very separate realms were rekindled with the goal of forming working partnerships and a willingness to cross over lines of established territory. Civic and education leaders began the dialogue of cooperation at newly established joint city

council and school board information sessions, agreeing that there might be opportunities for their respective staff to work together on behalf of young people and the families that they were jointly tasked with serving.

Maury Treleven, a consulting project manager for the G3 community initiative explained that there was a bit of a learning curve when it came to finding the best way to relate concepts of conservation to the community. “I think many of us thought that if we just got the word out there and put out some recycling containers, sent out a flyer, and had a few meetings that people would just start recycling and doing the right thing when it came to reducing consumption and participating in programs designed for a sustainable community.” Treleven, who manages many of the conservation programs and activities for the community, says that what they realized quite quickly was that the only chance they had for imbedding concepts of conservation into the community culture was to connect in a meaningful way with the community’s youth. The born educator with a passion for the private business sector realized she had a once in a lifetime opportunity to do what she had always dreamed of doing...teach! “In a large number of our households, the young people are the generation in their family with the most access to information and have the opportunity to achieve the highest level of understanding and buy-in when it comes to these concepts.” She says that in many ways, they are the only conduits of information into their households. “It is a great opportunity, and we had to learn to recognize this,” says Treleven.

In 2010, the city recreation programs director, Sara Papineau-Brandt asked Treleven to work with her to create what would become an award winning middle school summer education program, Environmental Leadership Academy. Since that time, the academy offering has evolved and grown so much that it has

Clockwise from top left: Maury Treleven and Sara Papineau-Brandt with Environmental Leadership Academy students. Maury Treleven teaches students at La Gloria School about the importance of recycling.

become an umbrella for many programs. One such program, “Outdoor Adventures” was funded by a 2013 grant from the Foundation for Youth Investment. This program, designed to address nature deficit disorder in youth living in a rural agriculture setting, has provided high school aged youth with opportunities to engage with the natural world. This includes being able to send youth and youth counselors to Ventana Wilderness campouts and weeklong summer camps at regional lake recreation areas. Chaperoned by city staff and city council members, Gonzales youth have been kayaking, camping in Big Sur, hiking in the redwoods, stargazing at Fremont’s Peak, and on a high ropes tree course. “While this sounds like fun and games,” says Papineau-Brandt, “we are on a very serious mission here when it comes to helping our youth see beyond that city limit sign.” She explains that it is all too common to take young people from Gonzales on a trip and have up to 50 percent of them reveal that it is their first time visiting the ocean or their first time camping.

Understanding that education and economic development went hand-in-hand, school district and city staff members excitedly sat down to collaborate on “Cradle to Career” education opportunities with city consultant, Michelle Slade of C4 Consulting. Slade had previously been tapped by four south county cities to work with their police departments in

a regional collaborative, 4 Cities 4 Peace. There she was tasked with assisting Salinas Valley cities in developing youth programs aimed at providing opportunities for leadership that would offer youth an alternative to gangs.

As the Gonzales teams met, Slade was able to successfully assist community leaders in giving shape to projects that were emerging as a product of their collaborative efforts. In 2014, this resulted in a city/district youth leadership

The program name, “Gonzales Grows Green” or G3, is a nod to the community’s rich agricultural heritage that is part of a vast network of farms, ranches, and vineyards that feed America and feed the world.

development program that provides for two paid youth summer internships with the City of Gonzales. The two youth additionally serve terms as youth representatives appointed to both the Gonzales City Council and the school district’s Board of Trustees. They also chair a newly formed youth leadership council comprised of middle school and high school students. In 2015, the City Council and Board of Trustees were able to establish an innovative, co-funded, full-time job opening for an individual that will lead community youth development programs both as an educator and civic leader. The position is expected to be filled in 2016.

The next phase of the charge enthusiastically led by Michelle Slade will be to establish relationships of support within the Gonzales business and agriculture community as she develops the framework for a youth summer job internship program. The program will be developed with the objective of addressing youth underemployment, giving youth experiences in the world of work, and exposing Gonzales youth to the diversity of career options available and their collegiate and trade school pathways.

Members of this collaborative effort share that it is gratifying for them as community leaders to sit down at workshop meetings where leaders such as the police chief, the

recreation director, the coordinator of the adult school, and even city council members show up to take their seat alongside the city manager, the school superintendent, and the principal and vice principal from each school. “These two to three hour sessions can get pretty rowdy when the breakout groups get going,” says Treleven. She says that she is looking forward to this Spring as a portion of the group will be attending a conference to learn more about bringing a “Linked Learning” program approach to education. This approach integrates rigorous academics with career-based learning and real world workplace experiences. “This is the next place where our collaborative efforts can result in real game changers for young people in our community,” says Treleven.

Working together in 2015, educator and academic coach Tina Raeder VanStirum and Treleven were able to support a number of Gonzales High School students in the rigorous application and interview process for the prestigious Monterey Bay Aquarium program, Teen Conservation Leaders. As a result of their participation in this summer program, the two seniors who were selected are now applying for paid summer jobs with the aquarium and are leading the charge to send more youth from Gonzales High School to discover the wonders of the ocean and marine biology on the Monterey Bay. “Participating in this program changed the course of my life,” says senior, Tabitha Hernandez. “I really thought I wanted to go to medical school,” she says. After attending the summer program at the aquarium, she says she realized that she could be even more passionate about marine biology. When applying for college, she switched her major and applied at schools with marine biology programs.

“This is what the social justice component of the G3 program is all about,” says Treleven. “We want our youth to understand the breadth of opportunities that are on the table and have the chance to consider them all. They can’t do that if we aren’t constantly opening the door, opening the window, or breaking the city limit with them every chance we get!” **ce**





Getting Your House “In Shape” to List

BY SHELLIE DAVIS

Spring: A time of renewal, fresh starts, growth, and lets not forget, “Spring Cleaning”. Spring brings a sense of newness. We tend to take better care of our bodies by eating better and exercising. We shed a few pounds after accumulating extra weight. We detox and cleanse in order to get ourselves in tip-top condition from the inside out. These practices are rewarding, they help us look good and feel better. When listing your

You may not be in a position to improve the market value of your home with an expensive remodel but you can improve its marketability.

home for sale, don't you want it to look its best? Don't you want people to walk through and think, “Wow, the owners have taken great care of this place”? If we take the same concepts we apply to our bodies and apply them to our homes, this is exactly what people will think when they walk through your newly

listed house. It takes a little work, but the rewards are worth it. So how do you detox, shed accumulated “weight”, and cleanse your house to make it look its best? Here are some practices guaranteed to produce results.

Detox

This is where you start going through your house, room by room, getting rid of all that unwanted “stuff” that has built up over the years. This includes magazines, toys, linens, clothes, etc. In her New York Times Best Seller, *The Life-Changing Magic of Tidying Up*, Marie Kondo says, “Discard anything you have not used in a year.” Another yardstick for deciding what to keep and what to purge, Kondo says, is to ask yourself, “Does this spark joy?” If it does, keep it. If not, dispose of it. After going through this exercise, you will be amazed at how much “detoxing” your house needed!

Shedding Accumulated “Weight”

Otherwise know as decluttering, when preparing your home to be shown, remember that less is more. We've all heard the adage;

in real estate it's all about “location, location, location”. Well, in preparing your home for a quick sale it's “space, space, space”. Most of us probably have more furniture than we need—Grandma's rocker, extra tables to display photos and collect dust, magazine racks exploding at the seams. Move out any furniture that is not necessary in everyday living. If a room is open, it appears larger and buyers are always interested in the square footage of the home. Also, rearranging furniture so that the house has a good flow is always a good idea. You don't want a buyer to walk into a room and be stopped by the back of a couch or table. Arrange furniture so you can easily walk from room to room without having to go around obstacles. Another area we want to slim down on is our personal items. Remove photos of loved ones and replace with interesting art, or simply don't replace them at all. You want buyers looking at the house, not your family memories. Remove all personal valuables such as jewelry, collections, expensive art, and prescription medications. Larger items such as art and some collectables don't disappear so easily, however, smaller items like jewelry, small collectables, and medication can easily be slid into a purse or pocket. Although the statistics are low for such incidents, it's always better to err on the side of caution.

Cleansing, AKA Spring Cleaning

Here we will actually divide into three areas: Exterior, Interior, and Repairs. The exterior of your home is the first impression potential buyers have of your home. Always remember, the first impression is the only impression. If the exterior isn't in tip-top shape, you run into the possibility that buyers may take one look and keep on driving. It doesn't matter how great the interior is, if the exterior is lacking, they will assume the interior is lacking as well. Start by trimming overgrown trees and bushes. Remove wilting foliage and flowers. Adding fresh flowers with bright color is always eye catching, particularly yellow and orange. (Marigolds are inexpensive and hardy.) Front porches are also important. You can do this by

changing the color of the front door to give it that extra “pop”. Arranging flowers and or plants in varied sized pots always adds interest. And of course, you’ll want to provide an inviting welcome mat for your visitors.

For tackling the interior, you may want to hire a crew to come in and do the deep cleaning or you may just want to do it yourself the old fashion way, using good old elbow grease. For starters you’ll want to make sure buyers can see out to the yard, so clean windows inside and out, not forgetting to clean the tracks and screens. This is a necessity. If you have draperies, have them dry cleaned and pull them back exposing bright and natural sunlight. Often times, ceilings go out of sight, out of mind. Check corners for cobwebs. Re-caulk tubs, showers, and sinks. Dust ceiling fans, levered blinds, light fixtures, and baseboards. Scrub floors until they shine. And most importantly, odors can be a deal-breaker. Often, we get used to our own scent, so it’s a good idea to ask a friend if they can smell anything “unpleasant” when they come into your home.

If you do have an odor, get to the bottom of it! If it is something minor, clean and air out the space. Not all people share the love of pets, so if you have them, make sure your furry family members haven’t left any lingering smells. Also keep in mind some people may be afraid of or allergic to certain animals. You may want to ask a neighbor if they can stay at their house when you are showing your home. Purchasing an air purifier can produce a good return on your investment at close of escrow.

Repairs can range from quick and easy to laboring and costly. You will have to weigh out the pros and cons and choose where you will get the most bang for your buck. Keep in mind, some “fixing-up expenses” can reduce your taxable capital gain, but only under strict guidelines. Check with your tax consultant for details. Some items to consider: Patch and paint holes in walls, fix leaky faucets, and fix doors that don’t close properly and drawers that jam. However beautiful colored walls may compliment your décor, consider painting interior walls to a neutral color. This will allow

any color or style of décor your buyer may have to fit right in. Consider switching out old and worn throw rugs, decorative towels, and bedspreads. Updating door knobs and cabinet knobs are always a quick and easy way to give a new look. Replacing soft lighting to bright white or higher voltage creates a light and airy feel. Cracked and peeling paint, double strapped water heaters, and low flow toilets and showers are sometimes called out in the home inspection report for repair. In an effort to expedite escrow, it’s a good idea to take care of these items before the inspector comes to your home.

You may not be in a position to improve the market value of your home with an expensive remodel but you can improve its marketability. Marketability is the ability to compete with homes of similar square footage and features of your house. By applying these techniques to detox, remove excess weight, and cleanse your home, you will be in great shape to compete with other listings. **ce**

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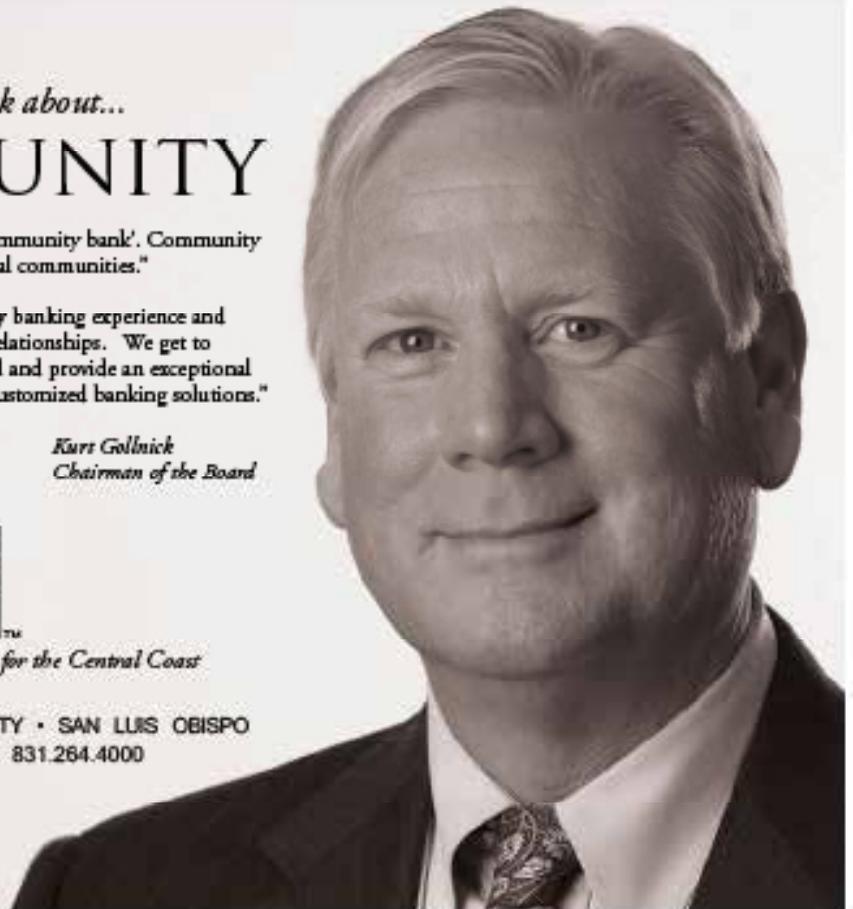


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Green Buildings

Legal Issues for Owners to Consider When Deciding on Green Remodeling or Building

BY ANNE SECKER, NOLAND, HAMERLY, ETIENNE & HOSS

“Green buildings” are part of a widespread and popular move toward sustainability now found in all aspects of the economy. The agricultural economy is very much a part of that movement and green buildings used in agricultural production are a natural and interconnected part of becoming more sustainable.

A green building is a structure that is designed to be sustainable for decades. During construction, a green building incorporates materials (such as recycled materials), uses energy saving products and equipment, and is based on “green” engineering, all with the end goal of making the building more energy and water efficient.

As with any building or remodel, there are important practical and legal issues for owners to consider when deciding whether green construction fits their needs. What follows is a helpful checklist to assist in analyzing if a green building construction or remodel is right for you:

1. Evaluate Reasons to “Go Green”

Enhancing the Company’s Image: Green buildings are seen as public relations assets, particularly for companies that strive for brand recognition and an image of freshness. Fresh food producers are able to position themselves to be more competitive with green buildings, because a green building fits with the concepts of a healthier lifestyle, fresh produce, and sustainability. Green buildings, particularly for organic producers, promote the image of freshness and sustainability. Is it helpful to your company to be seen in the forefront of the green and sustainable movement?

Social Responsibility: Green building is, in part, a response to concerns about climate change and the responsible use of natural resources. Is it important for the company to be perceived as a leader in this area?

Industry Leadership: Green building allows the use of innovative ideas combined with both simple and complex technology. If the Company is an industry leader in agriculture, should that role also be reflected in its building projects?

2. Are the Higher Costs of Going Green Worth the Extra Cost in the Long Run?

Green projects usually involve more up-front costs compared to conventional construction, especially in the “soft” costs of design, engineering and energy modeling. The savings realized through the operation of a green building once construction is completed, however, often significantly exceed the additional up-front costs. The California Waste Management’s Board’s Sustainable Building Task Force studied the cost issue and found that a zero to two percent investment in sustainable design yields a 20 percent savings over a 20-year life of a green building. Financial benefits include using less energy, water and in waste reduction, as well as the less quantifiable but nevertheless real benefits of increased employee productivity and a healthier workplace. (<http://www.calrecycle.ca.gov/greenbuilding/blueprint/2003>).

3. Should the Building Be “Green Rated”?

An owner may design and construct an environmentally sensitive and thoroughly sustainable building even if the building is not formally certified by one of the several organizations that have established rating systems, such as:

- U.S. Green Building Council, with its LEED® standards (www.usgbc.org)
- Green Building Initiative, with its Green Globes standard (www.greenglobes.com)
- Build It Green, with its Green Point-rated standard (www.builditgreeninitiative.org)
- Energy Star (<http://www.energystar.gov>)

LEED® Ratings

The LEED® rating system may be the most well-recognized. LEED stands for Leadership in Energy and Environmental Design. The LEED® rating system examines the sustainability of the building during the design and construction phase, as well as during the life of the building. Projects are certified based on national benchmarks for the design, construction and operation of green buildings. LEED® rates buildings on a numerical system, with the highest possible point total of 110. Points are granted on the following bases:

- Integrative Process (1 possible point)
- Location and Transportation (16 possible points)
- Sustainable Sites (10 possible points)
- Water Efficiency (11 possible points)
- Energy and Atmosphere (33 possible points)
- Materials and Resources (13 possible points)
- Indoor Environmental Quality (16 possible points)
- Innovation (6 possible points)
- Regional Priority Credits (4 possible points)

Projects are certified on four levels, on the basis of point totals, as follows:

- Certified: 40-49 points
- Silver: 50-59 points
- Gold: 60-79 points
- Platinum: 80-110

Green Globe Ratings

The Green Globe Rating system rates buildings on a 1000-point scale, that includes project management (50 points), site (115 points), energy (390 points), water (110 points), materials and resources (125 points), emissions (50 points) and indoor environment (160 points). In order to be certified, a building must attain a minimum of 35 percent of applicable points from the 1000 possible points. The percentage achieved determines the number of Green Globes conferred:

- One Green Globe is 35-54 percent of possible points;
- Two Green Globes is 55-69 percent of possible points;
- Three Green Globes is 70-84 percent of possible points;
- Four Green Globes is 85-100 percent of possible points.

Building Without Formal Ratings

Often owners choose to build to LEED® or Green Globe standards, yet forgo the formal rating because of financial and time considerations. Anyone building to such standards cannot use the LEED® or other Green Globe designation in marketing materials or to obtain incentives available from federal, state or local governments.

4. Ensure that the Construction and Design Professionals Understand Green Building

Any successful project involves experienced

professionals. Choose your team carefully based on their knowledge and past success with green buildings.

5. Construction Contract Issues

- Make sure your “green-team” is experienced and knowledgeable.
- Pay attention to the construction contract. It is essential for an owner to use the contract to shift risk to the contractor and design professionals. The contract should clearly state each party’s obligations so that everyone has a common understanding of the goals and expectations of the project.
- Clearly identify the design specifications and performance specifications for the building.
- Contractually require the design professionals and contractor to follow green requirements necessary to achieve certain certification levels.
- Specify who is responsible and who is at risk for different types of green failure (for example, if the targeted energy and water savings are not met or if the building fails to achieve a certain level of green rating).

- Avoid liquidated damage provisions that generally limit the total damages an owner is entitled to for breach of contract.
- Offer significant bonuses to contractors if certification is received by a specific time.
- Consider a design-build, design-build-operate-transfer, or turnkey project delivery method so the risk is shifted to the design professionals and contractors.

As time goes on, we will see more green buildings. The tide is already moving toward requiring new buildings to be more “green”. Virtually all of the new buildings constructed by the federal government and the State of California must meet specific, minimum green building standards. It is reasonable to predict that buildings will be required to be more energy and water efficient. California’s Central Coast has been on the forefront of agricultural innovation for decades. It can continue that leadership role by moving toward green buildings for its future remodel and construction projects.

This article is intended to address topics of general interest and should not be construed as legal advice. **ce**

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Gonzales Grows Green.



The City of Gonzales is the heart of the Salinas Valley and is a regional leader in agricultural technology and innovation, environmental awareness, and sustainable practices.

The City's team of sustainability experts can provide technical assistance regarding energy efficiency, clean and renewable energy resources, recycling and accessibility to green technology programs (incentives, rebates, tax credits). By participating in the City's sustainability program, businesses can find green technology solutions that are affordable and enhance profitability.

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Socially Responsible Investing

BY HALEY HITCHMAN, HASTIE FINANCIAL GROUP

Socially Responsible Investing, also commonly known as Sustainable and Responsible Impact Investing (SRI) came to light in the investment world in the 1960's. In the beginning, an SRI strategy typically avoided companies that were considered "sin stocks". Sin stocks were those that produced weapons, alcohol, and tobacco or provided gambling. SRI has now expanded to consider a variety of standards, for example how a company effects the environment, what contribution it has had to communities or society, or the product safety and employment relations records.

SRI has grown significantly in the United States in the last few years. As reported by the US SIF Foundation's "Report on Sustainable and Responsible Investing Trends in the United States", at the start of 2014, there were \$6.57 trillion assets using one or more SRI strategies. That's a 76 percent increase from 2012 when SRI strategies were \$3.74 trillion. The number of mutual funds implementing a SRI strategy also grew from 333 to 456 with

assets increasing more than 200 percent to \$1.93 trillion from \$641 billion.

There are a variety of factors that have contributed to the rapid escalation in the SRI market. Some factors include new data and research that has supported the profitability of implementing a SRI strategy. There has also been growing pressure from elected officials on climate change and weapon regulation given recent events. US companies are establishing stricter standards and policies internally that help them meet traditional SRI standards.

The Social Investment Forum lists 12 criteria to consider when using SRI (alcohol, tobacco, gambling, defense/weapons, animal testing, product/service quality, environment, human rights, labor relations, employment equality, community investment, and community relations). The most common strategy when using a SRI is to consider environmental, community and other societal or corporate governance (ESG). This first considers traditional risk and return, but also evaluates the qualitative and quantitative aspects of

ESG procedures. Some investment managers actively seek out companies that market ESG policies and practices and avoid those with a negative record.

Is it profitable for investors to implement a Socially Responsible Investment strategy? There are several motivations for seeking sustainable, responsible and impact investments. They may be for personal values, moral obligation and individual goals. However, as with any investment strategy, investors seek a competitive return. There is a wide range of investment vehicles to choose from when implementing a SRI strategy.

A common misconception is that SRI may not be as profitable as more traditional strategies. Early studies suggested when some SRI criteria was considered, there was lacking performance, as compared to when all 12 SRI criteria were considered in an investment, performance was approximately as successful as when there was no SRI criteria considered. More recent research and academic studies suggest that implementing a SRI approach may actually increase profitability for investors more so than when only considering traditional investment factors. A study performed by Mozaffar Khan, George Serafeim, and Aaron Yoon found that:

There are a variety of factors that have contributed to the rapid escalation in the SRI market. Some factors include new data and research that has supported the profitability of implementing a SRI strategy.

"...firms with good ratings on material sustainability issues significantly outperform firms with poor ratings on these issues. In contrast, firms with good ratings on immaterial sustainability issues do not significantly outperform firms with poor ratings on the same issues. (Published March 9, 2015: "Corporate Sustainability: First Evidence on Materiality").

It would make sense that companies with better environmental or employment track records or who value business ethics would be less likely to receive government regulated fines and be considered sound companies in which to invest. It is also important for companies to value their employees and seek to provide healthy work environments. A growing body of research has shown when companies recognize employee's worth, there is an increase in productivity, lower turnover and better innovations. Companies that prove to have a significant community impact can also improve customer loyalty to a brand. A benefit to evaluating Corporate Governance would help to ensure aligned interests of shareowners and management to avoid any negative financial surprises.

Many investments have integrated environmental, social and governance screening factors and there are several options and investment vehicles to think about when considering SRI. It is important to understand what issues are most important to you. Whether using mutual funds, exchange traded funds or individual stocks or bonds, as with any investment strategy, it is key to understand and evaluate the investment process with an experienced financial advisor. Many firms manage SRI portfolios specific and tailored to their clients' interests and concerns. For more information, a valuable resource when looking to implement a SRI approach would be the Forum for Sustainable and Responsible Investment (www.ussif.org). **ce**





Sustainable Growth with an Agricultural Focus Helps Boost Economic Development for Gonzales, CA

BY IRWIN SPEIZER

On Google Earth, the sprawling Constellation Brands facility in Gonzales, CA looks more like a giant solar farm than a winery. The solar panels covering the roof of Constellation's main building provide renewable energy to the winery. But in an unusual twist, a few of those panels belong to the City of Gonzales, which leases roof space from Constellation and uses the solar power to run a municipal domestic water pumping station.

The solar installation at Constellation illustrates the economic development dynamic in Gonzales that local businesses praise as a model of how a city can partner with its resident companies to promote growth while also advancing the cause of sustainability.

Steve Smit, who serves as Constellation's vice president and general manager for the central coast of California from its base in Gonzales, says the city not only shares a

commitment to sustainability with his company but also understands how to promote that cause while simultaneously being adaptable and easy to work with on company projects. When Forbes magazine brought its Reinventing America AgTech Summit to the Salinas Valley last summer, Constellation provided meeting space at its Gonzales winery for the kickoff gathering.

"We are on the same page in terms of the need to push for sustainability," Smit says. "While the city has a strong desire of wanting to be sustainable, they are also realistic about what can be done. It is refreshing to work with them."

The ability to work with companies in a timely and efficient manner to get projects done while also promoting sustainability has helped Gonzales, a town of less than 10,000 people, post some significant economic development gains. The property tax base in Gonzales grew by 16.65 percent from 2014 to 2015, double that

of the next closest municipality in Monterey County. The city is emerging as a center for agriculture-related businesses and technology that also maintains a strong commitment to environmental principles outlined in its Gonzales Grows Green (G3) initiative.

"The city aggressively seeks to create jobs through economic development while also advancing the cause of sustainability and environmental stewardship," says Gonzales City Manager René Mendez. Among some of the success stories:

Taylor Farms: A leader in the growing and processing of fresh vegetables, Taylor Farms recently constructed a major new vegetable processing and cooling facility in Gonzales (the largest recent industrial development project in the city). It also partnered with the city on the towering wind turbine that was erected on city land near the plant, which has become a symbol of the city's sustainable focus. The wind-generated electricity goes directly to the Taylor Farms facility and has helped Taylor Farm's significantly reduce its electricity costs, while also reducing its carbon footprint. Taylor Farms CEO Bruce Taylor says the city maintains a pro-business attitude that included fast tracking the new processing plant from permitting to construction.

Ramsay Highlander: The manufacturer of custom harvest equipment that is shipped around the globe moved to Gonzales in 2000 to accommodate its growth and has expanded its footprint in Gonzales since then. President and CEO Frank Maconachy says that when he was shopping for a new location, he walked into Gonzales City Hall one day in hopes of getting some information. Instead of a typical cool, bureaucratic reception, Maconachy found himself welcomed with open arms. "I said I was thinking about relocating and I had some questions," Maconachy recalls, "They said, come on in. The next thing, the City Manager was there, the building person was there, and we sat around a table and talked. They said, what can we do to help your business move to Gonzales."

That was the key. They said, 'How can we help you?'"The city points to Ramsey Highlander as an example of the agricultural-technology type of business that it hopes to attract in the future. The company's custom-made machines are designed to improve efficiency and reduce waste in the harvesting process, both pluses in the sustainability drive.

As Gonzales has continued to grow its industrial base, it has also instituted a range of programs within the city aimed at advancing the sustainable goals of its G3 initiative.

Healthy Soil: The company that produces additives that enhance soil health rather than simply promote plant growth as most fertilizers do, moved to Gonzales in 2002 and has expanded since then. President and CEO Thomas Piatkowski was looking to relocate from a smaller site a few miles away when he found an available building in Gonzales. Like others with agricultural-related businesses, he appreciated the central Salinas Valley location and easy highway access. But he also discovered a kinship in the concept of sustainability that is at the heart of his business. He says he has been grateful for the city's helpful attitude that includes letting him use city meeting rooms and allowing him to participate in government grants that aid his company. "They are extremely supportive of our business and the concepts of sustainability that we are trying to bring forth," he says. "That makes for a great relationship."

Pure Pacific Organics: The processor of organic vegetables and salad mixes opened its new plant in Gonzales in 2010 and has plans to expand in the city. Company partner David Black ticks off many of the same favorable attributes in Gonzales that other agricultural-related businesses cite, but stresses the importance of the city's pro-business outlook. "They are really good to work with," Black says. "The city staff are very accessible. They don't

just look at things from the point of government regulation. They are open to ideas and they are very business friendly."In addition, Black points out, the company's organic product line dovetails with the city's sustainable and green outlook. "Our consumers are environmentally conscious," Black says.

The city also has received kudos for its work aiding the development of the Vista De Santa Lucia industrial park. "The City of Gonzales and their staff are to be congratulated for working with the Herbert Meyer land trust and the private sector in the spirit of private public partnerships to successfully build and promote the Vista De Santa Lucia industrial park," says John Handel, project manager. "The wind turbine development along with future proposed solar, wind and water recycling developments to support both phase I and II of the industrial park will give Gonzales one of the first industrial parks in California where energy and water sustainability are at the forefront."

As Gonzales has continued to grow its industrial base, it has also instituted a range of programs within the city aimed at advancing the sustainable goals of its G3 initiative. The city added solar panels to its wastewater treatment plant to provide clean power to that facility, was the first city in Monterey County to adopt a Climate Action Plan aimed at helping the city meet statewide goals for reducing Greenhouse Gas Emissions, and maintains commercial and residential recycling programs that exceed statewide goals. In 2011, Gonzales received the Governor's Environmental and Economic Leadership Award for its children's environmental education program, Environmental Leadership Academy.

City Manager Mendez says the sustainable approach is not just good for the environment but has also proven good for the city's economic development. In an age when companies around the globe promote sustainability, having a reputation as a city that advocates sustainable practices and is also pro-business provides Gonzales an edge. **CG**

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NORTH



Healthy Eating Good for the Farmer

Interview with Dick Peixoto, Owner, Lakeside Organic Gardens

BY JESS BROWN

How old were you when you realized you had a passion for farming?

I think I was 10-12 years old.

Your father was not a farmer, where did this passion come from?

Riding with my father while he drove around the Pajaro Valley to sell chemicals and commercial fertilizers to local farmers.

How old were you when you started growing a crop that you actually sold?

I was 17 years old. I grew green beans and pickling cucumbers on my own on 40 acres of rented land. I was a senior in high school so I worked before and after class.

Early in your career, how did you decide what crops you were going to grow?

I watched what other farmers were growing in the area and where they sold them. I also had to grow crops that did not require a lot of

money to produce because I was working off of my savings and had no bank financing.

How many years of farming did you have before you were able to attain the leases on the best farmlands?

I farmed marginal ground for 10 years before I was able to lease the best land.

Who has been the most influential person in your life?

Definitely my dad. He taught me to live within my means. He always said, "If you can't afford it now, work harder until you can". He taught me to have a great work ethic, the value of a dollar, and the importance of being fair and honest.

When and why did you start auxiliary businesses?

I first started auxiliary businesses in 1982 to help reduce the cost of farming for myself and diversify the income sources.

You have many family members involved with your business. Did you always know that you would hire relatives as you grew your businesses?

My family members are committed to my company as if they are part owners. I work really well with my family members. Early on, I didn't know that I would hire relatives, other than my mom who was my bookkeeper from the very beginning.

You started farming as a conventional farmer but then you turned to organics. Why and when did you transition to organics?

This decision was 100% a business decision. After farming for 20 years conventionally I



Clockwise from top left: Dick Peixoto in the Pajaro Valley. Dick Peixoto looking over one of his farms. Peixoto Family.

became frustrated with the deteriorating profit margins. In 1995 I started thinking of what people would want in the future and all signs pointed to organic. Also, farming in Santa Cruz County, I knew that the pesticide regulations would only get tougher, so organic seemed like the natural choice for me. Today I'm 100 percent sold on organic and won't go back to conventional farming.

What has been the biggest challenge converting to organic farming?

The biggest challenge is surviving financially during the three-year transition process. To convert conventional ground to certified organic you must grow organically at higher costs, yet sell conventionally at lower prices, having a guaranteed loss. Also I needed to re-educate myself on pest control. Before, I would see a bug and spray to kill it. Now when I see bugs I analyze them to see if they are good or bad bugs and how to manage them.

In the last few years you added another business, the California Grill in Watsonville. Why go into the restaurant business?

I became frustrated when I saw that so many of the old restaurants where the Pajaro Valley residents would meet and enjoy a meal were closing. I felt strongly that if we promoted our fresh organic vegetables in conjunction with local suppliers for meats, desserts and beverages, the Pajaro Valley residents would love it. Tie that in with a great chef and wait staff and you have a winning combination. Our customers love it and some will drive from 20-30 miles away for great food and the experience.

Why is the Pajaro Valley a good place to create and operate businesses?

People of the Pajaro Valley love their community and love to support the local businesses.

You have been very generous with the community and have been in coordination with nonprofits. Where does that empathy come from?

Since I started my farming career, there have been many times that I was broke and didn't know where to turn. I know what it feels like to struggle through that. During these times there were always locals that helped me pull through.

Now that I've reached this level of success I have a strong sense to help those less fortunate through their struggles.

Where do you see Lakeside Organic Gardens in 20 years?

I think Lakeside Organic Gardens will continue to grow 15-20 percent a year and sometime in the next 20 years, I could see it becoming an employee owned company.

You recently donated \$2 million to establish the Peixoto Organic and Sustainable Farming Education Fund. What are your goals for this fund?

I've watched over the last 30 years as the next generation lacks the interest, commitment and understanding of agriculture. I feel strongly that we need to change this trend and I believe the way to do that is through education. By starting when kids are in elementary school, we can show them that we have great opportunities in agriculture. I want to build a learning center where schools and parents can bring kids to teach them about organic and sustainable agriculture, which I believe is the future of farming. Also, people now days have a burning



desire to know where their food comes from and to learn about how it's grown. This center can provide that opportunity for them as well. And finally, I see it as a tool for those interested in starting their own organic farming operation. My experience and background can be very helpful to the young, enthusiastic farmer who wants to farm but doesn't understand the business of farming.

Do you see in the future that the majority of agriculture will be produced organically?

We are going through a generational change right now and organic is a priority for the next generation. Right now, organic production cannot keep up with the demand. I don't believe that future consumers are going to change their philosophy and decide to go back to eating conventionally grown food. I honestly believe we will not be able to transition land to organic fast enough to keep up with the demand for the next 20-30 years. This is why we need more organic farmers.

There is a controversy about Genetically Modified Organisms (GMOs). Some GMO produced seeds eliminate the need for pesticides. Do you think they could someday be accepted in organic farming?

There needs to be a substantial amount of research done on GMOs but I don't see anytime in the foreseeable future that organic consumers will accept GMOs.

How concerned are you about the current drought in California?

The current drought is serious and we are mindful of all of our farming decisions to watch our water use. We have implemented changes in our farming techniques to reduce our water use by 20%.

How are you handling the issue of having adequate labor?

Labor has been a huge concern for years. At Lakeside Organic Gardens our employee return rate is climbing each year. We offer year round employment to all employees and for the last several years 100 percent of the employees

received an annual bonus. We continue to seek out labor from multiple sources.

How important is the preservation of farmland?

Good farmland is the lifeblood of our existence and in this area, we are under constant pressure from development. The Santa Cruz County Farm Bureau has been excellent at fighting for preserving ag land and saying 'no' to development. Lakeside Organic Gardens recently purchased over 100 acres adjacent to the city of Watsonville. This land is currently being transitioned to organic and we plan to preserve it for organic production and prevent it from ever being developed.



Dick and his irrigators.



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How do you balance your family life while running the largest independently owned organic farming operation, as well as several other businesses?

That's a tough one. I work from 6am until 11pm, five days a week and at least a half-day on Saturdays. The rest of Saturday and all day Sunday is my family time. We usually take off for short family vacations two to three times per year.

Do you see your children or other relatives continuing your businesses in future generations?

Farming is tough and it gets harder every year with all the regulations and requirements. I don't recommend that any of my kids try to take over this business, but I do believe that a group of current employees could run Lakeside into the next generation.

What is something about Dick Peixoto that most people don't know?

Most people outside of the company don't know how totally committed I am to my employees. All of them! I appreciate all that they do and I make sure that they know it. Every employee from the top sales person to the radish picker is equally important. Without that radish picker the salesman has nothing sell.

If you could have dinner with three people (alive or deceased), who would it be?

My father, for his lifelong advice, Steve Jobs, for his outside the box business development and Jimmy Fallon for the laughs.

Where will we see Dick Peixoto in 10 years?

Still actively involved in Lakeside in an advisory position and my wife and I spending months per year on the beach in Maui. **ee**

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Celebration of Life

BY DAVE NORDSTRAND

Anyone who attends the American Cancer Society's Celebration of Life Fashion Show can see firsthand the impact cancer has in our community. All of the models – women, men, and children – are battling cancer or are cancer survivors. They are not alone.

At the conclusion of one year's show, the event emcee handed out party sticks to everyone in the room. The kind of novelty sticks that when cracked, glow in the dark. The emcee then asked the hundreds of people who filled the room to crack their sticks if they had cancer or if they knew someone who had cancer. The buzz among the crowd suddenly silenced as everyone realized that there were few, if any, sticks unbroken.

The vision for the Celebration of Life came about 22 years ago when three Monterey County women gathered for a casual lunch. At the table were Shirley Lavorato, Jeri Olivas and Karen Fano. The trio wanted to invest their time and energies into a worthy cause.

"We just felt a fashion show with models who had walked the path of cancer would

be unique and dramatic," Lavorato recalled. "Women love fashion and cancer survivors just shine up there on stage."

That first year, 80 people took part in what became an annual celebration. The models ranged in age from three to 80.

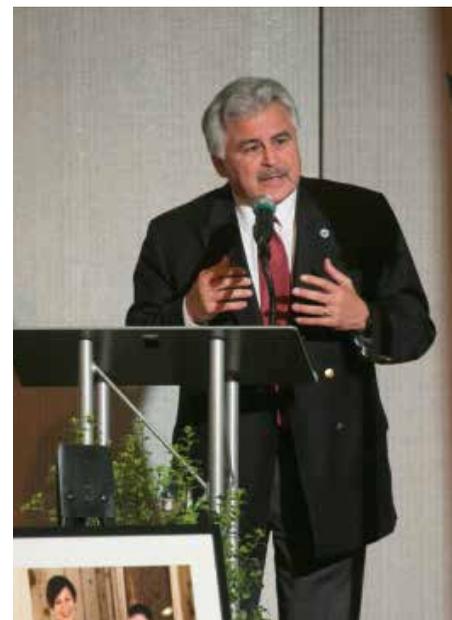
They came clad in plaids and cottons and wools and even tailored in polyester. Since its debut, the yearly show has grown mightily. It has become one of the Monterey County area's all-time fundraisers and a much-anticipated American Cancer Society event.

The popular event has now raised over a million dollars, with each dollar targeting cancer. A raffle and extensive silent auction are part of the event, and key local players in the fight against cancer are honored yearly.

Last year, Salinas Valley Memorial Health Care System, SVMHS, received the Honoree Award. The committee recognized Salinas Valley Memorial's long commitment to providing the region with a Comprehensive Community Cancer Program, which offers nationally recognized, quality care, innovative and FDA approved clinical trials and free

community resources and support to all.

The 2016 Honoree Award is Taylor Farms. "The Honoree is always a company or individual from the community who has inspired others and illustrates the true meaning of making a difference," Nancy Valdez said. Valdez is development manager of



distinguished events for the American Cancer Society in this area.

The 2016 Crystal Hope Award recipients are David and Susan Gill. The Crystal Hope Award honors a company or individual who provided continuous support to the American Cancer Society Celebration of Life. In doing so, Valdez says, they have helped the society invest in groundbreaking research and provide answers, care and support to cancer patients and their families when they need it the most.

With cancer, of course, unhappy endings often arrive without warnings. Her own infant daughter developed cancer. The first sign was bleeding from a tumor in the ear wall. Her daughter, Bella, underwent treatment. She is three now and doing well, though she must undergo periodic physicals.

“One of the hardest things in dealing with cancer is just not knowing day to day what is going to happen next,” Valdez said.

Clockwise from top left: 2015 Celebration of Life committee. 2015 Celebration of Life Fashion Show – SVMHS represented by Pete Delgado, President and CEO.

Despite the fact that each model has cancer or has had cancer, the event is truly a celebration of life, progress and community involvement. “This is a very uplifting afternoon as we watch cancer survivors step onto that runway,” Valdez said.

The American Cancer Society predicts 1.7 million new cancer cases this year and nearly 600,000 cancer-related deaths in the US. The Associated press reports cancer is now the number one killer in 22 states, including California. Still, that numbers represents a 23 percent drop since its peak in 1991.

Forces at work in that positive trend include fewer smokers, advances in cancer detection, as well as in treatment and prevention. Money donated and raised during the Celebration of Life help fund research, advancements, and provides specialty care for people in need.

Lavorato calls the fashion show that she co-founded, a “mission-driven event,” meaning that the urgency to find better treatments and a cure drive the event. The event organizers vow the Celebration of Life will continue as long as something as simple as glow sticks can offer a somber reminder of cancer’s reach. **ce**

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Estate Planning

BY KATHRYN CAVA

We are all aware of the annual requirement to file income tax returns and pay income tax, but did you know there is a completely different tax levied on the transfer of wealth to another person? There are several different types of transfer taxes and the maximum rate is currently at 40% of the taxable amount. The three types of taxes are the Estate tax, Gift tax, and the Generation-Skipping Transfer tax. The focus of this article is on these taxes and will also cover some related income tax issues and other considerations for your estate.

Estate Tax

The Estate Tax comes into play when a person dies and applies to the transfer of the individual's assets to the beneficiaries. An Estate Tax Return is required to be filed when the total value of a person's assets, or gross estate, plus lifetime gifts exceeds the basic exclusion amount. The basic exclusion amount for 2016 is \$5,450,000. The gross estate is the fair market value of all of a person's assets owned at death. If the value of the estate is less than the basic exclusion amount, an executor may still choose to file an Estate Tax Return to transfer the unused basic exclusion amount to a surviving spouse. The unused portion of the

exclusion from the first spouse to die can be used in the estate of the surviving spouse.

Gift Tax

Gift Tax applies to the transfer of wealth when a person is still living. Although the applicable exclusion amount is the same as above, \$5,450,000 for 2016, there is an annual filing requirement for gifts to any one person exceeding the annual exclusion even if there is no tax due. The annual exclusion is currently \$14,000. Common examples of gifts include transfers of cash, stock, and interests

The three types of taxes are the Estate tax, Gift tax, and the Generation-Skipping Transfer tax.

in property. Debt forgiveness and interest-free or below market interest loans can also be considered gifts.

Certain items are specifically excluded from gift tax. Tuition paid directly to a qualifying educational institution on behalf of another person is not a taxable gift. Medical expenses, including health insurance, paid directly to the provider on behalf of another person are also excluded from taxable gifts.

Making annual gifts over time is a basic technique used to help reduce the size of a person's estate.

Generation-Skipping Transfer Tax (GSTT)

The Generation-Skipping Transfer Tax is assessed on the transfer of wealth to a relative two or more generations below the transferor, or to an unrelated person 37 ½ years younger. The basic exclusion amount for 2016 is \$5,450,000. The GSTT may be applicable to transfers at death and is reported on the Estate Tax Return. This tax can also be triggered by gifts and in this situation is reported directly on the Gift Tax Return.

Income Tax Considerations

Assets that may pass to beneficiaries free of estate tax can still be subject to income tax. Any items that would have been taxable income to the decedent are typically taxable to the beneficiary. These items are called Income in Respect of a Decedent, or IRD. The most common forms of IRD are money received from qualified pension plans, profit-sharing plans, and Individual Retirement Accounts. Payments on annuity contracts in excess of the decedent's investment are also taxable income to the beneficiary. Income in Respect of a Decedent is taxable to the beneficiary when received.

Different basis and holding period rules used in determining gain or loss on a subsequent sale apply depending on whether an asset is inherited or been received as a gift. When a person inherits an asset, that person gets to use the fair market value of the asset as basis and the holding period is automatically long-term. This basis adjustment is often referred to as a "step-up" in basis and does not apply to all inherited assets. One example where it does not apply is to items considered Income in Respect of a Decedent. With gifted property, the recipient uses the same basis and holding period as the property had with the donor, unless the item is subsequently sold at a loss. In this case, the recipient must use the lower of the adjusted basis or the fair market value at the time of the gift.

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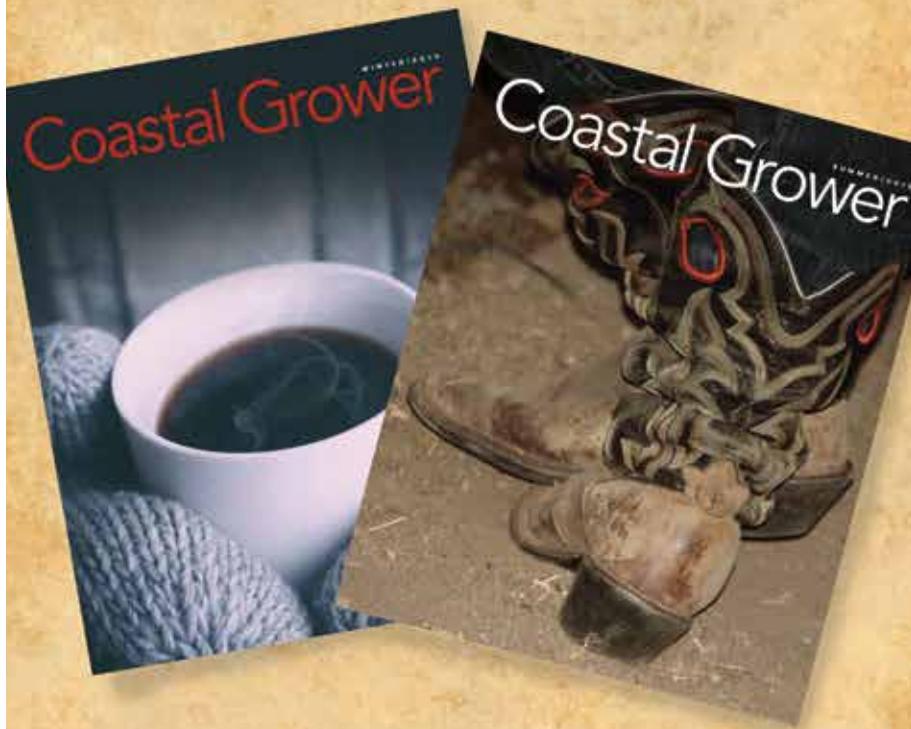
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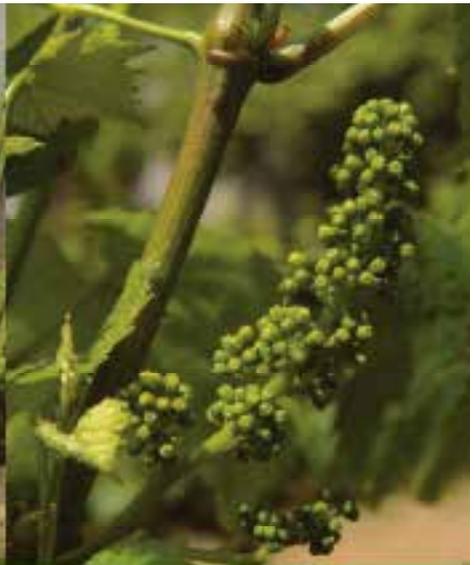
Other Considerations

For decedents dying in 2015, there were 19 states plus the District of Columbia that had an estate and/or inheritance tax. California is not one of them. California stopped assessing this tax many years ago, not to suggest that it won't return sometime in the future. The estate tax exclusion amount in many of the states is much lower than the federal exclusion amount. The estate tax return filing requirements for each state in which a person owns property should be reviewed as part of the estate plan.

If your estate is above the basic exclusion amount, you are likely already working with your attorney and accountant on strategies to minimize the amount of tax that will have to be paid upon your death. If your estate is less than the exclusion amount, should you be concerned about estate planning?

There are many non-tax related issues to consider when evaluating your estate. Would you like the handling of your estate be done through the court system? Has your marital status changed? Do you have children? Working with an attorney and setting up a revocable living trust can help alleviate many challenges faced by executors and give you more control over your assets after you are gone. Having a revocable living trust allows for more privacy and gives the trustee immediate access to the assets. Without a trust, the executor has to wait for court approval to pay bills and settle your estate. You may be in a second marriage and want to provide for your spouse after you're gone, but want the bulk of your assets to go to your children from a prior marriage. Or maybe you want the ability to limit access to your assets by minor or adult children. You can specify these arrangements in the living trust document. Be sure to review and update beneficiary designations on your retirement plans, annuities and life insurance policies any time your family situation changes.

On a final note, you do not have to be a millionaire to benefit from some basic estate planning. This article is meant to be a brief overview of estates and transfer taxes and is not intended to be a substitute for careful planning with an attorney and your accountant. **CG**




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“A day will come when cattle will be judged not by the color of their hide, but by their genetic and economic merit. For progressive cattlemen that day is here,”
-Red Angus Association of America.

As the beef industry continues to make improvements and answer consumer concerns about what we do, a whole set of programs and new information are starting to surface. In this segment we will visit some programs that the beef industry is providing to better track, verify, and create accountability for the consumer's final product. A series of programs have come into play as well as new and improved practices for antibiotic use.

As we enter into 2016, the beef cattle industry will be going through a significant transition as it applies new standards for the use of antibiotics in livestock. The industry is phasing out the use in feed for growth performance and the use will be reserved for prevention control. Transition has begun, and by 2017, a veterinary feed directive from a licensed veterinarian will go into place.

Cattlemen are working hard to continue

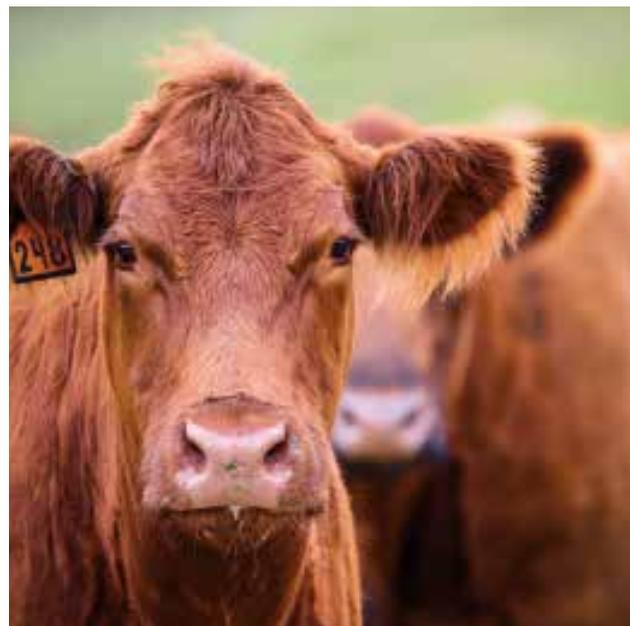
their education and gain more knowledge about antibiotics and are prepared to continue to treat their animals in a responsible manner. Cattlemen are focused on accepting higher standards and taking the responsibility necessary when administering vaccines that now will require a prescription by a vet. In previous years, they could be purchased over the counter at a local feed store or pharmaceutical supply company.

As we enter into 2016, the beef cattle industry will be going through a significant transition as it applies new standards for the use of antibiotics in livestock.

New and improved programs are also being improved upon and implemented. The following is an explanation of those programs and how they will impact cattlemen and consumers.

- **Source and Age Verification:** This verification is done by conducting a short interview over the phone with an auditor as well as reviewing calving records. This will confirm where the calf was born and when the cow calved.

- **Non-Hormone Treated Cattle:** This program requires an on-site visit to the ranch. This qualifies beef from your cattle to be exported to the European Union. Cattle may never receive any added hormones.
- **Verified Natural:** Third party verification of the national production claim, meaning cattle have never received added hormones, antibiotics or consumed animal by-products.
- **Global Animal Partnership Welfare Verification:** The fastest growing of the animal welfare realm, this primary program is one that is done by a third party auditor on behalf of Global Animal Partnership, that requires beef from these cattle to be sold primarily to Whole Foods Markets, a major US retailer. Cattle sold as GAP verified must also meet “natural” requirements and must never have received antibiotics, been fed animal by-products, or administered added hormones.
- **Feeder Calf Certification Programs:** The Red Angus Association, for example, created the first United States Department of Agriculture audited, genotypic and source identification feeder calf program in the industry. In this elite program, Red Angus cattle are proving the quality of their genetics and returning profits to their owners. The program works by source





identification, which means that the place of birth is documented. It then is traced through genetics, meaning that the offspring of a registered sire or dam can be certified. For the cattlemen, a premium of the base market is gained as well as producing a superior, quality product through branded beef programs. Various breeds across the board, along with Red Angus, also have their own certification programs.

There are now a wide range of audit companies, which train their employees to be on top of animal welfare, healthy cattle, and ranch assessment. With each ranch visit, they will go through an extensive checklist of credentials that will qualify a ranch and their cattle for certification. Certification of any of these programs doesn't come without a price tag. Prices to enroll in the programs can be from a minimal charge per head, to thousands of dollars depending on the depth of the program, which is renewed annually.

Cattlemen are working hard to continue their education and gain more knowledge about antibiotics and are prepared to continue to treat their animals in a responsible manner.

As we move into a world where consumers request 'how' and 'why', you can trust that the beef industry is doing what it can to follow a strict game plan while holding onto the continuous judicial practices they have been working towards. Next time you take a bite into your burger or steak, you can rest assured that extensive protocols went into place to make sure you are consuming a safe and wholesome beef product. **ce**

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Kathryn Cava
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Farming, Fuel, and Fabrication

How Tax Benefits Can Help Grow Your Farming or Ranching Business

BY GEOFF GARBER & KEVIN SULLIVAN, WITH BRADY BRYAN

Fuel Tax

Farmers, ranchers, growers, and other agriculture-related companies may be missing out on significant state and federal excise tax refunds and credits available to consumers of tax-paid motor fuels. For federal purposes, taxpayers may be eligible for refunds of tax paid on gallons of gasoline, diesel fuel, kerosene, and alternative fuels used in vehicles and equipment off-road, such as in farm equipment, compressors, and generators. Additionally, many states, such as California, offer a wider range of refund opportunities than the federal government to both farmers and other fuel consumers, extending exemptions to vehicles licensed for on-road use that consume fuel off of state maintained roads or on private land. This article aims to educate farming, ranching, and agriculture-driven companies consuming fuel on whether they could be claiming such refunds, if they are not doing so already.

On average, one gallon of gasoline or diesel fuel purchased by an end user will have

about 50 cents of federal, state, and other tax included in the purchase price. The federal taxes on gasoline and diesel fuel are 18.4 cents/gal and 24.4 cents/gal, respectively, and have not changed in over 20 years. Some farmers may purchase dyed diesel (also known as “red diesel” or “ag-diesel”) tax free from their supplier and therefore will not pay tax on the initial fuel purchase. In those instances, the farmer will not have a refund opportunity for dyed diesel consumed in a nontaxable manner because the farmer paid no tax on the fuel in the first place.

Fuel Tax Refunds

Surprisingly, many farmers do not realize that a portion, and in some cases basically all, of the state and federal motor fuel excise tax may be refundable. For example, federal statutes and regulations allow for refunds of tax paid on gasoline and diesel fuel when the fuel is used by any person in a nontaxable use, including:

- On a farm for farming purposes
- Off-highway business uses (other than in

a highway vehicle registered or required to be registered for highway use, such as generators, construction equipment, etc.)

- Diesel particulate filter (DPF) regeneration process (only diesel vehicles)
- Heating equipment as heating oil
- Refrigerated trucks and trailers
- Auxiliary power units (APUs)

“On a Farm for Farming Purposes”

For farmers, the federal government provides specific fuel tax exemptions for fuel used on a farm for farming purposes. To qualify for the exemption, the fuel must be used (1) in carrying on a trade or business of farming, (2) on a farm in the United States, and (3) for farming purposes. A person is considered to be engaged in the trade or business of farming if the person cultivates, operates, or manages a farm for gain or profit, either as an owner or a tenant. Forestry, timber growing, and gardening/produce cultivation for personal use are not considered as engaged in the trade or business of farming.

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The term “farm” is used in its ordinary and accepted sense, and generally means land used for the production of crops, fruits, or other agricultural products or for the sustenance of livestock or poultry. A farm includes livestock, dairy, poultry, fish, fruit, fur-bearing animals, truck farms, plantations, ranches, nurseries, ranges, orchards, feed yards for fattening cattle, and greenhouses and other similar structures used primarily for the raising of agricultural or horticultural commodities.

Fuel must be consumed “for farming purposes”, which includes cultivating the soil, raising or harvesting an agricultural or horticultural commodity, or raising, shearing, feeding, caring for, training, or otherwise managing livestock, poultry, bees, or wildlife. Examples of operations include plowing, seeding, fertilizing, weed killing, corn or cotton picking, threshing, combining, baling, silo filling, and chopping silage. Additionally, use of fuel for handling, drying, packing, grading, or storing any agricultural or horticultural commodity in its unmanufactured state could be tax exempt depending on the amount of commodity produced by the owner, tenant, or operator.

Additionally, farmers and ranchers can often take advantage of state fuel tax refunds for similar activities to those described above. In California, gasoline and diesel fuel used on a farm for farming purposes is exempt from fuel tax and follows federal law in many ways.

For example, say that Apples R Us, Co. consumes 100,000 gallons of undyed, tax-paid diesel fuel in non-highway vehicles and equipment on private property in connection with cultivating soil, harvesting apples, and maintaining the orchard. Apples R Us would be eligible for a full federal and state refund of its fuel tax paid because the fuel was used on a farm for farming purposes. In this scenario, the company could be eligible for over \$100,000 in state and federal fuel tax refunds if claiming the maximum three years of refunds and prior use was consistent.

Taxpayers should maintain all fuel purchase receipts, invoices, and records, including the name and address of the fuel seller, date of purchase, and number of gallons purchased during the year for each type of qualified

business use. Some refund claims require that the taxpayer provide such information, while others may only request support during an examination.

Cost Segregation for Farms and Ranches

A cost segregation study allows companies and individuals who have constructed, acquired, or remodeled real estate to increase cash flow by accelerating depreciation deductions and deferring income taxes. Farmers and ranchers can depreciate most types of tangible property (except land), such as buildings, machinery, equipment, vehicles, certain livestock, and furniture. Cost Segregation is a comprehensive tax strategy that leverages the constantly changing IRS regulations, construction financing, and advancements in design and construction to maximize cash flow to farmers and ranchers.

Expense vs. Capitalize

In a Cost Segregation study, a licensed professional engineer with design and construction experience should review the construction/acquisition/improvement project and understand how it is financed, designed, and built in order to determine what costs can be immediately deducted. A thorough understanding of the tangible property regulations will help in categorizing costs as repairs (even if done in conjunction with capital improvements), dispositions, deductible transactions, and de minimis and safe harbor costs. Minimizing the costs that need to be capitalized is the first step in maximizing cash flow.

Livestock purchased for draft, breeding, or dairy purposes can be depreciated only if they are not kept in an inventory account. Livestock you raise usually has no depreciable basis because the costs of raising them are deducted and not added to their basis.

Sec. 179 Expense & Bonus Depreciation

A powerful tool that should be used to avoid long depreciation periods, particularly for significant improvement projects (including leased property), is Sec. 179 Expensing and Bonus Depreciation. The value of each varies

by year, but for 2015 there is potential for increasing deductions on certain new and used equipment by as much as \$500,000 through Sec. 179 (with \$2 million phase out), and 50 percent of the remaining cost through Bonus Depreciation. Single purpose agricultural (livestock) or horticultural structures are eligible for 179 deductions.

179D Energy Efficient Incentives

Tax deductions of up to \$1.80 per square foot for commercial buildings can be considered in a Cost Segregation study. This valuable incentive requires a licensed professional engineer to develop an energy model and certify the building. For example, that would mean securing up to a \$90,000 tax deduction for a 50,000 square foot building! This incentive applies to new construction, acquisition, and improvement building projects.

Accelerated Depreciation

A proper study will reclassify property from a 39 year recovery period into five, seven, and 15 year periods as prescribed by IRS guidelines. A detailed engineering analysis should be performed and classify property into appropriate units of property so that when they are replaced, a deduction can be claimed.

Comprehensive Documentation

The goal of any Cost Segregation study is to maximize cash flow and withstand IRS examination. A study should be backed by licensed professional engineers and tax professionals that have experience with design and construction as well as the tax code, tangible property regulations, and the cost segregation audit technique guidelines. A comprehensive, auditable report should be backed by sound engineering and crafted to advocate for property owners. **ce**

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POPPLETON'S MONTEREY DESIGN CENTER

First and foremost thank you to our clients from both the past and present that have supported our showroom. Our display evolves everyday in our beautiful design center which represents many complete rooms with resources and samples. Extraordinary home furnishings, lighting, accessories, rugs, custom window treatments with degreed and certified interior design services. We are a 16,000 square foot full service showroom large enough to display a variety of the latest styles and products. This allows our clients and designers to successfully blend traditional, modern and antiques to create your own style.

Right: The Thomas O'Brien collection for Century Furniture offers soft modern designs. Some of the designs are classy and some are casual. Everything has an essential American elegance that makes for a timeless design.

Describe the philosophy behind your company:

To provide and create homes. We showcase the largest collection of fine and unique furnishings, linens, home decor on the central coast. Choose from the selection in our showroom or let our designers assist you in creating your own individual look. You will be inspired by our showroom designs, which are always changing. We can accommodate your design needs whether it be an individual piece or an entire home full of furnishings. New and exciting pieces arrive daily.

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Our collected vision between client and designer which fulfills their dream. This is achieved through our design and extensive collection. Creating a home that has comfort, beauty and style.

What is inspiring you now?

Poppleton's is known for heirloom quality Italian made traditional furniture but to blend beautiful modern furniture designs by Italians, Americans and the rest of the world. In our mix is truly inspiring and exciting pieces to see on our showroom floor.



Pat & Kenna Stafford

BY MELODY YOUNG

PHOTOGRAPHY BY PATRICK TREGENZA

You can take the girl out of the country, but she always comes back. Kenna Stafford says she did just that. She knew it the minute the realtor turned up the driveway. Her first words were “This is my house.” Pat and Kenna Stafford purchased this beautiful estate in Aromas, CA about 18 months ago and she says she feels like she has come home. Born and raised on a cattle ranch, the green rolling hills and vistas give her a sense of peace and comfort.

The couple realized there was much updating to do to the 25 year old space. They have accomplished a great deal in the time that they have been here, especially considering that they closed escrow on the day their youngest grandchild was born. The Staffords now have three grandchildren and one on the way. Their house is always full of family and guests.

The home is located on three and a half acres and is situated at the end of a circular driveway. The lovely sounds of two fountains greet visitors. The spectacular grounds have so many varieties of trees and plants they are too numerous to list. However, the thing that made them purchase the home was the view from every room.





Welcome indeed

The bright entry leads the visitor directly into the formal living room that is beautiful, but not so formal. Family and children are always welcome in this light and airy space. Furnishings in shades of blues and creams sit atop a cherry wood floor laid on the diagonal.

Just around the corner from the formal living room is the dining room. This space looks off to distant pastures. The table is beautifully set for an evening of good food and conversation. The large curio cabinet hosts an interesting and thoughtful display of family treasures.

The kitchen is spacious and conveniently located close to the central outdoor entertaining space. There is room at the island for visitors to sit and chat while Kenna is whipping up something wonderful. This was the first area that the Staffords updated upon purchasing the home. Cabinets were revamped, countertops replaced and new larger appliances were incorporated to make the kitchen more relevant to today's wants and needs. The bar height table in the kitchen nook is the perfect place to sit and enjoy the landscape, the morning sun, and a cup of coffee.

The large 4,200 square foot home consists of four bedrooms, four baths and an office. The Master bedroom is warm and soothing in a mixture of neutral colors and textures. All this again grounded by the beautiful cherry wood flooring. The bed is positioned to wake up to a captivating view. There is no need for window coverings here. The next big project for the couple is their master bath. The space is generous and it boasts a roomy steam shower.



The perfect morning spot



The Sunny Formal Living Room



Cooking with a view



Dinner set for Eight



Cozy master suite

The grounds of the home are stunning. With the mature landscaping in place, the Staffords set out to make the multiple areas more inviting and user friendly. An amazing outdoor kitchen was added and is used frequently. There are multiple seating areas all around the property designed to enjoy the views. A hot tub was added just on a precipice overlooking the countryside. Now it is possible to leisurely meander through the oaks and cypress to find the perfect place for rest and reflection. Roses, bird of paradise, and spring flowers are beginning to bloom everywhere. It is hard to choose a favorite spot at any time of the day or evening as they are all so beautiful. Kenna says while there is much to do on the house, the couple finds themselves setting it all aside to go out back and have a glass of wine at the end of the day.

There is still more remodeling that the couple plans to do on this easy Tuscan style home. It may be an ongoing process, but they are up for the challenge. Pat is gone a good part of the year on business and Kenna is a respiratory therapist at Hazel Hawkins Hospital. Their jobs combined with their job as Grandparents keep them very busy, but not too busy to create the home of their dreams. Moving back to the country has been a joy and an adventure, and as Kenna says, "I can breathe". **ce**



Entertainment central



Spring is here





Another gathering spot



Clean Eating

BY STEPHANIE BOUQUET, MS, RD, CSSD, CDE SB NUTRITION CONSULTING

Eating “clean” is the latest trend to hit the nutrition world. Although this concept lacks a concrete definition, the main emphasis encourages the consumption of whole, natural and unprocessed foods. The dietary principles of clean eating are not something new, but have been touted by nutrition experts as healthy eating for years. If your diet is in need of an overhaul, here are the main strategies to eating clean:

Consume Whole, Unprocessed Foods Instead of Processed Foods

Simply defined, whole foods are fresh foods grown or raised in their natural state (think vegetables, fruits, lean meats and fish). Processed foods are those found in boxes, packages or cans. In order to keep these items on the shelves, preservatives must be added (primarily sodium and sugar) to maintain freshness. In addition, processing strips food of natural fiber content, which is a key component to a healthy heart and digestive tract. The aim is to not eliminate food groups, but to consume all foods that provide the greatest nutritional

value. Shoot to consume two to three cups of fresh vegetables and fruits daily. Also, be sure to utilize whole grain foods.

Choose Clean Drinks

Processed foods can also come in liquid form. Sodas, coffee drinks and fruity punches add large volumes of added sugar and unneeded calories into the diet. Elimination of these beverages from the diet can greatly improve nutrition content, but can also fair favorably on the waistline. Look to water, low fat milk or a plant based alternative, and unsweetened tea as your beverages of choice.

Incorporate a Consistent Eating Pattern:

The foods we consume raise blood sugar levels and provide energy over a four-hour time frame. If meals or snacks are delayed, blood sugar levels can drop too low, leading to energy dips and eventual overconsumption. Consume three meals per day and a few planned snacks interspersed between to keep the body’s metabolism working efficiently.

Combine Foods at Each Meal or Snack

A balanced meal contains a combination of carbohydrates, protein and fat food sources. Carbohydrates sources like vegetables and whole grains provide needed energy to the brain and body muscles. Protein is a muscle builder and promotes fullness until the next meal. Olive oil, avocado and nuts are foods that contain flavor enhancing unsaturated fats that work to diminish body inflammation. Combining at least three different kinds of foods at each meal and at least two kinds at snack time ensures you will get a good mix of vitamins, minerals and nutrients to fuel your body and stabilize your blood sugar level.

Encompass a New Lifestyle

It’s important to note that clean eating is just one part of a healthier lifestyle. The addition of regular exercise provides the body both physical and mental benefits. For best results, try to incorporate a combination of aerobic exercises (i.e. walking, jogging, cycling, hiking) and strength training (i.e. dumbbell weights, resistance bands) on most days of the week.

Does clean eating sound the same to you as healthy eating? You decide. More importantly, follow these principles for good health! **ce**

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The Healthy Golfer

BY MATT PRIDEY, PROFESSIONAL GOLFER

The beauties of the game of golf are not to be left solely on the links of the golf course. While some may argue this, due to constant aches, pains, and the uncanny desire to expand your vocabulary, golf does present a wealth of health benefits. Although it can be attributed to various physical aches and pains, it is important to entertain the idea that the game does promote certain components of a healthy lifestyle, for those who choose to take advantage of the opportunity.

While the realm of questions relative to the game are seemingly endless as it relates to shooting lower scores and improving your game, it is important not to neglect the simplicities that the sport has to offer. Golf provides a vast range of health benefits including cardiovascular activity, physical and mental workout (you can burn up to a 1,000 calories walking 18 holes!), relationship building, and stress relief (relative to the individual), to name a few.

As I continue to pursue a career as a professional golfer, I have learned that in order to perform at the highest level and compete with the best players, I have to prepare at the highest level both mentally and physically.

The value of adequate preparation at any level, both amateur and professional cannot be understated. If your body or mind is slacking in one area, then there is a chance your game will too. This is why it is essential to create a plan that is relative to your time constraints and physical limitations in order to get the most out

The challenge with the golf swing as it relates to the body is that it is not a natural movement.

of your round every time you tee it up.

Over the course of the last several years, I have had the luxury of training and working with numerous teaching professionals and personal trainers in an effort to better understand how I can prepare myself to reach my peak performance state. Since I am not a certified physical therapist or trainer by any stretch of the imagination, I sat down with Dr. Domenick Cava, a doctor of physical therapy, Titleist Performance Institute medical professional, and board certified orthopedic specialist, to ask him about some of the common issues he sees with his golf patients and to help grasp a better understanding of the best ways to prepare and prevent injury.

Q: What is the most common injury a golfer may suffer?

A: The most common injury sustained by golfers is lower back pain. There are many different sources, however lower back pain constitutes greater than 60 percent of golfing related injuries. There are two common preceding factors to back pain. The first is mobility. When looking above and below the lower back we find the hips and the mid-back. As we age, or sit in a poor posture all day, these two areas become stiff and develop an overall decrease in motion. To make up for this motion our lower back takes on the work. This excess in motion and load on the lower back can commonly lead to lower back pain. The second factor for back pain is mechanics. When looking at a professional swing we see a ground up swing. This differs from the normal amateur who swings from the top down. This top down method causes significant compression on the spine and commonly leads to lower back pain.

Q: Why is it important to warm up?

A: Warming up does two very important things. The first thing it does is allow an improved blood flow to muscles; this enables the golfer more pliability and an improved power



Taking slow, half-swings is a great way to loosen up the muscles you will be utilizing.

potential. The second benefit of warming up is the release of synovial fluid in our joints. Just like oil to a car our joints need lubrication. The way to provide this to our joints is light motion. Just remember “Motion is lotion”.

Q: How should I warm up?

A: This answer will be different for everyone. While some can take two swings and be loose, others may need a five-minute program. When coming up with specific “stretches” to perform before taking that first swing keep in mind the joints and motions you will be required to move during your round. Make sure at some point you integrate the following: forward/backward bending, rotating (hip/spine), shoulder rotation,

The most common injury sustained by golfers is lower back pain.

and then partial swings. The most common method utilized for warming up is a smooth gradual range of motion. There is no need to hold these stretches before a round. Lightly go into the movement and as you feel comfortable increase them up to your comfortable range.

There is no doubt that many players today, especially in a culture geared toward the speed at which we can get things done, have increased their risk of injury simply because they feel they do not have enough the time to warm up prior to a round. As a result, people are left with nagging injuries or ailments that prevent them from playing the game they love. The challenge with the golf swing, as it relates to the body, is that it is not a natural movement. Repetitive motion done incorrectly will inevitably result in some form of ache, pain, tightness, or injury. If certain muscles aren’t “firing” or doing the job that they are designed for, other areas have to pick up the slack, ultimately increasing the strain on that muscle or joint. This is why it is crucial to have a well structured workout plan that incorporates some form of warm up and cool down.

Ultimately, golf is a game, learn to enjoy it as long as possible! **ce**



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Richard Smith: Pioneering the Grape Future of Monterey

BY LAURA NESS

Richard Smith (1946 - 2015) was a family man, first and foremost. The best thing about him was that he made everyone feel like family. Says his son, Jason, "Family wasn't just those of us who shared his name. Every employee, vendor, customer, competitor and consumer was part of his family." That sentiment has been repeatedly echoed in the myriad of comments and condolences that have come from around the globe in reaction to Smith's untimely passing from pancreatic cancer on December 27, 2015, just days after he and his family celebrated his 69th birthday during an outing to San Francisco. His might have been a life curtailed, but it was a life well and truly lived.

Says Jason, "My mom likes to say that he lived 10 lifetimes in his 69 years. He worked from 6am until 10pm, and his office door was usually open from 6am until 6pm. It was impossible to have a meeting, because he was always answering the phone! My father always

had time for people. To him, time was infinite. He had time for everyone and everything!"

Smith was many things: grower, agricultural community leader, entrepreneur, father and grandfather, and visionary promoter of the Monterey County wine region. But most of all, he considered himself a farmer.

He began working in agriculture in 1972, as assistant manager at what would become Paraiso Vineyards, putting to work the B.S. degree in agricultural science and management he had earned from the University of California, Davis in 1968. His was a tenacious, 'roll up your sleeves and get down to business' attitude, fueled by the desire to find better ways of doing everything.

Rich once told me that being a farmer was the most exciting, challenging, rewarding and difficult thing he could imagine doing for a living. "Mother Nature is your business partner," he liked to say. "But she doesn't always show up to business meetings."

When the Walnut Creek, CA native moved his family from Campbell, CA to Soledad, CA in 1973 to start Valley Farm Management Co., he told his wife, Claudia Alexander Smith, that the move would be short-term and they would soon relocate to a favorite vacation spot near Sonoma and the Russian River Valley. So much for that!

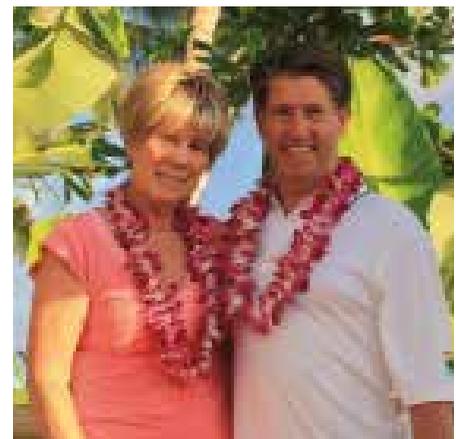
Son Jason remembers living in the little cabins of what was then the idyllic Paraiso Hot Springs: "There was a heated pool and green grass! It was a whole new world. A great place to raise a family!"

In 1976, Smith started Valley Farm Management Co., providing vineyard services. He saw an opportunity to take the winery right into the vineyard, providing growers custom crushing services. This custom harvesting business proved so successful, he was able to

"Mother Nature is your business partner," he liked to say. "But she doesn't always show up to business meetings."

purchase the 350-acre Paraiso Vineyards in 1987, establishing what would become one of the larger operations in the region. The first Paraiso-labeled wines from what he called "The Home Ranch," a Pinot Noir and a Chardonnay, were produced in 1989. He was clearly on to something.

By 1993, Rich and Claudia's son Jason, and daughter Kacy, had both graduated from U.C. Davis and returned to work in the family business. "My dad was lucky to be able to build



a business - and a life - that enabled him to work with family every day," says Jason.

Jason notes that his Dad liked to experiment: learning what worked and what didn't. He shares a memory of a time before Rich went all-in with grapes. "After a few years working for the farm management company, he went out on his own and borrowed money from his parents to grow row crops. Carrots and sugar beets! That was his first major failure, and he worried about how to pay it back. The best thing he did was making that a one year experiment!"

Smith was an ardent champion and advocate of the Monterey grape growing region, and was active on more than a dozen industry boards including: Monterey County Farm Bureau,

"Whether you knew him for a minute or a lifetime, he was genuine"

California Association of Winegrape Growers, Wine America and the Executive Leadership Board for the Department of Viticulture & Enology at U.C. Davis. He was a founding member and a President of what became the Monterey County Vintners and Growers Association, and in 1991, led the effort that birthed a new appellation—the Santa Lucia Highlands American Viticultural Area. This proved a visionary step, bringing well-deserved attention and praise to the region.

When Rich passed away on December 27, 2015, he was in his home vineyard, surrounded by his family. He and Jason had just exchanged their last words and it felt like everything was in order, the next generation was already installed and the right management team in place to take the business to the next level as Smith Family Wines.

Smith Family Wines is the umbrella brand encompassing Paraiso Wines and Alexander-Smith Wines, the latter of which is poured in the family's tasting room in Carmel-By-The-Sea. The operation, overseen by Jason Smith, also encompasses 3,200 acres of vineyards in

Monterey County, and a state-of-the-art winery and tasting room at the home estate in the Santa Lucia Highlands. About 150–200 acres are used for the Paraiso labels, which include Pinot, Chardonnay and Syrah.

Says Jason, "Filling his shoes here is hard, but awesome. 'Evolution' was one of his favorite words. Dad was a pioneer: planting the wrong varieties and using the wrong spacing, but we've learned so much over the past two decades. Farmers have learned how to plant the right varieties and wineries have learned how to source. Agriculture and tourism are our two drivers here in Monterey County. It's why my parents started the winery in 1989. My dad said, 'We need boutique wineries to showcase Monterey.' Now, finally, I think we're close to figuring out how to market ourselves."

Jason explains that in the last three years, his father had relinquished the reigns of the day-to-day operations. He had moved his office to the house and had actually taken a delightful vacation to Hawaii with Claudia, where they enjoyed hiking and relaxing. And reading. Rich was always reading, especially scientific articles and biographies. He loved surrounding himself with the minds of brilliant people, devouring books about Colin Powell, Ronald Reagan, and Bill Clinton. He enjoyed getting inside the brains of others that processed information the way he did.

Rich would never have considered himself a

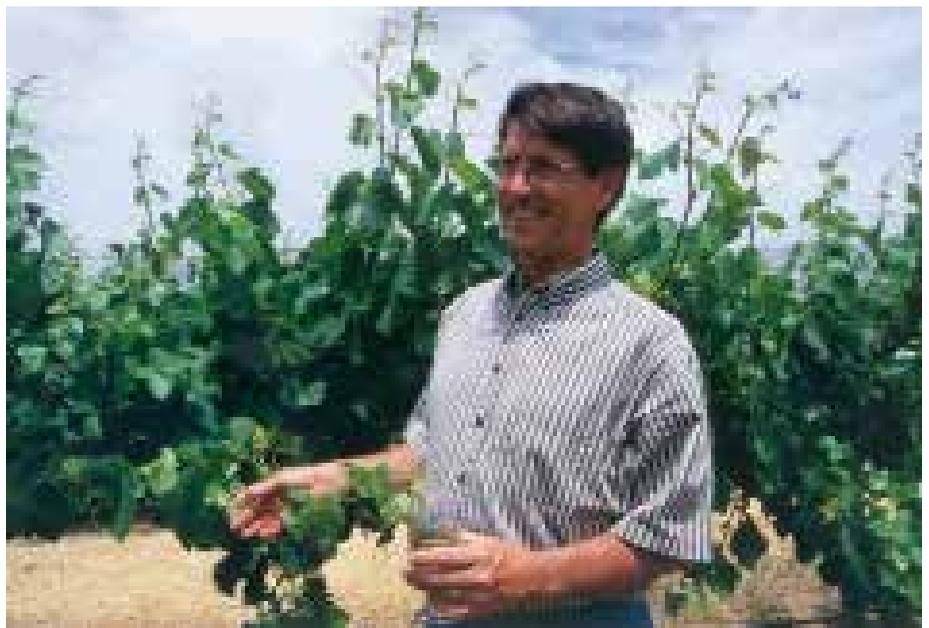
genius, but many who knew him certainly did, among them, his son, Jason. "You constantly had to tell him to slow it down, as he was always miles ahead of everyone. I would say to him, 'Dad, you are not normal: you are a genius! Everyone should think like you!'"

But genius or not, observes Jason, "His message was always simple... 'treat people the way you want to be treated'. He expected people to do the right thing. Whether you knew him for a minute or a lifetime, he was genuine. Very few people in your life make you feel the way he did. I am struck by how many people have said to me, 'Your dad gave me a chance. He said, 'I believe in you.'"

That truly resonates with Jason, who adds, "If there ever was a project in true patience and evolution in developing a leader, it was me. My dad was an amazing judge of character and believed in people. There were wineries that said they had a handshake contract with him for over 20 years!"

Not so hard to believe when you understand that his business philosophy was, "Be true to who we are and what we grow."

A celebration of life for Rich Smith will be held on June 11, 2016, at The Home Ranch. Come join the Smith family in a day of remembrance and honor of this farming legend, of whom all Monterey wineries owe a debt of gratitude to for his service to the grapes that put Steinbeck Country forever on the map. **CG**



Clockwise from top left: Rich standing proudly in front of his winery sign. Claudia and Rich in making memories in Hawaii. Rich in the vineyard.



Healthy Soil and Healthy Landscapes

BY STEVE MCSHANE, MCSHANE'S NURSERY AND LANDSCAPE SUPPLY

When I learned Coastal Grower was going to do an issue focused on healthy living, I couldn't help but want to focus on healthy soil. You see, soil is an area of gardening and landscaping I'm especially passionate about, as I studied Soil Science at Cal Poly, SLO.

Some argue that the Roman civilization failed due to improper management of soil. Whether or not that is true, soil is an incredibly important part of nature and I thought I would share a few tips on keeping things green through proper care of our most important "dirty" resource.

Few people understand the time it takes to generate soil in nature. Just one inch of soil can take more than 10,000 years to form. This is precisely why steep slope farming and construction susceptible to erosion are closely regulated. A number of environmental factors such as climate, topography, plant life and geology will determine how fast and rich soil will come to bear. Here in Salinas, much of our valley floor features some of the best soil on earth. Our growers know this.

For those of us that don't benefit from rich soil in our garden, there are a number of resources we can turn to. First, I always recommend you get your soil tested. Many local nurseries such as mine perform soil testing. I ask for a one-gallon bag with a "representative sample" of dirt from a particular property. By representative, I mean I ask them to dig nine inches in several locations, combine samples in a bucket, mix, and give me a portion. Those folks that test their soil know exactly what they are working with.

Whether you are testing or not, here are some of the most common challenges gardeners and landscapers face, paired with solutions:

If you are not composting now, you should consider it.

TIRED SOIL: This is common. With soil that has never been fertilized or amended, landscape may show signs of death, pests and disease. I always tell guests at my nursery that healthy soil produces healthy plants. I recommend

amending with high quality compost and organic fertilizer.

CLAY SOIL: I see dozens of people every weekend in the spring that suffer from high clay soil. You must add compost to break it up. You should be adding some every season. I also recommend gypsum. Gypsum works at a microscopic level to actually separate sheets of clay particles to allow for nutrient availability and water passage.

SANDY SOIL: Sandy soil simply needs a good supply of organic matter to hold water and bring life to the root zone of plants. Like with clay soil, clients are advised to amend and fertilize at least once every spring when the plants need the nutrition most.

Here in Salinas, much of our valley floor features some of the best soil on earth. Our growers know this.

You're likely picking up on the theme that the secret to healthy plants is minding what is going on in the root zone. While gardeners a generation ago came to discover and believe in Miracle Grow, today's enthusiasts are turning to natural based solutions.

If you are not composting now, you should consider it. If it's not a possibility, I strongly recommend you invest in high quality organic matter from your favorite independent nursery. Some of my favorites include Master Nursery Gold Rush and Master Nursery Black Forest. I'd also recommend a high quality organic fertilizer. These should be applied in the spring, heading into the time of year when plants need it most.

Gardening and landscaping can be so easy if we pay attention to the basics. Soil is one of those basics. I invite you to get your soil tested and wish for a lush landscape, thanks to amending and fertilizing. **ce**

Eat Healthy All Day!

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BREAKFAST

Rainbow Salad Mini Frittatas

Servings 12

- 1 pkg Mann's Rainbow Salad
- 1 Yellow-flesh potato, peeled and diced (about 1 cup)
- 2 Tbsp Canola oil
- 1 tsp Salt
- 1/2 tsp Freshly ground pepper
- 8 Eggs
- 1/2 cup Milk
- 1 Tbsp Dijon mustard
- 2 cloves Garlic, minced
- 1/4 cup Parmesan cheese, grated
- 3/4 cup Cheddar cheese, shredded
- 2 Tbsp Fresh chives, chopped

Preheat oven to 375°F (190°C). Place potatoes in small saucepan, adding enough cold water to cover; add generous pinch of salt. Bring to boil; cook for 5 to 7 minutes or until potatoes are fork-tender; drain well.

In large, nonstick skillet, heat oil over medium-high heat; cook potatoes, Mann's Rainbow Salad and half of the salt and pepper. Cook, stirring occasionally, for 5 to 7 minutes or until vegetables are tender-crisp; let cool slightly. Divide vegetables evenly among greased 12-cup muffin tin.

Whisk together eggs, milk, mustard, garlic, Parmesan, and remaining salt and pepper; pour over vegetables. Sprinkle Cheddar over top; bake for 13 or 14 minutes or until egg is set and cheese is melted. Run thin knife around edge of each cup; let cool for 10 minutes before serving or serve at room temperature. Garnish with chives.

Tip: Frittatas can be wrapped tightly and frozen for up to 1 month to have on hand for a quick, protein-packed snack or on-the-go breakfast.

LUNCH

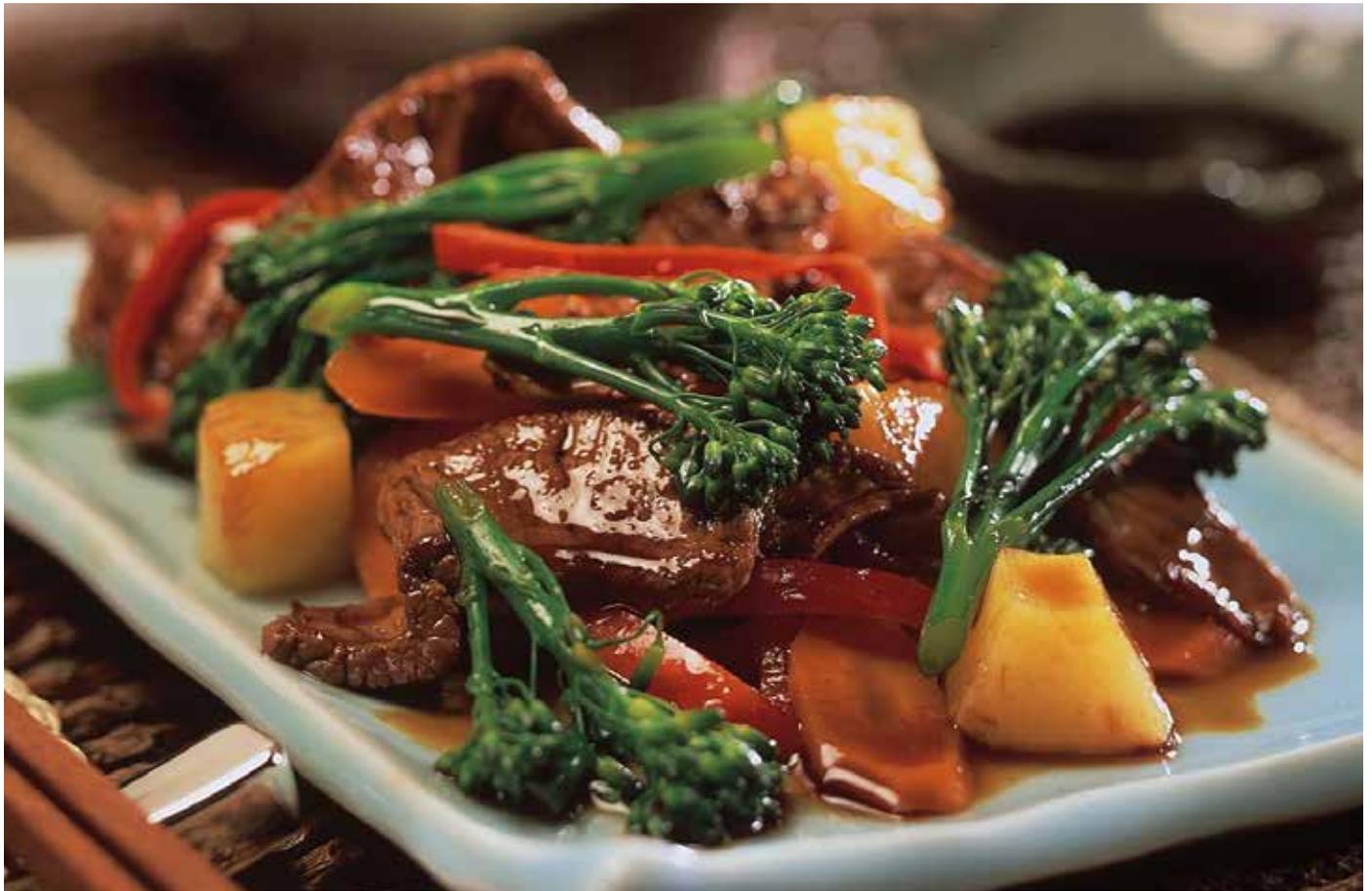
Broccoli Teriyaki Wrap

Servings 2

- 3 cups Mann's Broccoli Wokly® (roughly chopped, blanched, drained and chilled)
- 1 cup Rice, white, cooked
- 2 Tbsp Green onions, chopped
- 2 1/2 Tbsp Teriyaki glaze, prepared
- 1/2 tsp Ginger, fresh, grated
- 2-10 Flour tortillas (vegetable flavored or plain)

In a large bowl combine Mann's Broccoli Wokly®, rice, green onion, teriyaki glaze and ginger; toss to mix. Divide mixture evenly between two tortillas and roll.





DINNER

Szechwan Broccolini® and Beef

Servings 2-3

Ingredients

- 1 bunch Mann's Broccolini®, cut in half
- 3/4 lb Top sirloin, cut into strips
- 3/4 cup Pineapple, chunked
- 2/3 cup Stir fry sauce, sesame ginger flavored (like Lawry's®)
- 1/4 tsp Red pepper, flakes
- 1/2 tsp Garlic powder, with parsley
- 2 Tbsp Vegetable oil

In large skillet, heat oil over high heat until hot. Carefully add half of meat and stir-fry until just browned. Remove meat, set aside and repeat with remaining meat.

In same skillet, combine Mann's Broccolini®, sesame ginger stir-fry seasoning sauce, pineapple chunks, garlic powder (with parsley) and red pepper flakes. Stir fry until broccolini® is slightly tender, about 5 minutes.

Return beef to pan and heat through. Serve alone or with white rice.
Optional: Add 1/3 cup of carrots, 1/3 cup of bell pepper to stir fry.

Rancho Cielo's 7th Annual Culinary Round Up



Rancho Cielo's 7th Annual Culinary Round Up was held Sunday, February 21st, at the Monterey Plaza Hotel and Spa. More than 26 chefs, 17 wineries, a brew master and a tequila purveyor donated their time and their tastes to benefit Rancho Cielo and its Drummond Culinary Academy. Almost 500 guests in western attire enjoyed meeting current students, who were each stationed with a professional chef. Graduates from the first class spoke to the audience of their past troubles and promising future, and a current student charmed the crowd with how Rancho Cielo has helped her to find her way again. Chaired again by Chef Bert Cutino and John Narigi, the event grossed over \$360,000, 92 percent of which goes to the program.



1. Roy's/Spanish Bay Chef Pablo Mellin with his crew and RC student Sabrina.
2. RC student Lorie displays the desserts she helped Chef Andre Adam make.
3. RC student Lorie charmed the audience during the program.
4. Board Member Karen Curtis and son Brian Curtis, of Concentric Power, Inc.
5. Guest Candi DePauw (MCAE) visits with RC student Denise.

Palma High School's Crab Feed

Palma School's Inaugural Crab Feed was a resounding success with over 300 people packing Clayton Memorial Gym this past February. The event quickly sold out.

In support of Palma Athletics, volunteers prepped and served over 720 pounds of crab, 160 Cannolis and 30 heaping bowls of Caesar Salad. Student athletes served as waiters and treated attendees to the Chieftain's style of service!

A silent auction and live music from Operation Rock, a band made up of teens, rounded out the evening. The second annual crab feed is already on the books for next year.



1. Committee members (l to r) Rita Flores, Margaret Scattini, Jill Lanini, Tracy Nino, Gina Carnazzo, Kim Costa.
2. (l to r) Catherine Tardeau, Joan Burlison.
3. Crab Feed fun!
4. Chieftains ready to serve!
5. (l to r) Kristen Cannon, Kristi Haas, Amy Rianda.
6. Happy Crab Feasters!

AT&T Pebble Beach Chevron Shootout

PHOTOS COURTESY OF KRISTEN ISH



The AT&T Pebble Beach National Pro-Am kicked off with the Annual Chevron Shootout at Pebble Beach Golf Course on February 9th. This contest was a matchup between four current and past players from both the San Francisco Giants and the San Francisco 49ers. While both teams were earning money for charity, the winner also earned bragging rights for a full year.

Only fitting for an even year, it was the Giants who were the champions. The Giants team included manager Bruce Bochy, pitchers Matt Cain and George Kontos, and former outfielder Randy Winn, who played this event for the first time. The 49ers, led by former superstar quarterback Steve Young, included Harris Barton, Dwight Clark, and Steve Bono.

Thousands of locals and visitors took the day off from work to come out and cheer on their favorite Bay Area sports stars. Many donned jerseys and other sports attire, hoping for a chance to get up close to these current and future legends.

The two teams played a five-hole match consisting of holes 1,2,3,17 and 18. This year, the two teams split the first four holes, before Cain's monster 340-yard drive on number 18. Playing partner George Kontos only needed a 5-iron to get it up close to the green, and the twosome played out a natural par to give the Giants the win.

In the end, the real winners were the charities, as the Giants took home \$60,000 for the Giants Community Fund and the 49ers won \$40,000 for the 49ers Foundation. Each twosome designated local charities worth \$20,000 per hole as well. The local charities were: Girls Inc. of the Central Coast (Barton-Bono); CHISPA (Cain-Kontos); Greenfield Community Science Workshop (Bochy-Winn); Monterey Peninsula College Foundation (Young-Clark).

1. Pebble Beach showing off her beauty on the 75 degree day.
2. Giants Manager Bruce Bochy prepares for his tee shot.
3. Giants Pitcher Matt Cain watches his approach shot.
4. Julie Laughton, of Salinas, snaps a photo with Giants pitcher George Kontos.
5. Steve Young greets the crowd.
6. Fans pose with the Golden State Warrior's NBA Finals Trophy. (l to r) Bill Laughton, Julie Laughton, Kathleen Tran, Paul Tran.

BFFF



JULY 21-24 2016

American Heart Month



Each February marks American Heart Month. This year the local division of the American Heart Association hosted several educational and awareness programs. 'Find Your Red' event hosted by L+G, LLP at Zeph's One Stop in Salinas, CA, kicked off the month raising \$15,000. Over 100 participants joined L+G, LLP and the American Heart Association to fight heart disease and stroke in Monterey County. For the first time, local hospitals participated in the American Heart Association's Little Hats, Big Hearts™ program. Newborns at participating hospitals received a red hat knitted by volunteers from around the region. This program brings awareness to the fact that congenital heart defects are the most common type of birth defect in the country and the American Heart Association is dedicated to funding research surrounding congenital heart defects. In addition to these events, various other events were held throughout the month concluding with the Annual Go Red for Women Luncheon.

The Go Red For Women Luncheon, held at The Inn at Spanish Bay, celebrated the women in everyone's life; spotlighting the fact that more women than men die every year from heart disease and stroke. Both the Circle of Red, and the newly founded Red Tie Society welcomed over 300 guests to this year's event, which raised over \$100,000 and included Monterey County Firefighters as special guests. Each year cardiovascular diseases cause one in three women's deaths, killing approximately one woman every minute. The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's, with additional support from cause and local supporters. For more information, please visit centralcoastgored.ahaevents.org or call (831) 238-8141.

Registration for the Annual My Heart. My Life. Heart & Stroke Walk to be held on Saturday, October 22, 2016 is currently open. Please visit CentralCoastHeartWalk.org to learn more.

1. (l to r) Circle of Red Members Vivien Lindley, Claudia Alexander Smith, Nancy Scheid, along with Mary Hansen.
2. (l to r) Alecia Troy, Isabel Fuenzalida, Jamie Kitz of Sakata Seed America.
3. (l to r) Nancy Scheid, Bob Johnson, Toula Hubbard.
4. Liz Paul, Red Tie Society Founding Member Jeff Gilles.
5. (l to r) Meredith Evans, Jennifer Fahselt, Sheryl Merrill, Margaret D'Arrigo Martin, Cathy Schlumbrecht, Mary Adams. Front-Tama Bistran.

WGIS Knows: Workers' Compensation

Three Techniques to Lower Workers' Compensation Costs

There are many ways an employer can reduce workers' compensation premium costs. For example, safety training educates workers about potential accidents and injuries. Workplace inspections help identify hazardous conditions that need to be corrected. There are other solutions that a business can implement that will also significantly decrease premium costs.

Companies focused on safety should consider a "loss sensitive" insurance policy. These types of policies are less expensive because the compensation that covers a lot of the risk. A company may choose a higher deductible, sometimes as high as \$100,000 or more which would require it to pay claims up to that amount. In return, their premium is lowered significantly. Combined with self-insuring and safety programs, a company can realize tens of thousands of dollars in up-front premium costs.

Companies can also reduce classification codes. Often, companies use the same class code year after year. However, as the company evolves, their codes may need to change. As the company gets larger, equipment and efficiency codes (job functions) it is appropriate to update class codes for each and every job. Here's an example: an agricultural class related to a harrow was used for many years and had areas of its payroll applied to a livestock handling classification. During a review of company operations, we discovered that the company discontinued the livestock operation several years ago, but had continued to report the payroll under the livestock handling classification. Reassigning that classification reduced their premium significantly.

Proactive maintenance strategies can have a big impact on your experience rating, and ultimately your premium. Many claims get opened and high reserves levels are set over through lack of testing that has been done on the claim. In some cases, claims remain open even though tests or no claims are open on them. However, the claim reserves come against loss experience and have a negative impact on the experience rating. Working closely with adjusters can help mitigate and close claims quickly to mitigate the impact they have on your loss experience.

A proactive approach to your workers' compensation program can have a significant impact on your premium. Workers' Choice Insurance Services has successfully helped many of our clients lower their costs by implementing unique, custom ideas.

Contact us for a complimentary consultation!

Greg Nelson
Vice President
949-442-0207 (office)
949-328-1428 (cell)
gnelson@wcgs.com



Reception Introduces CSUMB's Business Program

PHOTOS COURTESY OF JENNIFER MARTINEZ



Cal State Monterey Bay President Eduardo Ochoa and Dean of the College of Business Shyam Kamath addressed a reception at the Taylor Farms building in Oldtown Salinas, CA on February 11th, 2016. The reception was an opportunity to share the exciting things happening at CSUMB's College of Business, but the real stars of the evening were two alumni.

Chano Barron and Monica Garza, who graduated from the university's agribusiness program in December, captivated the 75 attendees with their stories of hard work and perseverance. Both are Salinas natives from farm working backgrounds. Both started their college careers at Hartnell College in Salinas, and both went on to earn bachelor's degrees from CSUMB, the first in their families to graduate from college.

"Having CSUMB right here in Monterey County made all the difference to me," Garza said. With children and grandchildren to care for, only a local university met her needs. She's the kind of student President Ochoa said the university wants to serve – those who need or want to stay home to earn a degree. "We want to be seen as an asset for the regional community," Dr. Ochoa said. "We're interested in training a workforce that can meet local needs."

Dr. Kamath talked about some of the innovative programs in the College of Business, including sustainable hospitality management, entrepreneurship and, especially, agribusiness. "CSUMB is focusing its agribusiness program to complement existing programs in the state," he said. "We're looking at precision agriculture and supply chain. We're looking at how the industry is changing around sustainability. We built a hospitality program working with industry," he said, and indicated a desire to do the same with the agribusiness program. He issued an invitation for community members to visit the College of Business in the new Joel and Dena Gambord Business and Information Technology Building.

For more information on the College of Business, visit the website at csumb.edu/business.

1. (l to r) Nadia Vargas, Robert McDonald, Jonathan Ryan.
2. Juan Trujillo, Juana Gomez.
3. (l to r) Abby Taylor Silva, Nikki Rodoni, Monica Garza.
4. Trey Busch & Jim Gattis.
5. (l to r) Dr. Shyam Kamath, dean of the College of Business; CSUMB President Eduardo Ochoa; Tom Bryn, CFO of Taylor Farms.

IMPOWER January Luncheon

COURTESY OF DANA ARVIG

A bright, sunny day at Corral de Tierra Country Club provided a perfect venue for the first IMPOWER luncheon of 2016. One of IMPOWER's founders, Margaret D'Arrigo-Martin, opened the day with a reminder that we are all juggling so much with work, kids, volunteering and more and that sometimes we have to step back and take a breath and remind ourselves not to take everything so seriously.

We were once again blessed to have an inspiring and engaging featured speaker in Diane Danvers-Simmons. Danvers-Simmons captivated the capacity crowd with her "Spirituality in Stilettos" talk as she imparted on the guests how we can "strut down the runway of life dressed in your very own truth." Danvers-Simmons describes herself as a passionate, visionary global citizen. She inspires women to embrace their core values and live life by their own definition with wit & wisdom.

Her stories and words certainly set the tone for another fabulous and motivating year for IMPOWER, who time and again delivers speakers who inspire and motivate guests three times each year.

The featured nonprofit was Jacob's Heart Children's Cancer Support Services, and gas and grocery cards were collected to help local families currently utilizing Jacob's Heart's fabulous services. Thank you to all who contributed—These programs are amazing and much appreciated by the children and their families.

Thank you also to our fantastic and handsome raffle ticket sellers! Willard Lewallen, Pete Delgado, Mark Faylor, Luis Alvarez, Brad Griffin, Bob Kasavan and Mark Boos did a great job making sure everyone purchased raffle tickets – proceeds benefit IMPOWER programs and scholarships.

Mark your calendar for the next luncheon!

May 26, 2016 - Guest Speaker Tiffany Maldonado
Corral De Tierra Country Club / 11:00 am-1:30 pm

1. Nicole Petitt makes introductions at the first IMPOWER luncheon of 2016.
2. IMPOWER committee members Dana Arvig and Cathy Schlumbrecht enjoy the sunny Corral afternoon.
3. Mikel Ann Miller and Victoria Carlisle mingle before the luncheon begins.
4. Sue Gilles and Sue Storm take a few minutes to reconnect—a key component of IMPOWER luncheons!
5. Former Salinas Mayor Dennis Donahue buys raffle tickets from SVMHS CEO Pete Delgado.



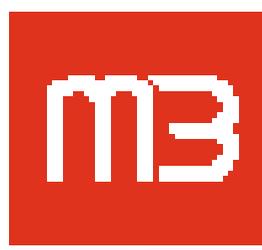
GROWTH is never by mere chance;
it is the result of forces working **TOGETHER.**

— James Cash Penney



The Monterey Bay Economic Partnership (MBEP) is a regional nonprofit, membership-organization consisting of public, private and not-for-profit local businesses, San Jose and Santa Cruz counties. MBEP's mission is to create a thriving region with quality jobs, excellent education, excellent care, and a high quality-of-life for all residents while preserving the natural beauty and healthy landscapes of the area.

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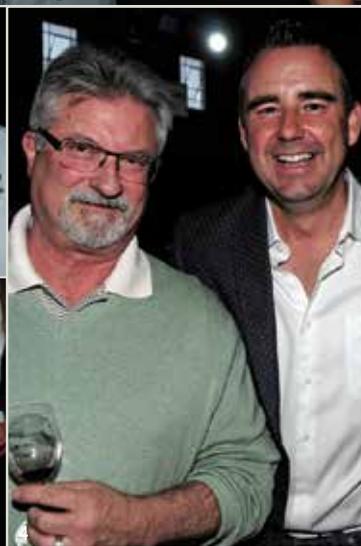
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Salinas Rotary's Pigs, Pinot and More

The sixth annual Pigs, Pinot & More event took place on February 27th at the Salinas Police Athletics Headquarter building. The event featured 26 premium Monterey County wineries, tequila tasting, and 19 local chefs. The close to 500 attendees were able to taste elite wines and sample gourmet delicacies from 5-8PM, then dance until 10PM at The After Party. Glen McDowell Photography provided a photo booth for everyone to capture fun memories of the night.

Pigs, Pinot & More is the Salinas Rotary Club's major annual fundraiser, with all proceeds benefiting the club's charitable fund. Through the Salinas Rotary Charitable Fund, donations are made to support a variety of local programs and non-profit agencies, as well as to support selected international projects. Examples of ongoing local programs include recognition of Salinas High School Student of the Month awards, 5th Quarters, and Sober Grad Night, as well as Mt. Toro Student of the Month and recognition BBQ's. The Club funds four \$1,000 Rotary scholarships each year to two deserving Seniors at each Salinas High School and Mt Toro High School. Every November, Rotarians organize the immunization of homeless and disadvantaged people at Dorothy's Place, and this year is supporting the Lake Street Service Center Project. The Salinas Rotary Club is committed to actively supporting the Salinas Downtown area and has committed \$100,000 to a capital project. Recently a donation of \$5,000 was made to Ariel Theater in Oldtown Salinas to help with the clean up necessary after the recent neighboring Dick Bruhn building fire.

The Salinas Rotary Club meets at the National Steinbeck Center at noon on Tuesday's. To learn more about the club please visit www.salinasrotary.org.



1. Anne Leach, Richard Copeland, Araceli Bernardasci.
2. Chef Colin Moody, Chef Todd Fisher.
3. Event Chair Felicia Kausin and dad Dave Perez.
4. Dave Mills, Steve McShane.
5. Robert Kasavan, Judge Stephanie Hulsey, Kevin Hulsey.

2016 Agricultural Personnel Management Association (APMA) Forum

COURTESY OF JULIA BELLIARD



The 36th Annual APMA Forum was held January 27-29, 2016 at the Monterey Plaza Hotel in Monterey, CA. Over 250 human resources and safety professionals working in the agricultural industry were in attendance. The event featured presentations on current and emerging issues impacting agriculture. Industry experts presented a variety of sessions including 2016 Labor and Employment Law Update, Corporate Social Responsibility, Innovation, Technology and the Future of Ag, and Onboarding Employees for Safety. The safety track was presented in cooperation with the Agricultural Safety and Health Council of America (ASHCA).

Opening day was dedicated to several roundtable discussions including the H-2A, temporary agricultural worker program. The Thursday morning program opened with an address from the Chairman of the Agricultural Labor Relation Board (ALRB), William Gould IV. Other distinguished keynotes included Carl Casale, President and CEO of CHS, Inc., A.G. Kawamura, Former Secretary of the CA Department of Food and Agriculture, and Dale Easdon, COO of Taylor Farms.

The Annual Forum also serves as an occasion for attendees to meet other professionals in the industry. The President's Wednesday Reception and the Annual Thursday Night Dinner both provided great networking opportunities. Joseph Mallobox, Corporate HR for Taylor Fresh Foods, was honored at the dinner for his ongoing 10-year commitment to APMA and his service as the President of the Board of Directors as he completes his term. Dinner festivities concluded with the recognition of the 46 graduates from the 6th Human Resource Professional in Agriculture (HRPA™) Certificate Program Class.

Irma Ramos, HR Manager for Beckstoffer Vineyards in Napa and a long-time member of APMA, summarized the three-day event in her comment: "This Forum was exceptional with knowledgeable presenters who took the time to hear and respond to our many individual and varied questions and concerns. This is invaluable to all of us and makes it worth attending the conference to obtain up-to-date clear information on laws' applicability and new legislation."

More information about APMA is available at www.agpersonnel.org

1. (l to r) Joe Lopez, Nathanael Ensley, Edgar Cano—all from Rincon Fresh.
2. (l to r) Laura Penera (Braga Ranches), Ruth Tavizon (Rutherford Wine Co.) and Isabel Bravo (Wonderful Citrus).
3. Molly Barney and Claudia Bevins from the Gowan Co..
4. Katy Raytis, Esq. (Worklogic HR Legal Solutions) and Daniel Gallegos (Sunview Vineyards).
5. (l to r) Valerie Camacho (Pinnacle Healthcare), Joseph Mallobox (Taylor Fresh Foods) and Julia Belliard (APMA).

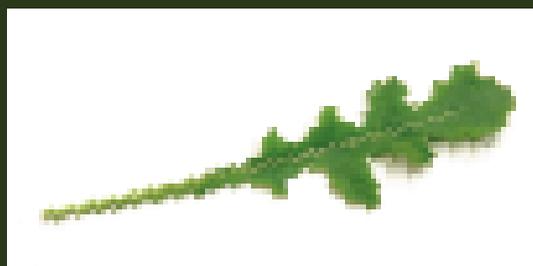
Arugula



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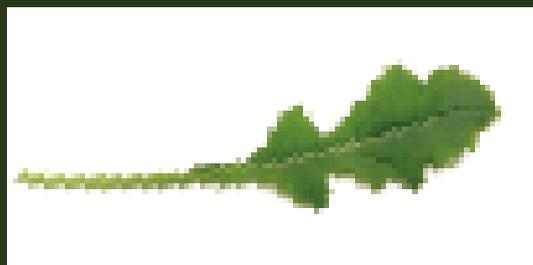


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Champions of Winter

The CG Bulls had a record-setting Winter tournament performance sweeping Nor Cal Travel Baseball's Polar Express, First Pitch, Winter Blast and Frost Bowl Tournaments—winning the championship in all four with our second team taking the runner up slot in the Frost Bowl and First Pitch tournaments.

Our boys are all grown up with two teams now playing at the 18-year-old level. This past January, we fielded both an 18 AAA and an 18 Open team with up to 25 players showing up to hit, field, run and score each weekend!

Time has flown by and it's hard to believe most of these players have been with us since they were 10 or 12 years old. This season we salute our second set of Bulls seniors, the Class of 2016! Many are going on to play at the junior college and college level. We couldn't be more proud!

Our 18 Open team set an unprecedented tournament performance record in January (one game, the fellas hit five home runs in one inning). This performance landed us with the number one power ranking **NATIONALLY** the last week in January by the United States Specialty Sports Association.

Not bad for a group of kids with nowhere to practice (so we don't), volunteer coaches and a small, but mighty group of friends and family who showed up faithfully (in the cold) to cheer them all on. Many of our opponents are "academy" teams with paid coaches, facilities and more. We are just a bunch of friends that get together to play baseball—and play we do!

We hit the pause button now as high school league has begun and we wish all of our players the best of luck as they perform for their respective schools.

From Greenfield to Gilroy.... these fine young men came to play BULLS Baseball this past winter.... and they played their hearts out!

18 AAA Team Roster

Elijah Pinon, Sam Koster, JJ Ortiz, Michael Ortiz, JJ Rodriguez, Yael Cruz, Ivan Rocha, Dominic Scattini, Alex Fierro, Marcus Dorn Jr., JC Marevilla, Oscar Hernandez

18 Open Roster

Brock Bueno, Anthony DeSantis, Josh Zanger, Nick Gardoni, Michael Gutierrez, Jordan Morrison, Chris Spohr, Baxter Black, Ricky Torres, Joseph Gutierrez, Ruben Ibarra, Timothy Burghardt, Ben Organista, Andrew Mier, Nico DeSantis, Sam Koster

Coaches

Jesse Pinon (18 AAA), Larry Wakley (18 Open)



First Pitch Champs 2016



Polar Bear Express Champs 18 AAA



Bulls Class of 2016



Frost Bowl Champs 18 Open



January Teams 18 Open and 18 AAA.



Celebrating our Seniors Superbowl Sunday

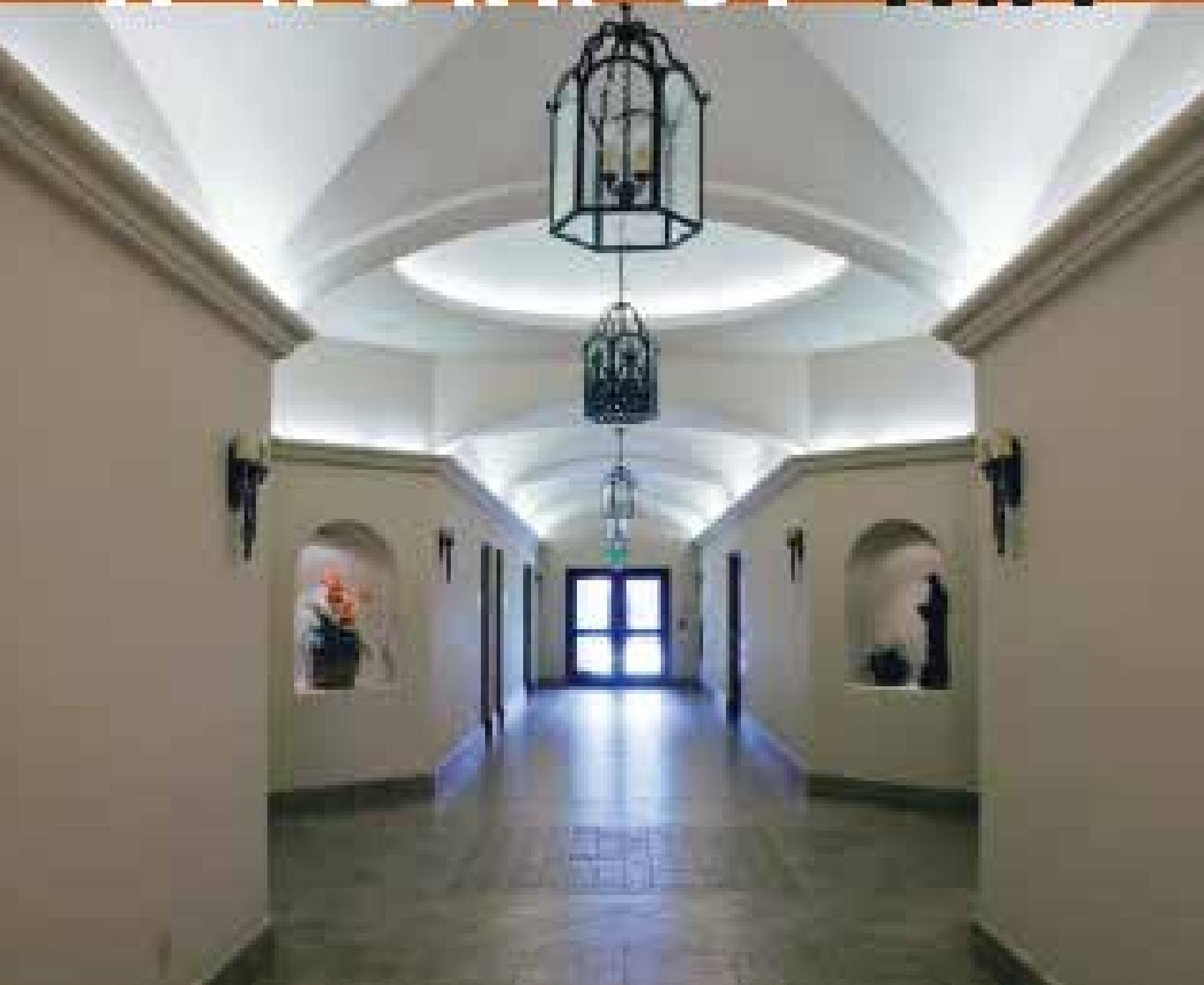


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- HR: Pfs: 1-11, 15, UA1014 \ \ IR: 12, 14

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Riverside



- Riverside has a moderate growth rate, an upright plant habit and very dark green leaves
- HR: Pfs: 1-11, 15, UA1014
IR: 12, 14

Oceanside



- Oceanside is a versatile variety it can be used for baby leaf and or bunch/clip
- HR: Pfs: 1-9, 11, 13, 15, UA1014
IR: Pfs: 12, 14

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