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Baby Bentley, born January 15, 2016

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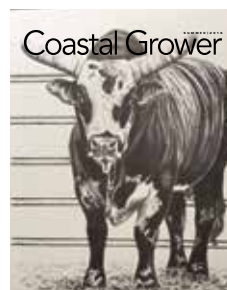
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COVER PHOTO

Just One of the Boys

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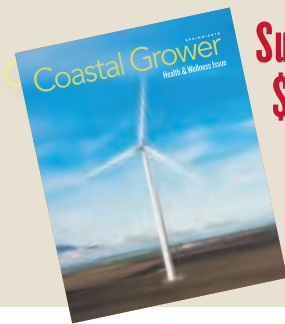
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Growing Kids & Crops

With June now in the rear view mirror, like many of you I am basking in the afterglow of “post-graduation” season. The echo of Pomp & Circumstance is leaving my brain, the caps and gowns have since been put away, and the decorative leis dried for prosperity. The season has me reflecting on what tremendous resources our local community is putting towards educating kids that are looking for careers in business, particularly agricultural businesses and ag technologies. I’m so proud of these graduates—and so proud of, well, us!

It seems “cradle to career” visions are starting to become a local reality for the youth of our region. Leaders with passion and determination have worked for decades to make an affordable education available locally to children in this community (particularly children who will be the first in their family to graduate from college).

It is starting in the grade schools.... where we are getting salad bars into the cafeteria and school gardens out in the yards. Children are being exposed at an early age to what healthy food looks like, what it tastes like, what eating it can do for them, and how to grow it. They have an opportunity in third grade to attend Farm Day and pet a horse, look at bugs, hold a duckling in their hand. But it doesn’t stop there.

Our local high schools have amazing ag education programs. From full classroom courses covering the economics of ag management and supply chain, to after school programs like the Future Farmers of America (FFA). The King City FFA Chapter is ranked third in the state! Third in the state! My son’s high school has a garden where juniors and seniors grow their own crops, harvest them and then serve them up in the cafeteria. Industry leaders and some of the world’s finest growers speak to the class and offer paid internships.

For those youth who may have fallen out of a traditional educational path, the Ted Taylor Vocational Center is soon to break ground out at Rancho Cielo. Kids will learn ag

welding, food safety, mechanics and more...all designed to provide vocational training towards a career in ag business.

Graduated from high school? Then it is time to move on to Hartnell Community College. Their Alisal Campus offers areas of study in ag industrial technology and industrial mechanics, ag studies with an emphasis in production, food safety, and business.

If one is more interested in the technology side of the business? Then apply for a Matsui Foundation CSin3 scholarship. Perhaps the most robust program of them all, the first cohort of Matsui Scholars just graduated this past spring. Between Hartnell and California State University, Monterey Bay, they earned a bachelor’s degree in computer science in three years (and for less than \$10,000).

If real world application is more your style in the technology field, look into Digital NEST, a popular and proven tech training model that is flourishing in Watsonville and set to open an additional location in Salinas soon.

Perhaps one last step before your career is a bachelor or master’s degree? Then look no farther than CSU, Monterey Bay. Their School of Business offers a business degree with an agribusiness concentration. One can study supply chain management, policy, regulatory and environmental affairs, integrated marketing, human resource management, marketing research and global marketing. Scholarships are available.

Children in this community looking for a career in agriculture now have more opportunity than ever. Local educators and the local industry have worked very hard, hand in hand; to not only make it available—but affordable. Visions are becoming reality.

Wouldn’t it be something to open the Monterey County Crop Report someday and see “kids” ranked number one? Ranked as the most highly valuable commodity we produced? Wouldn’t that be something....



Contributors



HANK GICLAS

Henry L. (Hank) Giclas has worked for Western Growers since 1990. He began his career in the Phoenix office as the Director of Public Affairs where he was responsible for implementing Western Growers' government affairs and public relations agendas in Arizona.

Today, Hank serves as Senior Vice President of Strategic Planning, Science and Technology for Western Growers and is actively developing association leadership in the areas of agricultural technology innovation, sustainability, food safety, food security, crop production and protection as well as assisting in the implementation of the association's strategic plan.



BRIAN MILNE

Brian is a former senior writer and editor for McClatchy Newspapers. He currently heads business development at Hortau's U.S. headquarters in San Luis Obispo, California. Founded in 2002, Hortau is a global leader in wireless, web-based irrigation management system and has offices, irrigation consultants and technicians throughout North America. Learn more at Hortau.com or set up a free irrigation consultation by contacting them at (805) 545-5994 or media@hortau.com.



MAC MCDONALD

Mac McDonald was a reporter, columnist and editor of the GO! weekly entertainment and dining section for the Monterey County Herald for 22 years. He was also Managing Editor of the Carmel Pine Cone for seven years. He is currently a freelance writer and editor writing about virtually every subject under the sun, from music, art, food and sports to marketing and public relations.



SHELLIE DAVIS

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.



ROBIN LITTLEFIELD

Robin is a member of one of the founding families in the Imperial Valley, where a fifth generation of Wiests are still farming. Her own career took her to the East Coast as a print journalist covering community news, business, fashion, celebrities, health and general interest stories for newspapers and magazines. She also taught News Reporting at Boston University. On the Monterey Peninsula she serves as the chief financial officer of her family business, Robin Hood Camp, an international children's summer camp in Maine. She writes and volunteers for AIM.



DONNA KATO

Donna Kato is the director of communications and marketing for the American Heart Association Silicon Valley. After a career as a journalist for newspapers that included the San Jose Mercury News, Los Angeles Daily News and Kansas City Star, she stepped into the world of public relations as a media strategist. Her portfolio included Santana Row, a shopping and dining destination in San Jose, Drybar blowout salon, 7 for All Mankind denim and various restaurants, boutiques and start-ups in the Bay Area. Fashion, food and fitness are her passions, not necessarily in that order.



STEPHANIE BOUQUET

Stephanie is a registered dietitian and owner of SB Nutrition Consulting. She holds a BS in nutritional science from Cal Poly, San Luis Obispo and an MS in dietetics with a dietetic internship from Cal State University, Northridge. Since 1993, Stephanie has practiced in the field of nutrition with specialized board certifications in weight management, diabetes and sports nutrition. She offers individualized nutrition consultations, group style classes, athletic team presentations and wellness coaching services. As a native of Salinas, Stephanie returned to the area to raise her own family. For more information visit www.sbnutrition.net.



BILL HASTIE

Bill is the founder of Hastie Financial Group (HFG), a registered investment advisory firm serving the Central Coast since 1985. HFG provides comprehensive wealth management services, including investment management and retirement planning, and serves as a fiduciary investment manager for 401(k) retirement plans. Over the years, HFG has received recognitions from Barron's, 401(k)Wire and LPL Financial as a top financial advisory team. Bill earned a B.S. in economics from Cal Poly, San Luis Obispo, an M.B.A. in financial planning from Golden Gate University, San Francisco, and holds an Accredited Investment Fiduciary Analyst (AIFA®) designation.



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.



MELODY YOUNG

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.



LUIS ALVAREZ

When Luis founded Alvarez Technology Group in 2001 he envisioned creating a professional information technology services firm that would cater to the specific needs of small and mid-sized companies, affordably providing the same IT support for which Fortune 100 companies pay a premium. The company is now recognized as the premier IT leader on the Central Coast. Luis has a BS in information technology and MBA from the University of Phoenix. He is a retired non-commissioned officer of the U.S. Air Force where he spent his career working in Field Intelligence.



CELESTE SETTRINI

Celeste is a fourth generation cattle rancher and a partner/owner in CS Connections, a boutique graphic design and communications agency whose clients are primarily in the agricultural industry and rodeo. She has previously served as State President of California Women for Agriculture, Legislative Director for California Cattlemen, and been voted Woman of the Year by Ag Against Hunger. Celeste travels throughout the United States speaking to a wide range of rural and consumer groups, sharing the story of American agriculture and advocating for ranchers.

Contributors



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.



BURTON ANDERSON

Burton is an author and historian whose works include "The Salinas Valley: A History of America's Salad Bowl," "California Rodeo Salinas: 100 Years of History," and numerous other articles and studies. A contributing member of the Monterey County Historical Society, Burton is a speaker on topics related to the environment, culture and world agriculture. Burton is a member of the board of governors at the UC Berkeley College of Natural Resources (formerly the College of Agriculture).

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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George Tanimura

BY KERRY VARNEY, WITH CONTRIBUTIONS FROM CAITLIN ANTLE WILSON

The Tanimura Family announced the loss of their family patriarch and agricultural legend George Tanimura on April 15, 2016.

George was born in San Juan Bautista on July 2, 1915, to Eijiro Kimoto and Yukino Tanimura. While attending grammar school in Castroville, George thinned iceberg lettuce on his father's small farm. After his mother died, George, the eldest son of 12 siblings, was compelled to quit school to farm with his father. George quickly learned how to work.

Shortly thereafter, in the midst of the Great Depression, Eijiro, George's father, passed away leaving George with the responsibility for the family. George managed the family business while his sister, Chisato, returned from Japan to care for the children. The family moved into a ranch house in Aromas. As a young patriarch, he was required to guide the family through numerous historical and economic challenges thus developing his stern but loving way.

During World War II, George and members of his family were removed from their farms and placed in internment camps in Poston, Arizona. Although George lost everything during his internment, he managed to find the

love of his life, Masaye Yamauchi. They were married in the camp on September 21, 1944, and last year they celebrated their 71st wedding anniversary. Masaye has been by his side every step of their journey and even during the last days and week of his life, remained by his side.

Through hard work and the strong bonds of respect, love, and cooperation, George and his brothers created a dynamic and successful farming enterprise.

Following the War, the Tanimura family began rebuilding their lives, performing manual labor in the fields in Gilroy. Through hard work and the strong bonds of respect, love, and cooperation, George and his brothers created a dynamic and successful farming enterprise. The Tanimura family farmed small patches of land, saved the profits, and ultimately purchased their first acre of land. This simple formula began the Tanimura's trek towards the American Dream that continues on today.

In 1948, the Tanimura Family began a farming relationship with another agricultural legend,

Bud Antle. Shortly thereafter, the Tanimuras began to grow exclusively for Bud Antle, Inc. Bud, and his son Bob Antle, began working closely with the Tanimura family for over 34 years. In 1982 this relationship culminated in the formation of Tanimura & Antle. George, along with his brothers, Charlie, Johnny, Tommy and Bobby, and nephews, Gary and Keith formed Tanimura & Antle with Bob Antle and his sons, Rick and Mike. This partnership joined the Tanimura growing expertise with the Antle packing, marketing, and shipping expertise. George and Bob Antle became inseparable partners and Co-Chairmen of the Board as they worked together to successfully lead Tanimura & Antle to become one of the premier agriculture companies in the world.

The partnership is marked by years of agricultural industry leadership and serves as an icon in the family farming enterprises of the Salinas Valley. Tanimura & Antle was far more than a business for George; it was his life. Lettuce prices, transplant technology, new hydroponic varieties, and any other farming related topic dominated the discussions with George. His continued commitment will live on because he instilled this drive and passion in everyone around him.

George served in many leadership positions within the Tanimura family companies, charities, and throughout various community organizations. George was also the recipient of several distinct honors and recognitions. Because of his humility, George downplayed





these accomplishments. He avoided any fanfare and attempted to quietly stay in the background.

George personally participated in every farming innovation in the Salinas Valley. When each innovation happened, he was not only involved, he was an active player. One of his most passionate projects was drip irrigation.

He advocated the use of this technology to improve farming practices and reduce water usage long before it was a necessity or government mandate.

He advocated the use of this technology to improve farming practices and reduce water usage long before it was a necessity or government mandate.

In July 2014, George celebrated the beginning of his 100th year with a milestone centennial birthday celebration with family, business partners and friends from all over the world. Over 600 people who loved George joined together to honor and respect the highly regarded Salinas family farmer. In July 2015, he quietly celebrated his actual 100th birthday surrounded by his wonderful family eating his favorite: Saba sushi.

All who knew George loved him. His presence and influence will be greatly missed and the local agriculture community will forever be better because of him. **ce**

Clockwise from top left: George Tanimura. George in the field. George with Bob Antle, circa 1987.



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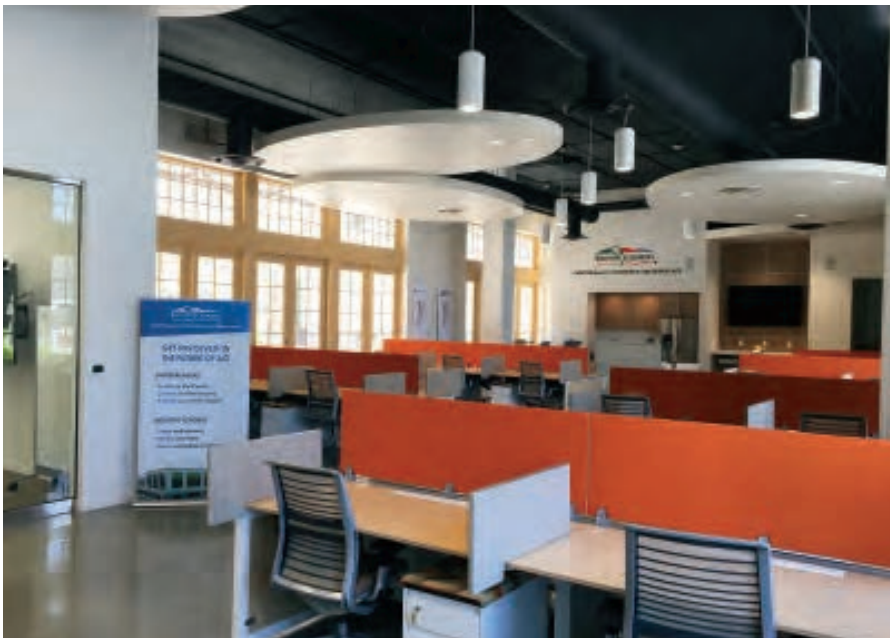


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Western Growers: Building a Workspace That Inspires Collaboration

BY HANK GICLAS, SENIOR VICE PRESIDENT, STRATEGIC PLANNING,
SCIENCE & TECHNOLOGY, WESTERN GROWERS

In the newly launched Western Growers Center for Innovation & Technology (WGCIT), Western Growers has taken down the walls, created “thinking” areas and employed hot desking—all with collaboration and idea generation in mind.

The Center, which officially opened its doors in December 2015, aims to bring innovative entrepreneurs together with farmers to develop creative solutions to the biggest challenges facing agriculture. With a global population expected to reach 9.3 billion within the next 30 years, we’ll need to increase food production by as much as 70 percent. Achieving this dramatic increase in global food production requires a systemic transformation of the way we cultivate our food. That’s where technology comes in.

Located in the heart of Salinas, CA, the WGCIT serves as a hub for the accelerated

development and rapid deployment of groundbreaking technologies to help farmers feed more people with fewer inputs. Additionally, the Center communicates the most promising advancements to the industry and supports start-up companies as they develop and refine technologies to address industry priorities.

Unplanned Collaboration

Jon Rasmussen of CRAFT Design-Build and Meryl Rasmussen of Peninsula Business Interiors played a significant role in helping transform the 2,800 square-foot empty office into a warm, collaboration-driven workplace. Together, they designed a “free-thinking” open-space plan that encourages cross-pollination, co-working, and symbiosis.

The start-up companies housed here are breaking into a field that is not yet fully

explored. They have the challenge of not only being an entrepreneur and building a business from ground up, but they are tasked with inventing agricultural and technological advancements that could potentially change the way the world eats. That’s not an easy or light-hearted task.

WGCIT wanted to create a space where these entrepreneurs could easily bounce ideas off of each other, talk through the challenges they are facing as agtech innovators and come up with solutions that could possibly result in the combination of technologies. Hot desks (those that aren’t assigned to a specific person but can be reserved for whoever may need it) were the perfect solution. They have numerous hot desks and have already seen how they have freed residents from their desks and increased networking opportunities. These workstations are especially important because as technology advances, people can work from almost anywhere and they wanted to nurture that flexibility.

Together, they designed a “free-thinking” open-space plan that encourages cross-pollination, co-working, and symbiosis.

WG also tapped the expertise of Steelcase (a furniture manufacturer that specializes in workspace design research) to construct a furniture layout that was extremely fluid, allowing the space to take on multiple functions. The workstations are very open and only divided by small screens so they can





be easily adjusted for project team growth. This layout concept enhances communication amongst team members and other businesses that reside in the space. For example, if a company focused on food safety overheard the issues of an organization that focuses on big data analytics, they could possibly combine their products or solutions. This type of impromptu connection can be the stimulus to build upon the next big idea.

Fostering Creativity

One thing that is particularly unique in the Center is the “idea to visualization” space. They built in an informal common-space area where residents can hold ad-hoc meetings. It is outfitted with two comfortable couch chairs, laptop tables, and an eight-foot white board which innovators can utilize when they are brainstorming or have an idea that they need to visualize.

WG also wanted to foster creativity through color palette and lighting. Scientific studies have shown that colors have the ability to profoundly impact moods and productivity. The design team focused on using vibrant

colors that would increase output and spark creativity, but still represent the Western Growers brand. It is decorated with vibrant orange, similar to the orange in the WG logo. They also made sure there was a tremendous amount of natural light that would make the white in the furniture and walls brighter.

In addition to crafting an atmosphere that ignites creativity, WG wanted the space to feel warm and welcoming. Many startups launch their businesses at home and they wanted to ensure a seamless transition from a home environment to an office space. They created a “like home” look and feel through different types and shades of wood, cozy leather upholstered lounge pieces, and oatmeal hues.

Salad Bowl of the World

When you walk into the WGCIT, the first thing you will probably notice is that the walls are lined with countless windows—many of which stretch from the floor to the ceiling. The idea was to allow an abundant amount of natural light to shine through the Center at all times and also give the residents and anyone visiting the opportunity to see the beautiful city of Salinas.

The WGCIT is located in the Taylor Farms building in Downtown Salinas, and they couldn’t have chosen a more appropriate location. WG President and CEO Tom Nassif describes it best: “Salinas is the salad bowl of

the United States, and its proximity to Silicon Valley and the Bay Area makes the region ideal for cross-pollination between the ag and tech sectors. This city provides, both figuratively and literally, the fertile grounds technology companies need to connect with farmers and perfect their innovative solutions to the biggest challenges facing the ag industry.”

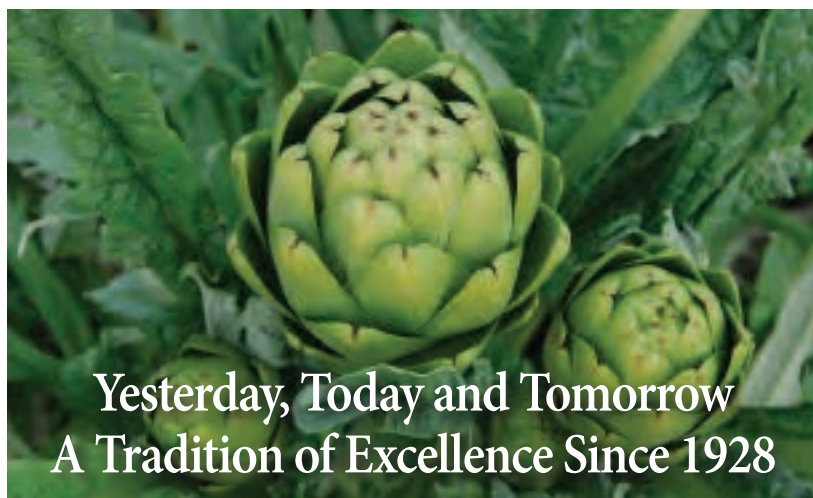
Since the beginning, collaboration has always been at the forefront of the Center. The idea for the WGCIT originated in 2014 during Bruce Taylor’s (CEO of Taylor Farms) tenure as Chairman of the WG Board of Directors. The Board identified the need to promote creative solutions to the most pressing problems facing the industry, and together, developed the idea of an agtech incubator. This collaboration set the tone for what the Center would represent.

Technological Advances

WG is continually integrating the latest technologies into the Center to better help residents meet their business goals. There are a number of high-resolution monitors and amenities WGCIT residents can utilize during presentations to potential investors or to industry professionals they are working with to get feedback on a product. Additionally, the smart conference room has already hosted numerous virtual meetings where people can easily connect with companies overseas through Skype or Google Hangouts.



Clockwise from top left: Western Growers Center for Innovation & Technology in Salinas, CA. The Western Growers Center for Innovation hosts Tech Talks, where start-up companies working out of the Center have the opportunity to host an interactive workshop that details their latest innovations. The WGA Innovation Center. An eager crowd enters the Western Growers Center for Innovation and Technology during its grand opening celebration on December 10, 2015.



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“This city provides, both figuratively and literally, the fertile grounds technology companies need to connect with farmers and perfect their innovative solutions to the biggest challenges facing the ag industry.”

As part of WG’s effort to influence the future of agriculture, they have created a series of programs and held multiple events that introduce the community to new agtech discoveries. They’ve recently launched Tech Talks, where start-up companies working out of the Center have the opportunity to host an interactive workshop that details their latest innovations.

WG is currently working on enhancing the Center’s technology to further improve the experience for both the audience and presenter during events. In the next month, WG will begin to livestream events using improved video and audio throughout the building.

The Center for Innovation and Technology is a Western Growers promise that they will continue to actively seek solutions to the multiple challenges facing today’s specialty crop growers. As they work to ensure that the California agricultural sector remains vital, the Center will help drive greater precision and optimization into specialty crop farming. Winning technologies will help to increase output, reduce consumptive use and environmental footprints, and ensure growers are profitable into the future.

The WGCIT has only been open for a short time and already has 15 startups working on inventive solutions such as food waste conversion, drone/satellite imagery, farm management applications, natural gas cogeneration, food safety software, a farmer-to-farmer marketplace, and packing specification platforms. The collaborative layout can accommodate more than 30 companies and WG looks forward to seeing what solutions are developed next. **CG**

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More Data, More Crops

BY DALE NICOL

Every day Brenda Wolgamott and her dachshund-chihuahua mix spend a portion of the day field scouting vineyards in central California. “I love being out in my vineyards and enjoy walking my own fields,” she says. “I make it a priority because I think that is the best part of the job. It is an important part of how I make day-to-day decisions.”

Wolgamott prides herself on being a very hands-on vineyard manager with The Wine Group (TWG), the world’s third largest wine producer by volume. She serves as the operation manager, Certified Crop Adviser (CCA), and Pest Control Adviser (PCA); so personally, she does all the recommending, field scouting, and chemical ordering.

TWG manages and owns vineyards with more than 10,000 acres of wine grapes. It uses those grapes to produce a wide variety of brands including grocery store brands like Cupcake Vineyards and Fish Eye Winery to higher-end brands like Concannon Vineyards and more.

In her role, Wolgamott manages more than 2,700 acres across two ranches – the San Lucas

Ranch in San Lucas, CA and the McCoy Ranch in Salinas, CA. The vineyards she oversees produce a variety of wine grapes including Chardonnay, Merlot, Pinot Noir, Malbec, and Sauvignon Blanc that are used for TWG higher-end wine programs and other associated wineries.

It is becoming increasingly vital for growers to organize, and more importantly analyze their farm’s data.

Mountains of Data

While Wolgamott places high-value on spending time in her fields, she keenly understands that digitalized data management is critical to modern farming.

It is becoming increasingly vital for growers to organize, and more importantly analyze their farm’s data. Simply recording all this information in a journal or a spreadsheet does not improve the agronomy of the vineyard or farm. Digital programs also empower the producers with the ability to search in real-time

to quickly find any information they need about their acres.

“Now that everyone carries a smartphone and technology continues to skyrocket, we have to have data management programs. We are expected to have data on what was applied to a vineyard and when it was applied at our fingertips,” says Wolgamott.

Wolgamott has been a viticulturist for over 20 years and in previous roles she worked with her customers on a variety of data management programs.

For a little over one year, at the McCoy Ranch in Salinas, she has been using one of these programs; AgriEdge Excelsior® from Syngenta. This particular program delivers leading software, trusted on-farm service and innovative products.

With this program that she uses on the McCoy Ranch, Wolgamott has been particularly impressed with Land.db®, a cloud-based farm management software within the AgriEdge Excelsior program. Technology like this that was developed by Ag Connections helps growers digitally organize their data across devices to make more informed decisions.

As with most growers, Wolgamott noted simplicity and tech support as two of the most important factors for her in a data management program. It is important to her that not only is she able to easily use the program to create recommendations, but that those recommendations are very easy for her employees to read and understand when in the field.

Less Impact, More Yield

As the fifth largest supplier of food to the world, it is critical that California growers like Wolgamott practice sustainable farming – essentially to do more with less.

“The key measure for sustainability is that a farm or vineyard is able to stay in business year after year after year. Growers do not needlessly

Top left: Brenda Wolgamott in one of The Wine Group vineyards with her sidekick, Bizzy.

spend money nor use excessive resources,” says Julie Travioli, AgriEdge Specialist.

As this region is painfully aware, despite the increased rain and snowfall from this year’s strong El Niño system, the state is still suffering from a record drought. The agriculture industry needs to continue to closely monitor and conserve water use. It is also important for growers to be aware of their farms’ greenhouse gas emissions, soil conservation, and many more factors that impact the environmental footprint. Travioli says, “Sustainable sourcing and farm recordkeeping initiatives help document what growers are doing, and frankly what they are not doing that they could be.”

Farm management software simplifies

“Sustainable sourcing and farm recordkeeping initiatives help document what growers are doing, and frankly what they are not doing that they could be.”

the process of recording and reporting these stewardship practices. It seamlessly combines the resource management data with yield data to give a full picture of an operation. Travioli says, “Sustainability metrics should take into consideration not just the inputs that go into agricultural production, but also the yield that comes out. We strive to help growers achieve a balance and claim sustainability that way.”

It is economically beneficial for growers to keep all of an operation’s metrics in one place, and add any additional information to it as needed, to make a sustainability claim.

“What you put in to a program, is what you get out,” says Wolgamott. “The more you put in, the more reports you can generate.” **ce**



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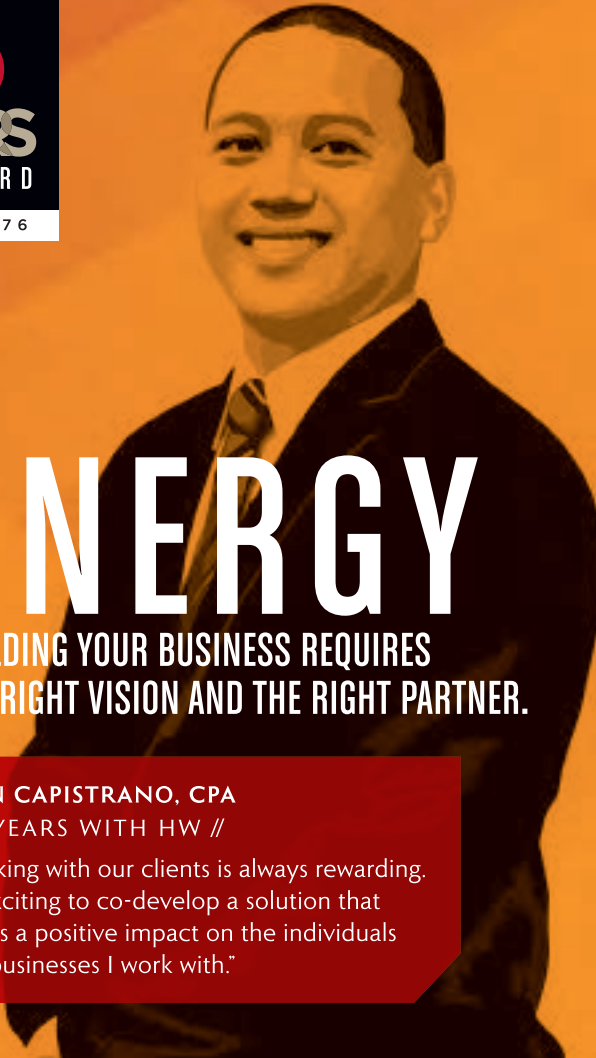
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Proven Technology Needed More Than Ever in Agriculture

BY BRIAN MILNE

Salinas will again be the center of the ag technology world this summer, hosting the Forbes AgTech Summit in mid-July.

Having attended dozens of ag tech events over the past year, the most productive events – in my experience – have been those that bring technologists, investors and politicians from

The fact of the matter is that many consumers haven't stepped foot on a farm and don't fully grasp the real-life challenges facing today's growers.

metropolitan areas to rural regions like Salinas – where a majority of our lettuce is grown.

Hosting ag tech events in Las Vegas, Phoenix, or San Francisco, can make for a good time, but there's something to be said for putting your boots on and getting to work on the farm.

The fact of the matter is that many consumers haven't stepped foot on a farm and don't fully grasp the real-life challenges facing

today's growers: dwindling water and energy resources, rising operation costs, the ever-growing list of restrictions and food safety and labor regulations.

Consumers aren't the only ones who could benefit from some time on the farm. Our friends from Silicon Valley and Sacramento can always use some extra facetime with our farmers (and we're not talking Facetime from iPads in high-rise city buildings).

At a recent ag tech conference in San Francisco, I couldn't help but laugh when one of the presenters, a founder of an ag tech startup, admitted to investors on stage that his biggest takeaway from the pitch session was that, "I need to get out and visit a farm."

Unfortunately, that lack of first-hand agricultural experience isn't uncommon in the technology sector. Every day, a new startup pops up, founded by a group of developers in a San Francisco warehouse or a Stanford dorm room.

While many of these technologies are brilliant, and will blow your mind when you finally see them demonstrated in a conference

setting, many have struggled to take hold since the last summit, and many more will struggle to gain traction this coming year.

Over past couple of years, ag technology has evolved at a rapid pace in incubators and startup labs, but adoption in the field hasn't taken off as some startups and investors had hoped.

Why?

In California, mired in the worst drought of our lifetime, now is not the time to be experimenting or turning over large-scale farming operations to fledgling technologies – particularly on the coast, where we get most of our water from reservoirs rather than snowpack.

Growers have enough challenges as it is in this business, and they're hesitant to overhaul agricultural practices unless they are presented with proven technologies that create efficiencies and cut back costs – water, energy, fertilizer and chemical applications – and keep their crops producing at an optimal level.

Established technologies that have been adopted on a larger scale, because of immediate needs on the farm, include:

- Real-time soil tension and weather data monitoring, to anticipate crop stress and water needs in-season
- Automated irrigation systems, to deliver water when and where a crop needs it
- Variable rate irrigation and pumps, customizing water application based on soil data and other factors
- GPS-guided tractors and improvements in onboard technology, for laser leveling, improved chemical application efficiency, and overall uniformity of soil conditions and crops

Drones and robotics are all getting off the ground, but have seen a slower adoption curve because the data is often reactionary and slow to come in (weekly or monthly snapshots).

For many growers, ag technology needs to deliver today – in real time.

In California, mired in the worst drought of our lifetime, now is not the time to be experimenting or turning over large-scale farming operations to fledgling technologies.

Take drip irrigation technology, for example. According to the Monterey County Farm Bureau, drip irrigated farmland in the county expanded from 26,080 to 113,617 acres from 1993 to 2013. At the same time, the MCFB notes groundwater extraction from the Salinas River Groundwater Basin was reduced from 563,438 acre feet in 1996 to 495,968 acre feet in 2012. That's a 12 percent reduction of groundwater extraction, a step in the right direction considering the water issues we're confronted with today.


For emerging technologies to succeed, technology needs to solve a pressing need now (like the efficient distribution of water). Same goes with technology in any industry.

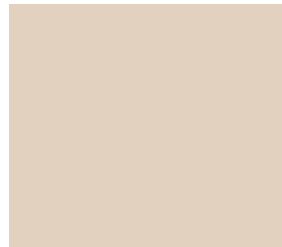
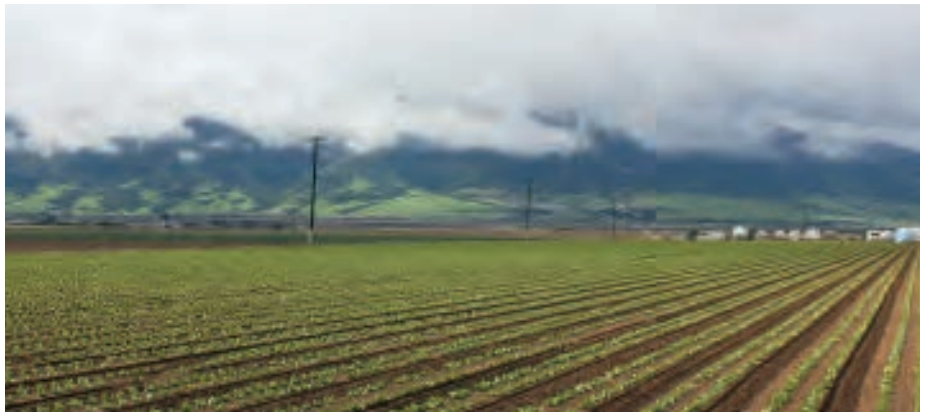
For example:

- Equipment technology needs to bring about efficiencies.
- Software technology needs to make daily decisions easier.
- Sensor technology needs to help anticipate, rather than just react, when damage has been done to field conditions, crop stress points and critical weather events.

With the heat of summer upon us, the pressures will continue to mount on agriculture. Rather than point a finger, it's time to get out on the farm and help provide proven solutions to agriculture's challenges.

But to do that, we're going to have to get our boots dirty.

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The Monterey Program for Executive Health

BY MAC MCDONALD

With the high-stress, high-activity, hustle of the business world, corporate executives may find themselves overlooking one of the most important aspects of their careers: their health and fitness.

It's not only difficult for them to schedule physical examinations and health screenings, but also to develop and stick with a fitness and nutrition plan that will help them achieve peak performance in the board room.

One physician saw a need for an advanced and comprehensive preventative health screening that fit in with the time constraints and medical needs of extremely busy top executives.

So, Stanford University-trained, award-winning internist, Dr. Craig Geiler, founded the The Monterey Program for Executive Health, an innovative comprehensive medical evaluation for executives who want exceptional preventative care completed in an efficient, personalized and relaxing one-day visit.

Dr. Geiler not only devised a program that offers world-class facilities and state-of-the-art technology situated in the beautiful setting of the Monterey Peninsula, but included concierge services that includes everything from

In addition to undergoing the most advanced diagnostics in the medical industry, the client is given a comprehensive risk-factor assessment that analyzes family and patient medical histories and their current lifestyle habits.

transportation, to arranging for unique activities clients can take advantage of during their stay.

That can include golfing at one of the many first-class courses on the Peninsula, escapes to wild and wonderful Big Sur, spa treatments, fine dining, even premier accommodations at the hotel of the client's choosing.

"Our goal at the Monterey Program is to help our clients fully understand their medical picture, so they can convert that knowledge into action," says Dr. Geiler. "The Monterey Program is unlike any other executive health program since it offers more than just a superior medical evaluation — it offers an invaluable wellness experience that includes concierge service and a personalized wellness plan that addresses risk factors and illness prevention."

Here's how it works. From the moment a client arrives at the Monterey Regional Airport, their personal concierge provides transportation to one of the program's outstanding hospitality partners. On the day of their executive physical, the client's personal concierge escorts them to the hospital and remains their guide throughout their day of wellness.

The elite physicians at the Monterey Program spend a full day with the patient to complete comprehensive screening, imaging and other advanced diagnostics — all in a sanctuary-like setting.

In addition to undergoing the most advanced diagnostics in the medical industry, the client is given a comprehensive risk-factor assessment that analyzes family and patient medical histories and their current lifestyle habits.

Experienced, licensed professionals evaluate the status of patients' nutrition and fitness levels and work with the physicians to create tailored lifestyle suggestions that integrate seamlessly into their often-busy daily routines.

The client and doctor will then work together to develop a personalized wellness plan that includes a discussion of risk factors and illness prevention.

When the evaluation is complete, the client receives an extensive, customized medical report with a health profile, results, interpretations and recommendations for follow-up care. This detailed report of the patient's evaluation is conveniently stored as a digital file on a small flash drive.

As an additional service, the program offers corporate packages for businesses to provide to their top executive officers. The program can turn essential preventative care into a

productive and relaxing corporate retreat.

The Monterey Program is located on the campus of the highly rated Community Hospital of the Monterey Peninsula (CHOMP), a fully accredited hospital that earned a Gold Seal of Approval for quality care from the

With the high-stress, high-activity, hustle of the business world, corporate executives may find themselves overlooking one of the most important aspects of their careers: their health and fitness.

Joint Commission and was rated in the top 10 percent of hospitals nationwide for overall patient experience by the Hospital Consumer Assessment of Healthcare Providers and Systems.

Monterey business executives who have taken advantage of this service have been effusive in their praise.

"For many years I've had to travel outside of Monterey to receive my annual physical at quality health clinics," says Ted J. Balestrieri, CEO of the Cannery Row Company. "Finally, when the Monterey Program for Executive Health was opened at the Community Hospital, I found a local alternative offering a service which equals the best I've had anywhere. My experience there has been second to none. The follow-through and constant care and concern that their clients receive is wonderful. At my age, health becomes more of a priority every year. To have such a world-class clinic here on the Monterey Peninsula is fantastic."

Dr. Geiler leads the program's team of 20 physicians, who received their training in some of the top medical schools in the country, including the University of California, San Francisco, Stanford, Yale, Case Western and Mount Sinai School of Medicine. The

physicians come from various backgrounds and specialties to grant patients access to a wide variety of experts and services.

Dr. Geiler himself is a 1998 graduate of Stanford University School of Medicine, served his residency at Santa Barbara Cottage Hospital and was certified in internal medicine in 2001 by the American Board of Internal Medicine.

"The Monterey Program simplifies your care by demystifying medical jargon and equipping you with the information and resources required to take charge of your health," says Dr. Geiler. "You can secure the future productivity and success of your business by taking advantage of our unique and comprehensive program." **ce**



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Lead by attorney Robert Rosenthal, the litigation team includes Brad Sullivan, Soren Diaz, Sergio Parra, Stephen Pessagno, Matthew Rankin, Jeff Lind, and David Balch.

Rosenthal joined L+G as a result of a recent merger with key members of Monterey-based Bohnen, Rosenthal & Kreeft. The addition of these attorneys has greatly expanded the abilities of L+G and will allow the firm to expand their work and gain a personal injury practice, an area in which Rosenthal has expertise.

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AIM for Mental Health

BY ROBIN WIEST LITTLEFIELD

Where do you send your resources to fight cancer? The American Cancer Society.

How about disaster relief? The Red Cross.

Ask Americans how they might donate funds to address mental illness, and they draw a blank. There is no nationally recognizable organization that raises funds for clinical research for diseases of the brain, even though mental illness affects one in four adults. It is also estimated that 17.1 million children have a mental health disorder, more than those with cancer and diabetes combined.

A fledgling charitable organization right here on the Monterey Peninsula hopes to fill that void, for our most vulnerable population: children, teens and young adults. This program is called AIM for Mental Health.

Thanks to one enterprising family, a generous foundation, and a community with a big heart, AIM is well on its way.

Since its inception in mid 2014, AIM has raised more than \$1 million for clinical research into treatment and cures of mental health disorders in youth. Of this, more than half is already at work in clinical research at UCLA and the University of Washington. A grant of \$250,000 for research into teen depression and anxiety is in progress.

Susan Stilwell, an attorney and owner of local inns, founded AIM with her husband,

Mark, and their three teenage children. Like many families, philanthropy and volunteering had long been part of their everyday life, but none of the accessible charities focused on mental illness. Together, the Stilwells formed AIM under the experienced wings of the International Mental Health Research Organization (IMHRO) based in Napa Valley, and started reaching out to friends.

A first fundraising dinner during the

AIM's mission is simple: to build a movement to fund clinical research to find cures for mental health disorders in youth.

Concours d'Elegance in Pebble Beach, CA was so successful that word spread, and the following year the Pebble Beach Company donated the use of its elegant hospitality tent in the Parc du Concours for a Thursday night event. Attendance grew and donations swelled. The Monterey Peninsula sent a strong signal that finding better treatment and cures for mental health in children and teens is a community priority.

This year's "AIM for the Cures" dinner will again take place during the Concours, on August 18, and AIM seeks to fill all 850 seats. For the first time, businesses and foundations

are being asked to be sponsors, and the response has been heartening, as it has become increasingly apparent that most families have been touched in some way by mental illness. Part of Stilwell's due diligence in establishing AIM's goals and mission has been to seek input from practicing doctors and clinical researchers around the nation, and even the United Kingdom. At the Kennedy Forum on Mental Health in Boston last June, Martin Luther King III declared that, "Mental health is the civil rights movement of today."

King and former Rep. Patrick Kennedy reinforced the huge gap between the magnitude of the mental health epidemic and the resources devoted to treatment and cures, as well educating parents and children about their options. AIM seeks to drive the movement needed to force national attention on children's mental health, particularly at a time when brain research has evolved substantially and merely needs the financial resources to get to work.

AIM is not an acronym but a forward-thinking word, positive and goal-oriented. The organization targets all youth mental health disorders, including depression and anxiety, ADHD, bipolar and related disorders, schizophrenia and other psychotic disorders, autism spectrum disorders and Asperger's, neurodevelopmental disorders, OCD and related disorders, conduct disorders, substance abuse and addictive disorders, trauma and stressor related disorders. AIMs focus is so broad because brain disorders overlap. Research into one disorder may find answers that help other disorders.

Besides raising funds for research, AIM raises community awareness about mental health disorders and the options for treatment, in order to address the stigma that discourages open discussion and public support. To that end, AIM organizes an annual walk/rally at Lover's Point in Pacific Grove in the fall. In a festive environment with music and speakers, area mental health providers set up booths to distribute information and speak one-on-one, while AIM provides breakfast and leads a march to and from the Monterey Aquarium, in solidarity with all those individuals and families


grappling with mental illness.

One participant in last year's rainy walk wrote to thank AIM for the chance to walk alongside her child and show him that she and the hundreds of people beside him cared about his condition. AIM expects participation in the October 23 walk to triple, as public and private schools are organizing student ambassadors to encourage classmates to attend with their families.

AIM believes so strongly that public displays of support are essential to battling stigma, walks are being organized at colleges and universities, starting with the first at USC September 29 and at UCLA later in the fall. AIM chapters are already forming in Los Angeles and Stockton.

It is also estimated that 17.1 million children have a mental health disorder, more than those with cancer and diabetes combined.

AIM's mission is simple: to build a movement to fund clinical research to find cures for mental health disorders in youth. Based on the Stilwells' interviews with top clinicians around the country, the most effective way to combat mental illness in general is through early intervention and prevention in children, teens and young adults. As Susan puts it, "They are not only the most at-risk and vulnerable, but also the most likely to experience a positive life-altering outcome if treated early. I also knew that, given the contagious enthusiasm of youth, if we could get our message out to kids, to engage and educate them about the mental challenges, that many of them and their peers are suffering, we could reduce the stigma and build a movement that could change the course of mental health in our lifetime."

For information about AIM and its progress, as well as how to support or attend the annual fundraising dinner and walk/rally, visit: AIMforMentalHealth.org. 

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The New DOL Fiduciary Rule

BY BILL HASTIE, HASTIE FINANCIAL GROUP

For the last six years, the Department of Labor (DOL) has been in “conversation” with the financial services industry about how to best apply a new fiduciary standard for those providing investment advice and recommendations to any type of retirement account. These would include IRAs, Roth IRAs, 401(k) and 403(b) plans. The thrust of this effort was to provide retirement plan investors with certainty that the investment advice they were receiving was made in their best interest. On April 6, 2016, the DOL released its final fiduciary rule which defines “best interest” as “advice that reflects the care, skill, prudence and diligence under the circumstances then prevailing that a prudent person would exercise based on the investment objectives, risk tolerance, financial circumstances and the needs of the retirement investor, without regard to the financial and other interest of the financial advisor of the firm.”

While the final DOL fiduciary rule is complex and more than 1,000 pages in length, it primarily affects brokerage retirement accounts which provide the advisor with a sales commission or with compensation

through an internal charge known as a 12(b)-1 fee. Advisory (fee-based, no commissions) retirement accounts, such as those provided by a Registered Investment Advisor (RIA), are largely unaffected by the new DOL rule since advisory fees are typically level and should already be structured to comply. Financial advisors working with qualified retirement plans, such as 401(k) plans, and serving as a

It's clear to see that the new DOL fiduciary rule is complex and it will take some time before its full effects on the delivery of financial services are completely understood.

fiduciary to the plan, are already subject to the Exclusive Benefit Rule under ERISA, the tax act governing qualified retirement plans. This rule, similar to the new DOL fiduciary rule, states that everything a plan fiduciary does must be in the best interest of the plan, its participants and their beneficiaries, and free of conflicts of interest. In effect, the concepts of fiduciary care

and the duty of loyalty are being extended from ERISA to now cover IRA accounts.

The new DOL fiduciary rule also covers advisor recommendations about making distributions from retirement plans, such as making a qualified transfer to an IRA account, as well as transfers and withdrawals of IRA assets. This type of advice is considered to be a fiduciary activity. As a result, those recommendations will be subject to the fiduciary standard when made to retirement plans or plan participants, and subject to the “Best Interest” standard of care when made to IRA owners.

Advisors who receive commissions or 12b-1 fees as compensation for recommendations made and the sale of investment products to IRAs and other retirement plans will still be able to do so under the new DOL rule, but it will require these advisors to enter into a “best interest contract exemption,” or BICE with the client. In the BICE, the advisor pledges to always act in the client’s best interest, to only earn reasonable commissions and will also disclose any other fees and potential conflicts of interest. The question arises, “Does best interest mean lowest cost?” Not necessarily. The DOL notes that the financial advisor or their firm do not have to recommend the investment product that is necessarily the lowest cost or that generates the lowest fees without regard to other relevant factors.

As for effective date of this new rule, there is a phased implementation period. Firms and advisors who are subject to the DOL rule will be considered fiduciaries as of April 10, 2017. These advisors will be held to a best interest standard for advice provided after that date. Other notices and disclosures are not effective until January 1, 2018.

It’s clear to see that the new DOL fiduciary rule is complex and it will take some time before its full effects on the delivery of financial services are completely understood. The intention of the federal government and the DOL in enacting this new rule was for the protection of the retirement investor against paying unreasonable commissions. The central theme appears to be around the full disclosure

of commissions and fees, especially those commissions that are not always disclosed to the investor. Perhaps more of a concern to the DOL is the scenario when the investment advisor can control their compensation (variable compensation), again, most often when the investor is unaware of what they are paying. The push from the DOL seems to be toward fee-based investment management for retirement investors, where the advisor and investor enter into a contract for specific services at a stated fee. In this arrangement, if any investment recommended has an internal 12b-1 fee (or other form of revenue sharing), that fee is typically refunded to the investor in some fashion.

At the end of the day, it's all about the relationship between the client/investor and their advisor and what form of advisor compensation suits them best. Talk to your advisor about how they are compensated, and ask if and how they plan to restructure their compensation when the new DOL fiduciary rule becomes effective next year. [CE](#)



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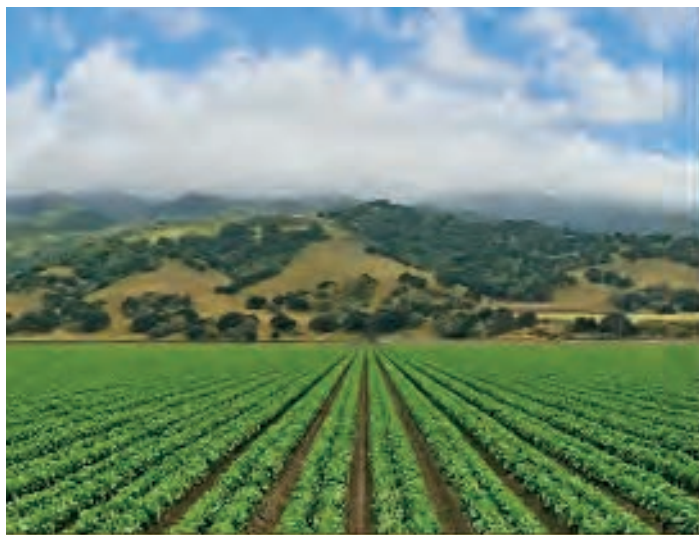
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Celebrate American Agriculture

BY CELESTE SETTRINI

"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold support from an organization that is striving to improve conditions within his sphere." -Theodore Roosevelt

Some of you might be aware of Jim Valvano, the iconic North Carolina basketball coach known for not only his wisdom on the court, but wise words off the court. In 1993, Jim passed from bone cancer, but not before leaving simple instructions on how you should live your life.

Jim said that a life well lived was one that filled your days with laughter, thinking and emotion. I believe this wholeheartedly and for those of us in agriculture, I'd like to add one more: advocating for our industry.

I believe that each of us has an essence; a quality at the very core of our being that makes us who we are. It is what guides our thoughts, our feelings and our tastes. It is what sets us apart from everyone else and I believe that finding ways to express that essence is one of the greatest joys in life. What else is as

satisfying as leaving your mark on something and making it your own? Advocating for our industry should be a daily habit, just like brushing your teeth.

I have realized that people's concerns are real. They are not so much interested in what we do but why we do it. There is no better time than now to tell the story of agriculture. It is those of us involved in day-to-day agriculture

Advocating for our industry should be a daily habit.

that must be the ones to share the story. For those that might pick up a Coastal Grower issue, whether you are involved in agriculture or are someone interested in finding out more about agriculture, you are no different than me. I am a rancher's daughter, dedicated to the legacy of my family. A hero who wishes to tell the story and keep it alive. Isn't that what we all really strive for, to leave an imprint of the good that our industry brings to the table? Many love what they do but are afraid to advocate it, in fear of what others might say. We need to have

the courage to stand up for what we do in our roles of feeding our world.

I am excited about what I do. I have a wonderful image for our future and believe that sharing our stories and getting the conversations going will get us there. By telling my story I hope to educate, empower, excite and engage those "non-farm friends" interested in what we do in agriculture and to teach fellow agriculture enthusiasts just how we can better share the story.

Things to think about:

- 80-90 percent of people have favorable rating of farmers. (That is something to be proud of!)
- Anti-agriculture groups continue to release videos and poor propaganda that pull on the heartstrings of America, therefore consumers begin to question agriculture's integrity.
- Those involved in agriculture, need to be proactive rather than reactive.
- Consumers rely heavily on many sources



about their food before going to a farmer or rancher – lets take our stories off the farm.

- Focus on the 80 percent that don't know about agriculture, but want to learn.
- Realize you make a difference to people.

So how do we better share the story? Be you, educate, and excite! Many farmers and ranchers understand the fact that they need to speak out, but are not sure how. Here are a few tips that might help:

- Be yourself, build trust, never change who you are, and share your own personal experiences.
- Make it a “wow” experience; excite people who don't know about agriculture, but are, in fact, interested and want to know what is

It is those of us involved in day-to-day agriculture that must be the ones to share the story.

going on.

- Speak from the heart – tell the whole story through the following channels:

1. Social media.
2. Snippets or stories of your own experiences- celebrate those stories of the farm and ranch.
3. Everyday activities – talk to people at the grocery store or your child's school, people might have misconceptions and need an “expert”.



4. Radio interviews when possible.
 5. Write letters to the editor when you feel strongly about a topic.
 6. Listen to the concerns of others and build a common bond. Consumers are the driving force that pushes us forward.
- Create a personal, transparent, and meaningful experience for those you are visiting with.

Why do we tell the story? We tell it to empower and engage. We tell the story because it is so much easier to believe the media than actually looking for the facts. Many consumers listen to what they hear on the news or what they read on the Internet, and they may take that for truth. Many times

that information is not correct.

The real story is YOUR story. The more you share your stories, the more your flame will grow. The more you teach what you know, the stronger your voice will become! Sharing your story is a service to the community, to the people living alongside of us and to the future of our industry long after we are gone. Don't you deserve to tell your story? Don't the rest of us deserve to hear it?

It is our moral obligation to the industry we love to believe that the best legacy we can leave is to give information. We must celebrate the good of American agriculture. Don't let the noise of other opinions drown out your own inner voice. And most importantly, have the courage to follow your heart and intuition. **CG**





Working For Steve Jobs and Believing in the Monterey Bay Region

Interview with Bud Colligan, Co-Chair, Monterey Bay Economic Partnership

BY JESS BROWN

Where did you grow up and where did you go to college?

I grew up in Glendale, CA and went to college at Georgetown University for undergrad (BSFS in International Economics in 1976), and Stanford University (MBA in 1983).

When you were in college, the tech industry, as we know it today, was in its infancy. How did you realize it could be a career?

I was using an Apple II for my spreadsheets at Stanford and Steve Jobs came to campus. I wanted to see him speak. We were in a small classroom together and I was really inspired by his vision for personal computers (and his age—the same as mine!). So I decided, right then, I wanted to work at Apple.

When you graduated, did you go right into the technology business?

I worked in banking for three years after graduating from Georgetown, and realized I didn't want to pursue a career in banking. After Stanford, I went directly to Apple.

At what stage in your career did you start working for Steve Jobs at Apple?

I was fortunate to be hired into the Macintosh Group at Apple in 1983, before the Mac was shipped in January 1984, so I was able to get in on the ground floor when it was less than 100 people.

Movies and books have portrayed Steve Jobs as a difficult boss. Did you find that to be true?

Steve could be mercurial at times, but he also was truly a visionary and inspirational. As a CEO of my own company, I took some very positive things from Steve, but also learned that there were certain ways he behaved

that I would not emulate.

What made you decide to leave Apple?

I was recruited to be the CEO of a startup named Authorware, which eventually became Macromedia.

Did you enjoy running a company?

I joined Authorware when it had about 10 employees and a software product that was half finished. Building a company from its infancy is very difficult, but also a lot of fun. I actually enjoyed the stage most when we had about 50 employees and had a product shipping to a lot of customers. Working with a close-knit team is actually the most fun.

Was it difficult to convince venture capitalists to invest in the company?

Raising money is tedious, but it's also good to have outside investors validate what you are doing. I raised four rounds of venture capital before Macromedia went public. I was fortunate to have great investors like Accel Partners, Kleiner Perkins, Sand Hill Investors, Investment Advisors, Wolfensohn Partners, NEA, and others.

Did your experience in working with venture capitalists influence your decision to form a local angel investor group?

After ten years at Authorware and Macromedia I was ready for a change, particularly since I had been working insane hours for those years and had a young family. I didn't want to miss my kids' childhood, coaching their games, and



being around in the evenings for homework and family time. I joined one of Macromedia's investors, Accel Partners, and worked in the venture capital business for 15 years. It was an easy transition to angel investing once we relocated to Santa Cruz. Forming Central Coast Angels was a way to get many local friends and colleagues together on a regular basis to fund Monterey Bay startups.

Is Santa Cruz becoming a location for tech start-up businesses? What are the challenges to have a start-up business in Santa Cruz?

Yes, Santa Cruz and other cities in the Monterey Bay region are becoming increasingly attractive for tech startups. Santa Cruz has a long tradition in tech with companies like Santa Cruz Operations, Borland, Seagate, Plantronics and Cruzio. Now we are seeing new startups like Looker, Paystand, InBoard, Water City, Market.Space and others. Challenges for startups in Santa Cruz include getting the right talent, especially at the senior level, raising capital when many Silicon Valley VCs view anything "over the hill" as offbeat, and getting a critical mass of the right engineers with relevant domain expertise.

When you permanently moved to Santa Cruz County, you became very involved in the community. Why?

I have always been involved in the communities in which I live, mostly in education and economic development. I prefer to give people the tools to be self sufficient through education, training, and jobs. A job is the best "social program" there is! I've been very blessed in my life and feel very grateful for all the people that have helped me along the way.

Your involvement in the community is quite diverse. In fact, in November, the Colligan Theater at the Tannery Arts Center in Santa Cruz held its grand opening. Have you always taken an interest in the arts?

My wife is an artist and photographer, so we are involved in the fine arts and performing arts. We were also very interested in the historical significance of the buildings at the Tannery. We saw an opportunity at the Tannery to help finish a very important community project and we're glad we did. Thanks to the Tannery Board, Jewel Theatre Company and the work of many dedicated people, the project turned out great!

Then there are local sports. You have season tickets to the Santa Cruz Warriors games. Is that more because of your interest in sports, or due to your interest in supporting community activities?

I played basketball as a youth, coached my sons in basketball, and then for many years coached boys and girls teams at the middle school level. The Golden State Warriors have been my team since moving to the Bay Area in 1980. Of course, the recent amazing play of the Warriors has captivated us all! The Santa Cruz Warriors feed off the magic created by Golden State and provide a very high quality game for all of us to enjoy—we love it! The D-League Championship last year was really special.

Why did you take the nine-month Focus Agriculture program? How did you benefit from it?

I wanted to know more about one of the major industries in Santa Cruz County. I was also very interested in farm labor issues, pesticide use and its effect on our environment, the growth of organic agriculture and its potential, water issues, and the varied types of agriculture we have, from flowers, seeds and lumber to berries, vegetables and other specialty crops. I benefited from meeting many of the leaders in county agriculture, hearing their stories, understand-

Clockwise from top left: Bud and Rebecca at the ground breaking of the Colligan Theater at the Tannery Arts Center. Bud and Rebecca Colligan with thier three sons. Bud Colligan.



ing their issues, and being able to ask lots of questions!

Were you surprised to see technology used in agriculture?

I was amazed by the science in plant genetics used at companies like Driscoll's and Plant Sciences. It was also interesting to observe the amount of mechanization and robotics implemented at larger processing and distribution companies like Taylor Farms and Mann Packing. There is a lot of opportunity for the Monterey Bay region to combine our expertise in agriculture and technology.

In your opinion, what are the top two challenges facing agriculture, and how can these be addressed?

Prudent use of water resources is one of agriculture's top challenges. We need to be more cognizant of the actual price of water. Recent state legislation around managing groundwater is a good start. Other issues include the right housing, education and health care for our farm workers and their families.

You have helped form the Monterey Bay Economic Partnership (MBEP). What is the purpose of the group?

The purpose of the Monterey Bay Economic Partnership is to create a thriving region that works for all residents while maintaining the natural environment we all cherish.

MBEP has held successful summits. What is the purpose of these summits and who are you inviting?

Everyone is invited! We are trying to bring together a broad range of stakeholders in our community to interact, learn and collaborate for collective impact. So far we have been amazed at the mix of people that come to our conferences and remark that it is the most diverse group of community leaders they have experienced: non-profits, business, education, and civic leaders. Our goal is that we reach across sectors and traditional boundaries to provide real world solutions for living wage jobs, education, health, housing, transportation, public safety, and environmental challenges.

Do we overlook the impact government has on business, such as infrastructure, etc.?

How is MBEP interacting with government officials to have this discussion?

Many elected officials attend our meetings and we proactively seek out government officials as key partners for any large issue. We have most of the cities and counties in the region as members of MBEP. In fact, MBEP was formed as an organization focused on public/private partnerships and solutions. Rene Mendez, the City Manager of Gonzales, is Co-Chair of MBEP.

How is MBEP approaching the housing crisis in the tri-county area, especially for the workforce?

We announced at our Economic Summit on April 26 that we have designated housing as MBEP's next big initiative. We will be creating a Housing Trust for the Monterey Bay region, similar to the Housing Trust Silicon Valley, as a vehicle to fund affordable housing. We will also be supporting various projects sponsored by companies to build workforce housing. Finally, we are creating a very broad based housing coalition that we can utilize to advocate for particular housing projects and policy at city councils and boards of supervisors.

Local businesses need an adequate labor supply. There continues to be a shortage in several sectors. How do you think this problem will be resolved?

Technology can help in certain areas. There are emerging technical solutions to address the farm labor shortage. Of course, the Immigration Reform bill that a majority in the Senate supports is very important. In other areas, we will need to educate and retain our local talent more effectively. For example, the Bright Futures initiative in Monterey County has set a goal to increase the percentage of students that achieve a post high school certificate from 20 percent to 60 percent by 2026. That's quite an audacious goal, but one that is badly needed if we are to address the labor shortages we are already experiencing.

What is something about Bud Colligan that most people don't know?

My favorite band is Poco.

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

Ghandi, Nelson Mandela and Abraham Lincoln.

Where will we see Bud Colligan in ten years?

Hopefully upright! Who knows...I try to live one day at a time. **ce**

Bud enjoyed coaching youth basketball even after his sons were too old to play.

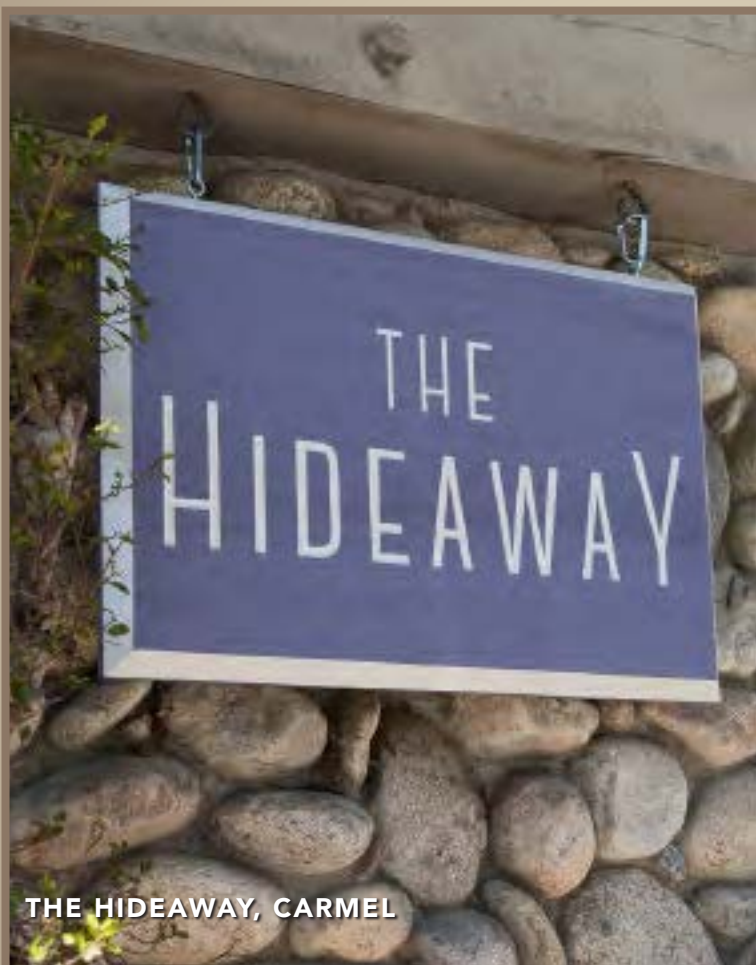


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Three Technology Trends Driving AgTech Innovation

BY LUIS M. ALVAREZ

The interest in the emerging world of AgTech continues to grow exponentially, and not just in the Salinas Valley. AgTech events and conversations are happening all over the world, from Salinas to New York, from Rome to Dubai. The idea of the agriculture industry finally embracing technology in a way it never has in order to solve the problem of feeding a growing world population, apparently strikes a cord around the world. Perhaps it's because the challenge is very real and tangible: experts predict that the population of the Earth will increase by nearly 30 percent in the next 25 years to 9.6 billion, all of whom will need food to live.

It's a guaranteed consumer base with generous year-over-year growth. So, yes, the interest in AgTech is largely because it has the potential to make people serious money.

There is another reason that AgTech seems to have suddenly become a world-wide phenomenon: the underlying technologies that will drive innovation in the agricultural space

have matured to the point where it makes sense for the ag industry to take notice. In particular, there are three technology trends that will drive AgTech innovation for the immediate future: cloud-based (hosted) computing power, the expansion of high-speed wireless communication to virtually everywhere, and the emergence of Big Data analytics to drive decision-making.

Let's take a closer look at each of these trends.

Cloud Computing

Until a few years ago, if you wanted to use the capabilities offered by massive computing power to drive your operations, you would have to build and maintain a very expensive data center and buy those computers to put in the racks. Unless you were a major player in the industry with pretty deep pockets, most agribusinesses had to settle for smaller, less capable systems and forgo the possibilities of what they could accomplish given enough

resources. That changed with the arrival of affordable, easy to use hosted services that you paid for as you consumed them.

No longer do you have to build a data center; you can rent what you need, for as long as you need it, from anywhere on the planet, as long as you can connect to the Internet.

Amazon Web Services (AWS) was the pioneer in this area, as they took the computing platform they built for internal use and decided to rent some of it out. Early adopters of AWS found it confusing and difficult to use, but cheaper than building their own platform so they persevered. Over time, not only did AWS get easier to use, but new players have jumped into the game, including Google and Microsoft. In fact, the latter two companies have had the fastest growing platforms over the last two years, although AWS still is king – for now.

The interest in the emerging world of AgTech continues to grow exponentially, and not just in the Salinas Valley.

The question you might be asking is, so what? Well, that is a good question. What cloud computing does is enable any organization, including agribusiness, to quickly and securely set up the computing services it might need without the fuss, bother or complication of building a data center. Need a new server to host a brand new enterprise resource planning (ERP) system? A technology professional can do it in about four hours, from start to finish, and you'll be paying as little as \$200 a month for as long as you use it and no longer. Now, compare that to the old days when that same exercise would cost upwards of \$50,000 in hardware, software and services alone, and it would be obsolete in about a year.

Cloud computing has also provided manufacturers and other technology companies with a platform they can use in order to avoid the pain of requiring their customers to deploy a back-end server system to support their product, because they now can use the cloud to host their software and you can subscribe to it

for however long it is needed, for a fraction of the cost. This concept, known as software-as-a-service or SaaS, is rapidly becoming the de facto standard for deploying new technology.

Wireless Communications

It wasn't long ago that if you wanted to deploy any technology outside of the four walls of your office, connecting to that piece of hardware to get to the information it provided was a painful and ad hoc process. Most ag companies wouldn't endure the pain of building out a proprietary wired or wireless network, just to access a weather sensor, for example, so most technological innovation stayed in the back office.

Those days are behind us. Rapid and robust development of cellular wireless networks, in particular the deployment of fourth generation or 4G networks, has enabled technology to be put literally anywhere it needs to be. 4G increased not only speed of wireless networks, but also dramatically improved the bandwidth available to transmit data, in many cases, equal to or exceeding what you can get via wired connections. The size of 4G chipsets – the components needed to connect to the Internet via cellular wireless – has shrunk to the point that you can deploy a battery-powered sensor

the size of a deck of cards in a field that can upload data to the Internet for weeks at a time, without human intervention.

The ubiquity of wireless communication from multiple carriers anywhere on the planet has enabled tech startups to create a new breed designed for easy deployment and constant communication to cloud-based databases, databases that in most cases can be easily accessed via a smartphone or tablet app. Carriers are now testing the next generation of cellular wireless, 5G, which should come into common use within the next five years and promises speeds of ten gigabits over the air, or ten times what most of us experience in our office via wired connections.

Reliable and dependable high-speed wireless access to the Internet is changing the way technology companies design new systems. They can now focus their attention on where the best place is to locate their hardware without having to worry that it can get connected.

Data Analytics

It is estimated that we generate 2.5 quintillion bytes of data every day, so much so that 90 percent of the data we have today was created in the last two years alone. The problem with

all that data is that most of it goes unused. That is, other than being created, little is done with it. A whole new generation of technology innovations centered around the idea of data analytics wants to change that paradigm.

Data analytics has been, for the most part, the purview of scientists and academics who had the computing power and the time to slice and dice data in ways the rest of us couldn't. Leveraging the power of cloud computing and the wide availability of wireless communications to link devices of all types, data analytics engines are being created so that they can provide insight into the data, taking information from multiple sources – like sensors in the field, data from tractors, financial data from your ERP system – and providing actionable intelligence that can improve the way we farm, package and take our produce to market.

From my perspective, of all these trends, data analytics promises to be the most impactful, especially with the introduction of cloud-based business intelligence platforms from companies like IBM, Microsoft, Google and others. In particular, Microsoft's PowerBI platform, which is part of the Office 365 suite, is extremely flexible and easy to implement, allowing you to link multiple sources of data located anywhere in the world to correlate and collate data in ways never before possible.

One of the fastest growing areas in data analytics is the creation of sophisticated key performance indicator (KPI) dashboards. Most humans are, quite frankly, very visual creatures and we absorb and use information better if it is presented to us in chart form, and the data is updated in real-time. Dashboards provide actionable information quickly, at a glance, and more and more business leaders are looking to deploy them as fast as they can within their organizations.

There is no doubt that there are many other technology trends beyond these three that do and will influence the developing convergence of agriculture and technology. These three, however, are the ones that are having the biggest impact today and promise for the future. **CG**





American Heart Association

BY DONNA KATO

It's a partnership and bond that formed recently to help fight a common enemy, the number one killer of women: heart disease.

For more than 20 years, the members of the American Heart Association's Circle of Red on the Central Coast have been the voice of the Go Red movement, passionately spreading the message of heart health and cardiovascular risk. Since last year, these women have had the help of the men of the Red Tie Society, a group which came together in 2015 to support the mission of the local Circle of Red.

Together, the dynamic members of both organizations contribute significant resources and influence in their communities to fund lifesaving research, education and advocacy for heart health on a local and national level in the hope that mothers, daughters, wives, sisters and other loved ones won't have to suffer from heart disease, especially when it's preventable.

"I've had heart disease in my family and it's a big motivator for me," said Stephen Pessagno, a founding member of the Central Coast Red Tie Society (RTS) and chair of the 2017 Go Red For

Women Luncheon.

The local Red Tie Society's five members include two lawyers, a doctor and two business executives – a small but mighty coalition with the goal of raising funds, awareness and support for the local Heart Association chapter. In just a year, they've helped raise \$15,000 through the annual L+G, LLP Find Your Red event and membership dues.

Pessagno, an attorney for L+G, LLP, said the group is busy recruiting more members and brainstorming ideas for new events.

"We're just asking them to support the women in their lives because heart disease is more common and dangerous than most of us know," he said.

Although their dedication to the mission is serious, the members of the Red Tie Society advance the message while having fun, too, gathering for an annual photoshoot event to document living in their beautiful community, for instance, and hosting exclusive social hours.

And, what's a Red Tie Society without a red tie? Members are given a custom American Heart Association tie that distinguishes them

as a dedicated member of a special band of brothers helping in the fight against heart disease in women.

"It's about inclusive conversations and an opportunity to talk about an issue that touches most of us," said Dr. Bettye Saxton, the 2016 Chair of the Circle of Red, of the Red Tie Society's involvement.

She sees a future with more collaborations, including the possibility of a golf tournament in one of the world's most renowned spots for the sport.

"Three holes would be perfect," says Saxton, who works with AT&T External Affairs. "That leaves time for a meet-and-greet to discuss what we're there for."

Pessagno says the RTS members think of themselves as counterparts to the women of the Circle of Red. Many of the 18 women currently active in the Central Coast group have been involved since its inception in the mid-1990s, raising funds primarily on behalf of Go Red for Women, the American Heart Association's national movement to end heart disease and stroke in women. Members and supporters are thanked and acknowledged by local AHA chapters at lively luncheons held annually. This year, the Northern Central Coast's event was held at The Inn at Spanish Bay in Monterey in February. Both the Circle of Red and the Red Tie Society welcomed more than 300 guests to the luncheon, which raised about \$100,000.

As a part of a network that works actively all year to speak out for women everywhere, the Central Coast Circle of Red members help raise awareness and funds through various events, including Sip & Learn sessions and the popular photoshoot. Sip & Learn invites attendees to sip a beverage while listening to experts talk about topics as general as wellness, to a speaker who will help "everyone charm their seeking soul". The photoshoot takes participants around wonderfully picturesque Monterey County. Perks for Circle of Red members have included invitations to private estates, the Monterey Bay Aquarium after hours, and socializing with the handsome first responders of Pebble Beach. It's always celebrated with food, wine and often, a

“Glam Squad.”

“The Circle of Red and the Red Tie Society are such an integral part of the American Heart Association on the Central Coast because they are our voice,” said Helen De Young, the regional director for AHA. “These volunteers are able to speak to our mission with such passion. My conversations with them continually reinforce my dedication to fighting heart disease and improving the lifestyle of our community members.”

Both the Circle of Red and the Red Tie Society are actively recruiting new members. To be involved or to learn more please contact the local office at 831.757.6221 or Helen.DeYoung@heart.org.

Upcoming Events

The American Heart Association’s Northern Central Coast Heart Walk is an annual 5K event that inspires hundreds of walkers to raise funds for heart disease, stroke research and community outreach programs. By promoting lives free of cardiovascular disease and stroke, walking is a good first step to becoming physically active and heart healthy. Join

Clockwise from top left: Members of the 2015 Circle of Red. Members of the 2010 Circle of Red. Kurt Gollnick, Bill Uretsky, Red Tie Society Founding member Jeff Gilles at the 2016 Find Your Red Event.



hundreds of area residents as they walk or run with family, friends, co-workers, and survivors of heart disease and stroke on Saturday, Oct. 22, 2016, beginning at the Monterey Custom House Plaza. During the event attendees can enjoy free health screenings, food, and of course, fun. For more information, go to CentralCoastHeartWalk.org.

Other planned but yet-to-be-scheduled events include a summer hike, an exclusive golf and dining event, a fall Sip & Learn, and the photoshoot, which will be held in October. **CG**

Circle of Red Members

Dr. Bettye Saxon, Chair
Lucia Boggiatto
Lavonne Chin
Carol Chorbajian
Elain Dotseth
Clarice Dunbar
Heidi Keller
Laurie Kleinman, M.D.
Laurel Krzeminski
Vivien Lindley
Colleen Mann
Stacey Montoya
Gina Nucci
Heidi Silva
Claudia Alexander Smith
Jean Stallings
Suzette Urquides
Barbara White Thompson

Red Tie Society Members

Dan Lee
Stephen Pessagno
Jeff Gilles
David Gill
Dr. Christopher Oh



Riding the (Real Estate) Wave in Monterey County

BY SHELLIE DAVIS

A glassy surface, a little spray coming off the top, the wave breaking in one direction, not folding over in different places.... these are just a few of the things an experienced surfer looks for when choosing just the right wave. Selecting the right wave to paddle into will increase your chances of catching a wave to ride to the end and decrease your chances of crashing and burning. By being selective and only paddling for waves that will be worthwhile, a surfer will save arm strength, maintain their position in the lineup and ensure they don't miss out on the rest of the waves in the set.

Timing. Your timing makes all the difference between elation and frustration. Between success and failure. Whether you are surfing the waves in Monterey, or investing in the real estate market in Monterey County, timing will make all the difference in your final outcome. Just as a surfer wants to be in just the right position, you want to be in the right position when buying or selling. The real estate market ebbs and flows, it goes up and it goes down. Timing the market just right will help you get the most out of your experience with the least amount of crashes.

It's no secret that the market is hottest in the summer months. Kids are out of school and people are eager to make a move during this time. As important as it is to understand the real estate trends nationally, it is vital to understand your immediate market area. The information in the chart below was derived from the MLS Listings Inc., Realtors Multiple

Listing Service:

- This data was derived by searching all single-family home sales in Monterey County.
- Prices indicate the overall average sales price for each quarter.
- Days on Market are averages of each quarter.

For the investor, your return on investment will be achieved much quicker with the high rental market and increasing market prices.

As a surfer searches for patterns in the wave, investors search for patterns in the market.

Just as a wave swells up and reaches a high point, the Monterey County market data reveals a similar pattern over the last two years. Although the first and second quarters show a deficit in the percentage of increased sales prices, you can see the momentum beginning to rise. The third quarter swells to a positive, finally reaching a peak in the fourth quarter. You can see why getting involved in real estate at the peak of the wave will make a huge difference on how much profit you will earn. From the data, we can also see that days on market are consistently getting lower each

Average Sales in Monterey County

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
2014	\$787,866	\$748,618	\$727,997	\$761,952
2015	\$737,780	\$738,367	\$733,475	\$835,589
2016	\$775,044			

Percentage of Increase/Decrease 2014 vs 2015

-7.08%	-1.39%	0.75%	8.81%
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Percentage of Increase/Decrease 2015 vs 2016

5.07%			
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Average Days On Market

2014	73	65	63	63
2015	67	53	45	53
2016	58			

quarter. What this means is that inventory is moving quicker. The waves are fewer and far between and if you want to have a successful ride, you need to jump on a good one when you see the opportunity. Your timing is crucial!

In addition to understanding patterns, there are other factors that one interested in real estate must consider. One of these factors are interest rates. Economists predict that interest rates will remain low until the Presidential election, which will be held November 8, 2016. This is good news for the investor and homebuyer. You still have time to ride the current wave and keep your mortgage payments low.

Timing the market just right will help you get the most out of your experience with the least amount of crashes.

Another important factor is market rent. An article by the Monterey County Herald states, "Salinas tops list of California cities with fastest growing rents". Salinas had the strongest year-over-year rent growth in December, with a 15.1 percent increase from 2014. (Courtesy of Apartment List) For the investor, your return on investment will be achieved much quicker with the high rental market and increasing market prices. It is important to understand the difference between a buyers market and a sellers market. Currently, we are in a sellers market. Rising sales prices, low inventory, and short days on market make a very appealing market for the seller. Typically, in this type of a market, a seller can expect to sell their home very quickly, receive list price or close to list price, and in many cases receive multiple offers with few contingencies.

Taking all these factors into consideration: interest rates, rental market, sellers market and of course, the height of the wave in sight, makes this the perfect time to paddle hard, jump on board, and ride the perfect wave! **CG**



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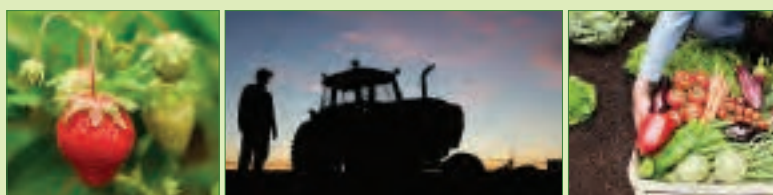


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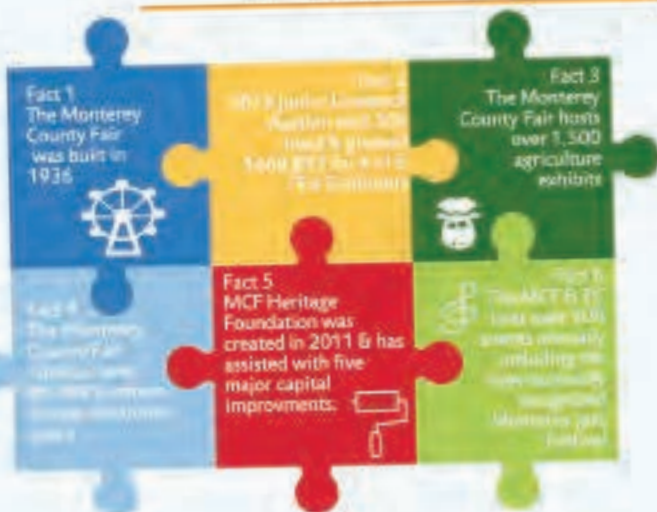


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It's really a working ranch

HOME SHOECASE

Bryan Jaeger

BY MELODY YOUNG | PHOTOGRAPHY BY PATRICK TREGENZA



So close but so far away

Let's take a journey to cowboy country. When pioneers in search of a better life were driven to do something different, they moved out west and built their own homes. They risked everything they had to achieve their dreams. Our area is bursting with relics and treasures from these families. Classic barns, water towers, fences, even stocks and corrals are still standing as evidence of these bold and spirited people. That longing for a peaceful life surrounded by hills of hay, horses and sunsets isn't just in the past. Bryan Jaeger, General Contractor, is one of those pioneers. He headed to the hills to find his slice of cowboy paradise, and then went on to build the home he had envisioned in his mind's eye.

Once turning off Carmel Valley Road, it doesn't take long to reach property that seems untouched. Heading up into the hills is immediately calm and peaceful. Stately moss covered oaks drape over the road. Sunlight dapples through their branches. The road seems to take its traveler into the past as well as forward to a destination. Bryan purchased his property in 2006. He immediately went to work grading and leveling the home site with the express goal of keeping every oak tree in its place. Thus, the house has a southwest facing serpentine shape that seems to flow across the hilltop. The exterior of the home is traditional board and batten siding, with all the trim salvaged from an old water tank off River Road. This is one of the first examples of Bryan's creativity when planning for and gathering supplies for the project. The broad eaves extend to create a porch that surrounds the home on all sides. The hanging light fixtures were salvaged from Paso Robles, CA. Not to neglect the smallest of details, the colorful lights stay up all year and add a bit of fun and whimsy. Although close to town, the view makes you feel a million miles away.





A true hacienda room

The 'barn red' sliding doors add colorful interest as well as function to the design of the home. Positioned on both sides of the great room, and off the master bedroom, the doors open to completely integrate the interior and exterior living spaces. The doors, although looking vintage, are actually new doors expertly distressed and painted to look old by local artist Lisa Haas. Her skilled touch is evident throughout the property.

The interior of the main house is a classic representation of an uncomplicated rancho style home. The rooms are large and straightforward and flow one to the other. The reclaimed brick flooring lends an air of permanence and ease to the spaces. The great room occupies the majority of the interior space. There is room to relax by the fire, dine with friends and family, or go in for a quick game of billiards. The design elements are so finely thought out that the home feels like it has been standing on this property for generations. The combination of found items and unusual building materials are a testament to Bryan's ingenuity and resourcefulness.

Each phase of the home from the ground up was planned and executed to last a lifetime.

The live edge walnut breakfast bar is one of his favorite finds. The furnishings are either vintage Monterey Furniture pieces or reproductions from several companies in Southern California. This style was popular in the 1930's and 40's and is much sought after by collectors today. The distinguishing characteristics of the pieces are western and cowboy details, as well as Spanish and Mexican influences and colors. All of this blends seamlessly with the vintage lighting and colorful rugs to give the space a comfortable and easy ambiance.

The kitchen is directly visible from the great room. There are fun details such as slump stone walls finished to mimic adobe. Bryan, to give the space a quirky unique feel, created the cabinet hardware, made from horseshoes. The light fixture above the bar is made from an antique horse yoke. The tiles behind the cooktop were brought home from a Mexican vacation. The cabinetry is custom made with details again by Lisa Haas.

The master suite is just down the hall. The bedroom has the same amazing view as the great room. Above the bed is a painting





Live edge breakfast bar

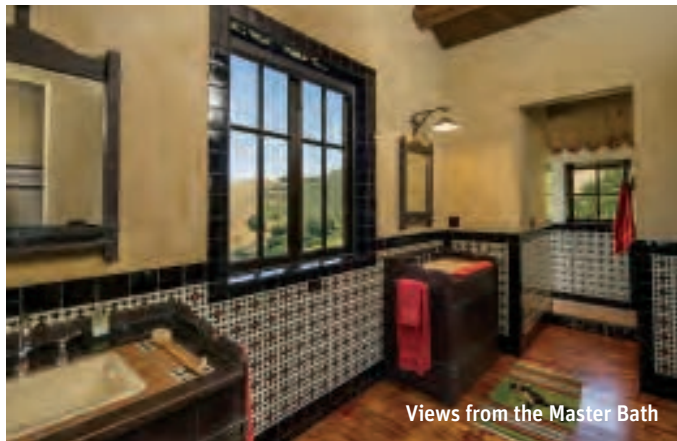


The cowboy's retreat

depicting Teddy Roosevelt and his Rough Riders. This is one of Bryan's favorite pieces of art as it reminds him of his roots in North Dakota. The painted and distressed wood flooring in the suite is just one more example of the close attention to detail. The colorful tiles in the master bath pay homage to the historical Mexican influence evidenced in the style of the home.


The guesthouse, recently completed, is aptly referred to as the "Bunk House". The entire wooden ceiling is from a feedlot in Gonzales. The slump stone walls repeat the theme of the main house. The cowboy furniture is vintage from Nebraska and the wagon wheel light fixtures were found on Etsy. Even the bathroom tub, sink and toilet were a vintage find in Berkeley. The tile was handpainted to match them. The twin bunks sport Hudson Bay style blankets to complete the look. This all gives the visitor a taste of 1930's cowboy living.

The combination of found items and unusual building materials are a testament to Bryan's ingenuity and resourcefulness.



Views from the Master Bath

Make no mistake though, this house has all the comforts and amenities that you would expect from a home built by Bryan Jaeger. The property is run on radiant heat and solar panels. He says his gas and electric bill is a whopping \$300.00 a year, yes that's per year. All of the appliances and the electronics in the home are state of the art. Each phase of the home from the ground up was planned and executed to last a lifetime. Bryan has talent, knowledge and most importantly, creativity.

So this isn't a story of folklore after all. There are still people coming to California to make their dreams come true. Some even do so the old fashioned way, with grit and hard work. Sitting on the porch watching the sunset is a just reward. I'm sure Teddy Roosevelt would be proud. 



Cowboy dreams



Bunk house room



Bunk house vintage bath



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Japanese Internment at Poston, Arizona 1942 - 1945

BY BURTON ANDERSON, IN COOPERATION WITH
THE MONTEREY COUNTY HISTORICAL SOCIETY

In the shock and hysteria after the attack on Pearl Harbor on December 7, 1941, President Roosevelt issued Executive Order 9066 requiring removal of all Japanese from the West Coast on February 10, 1942. It didn't matter if they were US citizens or born in Japan, they had to be removed. (The Order did not apply to citizens of German and Italian ancestry who were merely subject to a curfew at night). It temporarily deprived 120,000 American citizens of their constitutional rights. The Order involved giving up land leases, crops, equipment, businesses, personal property, and homes. The Japanese had one month to get their affairs in order. Fortunately, the Order did not apply to bank accounts and they were able to buy some necessities after internment at Poston, Arizona.

The following stories reflect the experiences of three families: the Ikeda's, Hirozawa's, and Yuki's. The US Government offered families permission to relocate to any state, east of California. Only the state of Idaho accepted the

offer and most families declined because of the unknowns in a new territory.

Ikeda Family

Susumu Ikeda is my best friend. He went through Spreckels School with me and lived on a ranch at Abbott Street and Harris Road in Salinas, CA. The family had to cancel their lease on the ranch and move into a holding area at the horse barns at the nearby Rodeo grounds with only what they could carry in a suitcase. On July 1, 1942 the family boarded a train in Salinas, with curtained windows. After a few days the train arrived in Parker, Arizona. They stepped off the bus at Poston not knowing where they were, blinded by dust and 110 degree heat. The heat was so intense on women, babies, and the elderly, that some suffered heat exhaustion. Camp 1 had accommodations for 10,000 people, divided into barracks. Each barracks had four rooms with one family in each room. The Government supplied each person with a sack filled with hay and a canvas

cot. Privacy was later obtained by sheets and blankets hung from the rafters. Dust easily entered the wooden and tarpaper structures.

In early 1942, Susumu's father, Isao was arrested by the FBI for being a Japanese Community Leader. He was interned at Santa Fe, New Mexico. A year later he was released and rejoined the family at Poston.

After a short time, the Japanese, in order to control the dust, planted trees and watered them by using a canal from the nearby Colorado River. The farmers among the internees planted vegetable gardens. After a few months the dust problem lessened. The camp had various departments within it: agriculture, education, a hospital, and several others. A centralized high school, at Camp 2, was established after a year at Poston. The teachers were mainly college students who had been in school before the internment. At first, Susumu delivered milk at Camp 1 before landing a job in the engineering department designing canals. By virtue of his engineering experience he was able to get a job at the Parker Indian Agency. There he received normal compensation instead of the \$14 a month at the internment camps.

By the second year, young men were allowed to go east to find work, unless they were eligible for the draft. The US Government decided to expand the draft in 1943 and took young, unmarried, Nisei men. (Susumu escaped the draft because of a physical disability). The eligible men were inducted into the US Army in a segregated unit in Italy and France. The 100th Battalion/442nd Regimental Combat Team became the most decorated unit in the US Army in WWII. The unit received 20 Medals of Honor and one posthumous. All members of the unit received the Congressional Gold Medal. All of these Medals were awarded a few years later.

Upon his release from Poston, Susumu moved to San Jose, since everything the family had in Salinas was gone. He was employed by the PSP Industry, a steel fabricating company, as an estimator until retirement.

Hirozawa Family

Frank Hirozawa's family lived on the Tavernetti ranch on Hunter Lane, from 1926 to 1928. Frank drove a horse-drawn cultivator on the

ranch. His sons, Tadao, and George Kiyoshi, were my playmates on the ranch until they moved to Spreckels. The family was interned at the Salinas Rodeo Grounds until late June 1942, and then they entrained for the Poston Internment Camp, on the Parker Indian Reservation. The family's apartment, one of four rooms in the barracks, was a bare space with no furniture and a bare light bulb. Privacy was non-existent. The Hirozawa's were able to make chairs and tables from scrap wood, left over by barrack construction. At Poston the Internees were given a loyalty test; yes, if you were a loyal person, and if you answered no, you were not loyal to the United States. When the Army knew who was loyal, the young men that were eligible were drafted. Tadao was drafted into the US Army Military Intelligence Section, training to be an interpreter so Japanese language, to aid the US Army in the Pacific. Tadao received a medical discharge, due to high blood pressure, in October 1944 and returned to Poston. The war was winding down in March 1946 and Tadao was allowed to move to Lincoln, Nebraska where he went to work for Sears Roebuck & Company. In February 1946, when California was again opened to Japanese people, he returned to San Jose to continue his career with Sears. In 1963 he was promoted to Assistant District Ad Manager in San Francisco. In 1971, he moved to San Diego. At Sears San Diego he was District Sales Advertising Manager. He retired from Sears San Diego in 1977 and returned to San Jose.

George Kiyoshi returned to Salinas after release from Poston and began his career as a produce manager. He managed the produce section at the Salinas Drive-In Market on Monterey Street until his retirement in 2001. Upon his retirement he moved to Lodi, CA.

Yuki Family

Takeo Yuki was an American citizen living on the Chappell ranch in Salinas when the Japanese struck Pearl Harbor in 1941. Immediately following the attack, the US Government imposed a 6 PM curfew on all

Japanese. Vandalism began against Japanese, such as over turning gravestones in the Yamoto Cemetery and setting fire to Japanese businesses. They were taken to the Salinas Rodeo Grounds and housed in barracks and horse stalls with communal toilets and open showers. They remained at the Rodeo Grounds until April 1942 when Takeo and his young family were arrested and sent to an internment camp without a trial, in blatant violation of their constitutional rights. They remained at the Rodeo Grounds until July 1942 when they boarded blacked-out train cars. They had no idea of where they were being taken; rumors flew that they would be exterminated. Takeo Yuki had an eight-year-old daughter, Emie, six-year-old son Tom, and a baby daughter. On July 3, 1942 the train arrived at Parker, Arizona and the new inmates were bused to Poston, 20 miles away. The thin barracks provided little protection from dust storms, extreme temperatures, rattlesnakes, and scorpions. In an attempt to make the camps more livable, many families created a garden. An impromptu school was set up so children could continue attending class. The innovators in the camp diverted a slough of the Colorado River into a giant swimming hole, as big as a football field. The inmates created a community by organizing themselves into cooks, postmen, firemen, policemen, doctors, nurses, teachers, and block managers.

When the inmates of Poston were allowed to return to California in 1945, the Yuki family

decided to live in Los Gatos. Takeo held onto his land in the Salinas Valley because he was a Nisei, and his partner Tom Bunn, managed it during WWII. He and Tom Bunn had a partnership that dated back to the early 1930's. They formed the Salinas Valley Vegetable Exchange in 1930. The Yuki family was uniquely fortunate because Takeo had an honest Caucasian partner (Tom Bunn) that kept the business going during the war. They corresponded through mail since Poston inmates did not have access to telephones or other means of communication.

The Salinas Valley Vegetable Exchange is no longer in business, but Tom Yuki, (Takeo's son), and Chris Bunn, (Tom's son) continue to manage the property.

There are hundreds and hundreds of other tragic stories of Japanese Americans who were affected during this painful period. Despite this blatant violation of constitutional rights of a quiet, law-abiding group of people, the Japanese went on with blood, sweat and tears and self-reliance to a productive and admirable citizenship without bitterness or revengeful heart. Eventually Congress passed The Civil Liberties Act of 1988 that granted \$20,000 to each living individual that was incarcerated in internment camps. The Act gave a partial closure to tragic abuse of Civil Rights by the US Government in 1942.

Thank you to Susumu Ikeda, Tadao Hirozawa, Emie Yamante, and Tom Yuki for their input into this article. **cc**



Clockwise from top left: Baggage and detainees arriving at the Salinas Assembly Center, April 1942. April-July 1942, Salinas Assembly Center at the Rodeo Grounds. Temporary relocation camp while barracks were being built in Poston, AZ.



Food as Medicine

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

The Greek physician, Hippocrates, is believed to be one of the most prominent figures in the history of medicine. His quote, “Let food be thy medicine and medicine be thy food”, conveys a timeless message of the connection between healthy food consumption and longevity. As chronic disease rates continue to rise, what you eat just might be the most powerful ally available for prevention and treatment.

Make sure your diet is full of these important disease-fighting nutrients:

Phytochemicals

Plant (“phyto”) based foods contain hundreds (or possibly thousands) of natural chemicals. The compounds, isothiocyanate (found in cruciferous vegetables such as broccoli and cauliflower) and anthocyanins (the main contributor of the deep red color in beets) are two of the most highly studied phytochemicals to date. These compounds work to neutralize or block harmful substances from damaging body cells. By incorporating the recommended five to nine servings of colorful fruits and vegetables daily, ensures the right mix of phytochemicals for battling disease development.

Probiotics

Probiotics, often called “helpful” or “good” living organisms and bacterias, reside naturally in foods. The body also houses a multitude of bacterial strains that need to remain in balance for optimal health and immunity. A daily dose of an unsweetened live cultured yogurt or a fermented food (like Kefir or Sauerkraut) has shown promise as one of the best probiotic measures to keep digestive and urinary systems disease free.

As chronic disease rates continue to rise, what you eat just might be the most powerful ally available for prevention and treatment.

Fiber

Foods containing dietary fiber (primarily fruits, vegetables, nuts and whole grains) have been found to promote an optimal gut environment, maintain normal blood glucose levels, and keep blood vessels healthy. There are two main forms of fiber: soluble and insoluble. These work together as well as separately in disease

prevention. The soluble (or dissolvable) fiber type works directly on the removal of dietary fat and cholesterol from the body before injury to blood vessels occur. Foods containing insoluble fiber, like whole grain cereals and breads, mimic the action of a broom, sweeping the gastrointestinal tract of toxins, possible carcinogens and other unwanted waste products. Collectively, both forms of fiber promote a steady blood sugar level leading to satiety after meals and subsequent weight maintenance.

Consuming a diet full of fruits, vegetables, whole grains and lean proteins is the best medicine you can buy.

Vitamins and Minerals

Foods rich in vitamins and minerals work synergistically to promote important body functions. Green leafy vegetables are good examples of foods that naturally contain a combination of calcium, magnesium and potassium. These minerals promote optimal blood pressure and heart function. High concentrations of vitamin C and potassium have elevated blueberries into a “superfood” classification, due to their superior antioxidant and body fluid balance properties.

Although many of the mentioned substances are available in pill or supplement form for consumption, it is best to eat the food sources to obtain these disease-fighting compounds. Nature knows the right amounts the body needs. The best health prescription to fill is your plate! Consuming a diet full of fruits, vegetables, whole grains and lean proteins is the best medicine you can buy. **CE**

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Success With Fruit Trees

BY STEVE MCSHANE, MCSHANE NURSERY AND LANDSCAPE SUPPLY

I often tell folks that the reason I started gardening was to grow my own fruit.

There is simply no substitute for a tree ripe apricot, cherry or pluot. In 30 years of landscaping and gardening, I've learned a few secrets that make a huge difference in successful backyard fruit production along the Central Coast.

One of the first things I share with folks starting a backyard orchard is the importance of making the right choices. The Central Coast of California is one of the most diverse growing regions on earth and trees paired with the right exposure bear bumper crops. Also, It goes without saying that clients should choose fruit they know they enjoy.

One of the most important lessons is what I call "backyard orchard culture." This concept underscores the fact that growing fruit trees in Central Coast backyards requires much different practices than those of farmers in the Central Valley. I preach tight plantings of trees that are pruned aggressively twice a year so you're not stuck on ladders during harvest. I also am a huge proponent of trees with multiple varieties grafted on them. Multiple

varieties grafted on one tree aid with pollination and stretch out harvest periods.

When folks make a purchase, I always require a pledge to consider four important responsibilities for fruit tree success as follows:

Feeding

It is incredibly important to add generous doses of organic fertilizer and compost at least once a year. If they feed their soil, the soil will feed their plants. Plants on a healthy diet are less susceptible to disease and pests.

One of the most exciting things about California's Central Coast is the sheer diversity of options we have when creating a backyard source for fruit.

Pruning

A well pruned tree will make your harvest more accessible and protect against limb loss. Further, air and sunlight are some of the best fungicides.

Spraying

Each winter I strongly recommend at least two doses of copper spray to fight over-wintering diseases and pests. I direct folks to spray in the early morning on clear days with limited wind.

Thinning

Your tree may require you to thin your fruit. I know this sounds crazy. However, keep in mind one mature piece of fruit will require between 40 and 60 leaves for proper development and maturity.

Multiple varieties grafted on one tree aid with pollination and stretch out harvest periods.

One of the most exciting things about California's Central Coast is the sheer diversity of options we have when creating a backyard source for fruit. You will be pleased to know that you can design and plant any time of the year. That's the great thing about our climate. I invite you to visit your local independent nursery to find out more and get gardening today. [ce](#)





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Pomegranate Feta Salad

COURTESY OF SALAD SHOPPE, SALINAS, CA

Salad Ingredients

- ½ cup candied pecans (broken into pieces)
- 1 (10 ounce) package mixed baby greens
- 1 pomegranate, peeled and seeds separated (or use 4.3 oz. chill packaged)
- ¼ red onion, sliced thin
- 1 (8 ounce) package crumbled feta cheese
- 1 cup halved grape tomato

Dressing

- 1 teaspoon Dijon mustard
- 3 tablespoons red wine vinegar
- 3 tablespoons extra-virgin olive oil
- 1 lemon, zested and juiced
- Salt and pepper to taste

1. Place the lettuce, pomegranate seeds, red onion, tomato, feta cheese, and pecan pieces into a large mixing bowl; set aside.
2. Whisk together the Dijon mustard, vinegar, olive oil, lemon zest, lemon juice (to taste), salt, and pepper in a separate bowl. Pour over the salad and toss to coat. Serve immediately.

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Monterey County Fair's 'Barn Today, Gone Tomorrow'



The Monterey County Fair Heritage Foundation hosted a Barn Today, Gone Tomorrow party on March 12, 2016 in honor of their longstanding livestock barns that will be coming down to make way for a new event center building. Attendees enjoyed a dinner catered by Michael's Catering in Marina, a hosted bar, music provided by Monterey Beats DJ and a fun interactive photo booth from POP Shots. Over 150 people attended to show support and share memories about their days spent in the Monterey County Fair Livestock barns.

The Barn Today, Gone Tomorrow event was also a kick off to the Monterey County Fair Heritage Foundation's capital campaign to renovate the Monterey County Fair Livestock area.

The mission of the Monterey County Fair Heritage Foundation is to support the operations of the Monterey County Fair & Event Center and to fund community agriculture awareness activities, youth scholarships, and capital improvements to Monterey County Fair & Event Center's facilities and grounds. If you would like to support the Monterey County Fair Heritage Foundation and their livestock renovations, please contact Jacky Eshelby via email at MontereyFairPR@gmail.com or phone at (805) 610-4785.

1. Guests socialize in the barn.
2. The youngsters enjoy a game of cornhole.
3. The Barn decorated for guests.
4. Table centerpieces.
5. The Margarita Maniacs supporting Barn Today, Gone Tomorrow.

Framing Our Future Ceremony: First Tee of Monterey County

On May 12th, City of Salinas Mayor Joe Gunter, community leaders, supporters, and The First Tee of Monterey County participants gathered for the Framing Our Future Ceremony. The event was held at the site of the Future Citizens Foundation's new Center for Learning, located at The First Tee of Monterey Campus in Salinas, CA. With gold hammers in hand, participants ceremoniously hammered nails to commemorate the building of the new Center.

The new 5,000 square foot building will introduce a new and dynamic learning component that will dramatically expand the educational effort of The First Tee of Monterey County and increase the depth and impact of the of the Pay It Forward Scholarship and Mentoring Program. The Center for Learning will include:

- Four engaged learning rooms with smart classroom technology
- Dedicated mentoring room for the Pay It Forward Scholarship and Mentoring Program
- Homework assistance and tutoring programs
- Counseling and advice about educational opportunities for parents and children
- Continued and expanded support for existing programs

"The program of The First Tee of Monterey County has provided the opportunity for thousands of our youth to learn life-enhancing values and to commit to making healthy, positive choices. We thank them for their dedication to our youth and look forward to their continued success in serving our children," said Mayor Joe Gunter.

"The partnership with the City of Salinas shows the commitment of the city to the children and families in our community and allows us to continue our annual \$2,000,000 investment in the community through the kids and jobs," said David Gill, Chairman of the Future Citizens Foundation Board. "The building of this new center will enhance our efforts to empower young people to build the confidence and life skills they will need to succeed in life and to reach their full potential."

1. David Gill and Roxanne Noble Boss.
2. Barry Phillips, Chief Executive Officer of the Future Citizens Foundation.
3. First Tee of Monterey County participants.
4. City of Salinas Mayor Joe Gunter, David Gill, Chairman of the Future Citizens Foundation Board, with with First Tee participants.



UnitedAg's 36th Annual Meeting and Conference



UnitedAg's 36th Annual Meeting and Conference, recently held on March 15-17 in Anaheim, California was a major success. The three-day event successfully lived up to this year's theme of "Breaking Through".

Excellent speakers from diverse industry backgrounds provided insight and ideas throughout the event. The daily sessions featured powerful and respected topics and speakers including California State Assembly-member Fiona Ma, Tax Lobbyist Jon Coupal, Inspirational Speaker Lt. Col Kevin Sweeney and highly respected Chapman University President Dr. James Doti. Each speaker focused their messages and discussion points on the opportunities and issues facing California's agriculture industry today.

UnitedAg's CEO and President, Kirti Mutatkar, stated emphatically, "We believe that UnitedAg's 36th Annual Meeting and Conference ignited a conversation for the future of the agriculture business here in California". The theme "Breaking Through" was on full display proving that UnitedAg is looking toward innovative ideas today.

This year's event even presented a fun aspect as well. The 5K Walkathon and member golf tournament that took place locally at the Tustin Golf Course, provided attendees with healthy activities and fitness fun. Donations collected from these events will benefit UnitedAg's scholarship foundation program. UnitedAg founded the Agribusiness Education Foundation (AEF) in 2000 for the purpose of helping members, employees of members and their families pave the way to educational and future success!

Founded in 1980, UnitedAg is a member-owned agricultural trade association and is dedicated to providing innovative and forward-thinking solutions for California's agricultural industry. They work in close partnership with over 600 agriculture-affiliated member organizations to meet specific employee benefits needs, promote interests and concerns to lawmakers, and assist them in complying with legislation and regulation.

1. Women Ag Leaders Session.
2. Kirti Mutatkar with founder Bill Goodrich.
3. Anthony Vollering, Board of Directors Chairman.
4. 'What Innovation Means to Healthcare' Session that included Mike King (Teladoc) and David Cusack (Milliman Healthcare).
5. Walkathon Participants.
6. Anthony Vollering (Board of Directors Chairman), A.J. Cisney (ViceChairman) and President Kirti Mutatkar.

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Carmel Plaza MOD Fashion Show



On Saturday, May 14th, Carmel Plaza threw an exciting Fashion Show in the courtyard of the Plaza. With a 20-foot catwalk and over 40 models consisting of women, men and children, the models walked the runway in the latest fashions of the season. As part of the City of Carmel's Centennial Celebration and Carmel Plaza's 54 years as the fashion center of Carmel, the show's theme was the Sixties Mod Look with displays of vintage cars, clothes and music. With over 13 stores, 45 models and 80 different looks on the runway, everyone was entertained with seeing the contemporary looks of today and listening to songs such as "The Lion Sleeps Tonight", "My Girl", "The Locomotion" and many more. Models wore bob haircut wigs and wore "Cat Eye" makeup, typical of the sixties. Many enjoyed taking pictures in the photo booth with props from the sixties. It was a fun time enjoyed by all.

1. An original design by Chartreuse on the runway.
2. Carmel visitors enjoyed the vintage car display out front Carmel Plaza on Ocean Avenue.
3. A young model walking the runway for Anubee.
4. One of the models looking sharp in a look by Madrigal.
5. Fashion show attendees enjoyed the beautiful weather and store events.




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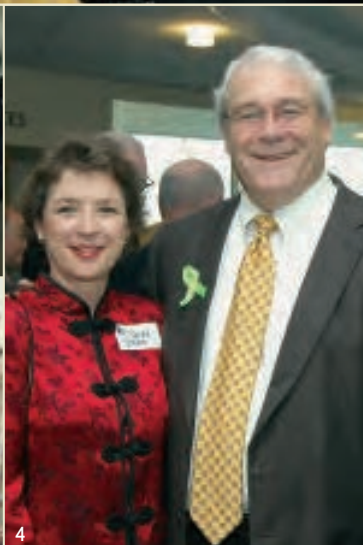

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Hartnell College Foundation's Party In The Library



The Hartnell College Foundation hosted its 10th Annual Party in the Library on May 7, 2016 with the theme “Technicolor Dreams,” presented by Sam Linder Auto Group. Party in the Library is one of Salinas Valley’s favorite events, verified by the second year of record-breaking attendance with over 400 people coming out to support Hartnell College and the Foundation, raising over \$374,000.

The night featured a cocktail greeting, delectable strolling dinner, amazing auction, dancing to the Money Band, and most importantly, the opportunity to make the educational dreams of Hartnell students come true. Hartnell students Jason Vannest and Rivka Garcia shared their personal educational journey. Each student spoke about the impact that Hartnell’s programs, student success scholarships, and career preparation internships have had in their lives. They both received standing ovations.

Each year the event features the presentation of the Hartnell College Foundation’s Leadership Award honoring exceptional leaders who have exhibited significant effort and leadership on behalf of the Foundation, college, students and alumni. This year’s award was presented to local Ag leader and entrepreneur Butch Lindley. Butch has been deeply involved with Hartnell for many years. Together with wife Vivien, they have been instrumental in securing philanthropic gifts that have launched forward thinking programs and partnerships that are changing higher education in the Salinas Valley.

Hartnell College Foundation recognizes the dynamic event co-chairs Margaret D’Arrigo-Martin and Cathy Schlumbrecht for their vision and dedication. Special appreciation goes to the Party in the Library Committee for their leadership and to the community at large for supporting Party in the Library 2016.

1. (l to r) Vice President of Advancement, Jackie Cruz, Honoree Butch Lindley, Vivien Lindley, and Hartnell President Dr. Willard Lewallen.
2. Party in the Library event co-chair Kathy Moser with guests.
3. (l to r) Gabe Rodriguez, Valerie Estio, Bruce Adams, Kim Adams, and Nick Pasculli.
4. Hartnell Foundation Board President Anne Secker and Hartnell Foundation Board member Dennis Donohue.
5. A Packed house supporting Hartnell Foundation.

South County Casino Night Fundraiser for Rancho Cielo

PHOTOS COURTESY OF CANDI DEPAUW

On April 1st, 2016 200 people rolled up their sleeves and took to the tables at the South County Casino Night fundraiser for Rancho Cielo. Held at the Salinas Valley Fairgrounds, the fun filled evening raised \$18,000 for important programs. Daniel Cota, a Youth Corps participant from King City, told the crowd how his involvement with Rancho Cielo has transformed his life. Rancho Cielo students from the Drummond Culinary Academy were also on hand to assist with the strolling dinner. The evening was a great way to have a good time and learn more about the programs and the impact Rancho Cielo has on the lives of at-risk youth in Monterey County.

The committee that made it happen:

Candi DePauw (Committee Chair)

Chris Benemati

Diane Braga

Paulette Bumbalough

Margaret Duflock

Cari Ellis

Aggie Manzoni

Mikel Ann Miller

Mary Orradre

Brandi Schmidt-Garza



1. Casino Night Guests with Steve and Leslie Bernal (right) enjoying the fun event.
2. Chris Benamati, Margarita Zomoria and Cherry Hartman.
3. Joanne Taylor Johnson and Jim Fanoe.
4. Dr. Willard and Michelle Lewallen.
5. (l to r) South County Casino Night Staff Anne Branch, Esperanza Martinez, Matt Huerta, Gus Palacios, Mark Bruszer with Students Yesenia Lopez, Courtney Irwin and Margarita Zomora.

Labor of Love Program

In 2015, the Yuma community started a unique program that has now made its way to the Salinas Valley. The Labor of Love program is an opportunity to thank those for their service to the agriculture industry. It started as a grassroots effort by the Yuma Fresh Vegetable Association (YFVA). President of YFVA and grower Steve Alameda shared, "Harvesting is a difficult profession and requires a commitment and unique set of skills. When we find the right workers, we want to make sure we take care of them, respect them and celebrate their invaluable contribution to the industry. This program showcases our workforce and thanks them for their hard work."

The Labor of Love program includes surprise breakfasts delivered to various farms, random acts of kindness to workers, a Facebook page with posts devoted to sharing stories of various workers, a website that will help share the stories, and an opportunity for the community to become involved.

Tanimura & Antle was the first company to take part in Labor of Love in Yuma and now in Salinas, they are helping to make sure the program exudes the same commitment and excitement the Yuma community showed as it works its way to the Salinas Valley.

Labor of Love will continue throughout the summer highlighting different farm workers and their companies. Stay tuned to the Labor of Love Facebook page and the website www.LaborOfLoveSalinas.com to see where the Labor of Love team will share their gratitude next.



1. Gloria Mejia, a foreperson for Tanimura & Antle and an employee of the company for more than 20 years.
2. Breakfast in the field is just one of many ways Labor of Love shows gratitude on behalf of the community.
3. Tanimura & Antle harvesting crew members enjoying their surprise breakfast in the field.
4. The Labor of Love team handing out breakfast burritos.
5. The Labor of Love team thanking a Tanimura & Antle harvesting crew.
6. The Labor of Love team with Tanimura & Antle employees out visiting one of their harvesting crews.

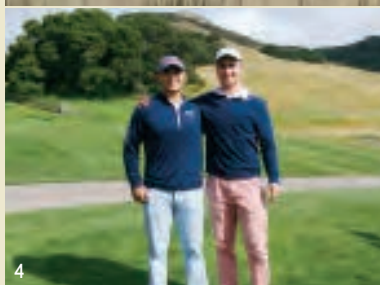
Palma Golf Tournament

Over 100 golfers teed it up in support of Palma athletics at the 37th Annual Palma Golf Tournament held at Corral De Tierra Country Club on April 29th. Tournament Chairman Paul Castagnetto along with his crew of volunteers organized the spring fundraising event, which was deemed by all to be an entertaining afternoon of golf at an ideal venue and a great success.

The day began with gray skies and cool temperatures but by the time the 1:00 shotgun start rolled around, the field set out under blue skies and in warm, sunny weather. The course proved to be challenging with its tree-lined fairways and fast, firm greens but the balls were flying long and rolling straight for the Tardieu group who earned Low Gross with a 57 and made up of Jack Tardieu, Mike Conroy, Derek Ackerman and Joey Burlison. Low Net of 44 went to the foursome of Jason Smith, Todd Keating, Pete Ruiz and Greg Lane. Showing off pinpoint tee shots and laying claim to Closest to the Pin were Cody Ramsey (4'2" – Hole #4), Gary Yoro (5'9" – Hole #8), Lou Fierro (6'4" – Hole #11) and Rich Hell (7'7" – Hole #17).

At the conclusion of their rounds, the golfers traded clubs for silverware and enjoyed the delicious cuisine prepared by Chef Bill Bennett of Corral De Tierra Country Club. Rounding out the event was a raffle of the many donated items such as wine and wine baskets, gift certificates, Palma apparel and boxes of delicious toffee, followed by a lively auction of 49er tickets, rounds of golf, golf equipment and Palma Booster Packages. This spring fundraising effort to benefit the athletic program at Palma School was a huge success thanks to primary sponsors Green Giant Fresh by Growers Express, Gold Star Buick GMC, Coastal Grower Magazine and the participation and generosity of the many Palma supporters.

1. (l to r) Ramon Jimenez, Hansi Hell, Richard Hell, Joe Gonzales, Matt Pridey.
2. A huge thank you to the sponsors that made this tournament possible.
3. (l to r) Jeff Pulford, Alex Moret, Kim Cater, Joe Pulford.
4. Palma athletes Richard and Robert Hernandez.
5. Professional Golfer Matt Pridey hits drives for players to help raise money.
6. (l to r) John DeSantis, Dan DeSantis, Tom Koster, Jeff Mendelsohn.



The Monterey Bay Economic Partnership's 2016 Regional Economic Summit

PHOTOS COURTESY OF MBEP, TAKEN BY CHRIS CHANDLER OF CHRISTOPHER AND CO.



Our region is full of success stories that build stronger, more thriving communities; innovative strategies that build upon the region's economic strengths, public-private partnerships that accomplish more than the sum of their parts, and forward-thinking strategies that address challenges of infrastructure, education and housing. Celebrating successes, solutions and collaboration were among the key points driven home by MBEP Co-Chair Bud Colligan, speaking on "Building Regional Excellence" at MBEP's 2nd Annual Economic Summit.

Building a strong, diverse regional economy will require leveraging distinct regional assets while preserving and enhancing the environment. That precious natural environment is among the strengths shared by Monterey, Santa Cruz and San Benito counties. It is fueling world-class tourism, agriculture and wine industries and increasingly important marine resources and research. A concentration of post-secondary education institutions and human genomics and plant genetics expertise are also notable strengths worth building upon.

It also will require proactively addressing regional weaknesses including poor transportation infrastructure, a lack of local sources of risk capital, low educational attainment in parts of region, and a track record of a lack of collaboration among stakeholders.

The announcement of MBEP's housing initiative was met with enthusiastic applause. Creating a new regional housing trust in collaboration with Housing Trust Silicon Valley, developing a robust advocacy coalition to support housing projects of all types, and working with employers on a set of best practices for employer-sponsored housing are the three key components of this new initiative. Photos, presentations, podcasts and more can be found at www.mbep.biz.

1. Monterey County Supervisor Simon Salinas and Tanimura & Antle CEO Rick Antle.
2. Julie Packard, executive director and vice chair of the Board of Trustees, Monterey Bay Aquarium, and Gary Griggs, director of the Institute of Marine Sciences and Professor, UC Santa Cruz.
3. MBEP ES16 at Hyatt Regency Monterey.
4. MBEP Board Member and Chair of the Monterey County Business Council Mary Ann Leffel and MBEP President Kate Roberts.
5. MBEP Co-Chair Bud Colligan, PredPol CEO Larry Samuels and California State University, Monterey Bay President Eduardo M. Ochoa.
6. Director of Viticulture at Hahn Family Wines, Andy Mitchell, VP, Connected Solutions at Verizon, Mark Bartolomeo and Founder and CEO of SVG Partners, John Hartnett.

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2016 Salinas Valley Ag Tech Summit

The third annual Salinas Valley Ag Tech Summit was hosted by Hartnell College on March 30, 2016. More than 600 attendees and 50 vendors attended the event. Guests were treated to multiple tracks of classroom style sessions geared toward PCA's and production agriculture professionals. The keynotes that were featured included Jamie Strachen of Growers Express, Former California Secretary of Food and Agriculture AG Kawamura and a panel including the State Director of USDA Rural Development, Janice Waddel. More than 20 sponsors made the event possible and all proceeds went directly to supporting the Ag Business and Technology program at Hartnell. The event also featured a "pitch room" where start-up companies competed for best start-up concepts and businesses. The 2017 event is set for April 12th and will be chaired by Caitlin Antle Wilson of Tanimura and Antle and co-chaired by Mac Keeley of Blue River Technology. For more information, visit sv-ag-summit.com.



1. Rob Trice of the Mixing Bowl leads a panel on Angel investing and Venture Capital.
2. Butch Lindley of J&L Farms addresses the audience in one of the sessions.
3. Nathan Dorn of ag-tech startup Food Origins addresses the crowd at a post-event reception sponsored by the Western Growers Center for Innovation.
4. Bob Martin, General Manager of Rio Farms participates in Q&A.
5. Jamie Strachen, CEO of Growers Express opens the 2016 event.

Ag Against Hunger 2016 Woman of the Year

Cathy Alameda was named the 2016 Agricultural Woman of the Year at the 23rd annual Agricultural Woman of the Year Recognition Luncheon hosted by Ag Against Hunger on April 29, at the Smith Family Wines Paraiso Home Estate in Soledad.

The annual event brings together the agricultural community from Monterey, San Benito and Santa Cruz Counties to recognize the contributions of one woman who has activated herself as a change agent and demonstrated extraordinary acts of leadership while working within the local agricultural industry. This year, the committee chose Castroville native, Cathy Alameda.

Alameda has regularly served her community as a volunteer at her local farm day, at the Farm Bureau Golf Tournament, and as a 4-H swine, sheep and cooking club leader. She was instrumental in seeing that Ag Literacy was a focus at the San Benito County Summer Reading Program at the local library, and is a key collaborator in Educational Ag Tours (EATS). Alameda actively participates San Benito County Fair Heritage Foundation activities. Most notably, she initiated and spearheaded the Taste of San Benito, which features locally grown produce for guests to sample, and Harvest Hope for a Cure, a community based pumpkin patch fundraiser that has generated over \$45,000 for the American Cancer Society.

This year's luncheon featured special remarks about Ag Against Hunger's origins 26 years ago by co-founder, Jess Brown, followed by Executive Director, Lynn Figone, who shared the importance of improving access to produce for those currently experiencing food insecurity.

All proceeds from this event benefit Ag Against Hunger's programs which serve to eliminate food waste and alleviate hunger. Since 1990, the generous donations of surplus produce from local growers, shippers and processors have helped Ag Against Hunger direct over 242 million pounds of produce to local schools and food banks.

1. The 2016 Ag Woman of the Year, Cathy Alameda, gives her acceptance speech.
2. Ag Against Hunger Executive Director, Lynn Figone, introduces Gonzales Future Farmers of America Chapter President Imelda Uribe. Gonzales FFA created the table centerpieces and a swing for the silent auction.
3. Ag Against Hunger Co-Founder, Jess Brown, (Executive Director of Santa Cruz and Santa Clara County Farm Bureaus) spoke about the origins of Ag Against Hunger.
4. Ag Against Hunger Executive Director, Lynn Figone, spoke about the importance of improving access to fresh produce for the hungry.
5. Seated Guests.





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