

Coastal Grower

SUMMER | 2017



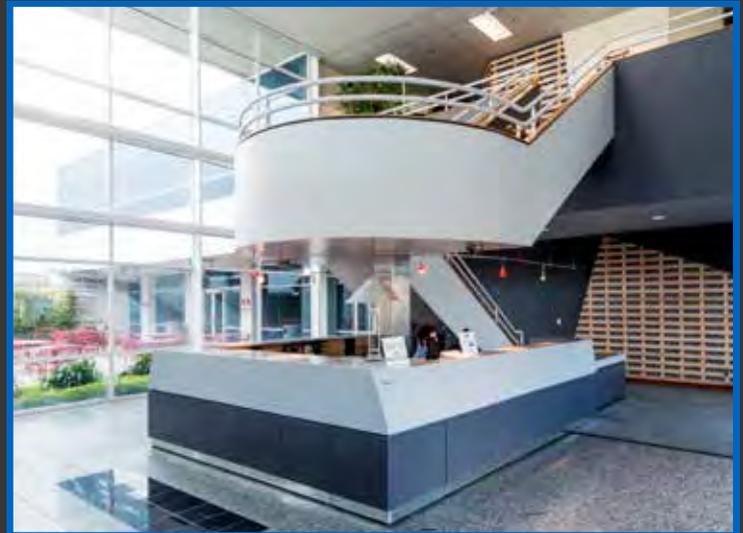
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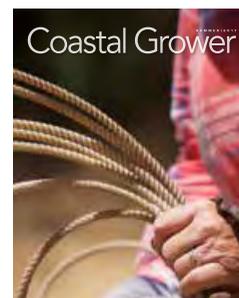
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COVER PHOTO

2017 California Women for Ag
Photo Contest Grand Prize and
1st Place: Richard Field Levine
"Dalley-up", Salinas.



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COASTAL GROWER Magazine is a publication of articles concerning agriculture and its history. Articles, opinions, advice and points of view on various aspects of agriculture and state or federal law are the opinions of the authors of each particular article and not that of COASTAL GROWER Magazine which makes no warranty whatsoever as to the validity of any opinion or advice given unless expressly so adopted in writing.

Nesting

The walls are a robin's egg bright blue and the horizons seemed even brighter as I toured the newly opened Digital NEST (Nurturing Entrepreneurial Skills with Technology) at Salinas' Cesar Chavez Library. Modeled after the incredibly successful NEST in Watsonville (over 1,200 youth are registered members and 40 to 50 stop into the NEST daily) the youth of Salinas now have their own place to learn, create and, ultimately compete, in a world that is digitally divided.

This digital divide is hard to see and it's hard to measure... but think about your own home. Do you have WiFi? How many "devices" can you tally up between you and your children? Do you find yourself complaining when the movie you want to stream isn't downloading fast enough? I do. What would your life be like today if access to the Internet wasn't at the tip of your fingertips? What if you had to share one device with five other siblings and two parents? How would you read the news? Do homework? Register for classes? Check your email?

Digital NEST is designed to bridge that divide. It is a workspace of bustling, activity-rich alternatives. The NEST provides free, reliable access to computers and wireless Internet for youth and young adults ages 12-24, along with a full array of programs, training and mentoring in workforce soft skills, computer programming, digital multimedia, and entrepreneurial skills.

The NEST's arts and technology program is designed for members who wish to develop marketable skills in graphic design, digital photography and videography. Their bizzNEST model is a youth-led tech consulting arm. Skilled youth members are closely supervised and mentored as they learn to work with clients to build websites, make videos, create databases and meet the demand for affordable tech services by local businesses and nonprofits. This on-the-job experience allows members to earn income (which in most cases helps them support their families) and develop a portfolio to help garner them employment.

The NEST will play an important role as we develop our Ag Tech Ecosystem. From big data marketing to GIS systems to drone operations...the NEST is working to establish an appropriate and successful career path in the Pajaro and Salinas Valleys for kids that have grown up here and want to stay and work here. The goal is to have Digital NEST youth at the forefront of ag tech innovation.

If you haven't noticed yet...I'm a fan. I would love to duplicate the success of the NEST in Watsonville here in Salinas. The model works—the need is real—and so are the results. Five of the 30 spots available in Hartnell College's and CSU, Monterey Bay's computer science degree in three years program (CSin3) went to kids that are members of the NEST.

Workforce development needs to start with youth development. The Salinas Digital NEST was able to open through support of the City of Salinas, local foundations, Taylor Farms and Mann Packing. Now that the NEST is here.... how can you help?

Let's keep the lights on! Join me as a proud supporter of Digital NEST. Just \$15/month provides two hours of direct training and mentoring to a member (www.digitalnest.org). Learn more! Subscribe to the monthly newsletter, News from the NEST. Hire them! Visit www.digitalnest.org/bizznest and fill out the screening form for your project. Do you need training videos or a new website? Hiring members from the NEST helps foster entrepreneurship and fuels economic development. Talk about a "win-win."

When a woman is about to give birth she starts preparing the home for baby's arrival. This is called "nesting." When parents find themselves with grown children that have moved out of the family home they are called "empty nesters." While the NEST in Digital NEST stands for Nurturing Entrepreneurial Skills with Technology, the metaphor of children being nurtured in a nest and then flying away and flourishing on their own hits home for me. Let's build the nest. Let's watch them flourish. Let's watch them fly.



Contributors



ANDREW AUSONIO

Central Coast native Andrew Ausonio received his B.S. degree in Civil Engineering from Cal Poly. Andrew is President/CEO of Ausonio Incorporated, a design/build and construction management company headquartered in Castroville with offices in Monterey and Santa Cruz. Over the years, Ausonio Incorporated has earned a number of valued industry and trade awards, as well as community involvement and leadership awards. Due to Andrew's commitment to building a healthier, sustainable future, Ausonio has become known as a 'Green Builder' with 10 certified LEED projects in their portfolio.



BRIAN P. DAWSON

Brian P. Dawson is the Founder and CEO of HarvestPort, a shared economy platform for seasonally used agriculture assets. Brian began his career in agriculture by co-founding Palogix USA, now the largest renter of harvesting containers in the nation. Prior, Brian co-founded PetroCal Inc., a technology company focused on increasing production of mature oil and gas fields. Brian is also the co-founder of Fifth Season Ventures, an AgTech investment fund, and Chairman of Full Cycle Bioplastics, a company converting agricultural waste into plastic. Brian is a graduate of Columbia University.



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).



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Christine Kemp, an attorney with the law firm of Noland, Hamerly, Etienne & Hoss, practices in the areas of land entitlements, environmental law, water law, easements, land sales, the California Environmental Quality Act (CEQA), and other related land use matters. She represents clients before City and County governments, as well as other agencies such as the Monterey Peninsula Water Management District, California Coastal Commission, and Regional Water Quality Control Board. Ms. Kemp is a Board member of the Salinas Valley Leadership Group and the Monterey Peninsula Chamber of Commerce.



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Esmeralda Montenegro Owen is director of communications, marketing, and public relations at Hartnell College. Esmeralda has helped to tell the stories that come out of Hartnell thus increasing its visibility, resulting in local, regional, state, national, and international recognitions and news coverage. She is also a motivational speaker who focuses on promoting higher education, self-care, self-esteem, and health. She holds BAs in Broadcast Journalism and Spanish from USC and an MPA from Notre Dame de Namur University. You may reach her at emontenegro@hartnell.edu or esmeralda@esmeraldamontenegro.com.



JESS BROWN

Jess serves as executive director of the Santa Cruz County Farm Bureau and the educational organization Agri-Culture. His community activities include past president of the Cultural Council of Santa Cruz County, Monterey Museum of Art, Cabrillo College Foundation and Community Foundation of Santa Cruz County. Jess served as chairman of Goodwill Industries for Santa Cruz, Monterey and San Luis Obispo counties. He served as commissioner of the Santa Cruz County Parks and Recreation Department. Currently, Jess serves on the board for Leadership Santa Cruz County, Santa Cruz Area Chamber of Commerce and chair of the Tannery Arts Center.



RON PARRAVANO

Ron began a solo practice in Monterey in 1976 and enjoyed a varied professional career in his early years, practicing in such areas as civil and business litigation, appellate practice, including before the California Supreme Court. In the last 15 years Ron has represented clients primarily in the areas of transactional law, developing a particular expertise in the field of business escrows. Ron also served as an instructor at the Monterey College of Law and an adjunct professor of business law at Golden Gate University's Monterey campus for 25 years.



JESSICA HARRIS HANDLEY

A native Northern California, Jessica has been living in Southern Monterey County for more than 10 years and enjoys the warm sun of Arroyo Seco. Following graduation from Chico State with a BS in Agricultural Business and a BA in Journalism, she started working in produce marketing and currently is employed as a Senior Customer Marketing Manager. She has worked on numerous Committees for the Produce Marketing Association and received the Produce Business 40 under 40 honors in 2011. She enjoys helping to better her adopted community and volunteers her time on many local non-profit boards including the Salinas Valley Fair Heritage Foundation and Ag Against Hunger.



LAURA NESS

Laura Ness, "Her VineNess," is a wine journalist, critic and judge, whose passion is writing about wines of character and the characters who make them. She enjoys spending time in vineyards and farm fields, where the magic of food and wine begin. Laura writes extensively for industry and consumer publications, including Wine Business Monthly and Vineyard and Winery Management, as well as consumer publications like Uncorked, Wine Country This Week and Edible: Monterey. She also has a weekly wine column in several newspapers and writes regularly for Wine OhTV and winefoodexplorer.com.



MAC MACDONALD

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.



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.

Contributors



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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.



TERRY FEINBERG

Terry is principal and co-owner of Moxxy Marketing, one of Salinas' premier marketing agencies. Moxxy specializes in working with ag, food and beverage companies; associations; government agencies and professional service providers who need a fresh approach to their branding, packaging, online and offline communications. Current clients include Braga Fresh, Duncan Family Farms, Smith Family Wines, Uesugi Farms, Tondre Wines, Monterey County Ag Commissioner's Office, Monterey County Farm Bureau and SmartWash Solutions. Previously, Terry founded and built a successful Silicon Valley advertising agency, and was general manager of the Salinas Californian. Terry is past Chairman of the Salinas and Gilroy Chambers of Commerce. www.getmoxxy.com



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.



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.

PHOTO CONTEST GAINS MOMENTUM IN 2ND YEAR

By Helen Dunston,

CWA Finance Director

Community involvement and numerous photo submissions successfully launched the 2017 California Women for Ag Photo Contest. "The photo contest brings both professional and photo enthusiasts out to photograph and capture the essence of agriculture," stated Carolyn Warren, who along with Helen Dunston, co-chairs the Photo Contest Committee. Creating connections between the community and agriculture is key; California Women for Ag is sparking creative avenues to bring focus to the amazing agriculture that surrounds our valley. This year's Grand Prize and 1st Place for Professionals went to Richard Field Levine "Dalley-up", Salinas; 2nd Place for Professionals went to Dexter Farm "Indigo Rose Tomatoes", Salinas. Under the category of Hobby, 1st Place went to Quincie Gourley for "I Eats My Spinach", Gonzales and 2nd Place went to Lauren Toomey, "Stormy Day/A Cow + The Valley On A Stormy Day", Salinas. Thank you to our generous Sponsors- Coastal Grower Magazine, California Women for Ag, PADDLEjack.com, WorkWell Medical Group, and Puma Road. Be an #agvocate and Join California Women For Ag by contacting Membership@salinascwa.org.

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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WELI and the Power of Mentorship

BY ESMERALDA MONTENEGRO OWEN

Do you remember that mentor who triggered a change in you, which in turn helped shape your life? Do you have more than one mentor to thank for your success? Do you credit someone for lifting you up at a time when your life seemed to only have one path?

For many of us, mentors have influenced us in positive ways and motivated us to continue striving toward our goals and ambitions. These people come into our lives when we need them the most. The contributions they make in each mentee is transformative in so many ways. Mentors can help adjust an attitude, a feeling, an action, and an entire community, for that matter. When you hear the word mentor, the first thing that may come to mind is 'spreading goodness' and 'giving back'. Mentors are like angels. They enter our lives with purpose: to assist and propel us to the next level, to motivate and inspire, to support and advise, and to show that someone cares.

It is not unusual to have multiple mentors throughout our lives, starting at home

with our parents, our teachers, our friends, coworkers, and at times, someone who has been assigned to us at a program like the Women's Education and Leadership Institute (WELI) at Hartnell College. This wonderful cohort-model program is shaping the lives of women in our community.

For many of us, mentors have influenced us in positive ways and motivated us to continue striving toward our goals and ambitions.

WELI'S USE OF MENTOR COMPONENT TO SUPPORT 25 WOMEN EACH YEAR

On January 28, 2017, I had the privilege of being the keynote speaker at a WELI Cohort VI Workshop at Hartnell College. I shared my story as an immigrant, a wife, a mom, and a professional. It was difficult at times to keep myself from crying, as I shared how my life

has been shaped by mentors, including my mom and dad. The energy to complete my 15-minute speech came from the audience of women who needed to hear my story. They energized me. It was also the first time I shared my Christian faith and God being mentor number one in my life. I have been kind of shy about it and scared to be judged or confronted.

A panel of 10 incredible women professionals in different fields followed. They took time to be there at the College on a Saturday morning, to be an inspiration to women looking for words of wisdom to assure them it is okay to fall and get right back up again and again.

Just as I try to be a blessing to others each day, these panelists are being the mentors our youth need. Something interesting that happened with this panel that brought me to softly sob was that about half of them mentioned their faith and God as the center of their lives. In addition, they referred to my speech while responding to questions about leadership, obstacles, work-life balance, motivation, and dedication. It was overwhelming.

FRANCESCA CAVER, HEALTH SCIENCES MAJOR AT HARTNELL COLLEGE

One of the WELI scholars in the audience that Saturday morning in January happened to be my student worker, Francesca Caver. She was able to hear about my personal journey, which she was not aware of until that day. But she also has an incredible and touching story of her own. At her young age, she has suffered through mental and physical abuse, abandonment, and emotional stress. She entered the WELI program in search of guidance and motivation. She says her one year with the program has shaped her immensely and her experience has been amazing.

"WELI is such an empowering environment that has really impacted my life and strengthened me," said Caver. "I learned how to value and love myself unconditionally,

which is the key to prosperity.”

With WELI, each girl is committed to attend quarterly meetings, is assigned a mentor, and in the end receives a \$2,000 scholarship. The program started thanks to initial contributions from Bruce Taylor and IMPOWER, who also should be credited for starting the WELI Endowment. For Caver, the mentorship component has been key in her personal and professional success.

“I am beyond thankful for the opportunity to be partnered with the amazingly compassionate and inspirational mentor and liaison, Traci Townsend. Traci was empathetic and opened herself up to me; she guides me to seek the necessary resources I need to prosper holistically, academically and professionally,” she shared.



MY TIME WITH PRISCILLA AMAO

I met Priscilla Amao two years ago at a student-led Women’s Empowerment Conference at Hartnell College. She was among the audience. I was immediately drawn to her because of her willingness to participate and share during the conference. I invited her to be a part of the committee for the following year, and she did. That’s when I noticed her leadership and organizational skills, thus I invited her to be co-chair of the committee this year. She is phenomenal.

Amao participated in the WELI program

Counter clockwise from top left: 1. WELI audience. 2. A Mentorship

two years ago. She was matched with Diane Simmons, a motivational speaker who has heard her story and helped her gain confidence. For her, WELI was exactly what she needed at a time when her world seemed to be upside down.

With WELI, each girl is committed to attend quarterly meetings, is assigned a mentor, and in the end receives a \$2,000 scholarship.

“Growing up with little to no role models in a low income household, it is difficult to see a successful future; it is difficult to believe in yourself when women around you are in unhealthy relationships, have limited education and are in a cycle of unfortunate, generational circumstances,” she wrote to me in an email. “WELI has given me so much more than a scholarship. It has given me the opportunity to learn and grow alongside 24 other women with similar barriers as mine. For years I was ashamed of my past, but through WELI, I have learned to transform my inner strength and passion to something fulfilling – personally, spiritually and professionally.”

Her transformation has been incredibly noticeable. While helping with the Women’s Empowerment Conference as an advisor, Amao and I worked very closely together to get things done and to delegate tasks. I nominated her to be the WELI Forum speaker in 2016. Her story shows the impact generated by the work of mentors and donors who support programs like WELI and students like Priscilla. She was too shy to accept, but with a little more encouragement she went for it, and the Hartnell College Foundation chose to have her as the keynote speaker at this important fundraiser. The room came to a standstill when she began by saying that she became a parent to six children when she was only 13-years-old. You see, her parents landed in jail and Amao decided to care for her siblings, even if it meant spending a day or two in jail herself for truancy.

“Mentors come in all colors, ages and at the most unexpected times,” she said. “I truly believe that programs like WELI, which support students and provide more than just academic support, help pave the path to success and blossom into their full potential.”

Amao is the new Philanthropy Officer for the Hartnell College Foundation and is now in charge of the WELI Forum. I can say that I am so proud of her and I can, with much assurance, say that she will continue to do amazing things for our youth and our community.

If you are not a mentor to anyone yet, I encourage you become involved. There are many ways to reach out to those who need you most. Here are some ideas:

- At work – mentor a co-worker or intern
- At school – engage with parent groups and clubs
- In your community – contact nonprofits that best fit your interests (i.e. Hartnell College Foundation, Girls Inc., YMCA, Boys and Girls Club, Women’s Fund, etc.)
- At local colleges and universities – mentors are always needed
- Within your family – younger generations need you

For me, mentors have been key in my overall growth. My dad displayed hard work and dedication all the time. He gave of his time and resources to those in our community who needed a helping hand. Even now, he travels from Los Angeles, CA every other month to visit me in Gilroy, CA to mow the lawn and trim our greenery. He loves to be useful. I am just the same. It is my pleasure to help in any way, especially when it has to do with education, health, love, and overall support.

My mom has shown me what dedication really means. She has been by our side through thick and thin. She loves her family and extended family at church and will volunteer to do any type of cooking for special events or holidays. I love to volunteer and feel privileged to be asked to help. There are many who have crossed my path who have inspired me in so many ways. I have heard ‘no’ many times, but it was the voice of my angels, my mentors, that I heard loudest. **CG**



Technology is ‘Buying the Farm’

Innovation Can Help Encourage Startup Farmers

BY BRIAN P. DAWSON

Agriculture is an old industry, quite literally. The average age of an American farmer has increased from 50.5 to 58.3 years over the last 30 years. There is a growing concern, transcending crop type and geography, which an entire generation does not want to farm. Finding a solution to this problem is vital, but not easy. The barriers to entry for a young would-be farmer are significant, and include:

- A lack of access to capital;
- A corresponding lack of team bandwidth to dedicate to non-core but crucial tasks; and
- An operational knowledge-base that is retained primarily by a small cohort of individual operators, and has not been well documented or disseminated

Fortunately, many agribusinesses, trade organizations, and individual farmers are finding that the innovative technology they have embraced as means to increase profitability, can also be the key to removing barriers for new, young, and otherwise disadvantaged farmers.

Perhaps the best example of an organization leveraging AgTech solutions to benefit the overall agricultural industry is Western Growers, through the establishment of the WG Center for Innovation and Technology. The WGCIT has, in two years, gone from hosting six startups to 35. They are committed to bridging the needed gap between conceptual innovation and commercial execution, and readily act as liaison for AgTech startups seeking to deploy products, services, or pilot a

technology with a grower, packer, or processor member.

While most AgTech entrepreneurs are seeking to partner primary with large top-tier organizations, helping a small up-and-coming farmer is a particularly resonant narrative. The camaraderie from one young agriculture startup to another is palpable.

As a fellow Ag industry startup operator myself, I wanted to highlight some of the innovative work of my peers, but from a different perspective. Rather than reiterating the value propositions as applied to commercial-scale businesses, I thought I'd describe the ways in which new technologies could simultaneously remove barriers to entry for young farmers.

Administrative tasks are a pain-point for established businesses and startups alike. Generally speaking, startups cannot hire away these headaches. Salinas-based *HeavyConnect* offers products that simplify the capture of key operational data, all from the convenience of a mobile device. From dealing with worker timecards, to food safety and pest inspections, and equipment service intervals, their products remove the need for a startup to dedicate scarce bandwidth to non-core tasks.

Along with managing bandwidth, managing risk can be tremendously daunting for the novice farmer in particular. Advisory resources are abundant, but can be expensive and difficult to evaluate. *Trace Genomics* offers growers a cost-effective outsourced method to detect diseases prior to planting, to ultimately prevent yield loss. Their process allows a farmer with no agronomy experience to collect soil samples, and mail them to a lab for detailed analysis. Results can then be used to rapidly make accurate economic decisions with PCAs or similar third-party resources.

Managing third-parties, particularly during harvest, and being able to nimbly adjust ongoing operations is challenging for the most experienced farming executive. The enormous amount of labor required for hand-picked crops makes getting logistical planning correct critical for achieving a profitable harvest. *Food Origins* provides a mechanism to track the progress and velocity of the harvest, and the density of the production in the field. Beyond logistics planning, this data could enable retailers and consumers to understand the freshness, food miles and source of



the produce, to potentially be utilized to determine point of origin during food safety call-outs. This level of sophistication could allow a startup farmer to gain a competitive edge normally associated with a much more developed and large-scale operator.

Fortunately, many agribusinesses, trade organizations, and individual farmers are finding that the innovative technology they have embraced as means to increase profitability, can also be the key to removing barriers for new, young, and otherwise disadvantaged farmers.

Leveraging the tools of a bigger operation is one way startups can remove barriers; it usually is done by mimicking tactics. However, *HarvestPort* allows new and small farmers to literally leverage the assets of their more-well-capitalized agribusiness peers via a shared economy platform. By renting equipment, the little guy essentially borrows from his big neighbor's balance sheet. To supplement this inventory and ensure the lowest possible marketplace pricing, *HarvestPort*

Western Growers Center for Innovation & Technology in Salinas, Calif.

also works with professional suppliers like heavy equipment dealerships. Beyond mere marketplace discovery, *HarvestPort* acts as an advocate for the growers, offering a free procurement advisory service to make recommendations on best-suited equipment and whether to buy or rent. We are currently working on a group purchase program for commonly used assets, to allow a small farmer to receive discounted wholesale pricing normally reserved for an organization buying multiple machines.

Whether banding together directly or indirectly, technology startups and new small farmers share a common vision – we overcome barriers to create sustainable value. The American agricultural industry shares this ethos, have leveraged ingenuity to transcend variable threats (natural and man-made) throughout its existence. Undoubtedly a new generation will rise and continue growing. I suspect the farmers of the future will be born from the same mold as their predecessors – jumping into the fray with incomplete resources, but willing to embrace hard work and innovation to succeed despite the odds. **ce**





Changes to the Central Coast Ag Order

What You Need to Know

BY DANILU RAMIREZ, CCA, PCA

Since 2012, the Central Coast Water Board has required that all growers participate in the Agriculture Order (Ag Order R3-2012-0011) or risk penalties of up to a \$10,000 fine, per day until the operation is in compliance.

Financial ramifications aside, it's important for all growers to participate in and comply with the Ag Order for other reasons. It's the responsibility of every grower to operate in a way that helps preserve the land and water sources for future generations. Additionally, every Central Coast grower has the opportunity to be a leader in best practices for running a sustainable Ag business.

Earlier this year, the Water Board met to discuss updates to the Ag Order that go into effect for 2017 and into 2018. This version of the Ag Order, referred to as Ag Order 3.0, is an interim order. In 2020, another updated order, Ag Order 4.0, is expected to come into effect.

Many of the changes were implemented into Ag Order 3.0 to better accommodate the growing season while others were updated to achieve the Water Board's primary goal of improved accuracy of information being submitted.

Here are the 10 most impactful changes to the Central Coast 2017 Ag Order and what growers need to know to ensure they remain in compliance:

1. Ongoing eNOI Updates

Prior to 2017, eNOIs (Electronic Notice of Intent) were due annually on October 1. With the new change, eNOIs must be updated within 60 days of any changes made on the farm or its information, such as change in acreage or crop, change in ownership or leases, or change to irrigation method.

2. Population of Impaired Waterways

There is no longer a section on the eNOI for growers to manually input impaired waterways that are adjacent to their farm. Instead, growers will note their location using a GPS pin and all adjacent, impaired waterways will automatically pull into the form. Not only does this remove error and subjectivity as to what's deemed "adjacent," it will confirm the proper Tier status of every grower.

3. Bi-Annual Water Samples

Two times in 2017, all domestic wells and one primary Ag well must be sampled on every farm. Due to seasonal factors of operation that affect nitrogen loading on crops and leaching, samples are required once each in spring (deadline June 30) and fall (deadline December 31). This requirement is only in place for 2017, though it may be included in Ag Order 4.0 in 2020.

4. Annual Compliance Forms Due March 1

In an effort to better accommodate growers' businesses and seasonal factors, Annual Compliance Forms are no longer due on October 1. Beginning in 2018, these annual forms are due March 1.

5. Sections B and C Removed from the Annual Compliance Form

Growers are no longer reporting irrigation water information or risk assessment. Electronic uploads via the GeoTracker database, as well as crop types grown, will now be used by the Water Board to determine these sections for every grower.

6. Photo Monitoring No Longer Required

For farms adjacent to impaired water ways, photo monitoring, intended to show an overview of how a farm potentially may affect a waterway is no longer required.

7. TNA Reporting

All Tier 2 and Tier 3 farms growing the following crops are now required to report TNA (Total Nitrogen Applied): beet, broccoli, cabbage, cauliflower, celery, Chinese cabbage

It's the responsibility of every grower to operate in a way that helps preserve the land and water sources for future generations.

(Napa), collard, endive, kale, leek, lettuce (leaf and head), mustard, onion (dry and green), spinach, strawberry, pepper (fruiting), or parsley. Prior to this change, only High Risk farms (determined by Section C) were required to report TNA.

8. All Nitrogen Applied

In addition to TNA reporting, growers with the crops listed above must record ALL nitrogen applied for the year.

9. TNA Reporting Period

Rather than report TNA and recording all nitrogen applied from September 1 thru August 31, the reporting period is now on a calendar year – January 1 thru December 31.

10. TNA Deadline

Like Annual Compliance Forms, TNA Forms

are now due March 1. The change goes into effect for 2018.

By eliminating opportunities for human error, using available technology, and shifting timelines to better accommodate growers, the Central Coast Water Board is looking to achieve its goal that all information being reported via the Ag Order is as accurate and thorough as possible.

Growers should be aware that the Water Board's increased involvement in Ag Order forms also means more opportunity to see growers who aren't participating in the requirements. This makes it even more important for growers to take very seriously their own responsibility to operate in an environmentally-ethical way; to help preserve the land and water sources for the future, and to demonstrate leadership in best practices for running a sustainable business.

To learn more about the Central Coast Ag Order, please visit: www.waterboards.ca.gov/rwqcb3/water_issues/programs/ag_waivers/index.shtml. The site also includes a list of certified Technical Assistance Providers for all growers seeking professional consulting and assistance. **cc**

eNOI and TNA form

Section XI: Ranch/Farm Characteristics			
Total Irrigated Acres:	<input type="text" value="40"/>	Total Tailwater Acres Equals A + B + C and cannot exceed Total Irrigated Acres:	<input type="text" value="4"/>
Irrigation Discharge Type: <i>(fill in all that apply)</i>	A). Acres Discharging to <u>ONLY Ditches or Any Other Type of Surface Discharge</u> :	<input type="text" value="4"/>	
	B). Acres Discharging to <u>ONLY Tile Drains or Any Other Type of Sub-Surface Drainage System</u> :	<input type="text"/>	
	C). Acres Discharging to <u>BOTH Ditches and Tile Drains</u> :	<input type="text"/>	
	D). Acres Discharging to <u>Pond(s)</u> :	<input type="text"/>	
Irrigation System Type(s): <i>(check all that apply)</i>	<input type="checkbox"/> Micro-irrigation year round (drip and micro-sprinklers) and no pre-irrigation		
	<input type="checkbox"/> Sprinklers used for pre-irrigation only and then micro-irrigation		
	<input checked="" type="checkbox"/> Sprinklers used for germination or in the growing season		
	<input type="checkbox"/> Surface irrigation systems (furrow and/or flood) throughout the growing season, at any point in time, and/or in combination with any other irrigation system type		
	<input type="checkbox"/> Other: <input type="text"/>		
Crop Type(s): <i>(check and/or state for all that apply)</i>	Are any of the following crop types produced on this ranch: beet, broccoli, cabbage, cauliflower, celery, Chinese cabbage (Napa), collard, endive, kale, leek, lettuce (leaf and head), mustard, onion (dry and green), spinach, strawberry, pepper (fruiting), or parsley?	<input checked="" type="radio"/> YES <input type="radio"/> NO	
	<input checked="" type="checkbox"/> Row / Field <i>(select specific crop(s) from drop down lists):</i> Strawberry <input type="text"/> <input type="text"/>		
	<input type="checkbox"/> Vineyard <input type="checkbox"/> Nursery <input type="checkbox"/> Orchard <input type="checkbox"/> Greenhouse		
Specific Chemical Use:	Has Diazinon and/or Chlorpyrifos been used in the past 12 months and/or will it be used during the next 12 months on this ranch/farm?	<input type="radio"/> YES <input checked="" type="radio"/> NO	



Mike McLane The Man They Call ‘Porkchop’

BY JESSICA HANDLEY

Mike McLane, better known as ‘Porkchop’, has one of those nicknames you never forget. It’s a name that he’s had since his days at Salinas High School. As a football player, doing “two-a-days,” Mike routinely had to miss portions of practice to take care of the pig that he was raising for Monterey County Fair and participate in Junior Fair Board activities. Someone started calling him Porkchop, and the name stuck.

Mike, a seed sales manager for Enza Zaden, has worked his way up through the ranks of Salinas Valley agriculture. He started working at The Farm on Highway 68 in 2001, while attending Hartnell College. The job provided him a foundation to move on to “bird dogging,” or produce inspection and quality control, for Fresh Network, a produce broker.

That eventually turned into a job in quality control at River Ranch, where Mike met one of his mentors, Pat Stafford.

“Pat took me under his wing and taught me so much about the industry. He pushed me to do things and gave me advice that helped me better myself both personally and professionally.”

Pat and the team at River Ranch showed Mike the ropes of the rest of the produce industry and allowed him to learn all the pieces of the business and how they fit together. While in quality control, he worked closely with the harvest team at River Ranch, leading to a position in harvest operations at Church Brothers.

“On the harvest side, you are going fast all day, every day. You are constantly trying to figure things out and problem solve. You also have to be on your game all of the time because what you are doing is the base of the rest of the business.”

No matter what part of the industry Mike has been involved in, he has been given access to great leaders and learned valuable

leadership lessons.

“Working with people like Pat and the Church Family, I learned what great leadership was. I was able to see that even through the tough times, when the fields were short and people were screaming at you - true leaders treated their people well. It showed me how I needed to act in those types of situations. Everyone deserves respect.”

Mike’s current job as a seed salesman is similar to his days at River Ranch and Church Brothers.

“In seed sales, no two days are the same - no two growers are the same, so you have to make sure you know and understand your customers and their needs and refine your approach to selling.”

Mike spends time getting to know his customers - making it a priority to understand their needs, but also create friendships in the process.

“Farmers in the Salinas Valley have an understanding of their ranches and their needs. I am just here to meet their needs. For me, it’s not about making another sale or pushing my priorities. I want to have a relationship with my customers as well.”

With his relationships with his customers, he is able to take the culinary and food trends that seed breeders from all over the world are seeing and innovating for, and translate them into needs right here in the Salinas Valley.

“We have breeders all over the world looking at culinary trends in foodservice, trying to determine how to fill our pipeline. I constantly need to be on top of my business because there is so much competition. I need to know about new varieties, new resistances so I can speak knowledgeably to my customers, so they can make the right decisions on what to plant, when and where.”

Mike’s continuous drive to achieve his professional goals is guided by his dedication to his personal life and community.

“I have always told myself that I’ve got to put family first. My family has always kept me going. No matter what kind of day I have at work, I show up at home and my kids are excited to see me and give me hugs. They can



relieve all of those other feelings. There is no better feeling in the world."

Mike and his wife, Erica, both grew up in Salinas, but decided to settle in King City to raise their children, Mikayla, age eight and Cash, age six. "King City is still a small town, with a small town feel. The community is tight-knit and supportive. You get to know everyone's family – not just kids, but grandparents, parents, aunts and uncles. Everyone cares and the town rallies together to take care of its people."

Living in King City, Mike has become a fixture in the community. He currently serves on the Board for the Salinas Valley Fair and is a member of King City Young Farmers. He also keeps ties with his Salinas roots by participating in the California Rodeo Salinas where her serves as the Chairman of the Announcing Committee and Old Fashioned Clean Up Day.

"Community involvement is important to me. My dad, Charlie, participated in so many sports and functions with my siblings and me. I want to do that for my kids as well."

Mike has done just that, not only for his children, by coaching their little league teams, but for the children of King City by coaching varsity football and junior varsity baseball.

"Sports is one of the few things for kids to do in our community. For some of these kids, their parents aren't very involved in their lives. So their coaches act like their parents in a way – helping to provide a way to stay off

Clockwise from top left: 1. Roping at a branding. 2. The McLane Family. 3. Mike (far left) with a group of King City High School football players.



the streets and out of gangs. There is a sense of accomplishment when you see the kids you coach moving on and becoming high achievers."

Mike's approach as a coach is simple: "Treat your kids with respect and sit back and listen. Try to understand them on their level and what they are going through. So many kids have something to say, but they don't have a lot of people who will listen."

And his approach has been successful. Many of the kids that Mike has coached still stay in touch, continually trying to make their coach proud and keeping him updated on their progress. "In some cases, our coaching staff helped some of these kids turn their lives around. It means a lot that they still want to stay in touch and let us know how they are doing and how our role in their development changed their lives." **cc**

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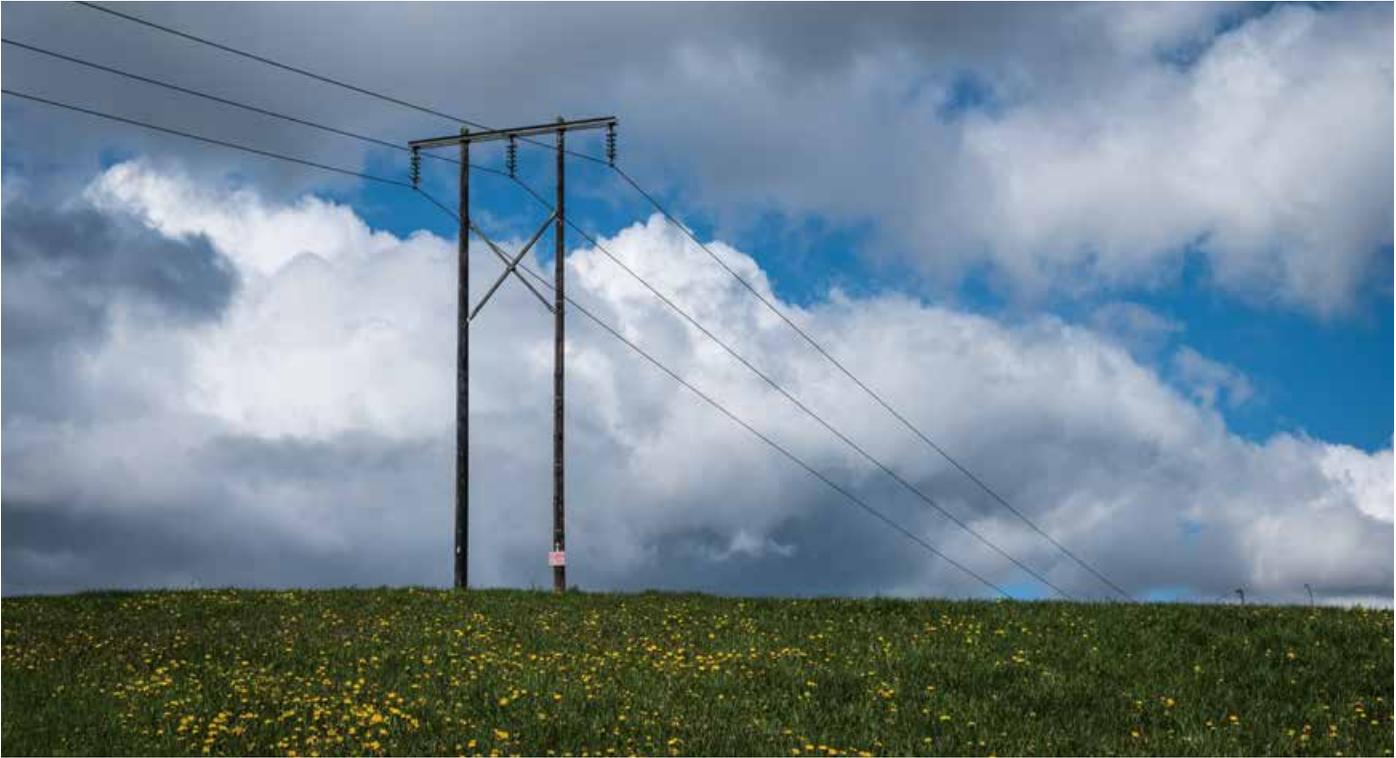
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Monterey Bay Community Power

The Alternative Energy Program Coming Your Way Soon

BY CHRISTINE KEMP

While most of the public is in the dark, a significant change is occurring regarding the manner in which electrical power will be managed, purchased, and sold to customers in Monterey, San Benito and Santa Cruz counties.

WHAT IS MONTEREY BAY COMMUNITY POWER?

Propelled by State legislation, the new Monterey Bay Community Power Authority (MBCPA) will soon be governing our electrical energy supply. This new Joint Powers Authority, known as a Community Choice Aggregation (CCA) agency, is one of several similar agencies formed within California to procure electrical power as an alternative to purchasing electricity through investor owned utilities, such as PG&E. These agencies empower counties and

The renewable energy, greenhouse gas reduction, and social justice goals associated with these CCA agencies are laudable; however, the viability of their implementation in our tri-county area remains uncertain.

cities to pool their energy demands and contract directly with energy generators to enhance the use of renewable energy and reduce greenhouse emissions. All existing PG&E customers will be automatically enrolled in the new MBCP program.

HOW WAS THE MBCPA FORMED?

The effort to form the MBCPA was led by former Santa Cruz State Senator and California Secretary of State Bruce McPherson, along with organizers based in Santa Cruz County. Local groups promoting social justice and environmental issues, and organizations such as LEAN Energy US, a CCA consulting firm, were also active in convincing the local elected officials to adopt ordinances creating the new Joint Powers Authority.

CCAs in other States have been established by voter initiative, providing widespread opportunity for public scrutiny and debate. In California, the Legislature has empowered the governing bodies of cities and counties to establish these new agencies on their own.

With little media attention, the Boards of

Supervisors of Monterey, Santa Cruz and San Benito Counties, and most of the City Councils within the three counties, have voted to approve the formation of the new MBCPA.

HOW WILL THE MBCPA OPERATE?

Delving into how these CCA agencies work reveals a complex and controversial program, which deserves close public oversight and attention in its implementation.

The new MBCPA will be required to establish an Implementation Plan outlining, among other important details, its energy rate structure, its energy contracts and sources of the energy it purchases, as well as cost recovery arrangements with PG&E. The California Public Utilities Commission will review the Implementation Plan with regard to the cost recovery for PG&E, but rate setting, energy purchasing practices, allocation of costs among participants, and other operational provisions, will be established by the MBCPA.

Both Marin County (Marin Clean Energy) and Sonoma County (Sonoma Clean Power) have established similar CCA agencies. Reviewing the Implementation Plans for these CCAs reveals they purchase a majority of their energy from existing utility suppliers, such as Shell Energy North America, as well as, Calpine, Constellation, and Recurrent. Because much of this power is purchased from out of state, these energy purchasing practices would not appear to provide local jobs, nor create local renewable energy projects in the near term.

While CCAs in other areas of California, such as Lancaster, with its large expanses of land, have initiated local renewable energy projects, a question arises as to where such renewable energy facilities could be located in our area without putting pressure on the conversion of agricultural land or impacting sensitive habitat areas.

The renewable energy, greenhouse gas reduction, and social justice goals associated with these CCA agencies are laudable; however, the viability of their implementation in our tri-county area remains uncertain.

WHY IS GOVERNANCE AND IMPLEMENTATION OF THE MBCPA A KEY CONCERN?

With three counties and potentially 18 cities representing an array of diverse interests, balanced governance of the JPA will be important. Marin Clean Energy's annual budget is over \$145M, and Sonoma Clean Power's annual budget is over \$165M. The appointed Board members governing the new MBCP agency will be making hundred-million-dollar decisions regarding energy purchases, local job creation, and local land use decisions, including the potential conversion of agricultural land for renewable energy projects in Monterey, Santa Cruz, and San Benito counties.

All existing PG&E customers will be automatically enrolled in the new MBCP program.

WHAT IS THE MBCPA GOVERNANCE STRUCTURE?

The MBCPA will consist of a Policy Board of Directors and an Operational Board of Directors. Both Boards will have 11 Directors, six of which will each be appointed by Monterey County, San Benito County, Santa Cruz County, City of Santa Cruz, City of Watsonville and City of Salinas, with the remaining five seats shared by representatives appointed by the other 15 cities on a rotating basis as follows:

- Peninsula Cities (Monterey, Carmel, Pacific Grove)
- Coastal Cities (Marina, Sand City, Seaside, Del Rey Oaks)
- Salinas Valley Cities (Gonzales, Greenfield, King City, Soledad)
- Santa Cruz Small Cities (Scotts Valley, Capitola)
- San Benito County Small Cities (San Juan Bautista, Hollister)

As part of joining the MBCPA, the participating counties and cities are expected to provide a credit guarantee for their portion of startup capital necessary for the new agency.

WHAT DOES THE MBCPA MEAN TO LOCAL PG&E CUSTOMERS?

Once the new MBCPA is up and running, all existing PG&E customers will be automatically enrolled in the MBCP program, purchasing their electrical power through the new agency. PG&E will remain responsible for customer billing, energy transmission and distribution through its facilities, as well as customer service functions, although the details regarding implementation have not yet been determined. The new MBCPA energy charges will appear as a separate charge on a customer's PG&E bill.

Customers who want to continue to purchase their electrical energy through PG&E may do so, but must affirmatively "opt out" of the MBCP program and pay a monthly "opt out fee". Conversely, PG&E may charge an "exit fee" to consumers who want to remain in the MBCP program.

Customers will need to pay close attention to notices they receive regarding this program and review their PG&E statements closely when the new program begins in the spring of 2018.

WHAT ARE THE CONTROVERSIES SURROUNDING THE MBCPA?

Those promoting formation of the MBCPA claim that CCAs:

- Facilitate social justice;
- Place control of electricity purchasing and pricing into local hands;
- Allow the local community to determine what type of energy mix best serve its needs;
- Result in a greater use of renewable energy resources;
- Provide significant greenhouse gas reductions as a result of a cleaner power supply;
- Provide more local jobs and development of local power resources;
- Provide electric power to customers at affordable rates that are competitive with PG&E;
- Promote long-term electric rate stability, energy security, and reliability for residents.

Customers will need to pay close attention to notices they receive regarding this program and review their PG&E statements closely when the new program begins in the spring of 2018.

Locally, opponents of the new MBCPA claim the program will:

- Cause electrical power rates to increase substantially;
- Create pressure to convert existing agricultural land to renewable energy projects;
- Be used to prevent land uses that require additional electricity, such as desalination plants, greenhouses, and residential developments;

- Create more governmental bureaucracy complicating economic development;
- Increase greenhouse emissions by purchasing energy from outside energy sources;
- Create uncertainty as to utility regulatory consequences;
- Create fewer local jobs if Project Labor Agreements are required for energy projects;
- Favor Santa Cruz interests and limit Monterey County's voting power under the current voting structure;
- Create a less efficient and more expensive multi-jurisdictional governmental entity.

CCAs are relatively new agencies in California. Only time will tell if the environmental and social justice benefits of the MBCPA will outweigh concerns regarding increased electrical power costs, additional governmental bureaucracy, multi-jurisdictional governance, the potential loss of agricultural land, and the impact on local jobs.

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

Christine Kemp is an attorney with the law firm Noland, Hamerly, Etienne & Hoss. **ce**

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Personalized Oncology Care

BY MAC MACDONALD

Cancer. It's not a word you want to hear in everyday conversation. In fact it's not really a word you ever want to hear.

But it's all around us and it touches everyone in some way or another. You may not have had cancer in your immediate family, but you probably know a friend, a co-worker or a distant family member who has dealt with cancer.

In 2017, there will be an estimated 1.7 million new cases of cancer diagnosed in the U.S. Of those, more than 600,000 will die. Cancer is a major public health problem worldwide and is the second leading cause of death in the U.S., second only to heart disease.

A native of Russia, Dr. Arina Ganeles, who recently opened her own practice in Monterey, Personalized Oncology Care of Monterey Bay, wanted to bring an approach to cancer treatment that focused on personalized care of patients in treating and preventing cancer.

"Personalized cancer management means giving patients their optimum treatment according to their individual circumstances, their genetics and the molecular characteristics of the tumor," she says.

Every patient, of course, is different. By focusing on personalized attention to each patient, the best course of diagnosis and treatment for their cancer can be found through



Dr. Ganeles.

available genomic testing which helps to improve the outcome of the treatment as well as prevent or minimize side effects.

Personalized cancer treatment is a delivery of the right treatment based on the characteristics of the tumor genetics as well as on individual genetics of each patient.

This allows "precise targeting" in choosing the drug that specifically kills the cancer cells, sparing healthy cells in the body of the patient. By using "precise" treatment, you are not only killing tumor cells, but also avoiding toxic side effects for the patient.

Personalized oncology, or personalized cancer therapy, is a constantly evolving field, with new techniques and discoveries emerging frequently.

Personalized cancer therapy includes such things as prognostic markers, markers predictive of drug sensitivity/resistance, and markers predictive of adverse events.

Personalized medicine is a dream of every oncologist and should be the legitimate expectation of every cancer patient.

We are not yet in the era of a completely personalized approach to treatment, but modern technologies are helping, including:

- Whole Genome Sequencing (decoding the DNA of the tumor cell)
- Whole Transcriptome Sequencing (the way to read the command sent by "cancer" DNA to the body)
- Quantitative Proteomics (detection and measurement of cancer proteins)
- Pharmacogenomics (allows us to give the right drugs with the least amount of side effects based on the patients DNA)

At diagnosis, such as in the early stages of breast cancer, the use of genetic testing of the tumor helps to identify the prognosis of cancer and right approach to treatment based on the results of the testing.

"Advanced" cancer, when the tumor has spread and all the standard treatments have been exhausted, the molecular testing of the tumor can open new options of treatment based on the results of the testing.

"These modern technologies are bringing us closer to our goals," says Dr. Ganeles.

Dr. Ganeles also conducts regular Cancer Risk Assessment/Prevention Clinics, a consulting service for individuals concerned about developing breast and ovarian cancer and other malignancies. These clinics will offer a comprehensive evaluation of all risk factors, based on individual medical history, including GYN history, detailed family history, BMI, and environmental factors.

Dr. Ganeles works closely with the Community Hospital of the Monterey Peninsula's Cancer Center, where patients are treated with intravenous chemotherapy and immune therapy and where a multi-disciplinary team of nurses, pharmacists, social workers and more, together with Dr. Ganeles, provide treatment for each patient. **CG**



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A Good Estate Plan is Also Good Business

BY RON PARRAVANO, L+G, LLP, ATTORNEYS AT LAW

Estate planning is a fundamental planning decision that every business owner should consider.

When forming new businesses or purchasing an existing one, invariably the discussion begins with the subject of the best form of ownership — sole proprietorship, a general or limited partnership, a corporation or a limited liability company (LLC).

Before we get any further, let's quickly go over the terms. Sole proprietorship is a business owned and operated by one person. A limited partnership is a business arrangement in which the day-to-day operations are controlled by one or more general partners and funded by limited whose only risk is for losses based on the amount of their investment. The general partners have unlimited liability.

A corporation is a legal person and separate legal entity having its own rights, privileges, and liabilities distinct from those

of its shareholders. The primary advantage of a corporation is that it generally shields its shareholders from personal liability for any losses the corporation may incur.

Even if the goal is not primarily business succession to children or second-generation heirs, these assets are part of one's estate and would be subject to probate administration if not properly funded to a trust.

And, a limited liability company (LLC) is a legal entity that is not taxable itself and distributes the profits to its owners, but shields members' personal assets from business debt like a corporation.

In most situations, these business owners

choose one of the latter two entities — wishing to insulate themselves from personal liability to the extent legally possible. The process of business planning should include estate planning.

For example, in forming a corporation or an LLC, one of the preliminary questions asked is, "In what name is the stock or membership interest to be issued?" The next question is, "Do you have a trust — and if not, why not?"

The simple premise is married couples or individuals often create trusts for ownership of important personal assets and the family residence. By having a trust take title to these assets upon death of the owner(s), property will pass to the heirs without probate. Why not then take the same approach with business assets?

Or, as estate planner W. Rod Stern of Irvine, California, says, "Your estate plan, no matter how complex, can be implemented any time before you die, as long as you are still legally competent. It's probably a good idea to begin planning sooner rather than later, since you may not receive advance warning of your impending death."

These assets can include corporate stock, interests in LLC's, partnerships, favorable long-term commercial leases, furniture, fixtures and equipment and other going concern assets.

Generally, if a legal entity is formed, it is the owner of all tangible and intangible assets. Even if the goal is not primarily business succession to children or second-generation heirs, these assets are part of one's estate and would be subject to probate administration if not properly funded to a trust.

Good estate planning, and thus good business planning, requires that those assets be transferred to a trust. Stock, LLC and partnership interests are held in the name of the trustee of the trust — the business owner.

Business real estate would be held in the same manner for a sole proprietor or otherwise by the trust's business entity. In the case of sole proprietors, commercial property leases can be held by the trustee if the

landlord agrees, so long as the business owner is a guarantor. Business personal property can be transferred to the trust by a simple written assignment and transfer.

These assets can include corporate stock, interests in LLC's, partnerships, favorable long-term commercial leases, furniture, fixtures and equipment and other going concern assets.

A fully funded trust — including both personal and business assets — will allow for transfers on death of the trustor(s), i.e. the owner and creator of the trust, to the intended beneficiaries.

During post-death trust administration a successor trustee (hopefully, carefully selected) named in the trust will operate and manage the business until transferred to the heirs.

Also to be considered is in the event the owner becomes disabled, a designated agent appointed with a “durable powers of attorney” can operate and manage the business during that period.

While this article is not comprehensive, these are fundamental planning decisions that every business owner should consider.

Ron Parravano is a business and estate planning attorney and Monterey office branch manager for L+G, LLP, Attorneys at Law, 270 El Dorado St., Monterey, CA 93940. He can be reached at (831) 269-7082 or ron@lg-attorneys.com. **cc**

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The Power of Perception

How the Trump Election Has Driven the Market

BY BILL HASTIE

The 2016 Presidential election defied virtually every poll taken in the months leading up to November 8. Regardless of the news outlet, the question didn't seem to be who will win the Presidency, but by how much will Sec. Clinton win? Mr. Trump winning 306 electoral votes was a sign that things were not as they seemed, and our country was in the midst of a significant change in economic philosophy.

Although certain sectors of the overall U.S. stock market declined in the weeks immediately prior to the election, the major market indices seemed to indicate it was business as usual going from the Obama to the Clinton administration. That all changed during the night of the election.

The night of November 8 seemed to be going as most had planned. Yet as Mr. Trump began to win states that were previously in question, North Carolina and then Florida

The surprise of the election of Donald Trump, which was initially fear of uncertainty, had turned to optimism for the future of the U.S. economy.

to start, it became increasingly evident that the race was going to be much tighter than expected. By the time Ohio and Pennsylvania went to Mr. Trump, Dow futures, an indication of where stocks are headed at the next market opening, began tumbling. By the time Sec. Clinton conceded the race, Dow futures were nearly down 860 points. Initially, investors were taking the news of the surprise outcome of the election very poorly. The fear of uncertainty with the election of Mr. Trump caused investors to want to sell their stocks.

Just prior to the market opening (6:30am PST) on November 9, Dow futures had climbed to down only 200 points. Still a significant decline, but nowhere near the decline of the previous night. The market opened up 75 points, fell back to flat, and then rallied to gain 256 points for the day. The Dow gained 218 points the next day. Over the next few months, the Dow went on to gain more than 2,000 points – all on a belief or perception about the future.

So what had changed? The surprise of the election of Donald Trump, which was initially fear of uncertainty, had turned to optimism for the future of the U.S. economy – one human emotion had been traded for another, causing two very different reactions and taking the U.S. stock market in opposite directions.

OPTIMISM FOR THE U.S. ECONOMY

Behavioral finance would see the optimism for the future of the U.S. economy as a series of “if, then” statements that had very different effects on various sectors of the investment markets. The “if, then” statements would go something like this: If Donald Trump is elected, then the U.S. economy has a much better chance breaking out of decade-long growth slump of 2 percent or lower annual gross domestic product (GDP). If the U.S. economy grows at a higher rate of GDP, then corporate earnings and inflation are likely to increase. If inflation increases, then interest rates are likely to increase as well.

The “if, then” statements continue: If Donald Trump is elected, then business regulations (revision of the Dodd-Frank Act, for example) and corporate/personal income taxes are likely to be reformed. If business regulations and income taxes are reformed, then corporate earnings and profits are likely to increase. Notice in all these “if, then” statements there are no facts, just perceptions.

THE POWER OF PERCEPTION

In the few months immediately following the election, investor and consumer confidence polling data indicated a great deal of confidence in the new administration – some

polls hitting decade-old records. On the belief that Mr. Trump would bring about a higher growth economy and decreased regulations and income taxes, the U.S. stock market rallied from the middle of November 2016 through much of February 2017. So from optimism came perceptions, and from perceptions came an appetite for U.S. stocks. Certain market sectors, financial stocks for example, saw rapid growth in the period immediately following the election.

The U.S. bond market did not enjoy the same benefit of this optimism. With the outlook for higher inflation and interest rates, the Barclays Capital Aggregate, the bellwether index for the bond market, rapidly declined as the yield on the 10-year Treasury spiked in the days immediately following the election. Treasury securities, believed to be a very safe investment given its guaranteed principal and interest by the federal government, also declined with the longer maturities declining the most.

Foreign emerging market stocks also declined as a result of the perceptions following the election. If the U.S. economy grows at a higher rate of GDP, then the dollar is likely to strengthen. A stronger dollar relative to foreign currencies can (and did) cause a decline in emerging market stocks.

PERCEPTION TURNS AGAIN

By March and early April, the U.S. stock market cooled considerably. Some confidence polling data had softened a bit, perhaps signaling it was time for perception to become reality. Outflows from stock mutual funds during the first week of April hit the highest levels in a year. In a similar reversal of performance, the U.S. bond market experienced a notable rally as the interest rate on the 10-year Treasury declined sharply.

With the U.S. stock market trading relatively flat in recent weeks, it does appear stocks are in a wait-and-see mode. While the market seemed to shrug off the failure of the new healthcare bill to get a vote in Congress, the new income tax plan combined with deregulation reform remain front-burner issue for the stock market and are likely to determine its direction going forward. **ce**

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Aging Gracefully in Your Home

BY MAC MACDONALD

Aging is inevitable. Sometimes it sneaks up on you. Sometimes you can see and feel the march of time. And everyone approaches aging differently; some plan ahead, others try to let things take care of themselves.

The best approach, of course, is to look and plan ahead for the twilight years. It's not just issues such as finances, insurance, or health care; but preparing your home to be safer and more accessible as you get older, when your body either doesn't respond the way you would like or starts to break down. That too, unfortunately, is inevitable.

Remodeling your home to make it safer and more accessible requires advanced planning, since it involves such things as designing, building, budgets and builders' schedules.

Builder John Lewis, although still at a relatively young age, found all this out firsthand. A triathlete, Lewis had to have four knee surgeries, which compromised his mobility for months at a time.

The surgeries and lack of mobility had Lewis not only contemplating aging and the fragility of the human body, but how he, as

a builder of unique custom homes, could do something to help people going through similar circumstances.

"I discovered that it was very difficult and dangerous for me to get in and out of my shower. I started asking myself, 'What's this curb for, anyway?'" says Lewis. "These thoughts came to me, by the way, while I was literally hopping through my home and jumping up over the shower curb in my bathroom. I was recovering from multiple operations for sports injuries."

Lewis started looking for answers to these problems.

"What I've learned is that the most-important thing to people who are aging is maintaining their dignity," he says. "If you lose your independence, you lose your dignity, so there are ways to help them keep their independence as they age by making it easier for them to keep living safely and comfortably in their own homes."

Because of his own experiences, Lewis started customizing local homes to alleviate the physical challenges of aging and/or disability. Lewis subsequently became

Monterey County's only credentialed expert in CAPS (Certified Aging in Place Specialist).

A program of the National Association of Home Builders, the Certified Aging-in-Place Specialist (CAPS) designation program teaches the technical, business management, and customer service skills essential to competing in the fastest growing segment of the residential remodeling industry: home modifications for the aging-in-place.

"When people discover that cost of an assisted-living facility can be \$10,000 or \$20,000 per month, making modifications to their own homes becomes a no-brainer," he says. "The ultimate result is that people are able to live comfortably and safely in their homes into their later years, rather than moving into costly assisted-living facilities."

Installing curb-less showers — shower floors with no entry steps — are an important

Remodeling your home to make it safer and more accessible requires advanced planning, since it involves such things as designing, building, budgets and builders' schedules.

start, because the majority of in-home falls occur when a person is entering or exiting a shower.

Homeowners can also install radiant floor-heating mats under shower tiles, which are comfortably textured to improve footing, even when the surface is wet.

That same heating system also pre-warms the shower bench they install, which enables the user the option of showering comfortably in a sitting position.

For additional safety and comfort, people can also take advantage of plumbing innovations that include shower water that flows at a pre-set temperature, and motion-activated faucets that can be turned on or off without using the hands.

"Lighting also is very important as people's eyesight deteriorates over the years," says

Lewis. Low-voltage lighting in multiple locations in the shower (including soap and shampoo niches, and the shower bench) and in the bathroom (including cabinets) can alleviate those concerns.

Another common addition is grab bars in the shower and alongside the toilet (or, in some cases, the installation of the backing needed to install grab bars at a later date). These grab bars are not only functional, but they are aesthetically pleasing, blending in seamlessly with regular bathroom fixtures already in place.

“When people discover that cost of an assisted-living facility can be \$10,000 or \$20,000 per month, making modifications to their own homes becomes a no-brainer,” he says.

Grab bars and additional lighting are also commonly incorporated into kitchens, along with features that include counter-level microwaves (as opposed to microwaves that require the user to reach above a cooktop to retrieve a hot dish).

In addition to illumination, cabinets are modified to enable users to lower shelves down to counter height to retrieve dishes, glasses, or cookware, as well as rollout trays in lower cabinets to minimize the need to bend or stoop.

“If they’re in a wheelchair, then obviously all of their doors need to be 36 inches wide,” says Lewis. “And, if they’re in great health, but want to live in the home as long as possible, they can plan to widen them later.”

But it’s not just bathrooms and kitchens that need attention. Making exterior modifications to garages, decks, or other areas, eliminating steps, installing lifts, or, if necessary, ramps in inconspicuous locations, should also be considered.

Clockwise from top left: 1. Easily accessible shower with bench and hand shower. 2. Accessible shower.



“We understand that it’s not very aesthetically pleasing to have a long ramp leading up to the front of your house, so a builder should avoid creating an institutional feel with any design,” he says. “Plus, ramps also can make older people feel like targets.”

“Aging happens to all of us, and very few of us are basically OK with it,” Lewis says. “But when people are inevitably faced with the

alternative of making a change in their living situation, they’re just thrilled that they have the option of remaining safely in their homes.”

For additional information about Lewis Builders’ “Aging In Place” renovations, call 831-250-7168, visit the website at lewisbuilder.com, or stop by their convenient new location in The Barnyard, Carmel. **ce**

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Is Your Website ADA Compliant, and Should You Care?

BY TERRY FEINBERG, MOXXY MARKETING

The Americans with Disabilities Act (ADA) was written as a civil rights law to allow people with disabilities equal access to opportunities and facilities. You might know the ADA affects physical structures and barriers to access such as door widths, ramp angles and threshold heights, but websites?

Yes, and some companies have spent a lot of money defending or settling lawsuits claiming the design of their website infringes on protections offered under the ADA.

MURKY WEBSITE REGULATIONS

The ADA was first passed in 1990, before the Internet was available to the public, so there was no mention of websites. To put this in perspective, Netscape was launched in 1994, Internet Explorer and Yahoo! in 1995, and Google in 1998.

The ADA has been updated since then, but still does not specifically address websites. This murkiness complicates the situation

for businesses. Title III of the ADA applies to “Public Accommodations” which includes businesses, and requires companies to take reasonable steps to communicate effectively to people with vision, hearing and speech disabilities.

The Department of Justice (DOJ), the federal agency responsible for enforcing the ADA, has long taken the position that the ADA applies to business websites—and the courts have mostly agreed. In one high profile case the DOJ settled with Target Corporation for \$6,000,000 in damages and nearly \$4,000,000 in attorney’s fees.

While some have argued the ADA should only apply to businesses that have a physical location, or are selling products or services online, the cost of defending a lawsuit makes website accessibility an issue for all businesses.

The DOJ is not the only concern. The Target settlement spawned an industry of attorneys and organizations who pursue claims and settlements against businesses with

websites they deem not in ADA compliance. Corporations with deep pockets are not the only ones being targeted; some Monterey County agriculture businesses have faced mid-five-figure settlement demands.

THERE IS NO SUCH THING AS ADA COMPLIANCE

Google “ADA Website Compliance” and you get over 11,000,000 responses, yet there are no legal or regulatory standards you can follow to ensure ADA compliance. However, there are ways to greatly limit your legal exposure.

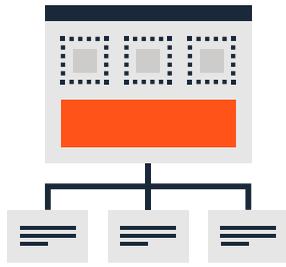
“Because of the lack of prescriptive regulations, there is no legal safe-harbor or guarantee that a website is compliant with accessibility laws. However, following the available guidelines for designing accessible websites and demonstrating a sincere effort, is

Corporations with deep pockets are not the only ones being targeted; some Monterey County agriculture businesses have faced mid-five-figure settlement demands.

an effective way to make your company less of a target for lawsuits,” said Stephen D. Pahl, an attorney with Pahl & McCay in San Jose.

The good news, especially for a company developing a new website, is making a website accessible upholds best practices for website design, programming and Search Engine Optimization (SEO). If accessibility is taken into consideration at the initial stages of website design, this should not add much to the cost of the website.





FIXING AN EXISTING WEBSITE

Depending on how an existing website was programmed, it can be possible to retroactively address many accessibility issues without completely redesigning the site, but a major overhaul could also be required. For example, the WordPress platform, which is used on an estimated 25 percent of all websites, has many features available in the core software that can be configured by a programmer to make sites more accessible. At the same time, some of the plug-ins used to provide key functionality on a WordPress site might not be deemed accessible.

A thorough assessment of a website's design and programming code by a developer well-versed in accessibility issues will provide an understanding of the alternatives. However, because of changing technologies and the proliferation of mobile devices, if an existing site is more than five years old, it might be time to consider redesigning the site anyway to improve overall functionality and accessibility.

Not all websites can achieve an acceptable level of accessibility, especially sites developed on some low-cost templated systems. The heavily advertised Wix.com website, for example, states, "Currently, it is not possible to create an ADA...compliant site with Wix."

WEBSITE ACCESSIBILITY GUIDELINES

Section 508 of the Rehabilitation Act establishes website accessibility standards for federal government websites. This also applies to companies that have government contracts or receive federal government funding (see www.section508.gov). Unfortunately, the current standards date back to 2000, and the new rules, which were proposed in 2015,

will not be finalized until 2018 at the earliest. Even if the draft of the new rules becomes law, there are still a lot of ambiguities such as: "Characters shall contrast with their background with either light characters on a dark background or dark characters on a light background". The degree of contrast though is open to subjective interpretation.

The DOJ has often pointed to the Web Content Accessibility Guidelines (WCAG) 2.0 when settling investigations against non-governmental websites (www.w3.org/TR/WCAG20). While Section 508 and WCAG 2.0 are not identical, they are very similar in principle and application.

While some have argued the ADA should only apply to businesses that have a physical location, or are selling products or services online, the cost of defending a lawsuit makes website accessibility an issue for all businesses.

DON'T PANIC

Standards that are open to subjective interpretation? Competing guidelines that are not final and will make your head spin? Ambiguities that abound? More gray areas than black and white? Department of Justice investigations and private attorney actions? And we say, "don't panic"? Yes!

Not having clearly defined standards makes it difficult to comply, but also makes it difficult to prove you haven't. A bit of forethought and some relatively simple steps can make your website more accessible to all, and demonstrate your intent to do so.

See sidebar "12 Tips for a More Accessible Website" to help you design or modify your website to deliver a pleasing user experience to all and make your site less vulnerable to claims and actions. **ce**

12 TIPS FOR A MORE ACCESSIBLE WEBSITE



Much of making a website more accessible is making it easy to be understood by technologies such as screen readers, which convert visual text to audible words. This also makes a site easier to index and be found by search engines, which will enhance SEO performance. Whether following Section 508 or WCAG 2.0, the concepts for making a website more accessible are relatively easy to understand and apply:

1. Words on the website should be easy to read by somebody who is visually impaired and by screen reader technology.
2. Menus and navigation need to be easily discoverable by somebody who cannot see your website and be descriptive of the topic or purpose.
3. Content that is repeated, such as sidebars, headers and footers should have a means of bypass.
4. Content should be clearly written and well structured.
5. Pictures should have words in the code (known as Alt-tags) that describe the picture.
6. Videos should have captions that describe the video.
7. Audio files should have transcripts.
8. Color should not be the only visual means of conveying information or a change in information.
9. The visual presentation of text and images should be high contrast and size adjustable.
10. All content can be accessed by a keyboard and not just a mouse.
11. Copy is best presented as live text that can be read by a screen reader—or search engine—and not embedded into an image file (particularly applies to headers and buttons).
12. Forms and fields, such as newsletter signups and contact forms, should be able to be read by a screen reader and completed through a keyboard.



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Celebrating 50 Years of Making a Difference

BY JESS BROWN

The UCSC Center of Agroecology and Sustainable Food Systems is celebrating its 50th anniversary. The following interview is with Daniel Press, Executive Director, Center for Agroecology & Sustainable Food Systems (CASFS) and George Blumenthal, Chancellor, UC Santa Cruz regarding the CASFS.

FROM DANIEL PRESS

Why was a student garden project started on the UCSC campus in 1967?

Soon after UC Santa Cruz opened in 1965, faculty realized the campus lacked an outdoor gathering place where students could get together and interact with faculty. They took the idea of a student garden to Chancellor Dean McHenry, who enthusiastically endorsed it.

Who was hired to run the Student Garden Project?

Alan Chadwick, a Shakespearean actor with a larger-than-life personality, was hired to create the student garden. Chadwick was a British master gardener who had started gardens all around the world.

How did Alan Chadwick's efforts create the foundation for the program that is there today?

Chadwick introduced methods like using compost and cover crops to enrich the soil, and double digging beds to support high-density plantings in a system he referred to as "French intensive." Students, faculty, and community members were eager to learn everything he knew.

How was the location on campus chosen?

Chadwick looked for a sunny, central location, and he was drawn to the challenges of the garden's hillside setting. It was a steep slope with poor soil. He reasoned that if his techniques worked there, it would inspire

others to start gardens in less than ideal locations.

Was this early effort of the student garden supported by the campus administration?

Chancellor McHenry came from a farming background and embraced the idea. Students were enthusiastic, and a portion of their fees went to support the efforts.

In the early days, what activities were occurring at the student garden?

From the earliest days, the garden was a hub where students, staff, and faculty gathered to work, study, and interact with Chadwick. All manner of classes, including art classes, used the garden, and some students did more formal internships, while others came to volunteer. It continues to be a gathering spot that brings people together to work and play as they transform the landscape. The garden built and continues to build community in wondrous and lasting ways.

The Center continues to focus on development of a healthy, socially just food system through training, education, research, and policy work that improves sustainable farming methods, addresses social inequities in the food system, and develops new leaders.

When did the student garden transform into the Agroecology Program?

In 1971, the university dedicated 17 acres at the south end of campus for the farm, which has since expanded to 30 acres. Students who had worked closely with Chadwick became the teachers, and together, they created a program based on his methodologies. In 1981,

Clockwise from top: UCSC Irrigation class. Interns harvesting cabbage & radicchio. UCSC Farm.

the Environmental Studies Department hired faculty member Steve Gliessman to start a program in agroecology—then a relatively new field—utilizing the farm and garden as a base for some of the research and teaching components.

At what point was a professional hired to run the Agroecology Program and what division of campus did it fall under?

Under Gliessman’s leadership, the Agroecology Program as an Organized Research Unit became part of the Social Sciences Division.

What challenges did the Agroecology Program have?

The program has always been heavily dependent on outside funding. We have been very successful attracting support from government grants, private foundations, and individuals. Congressman Sam Farr was a great partner in this.

In the early days, was the Agroecology Program accepted by the commercial agricultural industry?

The program has long been seen as a pioneer in developing organic production practices. For years we provided a de facto organic extension service to local growers interested in

transitioning to organic. We conducted some of the first “transition studies” and produced the UC Division of Agriculture’s first organic production manual—for apples, a historically significant local crop.

What are some of the successes that came out of the Agroecology Program?

For growers, our signature contribution is probably the pioneering of organic farming methods for high-value, chemical-intensive crops like strawberries. The ripple effects of housing the nation’s first university-based program in agroecology are harder to quantify but certainly significant. We have trained more than 1,500 organic farmers and gardeners through our Apprenticeship in Ecological Horticulture, and those graduates have contributed to the Central Coast’s emergence as a hub for sustainable agriculture. At the policy level, our work has broadened agricultural policy to include issues of social justice and worker welfare. And our training manuals are available free online; they are in use by educators worldwide. The impacts are significant and far-reaching.

When did the Agroecology Program change its name to the Center of Agroecology and Sustainable Food Systems and why was the name changed?



The name was changed in 1994 to better represent the scope of the center’s work, which includes social issues of food production and agricultural systems.

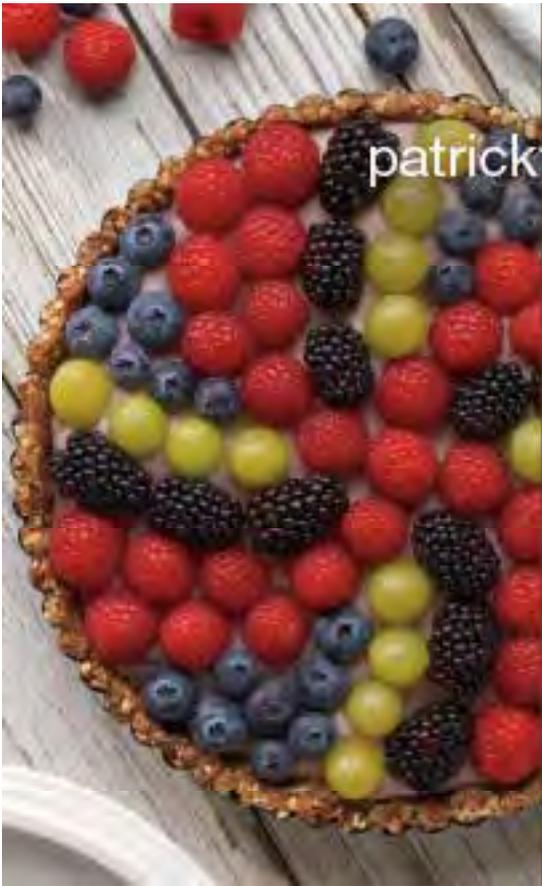
What practice(s) has the Center developed that is now being utilized by local agriculture?

Many practices that are in wide use today were developed in partnership with local farmers on their farms. They include using pheromones to control codling moth in apples, using anaerobic soil disinfestation to control soil-borne diseases and pests in strawberries, and using trap crops and beneficial insects to control the lygus bug in strawberries. Strategies we take for granted today, like vegetable and cover crop rotations to control pests and disease, and dry-farming tomatoes, have roots in the UCSC Farm and Garden.

When did the apprenticeship program start and what is its purpose?

Chadwick’s gardening program was formalized in the mid-1970s into a year-round program offered through UC Santa Cruz Extension. Today, the Apprenticeship in Ecological Horticulture is a six-month residential program with a highly structured curriculum, attracting over 100 applicants a year for 30 or more positions in the course.





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Have any of the apprentices become local commercial farmers?

Our graduates are a major force in the local sustainable agriculture community. If you've been to a local farmers market, you've no doubt met some of our former apprentices. Familiar names include Live Earth, Blue Heron, Dirty Girl, Fogline, Groundswell, Pie Ranch, Blue House, Fifth Crow, Abounding Harvest Mountain Farm, and Mesa Verde Gardens community gardens. Our graduates also work for Driscoll's, Jacob's Farm/Del Cabo, Route 1, and other local food and farming businesses.

Does the Center have educational programs for school children?

The Center hosts both Life Lab and FoodWhat?! at the UCSC Farm. Life Lab serves pre-K through middle school students with a garden-based science and nutrition curriculum, and offers field trips, summer camps, and teacher workshops. FoodWhat?! is a youth-empowerment program for high school-aged students.

Has the concept of the Center been duplicated on any other campus in the United States or foreign country?

We have inspired similar programs at colleges and universities throughout the U.S., including Stanford University, Michigan State University, University of Hawaii, Montana State University, UC Davis, University of Vermont, Duke University, and Vassar College. Our training manuals based on the Apprenticeship curriculum are also being used around the world at college and university-based teaching farms and agriculture programs.

What is the current focus on the Center?

The Center continues to focus on development of a healthy, socially just food system through training, education, research, and policy work that improves sustainable farming methods, addresses social inequities in the food system, and develops new leaders.

The Center is celebrating its 50th Anniversary this year. What activities are occurring for this special occasion?



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- May 17: Strawberry and Justice Festival, 4-6 p.m. UC Santa Cruz Hay Barn
- June 4: Outstanding in the Field dinner; details available online at www.outstandinginthefield.com
- July 28-30: "First 50" Celebration includes a Friday reception, a Saturday symposium followed by a dinner and dance, workshops, field trips, and more. Details at: specialevents.ucsc.edu/casfs-fifty/
- October 1: Annual Harvest Festival, 11 a.m.-5 p.m., UC Santa Cruz Farm
- Other events will take place throughout the year; see casfs.ucsc.edu and click on the Events listings

FROM CHANCELLOR GEORGE BLUMENTHAL

What is UCSC most proud of about the Center?

Our multidisciplinary approach encompasses path-breaking research on organic pest and disease control, including the development of alternatives to methyl bromide and other

soil fumigants. We are a leader in agroecology education; hundreds of undergraduates have benefited from our programs, including a concentration in agroecology and sustainable food systems offered by the Environmental Studies Department. We are proud to partner with growers and like-minded institutions to drive change. The Center spearheaded UC's system-wide drive to buy food that is produced in a fair, humane, and environmentally sustainable manner, and to serve UC students facing food security challenges; and we are partnering with 15 school districts in Monterey, San Benito, and Santa Cruz counties to improve K-12 school nutrition programs.

Does the Center have an international component to it?

We regularly enroll apprentices from outside the United States, and a number of our affiliated faculty work on international research projects. The Community Agroecology Network, based at UC Santa Cruz, is developing agroecological approaches

to coffee production in Mexico and Central America.

What successes has the Center had on an international level?

Around the world, the Center is recognized as a leader in sustainable agriculture, from training practitioners to developing strategies that have transformed production methods for key, high-value crops like strawberries. We have demonstrated the vital role of soil health in food production and popularized alternative strategies to control disease and pest outbreaks. The Center's legacy is long and rich, and we are proud of all of it.

Where do we see Center of Agroecology and Sustainable Food Systems in 20 years?

We will continue to be seen as a leader in teaching, research, and outreach on sustainable, resilient farming and food systems efforts. We will be proudly celebrating 70 years of transformational contributions to sustainable agriculture! **ce**

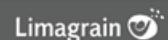


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HOME SHOECASE

Merrill Home Ranch

BY MELODY YOUNG | PHOTOGRAPHY BY PATRICK TREGENZA







How many times have you driven down Reservation Road in Salinas, seen the 'Merrill Home Ranch' sign, and wondered what was up that canyon? I'm going to tell you. Exactly

one mile down the private road is the structure thoughtfully placed on the property T.R. Merrill purchased in 1936. It turned out to be the perfect place to settle his in-laws who were relocating from Nebraska to Salinas. They moved into what had once been a one-room milk house and made it their home. Susan Merrill is the current resident and steward of the 110-acre property. She is joined by her favorite dog Missy, horses, a miniature donkey, neighbors, and whatever wild creatures that venture down the hill. That original milk house, still standing at the center of the home, has seen several generations of Merrills, as well as many transformations.

Tom and Susan Merrill were married in 1980. With the help of architect Richard Rhodes and designer Larry Vera, they took on a major remodel. Thus began Susan's love affair with the property she has called home for the last 37 years.

Various remodels over the years have resulted in the transformation of a one-room structure to a 3800-square-foot home. There are three bedrooms, two and a half baths, an amazing enclosed porch, various outbuildings and extensive outdoor living spaces. Much to the credit of all involved, the home has retained its sense of welcoming comfort, ease and history.

Most visitors enter Susan's home through the family door, greeted by the custom dining table and hutch, a comfortable leather sofa and a wood stove. Susan's Scottish Terrier, Missy, can be found most days lounging in front of this stove. The artwork is by the famed Indian painter Howard Terpning and the drum table was handmade by the Taos Indians. Guests can perch on leather counter stools to watch Susan work her magic in the kitchen.

Cooking and baking are a passion for Susan, so the kitchen is always kept up to date with every convenience a chef could want. The latest transformation included vaulting the ceiling to add a skylight, giving a more open feel to the once dark space. Handmade tiles featuring acorns and quail are incorporated into the design. Fresh strawberries from Merrill Farms are a familiar sight on the butcher-block island.



Clockwise from top: 1. Susan's Westward Ho dishware with Spring roses. 2. Warm comfort. 3. A well used and much loved kitchen. 4. The Porch view.



Where it all started.



The kitchen now looks over a newly designed outdoor patio featuring a stone fireplace with a custom mantel. Family cattle brands are featured on the mantel as well as the metal flue cover. Details like this are what make a home special. This is the perfect spot to spend a fun evening with friends and family, away from our famous Salinas wind.

The formal entrance to the home opens to the living room area. You are now in the one-room milk house that started it all. The original exterior walls are still hidden behind the plaster. Taking center stage is the stone fireplace. It is the only visible original detail left in the home. The décor above the mantel changes seasonally, but is always intended to spotlight the beauty and character of the fireplace. The ceiling is La Honda redwood and the floors are hand hewn oak. This room boasts original western paintings by Jack Swanson, as well as cowboy and cowgirl bronzes by his daughter, Kris Swanson. Custom lamps made from wagon wheel hubs as well as McGuire chairs add to the warmth and charm. Natural colors flow from room to room to showcase



the fields beyond and create a comfortable environment.

Large windows along the front of the home are the focal point of the porch, which was enclosed in 1980. At one time, the windows offered a full view of the pastures where purebred Herefords grazed. Now they offer an amazing view of Susan's wonderful roses, the organic produce of the season, and the ever-



favorite tire swing. Susan entertains groups on this porch throughout the year with custom-made trestle tables and benches. The 27 liquid amber trees that line the entrance road are also visible from here. Tom insisted there be 27 to signify the day of the month of the couple's wedding anniversary.

Part of the original porch and its window were incorporated into the master bedroom in 1980. This afforded the Merrills with a view of their property from nearly every room. The space is furnished in soft neutral colors to accentuate the view and create a peaceful and quiet retreat. Susan remodeled the master suite just a few years ago, expanding the master closet and adding new fixtures and marble countertops in the bath. She also removed the carpeting in favor of wooden floors hand hewn to match the rest of the existing home. Again, with Larry Vera's help, the space has kept its timeless warmth and tradition while bringing it into the next generation.

The latest room to see a facelift was once the office. It is now lovingly known as the "Lil' Buckaroo" room. This is a special place for Susan's two grandchildren, Tommy and Kate. The cowboy theme is quite appropriate considering their Grammy Susan was a flag bearer in the Rodeo parade. Their Grandfather Tom was a Director of the Rodeo and raised cattle. Tom and Susan's daughter, Joanne, her husband Richard, and their children visit often for a ranch fix. The rocking horse belonged to Joanne when she was a child.

If T.R. Merrill could see this property today he would be oh so proud. The home has not only housed generations of his family, it has been and still is a frequent destination for many local dignitaries, politicians, and celebrities. Susan is a strong believer in giving back to and being involved in their community, just as Tom was. Fundraisers, barbeques, and various soirees are a common occurrence here. From the SVMH Foundation Board of Governors, to Governor Pete Wilson, to weddings, rehearsal dinners, and cheerleaders, the list is long and impressive. And why not? It is the perfect setting with the perfect hostess.



Left: Soft and Inviting Master Suite. Master bath with a view. Top Right: Custom made guest bath mirror. Above: For the Lil' Buckaroos.

This issue of Coastal Grower marks the 29th anniversary of the last time this amazing property was featured in this magazine. The year was 1988. Leon Panetta was a candidate for Congress, Ed Angstadt was the President of the Grower-Shipper Association, and Susan's daughter Joanne, at the age of four, was pictured in her bedroom. Twenty-nine years later, Joanne's oldest child Tommy is now turning four. The Merrill Home Ranch is thriving more than ever and Coastal Grower is still a favorite magazine for local residents.

So now you know what is up that beautiful canyon past the 'Merrill Home Ranch' sign. But keep your eye out for a miniature John Deere tractor. A new generation of Merrill children might just be getting a look at the crops of the season. Tradition is everything. **cg**





Clockwise from top left: 1. Looking up the canyon. 2. Great space for a fundraiser. 3. Always adding something new. 4. The Original bell brought to California by TR Merrill. 5. a quiet relaxing spot.



Meet Garrett Bowlus of Albatross Ridge

BY LAURA NESS

Who names a business venture after one of the iconic symbols of a burdensome reminder of past indemnities? Apparently, this quirky sense of humor and ability to laugh in the face of disbelief runs in the Bowlus family. Look closely at the Albatross Ridge wine label which winegrower, Garrett Bowlus and his father, Brad, created and you will see the image of a sailplane, built by William Hawley Bowlus in the 1930's.

"Hawley," who happens to be Garrett's great grandfather, was a pioneering sailplane engineer who oversaw construction of Charles Lindbergh's Spirit of St. Louis. Hawley invented the famous "Baby Albatross" sailplane kit, which he flight-tested from a ridge in Carmel Valley, just prior to WWII. In this case, Albatross was not meant in the pejorative sense, but instead refers to the ability of these amazing birds to circumnavigate the globe at high altitudes with minimal effort.

Effort, however, is what vineyards take, and Garrett and Brad had no idea exactly how much when they decided to plant a vineyard near the top of Laureles Grade. This vineyard is virtually atop the same ridge in Carmel Valley, about seven miles from the ocean, where Hawley had



originally launched his Albatross.

Having fallen under the spell of Burgundy while on Garrett's post-college graduation trip to France, the two returned home determined to find the perfect place to plant Chardonnay and Pinot Noir on the West Coast. At first, Garrett, who studied enology and viticulture at the University of Dijon and UC Davis, thought Oregon might be that magical spot, so he moved there, and began his sojourn.

After several years in Oregon, Brad informed

Garrett that paradise had been found on the southwestern edge of Carmel Valley. Replete with limestone and shale, and reminiscent of Burgundy, this spot at 1,250 feet elevation within view of the Monterey Bay, keeps some pretty toney company.

Here, you'll find Diamond TVineyard, owned by Robb Talbott, from which Winemaker Dan Karlsen has made some jaw-droppingly good Chardonnay and Pinot. There is also Pelio Vineyard, from which Peter Figge and Chris Weideman of Pellerin have produced some noteworthy efforts.

Speaking of efforts, Garret and Brad were unprepared for the challenges this rocky soil presented. Says Garrett, "We decided to put in wooden posts at the ends of the rows to make it look nice and clean. But it was a pain to get them seated into the rocky soil! We thought we could pound them in, but we had to dig a hole for each one; very labor intensive. What we planned would take two weeks, took two months! And it cost more time, more money, more energy and frustration. I've learned to accept that things won't go as expected!"

Albatross Ridge's 25 acres of painstakingly planted vines are divided into eight blocks of Pinot Noir, with clones 115, 777, 828 and

Pommard, and four blocks of Chardonnay, planted to clones 96 and 15. Spacing is dense, to help the vines go deep in search of water. The rows are oriented north and south as much as possible, despite the steep slopes.

Before planting, they dug over 200 soil pits throughout the property to determine what rootstocks to use, eventually settling on 1103P, for its drought resistant capabilities. They planned to dry farm as much as possible, and are actually using 30 gallons per vine per season, in contrast to many vineyards that use 200 or 300 gallons per vine, using drip irrigation.

Bowlus notes that the yields are incredibly lean; much less than two tons per acre in a good year, and in poor years, like 2015 and 2016, far less. For two consecutive springs, the Chardonnay budded and flowered early, and the flowers were met with extreme May fogbanks and brisk winds, causing shatter, and a loss of 80 percent of the crop. One never knows from season to season what Mother Nature will bring.

Garrett admits that planting a vineyard from scratch was like opening Pandora's Box. "Our goal is one and a quarter to one and a half tons per acre. We'd like two tons, but we haven't gotten there yet." Essentially, these yields equate to one bottle of wine per vine.

There are some upsides though. "It's super small fruit, too, resulting in much more skin to juice contact," explains Garrett. "These low vigor vines yield very complex flavors."

In harvesting both Chardonnay and Pinot, Garrett tends to pick early, between 21 and 23 brix, preserving their natural youthfulness and ensuring their longevity. A wine that is made in its youth will generally continue to mature and unfold with grace. Structure and acid are

Having fallen under the spell of Burgundy while on Garrett's post-college graduation trip to France, the two returned home determined to find the perfect place to plant Chardonnay and Pinot Noir on the West Coast.

the keys to a wine that will age well. Pick out of balance and you generally end up with a wine that can never get out of its own way.

Notes Garrett, "We don't make 'commercial wines'. Instead, we are making something that is alive!" He notes that he recently opened a 2011 Albatross Pinot that was still a baby. "What a blessing to have a climate that cooperates for long term, age-worthiness wine!"

With alcohols, for the most part, well below 14 percent, along with naturally generous acidity, these high-flying Albatross wines do not need much new oak. Garrett restricts the program to less than 25 percent for Chardonnay, and less than 30 percent for Pinots, selecting tight-grained French oak, leaning towards Seguin Moreau, Remond and Latour. He prefers medium long toast, where the barrels are more slowly exposed to heat, instead of being heavily charred. "We don't want the wood to be a signature," Garrett says.

He initially kept the wines 11 months in barrel, but has gone longer in oak with Pinot as of late. That said, the 2016 wines might be released earlier. They are constantly tuning the cooperage to the clones of Pinot, and the percentage of new oak varies with the vintage.

Chardonnay is whole cluster pressed and barrel fermented sur lees with absolutely no stirring or racking until bottling; a highly unusual practice. Pinot is generally done with some whole cluster, with long cold soaks and slow, cool fermentations in small open top fermenters. He doesn't use sulfur during fermentation, and depends entirely on native yeast, including for secondary malolactic.

This is winemaking that could be considered "hands off." That is, if you don't think about all the handwork that goes into planting and maintaining a vineyard in a coastal climate where the winds and the fog keep growing seasons long and drawn out, and a cool, extra windy May can ruin not just your day, but your entire vintage.

Says Garrett, "I figure eight out of 10 growing years are good here in Monterey. We've already had two bad ones since we started, with one I would call 'really bad.' We've been lucky so far."

And that luck has translated into good results, with most of the 2014 wines scoring 94 or 95 points with Wine Enthusiast; a pretty nice acknowledgement of their elegance, finesse and promise.

The Albatross Ridge tasting room in Carmel-by-the-Sea is on Mission St. between Ocean & 7th, inside the Court of the Fountains, and is open daily from 1 p.m. 



California History Beginnings 1602 to 1870

BY BURTON ANDERSON IN COOPERATION WITH THE MONTEREY COUNTY HISTORICAL SOCIETY

Juan Rodriguez Cabrillo passed along the California Coast in 1602. He was a Portuguese pilot sent to explore the Pacific Coast. He passed Monterey Bay during a storm and failed to recognize it. About 20 years later, Philippine Galleons were passing California coastal lands with their treasures from the Orient on their way to Acapulco. They sailed south along present day Santa Barbara Islands off the Pacific coast. The passing captains named them "Las Islas Californians". That name was used until Spain began calling the territory Alto California. There is a disagreement among historians about the actual origin of the name but this origin was endorsed by Bancroft Works (History of California volume 1, pp. 69).

Sebastian Vizcaino set out by sea from Acapulco in 1602 to find a port on the Pacific coast where the Galleons could anchor for fresh water and provisions. He anchored in Monterey Bay in December 1602, where he went ashore and held Mass under an oak tree on the beach. He named the landing in honor of the Conde de Monterey and then sailed back to Acapulco.

There were no further attempts to find Monterey Bay by later explorers for 168 years. The Spanish Crown finally became alarmed by the foreign activity on the California coast. Between the years of 1579 to 1822, Spanish Alto California was entered by foreign nations. They were the British under sir Francis Drake, who entered Drakes Bay in June 1579, and claimed it "New Albion" for England. The Russians landed in March 1812 at Fort Ross, and began sea otter hunting.

Portola organized a second land expedition to Alta California, consisting of 63 men. They left San Diego on July 4, 1769 to find Monterey

Bay. In the expedition were father Juan Crespi, Lieutenant Pedro Fages, engineer Miguel Costanzo, and six Catalonian soldiers. They reached Monterey Bay on September 30, 1769. Mass was celebrated under the same oak tree as Vizcaino. In 1769 the expedition set about building the Presidio and the Royal Presidio Chapel of San Carlos.

On June 3, 1770, after father Junipero Serra arrived by ship from Acapulco, Mass was said under the same oak tree. They celebrated the establishment of the Presidio in San Carlos chapel. Portola's assignment was now complete and he was relieved by Lieutenant Pedro Fages. Portola retired and returned to Mexico.

The ceremony on June 3, 1770 mart Monterey is the capital of Alta California for the Spanish crown. Father Serra became the president of the Franciscan Missions. Serra planned to build a new mission near the mouth of the Rio Carmel because of its fertile valley and to remove the Indians from the influence of the Presidio in Monterey. The Mission San Carlos Borromeo de Monterey was dedicated on June 3, 1770 and became the California mission headquarters.

Before his death in 1784, father Serra established two missions in Monterey County, Carmel Mission and San Antonio Mission. Father Lausen replaced Serra. He carried out Serra's wishes to build more churches, spaced a days ride apart, along the El Camino Real.

On November 20, 1818, Argentine pirate, Hippolyte de Bouchard anchored in Monterey Bay and attempted to seize the port for Argentina. The Presidio's cannons fired on his ship, and in anger he sacked and burned the village. The Spanish citizens fled to Rancho



del Rey on the Salinas plains. The next day Bouchard up-anchored and sailed away, ending the threat to the Spanish Crown.

Mexico won its independence from Spain in 1822. Mexico secularized the missions in 1823 and they were abandoned between 1834 and 1836. The mission property was sold to neighboring rancheros, and the missions deteriorated rapidly without care.

Under Mexican law, Americans had to have a passport to enter Mexican territory. At that time mountain men and trappers were active in the Rocky Mountains. They began entering California after 1823, two explorer and search for additional beaver habitat. The Mexican government in 1840 became alarmed by a group of Americans at the saloon in Natividad, owned by Isaac Graham. The customers were a rough bunch plotting the overthrow of Mexican rule in California. Graham and his sympathizers were captured by Manuel de Jesus Castro and sent to Mexico and imprisoned.

In March 1846 John C. Fremont, "explorer and surveyor" moved into the Salinas Valley

arousing the suspicions of the Californians. His presence resulted in the battle of Natividad November 16, 1846. When US captain Charles de Burris was leading 46 men and 500 horses to reinforce Fremont in Monterey, he was met by Manuel de Jesus Castro's Californians. They met at what is now the intersection of San Juan grade Road and Crazy Horse Canyon Road. Captain Burriss was killed and Castro's Californians defeated the attempt.

John Marshall discovered gold at Sutters Sawmill in January 1848, leading to the 1849 gold rush. Americans and foreigners began rushing to California by any way available. The main modes of transportation include: sailing ships around Cape Horn, covered wagons across the plains and mountains, or crossing the Isthmus of Panama. Any type of transportation took at least three to four months for the journey.

Mexican turmoil in California continued during 1846 and 1849, with the Bear Flag Revolt and movement to form a California Republic. John C. Fremont was involved in the movement. This led to the presence of the US Naval Forces on the Pacific Coast to protect American interests. Commodore George Catesby Jones mistakenly raised the American Flag over Monterey's Custom House on October 20, 1842, thinking that war had been declared against Mexico. Commodore John Drake Sloat raised the American Flag on July 7, 1847, when war had finally been declared.

The treaty of Guadalupe Hildago was signed in February 1848, and California became part of the United States. The Americans and settlers had been streaming into California since the treaty was signed and pushed for the admission to the United States. Congress was in a battle of the slavery issue, and when that was settled, California was admitted to the Union September 9th, 1850. John C. Fremont became California's first US Senator, serving from September 9, 1850 to March 3, 1851.

Monterey was the site of the State Constitutional Convention and the first capitol of California. Due to political pressure, it was moved to San Jose. When Mariano C. Vellejo donated a large piece of land, the capitol was moved to Vallejo. When the lawmakers

assembled in Vallejo, the infrastructures were unfinished, so they moved to Benicia, and finally to Sacramento in September 1854.

The isolation of California was lessened on October 24, 1861, when the first telegraph line across the western states was completed. Prior to that time, mail was the only means of communication, and letters to California could take months before arriving. The Pony Express began April 3, 1860, and provided 10-day service between St. Josephs, Missouri and Sacramento. It lasted only two years until the telegraph line was completed.

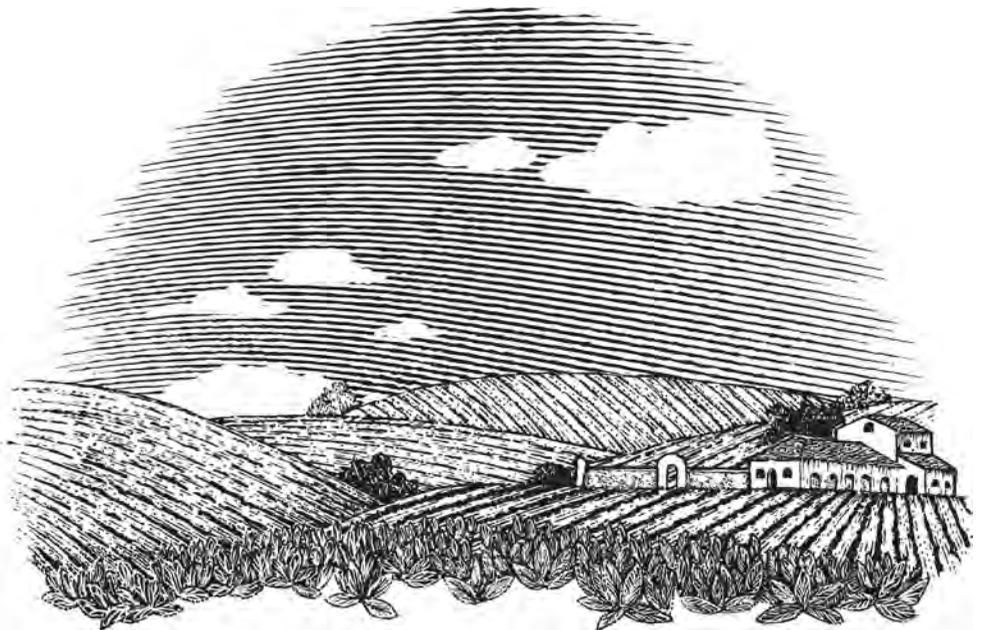
The Agriculture College Land Grant Act of 1862, also known as the Morrill Act, was signed by President Lincoln. It offered benefits to each state to establish state colleges with Federal Land Grants for higher education expansion. Prior to 1862, only a few private and church sponsored colleges offered higher education to Californians. The California legislature delayed any commitment due to political and personnel conflicts for six years. Finally, Assemblyman Josh Dwinelle introduced a bill creating the University of California at Berkeley on March 21, 1868. Peter H. Burnette signed it two days later.

The Pacific Railroads Act of 1862, signed by Abraham Lincoln, authorized the Transcontinental Railroad in the 1860's. With

the gold fields declining, large groups of Chinese for the gold country were employed by the Central Pacific Railroad to build the western half of the Transcontinental Railroad. Starting in Sacramento, thousands of Chinese pushed the tracks through the Sierras, across Nevada and met the Union Pacific Railroad at Promontory Point, Utah on May 10, 1869.

The Chinese laborers who worked for the Central Pacific Railroad were cast adrift and traveled to California seeking work. Some came to San Francisco's Chinatown, and opened small businesses. Others became fishermen and farm laborers, helping to clear land for agriculture.

The railroad to California from the east attracted large numbers of Europeans to California, since it was no longer a three-month journey. They became small business owners, farmers, dairymen, fishermen, and servicemen, causing the California economy to boom. The products of California could easily flow to the East Coast by rail, and in return, manufactured products could be shipped west. The vibrant economy of California attracted many talented Americans that opened manufacturing consumer goods, and service enterprises. The decade of the 1860's ended with California well on its way to becoming the one of the country's leading agriculture and manufacturing states. **ce**





Synthetic Turf Made Easy

BY STEVE MCSHANE

Anyone that has lived along the Central Coast of California knows the challenges we face when it comes to water. In recent years, limited water has resulted in huge leaps forward in synthetic turf. The purpose of this short piece is to walk through selection, installation and care for this incredible water saving landscaping option.

The most important point I cannot emphasize enough is that synthetic turf has come a long way since its debut in the 1960's. There are many different styles to choose from. Modern options include multiple colored blades and even thatch to mimic real grass. When it comes to selection, you will want to consider budget, use and the lifespan you're looking for. Once you've selected your style, installation is easier than you think.

The first step for installation includes tools you can rent, borrow or buy, including:

- Vibra Plate Compactor
- Drop Spreader (for infill)
- Power Broom
- Wheel Barrow, Shovels, Picks, Grading Rake, Hammer
- Carpet Knife or Box Cutters and Carpet Scissors
- Blower and/or Broom (for clean up)

The next step is preparing the base where you will be installing the synthetic turf. Preparing the site properly can extend turf life and save you time and money fixing any mistakes. The first step is to remove the first 3-4 inches of existing sod and/or dirt. Be sure you cap and remove any sprinklers. At this time, you'll want to be sure to set a rough grade for proper drainage. Next, lay 2-2 ½ inches of drain rock and 1-1 ½ inches of either class II base rock or decomposed granite. Finally, using the vibra plate compactor, compact each layer base to approximately 90 percent. Be sure the base surface is as level and as smooth as possible. For proper drainage, make sure you've ultimately created a slight grade.

Next comes turf installation. Roll out your turf at least two hours before installation. This will allow it to acclimate and make it easier to work with. Using a razor knife, cut off excess turf to fit the area you have. Next, fasten one end with 40D type nails, spaced 3-4 inches apart. You will want to stretch the turf and fasten with nails as you move across to the opposite end. It is recommended that you place a nail every 12-24 inches throughout center and every 4-6 inches along perimeter.

Ultimately, you can fasten together any seams using 20D or 40D nails, spaced 1-2 inches apart. Seaming tape, such as Jiffy Seal, can also be used to secure seams. Apply tape lengthwise to the bottom side of turf, leaving 8 inches stuck to turf and 3 inches hanging off. I always tell folks to be sure seams are tight and precise, and that the grain of your turf is all facing the same direction.

After your turf is installed, you will want to "power broom" it. This helps it to settle into place and will aid to get the blades erect. Ultimately, the last step is to apply "infill." Using a drop spreader, apply rubber and sand or acrylic sand infill onto turf as evenly as possible with a grading rake or broom until infill settles into base of the turf. You will want to "power broom" again to get the blades standing straight up.

When it comes to upkeep, it is important to broom or lightly rake your synthetic turf on a regular basis. You will likely also need to blow the turf on a regular basis as well. Most turf that we sell is guaranteed for 15 or more years. With some basic ongoing maintenance, you should be able to get at least that amount of time out of it.

Now, for some tips that I tend to give everyone doing an installation:

1. Allow turf to acclimate prior to install
2. Always stretch and install turf tight
3. One yard of base material will cover 80 square feet at 4-inch depth (1 Yard = 1 Ton)
4. Do not overlap the seams of your turf
5. Never drive nails into base too far – this will create a noticeable dip
6. Always power broom your turf prior to applying your infill
7. Always run grain of turf in the same direction

As you can see, installation of synthetic turf is easier than most people realize. The product has come a long way in the last five years and independent landscape supply yards are here to help you install successfully.

Steve McShane is Owner & General Manager of McShane's Nursery & Landscape in Salinas. He can be reached at steve@mcshanesnursery.com 

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True Progress Takes Partnership, Collaboration and Teamwork

BY ANDREW AUSONIO, AUSONIO INCORPORATED

PHOTOS COURTESY OF JENNA TYNDALL, WRD ARCHITECTS

The newly renovated Schilling Place-Monterey County Government Center is now home to more than 300 county employees. Schilling Place Center is housed in the former Capital One building in the heart of the Salinas Valley. The new facility is the result of an almost three-year project that allows the county to reduce expenses over time by reducing leasing costs and consolidating county functions. The Leed Certified "Gold" facility also helps the county meet the California Global Warming Solutions Act of 2006 (AB32) mandated goals, and creates a variety of much-needed efficiencies.

The Schilling Place complex was purchased in 2014, after a challenging search for a facility that would meet the requirements of the county's expansion plan. The former Capital One center was the ideal site to provide the permanent office space the county so des-

perately needed. The center definitely had potential, but the project was an ambitious one. Converting the 300,000 square-foot facility from a drab and dated facility into a vibrant workspace took vision and creativity. The renovations feature an employee fitness

Converting the 300,000 square foot facility from a drab and dated facility into a vibrant workspace took vision and creativity.

center, a new healthy food choice cafeteria for employees and visitors to the facility, and an abundance of parking for the public and county employees. When asked about the project, architect Peter Silva, of Wald Ruhnke &

Dost Architects said, "Our design objective was to transform a cheerless 1980's style corporate campus into a dynamic office space that would better serve today's users. Using a striking color pallet and bold geometric patterns, we've created an environment by which the general public and county employees alike will feel refreshed and enlivened."

Assistant Administrative Officer, Dewayne Woods managed the Schilling Place project. In his view, one vital element was necessary. "Any successful project completed on time and on budget requires talented people," says Woods. "We were fortunate to have such talented people working on this project."

When Ausonio Incorporated began work on the renovation last August, the complex had been vacant for a number of years. Now, less than one year later, they are pleased to have another successful project with Monterey County completed. Ausonio's Project Manager, Justin Pryer, says cooperation was key. "You need great cooperation to bring a renovation of this size to completion. We have that with the county."

Because of the size of Monterey County, various offices throughout the area will be maintained in order to serve constituents across the region. Many employees and departments will remain in the County Government Center and other county facilities, but the new Schilling Place Center houses multiple offices; each benefitting from an array of unique improvements the new complex provides. Among those improvements, The Auditor-Controller's Office Enterprise Resource Planning Program now has a well-designed, long-term working environment to support collaboration amongst County departments within all phases of the program. The Resource Management Agency and Water Resource Agency are now co-located at the facility, to provide a one stop Permit Center. The Economic Development and Workforce Development Board is more accessible to the public and enhances service delivery, and The Elections Department now has increased transparency, confidentiality, security, and improved public access.

“In addition to the many benefits to residents, the new Schilling Place-Monterey County Government Center offers county employees a real step up, while consolidating government services people need to access,” said Monterey County Supervisor Mary Adams. “The setting is as visually attractive as it is practical. It is situated in a way to provide breathtaking views of some of our county’s most fertile areas.”

Possibly the most exciting feature for many county employees and residents, is the new Crescita Early Education Center at Schilling Place. Operated by Early Development Services, the new daycare program for county employees and the general public is housed in a 4,500 square foot stand-alone building, conveniently located within the Schilling Place complex.

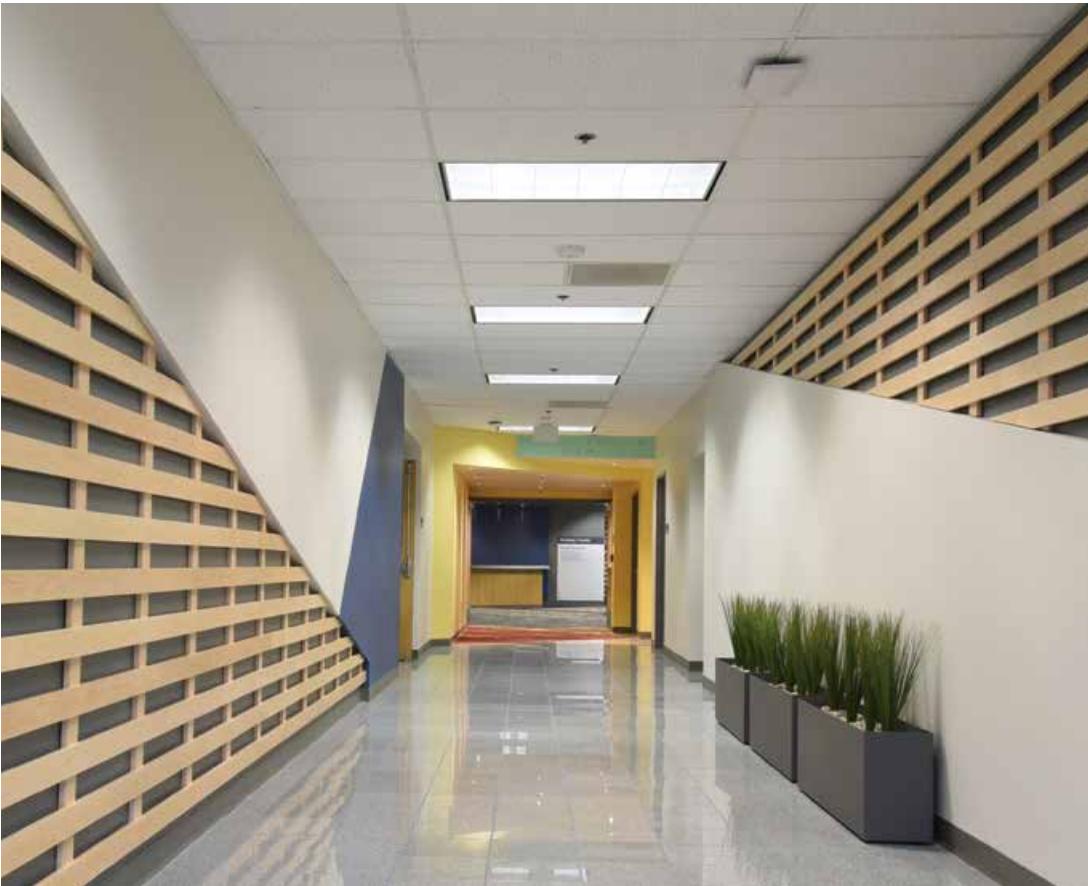
“The addition of this modernized facility is a perfect example of creative problem solving that will benefit the residents of Monterey County,” said Supervisor Simon Salinas. “Concentration of crucial county services and the creation of a customer service driven



Multiple departments now operate with ease; no longer limited by the challenges that came with various leased offices.

campus will provide services ranging from land use, water resources, health, and election services. This facility will continue to strengthen service delivery and improve all our constituent’s quality of life for decades to come.”

Today, as employees fill the new Schilling Place-Monterey County Government Center, those quality of life improvements are clearly visible. Multiple departments now operate with ease; no longer limited by the challenges that came with various leased offices. Visitors will have no trouble parking and can easily navigate departments, quickly finding the services they need. Children are safely cared for; happily learning and playing at the new daycare center as their parents work close by. **cc**



Clockwise from left: 1. Exterior of Monterey County Government Center (Left is the North Building, and Right is the South Building). 2. Resource Management Agency staff lounge as part of the South Building on the second floor. 3. South Building main corridor looking toward Health Bureau on the first floor.

Smart Snacking

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



According to Webster's Dictionary, a snack is defined as: "...a small amount of food eaten between meals." Does everyone need to snack? How many snacks should be consumed in a day? Most of us can contest that snacking helps diminish a growling stomach or relieves a throbbing head, but the guidelines of what, when, where or how to snack are much more challenging to define.

Here are a few key principles to keep in mind the next time you reach for a snack:

WHAT TO EAT

Think of a snack as a "mini feeding". The goal is to create a nosh that mimics a balanced meal. It's important to combine fiber rich foods (carbohydrates) with a protein source to keep blood sugars level and hunger pains suppressed until the next meal. Unfortunately, most snack foods on the market target "quick" energy. These are foods that contain refined or low fiber carbohydrates. Just think about popular packaged snack foods available (such as chips, granola bars, sugared drinks, candy) and this will make sense. These foods will provide immediate energy, but will travel quickly through the blood stream and the desire for more will follow rapidly. Try to combine a high fiber carbohydrate (like a piece of fruit or raw vegetables) with a protein source (foods like nuts or low fat cheese). Better yet, try a food that comes naturally packaged with both nutrients. Low fat or

nonfat yogurts meet this criterion if added sugars are kept to a minimum. Greek yogurts have made a name for themselves on the market due to high protein content and most varieties contain the equivalent protein content that is found in a couple of eggs.

In addition to the right combination of nutrients, snack foods should stay within a 200-250 calorie range. Additionally, it makes a difference if the calories come from a liquid source or a solid food. The body doesn't register liquid calories the same way as solid foods and the desire to "fill the body tank" will continue until solid foods are ingested. This isn't the best news for those who reach for a pressed juice or whipped cream laden coffee drink as a quick "pick me up" to beat the afternoon energy lull.

WHEN TO EAT

Simply stated, a snack should only be consumed if meal times are delayed. The biggest challenge lies in that most do not follow a set dietary pattern or even eat the recommended amount of meals. Ideally, three solid meals should be consumed throughout the day with no more than four to five hours between them. This time frame promotes optimal blood sugar control and maintenance in energy levels. One of the worst ways to fuel the body is to implement a "grazing" type of eating pattern throughout the day with no set times or food quantities established. It is recommended to keep planned snacks to once or twice throughout the day as more than that can affect meal consumption and lead to excessive calorie intake.

WHERE AND HOW TO EAT

This may sound silly, but all food consumption (including snacks) registers "full" in the satiety centers of the brain when sitting and concentrating on the task at hand. All too often, a small amount of food consumed on the run or when completing other activities simultaneously (such as driving, reading the

newspaper or answering emails), results in unawareness that the food has been consumed. Make eating mindful. It takes approximately 20 minutes for the brain and stomach to "talk" to each other to establish contentment. For most, that means slowing down and thoroughly chewing foods.

One of the best tools available to establish conscious eating is to utilize a hunger scale. It is a scale that ranges from the number one (feeling famished) to 10 (feeling overly full, like on Thanksgiving Day). The idea is never to experience either side of the continuum. For "normal" eating, the goal is always to stay in the gray area (between numbers five and seven).

SNACKING OPTIONS

Give it a try! Use this table to mix and match carbohydrate and protein sources for optimal snacking:

HIGH FIBER CARBOHYDRATE OPTIONS

- 1 medium piece of fruit
- ½ c. pieced fruit (berries, melon, grapes)
- 1 c. chopped raw or cooked vegetables
- 4-6 whole grain crackers
- 1 corn or whole wheat tortilla
- ¾ ounce (about 15) small pretzels
- 1 carton (5-6 ounces) of yogurt**
- 1 glass of reduced fat cow, soy or nut milk**

PROTEIN OPTIONS

- ¼ c or 1 ounce of nuts
- ¼ c. hummus
- 1 hardboiled egg
- 1 ounce (about 1 slice) of lean lunch meat
- 1 tablespoon nut butter
- ½ c. soybeans (edamame)
- ½ c. cottage or ricotta cheese
- 1 ounce low fat cheese (i.e. string cheese)
- 1 tablespoon nut butter

** = food provides both nutrients



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Burnt Brussels Sprouts

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RECIPE SERVES 2

INGREDIENTS

- 30 each brussels sprouts
(Don't worry – I know it looks like a lot for two people – they shrink!)
- 2 tablespoons of your favorite cooking oil
- 1 teaspoon of dried chili flakes
- Salt (to taste), such as Big Sur Salt
- Cracked black pepper (to taste)
- 1 whole lemon

METHOD

After years of cooking brussels with tons of bacon, onion and garlic, I am convinced this is the best preparation.

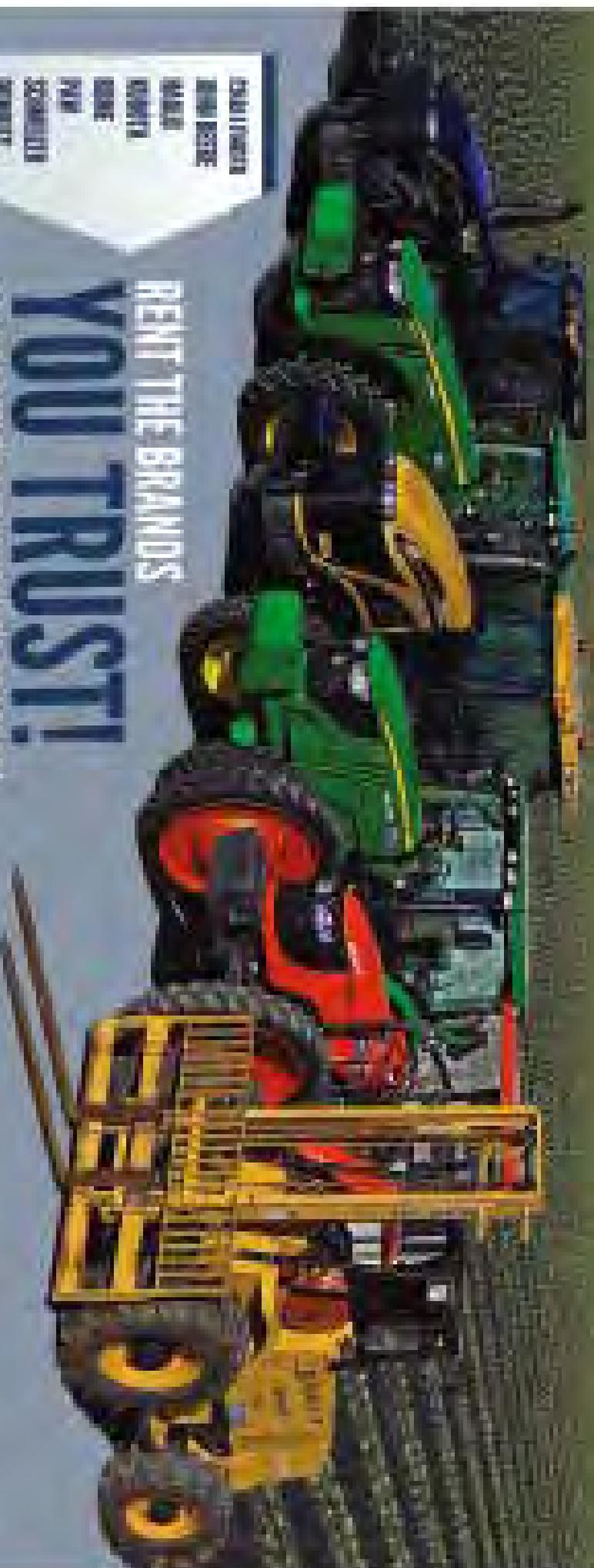
Preheat your oven, set to convection, 400 degrees. Pull the brussels sprouts apart, you use can a knife to help with this part but they look cooler and cook more evenly if you pull all the leaves off. This is the hardest part of this recipe. Have a drink, you've earned it. Now you should have a big pile of leaves. Dress them evenly with your oil, season with the salt and pepper and chili flakes and lay them out flat on an even layer on the sheet pan. Cook until they are crispy to the touch and very dark brown/black. Squeeze a bit of lemon juice on them and a little more salt and enjoy them as a snack on their own or as an additional garnish to your favorite roasted chicken or grilled fish dish. **cc**





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Investing in the Future with New Center for Learning

Taylor Farms and the Future Citizens Foundation are proud to support local youth with the grand opening of the Taylor Farms Center for Learning on March 9th, 2017. The state-of-the-art learning center is outfitted with the latest smart classroom technology, designed to stimulate young minds, and inspire students, from elementary school age through college.

The Salinas-based learning center significantly expands the educational efforts of The First Tee of Monterey County and Pay It Forward Scholarship & Mentoring Programs, providing youth of all backgrounds access to the innovative learning component. The main mission of this center is two-fold. It is meant to be a place where students can further their education and grow into their potential, but it also aims to provide an environment for the local youth to feel safe and secure.

Specific programs offered through the center are designed to touch each level of the student's life, from elementary school through college, and help them define success on their own terms. These programs have a primary focus in Academia, STEAM, and Life Exploration and Preparation. Grade specific tutoring, homework assistance, coding/website development classes, vocational exploration, college preparation and mentoring support are among the variety of specific programs offered.

Bruce Taylor, CEO of Taylor Farms explains, "We don't fight for equality of results, we fight for equality of opportunity. And what better opportunity than for you all to have a chance to develop the skills, the character, the tools you need to reach your potential, your promise in life. That's what all this is all about."



1. The First Tee of Monterey County members pose in front of the Center's sign.
2. State of the art classroom.
3. Official ribbon cutting.

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Hartnell College Foundation's Party in the Library

On Saturday, May 13, 2017, Hartnell College Foundation hosted its 11th Annual Party in the Library with this year's theme of "Catalyze!", which truly created an incredible reaction for support of Hartnell College, its students, and programs.

This is one of Salinas Valley's favorite events with large attendance each year and reaching new levels of fundraising in support of Hartnell students. This year, Party in the Library raised over \$400,000 in support of Hartnell College and the Foundation. In its 11 years, Party has raised well over \$3.5 million!

The night featured a cocktail greeting, delectable strolling dinner, a special performance from Mariana Viguera, amazing auction, dancing to The Money Band, and most importantly the opportunity to make the educational dreams of Hartnell students come true.

Hartnell students, Elizabeth Madrigal, Priscilla Amao, and Jasmin Camba shared their personal educational journey and spoke of the impact Hartnell's programs, student success scholarships, and career preparation internships have had in their lives.

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 leaders Bob Martin and Cathy Schlumbrecht. The honorees were selected due to their community involvement, leadership and being monumental in their support of the college. They have both retired from their respective fields this year, thus this award was timely for the deserving duo. Bob and Cathy have shown incredible generosity and commitment to the college and the students of the Salinas Valley.

The Hartnell College Foundation recognizes the Party Co-Chairs, Alfred Diaz-Infante, Kurt Gollnick, Susan Gill and the entire Party in the Library Committee for their vision and dedication.

1. Nick Pasculli, Congressman Jimmy Panetta, and Jeff Taylor enjoying
2. Former Hartnell President/ Superintendent Pheobe Helms, Honoree Cathy Schlumbrecht and Hartnell College Foundation's Jackie Cruz getting ready to dance to the Money Band!
3. Hartnell College Foundation Leadership Award honorees Bob Martin and Cathy Schlumbrecht
4. Hartnell Superintendent/President Dr. Lewallen and Event Coordinator Alla Zeltser-Fitch greeting guests.
5. Joanne Taylor catches up with another Party in the Library guest catch up during the scrumptious strolling dinner.



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All Saints' Western Round Up

T Ideas really can become a reality. The truly great ideas often start simply, such as an alum parent wanting to share his love for all things BBQ, by feeding an entire school community. Local restaurateur and businessman, Pat Phinny, recently did just that with help from a few of his friends.

Ideas grow, too, and when All Saints' parents Chrissy Hayes and Angie Bode heard about Pat's vision, they immediately got to work to make the inaugural Western Round Up a reality! The gorgeous weather truly showcased the school's idyllic setting next to the Carmel River, as well as the mountain views against the setting sun. Children and adults not only enjoyed delectable food, but also were treated to live music, mechanical bulls, pony rides, sack races, horseshoe competitions, games, and surprises that did not stop until the evening was done.

All Saints' parents and students contributed to the live entertainment, and both alumni and Salinas High School's Future Farmers of America volunteered their time to make this event spectacular. They operated games, served up mouth-watering pie, helped the youngest guests roast s'mores, and generally did whatever it took to make sure everyone was having a great time.

Western Round Up was all about fun, friendship, community, and giving back. Thanks to a number of generous business sponsors, this community event raised over \$90,000 for All Saints' Day School's tuition assistance program to support families who would otherwise not be able to benefit from an All Saints' education.

Ideas do become reality and grow, and the Western Round Up truly embodied the school's vision. All Saints' features a multi-dimensional education that prepares and inspires children to go forward and transform the world. For more information about one of Monterey Peninsula's preeminent school serving Preschool-8th grades, please contact Head of School, Hugh Jebson, at 624-9171. He would love to show you around!

1. (L to R) Danelle & Hugh Jebson, Joelle & Ken Silveira, Pat Phinny
2. (L to R) Steve Goldman, Clem Albertoni & Phyllis Albertoni, Chrissy Hayes Goldman
3. Westin Bailey
4. Angie Bode, Davi Weston, Chrissy Hayes
5. Line Dancing fun





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The 11th Annual Salinas Valley Chamber Earth Day Mixer

The 11th Annual Salinas Valley Chamber Earth Day Mixer was held at McShane's Nursery April 20th, 2017. Nearly 150 guests enjoyed great weather and a sampling of local arts, culture, food and more. The center point of the event was a dozen students from Lincoln Elementary School in Salinas that gave speeches in both English and Spanish. The students spoke about the school's ocean guardian program and strong commitment to healthy agriculture ecosystems in the Salinas Valley. Also on stage were Monterey County Supervisor Luis Alejo and Salinas Valley Chamber Chair of the Board Frank Geisler. Live music was performed by the Dan Beck Band and local violinist Eldar Hudiev. The annual event has been hosted by McShane's Nursery and Landscape Supply since 2006. For more information or for upcoming events, please visit salinaschamber.com.



1. Steve McShane poses for a photo with Lincoln Elementary School parent, Ginger Pierce.
2. The Dan Beck Band performs for the crowd.
3. Chamber President, Paul Farmer, visits with guests.
4. Salinas Valley Chamber of Commerce Chair, Frank Geisler, addresses the crowd.
5. Stitch Campos shows off an albino boa to students from Lincoln Elementary School.

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May IMPOWER Luncheon

COURTESY OF DANA ARVIG | PHOTOGRAPHY BY RICHARD GREEN

On May 11th, several hundred guests enjoyed a lovely afternoon at Corral de Tierra Country Club for the second of three yearly IMPOWER luncheons. Sponsored by Comerica Bank, Salinas Valley Memorial Healthcare System, and Scheid Vineyards, the lunches provide an opportunity to connect with friends and colleagues in a relaxed setting, do a bit of shopping from the featured vendor, learn about a local nonprofit, win raffle prizes, bid on some very unique live auction items, and hear amazing keynote speakers. IMPOWER continues to support numerous nonprofit organizations with funds raised at the luncheons. The featured nonprofit that benefited from the May luncheon was the Monterey Peninsula College Foundation.

Keynote Speaker, Sarah Gerhardt, captivated the audience with her inspiring talk entitled “Overcoming Fear- Lessons from Mavericks and Academia.” Gerhardt overcame tremendous personal obstacles in her early years but through grit and determination, earned a BS in chemistry from Cal Poly San Luis Obispo in 1997. As if that isn’t enough of an achievement, she followed that up by being the first woman ever to surf the monstrous waves of Mavericks in 1998. She’d been preparing for that challenge by surfing and working out relentlessly in Hawaii with her big wave partner, who is now her husband, Mike Gerhardt. Together, they paddled out to Mavericks, a big wave surf spot near Half Moon Bay, and after watching Mike ride waves, Sarah gathered her strength, courage and sheer will and caught waves too. Since then, Sarah has completed a Ph.D. in Physical Chemistry, surfed Mavericks many more times, had two children, completed a Post-Doc in Molecular Biology, and is now a Chemistry Instructor and Department Chair at Monterey Peninsula College. She lives in Santa Cruz with Mike and their children, where they enjoy board sports and volunteering with the Ride A Wave program.

One of the live auction items included private surfing lessons from Sarah and Mike. We look forward to hearing about that adventure from the winner at our next luncheon, which will be held October 5, 2017. Hope to see you there!

1. IMPOWER women catching up before the luncheon
2. Esmerelda Montenegro Owen
3. (L to R) Melissa Martin, Barbara Balentine, Terri Hastie.
4. Keynote speaker, Sarah Gerhardt.
5. Lucy Mason Jensen and Dana Arvig.





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Summer Ball

School baseball season wrapped up and our Bulls wasted no time hitting the field with their friends. Our new 12 and under team made an impressive debut sweeping Bigtimer Baseball's Memorial Day tournament. The 18 u team also didn't skip a beat, going undefeated into the championship of a tournament at Monterey Peninsula College. Came up a little shy at the end—but overall an impressive performance from a team that has players on it from four different schools!

A new milestone has been reached for the CG Bulls Baseball program—having alumni come back and coach has been a nice touch and a fun time for the fellas.

Looking forward to a fun summer of Bulls baseball!

CG BULLS 12 U TEAM:

Bottom row (l to r): Nathan Madewell, Josh Sanchez, Zavier Mendez, Julian Arreola, Alex Glasscock.

Top row (l to r) Coach Washabaugh, Jake Yeater, Nick Rianda, Brayden Washabaugh, Kyle Nava, Jacob Maravillo, Trevor McKinley.



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WITH A POWERFUL COMBINATION of good faith, collaboration and trust, a group of Salinas Valley growers, shippers and landowners joined together to reach a historic agreement on April 3, 2017. Together they met with the State Water Resources Control Board and the Central Coast Regional Water Quality Control Board on a temporary and long term solution related to nitrogen accumulation in the groundwater of the Salinas Valley Basin.

Known as the *Salinas Basin Agricultural Stewardship Group, LLC*, this group with the assistance of Jeff Gilles and his law firm, L+G LLP Attorneys at Law, designed an agreement to temporarily end frivolous litigation and create a private/public partnership that can achieve short and long term solutions to nitrogen accumulation.

This is just one example that shows how L+G is leading the way in helping its agricultural clients avoid burdensome and costly litigation to reach equitable solutions.

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