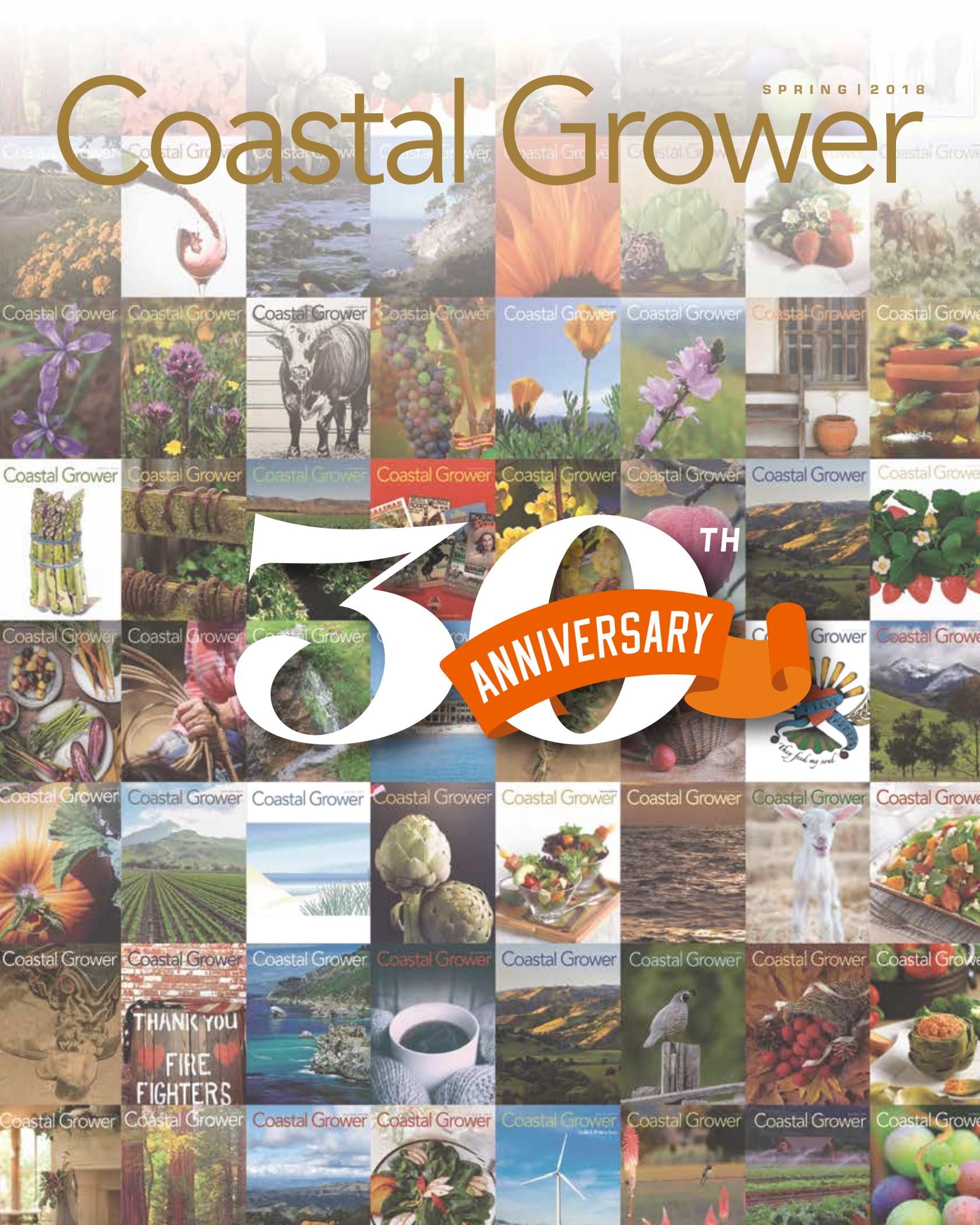


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When It's Time

If a ride on an emotional roller coaster is what you're looking for, try selling your successful, 79-year-old family business. The experience will put you right in the front seat, screaming with your arms in the air. Take it from me, because I just went on the ride of my life.

Ups, downs, twists, turns...I experienced all of them. But why punch that ticket? Why walk through that turnstile and take the ride in the first place? For me and my family (and our partners) it was, quite simply, time.

Sometimes timing is everything. Our company had reached a comfortable mid-market size. The economy was strong. We had a steady earning pattern and a number of successful new product launches. The bow on the present never looked shinier. A window of opportunity presented itself—so we opened it.

But time can also work against you. For a family business, each generation brings more owners with different interests and priorities. For our company, some shareholders worked in the business, while others did not. Several shareholders are grandparents, while another is still in high school. This diversity, coupled with the fact that we all genuinely like and respect each other, led us to the decision to market our company for sale. Too often with family businesses you hear stories of siblings not speaking to one another or forcing someone out. We didn't want it to come to that. The eight of us to date pretty much agreed on how to run the business and to invest in its growth. For us, the decision was strategic, not a desperate, "no other option" one.

It was important for us to find the right home for our business. A buyer who understands the fresh produce industry and the challenges it brings. For many of the shareholders our business is in our hometown. We wanted to hold our heads up high and be proud of our legacy and know we did the right thing for our employees, our growers and our customers. We did not take the process lightly and approached it in a highly selective way.

I am confident Del Monte Fresh Produce is the right home for Mann. After all, they are a fresh produce company. I can't emphasize how important that is. The fresh produce business is volatile, risky, and highly regulated. Del Monte is used to that. They understand food safety requirements and capital expenditure needs.

Consider also the fact that Del Monte is mainly a fresh fruit company. With its purchase of Mann, it has become a leader in the fresh vegetable business. Together both companies will be able to leverage purchasing, transportation and customer relationships. Del Monte needs the Mann team and the Mann team can grow faster with Del Monte. It sounds like a recipe for success.

I've survived the last loop and the roller coaster is slowing down as it winds back into the station. I put my arms down and straighten my hair. My heartbeat slows and I take a long, deep breath. Yep, it's been quite a ride. Time to move on to the next one.



Contributors



ANNA RUSSELL

Anna Russell is the owner of De Tierra Vineyards (est. 1998) and De Tierra Events (est. 2017). She serves on the board of Partners for Peace, Monterey County Vintners and Growers and works as Head Coach of York School's Volleyball Program. She lives in Salinas with her Fiancé John Galante.



DAN BALDWIN

Dan Baldwin has led the Community Foundation for Monterey County (CFMC) as President/CEO since 2010. He is responsible for growing and stewarding the CFMC's philanthropic resources to meet the changing needs of Monterey County. The CFMC holds more than 500 charitable funds and has total assets of approximately \$265 million. In 2017 the CFMC granted more than \$16.7 million to hundreds of nonprofits throughout Monterey County and beyond.



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 advisors at the UC Berkeley College of Natural Resources (formerly the College of Agriculture).



HUNTER STARK

Hunter Stark is Director of Physical Therapy at Monterey Spine & Joint in Monterey, CA. He has a Doctorate of Physical Therapy from the University of MS Medical Center and is a Certified Strength and Conditioning Specialist through the NSCA. He enjoys weightlifting, fishing, and spending time outdoors with his family.



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 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.



JESSICA HARRIS

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.



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.



GINA COCHETTI

Gina Cochetti is the partner in charge of the Tax Department at Hayashi Wayland, with expertise in agriculture, business and individual income tax, and multi-state preparation. Her best capabilities are decoding the mysteries of tax lingo and transactions, and breaking them down into terms anyone can understand. She knows what clients need, and takes every measure to help them succeed. Gina has served as Treasurer for the Salinas Jaycees, Treasurer for Ag Against Hunger and is currently Co-Treasurer for Spreckels Union Education Foundation.



BILL HASTIE

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



MAC MCDONALD

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



MARK KREPS

Mark Kreps is Vice President of Agriculture Sales with RDO Equipment Co. in Moorhead, MN. In addition to supporting all RDO Equipment Co. locations in the United States, he works with the company's international partnerships in Africa, Australia, Mexico, Russia, and Ukraine. Mark has been with RDO Equipment Co. 22 years, in various roles including Sales Manager, General Manager, and National/Core Accounts Manager.



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



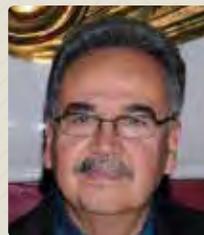
STEPHANIE BOUQUET

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



ROSEANNE FISCHER

RoseAnne has been in the healthcare field both as a Clinical Laboratory Scientist and as a Sales Manager. Traveling, living and eating healthy are important to her, so the benefits of olive oil align with her values. She and her husband, Butch, have an apartment in Tuscany where olive groves are everywhere. Olive oil is integral to the Italian culture and they wanted to be part of this way of life. RoseAnne became an Olive Oil Sommelier as of October 2017. She wants to share her knowledge with others and continue learning.



SABINO LOPEZ

Lopez, who was born in Ameca, Mexico, has been with CCA since it was founded in 1990. He is a former farmworker with an extensive background in community involvement. He worked as a fieldworker and irrigator in Salinas Valley as well as a crew leader and field representative to approximately 2,000 workers on behalf of the United Farm Workers of America. He also worked for the California Rural Legal Assistance, the California Rural Legal Assistance Foundation, and as a field representative for the Service Employees International Union in San Diego.



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.



VAL KING

Val is a California native with a background in industrial computers and electronic design and repair. He manages product support for Quinn Power Systems in Salinas where his customers benefit with better uptime and lower cost of NG/LPG irrigation engines, farm and emergency power. Val volunteers with Hartnell College Ag Tech Summit, the Salinas Basin Ag Water Association and is Monterey County's District 4 Agriculture Advisory Commissioner. A resident of Monterey County, his hobbies are vegetable growing, vacuum tube electronics and experimenting with water monitoring sensors. He's always open to conversation—reach out via [linkedin.com/in/vwking3](https://www.linkedin.com/in/vwking3).



TONY BAKER

Tony Baker has been the Executive Chef at Montrieo Bistro in Monterey for 17 years and is Founder and CEO of Baker's Bacon. Baker began his career in England, after graduating from culinary school in 1989, he worked in several acclaimed restaurants before moving to the U.S in 1994. A celebrated chef and local radio and television personality, Baker has appeared on numerous television shows and contributes his talents for local causes and community events. His commitment to sustainable ingredients and local growers has earned him acclaim on a national level.



MELISSA KENDRICK

Melissa Kendrick, Executive Director of Food Bank for Monterey County, has more than twenty years’ of experience in both the nonprofit and the for profit arena. Before joining the Food Bank for Monterey County, Kendrick was engaged with numerous nonprofit organizations and international corporations. Her leadership in the community has been instrumental in securing funding for several significant programs. Professionally and personally, she has made a lifelong commitment to eliminate hunger both domestic and abroad. She has an MBA in International Business and is a highly skilled communicator. She has received the 2014 Human Services Award, 2015 ACF Humanitarian Award, and 2016 Business Excellence Award from the Monterey Peninsula C.O.C.



PAUL FARMER

Paul Farmer has been the CEO of the Salinas Valley Chamber of Commerce since 2012. Fluent in Spanish and Portuguese, he has traveled extensively and enjoys leading international vacation trips on behalf of the Chamber. Paul has worked in high-tech in Silicon Valley and has founded a couple of local small businesses. He is an energetic volunteer, active Rotarian and the graduate of several leadership programs.

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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Ag Against Hunger

By Jessica Harris Handley



For almost 25 years, Ag Against Hunger has been providing access to the agricultural bounty of Monterey, Santa Cruz and San Benito counties. They have partnered with local growers, shippers and processors to channel fresh, healthy surplus produce to food banks and schools in our communities and across the West Coast.

Ag Against Hunger was born out of the simple idea. In the late 1980's, Tim Driscoll, then of Driscoll's strawberries, was a fellow in the California Ag Leadership Program visiting a Texas organization delivering food to shut-ins and people unable to leave their homes easily. As he has recollected to us over the years, he entered the modest home of a woman who was unable to leave her dwelling, which was fairly dark except for a single window with a fragrant rose bush. She told him that her two favorite things in this life were gazing at that rose bush and having weekly visitors to talk with while bringing her fresh food. Tim knew if this could be done in Texas, it could be done with

the Central Coast's bounty as well. He came home with an idea, and Jess Brown, of the Santa Cruz County Farm Bureau, and Willy Elliott-McCrea, Executive Director of Second Harvest Food Bank of Santa Cruz County,

Ag Against Hunger has grown to encompass multiple programs and partnerships to continually achieve their mission by connecting the agricultural community with the hungry.

quickly brought it to fruition by creating Food Organizations Organizing and Distributing Crops (F.O.O.D. Crops). The early organization was part of the Second Harvest Food Bank, but came to be its own organization, changing its name to Ag Against Hunger.

In the organization's first year, the founders' goal was to collect and distribute 250,000 pounds of produce to the food banks. At the

end of the first year, they had collected and distributed 400,000 pounds of excess produce, almost twice their original goal. Since then, Ag Against Hunger has grown to encompass multiple programs and partnerships to continually achieve their mission by connecting the agricultural community with the hungry.

Since the early 1990s, Ag Against Hunger has channeled millions pounds of produce each year to food banks from Monterey, Santa Cruz and San Benito county, all the way to Colorado and Texas through the Harvest Program. When the program started, there was limited infrastructure to manage the storage of fresh produce, but in time, and with USDA recommendations that continued to



encourage more consumption, the food banks came to find fresh produce to be an excellent way to meet their nutrition standards, and infrastructure was built to accommodate the cold storage needs.

The donated produce can be anything from packaged salads to bok choy to strawberries, cherries and artichokes. The Harvest program partnership allows for Food Banks to access fresh produce year-round by tapping into the resources of Salinas Valley agriculture, to better serve those in need. The produce distributed helps supplement many of the

food distribution programs that Food Banks already have and gives their constituents access to fresh produce year round.

Throughout the summer, Ag Against Hunger works with local growers to host gleanings across Monterey, Santa Cruz and

Ag Against Hunger is proof that a good idea, when carried forward by a dedicated community, can change lives.

San Benito counties. Gleanings help local volunteers appreciate agriculture by giving them a forum to harvest produce that is left behind after grower-shippers have completed their harvest activities. Gleanings are a

great activity for groups such as churches, high schools, scouting organizations and more. They instill appreciation for what the agricultural community does on a daily basis.

Community partnerships with food banks and other organizations keep Ag against Hunger going strong. Throughout the year, Ag Against Hunger partners with many different organizations to raise funds and awareness. Each year during Big Week, Ag Against Hunger partners with the California Rodeo to present "Fight Hunger Night." The program has grown to include a mascot race, and grower-shippers throughout the valley compete for the "Fastest Mascot" bragging rights. The organization has also partnered with former San Francisco Giants outfielder, Aaron Hill to put on baseball clinics, as well as Carmel High School for their "Empty

Bowls" fundraiser, where ceramics students create bowls that the community then purchases.

Ag Against Hunger is proof that a good idea, when carried forward by a dedicated community, can change lives. For every \$1 donated, more than 25 pounds of fresh produce can be distributed to partner food banks and schools, who in turn, can serve more than an estimated 125 people. To join in Ag Against Hunger's fight to alleviate hunger and provide access to fresh and delicious fruits and vegetables to those who need it the most, please visit the organization's web page at www.AgAgainstHunger.org. **CG**

Below: Produce Mascot Race during the California Rodeo Salinas. Photo courtesy of Marc Weisberg (marcweisberg.com)



CCA Promotoras Program

By Sabino Lopez, Interim Executive Director



Literally defined, “promotoras” simply means “promoters.” They have also been called camp health aides, colonia health workers, lay health advisors, outreach workers, community health representatives, indigenous or village health workers, and non-traditional health workers.

Our volunteer health promoters are one of the most significant pillars of Center for Community Advocacy (CCA) in its efforts to provide education, orientation and health support to farmworkers and other low-income working families who want to establish committees that work to educate and improve health conditions in their neighborhoods in Salinas and Pajaro Valley.

After being trained by CCA trainers and health service providers, these promotoras comunitarias deliver preventative health information/interventions in the areas of chronic diseases, behavioral health and youth violence prevention to their peers.

The majority of CCA-trained volunteer promotoras are also mothers. They dream of providing a better future for their children. They dream of helping to create healthy, safe and strong neighborhoods.

As trained promotoras, these farmworker women educate their neighbors on ways to improve their health and prevent disease

As trained promotoras, these farmworker women educate their neighbors on ways to improve their health and prevent disease and illness.

and illness. For many farmworker families, promotoras may be their only source of health information. This may mean the difference between preventive care and diagnosis of a preventable chronic disease.

According to American Public Health Association’s Community Health Worker Section, a community health worker “is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

CCA’s mission is to train farmworkers to form and lead community based committees to advocate for improved housing and health conditions.

“A community health worker also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy,” it concluded.

Because of CCA’s promotoras comunitarias, each year:

- Hundreds of farmworker families and other low-income families learn and teach about simple and healthier ways to eat and cook.
- Hundreds of farmworker families and other low-income families learn and teach about ways to increase their physical fitness.
- Hundreds of farmworker families and other low-income families learn and teach about how to prevent, detect and make referrals to proper health providers.

In addition to helping farmworkers improve their health, promotoras,



because of their leadership positions in their communities, help build a stronger relationship between parents and their children to help families reduce stress and depression.

CCA was incorporated in 1989 and began providing services in 1990. CCA's mission is to train farmworkers to form and lead community based committees to advocate for improved housing and health conditions.

CCA's vision is a community where farmworkers are empowered to serve as leaders and where community decision makers seek the counsel of these farmworker leaders.

Every year, CCA sponsors a Mother's Day Promotoras Campaign to help raise funds to honor and support the women who head CCA's neighborhood housing and health committees.

"CCA is able to 'help farmworkers help themselves' because of the generous support of our local community, foundations and private donors," said Sabino Lopez, Executive Director of CCA. "Let's make this Mother's Day a day to recognize mothers as exceptional and exemplary leaders, a day to give back to

those who are always helping others. Our goal this year is to raise \$50,000 for these courageous and determined women."

To support or to get more information

on CCA's promotoras program, call CCA at (831) 753-2324 extension 15 or go to the website at cca-viva.org. 

SUPPORT

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Food Bank for Monterey County

By Melissa Kendrick, Executive Director



The Food Bank for Monterey County fed more than 100,000 Monterey County residents last year, half of them children, diverting more than four million pounds of food that would have otherwise gone to landfills.

The Food Bank is fighting hunger and poverty on a massive scale with one hand tied behind its back. The Food Bank is operating out of a dilapidated 50-year-old facility with a leaky roof and only 5,000 square feet of cold storage, well below what is needed to feed so many people every year.

That's about to change in June when the Food Bank moves into its new \$10 million, 50,000-square-foot facility, with a whopping 20,000 square feet of cold storage with 30 feet of clearance inside (the old facility only had six feet of clearance!).

Currently located at West Market Street, when the Food Bank moves into its new solar-powered facilities at 334 West Rossi St. in Salinas, it will be better able to serve the increasing number of hungry individuals and families on the Central Coast through its 140 partner agencies.

These agencies range from Dorothy's Kitchen, Meals on Wheels and Sun Street Centers to churches, service groups and other organizations that distribute food to those in need. The Food Bank supplies multiple distribution sites in the county, from Pajaro to San Ardo, Big Sur to Watsonville, Seaside to Salinas.

Not only will the increased capacity allow the Food Bank to divert millions of pounds of food, that would otherwise go to landfills, into the mouths of the thousands of hungry people in the county, it will do so much more efficiently and safely.

The new building is being built as if it were for one of the county's giant agricultural companies. The Food Bank will also adhere to all the food and safety standards established by AIB International as any food producer would.

Virtually every agriculture company on the Central Coast is involved with the Food Bank. That will go a long way to eradicating hunger in the county, which has the highest rate of hunger in the state. An article in the San Francisco Chronicle recently named Central California, the "Childhood Poverty Capital

of California." Not only that, but unhealthy eating habits caused by a lack of food and finances to buy healthy food can lead to diseases such as Type 2 diabetes, causing more strain on the county's healthcare infrastructure.

The Food Bank believes that local ag companies are the solution to the problem of hunger in the county both because of the vast amount of produce it creates and its financial resources.

Even though the more than 100,000 people in the county who count on the Food Bank live in the incredibly productive "Salad Bowl of America," the high cost of living in the area exacerbates their problems. Most of the people who line up to get food through the Food Bank are working people, veterans, students and others trying to make ends meet.

In addition to its three large-scale food Emergency Food Assistance Program (E.F.A.P.), Agency Clearinghouse Program, and the Family Market Program, Food Bank programs growing and expanding include a Senior Produce Market, Youth Family Market, Farmworker Mobile Produce Pantry, Breast Cancer Patient Food Assistance Program, and Kids N.O.W. (Nutrition On Weekends). These programs address the needs and concerns of the County's most vulnerable residents — seniors, farmworkers and children.

With its expansive new facility, the support of the ag industry and its 140 partner agencies, the Food Bank may soon have the resources to take on the issues of hunger and poverty and create a healthier, happier and more productive population.

For more information on the Food Bank for Monterey County, call (831) 758-1523 or go to the website at www.foodbankformontereycounty.org. **CG**



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- Tom Reiser, Inns by the Sea

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All Olive Oils Are Not Created Equal

By RoseAnne Fischer



Olive oil is a mystery for many people. The news media has recently reported that many olive oils at supermarkets and grocery stores are labeled “extra virgin,” when indeed they are not. These stories report that some olive oils are being adulterated, which means that they are mixed with other lesser-quality oils in order to increase the oil’s yield and sell more product. Consumers are finding it hard to know who to believe and what to buy.

A quality olive oil producer in Italy told me, if you buy an Extra Virgin Olive Oil (EVOO) in the supermarket and pay less than \$10, you should be suspicious that you are not getting a quality olive oil.

One thing to check when you are buying EVOO is the label on the back of the bottle. You will see when the olives were harvested and what the best used-by date is. This information increases your chances of getting a premium olive oil. If you do not see that information, it’s an opportunity to wonder about the quality.

How do you use EVOO? Experiment with it. Use it on food you never thought about using it on. Cook your steak and chicken in it. Drizzle it on your steak and fish just before serving. Drizzle it on strong cheeses and, of course, use it on more common items such

The health benefits are many. EVOO contains many polyphenols, which are antioxidants, and oleocanthal, which is an anti-inflammatory.

as tomatoes and bread. The health benefits are many. EVOO contains many polyphenols, which are antioxidants, and oleocanthal, which is an anti-inflammatory.

Making extra virgin olive oil is an art as well as a science. Everything has to go right in order for the liquid gold to be called extra virgin. It boggles the mind to think of how many things can go wrong, but year after year,

many quality conscious producers make an excellent quality extra virgin olive oil.

Here is just an overview of the process, to show just how olive oil is made and why the premium EVOO is more expensive than most product lines you find in the supermarket.

It all starts with the olive itself. The producer has to determine when the olives are picked. When the fruit is green, they produce a fruity, intense oil, but a smaller yield. When the olives ripen, they produce a greater yield and a milder, more delicate oil.

The olives are collected by either mechanical means or by hand raking. Both methods create their own special qualities in the oil. The olives must not touch the ground, so nets are placed on the ground to help protect them.

Next is getting the olives quickly to the processing mill. To ensure freshness, the mills that produce high quality EVOO start processing the olives within one to three hours of harvesting.

The next step is cleaning the olives. This happens in two steps: 1) The leaves and other small branches and stones are removed and 2) The olives are washed in water to make sure dust and soil are removed.

Now, the olives are ready for pitting and milling. What does that mean? It means that the olives are smashed into a paste. This paste contains all parts of the olive and the oil can then be extracted from the olive.

Once the paste is formed, it goes through a process called malaxation. This is where all of the chemical and physical transformations occur. Temperature is critical at this step. The end result of the malaxation step is to make the separation of the pulp from the oil easier in the next step, centrifugation.

Centrifugation is where the paste is



separated into solids, water and the precious oil. The oil produced is approximately 10 to 20 percent of the weight of the paste. That's not very much! It takes a large quantity of olives to make olive oil.

Once the oil is procured, it goes through a filtering process to ensure that there are no particles left that can be detrimental to the oil while in storage and in your bottle. But the oil, which is made before filtration, is a special treat.

In Italy, when this first oil is produced, it is called the "new oil" — "olio nuovo." For a month after harvest, between October and November, people flock to their favorite olive oil mill and purchase the oil before it is filtered. The shelf life for unfiltered oil is about one month. Drizzle this oil on fresh bread with a dash of salt and you won't believe how delicious it is. After school, the kids go to their local market and for 1 Euro, they get a piece of bread with olio nuovo and salt, which makes them so happy. This happens only once a year and it's a special treat that both young and old enjoy.

Once you get your EVOO home, it's important to store your olive oil in a dark container and a cool environment, 59-63 degrees Fahrenheit. Most premium EVOO will have their oil in a dark bottle. Light, heat

and oxygen will break down your oil and, over time, will cause your oil to become rancid.

Rancidity comes from oxidation. This can be caused by improper storage conditions or during the bottling process. High-quality premium oils are bottled in the absence of oxygen. Harmless gases such as nitrogen, carbon dioxide and/or argon are used to create the perfect environment to bottle extra virgin olive oil and maintain its integrity.

The good news is that rancid olive oil may not harm you in the short term, but it does contain free radicals that may cause cancer and other illnesses over time.

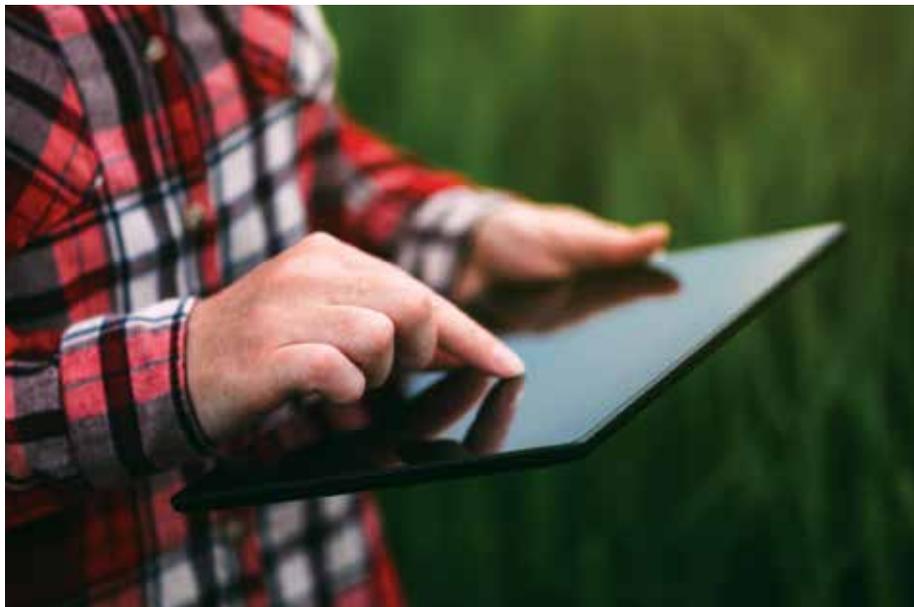
You should make sure your olive oil is fresh, stored appropriately, and is indeed extra virgin. The high polyphenol antioxidant properties of extra virgin olive oil actually helps to keep your olive oil fresh and helps your body's ability to remove free radicals. Don't leave your olive oil in the cupboard, use and eat your olive oil while fresh — it's delicious and so good for you! **CG**

The high polyphenol antioxidant properties of extra virgin olive oil actually helps to keep your olive oil fresh and helps your body's ability to remove free radicals.



An Ag Tech Primer

By Val King, Quinn Power Systems



Agricultural technology (Ag Tech) is playing an increasingly important role in our industry. From irrigation management and tillage reduction to labor-saving robotic machines and food safety, Ag Tech is rapidly changing many aspects of agriculture. Whether you are ready to embrace it now or see that as a future project, it's important to begin learning about Ag Tech now. That starts with understanding basic information technology (IT) terms and concepts.

AG TECH BASICS

Every grower brings a different background into the Ag Tech discussion. Common understanding of basic concepts enables productive conversations about how to participate in this important technology transition. Below are some important ideas and language you should be familiar with.

THE BIG PICTURE

Internet of Things (IoT)

"The Internet of Things" may sound

complicated, but it's just a lot of tiny computers dedicated to simple repetitive tasks like measurement and data collection. Thirty years ago, mainframe computers via expensive dedicated networks provided applications and data. As the information super highway evolved, you still needed a large desktop computer in order to connect to the internet (world-wide-web). Today, not only can you surf the web from your smartphone, there are even smaller devices like smart watches that have wireless connectivity and can share data instantly. Easy set-up consumer examples include your Amazon Echo and Fitbit and even sensors in your freezer that can warn of an impending ice cream shortage.

Simple off-the-shelf IoT devices handle the compute and connectivity portion of Ag Tech. Inexpensive sensors can gather and transmit a wide range of information. This technology delivers new tools to measure and manage inputs, soil/plant health and food safety to name a few. Sensors no bigger than a postage stamp (and often smaller) can report temperature of harvested product as it

moves from the field and easily identify loads that deviate from temperature standards. The development of this "Internet of Things" is one of the biggest forces behind the rapid growth of Ag Tech.

Like cell phones and other modern devices, IoT computers are a fraction of the size of a desktop computer, which is roughly 720 cubic inches and requires a display and input devices like keyboard and mouse. Plus, these scaled-down devices are often powered by long-life battery or solar panel the size of your hand. Tiny IoT computers and sensors hardened for agribusiness are becoming cheap and routine.

Common understanding of basic concepts enables productive conversations about how to participate in this important technology transition.

THE CLOUD

"Cloud" is a simple way to think about the millions upon millions of internet connections, computers, hard drives, routers, wires and more! We are only concerned with access to the cloud in terms of security, connectivity, applications and other cloud services. The term takes a complex system and makes it easier to visualize and talk about.

Not only can you store data "in the cloud," you can also run software programs that reside there. This means that large data and program files don't have to "live" on your computer. Your laptop, phone or IoT device is just the tool for reaching them. If you are familiar with Apple's music storage capability, you know that songs can reside on your hard drive or on your slice of iCloud.

With varied geography and remote growing locations or vineyards in coastal agriculture, we need to consider connectivity limitations when considering a cloud service. WiFi, cellular (3G/4G) and GPS connections require base stations or “repeaters” behind hills and areas of limited cell phone coverage. A grower or company with the available resources to put that infrastructure in place could increase their business and get ahead of the competition with large area ag networks.

Other important considerations when choosing a cloud provider are security and scalability. Will your data be secure and what levels of access will you have? Will the company be able to grow your cloud network with your business? Can they provide access across state lines for growers in multiple locations? What other services do they offer (video storage or proprietary applications)?

THE DETAILS

If the IoT and the cloud are the foundation of Ag Tech, the “bricks” they are built from are no less important. Some of these include:

Sensors. These small devices routinely

measure environmental conditions and have become affordable for soil tension, water quality, irrigation nutrients and even plant health (think FitBit for a vine). Sensors have roles in irrigation valve control and tillage as well. Proximity sensors and accelerometers continue to decline in price and size. These are key components for labor saving thinning and harvest robots. Optical sensors can differentiate between weeds and healthy plants.

Learn what's involved in collecting data from a small block to lay the groundwork for successful outcomes.

Connectivity. This term is about a device's ability to interact with another device, a network of devices or the internet at large. Connectivity may be wired, like an internet cable or a telephone modem connection. It can also be wireless, as demonstrated by your smartphone (cellular 3G/4G), home internet (WiFi) or even your TV remote control.

User interface. This is the area on a device where you interact with it. That might be a monitor and keyboard, a touchscreen that serves as both or a voice interface. Most IoT devices for agriculture require no user interface. Once set-up, they perform simple data gathering and reporting without intervention.

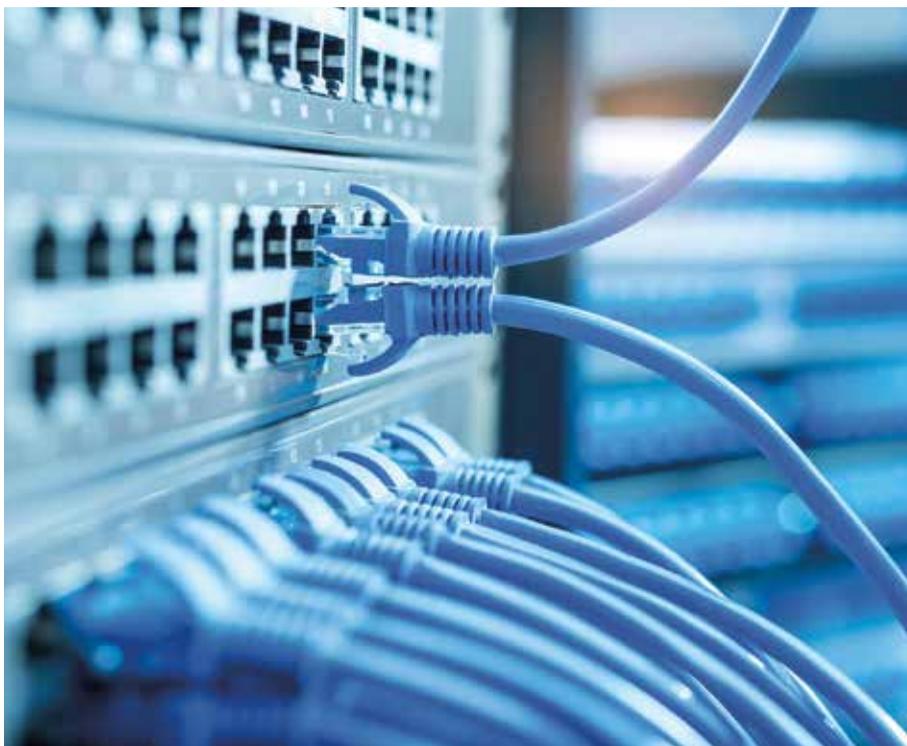
GPS. Global positioning satellite technology allows users to pinpoint the exact location and movement of a particular electronic device. The device relies on a communications satellite in Earth's orbit to inform a device of location. Years ago, agriculture quickly adopted GPS to set a straight line for bed shaping and to reduce overlap (fuel/labor) with each pass of tilling. Today's GPS tractor steering has sub-inch accuracy! It is also widely used in land surveying and leveling. This location capability has made its way into our phones and cars with a multitude of applications.

Plug and play. This term is one that many people know from the components of their computer or gaming system like printers or monitors. Just plug in a new device and it works without any further input from you. However, while some Ag Tech devices are plug and play, a grower specific initiative may require outside help.

Machine vision and artificial intelligence. Machine vision is common in automotive welding robots and other industries. In agriculture, vision technology

In-house expertise at the management and maintenance level become urgent.

has evolved to detect nuances of plant color, shape and size. A lettuce-thinning robot uses a vision system to detect the least viable seedling to thin... very fast! How can a picking robot know that an object is a strawberry under the canopy of leaves or



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if it's ripe? Artificial intelligence or machine learning is the ability make adjustments based on the results of previous decisions. Additional sensors measure results and the computer tasked with continuous improvement.

AG TECH TAKEAWAYS

If you wonder about some aspect or expense of your operation, there is likely a gadget that can measure it. These gadgets can be used as part of a system to collect data that reveal paths to improved business performance.

Your maintenance capabilities and venter relationships will evolve. Tooling and expertise in sensors, electromechanical components, optics, pneumatics, electronic control/cabling and robotics become a competitive advantage. Expect an increasing software and IT burden. In-house expertise at the management and maintenance level become urgent.

So how should a grower who is new to Ag Tech proceed? The key is to start soon, but start simple. You don't have to immediately begin monitoring hundreds of acres. Learn what's involved in collecting data from a small block to lay the groundwork for successful outcomes. Acquire knowledge and plan initiatives that support your practices. Identify targets for labor and input savings.

The future integration of tech into agriculture is inevitable and growers should embrace it early to differentiate themselves and gain a competitive advantage. Are you ready to put Ag Tech to work for you? ☞

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Sharing a healthy future



Partners For Peace

By Anna Russell



What is the key to fostering strong families and communities in Salinas?

Parents!

Parents today are faced with many challenges that are often difficult to overcome alone. Chief among them are the ever-increasing media channels exerting influence over their children. But, fortunately, both research and common sense tells us that of all the things that influence a child's growth and development, the most critical is reliable, responsive and sensitive parenting. So why can't all parents provide this? It often comes down to a lack of adequate support and resources.

Partners for Peace, incorporated in 1995 in Salinas as a 501(c)(3), seeks to address this gap in support to "build strong families for a peaceful community." Partners for Peace is a one stop shop for strengthening families in your community, offering a range of parent and family education classes aimed at both prevention and intervention.

THE PARENT PROJECT

One key challenge for parents is keeping work and family life separate. The stress and worry at home often affects work performance and stress in the office can lead to tension in the family. But, when parents have the tools and confidence to deal with their children, it can reduce stress and absenteeism. In addition, the communication skills learned in the classes can be applied to workplace conflicts and even boost performance.

"One of three exemplary community police programs in the state."

- California State Attorney Generals' Office of Prevention

A graduate of three of Partners for Peace programs, the Parent Project®, Strengthening Families Program, and Loving Solutions®,

Margarita has seen a clear difference in herself and her children. "We tend to raise our children the way we were raised, but that is not always the best way," explained Margarita. "My mom screamed and yelled at us and sometimes hit us, so I thought that was the way to handle my kids. I learned there are better ways for my sanity and for my children's future ... I learned to deal with challenging moments and how to monitor technology kids use today — something I knew nothing about."

Margarita benefitted so much from the program that she decided to take the 40-hour training to become an instructor for Parent Project. Margarita explained that another parent recently observed her handling her five-year-old acting out. The other mother complimented her for staying so calm. Margarita said, "No one has ever called me calm! These tools I learned really work. I have noticed the difference in myself and so have my kids." Margarita is now a new Parent Project facilitator and co-teaching her first class. (View the full interview with Margarita at www.Partners4Peace.org).

STRENGTHENING FAMILIES PROGRAM

Another program lead by Partners for Peace is the "Strengthening Families Program" (SFP). The eight-week Strengthening Families Program is designed for parents and youth (10-16), to prevent substance abuse in youth by building their skills and giving parents more tools to help their children become responsible young adults. In addition, this family skills program is designed to enhance school success, family connectedness and reduce aggression in youth.

Thousands of families across the United States and over 20 countries have already benefited from this award-winning

program. Over 6,000 parents and youth have participated in the program since its inception in Monterey County in 2005. The project was named the number one prevention program out of 6,000 for long-term effects on substance use and misuse by The World Health Organization.

One of the most poignant moments in the class is week six when parents write their youth a letter about their hopes and dreams for them and how drugs and alcohol would interfere with their future. Parents read the letter aloud to their child during the family segment. Many tears and hugs follow the readings.

Fun is a key element of bonding and stress reduction. Through this program families engage weekly in fun activities together. One family entered the class annoyed that they were required to take the class to get their son back into school after being truant and then expelled. However, after three classes, they came in teasing each other, and began to really enjoy spending time together.

Little by little, this same family started talking, developing clear rules and, most importantly, listening to each other. Eight months later, their son Antonio saw one of the instructors and told her he was about to graduate high school and start a program to become a firefighter. When asked what helped him make so much progress, Antonio explained, "When my mother and dad stopped yelling and screaming at me and held me accountable, I figured I was ruining my own life. Before I would do something, they'd scream at me and then I'd leave for days. Now we talk more, have fun as a family and I know the consequences if I screw up."

LOVING SOLUTIONS – CONCRETE SOLUTIONS FOR TOUGH KIDS

We all have seen that six-year-old in the store throwing a temper tantrum because mom said "no" to a request. Temper tantrums are typical for younger children, but not for six-year-olds. All too often because the mother is so

embarrassed, the mother gives in to appease the child, only to reinforce the behavior. Loving Solutions is a parent-training program run by Partners for Peace, which is designed specifically for parents raising difficult younger children, ages five-10.

Also known as the "Parent Project@, Jr.," this 10-week class helps give parents the tools and support they need to make a change at home and prevent more challenging behaviors in the teen years. Parents learn how to avoid arguing with their children, improve school performance and stop unwanted behaviors. A section

"Before this class, I felt hopeless in helping my teen, and now, because of this course, I feel very confident I can handle situations effectively and am hopeful for the future of our family."

-Margaret, a graduate of Parent Project

on children diagnosed with ADD/ADHD offers insights for parents to help children make better choices. One participant said, "I had taken several parenting classes to help me with my ADHD child. This class is most helpful because tools are specific. For example, telling my child I love him every day. The tools are helping bring about change in my son's behavior." Gillian Wadsworth, Licensed Clinical Social Worker, said, "This parenting course offers the ABC's of parenting young children: Appropriate, Brief and Consistent techniques lead to 'D' and 'E' – Delightful and Effective parenting!"

PARENT PROJECT® - CHANGING DESTRUCTIVE ADOLESCENT BEHAVIOR

During the Parent Project® 10-week program, parents/caregivers learn key tools and the importance of saying "I love you"

every day and learning to really listen to their teens. Another participant, a dad who had just been released from prison after being away for five years, wanted to reconnect with his 16-year-old daughter and tried to jump in and tell her what to do. The daughter rebuffed him. In class, he learned strategies to reconnect first. After three weeks of daily texts or phone calls just to say he loved her, she agreed to take a ride to Santa Cruz. Halfway there the dad said he almost drove off the road when his daughter said, "I want to get to know you again dad, I think I love you." The dad's patience worked and slowly he used other tools and began to have a positive influence on his daughter's life.

PARENTS ARE THE ANSWER. WILL YOU SUPPORT THEM?

100 percent of the parents who complete Loving Solutions®, Parent Project® or Strengthening Families Program say they would recommend the class to other parents. If you know a parent who would benefit from new tools and support for parenting, or if you would like to support Partners For Peace with a donation or classroom space, please call (831) 754-3888, email info@partners4peace.org or visit the website Partners4Peace.org. **CE**

Sustainable Pig Farming

By Tony Baker, Executive Chef, Montrio Bistro, Founder, Baker's Bacon



Sustainable, free-range, cage-free, crate-free, organic, artisanal, pasture-raised, rotationally grazed, antibiotic-free, grass-fed, and hormone-free—these have all become familiar terms to today's food consumer.

Many diners can now astutely question their server at a restaurant whether the fish was sustainably caught or whether their beef was grass-fed and hormone-free. Even shoppers are getting more discerning, reading labels more carefully, asking questions and demanding healthier, more humanely and sustainably grown produce, seafood and meats.

Groceries and specialty markets such as Whole Foods have gotten wise, offering more and more products that hew to the ethos of sustainability—a collaborative food system that takes into account and enhances a community's well-being by using principles that further the ecological, social and economic values of a community and a region. Food systems are comprised

of all aspects of food production, from how it is grown or raised to how it is harvested or slaughtered and the way it is processed, packaged and delivered.

The reason for this awakening is threefold: awareness, education and cost. Awareness that there is a better way to produce healthier food and eat it; getting educated on

If consumers are concerned about the well being of the pigs and how they're raised and processed, without chemicals and additives, they will be willing to pay the premium and get a better and more flavorful product.

sustainable foods and methods; and lowered costs due to more and more farmers and ranchers adhering to healthier and more sustainable practices.

Diners and shoppers have been well acquainted in the past decade or more with healthier (free-range, hormone-free) chicken, turkey and beef, yet pork has been playing a game of catch-up. While farmers have long understood the importance of sustainable pig farming, the consumer has been relatively slow to exhibit the same fervor as healthier beef and chicken advocates.

But that has been changing in the past few years, as more farmers adopt stricter standards of producing and processing pork, more restaurants offer sustainable pork dishes on their menus, and there's more awareness on the part of consumers.

At Montrio Bistro in Monterey and with Baker's Bacon, we only serve humanely raised, high-quality pork and we go by the minimum standards established by the Global Animal Partnership (GAP). GAP is an independent, nonprofit organization made up of farmers, scientists, retailers, manufacturers, and animal advocates, all collaborating with a common purpose: improving farm animal welfare.

Since farms and ranches vary widely depending where they are, GAP has set up a five-step program, instead of a one-size-fits-all model, which allows pigs room to grow and changes how animals are raised through each step. In addition, GAP uses independent companies to audit farms every 15 months.

Through this program, producers and consumers can support a program that continuously improves the lives of farm animals on a step-by-step basis.

For pigs, the five steps (and a "bonus" step) include:

STEP 1: Cages, stalls, and crates are prohibited, as is tail docking. There is bedding in all housing.

STEP 2: Enrichments to encourage foraging behavior are provided. The minimum weaning age is 35 days.

STEP 3: Pigs have continuous outdoor access during daylight hours.

STEP 4: Pigs have continuous access to foraging areas or pasture, and unrestricted access to wallows on pasture.

STEP 5: Litters of piglets stay together. All physical alterations, including castration, are prohibited.

STEP 5+: Transportation is prohibited.

By following these standards, pork producers can get a pig that was not only raised humanely, but, and this is the bottom line, tastes much better than so-called “factory pigs.” The bacon, for example, that comes from factory farms can be pumped full of hormones, additives, and chemicals. It’s all smoke and mirrors, even if the label says “natural” or “organic” or “uncured,” mass market bacon will have additives, water and celery powder (instead of nitrites to “cure” bacon) added to it.

Baker’s Bacon, for example, uses a process developed in 2011 with longtime smoke master and bacon expert Steven Sacks at Prime Smoked Meats, Oakland, California. It is dry cured from meat from Hampshire, Duroc and Berkshire pigs, has no additives or added liquids, which results in a meatier, more natural and tastier bacon than the versions you may find in your grocer’s cold case.

The price point may be higher, but so is organic produce, free-range chicken and humanely raised and hormone-free beef, to name a few. If consumers are concerned about the well being of the pigs and how they’re raised and processed, without chemicals and additives, they will be willing to pay the premium and get a better and more flavorful product. And, in the long run, have a positive impact on the environment. It’s a win-win for the consumer as well as the rest of world. **CG**



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What's Beyond the 401(k) Plan?

By Bill Hastie



For most Americans, the 401(k) plan serves as their primary retirement savings vehicle. The benefits are many—employees can make tax deferred contributions to the plan, employers can add matching or profit sharing contributions to the plan and all plan assets are invested among a wide array of investment options. At retirement, one's plan assets are typically rolled over to an IRA and retirement income is withdrawn from there.

Some employers may ask if there is a way to save more towards their retirement than is allowed in the 401(k) plan. The answer is yes, there may be. The Cash Balance plan can provide a way for certain employers to contribute much larger sums of money towards their retirement. Although the first Cash Balance plan was established by Bank of America in 1985, it was the 2006 Pension Protection Act that clarified IRS approval of these plans. Perhaps the most significant reason why Cash Balance plans are not very well known is due to their complexity. Very specific participant coverage and non-discrimination rules make the design of each Cash Balance plan unique to each plan sponsor.

For business owners who want to compress 20 years of retirement savings into 10 years, or who may be in a position to make significant contributions, the most commonly occurring structure is to simply add a Cash Balance plan to an existing 401(k) plan. In combination, the annual maximum contribution limits are impressive. Let's use a 60-year old

The Cash Balance plan can provide a way for certain employers to contribute much larger sums of money towards their retirement.

business owner for our example. For 2018, the maximum that can be contributed to their 401(k) plan (known as the "Section 415 limit") is \$61,000—that is the overall total of all elective deferrals, matching and profit sharing contributions. Assuming the required contributions have been made for eligible employees (employers can anticipate making contributions of 5 - 7.5 percent of pay), our 60-year old business owner can contribute up to \$254,000 to the Cash Balance plan – for a

total retirement savings contribution in 2018 of \$315,000. In the 37 percent income tax bracket, that equates to a potential tax savings of \$116,500.

So how does this plan work? As noted above, the Cash Balance plan is a true hybrid of a defined contribution and a defined benefit plan. Similar to a defined contribution plan, each participant in a Cash Balance plan has an individual account balance for which they receive an annual account statement. This balance may be transferred to another qualified retirement plan if employment is terminated. Unlike a defined contribution plan, however, the amount added annually to each participants' account (as "return") is not dependent on investment return, rather is a stated amount in the plan document, known as the "interest crediting rate" (ICR). Historically, the ICR has been tied to the 30-year Treasury as defined annually by the IRS, which has been 3 - 4 percent in recent years. Final regulations issued by the IRS in September 2014 gave plan sponsors a compliance "roadmap" and greater investment flexibility, including the options to use fixed ICRs up to 6 percent and to include multiple investment options within the same Cash

Balance plan. Since Cash Balance plans have a stated ICR, actual returns in excess of the ICR can over-fund the plan, while returns less than the ICR can under-fund the plan. In addition to using an actual return rate option, some Cash Balance plans are designed with up to three different investment portfolios, typically each pertaining to different age groups.

Investment management for Cash Balance plans is entirely different than investing 401(k) plan assets. In a 401(k), each participant directs how they want their assets to be invested among the options available in the plan, and those assets are invested accordingly. The trustee of a 401(k) plan, or an ERISA 3(38) Investment Manager if hired by the trustee, determines what investments will be made available to the plan participants for investing their own assets in the plan. The trustee of a 401(k) plan typically does not determine specifically how to invest each participant's plan assets. In a Cash Balance

plan, all plan assets are pooled and invested at the direction of the plan trustee. While 401(k) plan participants can take a longer time horizon into consideration when managing their assets, Cash Balance plan assets are

The consulting process for designing a Cash Balance plan begins with understanding the plan sponsor's primary goals for implementing the plan.

"marked to market" at the end of every year. This gives Cash Balance assets a one-year time horizon. Consistency in investment returns is of paramount importance, and as such, creates a particular challenge managing Cash Balance plan assets in volatile investment markets.

The consulting process for designing a Cash Balance plan begins with understanding the

plan sponsor's primary goals for implementing the plan. While an initial design can be "penciled out" with all goals in mind, the final design is determined when an actuary calculates allowable contributions taking into consideration plan coverage requirements, non-discrimination testing and required contributions for non-highly compensated employees. If plan efficiency, that is the amount of the employer contributions going to the owners/principals, is sufficient, then it may be a feasible plan. In many cases when the employer contributes 5 - 7.5 percent of annual pay to the employees, plan efficiency can reach 85 percent or more. Each plan must be designed and tested on an individual basis to determine its suitability for a given company and plan sponsor. **GG**



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Five Tips for Buying a Used Compact Tractor

By Mark Kreps



Growth. Diversification. Simply upgrading. Every grower has numerous reasons for adding equipment, and for those seeking to add more machines, yet are unable to swing the cost of purchasing brand new, used equipment continues to be a viable option.

Especially in the agriculture industry, the time to buy a used tractor has never been better. Most manufactures have seen double-digit increases in new tractor sales and most of those buyers have traded in their previous models. Additionally, because of the growth in this segment, more R&D is being invested into smaller tractors. Not only is this encouraging more new sales, the trade-in opportunity from those sales creates even more opportunity for buyers seeking newly traded, pre-owned machines.

This influx of available options is great for used tractor seekers. But, not all used machines—or sellers—are created equal, meaning there's even more pressure on the buyer to properly research, vet, and investigate a potential purchase. Whether a veteran buyer of used equipment or a first-timer, here are five tips to ensure your compact tractor ends up being a solid investment.

I. STARTING THE SEARCH

Newspaper classifieds, magazine ads, auction websites, even Craigslist—there are numerous avenues one can explore in the search for a used tractor.

Because we live in a digital world, online searches are highly recommended by experts. Not only are websites evolving to be more search-friendly so it's easy to seek out

exactly what's desired, they also offer the most up-to-date inventory selection. Dealers have developed websites to highlight used equipment inventory and provide an inside look at the history of the machine.

If not even to make a purchase, going online presents a great opportunity to research options. Most tractor manufacturers have informative comparison and research tools on their sites. Those who feel more comfortable purchasing a used tractor at a local dealership can go in with more confidence, having background on what they're looking for and what's out there in the market.

2. VETTING THE SOURCES

Just as seller reputation matters in the used car business, it's key in the used tractor business. Unfortunately, buying a used tractor isn't like

buying a used car where complete background details are available and easy to find, so a tractor buyer has to do a bit more digging. Whether a private seller, auction house, dealership, or other outlet, ask around, scour the web for online reviews, and do some research into the history of the seller. Look for red flags such as bad peer reviews, unethical business practices, even records of stolen equipment.

If choosing the route of a private seller, keep in mind his or her goal is to sell the tractor, regardless if the unit makes sense for the buyer or not. On the other hand, an equipment dealership typically has a large inventory and experts who can help a buyer determine which unit is the best fit. As a business, not only do dealerships have a vested interest in a happy, satisfied customer, building a relationship is also a great opportunity for the buyer to purchase parts and receive service on the machine down the road.

Of all the options, auctions, while abundant and typically offering a large inventory of tractors, also come with the biggest 'caveat emptor' warning. Companies that struggle to sell used tractors on their own often look to auctions as a last-ditch effort, so while the quantity is great, the quality often comes up short. There's also no recourse for buyers who end up with a tractor that has hidden problems.

3. TIMING IS EVERYTHING

The agriculture industry has seasonal factors that affect used tractor availability and price. Manufacturer programs typically begin near the end of March and run through June so that's the time dealerships see the most trade-in activity. Used seekers can also capitalize on end-of-season sales where attractive offers on new equipment means more trade-ins and more options.

A smart buyer will also stay up-to-date on what's happening in the industry overall as market trends often dictate the equipment market. Keep an eye on auction prices, new equipment sale prices, and other online used

equipment prices. Watching for low and high points, combined with a pulse on the industry, will help secure an ideally timed purchase.

4. MACHINE DETAILS

When the right make and model of tractor is found from a quality seller, it's a green light to buy, right? Not quite. A thorough investigation must be conducted on a used tractor prior to purchase.

First, ask to see a full evaluation, including hours, records of maintenance intervals, and complete history of the machine. Ask for detailed photos to be included, both general shots of the machine, and those that document major repairs and significant work done.

In addition to reviewing paperwork, do a visual walk-around inspection when possible. Signs of wear are normal but cracks and rust are concerning, and could lead to bigger problems in the future. Also, check for leaks and look for signs that maintenance has been neglected.

Most reputable sellers will allow a potential buyer to test out a machine. While operating, look for black, white, or blue smoke coming from the engine, listen for strange noises, feel for rough operation points, notice things that just don't feel right, and ensure overall functionality of the unit. It's also a good idea to bring along another expert, whether a veteran equipment operator, service technician, or anyone who has been around equipment enough to know key things to look for in a good machine, as well as deterrents.

In order to get the best value in buying used, it's commonly recommended to look for a tractor three years old or older. Experts generally agree that, at three years, the higher cost one would find with new equipment is no longer a factor. Growers can feel confident in quality after three years, too.

A warranty is still attached after three years, so if the seller is transferring the warranty, it's one more attractive benefit of the machine. Taking that a step further, some manufactures

are now offering five or even six-year warranties so even some older pre-owned tractors may still have warranty remaining.

5. POST-PURCHASE

The final tip for success with a used tractor purchase continues long after the machine has found its new home in a fleet. Just as with new equipment, ongoing maintenance and care is important to protect the investment and extend the life of a used tractor, and a little effort goes a long way.

At its most basic, a good preventative maintenance (PM) program can be boiled down to five key steps:

- Daily, visual inspection of the machine before starting, checking for red flags like cracks and leaks
- Daily check and refill of fluids
- Daily greasing of crucial points
- Regular check of the engine, including its air and fuel filters
- Regular documentation of maintenance activities, including significant work and repairs

In addition to regular PM, growers are advised to schedule a thorough service inspection every year with a local, trusted dealership.

NEW DOESN'T HAVE TO BE BRAND-NEW

Just because a tractor isn't shiny and brand-new doesn't mean it's not a worthwhile addition to your farm. With a little bit of homework, and effort to thoroughly inspect both a seller and machine, a used compact tractor can be a solid business investment.

For more information on buying quality used equipment, visit www.rdoequipment.com, or contact RDO Equipment Co. in Salinas or Watsonville. 

Community Foundation for Monterey County

By Dan Baldwin, President/CEO



THE POWER OF LOCAL PHILANTHROPY

One of the special aspects of the Community Foundation for Monterey County (CFMC) is a vantage point that allows us to gauge the level of charitable giving in Monterey County. It should come as no surprise that philanthropy is alive and well. Whether seismically retrofitting Mission San Antonio, responding to the Soberanes Fire and Pfeiffer Bridge closure, providing scholarships for first-generation college goers to attend Hartnell College, Monterey Peninsula College or CSU Monterey Bay or making a gift to Rancho Cielo's Ted Taylor Vocational Institute, donors in Monterey County have a history of coming up big.

A GENEROUS COMMUNITY

The CFMC is itself a barometer of local philanthropy. Founded in 1981, we are now comprised of more than 500 charitable funds and have total assets approaching \$270 million. More importantly, the CFMC granted close to \$17 million in 2017. Each year the Columbus Foundation (Ohio)

produces a report that lists the 100 largest community foundations in the US, as well as other data, including gifts per capita. CFMC was ranked 83rd, based on 2016 assets, and was ranked 31st nationally in gifts per capita for the geographic footprint it serves. How impressive is that? There are over 750 community foundations nationwide. Just using the CFMC as a guide, Monterey County is extremely generous.

Donors in Monterey County have a history of coming up big. It's about scholarships, programs and helping young people succeed.

PHILANTHROPY TAKES MANY FORMS

Monterey County's philanthropy takes many forms. I would love to bring my counterparts from across the country to King City Chamber's Big Event and see the

look on their face when someone buys a pie for \$5,000. Or to the Salinas Valley Fair and see a student's prize hog go for more than \$150,000. The live auction at Hartnell's Party in the Library becomes a competition of generosity as bidders buy trips, dinners and events. However, none of these are about pies, hogs and trips. They are about scholarships, programs and helping young people succeed.

The goal ... is to create a substantial, permanent source of charitable assets that will fuel grantmaking for generations.

GIVE WHERE YOU LIVE

The CFMC has a long history with Monterey County's agriculture community. From South County to North County, families and businesses have enlisted the CFMC as their philanthropic partner. Whether it is the establishment of corporate scholarship funds for employees and their children or working directly with families to help them achieve their philanthropic goals, these relationships have made communities stronger.

NEIGHBORS HELPING NEIGHBORS

In 2012 we began working with leaders in King City and points south to create a vehicle for local philanthropy. Out of this came the Southern Monterey County Foundation. To

Clockwise from top left: 1. David and Susan Gill. 2. Southern Monterey County Foundation Supporters (Photo by Richard Green). 3. Scholarship recipient Adriana Vieyra (l) and CFMC VP of Philanthropic Resources, Christine Dawson (Photo by Michael Troutman, DMT Imaging).

date they have raised/pledged more than \$250,000, and made grants of \$72,600 to projects that serve Southern Monterey County.

In 2016, we helped community leaders in North County create the same effort, and now there is the Northern Monterey County Foundation. They, too, have assets and pledges of more than \$250,000, and have quickly begun to make grants.

Both organizations, called affiliates, are overseen by an advisory board of local leaders. The goal for both is to create a substantial, permanent source of charitable assets that will fuel grantmaking for generations. The grants assist with the needs that are present in their part of the county. The CFMC's role is to facilitate their philanthropic drive and assist with grantmaking. Eventually, donors will name either the Northern or Southern Monterey County Foundation in their estate plan, allowing these funds to continually grow and create impact.

CELEBRATING PHILANTHROPY

Each October, at our Celebration of Philanthropy, we recognize an individual or family that has stood out because of their generosity or their leadership in the charitable sector. We present them with the "Distinguished Trustee Award." The list of awardees brings to mind the remarkable impact that can be achieved through giving of one's self or one's resources.



Monterey County would not be what it is today, nor would its future be so bright, without remarkable philanthropists and community-minded people like them.

In 2017, we recognized David and Susan Gill. Anyone who knows the Gills would not be surprised to learn they initially turned down the award, but when they learned that we would make a grant to organization(s) of their choice, they didn't want to miss an opportunity to support work that is important to them.

Our board chair read a long list of David and Susan's community projects. Two that stood out were David's work with the First Tee of Monterey County and Susan's leadership in raising funds for the seismic retrofitting of Mission San Antonio—two very different types of projects. One looks to the future, investing in children, our greatest resource. The other helps to preserve the past,

reminding us of the value of where we've been, so we have important context for where we're going.

Through the years, the agriculture community has been well represented through the Distinguished Trustee Award: Joanne Taylor Johnson, Bob and Sue Antle, Mike and Mary Orradre, Bob Nunes and now the Gills. Monterey County would not be what it is today, nor would its future be so bright, without remarkable philanthropists and community-minded people like them.

HERE FOR GOOD

The Community Foundation for Monterey County has become a critical organization for meeting needs today and building resources to meet needs in the future. Assets come to us because folks have a desire to reinvest—to make communities stronger, through philanthropy. We appreciate the trust that's been placed in us. Our motto is "Here for Good. We mean it!"

For more information please call (831) 375-9712 or visit www.cfmco.org **CG**



Valley Guild's Steinbeck House

By Burton Anderson, in Cooperation with the Monterey County Historical Society



John Steinbeck's birthplace and boyhood home is located at 132 Central Avenue in Salinas, California. It is a Queen Ann style Victorian, two-story house, built by Jack J. O'Conner in 1897. It has 15 rooms, built in what was then the most prestigious residential area in Salinas. Adolf and Almira Steinbeck, John's paternal grandparents, purchased the house in 1901. John was born in the house on February 27, 1902 in the master bedroom, which is now the reception room to the left of the entrance. John's parents, Ernst and Olive bought the house from his grandparents on June 18, 1908.

John's parents died in the mid 1930's. The Klute family purchased the house and lived there until 1953, after which it was purchased by the Diocese of Monterey in 1971. Pastor Monsignor Early, of Sacred Heart Parish, used the property as a Newman Club Center for Hartnell College students until 1973. The Diocese put the Steinbeck home up for sale for \$56,000 in early 1973.

In the fall of 1971, four Salinas Valley women, who shared a common interest in gourmet cooking, Betty Gheen, Barbara Buckingham, Jane Hansen, and Jeanne Pryor, envisioned opening a restaurant featuring the best Salinas Valley produce. These four women

were joined by Jacque Farr, Elizabeth Helfrich, Martha Sommer, and Barbara Bruhn, as the eight Charter Members of Valley Guild. They set about finding a suitable site to open a new luncheon restaurant in Salinas. While looking, the Steinbeck House came up for sale. Upon learning the house was available, the goal was set to preserve one of the most historic homes in Salinas, and to add to John Steinbeck's legacy. To launch their vision, they formed a 501(c)3 nonprofit corporation named, "Valley Guild", which was incorporated October 10, 1973.

Upon learning the house was available, the goal was set to preserve one of the most historic homes in Salinas, and to add to John Steinbeck's legacy.

Its Mission Statement is: "The specific and primary purpose of the Valley Guild is to maintain and preserve the John Steinbeck House and create new revenue for charities in the Salinas Valley."

The ladies had two months to raise the money to buy the property. They began a fundraising drive in the fall of 1973. At that point, the group had grown to 81 members. Members were able to raise \$80,000 in a mere 49 days. The grand opening of the restaurant was on February 27, 1974, exactly 72 years after the birth of John Steinbeck. The Best Cellar, in the basement of the House, opened a year later as a gift shop. Recipes, handmade aprons, cards, local crafts, books, and trinkets were sold to raise additional funds to help pay for needed upgrades to the House.

After the necessary licenses and permits

were obtained, Valley Guild began restoring the House. Authenticity was maintained except for the kitchen and serving areas, which were completely remodeled. Following the purchase, members went through the existing furnishings, keeping the pieces original to the House. Additional period furniture and memorabilia were acquired through donations from the Steinbeck family.

Upon completing the renovation, the plan was to staff the restaurant and Best Cellar with member-volunteers who would rotate their time as servers on a flexible schedule of three days per month. In addition, volunteers were asked to work in the kitchen, staff the gift shop and act as cashiers. Volunteer servers wear authentic Victorian dress. Current membership is about 98 women and 12 men, including the House Manager, David Bernardi, husband of ex-Valley Guild President Toni Bernardi.

The volunteers have contributed six cookbooks published by Valley Guild:

1. 1984 (10th Anniversary edition) Original Hardback
2. 1994 (20th Anniversary edition) Paperback
3. 1999 (25th Anniversary edition) Paperback
4. 2004 (30th Anniversary edition) Paperback
5. 2010 (36th Anniversary edition) Paperback
6. 2016 (most recent edition) Paperback

Valley Guild has three paid staff members: a chef, dishwasher and bookkeeper. All the money earned is used for maintenance and special requests submitted by local charities.

In past years, the Steinbeck House Restaurant has hosted guests from 68

Above: Valley Guild Steinbeck House (Photo courtesy of Steve Crouch). Right: Alice Anderson, President Valley Guild, 1989 to 1991.

countries and all 50 states. Guests comment about reading Steinbeck's works in their native languages and their efforts to visit his home and the National Steinbeck Center in Salinas.

Elaine Steinbeck, last wife of John, was a frequent diner at Valley Guild's Steinbeck Restaurant. In a letter she wrote to the House, a partial quote stated, "I feel the spirit of John beside me. He would love the ambience of the house, his boyhood home recreated by the devoted and talented women of the Valley Guild. He would like the company of his fellow Californians. And surely he would love the food upon the table."

The Steinbeck House is 121 years old and requires constant maintenance. Initially, the house was repainted in its original Victorian era colors. The main floor, supported by eight large posts was replaced with concrete bases. This repair took over a week, and the House was closed, reducing income. Eventually the



The Presidents of Valley Guild, in Order of Service:

Betty Gheen*, Bobbie Bruhn, Phyllis D'Arrigo, Jeanne Pryor, Martha Sommer, Jane Hansen Tschannel*, Pat Garlinger, Carol Bryggman Waddel, Nell Duckworth*, Adele O'Grady*, Marian Zuehike*, Alice Anderson*, Eve Mills*, Imajean Mikkelsen, Mary Lauritson, Yoshie Wong, Eleanor Royal, Vickie Jackson, Nancy Bowker, Peggy Grove, Susan Shaw, and Toni Bernardi, Leslie Earnest (current president).
** indicates deceased*

House had to be tented to eliminate termites for another costly shut down. The kitchen sewer was replaced five years ago. A major remodel to the kitchen was done eight years ago, reconfiguring the layout and replacing the equipment. The Valley Guild has spent about \$80,000 on renovations in the last eight years. Thankfully, the majority of the funds came from donations from local business.

The House is not handicap accessible. It's status as a National Historical Site exempts it from ADA compliance. Fortunately the Best Cellar is at ground level and is handicap accessible. When a lunch group needs handicap access, the servers will setup a table in the Best Cellar.

The Steinbeck House is open for lunch Tuesday through Saturday 11:30 A.M. to 2 P.M. The Best Cellar Gift Shop is open Tuesday through Saturday 11 A.M to 3 P.M. The Steinbeck House is open for dinner from 5:30 to 8 P.M. the first Friday of each month, corresponding with First Friday Art Walks in Salinas. Tea is served on the second Saturday of the month from February through December. Steinbeck House is available for private parties by reservation. Menus change weekly to take advantage of the seasonal produce, wines and other products of Monterey County.

I have a personal interest in the Steinbeck House. My aunt, Helena Tavernetti, was a

high school classmate of John Steinbeck. Her copy of the Salinas High School yearbook, El Gabilan, of 1918, signed by Steinbeck, can be found in the Salinas Public Library main branch. Upon her death, I donated the yearbook to the Salinas Public Library

Guests comment about reading Steinbeck's works in their native languages and their efforts to visit his home and the National Steinbeck Center in Salinas.

Steinbeck Collection. In addition, my wife, Alice, was president of the Valley Guild for two years. She enjoyed her time as a devoted volunteer at the Steinbeck House.

The author wishes to thank the ladies of Valley Guild for their invaluable input into writing this article. **CE**

National Honors

- **E. Clampus Vitus (a fraternal organization dedicated to the study and preservation of the heritage of the American West), designated the Steinbeck house as a National Literary Landmark in April 1995.**
- **The Steinbeck House was listed as a National Landmark on the National Register of Historic Places on August 2, 2000.**
- **Oprah Winfrey and her Book Club visited the Steinbeck House in September 2003. Her show was filmed on the front lawn of the House.**
- **John Steinbeck won the Pulitzer Prize for "Grapes of Wrath" in 1940 and the Nobel Prize for Literature in 1962. John Steinbeck wrote the "Red Pony" and "Tortilla Flat" while a teenager living in the upstairs bedroom of his family's house overlooking Central Avenue in Salinas.**



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| HOME SHOWCASE

DeeDee Nucci

| By Melody Young | Photography By Patrick Tregenza





DeeDee Nucci is a woman who knows what she likes and knows to trust her instincts. After renting homes for more than 10 years, she was anxious and excited to find something that she could make her own.

Within minutes of arriving at this 1.6-acre property in 2015, she knew she had found it. Although the home needed some updating, she loved the property and the location and was not in the least bit intimidated by the remodel task ahead of her

The ranch style home boasts 2700 square-feet with three bedrooms, three baths, a large gathering room, dining room, kitchen, and laundry area. The property also features a four car garage and a 600 square-foot guesthouse. The plan of attack was simple: to make the bedrooms livable, and then use the guesthouse living space and kitchen while the larger portion of the home was gutted and remodeled. The family did a lot of running back and forth along the back pathway between the two buildings for months. DeeDee, meanwhile, was executing her plans, which had already been percolating in her mind's eye. She would comb websites like Pinterest and Etsy to find her inspiration and modify those ideas to meet her family's wants and needs.

It was just a matter of paint and decor to achieve a fresh new look in the bedrooms and bathrooms. Son Joe, now 16, and daughter Jessica, now 14, were allowed to express themselves and create their rooms in their own style. Jessica has actually just redesigned her bedroom yet again to showcase her love of photography.

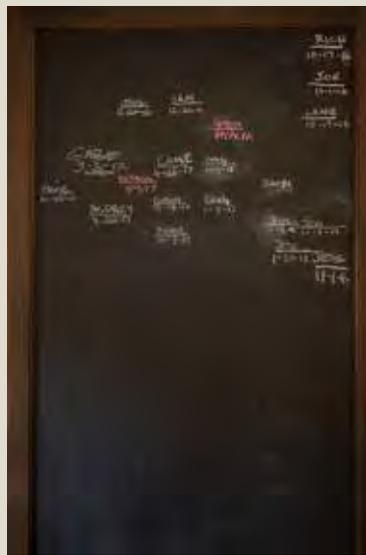
The master bedroom is furnished in a soft color palette of turquoise blues, creams and weathered woods, which create a warm, inviting space. The dry stacked stone fireplace and hearth provide ambience and warmth on cold winter evenings.

With the back portion of the home complete, it was time to tackle the larger front areas. Walls were removed and spaces were envisioned to create a refreshingly open floor plan that works just as well for large gatherings as it does for the immediate family. Upon entering the home, it is now possible to see directly through the French doors at the back of the home to the large backyard. Distressed wood floors in a chocolate color were laid throughout the home to facilitate country living. Area rugs define spaces and add warmth.

The front entry now opens directly to the dining space. This room sets the tone of the home with its large trestle table complete with whimsical mismatched seating. The beveled glass pendant dining fixture creates a fun and lively pattern of light on the ceiling above. All these elements combine to make a guest feel welcome and comfortable.



Room for everyone



Watch us grow



Bright and open





Bright and cheerful



Jessica's haven



A quiet master retreat

The large great room is located at the front of the home. The vaulted ceiling with its exposed beams lifts the height of the room. A custom sectional that can seat a crowd is arranged for comfort while an upholstered ottoman takes center stage. The muted colors of beige and powder blue compliment the warm weathered woods and wrought iron accents. Custom window coverings complete the space with panache.

The most extensive change was to the kitchen. DeeDee wanted the space to flow to the rear outside area for entertaining and traffic flow. The antique white cabinetry along with the soft hued granite visually enlarged the space, which is now open to the dining area. The garden window over the sink brings the outdoors in. Ample lighting, task and ambient, was added to brighten the space.

The outdoor living area captured DeeDee on that first day. A large patio just off the kitchen and dining room is furnished for fun barbecues or just relaxing in the warm San Benancio sunshine. This is also where the family dogs, Hank and Addy, get to hang out on a beautiful day.

Once the main house was remodeled, the guesthouse was given a fresh new look. It is now the perfect hangout for her boyfriend Rich Radley's two boys when they come to visit.

All is complete for the time being, but DeeDee feels another partial remodel is in their future. She says it's time to tackle more of the outdoor space and possibly open up the back of the house. Whatever is on the horizon for her, I'm sure she will have a plan of attack ready when the time comes and will execute it with confidence and flair. **CG**



Lets relax



Meet
Ron Hutton

Poppleton's is proud to announce new interior designer, Ron Hutton.

A professional member of the American Society of Interior Designers, Ron has expertise in furniture and art selection, space planning, and architectural service referral. Ron has served hundreds of clients over his career and is known for the long term relationships he develops with them. Ron has worked in as many as four homes for a single client.

Ron, a California native, moved to Monterey in 1999 and has worked in Interior Design in the Monterey Peninsula area. Ron is a graduate of California Polytechnic at San Luis Obispo with an accredited Bachelor's of Architecture and is a professional member of California Peninsula Chapter ASID.

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Salinas Chamber Celebrates 100 Years

By Paul J. Farmer, CEO, Salinas Valley Chamber of Commerce



Large Business of the Year, Noland Hamerly Etienne & Hoss

The Salinas Valley Chamber has been contributing to our vibrant economy for a century now. We realize that our most valuable work lies in preparing a fertile environment where businesses and community leaders can grow. With that said, we'd like to dedicate this space to those worthy individuals and companies whom the Chamber will be honoring at our Annual Awards Luncheon on October 6, 2018.

SMALL BUSINESS OF THE YEAR: AQUABLUE SKIN & BODY SPA

Co-owned by Frank and Debbie Savino, AquaBlue has consistently lived up to its mission statement "to be a great corporate citizen through volunteerism in community events, leadership in the community, and charitable donations to all organizations with any need." A graduate of Leadership Salinas Valley, Frank Savino has been a director of American Cancer Society Relay for Life for 10 years. He has served the community in many ways including as past board vice president of the Women's and Family Crisis Center, president of the Old Town Salinas Foundation, president of the Old Town Salinas Association (two terms), Event Chair of the

Holiday Parade of Lights (for six years). In addition to running a successful local business, the Savinos are renowned for their generosity to others. They can often be seen supporting many local nonprofits with their volunteerism, leadership, and donations.

LARGE BUSINESS OF THE YEAR: NOLAND HAMERLY ETIENNE & HOSS

Celebrating 90 years of service, Noland Hamerly Etienne & Hoss is one of the largest and most respected law firms serving our Central Coast area. Noland Hamerly's attorneys provide a wide range of legal services, including estate planning, trust administration, employment, business, real estate and land use law, and civil litigation.

Since 1928, Noland Hamerly has been deeply rooted in the local community, with its attorneys participating in local organizations, and serving on Boards, including the Salinas Rodeo, Monterey Jazz Festival, Salinas Valley Chamber of Commerce, Monterey Peninsula Chamber of Commerce, National Steinbeck Center, Salinas Valley Leadership Group, Ag Against Hunger, Elkhorn Slough, Hartnell College Foundation, Carmel Bach Festival, Rotary, and numerous other organizations.

Noland Hamerly believes community involvement is key to the health and cultural diversity of our area.

Recent Awards include: Top Ranked Law Firms in the United States by Martindale-Hubbell (the company that sets the standard for law firm ratings) and 2013 & 2016 Monterey Chamber of Commerce Business Excellence Award for Professional Services.

BUSINESSWOMAN OF THE YEAR: SUSIE BRUSA, RANCHO CIELO

Susie is truly a professional role model for all business leaders. While the "business" she runs is technically a nonprofit, she approaches it with business acumen. Susie has overseen the growth of Rancho Cielo, both in programs and in number of young people served, tripling the number of graduates contributing to our local economy. Under her leadership, the balance sheet has grown from \$4 million to \$15 million, and revenues raised annually have increased from \$750,000 to \$2.5 million. This year, after completing a \$10 million Capital Campaign, Rancho Cielo breaks ground on the Ted Taylor Vocational Center. The Taylor Vocational Center will benefit many local businesses by creating a talented employee pool.

Susie has contributed to many other local organizations. She is a founding member of YoSal, and works with the Carmel Bach Festival and the Monterey Jazz Festival to make all kinds of music accessible. She also has led strategic planning sessions pro bono for many local nonprofits and churches. She is a very well respected member of the community and has recruited many powerful and influential business leaders to the board of Rancho Cielo. She is a convener and works hard on behalf of the kids at Rancho Cielo and also for our community overall.

CITIZEN OF THE YEAR: RAYMOND COSTA

Raymond Costa is a strong contributor to the Salinas Valley, both economically and philanthropically. He prefers to direct his many charitable donations to nonprofit organizations that help local children.

Ray is a partner with RHC Management Inc, which owns and operates 10 McDonald's franchises throughout the Salinas Valley. Hundreds of locals work for the RHC Management team, which strongly believes in promoting from within. Several of RHC's management staff started out as line workers in their McDonald's restaurants.

A member of the Salinas Valley Chamber Board, Mr. Costa has sponsored the Salinas Holiday Parade of Lights and has been a longtime supporter of KSBW's Share Your Holiday. In 2017, in addition to a \$10,000 donation to Share Your Holiday, Ray paid another \$5,000 to have the rights to the parking space of KSBW General Manager Joseph W. Heston.

He was nominated by Salinas Mayor Joe Gunter, who, when asked for nominations for this esteemed recognition did not flinch a moment, "Ray Costa, without a doubt." After reviewing Ray's many contributions, the Chamber's Awards selection committee agreed wholeheartedly with that.

AG LEADERSHIP AWARD: WESLEY VAN CAMP, TANIMURA & ANTLE

Wesley has provided true leadership in

resolving the challenge of farmworker housing with her successful spearheading of the Spreckels Crossing housing project. Tanimura & Antle set out to stabilize their workforce by building first-class housing on their home ranch complex, offering space for up to 800 farm workers to live in a safe, clean, and affordable environment. Wesley was instrumental in securing project approvals and permits, as well as leading the efforts in the community to gain support for their vision. Since the project was completed, Wesley has been more than gracious in offering and guiding tours of this important project. Tanimura & Antle has been recognized with several awards for their forward vision in proactively addressing this challenge. The Salinas Valley is in dire need of farm worker housing and Wesley set the bar high in providing a blueprint for others to follow.

In addition to her leadership with Spreckels Crossing, Wesley has served as a guide and mentor for many young professionals in the ag industry. We salute her for her selfless professionalism and the sterling example she embodies.

SPIRIT OF THE COMMUNITY: STARLA WARREN

Starla is the President of the Monterey County Housing Authority Development (HDC). In that role, she has earned the respect of virtually all who work with her and her team for being fearless, persistent and creative in

addressing our area's housing challenges.

HDC is the nonprofit development arm of the Monterey County Housing Authority. They are constantly working to bring more affordable housing to the area. In 2017 alone, they began construction on two new affordable housing developments, which will add a total of over 100 newly-constructed affordable housing units to the community. In Castroville, 50 of those units are earmarked for farm laborers and their families. With the completion of Dai-Ichi Village, an affordable housing development for seniors in Salinas's Chinatown, HDC was honored in 2017 by the City of Salinas with the David G. Swanson Award, recognizing their tremendous contributions to the viability of the community.

At one of HDC's recent housing development groundbreaking ceremonies, a community partner stated that in his 25 years in the industry, he has never met anyone who is as good as Starla at figuring out the nuances of bureaucracy to turn a "no" into a "yes." Her spirit, energy and intelligence have benefited our community tremendously in addressing the challenge of affordable housing.

The Chamber will hold a very special Centennial Gala on the evening of Saturday, October 6, 2018. All Chamber members will be invited and if you are not yet a Chamber member, this would be a perfect time to join! ☪



Citizen of the Year, Raymond Costa



Businesswoman of the Year, Susie Brusa, Rancho Cielo



Spirit of the Community, Starla Warren



Ag Leadership Award, Wesley Van Camp, Tanimura & Antle

Movement is Medicine

By Hunter Stark



When most people think of medicine, they imagine pills to be taken, injections to be endured or surgeries to help diagnose and treat diseases. However, one of the strongest forms of medicine isn't something you can buy at a pharmacy or get in a doctor's office. This type of medicine is simply movement and it's something that can easily be taught.

Movement is an ideal medicine. It's extremely effective, free, low risk, abundantly available, socially acceptable and simple to do. When compared to traditional treatments, such as drugs and surgery, the risk to benefit ratio frequently is far superior. A regular dose of movement can help to:

- Improve memory and cognitive function
- Improve your sleep
- Reduce stress levels
- Help with anxiety and depression
- Support social connectedness and happiness
- Lower your risk of many chronic disease including heart disease, type 2 diabetes and some cancers

Important as the previous reasons are, there's one reason that tops them all. The ability to meet the demands, both expected and unexpected, of everyday life because you have achieved a basic fitness level.

Whatever your age, there's strong scientific evidence that being physically active can help you lead a healthier and even happier life.

Unfortunately, most people approach movement with the same aversion they express towards a hypodermic needle or the awful-tasting medicine we sometimes have to swallow to "feel better." As children we didn't feel this way about moving our bodies. Kids typically view physical activities like skipping, jumping and running as exciting play to be enjoyed. In our hyper-busy, remote-control oriented culture, barriers to exercise and fun abound. Long workdays, difficult commutes

and balancing family or job obligations leave many Americans chronically exhausted, stiff, sore and unable to even perform the most basic of tasks such as squatting, reaching, or bending down without pain.

How can a Physical Therapist help to improve your functional fitness?

Physical Therapists are the movement professionals of the medical world. Physical therapy is the health profession whose primary purpose is the promotion of optimal health and movement by preventing or correcting impairments in body structures and function, activity limitations, participation restrictions or environmental barriers as related to movement and health. A physical therapist can help educate you and tweak the way you move to prevent aches and pain as well as ward off serious injuries like "throwing out" your back. To help you become – and stay – physically active try implementing some of the following steps into your life:

1. Recognize that your body needs

movement to be healthy. We know that when we are hungry we should eat, and when we are tired we should sleep. But when we get stiff, achy and tired, we generally don't recognize these signals as cues that our body craves movement. Instead, we misinterpret them as a need for rest, which makes us stiffer, achier and even more tired. This is why the saying "Motion is Lotion" is so true. Joint movement can provide "lotion" (lubrication) to painful joints, improve the way your body perceives pain and can even prevent some pain before it starts.

2. Make a commitment to movement.

Design your own personal activity program. This does not have to be a gym program but rather try to schedule fun activities and movements into your weekly plan.

3. Avoid sitting for prolonged periods.

Whenever you must sit for an extended length of time, take regular stretch breaks and short walks.

4. Make the active choice. When you are faced with the choice of moving more or moving less, move more. For example, choose the stairs over an elevator, park in the farthest spot, walk to the store, turn off the TV and go out to play. Get rid of the negative mindset of trying to expend as little energy as possible and adopt a pro-active attitude that eagerly looks for opportunities to move.

5. Understand the importance of attitude. If you say, "I can't," then you won't. For example, don't think of your "bad" knee and "good" knee but rather your "better and getting better" knees. Believe in your ability to achieve goals and improve rather than on a negative mindset.

6. Remember that doing something is better than doing nothing. Three minutes of stretching, a two-minute walk, even a 30-second deep breath all can contribute to better health.

Whatever your age, there's strong scientific evidence that being physically active can help you lead a healthier and even happier life. Find the joy in moving. Let go of all preconceived notions regarding exercise and activity and just go outside – or inside – and play.

"We don't stop playing because we grow old; we grow old because we stop playing."
-George Bernard Shaw. **CG**



KURT GOLLNICK, TYLER SCHEID, SCOTT SCHEID, HEIDI SCHEID, AL SCHEID – FOUNDER

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Tax Reform Action Plan

By Gina Cochetti, CPA, MST and Tyler Willis, CPA, MST



On December 22, 2017 President Trump signed into law the Tax Cuts and Jobs Act (“tax reform”); the first significant piece of tax reform in over 30 years. This tax reform contains fundamental changes that are requiring Certified Public Accountants (CPA) and taxpayers to rewrite the tax planning playbook. Now that we are in the first year under the new law, the tasks are to understand the consequences facing taxpayers and develop strategies to achieve the best tax outcome. Specifically, what actions need to be taken in 2018 to ensure the best outcome for not only the current year, but future years as well.

REASSESS YOUR LEGAL STRUCTURE

Almost all types of business entities, and individuals, received a rate reduction as a result of tax reform. Corporations saw a decrease of up to 14 percent, while individuals and non-corporate businesses saw a more modest reduction. The highest marginal rate for individuals and non-corporate businesses is now 37 percent, compared to a corporate rate

of 21 percent. Once you consider the taxation on dividends from a corporation to its shareholder, you end up with a total corporate rate closer to 40 percent. These differences warrant a discussion about whether your current legal structure provides the best tax outcome.

Unfortunately, there is not a “one-size-fits-all” solution or model structure. Many factors contribute to the tax impact of each option, including: cash needs of owners, lifecycle of business, plans to pay dividends to owners, ability of owners to claim 20 percent deduction for non-corporate entities, etc.

If a change in legal entity or structure needs to be made, it is best to address it early so all necessary legal and tax compliance steps are performed.

MAXIMIZE THE 20 PERCENT DEDUCTION (A.K.A. THE 199A DEDUCTION)

The majority of American businesses are operated as Partnerships, LLCs, S-Corporations or Sole Proprietorships. The 20 percent deduction for non-corporate business income was intended to provide a

benefit similar to the corporate rate reduction. However, no great tax benefit comes without a few hurdles. The 20 percent deduction is limited based on a few factors: overall taxable income of business income recipient, classification as a “service” business, the business’s W-2 wages paid during the year, and the value of the business property. Each limitation could warrant its own article and the IRS has yet to release substantial guidance on these limitations. However, the important things to know are the existence of these limitations and the options to reduce their impact.

The hurdle we anticipate impacting the agriculture industry the most is the W-2 wage limitation. Many farmers use labor contractors and, therefore, don’t have significant W-2 wages for their farm. Depending on the overall income of the tax paying farmer, this may lead to a reduction in the 20 percent deduction. As a result, we expect to see more farmers moving toward employees over contractors

This tax reform contains fundamental changes that are requiring Certified Public Accountants (CPA) and taxpayers to rewrite the tax planning playbook.

for the purpose of increasing their W-2 wages and reducing the limitation. This is a prime example where proper planning is necessary to maximize the deduction.

In a business with multiple owners, each owner may be subject to different limitations. This may lead to options with benefits for one owner and adverse effects for the other(s).

When trying to calculate the impact of this deduction for yourself, keep in mind that the deduction does not apply to income subject to

self-employment taxes. The full amount is still subject to self-employment rates.

MAXIMIZE DEPRECIATION

Bonus depreciation allows a business to deduct the full cost of qualifying property in the year the property begins being used in the business. This provision was included in the tax reform bill and applies to property placed in service from September 22, 2017 through the end of 2022. This provides an immediate tax benefit to taxpayers making capital investments and now applies to new and used property that is purchased.

It can be difficult to know the most beneficial changes until you begin modeling different scenarios and changing inputs.

Another special provision allowed to reduce the number of years that the cost of farm equipment is recovered: if you do not claim 100 percent bonus depreciation, the cost of farming equipment is now able to be recovered over five years.

BE CAUTIOUS OF BIG LOSSES

A taxpayer used to be able to offset income from non-business sources (such as wages or investment income) with losses from a business the taxpayer was actively involved in. For example, during the start-up phase of a vineyard it was very common for the owner to incur significant losses and use those losses to reduce their tax from other sources of income. Now, those losses are limited to \$250,000 (\$500,000 if married filing jointly). This means that any losses in excess of the \$250,000 threshold may not be claimed in the year incurred and must be used in a future year with sufficient income and not subject to the limitation.

An individual taxpayer has a Net Operating Loss (NOL) when their total expenses and losses are greater than the income in that year.

Under the new rules, NOLs can no longer be carried back to prior years. There is, however, an exception for farm losses, which are still allowed to be carried back two years. In the year a NOL (generated after 2017) is used, it is only able to offset up to 80 percent of that year's income. Due to this limitation, NOLs no longer have an expiration period.

With these new loss limitations tax professionals will be taking a more cautious approach in maximizing deductions. Rather than generating a loss that is limited and subject to future restrictions, a taxpayer is better off recognizing those losses over a number of years. Forecasting income and losses from all sources allows you to reap the maximum benefit from those losses.

CASH METHOD FOR WINERIES

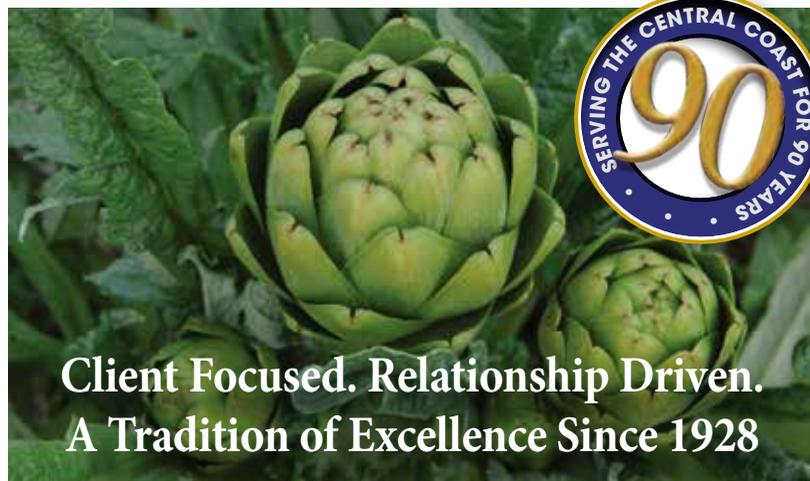
Under the new rules within tax reform, wineries with sales under \$25M have the opportunity to use the cash method of accounting and

accelerate many of their deductions related to their wine inventory. The threshold prior to tax reform for wineries was only \$1M, so this change makes the cash method available to a much larger share of the wine industry population.

For an estate winery, the change to cash method can result in a tax deduction equal to one to two years worth of farming costs. We have seen this single change result in a deduction of over \$1M for larger producers.

START PLANNING NOW

The short version of this plan: start planning with your CPA now. It can be difficult to know the most beneficial changes until you begin modeling different scenarios and changing inputs. Many of the opportunities are "use it or lose it" choices and are not always easy to implement. To avoid any surprises when it comes time to file next year, start planning now. **ce**



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Team Building With Escape Rooms

By Mac MacDonald



For any successful sports franchise, winning involves a combination of teamwork, communication, chemistry, motivation, leadership, high morale, hard work and knowing your own strengths and weaknesses.

Businesses large and small can also become successful by making the best use of these attributes. Team building activities and exercises are often used to strengthen and promote better teamwork in the workplace, one of the key factors linked to a company's success.

There are four main types of team building activities: Communication activities, problem-solving and/or decision-making activities, adaptability and/or planning activities, and activities that focus on building trust. Some even incorporate one or more of each activity.

The goal is to perform activities that are fun, challenging and promote a sense of teamwork and teamwork skills that can help improve employee morale and a more productive workplace.

ESCAPE ROOMS

Team building activities can range from the simple, such as word games and office trivia to more complex challenges, such as games and outdoor or athletic activities. One new team building trend that is gaining in popularity is escape rooms.

Team building activities and exercises are often used to strengthen and promote better teamwork in the workplace, one of the key factors linked to a company's success.

Escape rooms are based on escape-the-room video and online games, as if the classic board game "Clue" became a live-action game you play with others in real locations. Imagine, for example, being closed in a room with a half a dozen other people and you're given

just one hour — through clues, codes and suggestions scattered throughout the room — to solve a murder.

Change the scenario to a bank heist, a hostage situation, a kidnapping, a prison, a pirate ship, a space station, and much more, and you have one of the hottest trends in interactive or immersive entertainment.

Exodus Escape Room off Cannery Row in Monterey is seeing more companies and office staff making use of its facilities for team building excursions.

"Team building games are a great way to bring colleagues closer together and help employees build trust with each other," says Christina Riddoch, who founded Exodus in 2017. "By tasking your employees with solving a physical problem together, you can ensure they learn how to communicate and work together constructively. Best of all, these newfound skills translate to the field when faced with corporate challenges in the future."

WORKING TOGETHER

Exodus currently has two rooms, Sherlock's Study (recommended for four-10 people) and Masquerade Manor (recommended for four-eight people), with the simple goal of working together with other players, cracking codes, solving cyphers and studying clues within 60 minutes to escape the room.

In Sherlock's Study, in the midst of a murder investigation, Sherlock Holmes has been kidnapped by the very murderer he was trying to catch. It's up to the players to piece together the evidence he has left behind in his study. Will you be clever enough to step into Sherlock's shoes and solve the mystery?

In Masquerade Manor, wealthy and famous composer Ludovico Manin is the prime suspect in a recent, high profile crime.

That night, during his annual Masquerade Ball, is the best chance to look for evidence against him. Disguised as guests, players must infiltrate the ball, find proof of Manin's guilt, and leave without being detected. Can you find the stolen object and escape in time?

The rooms are monitored by video cameras with audio. If players fail to solve the mystery and escape, they can return to take another crack at it for a fee. Riddoch says she hopes to open a third room with a bank heist theme.

"The benefits of team building for companies of all sizes have been documented extensively," says Riddoch. "And what better way to foster team cohesion than to have your team work together to tackle challenging tasks, puzzles and codes in an escape room?"

Originating in Japan as Real Escape Game (REG) in 2007, Seattle-based Puzzle Break became the first American-based escape room company in 2013. They are patterned after video or online games such as Zelda, Myst and Crimson Room. There are estimated to be more than 3,000 escape room venues worldwide. There's even a website directory of

escape rooms (escaperoomdirectory.com) and people who are fans of the games are called Escape Room Enthusiasts.

Fun team building events allow your employees to grow closer in a casual environment outside the office, which can go a long way towards building trust between staff.

IMPROVING YOUR COMPANY

While most people who participate in escape rooms are looking for escapist entertainment and thrills, many companies are seeing the advantages of escape rooms to improve and strengthen their companies.

Escape rooms can increase productivity, improve communication, motivate employees, and develop problem-solving skills.

Increase Productivity. A great team building activity teaches people how to work

together more effectively. Your staff will unlock different skills as they approach the puzzles in our escape rooms. That knowledge transfers to the office environment when your team leaders better understand how to make use of the staff's gifts and abilities.

Improve Communication. Open communication and collaboration is key to solving puzzles in an escape room just as it is key to the success of projects and relationships within your company. Complex team building activities help foster better communication skills in staff and help to develop their ability to cooperate at a higher level. Fun team building events allow your employees to grow closer in a casual environment outside the office, which can go a long way towards building trust between staff.

Motivate Employees. Planning and running team building activities sends a positive message to your staff. It says you care about their success as well as their personal growth. Team building events designed to help them grow and develop new skills show your commitment to your employees. Your staff is likely to reciprocate your investment in them by investing in your business. They take more pride in their work and their workplace.

PROBLEM SOLVING SKILL DEVELOPMENT

Escape rooms are all about a simulated problem that needs to be solved. When your team has solved a complex problem, in a fun environment, they take those same skills with them back to the workplace. They will be more adept at working together and will be more confident in their ability to tackle problems at work. [ce](#)



Life Lessons According to Laura Brown

By Jess Brown



Author's note: On December 23rd 2017 Laura Brown, wife of Jess Brown, peacefully passed away after a lengthy battle of cancer. During the last three months of her life, Jess took down notes from conversations that they had about her philosophy on life because she was so positive during her five-year journey with the cancer.

How did growing up on a ranch influence your life?

I had a great childhood due to living on a ranch. It taught me many life skills, especially hard work and responsibility.

What were some of the other things you learned coming from an agricultural background?

Early on, I developed an appreciation for people involved in farming. There is something special about them. They have great value. They are a big part of what makes this country great.

Did you ever give thought to a career in agriculture?

I had two fantastic jobs that related to agriculture. When we moved to Santa Cruz in the late 70s, I was leaving a job as an aide for a city council member for the City of Los Angeles. Coming to a new area, I didn't know anyone, but the president of the County Farm Bureau gave me a job as a farmworker, so I planted and moved irrigation pipe. I would come home every day quite dirty and muddy, but felt great. Later, after I had left my job as manager of a water district due to health concerns, I consulted for a hydrology firm whose major clients were in the ag industry throughout California, which I thoroughly enjoyed. The values I learned in agriculture helped me in my career as assistant city manager in the cities of Santa Cruz and Monterey plus as water district manager.

Your education was at USC in the middle of Los Angeles. Was that an adjustment coming from a ranch in a small community?

At first, I was not used to the number of people in such close proximity, but it broadened my perspective of life. Even though I had this city experience, I'm glad in my adult life there was a connection with agriculture. Marrying a hog farmer helped!

Do you feel that growing up on a ranch and your love of agriculture helped you when you received a terminal diagnosis from the cancer?

It did, in that when you're around livestock, you are aware of the cycle of life. You learn to deal with loss.

What is one piece of advice you give to young people?

The most important decision a person can make is who they marry. If you don't have a supportive spouse, it is hard to have a successful career and a happy life. When I address the Washington Crossing Scholarship winners each year in Pennsylvania, I give these young college students that advice. It is interesting that Sheryl Sandberg, COO of Facebook, wrote something similar in her bestselling book, *Lean In*. She believes the single most important career decision a woman makes is whether she will have a life partner and who that partner is.

When you were first diagnosed with this rare form of cancer and they told you only have six-18 months to live, did you change your lifestyle?

The only thing I changed is that I left my career as manager at the Soquel Creek Water District. I didn't think it was fair to the organization that I would be spending time on medical appointments. I quickly realized



Clockwise from top: 1. Laura Brown, 2. (l to r) Jess Brown, Thelma Chibweza, Chancellor of Australian University, Laura Brown, at Thelma's Graduation. 3. (L-R) Laura Brown with Naturipe Vice President, Tom Am Rhein

that I did not want to focus full time on medical matters so I became a consultant for a hydrology firm working with growers in different parts of California, which turned out to be a great decision—it enhanced my life.

You were told by your oncologist ,after five years of treatment from the original terminal diagnosis, that no one else with had type of cancer has lived this long. What do you contribute to this longevity?

Keeping a positive attitude helped a great deal. I am fortunate that you always had special activities lined up during this journey.

Speaking of special activities, I contacted the Aptos High School in 2012 to ask if you could come to their prom, because you had not had that experience. How did it feel going to that event?

Early on, I developed an appreciation for people involved in farming. There is something special about them. They have great value.

I was so honored that the students allowed me to attend their prom. Then to name me their prom queen was unbelievable. I wore the tiara to chemotherapy! Those young people make you realize our future is in good hands.

Are there any other highlights to mention during this journey?

Yes, when the Santa Cruz Chamber of Commerce selected me as Women of the Year. It was such an honor. I felt like I attended my own memorial when the award was given. I am also appreciative of Georgeann Cowles Eiskamp for having the Watsonville Rotary select us for the Paul Harris Fellows award.



How important are friends?

Socializing with people is an important part of life. I've always valued friends, but there is nothing like a terminal illness to see the best in your friends. I've been lucky.

In 1998, we were introduced to three young siblings in Africa. What do these children mean to you?

When you came home after your first volunteer assignment in Africa and spoke about the family with the three young children you stayed with in a remote village, I was totally enamored with them. The following year when you stayed with them again, you realized their education was limited. I'm glad we decided to sponsor their education to attend private school, plus sending the two oldest to Australia for their university education. The phone calls, emails, texts, and trips to Africa and Australia over the past 20 years made us all so close. Having the oldest, Thelma, visit this Thanksgiving knowing it would be the last visit with me was very special. We gave these three children opportunities, but they gave us so much more. I love them dearly.

Is there anything you haven't done that you wished you had?

I have no regrets. Sometimes at this pre-retirement age, people start to travel. I feel fortunate that so much of our traveling was done at an early part of our marriage. Going to the Olympics in the Soviet Union in the 1980s and visiting grasslands in Mongolia were highlights, as were the numerous trips to Africa. I encourage everyone to make a trip to Africa—it changes your life.

Are you afraid of dying?

No, everyone is going to leave this earth. I am assuming it's a beautiful journey. When I was first diagnosed with this terminal illness five years ago and was told I had only months to live, I had an experience where my father, who died in 2000, came before me and told me it wasn't my time, he would be back later. He was right. I lived longer than they expected and had a wonderful five years. I am planning that my dad will be back to get me soon. **ce**

After Laura passed away, I found a journal that she was keeping, which contained:

"Laura's 10 Commandments for Living"

1. Make each day memorable
2. Find something positive in every situation
3. Laugh everyday
4. Maintain a state of grace
5. Don't pity yourself or look for pity
6. Make a genuine effort to let others know you care about them
7. Get up and get out
8. Have a talisman to remind you to be tough
9. Reach out to comfort those who have it worse than you (and there are many)
10. Above all, fully engage your spiritual self and believe in the power of prayer and positive energy

Breakfast: The Forgotten Meal

By Stephanie Bouquet, MS, RD, CSSD, CDE, SB Nutrition Consulting



Meal consumption patterns and snacking behaviors have changed drastically over the past 40 years. As a child, I vividly remember sitting at the table eating breakfast before leaving for school. According to the most recent NHANES (National Health and Nutrition Examination Survey), the average American consumes less than 75 percent of food intake as a standard meal with breakfast the least likely of the meals to now exist. Not surprising, a “snacking society” has evolved as more individuals have entered the workforce, longer transit times are necessary to reach job or school destinations, and families are involved in multiple activities outside the home. Just think how many stops are made during the day for coffee drinks, sandwiches, candy bars or hamburgers. Unfortunately, this new eating trend is showing a positive association to increased obesity and other disease development.

We’ve all heard the old adage, “Breakfast is the most important meal of the day,” and

those words don’t ring more true than when it comes to optimal health and nutrition. Keep the following tips in mind to start each day off right:

Eating upon waking breaks the body’s overnight fasting state preventing the breakdown of body stores for energy.

EAT WITHIN THE FIRST FEW HOURS OF WAKING

Eating upon waking breaks the body’s overnight fasting state preventing the breakdown of body stores for energy. Although utilizing body reserves (think of those few extra pounds) might sound like a good idea, the body utilizes all types of body tissue (fat and muscle) to obtain needed energy. As part of the normal aging process, muscle mass decreases yearly. This change in itself leads to a more difficult time in

maintaining a healthy weight. By starting your morning with food, your body (just like a car) will work better. Would you attempt to get into your car and try to get to your destination without gas in the tank?

Combining a mixture of nutrients (lean protein, complex carbohydrates and a healthy fat source) first thing in the morning ensures blood sugar levels remain steady providing optimal productivity for the next four to five hours. If time constraints prevent you from filling your “tank”, keep in mind that there is no rule that states you must only eat breakfast foods in the morning while sitting at the dining table. Truth be told, I’ve been known to run out the door with my breakfast burrito or deli sandwich in hand!

EAT FOODS AND LIMIT LIQUIDS

A cup of coffee or tea upon waking is a “must” for many. That hot, warm liquid is desirable, but it fills the stomach for hours. Physiologically, the desire to eat upon waking is at its lowest and drinking fluid will further blunt hunger cues. As the day progresses and activity increases, hunger does magnify. Bypassing breakfast will lead to poor food choices and overconsumption later in the day as the body tries to recoup the morning calorie deficit. Attempt to “frontload” your calories for best health and weight management. As one of the first noteworthy nutritionists, Adelle Davis, wrote, “Eat breakfast like a king, lunch like a prince, and dinner like a pauper.”

PLAN AHEAD FOR SUCCESS

The likelihood of eating breakfast is greater if something is planned or prepared in advance. Here are a few quick and easy food ideas to help you avoid missing breakfast in the future:

- Make overnight oatmeal. Pour 1/2c. rolled oats and 1/2 c. of milk (cow, soy or nut) in

MAKE-AHEAD EGG AND SPINACH BREAKFAST BURRITOS

Recipe adapted and modified from www.organizeyourselfskinny.com

MAKES: 7 Breakfast Burritos

INGREDIENTS:

- 9 eggs (4 full eggs, 5 egg whites)
- 1/2 cup salsa
- 1/2 cup plain Greek yogurt
- 1/4 cup shredded cheddar cheese
- 2 cups fresh spinach, chopped
- 1 teaspoon each of seasonings of choice (garlic powder, onion powder, cumin, chili powder)
- 1/2 teaspoon ground black pepper
- 7 whole wheat (or choice) tortillas

INSTRUCTIONS:

1. Whisk together eggs in large bowl until blended.
2. Stir in the remainder of ingredients except the tortillas.
3. Pour egg mixture into a large deep skillet and cook over low to medium heat stirring until eggs set.
4. Let the egg filling cool slightly and then scoop 1/3c. of the filling onto each tortilla, fold up sides and then roll up. Wrap each burrito in aluminum foil.
5. Refrigerate for up to 5 days or freeze up to 3 months. To warm up burrito in microwave (take off foil and roll in paper towel) for 2-3 minutes.

NUTRITION INFORMATION:

- Serving: 1 burrito
- Calories: 188
- Fat: 6 grams
- Saturated Fat: 3 grams
- Carbohydrates: 10 grams
- Fiber: 6 grams
- Protein: 17 grams

a portable bowl or container. Toss in raisins (or other dried fruit) and chopped nuts. Place in refrigerator. In the morning, the oatmeal can be eaten cool right out of the refrigerator or transported and warmed up once you've reached your destination.

- Make a toaster waffle or English muffin "sandwich" using a nut butter or cottage cheese as a filling.
- Combine a tablespoon each of dried fruit, high fiber cereal and nuts in a disposable snack size bag. Multiple bags can be prepared at one time and stored in the freezer until used. In the morning, pull out a bag, grab a yogurt out of the refrigerator, and mix together!
- Try the make-ahead burrito recipe provided in this article. **ce**



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Beauregard: Farming Grape History

By Laura Ness



Jim Beauregard has been farming vineyards on Ben Lomond Mountain, in the tiny mountaintop hamlet of Bonny Doon, for well over 50 years. He remembers discing the vine rows on the family ranch where he grew up with a Caterpillar at age 14. “Before that, it was horse and plow,” he says.

Jim’s grandfather Amos, a former Sheriff’s Deputy, purchased the sun-blessed ranch in 1949. The old vines were neglected, as were most vineyards in the area during Prohibition. Jim’s grandfather replanted the vineyard to Cabernet Sauvignon, Zinfandel, Chardonnay and Muller-Thurgau, and then sold it to his father, who subsequently sold it to Jim in 1972.

At that time, Jim ripped out the vines and replaced them with what was already planted there. Pierce’s disease swept through the region in the 1980s, forcing him to replant again, this time adding Pinot Noir. By 2005, Jim replanted again with his son, Ryan, who

was heavily involved in the grape business as winemaker for the Beauregard brand since 2000. This time, they put in more Pinot Noir and less Chardonnay, leaving the Zinfandel and Cabernet in the same

Both Ryan and Jim are relentless hard workers, with a healthy respect for the labor required to effectively operate a grape business that also produces its own wine.

proportions. Beauregard Ranch currently has four acres of Pinot Noir, a mix of Pommard, 667 and 115, along with a single acre of Clone 4 Chardonnay, alongside three acres of Zinfandel and four acres of Cabernet Sauvignon.

Being fairly close to the ocean, at 700 to 1850 feet elevation on a southwest slope,

the Beauregard Ranch vineyard experiences maritime influence, but also enjoys abundant sunshine, enabling a wide variety of grapes to flourish.

This is the heart of the Ben Lomond Mountain AVA—an AVA that Jim established in 1983. This is the second smallest AVA in the nation (only Cole Ranch in Mendocino is smaller). Jim’s rationale for establishing the Ben Lomond Mountain Appellation was the unique nature of the wines he felt set them apart from the rest of the Santa Cruz Mountain AVA. The consistently cool climate of Bonny Doon delivers wines with complete flavor development at lower alcohols along with inherently age-worthy structure.

Ryan is quite pleased with the fruit and

Top left: 1. Bald Mountain Vineyard, planted in 1990; 40 acres of Chardonnay on white sand. 2. Father and son team, Ryan and Jim Beauregard, planting the Coast Grade Vineyard. 3. Aerial view of Coast Grade Vineyard, planted in 2008; 100 percent Pinot Noir.

the production off this vineyard. "The biology is working well here. We did some major composting here a few years ago that we feel has really been a big factor." They get between two and a half to three tons per acre on the Pinot and Cabernet, and about five tons per acre on the Zinfandel. The 2014 Zinfandel is Jim's personal favorite.

The Beaugard Ranch is not far from the site where Randall Grahm established his first tasting room and winery for his iconic Bonny Doon Winery brand. Ryan took over Grahm's tasting room and winery operation in 2008.

Jim once owned a winery as well called Felton Empire, located in Felton, CA, purchased in 1976. The estate vineyard was planted to eight acres of Riesling and

four acres of Cabernet Sauvignon. Famed winemaker Leo McCloskey of Ridge made the wines. However, his heart was really in vineyard development, so by 1982 he sold Felton Empire to John Schumacher who established Hallcrest Vineyards.

Jim got busy installing vineyards in the Santa Cruz Mountains, including Trout Gulch and Fogarty, both in 1982. He also put in vineyards in the Fort Ross area for David Hirsch, a longtime friend from Santa Cruz who was obsessed with Burgundy and coastally influenced climates. Jim says of the first time he went to the rugged Sonoma Coast to scout sites with David, "It was nothing but sheep. Not a single vineyard." Soon many vineyards followed suit, including Flowers.

Jim planted his second vineyard, Bald Mountain, in 1990. The 40-acre vineyard has white sandy Zayante soil and is planted entirely to Clone 4 Chardonnay. Currently, Partage and Martin Ray, Jim's longest-standing customer, take five tons each, leaving Beaugard with around 25 tons annually.

With that said, he is looking to increase the yields from this prized vineyard.

"I'd be really happy to get 40 tons off the Bald Mountain Vineyard. The maximum it ever achieved was 100 tons about 15 years ago."

The Beaugards are working with

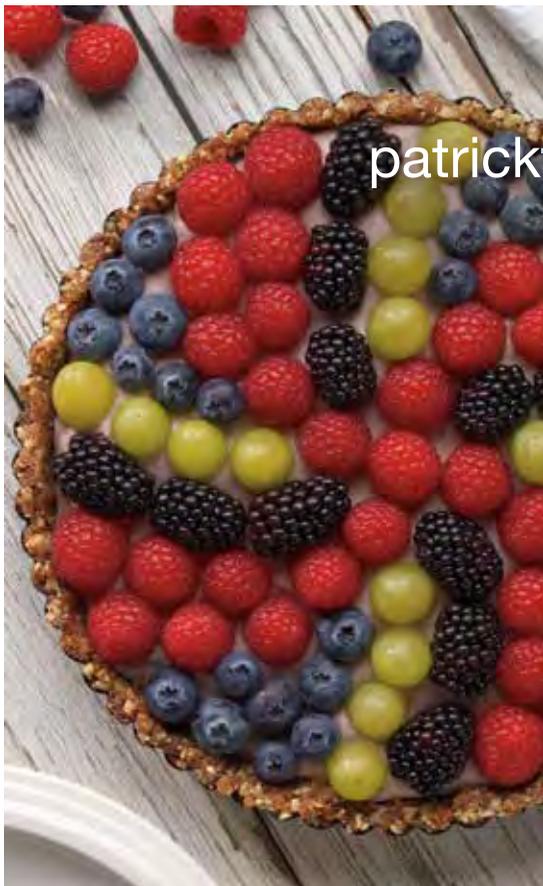
renowned local viticulture expert, Prudy Foxx, who got her start in the Santa Cruz Mountains wine scene with Randall Grahm. One of her top priorities is to help coax a bit more yield out of these Chardonnay vines. Jim says they are going to try adding kicker canes while pruning this season. He did that once before, decades ago, at the Trout Gulch vineyard and increased the yield by 30 percent.

Explains Ryan, "To have the opportunity to work with her is awesome. She has incredible field smarts and she knows the Santa Cruz Mountains better than anyone. It's like working with a celebrity grower!"

The third vineyard in the Beaugard portfolio is Coast Grade Vineyard, closest to the winery facility and tasting room on Pine Flat Road. It was planted in 2008 entirely to Pinot Noir—Pommard, 828, 667 & 115—all of which are vinified separately. The cool site, three miles from the ocean at 1200 to 1350 feet, showed well right from the start. This vineyard delivered high yields of intriguing Pinot flavor, with an inherent salinity and minerality from the limestone soil that endeared it immediately to local winemakers, among them Bradley Brown of Big Basin Vineyards.

Both Ryan and Jim are relentless hard workers, with a healthy respect for the





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labor required to effectively operate a grape business that also produces its own wine.

Ryan jokingly says that his two El Salvadorean “brothers” are what keep the winery going. “Very little English is spoken in this barrel room!” he jokes, referring to the father and son team, both named Carlos, who keep it clean and tidy.

The Beauregards have employed their vineyard crew for two generations and value their contributions above all. Pedro Nolasco Sr. has been with the operation for 25 years, and his son, Pedro Jr., has been working with his dad for seven years now. Jaimie Salas rounds out the crew, and has been with Ryan and Jim for 15 years. It’s a tight, well-oiled machine that’s been three decades in the making.

Over the years, Ryan has experimented with a lot of winemaking techniques and styles, but has come to realize that the coastal climate favors the old world style—less ripeness, less oak, native yeast and minimal intervention. He’s also embraced organic farming.

Says Ryan, “We need vineyards to be sustainable in order for wineries to be sustainable. Organics are the way to go. I’m a big fan of adding nutrients via cover crops. You can always pump a vineyard full of chemicals to get a good yield, but that is not sustainable and contaminates the ecosystem. “Life is short, and because of this I will only make wines from notable sites in partnership with the most skilled growers.” His dad just happens to be one of them.

And Jim knows that his son is, as well. **cc**

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# Outdoor Fireplaces Made Easy

By Steve McShane



If there is one thing that we're known for along the Central Coast, it is cool evenings and even colder nights. One of the fastest growing backyard accessories to address this fact is the outdoor fireplace. In this short piece, we'll talk about planning, options, install and upkeep of such an incredible feature.

A fireplace installed in your yard is almost sure to double the amount of time you will spend entertaining outdoors. One of the most important questions you should ask yourself is where to place it. I always recommend a space out of the prevailing wind. The exhaust from the fireplace can get hot and you will want to make sure it is away from anything that could catch fire. You may consider contacting your local building department for clarification on any restrictions on installation in your area. I advise a space for

at least four people and a nearby gas line is always a plus if you choose gas over wood. If starting from scratch, see if you can incorporate electricity and even speaker wire.

A well-fueled fireplace puts on a good show. In most cases, a gas log set is the best way to go. I can get my fireplace started in seconds while traditional wood can take 20 minutes or more. If a gas line is not an option, you can even consider connection to a propane tank. If you are going to go traditional with burning wood, remember space for storing firewood.

Twenty years ago, most outdoor fireplaces were built using traditional masonry construction that is both costly and time consuming. Today, we have fireplace "kits" that have changed the business. A fireplace kit amounts to less material, less cost and less work on the installation. My favorite

manufacturer is Forno Bravo. They sell a kit that can be purchased at your local landscape supply and fits on a pallet.

Installing a fireplace kit is a two-man job and can be completed in one day. The kit consists of a base, firebox, throat, smoke box and chimney. Each piece is numbered and fits together using a special high temperature/waterproof mortar. Once in place, it is up to you to finish it with stone, stucco or even tile. I tell folks that one of the most important details to remember for successful construction is a level and well supported foundation.

Once your fireplace is installed, you should not need to harden off or prepare it in any way. While it is rated for high temperatures, I always caution folks against over-firing it. I never recommend any sort of liquid fuel and always recommend against using water to extinguish a fire in an outdoor fireplace. When it comes to cleaning, you should hire a professional chimney sweep if you have any doubts about your ability. In most cases, a steel brush may be used on the spark arrestor and flue twice a year depending on how often you use it.

Outdoor living is my number one reason for choosing the Central Coast to call home. Features like outdoor fireplaces will add both beauty and value to your home. Should you wish to consider ways you can get more out of your landscape, stop by your favorite landscape supply and learn about some of your options.

*Steve McShane is Owner and General Manager of McShane's Nursery & Landscape in Salinas. He can be reached at [steve@mcshaneslandscape.com](mailto:steve@mcshaneslandscape.com). *

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Central to the estate layout is a well-appointed chef's kitchen with marble counter tops, cherry wood cabinets, 2 stoves, 2 microwaves, 2 dishwashers, refrigerators, warming drawer and cozy breakfast nook.

In addition, there are 5 large bedrooms - 2 with a loft, 4.5 baths, 4 fireplaces and an exercise room.

Also included on this estate are separate guest quarters with living room, fireplace, 2 bedrooms - 1 with loft, 1 bath and kitchen.

There are multiple outdoor entertaining areas including an in-ground pool, hot tub, trampoline, tennis court, 2 outdoor bathrooms, fireplace and 3-car garage. Home was rebuilt in 1997. Nearby schools are Mission Park, Washington Middle School, Salinas High, Notre Dame and Palma.

Virtual tour: [www.mariabetts.com](http://www.mariabetts.com)



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# Tuscany Rabbit

Courtesy of Patria Restaurant, Salinas



## SERVES 4

- 4 rabbit hind legs
- 1 ½ cups Gigandes beans
- 2 cups peas
- 1 sprig tarragon
- 5 sprigs fresh thyme, chopped
- 2 sprig fresh rosemary, chopped
- 1 bay leaf
- 1 lemon, zested
- 6 garlic cloves, chopped
- 2 garlic cloves, whole
- ¼ cup diced leeks (white part only)
- ¼ cup diced celery
- ¼ cup diced carrots
- ¾ cup diced yellow onions
- ¼ cup extra virgin olive oil

Soak Gigandes beans overnight

## MARINADE FOR RABBIT:

- 4 sprigs fresh thyme, chopped
- 1 sprig fresh rosemary, chopped
- 1 lemon, zested
- 3 garlic cloves, chopped
- 1/4 cup extra virgin olive oil

Debone the rabbit legs and place in a bag with all the above ingredients. Refrigerate for 5-6 hours. When ready to cook, preheat oven to 375 degrees.

Strain the beans, cover with fresh water and bring to a boil with 1 bay leaf, 2 whole cloves of garlic, salt and pepper. Simmer until tender and strain.

In a separate pot add the leeks, celery, ¼ cup diced yellow onions, and carrots. Sauté in extra virgin olive oil. Add 3 cloves chopped

garlic, 1 sprig thyme and 1 sprig rosemary chopped. Sauté until translucent and then add the beans. Add 1 cup chicken stock (enough to cover) and let simmer until soft.

Boil peas and then strain. Sauté with ½ cup yellow onion, butter and tarragon and then puree the mixture.

Take rabbit legs out of marinade. Heat a cast iron skillet nice and hot. Sear on both sides and then put in the oven for 15 minutes.

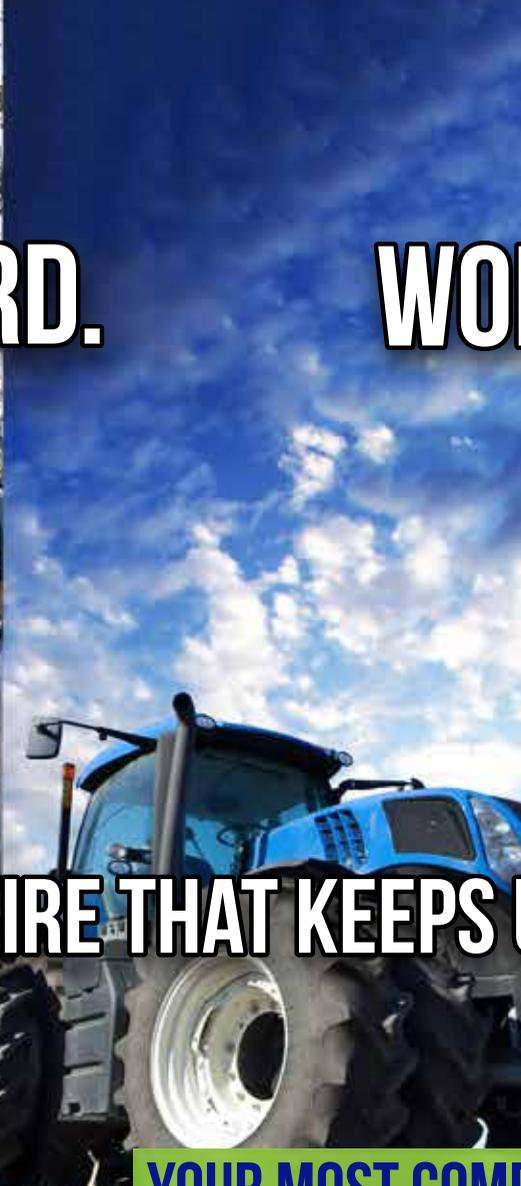
Plate with beans on the bottom, rabbit on the top and the pea mixture on the side. **CG**



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# Community Foundation for Monterey County's Annual Celebration of Philanthropy

**M**ore than 300 friends of the Community Foundation for Monterey County (CFMC) gathered on October 25, 2017 at Corral de Tierra Country Club for the annual Celebration of Philanthropy. The Celebration of Philanthropy thanks those who support and partner with the CFMC to invest in healthy, safe, vibrant communities. President/CEO Dan Baldwin spoke about the impact of local generosity, including record grants and gifts to the foundation, and new programs such as the CFMC's new Latino philanthropy initiative, Siembra Latinos, and the College Futures Monterey County scholarship initiative. Adriana Vieyra, a Greenfield High School graduate, now a CSUMB student, shared how receiving her scholarship helped her stay in school and pursue her dreams. Guests enjoyed jazz from the Monterey Jazz Festival All-Star youth duo and wines from Scheid Vineyards.

Susan and David Gill were honored with the 2017 Distinguished Trustee Award, which honors those who have demonstrated philanthropic leadership in supporting nonprofits in Monterey County. "David and Susan have humbly, quietly and steadily been active donors and volunteers for dozens of nonprofit organizations from King City to Monterey," said Steve McGowan, CFMC 2017 Board Chair. "Their decades of involvement and leadership have inspired and encouraged others and helped change lives through their support of education, sports, health, and the arts." Together, they have transformed educational and character-building opportunities for their South County neighbors. "Giving means so much to both of us. We have seen the direct benefits within our community," David Gill said. As award recipients, the Gills designated a \$10,000 grant from the CFMC to the nonprofit organization of their choice, The First Tee of Monterey County (Future Citizen's Foundation).

The mission of the Community Foundation is to inspire philanthropy and be a catalyst for strengthening communities throughout Monterey County. Thanks to individuals, families and businesses who have partnered with the CFMC, the foundation granted \$16.7 million in 2017 and has granted more than \$160 million since 1981 in Monterey County and beyond. [www.cfmco.org](http://www.cfmco.org)

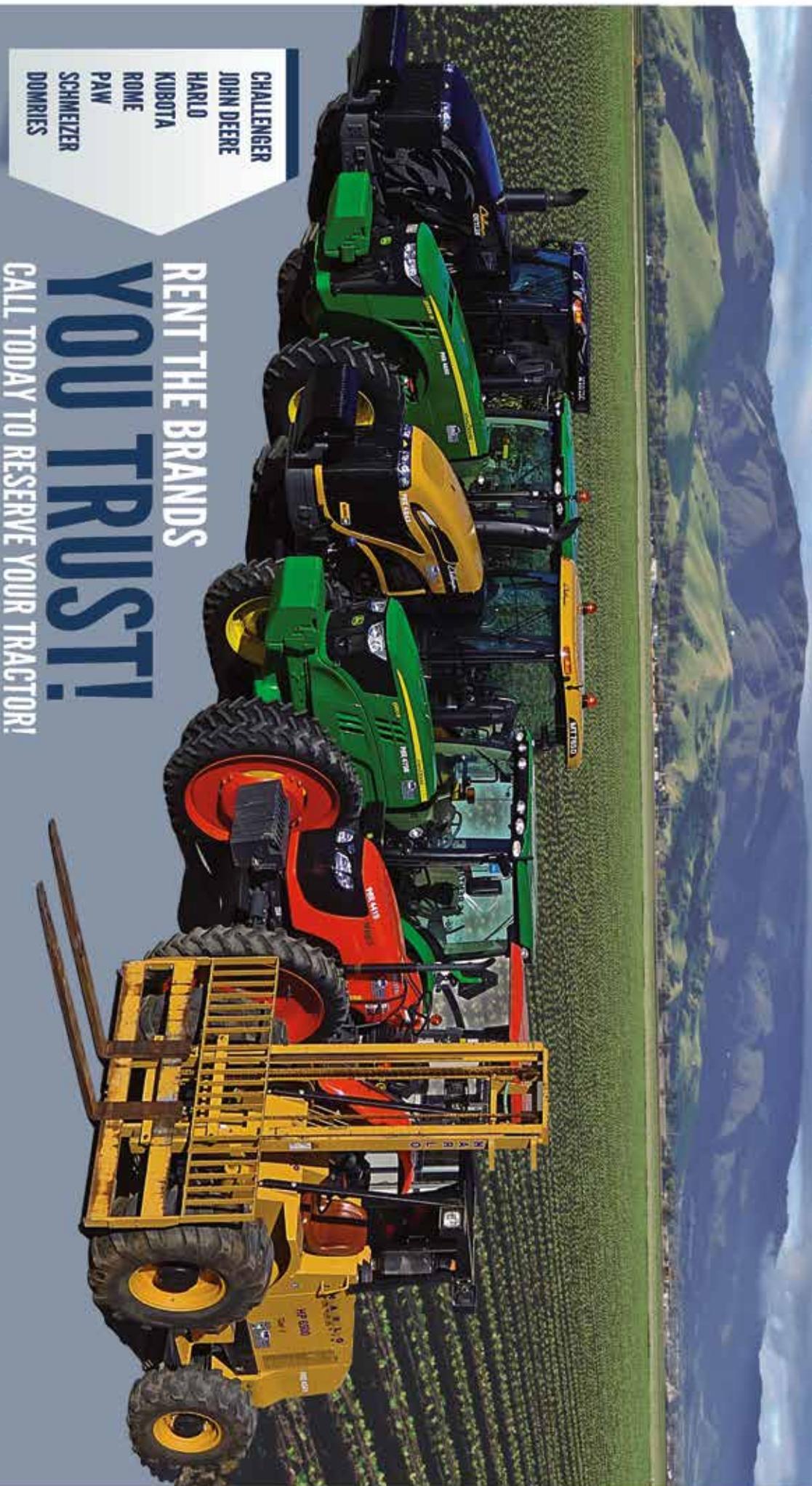
1. (l to r) CFMC Board Chair Steve McGowan, Susan and David Gill, CFMC President/CEO Dan Baldwin.
2. (l to r) Vivien Lindley, Susan Gill, Butch Lindley, Adrianna Vieyra.
3. (l to r) Jim Gattis, Greg Plasket, Jerri Gattis, Wynoma Plasket.
4. (l to r) Lino and CFMC board member Teri Belli, Catherine Kobrinsky Evans, Ronni Alvarez.
5. (l to r) Nancy Kotowski, Mikel Ann Miller, Susan Gill, Natalie Rava, Tessa Rava.





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# Crab Feed 2018: Another Great Young Farmers and Ranchers Event!

**O**n Saturday, February 10th, Central Coast Young Farmers & Ranchers held their annual Crab Feed event at the Salinas Sports Complex. Over 300 attendees, a sell-out crowd, enjoyed a dinner of crab and risotto, salad, adult beverages, and homemade desserts. Following the crab dinner, dancing to the country tunes of the Fred McCarty & Company Band kept the crowd moving!

Proceeds from the Crab Feed dinner fund scholarship awards to local students pursuing collegiate curriculums in Agriculture. In the past decade, Central Coast Young Farmers & Ranchers has awarded over \$65,000 in scholarships to High School and College students. Applications for 2018 scholarships are available at [www.montereycfb.com](http://www.montereycfb.com) and are due by April 27th—all details for qualifications are available on the application form.

Young Farmers & Ranchers and the Event Chair, Savanna Lindow, thank the Crab Feed event sponsors for the generous support of this year's event:

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Look for an announcement for the 2019 Crab Feed date in the coming months!

1. Guests indulging in the crab feast.
2. Dancing to great tunes.
3. K.C. Silacci as the crab mascot.
4. Cowboys enjoying the party.



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# Annual Men Go Red, Red Tie Society Luncheon

Courtesy of Helen DeYoung and Ben Kaatz Photography

Jeff R. Gilles, chair of the Northern Central Coast American Heart Association's Men Go Red, Red Tie Society, has been a longtime supporter of the American Heart Association, in the past even wearing a red dress to generate funds for the Go Red movement. Over the last three years on National Wear Red Day his law firm, JRG Attorneys at Law, has hosted an event to bring awareness to the impact of heart disease here on the Central Coast. This year the firm, along with member David Fink, hosted the Annual Men Go Red, Red Tie Society Luncheon at beautiful Cantinetta Luca in Carmel, CA on Friday, February 2nd. Annually, the members of the Red Tie Society have an intimate lunch to share their stories and connection to the heart and the American Heart Association as well as attend the Annual Go Red For Women Luncheon.

The Red Tie Society celebrated their second year of establishment on the Central Coast and continue to be a thriving group of volunteers and supporters of the American Heart Association's Northern Central Coast Division.

Members of the Red Tie Society include:

- |                       |                    |
|-----------------------|--------------------|
| Jeff R. Gilles, Chair | Dr. Harlan Grogin  |
| Ted J. Balestreri     | Bob Johnson        |
| Peter Brazil          | Steve Keller       |
| Michael Boggiatto     | Greg Kraft         |
| Bert Cutino           | Dan Lee            |
| Fred DeYoung          | Niraj Maharaj      |
| David Fink            | Tom Meyer          |
| Frank Geisler         | Dr. Christopher Oh |
| David Gill            | Chris Shake        |
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# APMA's 38th Annual Forum

The Agricultural Personnel Management Association (APMA) held its 38th Annual Forum at the Monterey Plaza Hotel on January 24th – 26th, 2018. The event attracted over 300 HR and safety professionals in agribusiness from around the state, as well as Arizona. More than 20 sessions on the latest employment developments including the H-2A program, the cannabis industry, a comprehensive three-hour 2018 employment law update, along with multiple networking opportunities were offered to the participants.

Barry Bedwell, President of the California Agricultural Leadership Foundation, provided the opening keynote highlighting the importance of our role as leaders in addressing industry challenges and opportunities. Geni Whitehouse, author of “How to Make a Boring Subject Interesting: 52 Ways Even a Nerd Can Be Heard” and TED Talks recognized speaker, gave an entertaining motivational presentation for current and aspiring HR and safety experts.

“This was our 38th Annual conference. We have had a long history of providing vital information for professionals in the agricultural industry. We strive to offer an opportunity for our attendees to address the unique needs and challenges of agribusinesses,” said Julia Belliard, APMA’s Executive Director. “This is the only event in California focused on HR and safety-specific requirements for the agricultural industry. We also recognize the importance of building a strong network and the Forum has done a great job of integrating opportunities throughout the event. Because of its size, it is easy to foster these valuable relationships.”

APMA also offers two certifications for HR professionals and Supervisors in agriculture—Human Resource Professional in Agriculture (HRPA™) and a bilingual program—Human Resource Series for Supervisors (HRSS). Graduates from both programs were recognized at the Forum.

For more information on APMA, please visit <http://agpersonnel.org>.



1. (l to r) Patricia Magana, Sylvia Lopez, Annette Lopez.
2. Anais Mora, Loretta Brown.
3. David Nikssarian, Becky Barlow.
4. (l to r) Kimberly Naffziger, Joseph Mallobox, Julia Belliard.
5. (l to r) Fernando Novoa, Lupe Mojica (HRPA, HRSS graduate), Nic Marchini, Adrienne Howell, Rosie Ibarra.



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# Winter Ball

Our Bulls brothers and families had a fantastic January tournament season as the boys prepped for league play and our seniors, the Class of 2018, celebrated their final season together. This group of fine young men was our original "Little Bulls" team that started playing for us around the age of 10. Needless to say lifetime friendships have been formed over the year amongst players and parents alike.

While we are sad to see the Class of 2018 moving on we are happy to say our 12u team is going strong and we look forward to following their tournament play this summer.



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