

WINTER | 2018

Coastal Grower



Proudly Welcoming

the New Homes of...



Porsche of Monterey



Monterey Regional Waste Management –
Materials Recovery Facility



Monterey Conference Center



Nordic Naturals Expansion



ROAR Winery



AUSONIO

INCORPORATED

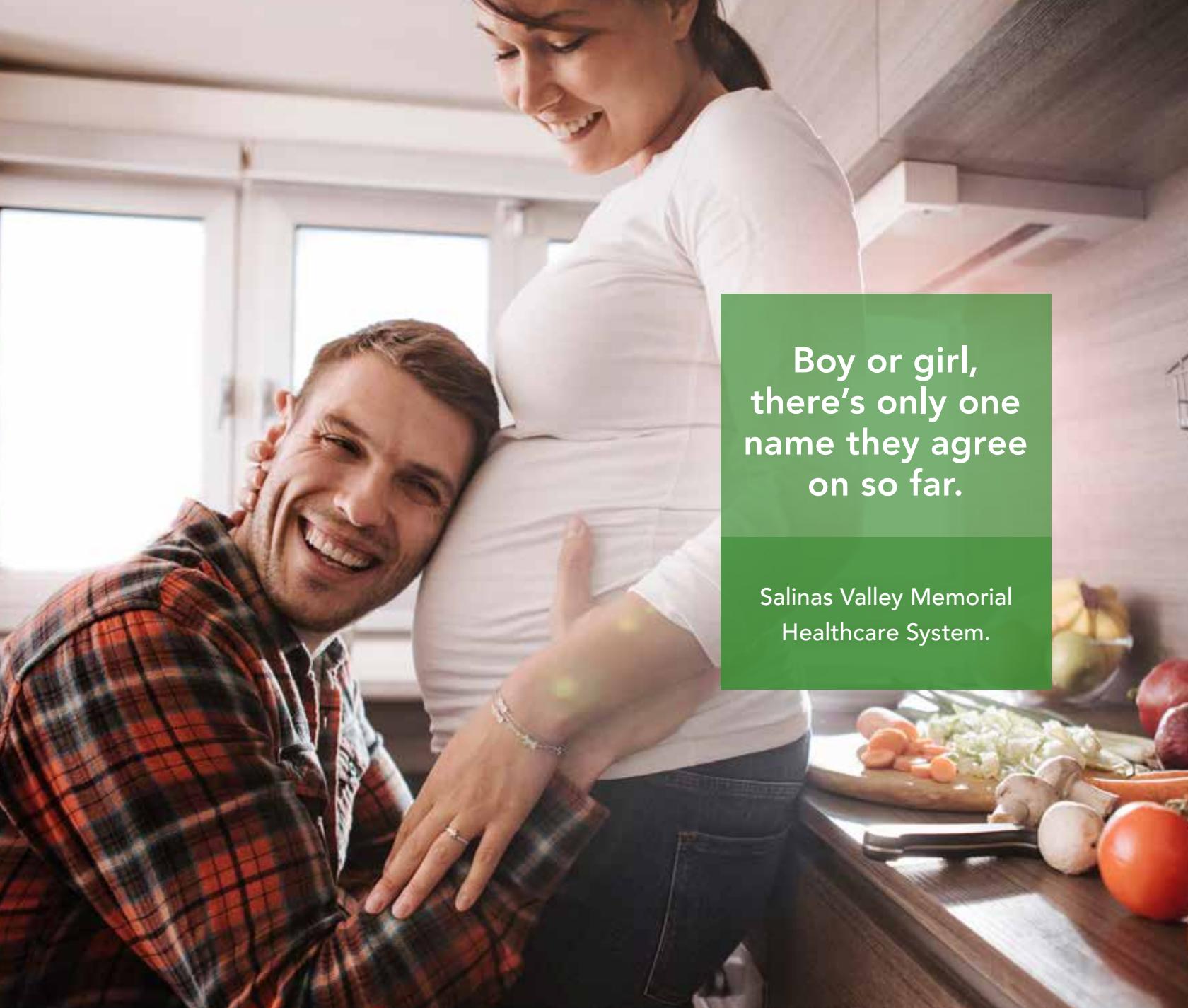
Design+Build Specialists

831.633.3371

www.ausonio.com

Li # 682308





**Boy or girl,
there's only one
name they agree
on so far.**

Salinas Valley Memorial
Healthcare System.

At Salinas Valley Memorial Hospital, we deliver peace of mind. Our official Baby-Friendly hospital goes beyond private rooms and pampering touches. We specialize in high-risk pregnancies, supporting the safest options for mother and baby. At SVMH, the staff's commitment to expecting parents is backed by advanced technology and programs such as our neonatal intensive care unit in partnership with Stanford, our 24/7 OB Emergency Department and our Perinatal Diagnostic Center. All of which makes us a smart — and safe — place to have your baby.

Learn more at svmh.com/maternity and enter to win 5 free Childbirth Preparation classes!



Features

5 PUBLISHER'S NOTES

6 CONTRIBUTORS

10 YOUNG FARMER SPOTLIGHT

Nick Barnes

14 COMMODITIES

Where Our Holiday Meals Come From

18 EQUIPMENT

Annual Lawnmower Maintenance
Care and Tips

20 HEALTH CARE

Salinas Growers Leading the Way for
a Healthier Monterey County

22 TECHNOLOGY

The Human Firewall: Education is the
Best Defense Against Cyberthreats



34 HOME SHOWCASE

Jeremy & Leah Hill

24 RETIREMENT

Rethinking Retirement Income Planning

26 LAW

The Business Case for Innovation
in Agriculture

30 ENTERTAINING

Plan a Wine Dinner Like a Pro

32 HISTORY

The Bikini Atom Bomb Tests July 1946

40 ENERGY

"Oh, the Weather Outside is
Frightful" ... But Your Energy Bill Doesn't
Have to be

44 VINE

Rombi

46 NORTH

East Coast Mutt Becomes West Coast
Ag Enthusiast

50 WEBSITE

Too Small to Hack? Thank Again.

54 NUTRITION

Greens to Go!

56 GOLF

Winter Woes

58 GARDEN

Fertilizer for Your Landscape

60 RECIPE

Lugano's Swiss Bistro's Cheese Fondue

Community

62 Sip, Bite and Turn up the Pink

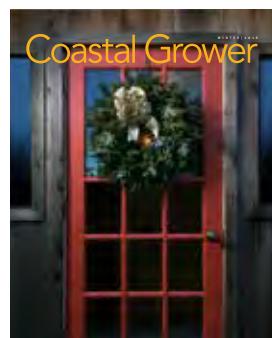
**64 Philanthropy Celebrated: Panettas Honored
with Distinguished Trustee Award**

**66 Boys & Girls Clubs of Monterey County's
Annual Youth of the Year Dinner**

**68 Tatum's Garden Foundation's "Halloween
on the Green"**

**70 Inspiring Healthy Eating at the 38th Annual
California International Airshow**

72 Sakata Seed Heart Walks



COVER PHOTO

*Photo by Richard Green
richardgreenphotography.com*

:::::

Driving Success

Monterey-Salinas Transit has been a leader in serving our community since they opened their doors in 1972.

We commend the work that MST does to provide a vital lifeline to the most vulnerable in our community. At SSB Construction we strive to follow the path laid by community leaders like MST.

For over 70 years, SSB Construction has partnered with organizations and business across the Central Coast to construct impactful buildings in our community.



1161 TERVEN AVENUE // SALINAS, CA 93901
TEL. (831) 424-1647 // FAX (831) 424-4401

SSB
SOLID SUSTAINABLE BUILDING
SSBCONSTRUCTION.COM

Don't miss a single issue!



**Subscribe to Coastal Grower Today!
\$20 Annually for 4 Issues.**

SEND CHECK TO

Subscriptions/Koster Communications
24965 Corte Poco, Salinas, CA 93908

www.coastalgrowermag.com

**MAXIMIZING YOUR HARVEST.
PAIRING YOUR REDS & WHITES WITH BLUE.**

A NEW WORLD DEMANDS NEW HOLLAND.

For more than 35 years, the nation's finest vineyards have relied on New Holland Braud Grape Harvesters. That's because they know our top priority is preserving the quality of each and every grape. So we use the flexible SDC shaking system, which softly shakes and detaches the grape, and the proven NORIA basket system to ensure careful treatment of the vines and harvesting without ground losses. Learn more at www.newholland.com/na



Coastal Tractor

10 Harris PI, Salinas, CA 93901
www.coastaltractor.com
(831) 757-4101

King City, CA
(831) 385-5401

Paso Robles, CA
(805) 239-5772



Coastal Grower

www.coastalgrowermag.com

PUBLISHER

Tom Koster

EDITORIAL DIRECTOR

Lorri A. Koster

MANAGING EDITOR

Whitney Brem Priddy

Phone: 831-596-4945

info@coastalgrowermag.com

ART DIRECTOR

Jay Galster

STAFF HISTORIAN

Burton Anderson

ADVERTISING SALES

Whitney Brem Priddy

Phone: 831-596-4945

info@coastalgrowermag.com

Coastal Grower is published by

Koster Communications, Inc.

All rights reserved by Koster Communications, Inc.

Koster Communications, Inc.

24965 Corte Poco

Salinas, CA 93908

Phone: 831-594-1977

Editorial Content: info@coastalgrowermag.com

Business Office: tkoster@kostercomm.net

DESIGN & PRODUCTION

Marzo Design

22 Loma Avenue

La Selva Beach, CA 95076

831-688-7577

jay@marzodesign.com

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

Holy Smokes

Like most of you, for me, this past month will definitely be a "November to remember." It started out with an unprecedented midterm election. According to *Fortune*, the 2018 midterm was the first election to exceed 100 million voters. According to the United States Election Project, nearly 48 percent of eligible voters exercised their right in these midterms, compared to almost 39 percent in the 2014 election.

Some are crediting the millennials, which turned out 3.3 million strong according to *The Atlantic*. While still the smallest percentage of voters in terms of percentage, they had the greatest increase in numbers when it came to early voting.

The dust was still settling on these results and victory or concession speeches being made, when I saw my son was making a Face Time call to me. It was around 1:30 on November 8th. My son attends California State University, Chico. He was calling from campus but what should have been a bright sky filled with trees behind him looked dark and apocalyptic. He said they may be evacuating Chico and canceling Friday classes due to a forest fire that was burning some 15 miles away in a town called Paradise, California. He was wondering what I thought he should do.

This once little, unknown town nestled in the Sierra foothills and the people who called it home are victims of the worst forest fire in California history. I could list the staggering statistics here but they are growing daily. The majority of national news networks covered the devastation. While another fire tore through Malibu at the same time, the Camp Fire impacted me deeply as I also attended Chico State and have many fond memories of my beautiful Northern California hometown (at least for a few years) and the cute mountain town of Paradise just a short drive away.

Fortunately our family has a home in Truckee near Lake Tahoe and I instructed my son and his friends to leave immediately and head there. They got out safe and sound and the university did the right thing by eventually cancelling classes until after Thanksgiving.

I don't want to get political or start debating climate change, but my two cents? The little town of Paradise was always there. The town has grown, but not changed much over the years. What did change? The forest surrounding the town. I can only hope we can learn from this tragedy and try to prevent another from happening in the future. I'm sure it also had many of us asking: What would we do? Could we get out of our own neighborhoods if everyone had to flee at once, with just a moment's notice? What would you take? Where would you go?

I do find comfort in the tremendous outpouring of charity to help the victims. Californians sure know how to circle the wagons! But Chico is a different town for now...not so much a fun-loving college town filled with restaurants and bars for the students...but a town filled with evacuees and emergency shelters (over 300 Chico State students and faculty alone were impacted).

But just as the smoke was starting to clear and we all prepared to give thanks, a blanket romaine consumption ban was issued by the Food and Drug Administration as well as the Center for Disease Control. People were sick, again, from eating romaine. The entire produce industry is foremost concerned with public health. As expansive as the recall was, out of an abundance of caution, it was the right thing to do.

But this will be another economic disaster for the produce industry and, just like out of control wildfires, it's a disaster that keeps repeating itself.

Quite the November to remember; or perhaps one I wish I could forget.



Contributors



BLAKE MATHUES

Blake Mathues is Lawn and Garden Manager for RDO Equipment Co. where he advises on the purchase and care of lawn and land machines and outdoor power equipment, and manages a team of professionals providing equipment sales, parts, and service support to customers. He has worked in the lawn and garden industry nearly 20 years, five of those with RDO Equipment Co., the other with his family's lawn service business. Visit www.rdoequipment.com to find an RDO Equipment Co. store near you.



BRIAN MILNE

A freelance writer on the Central Coast, Brian Milne enjoys writing about everything from ag technologies to the outdoors. A graduate of Cal Poly-San Luis Obispo, Milne provides marketing and business development services for Hortau, a precision irrigation management company based in San Luis Obispo, Calif., with growers located throughout the Salinas Valley and North America. You can learn more about Hortau's precision irrigation management services at www.hortau.com or by calling (805) 545-5994.



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).



STEVE MCSHANE

Steve McShane is Owner and General Manager of McShane's Landscape Supply in Salinas, California. He has a B.S. in Soil Science from Cal Poly, San Luis Obispo and an M.B.A. from Santa Clara. He serves on the Salinas City Council. When not working, he loves hiking, traveling to far reaches of the planet and experimenting with exotic fruits. He can be reached at steve@mcshaneslandscape.com or (831) 455-1369.



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.



NELSON T. RIVERA

Nelson T. Rivera is a patent and trademark attorney with JRG Attorneys at Law. He graduated from UC Davis School of Law in 2002. He has helped numerous clients seek protection of their intellectual property and has also participated in both patent and trademark litigation matters.



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.



KAREN NARDOZZA

Karen owns Moxxxy, a full-service marketing agency in Salinas that serves the agriculture, wine, cannabis and fresh food industries. Services include marketing planning, branding, packaging design, web development, PR, sales collateral and trade show needs. Clients have included Duncan Family Farms, Josie's Organics, Monterey County Farm Bureau, Monterey County Agriculture Commissioner's Office, Organic Produce Network, Peterson Farms, Sakata Seed America, Smith Family Wines, Tanimura & Antle, Uesugi Farms, Wawona Packing and Western Growers. Karen can be reached at (831) 222-3935 and karen@getmoxxxy.com. For more about Moxxxy visit www.getmoxxxy.com.



MATT PRIDEY

Matt Priddy is a Professional Golfer residing on the Monterey Peninsula. He plays on several professional tours, trying to make his way onto the PGA Tour. Through the help of his generous sponsors, Matt is able to play golf full time and travel to tournaments. He is originally from South Dakota, and played collegiate golf in both South Dakota and Arizona. He turned pro after college and eventually moved west to the home of his wife, Whitney. He won the 2018 Monterey Open, earning him an exemption into the 2018 TaylorMade Pebble Beach Invitational.



RUDOLPH P. DARKEN

Rudolph P. Darken is an intellectual property attorney at JRG Attorneys at Law in Salinas, California specializing in all aspects of computing; software, hardware, and related technologies and applications. He is also a Professor of Computer Science at the Naval Postgraduate School in Monterey, CA.



SHELIE DAVIS

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



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



TAMARA FRANCIONI

An experienced Michelin-Star restaurant sommelier and corporate event planner, Tamara is a local wine, events, and hospitality consultant. With over twelve years' experience in NYC and San Francisco, she has worked with the likes of Michael Mina, Bobby Flay, and Michel Richard. Most recently, she organized and co-hosted wine dinners with some of the world's top chateaux, selling fine wine to private collectors throughout the world. She enjoys Monterey living with her husband Adam, of ROAR Wines.



BILL HASTE

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.



LUIS ALVAREZ

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



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.



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.



HILARY FISH

Born and raised in Monterey County, Hillary Hollingsworth Fish is the Director of Communications and Annual Programs at Natividad Foundation. She joined the nonprofit last year after a 14-year marketing career with Natividad Foundation donors Matsui Nursery and Earthbound Farm. Hillary is a Salinas High School and Hartnell College graduate, and holds a bachelor's in journalism/public relations from Chico State. She served as a board member of Ag Against Hunger and on Hartnell College's Women's Education Leadership Institute (WELI) committee. Hillary is the Founder and Communications Director of the Dual Immersion Academy of Salinas Parent-Teacher Organization.

AG IS OUR MIDDLE NAME



We see things from the ground up, all of the small details that go into the big picture of farming.

Because agriculture is what we know, it's all we do.



AMERICAN AGCREDIT

Call 831.424.1756 today or visit AgLoan.com

A part of the Farm Credit System. Equal Opportunity Lender.

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.

Nick Barnes

By Enza Zaden



Growing up, Nick Barnes learned the importance of food—how it gathers people together to create memories. The entire process, from growing plants or raising animals to delivering food on the table, intrigued Nick, and that curiosity and interest led him to where he is today, Sales Manager and Lettuce Lead for Enza Zaden, an international vegetable breeding company.

Barnes grew up surrounded by food and agriculture, as many are, in the Salinas Valley. "My grandfather started his own successful trucking business and dealt regularly with many vegetable and fruit growers as well as fertilizer companies that serve the agriculture industry. My parents owned restaurants in Salinas. Their work ethic was contagious and made an impact on me throughout my youth," he shared. This entrepreneurial upbringing taught him what hard work looks like and led him to appreciate quality, fresh food. "I began

working in our restaurants and for my godparents when I was very young, riding my bike to work. Whatever was needed, I did and I would not trade those experiences for anything," Barnes recalls.

"I have realized throughout my career that you must think as a team and contribute what you are capable of, then as a unit you become the master."

When Barnes was 16 he was curious about a career in agriculture, so one night while over at the Antle family's for dinner, he asked Rick Antle if there were any opportunities within Tanimura & Antle. "Rick asked me what I wanted to do," Barnes shared. "I had no idea what I wanted to do. I told him I just wanted to learn—so he gave me an internship opportunity

within Tanimura & Antle that allowed me to learn different aspects of the business, from nursery to farming to harvest."

It was this generosity that gave Barnes a glimpse into the type of people he would share his future career with—people who were passionate about working in agriculture. "I know a lot of companies do not particularly care for internships but Rick and Tanimura & Antle were very kind in how they let me learn," Barnes said. "I'm very grateful for that because it opened my eyes to this entire industry. I met lifelong friends and mentors like Mike Silva (Santa Maria Seeds), Tony Alameda (Top Flavor Farms) and Mark Adamek (Tanimura & Antle), all of whom have provided profound advice and encouragement over the years."

A TURNING POINT

Antle was a great pillar of knowledge for Barnes. He recalls one night Rick asked Barnes how work was going. The conversation went like this:

Antle: "How's work going?"

Barnes: "It's great, but I am tired! I'm working a lot, plus school, it's exhausting."

Antle: "Are you giving 100 percent every day?"

Barnes: "I certainly try to give 100 percent, but some days I might give 50 percent."

Antle: "Okay then, I'll pay you half! You have to give 100 percent every day."

Since that conversation, it has stuck with Barnes to give 100 percent every day.

"I hope that I can have the same influence on my colleagues and friends that Rick had on me," Barnes said proudly. "I have realized throughout my career that you must think as a team and contribute what you are capable of, then as a unit you become the master." The Enza Zaden

family is a strong group of passionate seed professionals that strive for the best. Barnes has been able to build a powerful team of talented and driven people that understand the Enza Zaden vision and work every day to develop new vegetable varieties. Among the crops that Barnes works with are lettuce, cauliflower, broccoli, arugula, herbs and fennel, but Enza Zaden is also known for

"We have such a great group of people in the Salinas Valley who are passionate, down-to-earth and support each other every day."

tomatoes, peppers, and cucumbers with brands such as Campari.

GOING INTERNATIONAL WITH ENZA ZADEN

It was an emotional point in Barnes life when he decided to leave Tanimura &

Antle eight years ago, but the opportunity Enza Zaden offered was something he could not turn down. "My daily functions at Enza Zaden were much different from the operations positions I had in my previous roles, but it was an opportunity to apply my skills in a different way. Enza Zaden has such an international presence. I have been able to utilize our strong network of global colleagues to create new opportunities here in the Salinas Valley," he shared.

LOOKING FORWARD

According to Barnes, the future of agriculture is in automation and robotics throughout the entire supply chain—from farm to fork. Automation is needed to not only reduce costs, but to minimize food safety risks. "Everything needs to be more systematic and streamlined—from the way we're planting and doing ground prep to harvesting and processing," he shared. "Automation will help build food safety reliance; food safety is a priority in our industry that we need to focus on—it's





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

Enjoy family.



TASTING ROOM-SAN CARLOS & 7TH, CARMEL-BY-THE-SEA
FAMILY-OWNED & ESTATE GROWN SINCE 1972 • SCHEIDFAMILYWINES.COM

going to kill us if we don't get it right."

Barnes also shared that organics will continue to expand in market presence. "I have seen an ever increasing amount of organic acreage in the valley and believe in its continued growth. I'm also a strong supporter of our Eazyleaf® brand of one-cut lettuce, which adds great value to the supply chain."

CONTINUING TO GROW THE SALINAS VALLEY

Outside of work and the agriculture fields, Barnes enjoys spending time with his wife Brianna, both graduates of CSU Chico, and their two children, Brooklynn (four years old) and Hudson (nine months old). He enjoys just about everything outdoors, working on projects around his house, and motorcycle and Jeep trails.

When asking Barnes what his favorite thing is about living and working in the Salinas Valley, he confidently replies that the people are the best thing about living here. "We have such a great group of people in the Salinas Valley who are passionate, down-to-earth and support each other every day," he said, "The people and ability to be able to enjoy the beauty of our land is priceless to me. I look forward to every day seeing my children smile."

Passion is contagious, and it is certain that Barnes's passion for innovation, agriculture and building a forward-thinking team at Enza Zaden will allow him to grow his career to new heights. His dedication and drive will continue to catapult Enza Zaden and Barnes into great opportunities. **CG**

LIC OPR # 9793

Gavilan
PEST CONTROL

831-442-1915
800-675-7909



- Commercial
- Industrial
- Residential
- Warehouses
- Wineries
- Packing Sheds
- Tree & Ornamental Spraying
- AIB Trained
- Weed Abatement
- Insects
- Rodents
- Birds
- Squirrels



Quality | Integrity | Vision

Bakker Construction Provides Concierge-Style Design and Build Services to the Monterey Peninsula for Custom Remodeling and Renovation Projects.

Our design-build process focuses on transparency paired with client communications that are customized to suit our clients' needs. This client-centric approach leads to a collaboration that brings visions to life. Contact Bakker Construction for a consultation.

MAS Design mas-interior-design.com

BAKKER
CONSTRUCTION
QUALITY. INTEGRITY. VISION

831.998.7113
bakkerconstruction.com

Founded by
Shawn and Amanda Bakker



Where Our Holiday Meals Come From

(Hint: Some ingredients come from farther away than you'd think)

By Brian Milne



For those of us who work in and around agriculture, we tend to think the world revolves around us when it comes to food. But can you blame us?

California's farmers and ranchers produce more than 400 commodities and are responsible for a third of the country's vegetables and two-thirds of the country's fruits and nuts, according to the California Department of Food and Agriculture (COPA).

Here in the "Salad Bowl of the World," for example, we produce a majority of the lettuce (60 percent), celery (57 percent) and broccoli (48 percent) our nation consumes, according to the Monterey County Farm Bureau. (Not to mention all the great wine grapes we produce!)

That said, us Californians get plenty of our food from outside the state this time of year. In fact, during the winter months, some of the food we eat comes from farther away than you'd expect.

Fortunately, our industry has made great strides in harvesting techniques, packaging, processing, cold storage and shipping, and U.S. consumers today can find just about any produce they want at any time.

California's farmers and ranchers produce more than 400 commodities and are responsible for a third of the country's vegetables and two-thirds of the country's fruits and nuts...

WHERE DO BERRIES COME FROM?

A great example of these advancements comes in the cranberry industry. Did you know that those crimson berries that make up our favorite holiday sauce come from as far away as Wisconsin and Massachusetts, or across the border in British Columbia or Québec?

One of three mature fruits that are native to North America (along with blueberries and Concord grapes), cranberries are one of the few berries you'll find that aren't grown here in California. That's a tart berry to swallow, considering California leads the country in strawberry and raspberry production, and ranks second to only Washington in blueberries, according to the CDFA.

DAIRY AND OTHER AG EXPORTS

But at the end of the day, California is still the big cheese when it comes to exporting agricultural products. Speaking of dairy products, California is the top dairy producing state in the country, producing nearly 18 percent of the nation's supply, according to the CDFA, and leading all states in milk and cream production.

All in all, California exports approximately

*Clockwise from top: 1.) Wisconsin cranberries.
2.) Central Coast grapes. 3.) Salinas Valley artichokes.*

26 percent of its agricultural production with exports surpassing \$20 billion a year, the CDFA reports. In terms of specific crops, CDFA adds that the Golden State is the nation's sole exporter (supplying 99 percent) of almonds, artichokes, dates, dried plums, figs, garlic, kiwifruit, olives, pistachios, raisins, table grapes and walnuts.

Grapes are now California's top crop as the Golden State accounts for 88 percent of the total tonnage produced in the U.S.

SIDE DISHES THAT TRAVEL

But enough about California's bounty. In terms of other traditional holiday menu items that come from outside the state, corn is another popular side dish that's grown elsewhere.

Iowa is traditionally our top producer of corn in the U.S., followed by Illinois and Nebraska.

Now what about another one of our favorite side dishes: yams?

Yams might travel the farthest to make it on our holiday plates. According to the UN's food agency, Nigeria is the world's largest

producer of yams, accounting for more than 60 percent of the world's population. Which means if you have yams on your table, they could have traveled some 8,000 miles from the other side of the world to get there.

Similar to yams, sweet potatoes were traditionally grown overseas with China, Nigeria, Tanzania and Ethiopia dominating production. But in recent years, sweet pota-

Fortunately, our industry has made great strides in harvesting techniques, packaging, processing, cold storage and shipping, and U.S. consumers today can find just about any produce they want at any time.

toes have enjoyed a modern renaissance in the U.S. thanks to the popularity of sweet potato fries, fad diets and other emerging All-American dishes. According to the U.S.



Department of Agriculture, sweet potato consumption in the U.S. nearly doubled the past 15 years, and farmers are taking note.

Grown primarily in the South, a majority of our sweet potatoes come from North Carolina, where some tobacco farmers are switching to sweet potatoes as a new cash crop. Today, U.S. sweet potato farmers export





American
Heart
Association.

American Heart Association®



GO RED FOR WOMEN® PRESENTS

MOTHER. SISTER. FRIEND.

The American Heart Association invites you to this year's Go Red for Women luncheon, where we will be raising awareness and leading the charge to end cardiovascular diseases in women.

Women are unstoppable, and together we will save the lives of our mothers, sisters, friends – and perhaps even our own.

Central Coast Go Red For Women Luncheon

Friday, February 15, 2019

The Inn at Spanish Bay

10:30 a.m. Health Expo | 12:00 pm Lunch

CentralCoastGoRed.heart.org | #CentralCoastGoRed

Go Red For Women is nationally sponsored by



Local sponsors



California American Water • Scheid Family Wines • VNA & Hospice

TM Go Red trademark of AHA, Red Dress trademark of DHHS.

about 11 percent of the world's total supply, according to WorldAtlas.com.

THE MAIN DISH

When it comes to our main dishes, it's really luck of the draw where the meat comes from.

According to the USDA, the U.S. is the world's largest beef producer and second-largest beef exporter. But because we also import so much lower-valued processed beef, we're also the world's largest beef importer.

To no one's surprise, Texas is the top cattle producing state, producing nearly twice the cattle as the next closest state. The Lone Star State is followed in production by Nebraska, Kansas, California and Oklahoma, according to National Cattlemen's Beef Association.

When it comes to poultry, Georgia is the top chicken-producing state in the U.S., followed by Arkansas and Alabama, according to the U.S. Census Bureau.

Turkey, more often than not, comes from here in the U.S., with Minnesota, North Carolina, Arkansas and Missouri leading the way in production.

FINDING FOOD CLOSE TO HOME

Fortunately, we produce plenty of meat here in California as well, especially in rural areas like Central California where grass-fed beef is more common. So if you know where to look, and support local farms, ranches, and stores that source their meat regionally, you can find quality beef, lamb and pork that's produced right here at home.

Same goes for our fruits, vegetables, honey, you name it. In fact, Community Supported Agriculture is a great way to support your local farmers, experience the local growing seasons, celebrate harvest, and mix up your meals throughout the year.

To shed light on just how much food is produced locally, a recent study by UC Merced suggests that 90 percent of the U.S. could eat food that's grown or raised within 100 miles of our homes.

So while not every item on your holiday menu comes from California, maybe it is possible to create holiday meals that revolve around us after all. **cg**

BUILT ON STRATEGY

Crafted by design.

We are vested in the future of our clients and we will continue to provide designs that are inspired, intelligent and purposeful.



831.424.4620 BELLAG.COM
235 MONTEREY STREET, SUITE B, SALINAS, CA 93901



Annual Lawnmower Maintenance and Care Tips

By Blake Mathues

After a long season of spring yard work, summer lawn care, and fall cleanup projects, lawnmowers deserve a little TLC. A machine that's properly cared for throughout the year will run smoothly and a special focus on annual maintenance as the year winds down ensures it will be ready to go full-speed ahead in the following year.

Here are basic maintenance and care tips to follow as the year comes to a close.

SMART AND SAFE

Proper lawnmower maintenance begins before getting up close with the machine. Every lawnmower varies a bit in care and requirements, so the first step is to consult the operator's manual for machine specifics, like proper oil type and filter.

Before proceeding with maintenance, wear appropriate safety gear, park the mower on a flat, level surface, double-check the engine is off and cool, and then disconnect the battery and spark plug.

ATTENTION TO OIL

One of the most important keys to a properly running mower is oil. While it should be checked prior to every use, engine oil and the oil filter typically only need to be changed annually.

Start by placing a drain pan under the oil plug and loosen the dipstick. Next, drain the oil. Remove the old oil filter and pour out excess oil. Replace the oil plug, then wipe down and clean the area. Replace the oil filter, then put in a fresh fill of oil, and, finally, replace the dipstick.

Run the engine for a minute, then shut it off and allow ample cool-down time. While the engine is cooling off, clean up any spilled oil and dispose of the old oil in a proper manner. Check with local regulations and look for recycling options in the area.

When the engine is cooled, check the oil level. Over-filling can damage the spark plug and lead to engine start issues, so be sure the oil level is at an appropriate amount before calling this job finished.

AIR CARE

Dirty air filters hamper a mower's performance, create inefficient operation that wastes fuel, and may cause permanent engine damage if they allow dirt and other debris to enter it, so they should be changed annually.

First, clear away debris from the air intake area. When replacing the air filter, take care so debris doesn't get into the engine.

If the air filter was replaced earlier in the season, a simple cleaning is likely all that's needed now.

FOCUS ON FUEL

Once a year, the fuel filter should be replaced. A dirty fuel filter can allow debris into the engine and potentially clog it. It can also cause inefficient engine operation and excess fuel consumption.



Note the arrow on the existing fuel filter and the direction it's pointing. The new filter must be attached so that the arrow is pointing in the same direction. Inspect the fuel filter and connecting hoses, ensuring the hoses aren't worn or cracked. Next, loosen the hose clamps and move them away from the filter. Disconnect the hoses from the old filter, then quickly reattach the new filter – double-check that it's facing the correct way – and reposition the hose clamps. Finally, properly dispose of the fuel filter, as well as spilled fuel and any fuel-soaked towels.

A machine that's properly cared for throughout the year will run smoothly and a special focus on annual maintenance as the year winds down ensures it will be ready to go full-speed ahead in the following year.

Unless a mower is going to be stored for an extended period of time, the fuel shouldn't need to be drained or changed, provided it's clean and free of contaminants.

CLEAN AND CHECK

While periodic cleaning and inspection is needed throughout the year, a mower should get a thorough cleaning and inspection once a year.

The mower deck must be cleared of debris to prevent rust or airflow issues. Start by removing the deck as instructed in the owner's manual, then clean and dry it.

Next, inspect the drive belt for worn or cracked areas and replace the belt, if needed.

Remove and check the blade, looking for any signs of damage or excessive wear. Depending on the condition, a blade can be replaced or may just need to be sharpened.

Grease all fittings, then give the engine a final check, looking for any cracks or leaks.

Give a mower simple, routine care at the end of the year and it will return the favor with dependable operation next year. **ce**

STEVENSON SCHOOL



Pebble Beach, CA
Grades 9–12 | Boarding & Day
Carmel, CA
Pre-Kindergarten–Grade 8

www.stevensonschool.org

Salinas Growers Leading the Way for a Healthier Monterey County

By Hillary Fish



Excellent health care for everyone isn't just a dream. It's something that's happening right here in the Salinas Valley.

Home to the area's only Trauma Center, Natividad is an acute care hospital dedicated to providing high-quality health care to everyone. Founded in 1886, Natividad has a long history of serving residents and visitors of Monterey County, regardless of ability to pay. It offers a wide range of inpatient, outpatient, emergency, diagnostic and specialty medical care. Physicians trained at top-rated schools with experience from world-renowned hospitals flock to the UCSF-affiliated teaching hospital to provide their expert skills to very patient.

It was a decade ago that John D'Arrigo —a third-generation Salinas Valley grower—took a tour of Natividad. He decided he

had to do something to improve health care for agricultural workers and their families. So he called his friends to ask for help. D'Arrigo soon founded The Agricultural Leadership Council (TALC) with a group of 22 farming families. This year, 95 agricultural leaders, individuals and businesses came together to make their annual collective donation to the nonprofit Natividad Foundation.

"Farming feeds our nation and supports our local communities," said John D'Arrigo, D'Arrigo California's President, CEO and Chairman of the Board. "I founded TALC with my fellow growers to ensure our community's agricultural workers and their families get the best care. But it could just as easily be one of my sons, my wife or me that's a patient at Natividad."

Natividad Foundation's public-private partnerships with TALC, individuals,

businesses and other organizations help the medical center go above and beyond what it could do on its own. The Foundation works closely with its donors to provide funding for medical equipment, programs and training, which help ensure all patients feel less vulnerable. "Our partners are constantly setting new standards for philanthropy," said Natividad Foundation's President and CEO Jennifer Williams.

In 2018, TALC donated \$313,050 to Natividad Foundation, bringing the total donations since TALC's inception to more than \$2.6 million. To date, the group has purchased 317 pieces of medical equipment crossing nearly every department in the hospital. "We know that when we can give our health care providers the tools they need to continue providing the best care, then everyone benefits," D'Arrigo said.

TALC's philanthropic support also funds innovative programs to respond to the unique needs of Monterey County's diverse population. One such important program is Natividad Foundation's Indigenous Interpreting+®. With its one-of-a-kind training and credentialing, the program has indigenous interpreters on call 24 hours a day seven days a week. In the Salinas Valley, there are an estimated 28,000 indigenous language speakers. Some of the most commonly spoken indigenous languages at Natividad are Mixteco and Triqui. Many indigenous language speakers come from villages in Mexico so remote, they know very little to no English or Spanish.

When an indigenous language speaker is hospitalized at Natividad, an indigenous interpreter is assigned to help them understand the treatments they're being given. The interpreters are also tasked with ensuring patients are equipped to follow doctor's orders during and after care. This takes place in moments as dramatic as a

parent whose child is being brought by ambulance to Natividad, to understanding what is happening to their child, to how the family can support their child during hospitalization, and later, how to care for their child once he or she is home.

"Imagine if you didn't speak a common language with your health care provider and couldn't understand what they were saying so you could consent to care," Williams said. "With Indigenous Interpreting+, we're successfully connecting patients with their doctors and nurses to speed healing and improve outcomes."

Earlier this year, TALC member and Matsui Nursery President and CEO Teresa Matsui spearheaded a \$500,000 donation providing seed funding for a new infusion center at Natividad. She envisioned a gift that would improve the health of the community.

"I believe that giving to community institutions that closely serve our workforce is a great business investment," Matsui said. "Many of our employees and their families have received responsive, compassionate, quality care at Natividad."

The center will provide a continuum of local, accessible care for cancer patients and others who require infusion treatments. The gift was made in honor of Matsui's mother, Yasuko Matsui. It is the largest donation by an individual or family in the Foundation's 30-year history. Matsui, her sister and mother all are breast cancer survivors and positive for the BRCA2 gene mutation. "We were thrilled that our contribution could be used to facilitate the treatment process for cancer patients," she said.

Research also backs that healthy employees are productive employees and Matsui believes good health is necessary for well-being. "I learned long ago that if employees are healthy and less stressed in their personal lives, their work performance improves," she said. "Social issues are business issues and business people need to be social activists."

Natividad's CEO Dr. Gary Gray said this ethos is evident throughout our community, and that every contribution, large or small

makes a difference. "Through the generosity of Natividad Foundation's donors, we're strengthening Natividad and providing first-class care to everyone who walks through our doors," he said. "Gifts like those from the Matsui Family and TALC spark change. Gifts like mine and yours sustain change."

For more information about Natividad Foundation, visit www.natividadfoundation.org or call (831) 755-4187. To learn more about Natividad's health care services, go to www.natividad.com or call (831) 755-4111. [cg](#)

"We know that when we can give our health care providers the tools they need to continue providing the best care, then everyone benefits."

- John D'Arrigo

"Social issues are business issues..."

- Teresa Matsui, Matsui Nursery's President and CEO

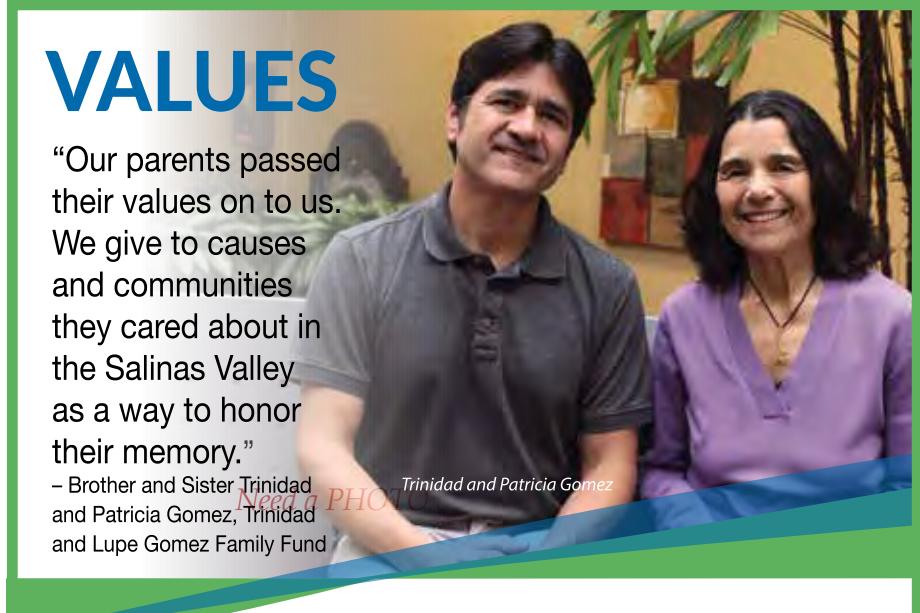
"Gifts like those from the Matsui Family and TALC spark change. Gifts like mine and yours sustain change."

- Gary Gray, Natividad's CEO

VALUES

"Our parents passed their values on to us. We give to causes and communities they cared about in the Salinas Valley as a way to honor their memory."

- Brother and Sister Trinidad and Patricia Gomez
Trinidad and Patricia Gomez, Trinidad and Lupe Gomez Family Fund



Design your philanthropic vision.
We can help.

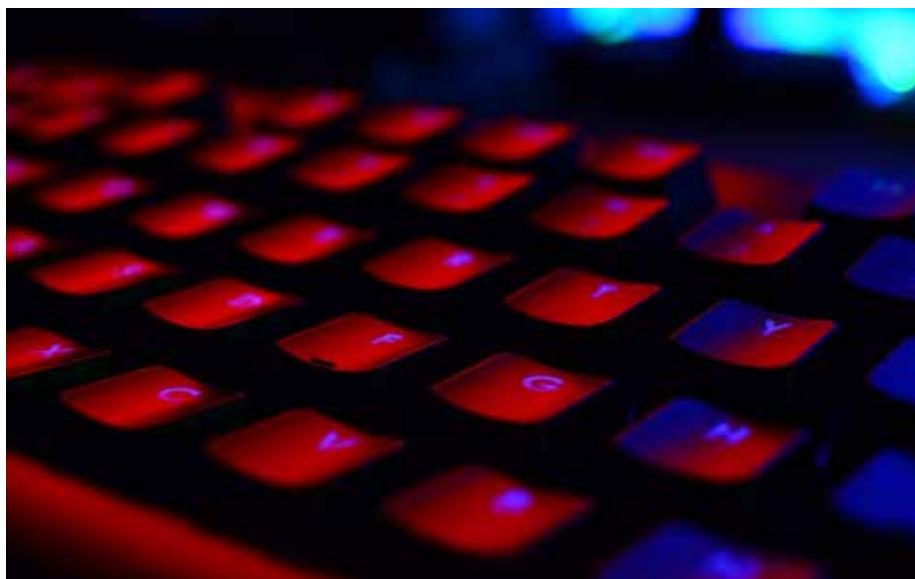


Donor Advised Funds • Scholarships
IRA Charitable Rollovers • Legacy
Planning (CGAs, CRTs) & More

831.375.9712 | www.cfmco.org | [f](#) [t](#) [in](#)

The Human Firewall: Education is the Best Defense Against Cyberthreats

By Luis M. Alvarez, President & CEO, Alvarez Technology Group, Inc.



A CAUTIONARY TALE

Maria was at her desk, working on the computer matching invoices with payments in the accounting system, when she saw an email from her supervisor pop up on her screen. Maria's supervisor, Andrea, worked at the main office in Salinas, California while Maria was based in the Oxnard, California office of the family farming company that she worked for. The result was that Maria and Andrea communicated a lot via email, so it was not unusual to get an email from her supervisor during the day.

Calling up the email, Maria saw it had an attachment, what appeared to be a scanned PDF file. She automatically clicked on the PDF to open it even as she was reading the email. Almost as soon as she read it, she noticed that the email didn't look right. Maria got lots of email from Andrea every day and this one seemed odd. The message was short and terse: "See attached file." Usually, Andrea was pretty chatty and always ended her emails with a "Thank You, Andrea." Then she looked at the PDF, which turned out to be blank. Even odder. Finally,

Maria looked at the email once again and noticed that Andrea's email address was incorrectly spelled.

That's when Maria realized that something very bad might be happening and she reached for the phone to call the company's IT service provider to report her suspicions, but it was already too late. When Maria opened the PDF file, she unknowingly released a computer worm on her company's network, setting into motion a cyberattack that would infect dozens of computers, encrypt thousands of files and result in almost a week of downtime that cost the company tens of thousands of dollars of lost productivity and actual financial losses.

THE HUMAN FIREWALL

The story above doesn't depict an actual cyberattack, but it is a true representation of something that happens to hundreds of organizations every day. Social engineering is the art of fooling people into taking actions they would normally not take, and it is the most important weapon in the arsenal used by cybercriminals, exploiting the big-

gest security weakness of any business: their employees.

Also known as "phishing," social engineering is usually accomplished via email, when cybercriminals send out emails that look legitimate at first glance, but which later turn out to be carrying ransomware, botnets or advanced persistent threat malware. Each of these represents a malware threat that can be devastating, including impact on productivity, actual hard costs to recover from the attack and the potential cost to your reputation.

Most organizations take at least some steps to protect themselves, but the majority of that investment revolves around technical tools, including antimalware, firewalls, and ensuring that patches and updates are installed in a timely manner. Surprisingly few, however, spend any time or money on providing consistent cybersecurity training to their employees, even though statistics show that over 60 percent of cyber incidents are the result of human error.

If you want to reduce the risk of your organization becoming a victim of a cybercrime, you have to develop and strengthen what I call The Human Firewall. It starts by creating strong security policies that examine all of the risks your company faces and how you can reduce that risk by enforcing proper practices. Training employees is nothing new to most businesses, who already provide training in other areas of their operations, including HR and safety training. Cybersecurity training is just the natural evolution of the modern enterprise, which is using the Internet more than ever to conduct business.

An organization-wide security assessment is the first step in the process as this will help you identify the kind of policies

CONTINUED ON PAGE 55

With respect for nature



Positioned right at the start of the food chain, we apply state-of-the-art techniques to the rich genetic diversity nature offers us. With a global network of leading research institutes and universities, we are constantly working to further improve the effectiveness and efficiency of the breeding process. Together with our partners, we can make our vegetables tastier, more appealing, easier to prepare and even more healthy.

Rijk Zwaan USA

www.rijkzwaanusa.com
(831) 455-3000

Sharing a healthy future



RIJK ZWAAN

The logo for Rijk Zwaan features a stylized green 'R' and 'Z' intertwined, with a small yellow circle at the top of the 'Z'. Below the graphic, the company name 'RIJK ZWAAN' is written in a bold, sans-serif font.

Rethinking Retirement Income Planning

By Bill Hastie



As Americans approach their retirement years, little is more important than having the confidence that their future income is defined and secure. But trends in employer-provided retirement plans in recent decades have actually moved in the opposite direction causing a significant mismatch in retirement plans and retirement income planning. Let's look at where we have been and where we are now.

In the "old days," corporate pension plans, which were entirely employer funded, would provide a percentage of their final (few) years' income as guaranteed retirement income (known as defined benefit plans). This gave workers a clear understanding of their future income—i.e., a defined benefit—and the security of knowing how to plan for their future. Important to note how workers understood their retirement benefits—as a monthly income—with really no other consideration.

In that simplicity came a sense of security.

Now enter the 1970's and 80's—fewer companies could afford the very expensive defined benefit pension plans, ushering the popularity of defined contribution plans, namely the 401(k) plan. While both types

Setting a retirement income goal, which can and will be revised over time, puts a face on what will actually be important to the retiree.

of plans are provided by the employer, the similarity ends there, and ramifications to the retiree could not be more profound.

As stated above, the defined benefit plan is 100 percent employer-funded. The 401(k)

provides that the plan participant can make contributions to the plan on a pre-tax basis (unless Roth contributions are offered in the plan) in addition to the employer being able to make contributions should they choose. Employer contributions may be in the form of a match or a flat percentage. Many 401(k) plans involve only employee contributions, in 2019 to a maximum of \$19,000 for employees under age 50, \$25,000 for employees age 50 and older.

Note that in the brief discussion about defined benefit plans, there was no mention of investments or investment rates of return. That's because neither are a consideration to the participant in a defined benefit plan. But in a 401(k) plan, participants typically have 24/7 access via their investment and rates of return. But to what end? Does all this investment focus provide the 401(k) participant any closer to defining what their retirement income might be?

Perhaps the greatest unintended consequence of the industry's shift from defined benefit to defined contribution plans (again, namely the 401(k) plan) is the focus away from retirement income and towards account balance and investment return. One of the questions most often asked is, "Can I retire once I accumulate \$1 million in my 401(k) plan?" The answer, of course, is a definite maybe, but it's not the right question for someone to ask who is seeking to retire.

Recent academic studies have taken a deep dive into the ramifications to the retiree of the industry shift to defined contributions plans, and have largely concluded that retirement planning for the thousands of baby boomers approaching retirement is in crisis. Cited as the key issue is the paradigm shift from seeking a guaranteed retirement

income to seeking the largest retirement account balance at retirement. Also, it was noted that the investment process for the former is very different than the latter. Presented as a case in point is the Treasury bill (T-bill), seen as a risk-free investment. From a value (accumulation) standpoint, the T-bill keeps the principal safe as its principal and interest are guaranteed by the U.S. government. What is highly volatile, however, is the amount of income the retiree can purchase from year to year with that principal. One study cited that the annual change in income from 2003 to 2014 varied from over 15 percent gain in income to a loss of more than 10 percent, and therein lies the challenge. While the value was stable, the

Most retirement plan advisors can assist plan participants in goal-setting and making that shift to seeking to achieve a very specific income goal.

income was very unstable—exactly counter to the retirement needs of a generation of retiring workers.

Suggested as moving towards a solution for employers offering a retirement plan is rather than trying to make plan participants smarter about investments, create a smarter dialog about how participants can reach their retirement income goals. For employees, it is all about planning no matter how many years before retirement. Setting a retirement income goal, which can and will be revised over time, puts a face on what will actually be important to the retiree.

Most retirement plan advisors can assist plan participants in goal-setting and making that shift to seeking to achieve a very specific income goal. This can be expressed as a specific number or as a percentage of future income. Either way, it refocuses the attention away from seeking to achieve maximum account value to seeking a retirement income goal. **cc**



Over 100 years of INSURANCE AND RISK MANAGEMENT



**McSherry
&
Hudson**

MANAGING RISK FOR OVER 100 YEARS

SALINAS

1020 Merrill Street, Suite 2015
Salinas, CA 93901
Main Line: (831) 724-3841
Toll Free: (888) 845-2248
Fax: (831) 724-7574

SAN JOSE

160 W. Santa Clara St., Ste 715,
San Jose, CA 95113
(408) 550-2130
Toll Free (888) 845-2248
Fax (408) 550-2119

WATSONVILLE

35 Penny Lane, Suite 6
Watsonville, CA 95076
(831) 724-3841
Toll Free (888) 845-2248
Fax (831) 724-7574

www.McSherryandHudson.com | LICENSE #0056172 & #0A96018

TRADITION • INTEGRITY • EXPERTISE

We know real estate and we know this valley.



Knowledge. That's what the Piini name represents. It is the foundation of our family business, a heritage built by three generations.



APPRAISALS • BROKERAGE • MANAGEMENT

263 Lincoln Avenue, Salinas, CA 93901
(831) 422-5327 piinirealty.com

The Business Case for Innovation in Agriculture

By Rudolph P. Darken and Nelson T. Rivera

All industries innovate. Innovation is how positive change happens. Being successful in business means effectively balancing the best products and services against the costs to deliver them. Innovation creates a competitive advantage in quality or cost by increasing yields, creation of new products, decreasing time to market, or some other factor related to quality or cost. While agriculture has often had a reputation as a "slow to innovate" industry, there is an abundance of evidence to the contrary. In fact, we submit that the agriculture industry is as innovative as any modern industry ... because it has to be.

Taken as a whole, you will want to think strategically about how all your intellectual property works together to add value to your business.

There are fewer farmers today than at any time in the 10,000-year history of agriculture. Nevertheless, farmers still produce an abundance of crops for just about every culture, taste and personal demand. But we are living beyond our ecological means and are reaching the bounds of our natural resources. Given that the world population will reach approximately 9.7 billion people by 2050, there will be an estimated 60 percent increase in demand for food by 2050. We can meet this challenge through innovation. Only through innovation can we form the bridge between current obstacles and long-term opportunities.

Under pressure from consumers and government regulators, agriculture is aggressively pursuing innovations to address ongoing problems with respect to labor, food security, farm management, and agricultural biohazards. With the

mandate to "feed the world", agriculture must innovate to survive, and to thrive. Whether you are a farm operator, a distributor, a product or service provider, or an entrepreneur, you innovate too!





“Pinnacle Bank, measures up.”

As a business owner, I have high standards—and I expect my bank to meet them. My professional bankers, Steve Wotherspoon and Joanne Bravo, consistently deliver the highest caliber of service and solutions to help my business succeed. They offer a wide range of business financing and cash management options, and have always responded promptly and personally to my inquiries. That's why I prefer to invest locally and work with a trusted community partner: Pinnacle Bank.

- Paul Bruno,
Monterey Peninsula Engineering

Serving Santa Clara, San Benito
and Monterey Counties.

 Member FDIC SBA Preferred Provider

PINNACLE BANK
REACH HIGHER

(888) 485-7050 • pinnaclebankonline.com

EXAMPLES OF AGRICULTURAL INNOVATION

A critical area for innovation in agriculture is robotics. Robotics holds the promise of alleviating threats to sources of labor, increasing quality of life for the existing workforce, and improving product quality. Precision agriculture aims to optimize farm management to maximize yields while achieving efficient water and fertilizer usage. These are often software data management solutions that commonly have a “big data” facet to them. Crop sensors in many varieties are now available for monitoring water usage, fertilizers, food-borne diseases, and other forms of bioinformatics. These are used not only with farm management software suites but are also critical elements of food security and tracking to meet current and impending government regulations. Other areas where innovation is flourishing in agriculture is in vertical farming, indoor lighting, biofactories and related technologies, remote power and Internet connectivity, and plant-related genome sequencing including CRISPR.

These are just a few examples. Innovation is happening everywhere you look in agriculture. All indications are that the farm of tomorrow will look and operate quite differently from the farm of today.

HOW INNOVATION AFFECTS YOU AND YOUR BUSINESS

If innovation in agriculture is indeed as pervasive as we claim, then it is more than likely that your business is innovating in some way. Innovation isn’t always big and disruptive like cellular communication technology or how the Internet was to the computing industry. In fact, innovation most often comes in small packages, where you solve a local problem by crafting a novel solution. More often than you might think, your local innovation may have mainstream appeal and value. Your novel solution could be an important competitive advantage for your business. What should you do about it?

The first question you have to answer is

whether or not you think the innovation has value beyond merely solving a local problem. For example, you created a small database application to guide your planting schedule based on ideal harvesting dates. You crafted a custom tool that reduces your harvesting time by 5 percent. Are these problems generalizable beyond your operation? Can you estimate the monetary value of the benefit of the innovation? Would the use of your innovation by your competitors harm your business? The answer to these questions will usually tell us if your innovation is worth protecting.

Innovation creates a competitive advantage in quality or cost by increasing yields, creation of new products, decreasing time to market, or some other factor related to quality or cost.

WAYS TO PROTECT YOUR INNOVATION

Once we have determined that an idea is worth protecting, we now need to determine how it should be protected. There are two primary means to protect your innovative idea: patents and trade secrets.

In practice, all ideas start out as a trade secret. A trade secret is any confidential information that provides the owner with a competitive advantage in the marketplace. In most states, a trade secret may consist of any formula, physical device, idea, process or compilation of information. Unlike other forms of intellectual property such as patents, copyrights, and trademarks, trade secrecy is basically a “do-it-yourself” form of protection. You don’t register with the government to secure your trade secret; but your information must have value and you must take steps to keep the information confidential. Trade secret protection lasts for as long as the secret is kept confidential. However, there is a substantial risk in

opting to keep an idea as a trade secret and not seeking patent protection. Unlike patents, it is perfectly legal for a competitor to reverse engineer and copy your trade secret. Once trade secret information is exposed by anyone, the trade secret protection ends.

The advantages of patent protection are significant. A patent is a right granted to an inventor by the federal government that permits the inventor to exclude others from making, selling or using the invention for a specific period of time (20 years). Once a patent is issued on your invention, you own the idea. You can incorporate the invention into your business strategy and offer it as a product or service. You can license the idea to others to use or manufacture, where they pay you a royalty for that right. You can even sell the idea outright to a buyer who will then own the patent and can then license or manufacture it for themselves.

Both patents and trade secrets add value to your business. Selecting whether a patent or a trade secret is the right form of protection for you requires careful consideration, weighing the advantages and disadvantages of both options.

NEXT STEPS

As you observe innovation happening in your business, think about its value, both to you and possibly to others. It is easy and safe to speak with a patent attorney about your idea to discuss the best strategy to maximize its value and whether or not it is patentable (not all ideas are!). You can attain limited patent protection quickly by filing a “provisional” patent application. This gives your idea “patent pending” status and starts the process, but it must be followed by a full patent application within one year to retain your rights. There are also other types of intellectual property that may be important to your business such as protecting your brand with trademarks, which is a topic for another day. Taken as a whole, you will want to think strategically about how all your intellectual property works together to add value to your business. ☀

Gonzales Grows Green.



Adopted in 2009, the Gonzales Grows Green (G3) Sustainable Community Initiative has impacted every aspect of living and working in the Gonzales community.

G3 policies and practices helped Gonzales exceed goals for reducing its carbon footprint. Sustainability principles formed a central component of the Gonzales economic development program that created hundreds of new jobs.

Energy from the city's first wind turbine provides "green" power to a new Taylor Farms processing facility. The city landed another major industrial tenant, Mann Packing/Del Monte Fresh, which will utilize power from a recently installed second wind turbine.



Founding member of Monterey Bay Community Power
Founding member of the Monterey Bay Economic Partnership
Received 3 Institute of Local Government Beacon Spotlight Awards

Environmental Responsibility: The Greening of Gonzales

- First city in Monterey County to produce a qualified Climate Action Plan
- Initiated school recycling programs
- Banned single-use plastic bags and polystyrene foodservice packaging
- Youth Council launched a "No Straw November" campaign
- Implemented an award-winning Environmental Leadership Academy
- Solarized all city and school district facilities
- Implemented "solar-ready" ordinance requiring all new residential buildings to be pre-wired and pre-plumbed for solar panels and solar hot water heaters



Contact Info:

City of Gonzales
147 Fourth Street, Gonzales, CA 93926
831-675-5000 / www.gonzalesca.gov



Plan a Wine Dinner Like a Pro

By Tamara Franscioni



As a sommelier and event planner, a favorite aspect of my job is creating exciting, delicious pairings that elevate the social experience. If you enjoy food, wine, and people, then throwing your own wine dinner is the perfect opportunity to experiment with new flavor combinations, and share your creativity with friends. The gift of hospitality is uniquely meaningful, and also gratifying to give. No matter your experience or resources, I encourage you to jump right in!

Step 1: Pick a Date and Time. Be sure to give yourself enough time both before the big day, and during it. I usually plan for cocktails to start at 6:15pm, then seat everyone for dinner promptly at 7:00pm. Set a time that works well with your normal routine, keeping in mind those whom you are inviting as well.

Step 2: Make Your Guest List. Wine dinners involve more details than your average gathering, so try to keep your guest count to a number that will be comfortable for you. If you're afraid to leave out some friends, you can always host them another evening. Once they experience your prowess of hospitality, they'll understand your choice for 'intimate' groups.

Step 3: Choose a Theme. It is always a good idea to incorporate a theme that ties your evening together. Aside from giving some context to your dinner elements, a theme provides a framework for the appropriate pairings, decor, favors, etc. Your theme can feature a specific wine region, seasonal vegetables from your garden, or what you found in your uncle's wine cellar (assuming he gave you permission to drink them). It can also be based on a holiday, a

The gift of hospitality is uniquely meaningful, and also gratifying to give.

milestone, a TV Show—the sky is the limit. Who wouldn't love a Game of Thrones wine dinner, complete with rustic medieval cuisine and accompanying wines? No matter your idea, it's both fun and effective to give your party a formal name. This will send the announcement to your invitees that you have put time and thought into the evening.

Step 4: Decide Your Number of Courses. During my restaurant years, I would run around pouring wine pairings

for three, five, or seven-plus course menus simultaneously. It was exciting, but also a massive challenge to keep everything straight. My point here is this: Do only the number you can handle, while still enjoying your own party. I may attend a 13-course meal, but I'll typically only remember my top two favorite courses. A three-course meal with pairings, or two courses in addition to cocktails and appetizers, is a wonderful way to get your feet wet. Don't feel like you need 18 different things going on. Your friends will be impressed with your coordination regardless. Aim for quality over quantity.

Step 5: Select Your Wines. You can start with wines you may already have on hand, and sample wines you're interested in trying. Then begin your research and experimentation on complimenting flavors. I repeatedly return to the books *What to Drink with What to Eat* and *The Flavor Bible* for pairing inspiration. Karen Page and her husband Andrew Dornenburg are phenomenal pairing experts. In my opinion, a huge perk of entertaining is the taste testing beforehand! Try your wine with different ingredients you have in your kitchen.

Tips on how much wine to plan for: Use

your number of courses and number of guests to calculate how many bottles of each wine will be needed. A bottle contains 25.4 ounces of wine. A standard glass pour today is about 5 ounces for a dry wine. A full pour of a sweet dessert wine is typically 2.5-3 ounces. If I am serving a three-course meal, I will plan to serve a full standard pour for each the appetizer, main, and dessert course, with enough left over to provide every guest an extra half-pour. This means that if I have 10 guests coming over for a three-course meal, I will be sure to have three 750ml bottles each for courses one and two, and three 375ml bottles of dessert wine for course three.

Many parties will start with a glass of sparkling wine or cocktail to greet guests with before the meal, so if you are only serving dinner wines throughout the night, increase your quantities accordingly. It's a terrible scenario to prematurely run out of wine at your wine dinner.

Step 6: Select Your Menu. When I design a menu, I try to plan it around the most seasonal, local products I can. Why? Because these ingredients are typically the best value they'll ever be, and also at their optimal

flavor concentration. There's a reason why professional chefs try to incorporate seasonal ingredients as often as possible. We all love delicious food at a great price. The goal is to highlight wines you love, and successfully match them with food that is at the top of its game.

As with the wine, be sure that you have the correct portions that suit your party size. If you are augmenting a recipe's portion

The goal is to highlight wines you love, and successfully match them with food that is at the top of its game.

measurements to suit your group size, I recommend writing them out before going to the grocery store.

Step 7: Address Any Dishware, Cutlery, and Glassware Needs. There is nothing wrong with reusing the same glass for different wines throughout an evening. However, if your table space and dishwasher can handle it, spring for a new glass and table setting with each new course. I will

borrow from friends if need be, and there are some very economical party rental stores on the Peninsula to source from. If you ask guests to reuse their glasses, be sure to keep a few dump buckets on or near the dinner table, for guests to dispose of unwanted wine.

Step 8: Select Party Décor. This is a fun, extraneous detail to visually enhance your dining space. Glasses and dishware often take up a lot of real estate, so table décor may need to stay minimal. I like to place an eye-catching flower arrangement on my credenza nearby. You may include party favors—cute wine stoppers are a sweet gift for guests as they depart.

Step 9: Create a Timeline for Your Evening. This very important step helps to create a smooth experience for you and your guests. Your timeline should begin with the first preparations, and end with the last detail concerning your guests. The trick is to work backward. Write out guests' arrival time, and the ideal times you would like to serve each course. Once your menu is selected, you will know how long your dishes will take to prepare. For example, pencil in the time your entrée needs to go into the oven, so it can come out perfectly cooked. Do as much prep as you can on the day before, which includes setting the table.

Step 10: Enlist an Assistant (or two). Isn't throwing a party better with partners in crime—and wine? My husband and best friend are usually my go-to. Your assistants will help you get glasses in guests' hands as they arrive, pour the wine ahead of each new course, bring courses to the table, and remove finished plates. Provide them with your evening timeline. This way, your team is aware of the order of events, to keep things on track, and to assist with any last-minute emergencies.

Now that you've laid the groundwork with these 10 steps, all that follows is the execution according to your timeline.

*If you would like more tips, or if you are seeking a co-host for your next soiree, please email me at thoughtfulconsults@gmail.com. Happy Holidays, and I wish you a fabulous upcoming wine dinner! **cg***



The Bikini Atom Bomb Tests July 1946

By Burton Anderson in Cooperation with the Monterey County Historical Society



I was commissioned July 3, 1945 as an Ensign USNR after completing Midshipman's school at Fort Schuyler, New York. My commission was signed by James Forrestal, Secretary of the Navy. I reported for seas duty aboard the heavy cruiser, USS Pensacola, at Mare Island, CA, July 23, 1945. We left San Francisco August 3, 1945 for the Aleutian Islands. There we joined Vice Admiral Frank J. Fletcher's, North Pacific Fleet, for the invasion of Japan. After the first Atomic Bomb leveled Hiroshima on August 6th, the Japanese still would not unconditionally surrender and the second bomb was dropped on Nagasaki three days later. Emperor Hirohito then agreed to the terms of surrender.

What the Japanese didn't know, was the United States did not have any more Atom Bombs combat ready in its inventory, and it would take months to assemble more. This meant the invasion of Japan would be necessary. The loss of life to both sides would have been horrendous. The Japanese surrendered peacefully on August 15th and formally

signed the agreement on September 2, 1945.

The USS Pensacola was part of the North Pacific Fleet under Vice Admiral Frank J. Fletcher. It left Attu, Aleutian Islands, August 31, 1945 and occupied Ominato Naval Base and Hokkaido in Northern Japan. The Occupation Force in Japan didn't even wear side-arms, since Japan surrendered peacefully.

We were detached from the occupation fleet November 14, 1945 and placed on magic carpet duty to bring veterans home. It involved two trips from Iwo Jima to San Francisco and Guam to San Pedro.

This duty ended January 8, 1946 at Terminal Island Naval Shipyard in San Pedro in order to prepare the ship for decommissioning. We unloaded ammunition, fuel, normal supplies, all movable equipment and personal possessions. During the stripping of the ship, from January 9 to April 4, 1945, we learned that we were to be a target ship at Bikini Atom Bomb Tests. In April we had to reload everything, including 400 tons of ammunition, fuel, food,

and combat equipment. We were ordered to leave our cameras behind, as no US Navy personnel could take pictures at Bikini. Ironically, the US Navy invited 166 newsmen, including 10 from foreign countries and two Russians, to the Bikini Atom Bomb Tests.

By this time we were down to 20 officers and 337 enlisted men, as many of the veteran crew had been honorably discharged. We sailed for Pearl Harbor April 29, 1946 and remained there from May 6 until May 20, when we sailed for Bikini Atoll. It took four days for the Pensacola, Salt Lake City, and Arkansas to steam 2,200 miles, since the old Arkansas could only steam at 12 knots.

At Bikini Lagoon 73 ships anchored in a giant semi-circle. They included former enemy warships, the German Prinz Eugen, Japanese Nagato, Sakawa, USS Saratoga, USS Independence, USS Nevada and USS Arkansas. The Nevada, painted orange, was anchored in the center of the semi-circle. It was to be the aiming point. The ships were all in position by May 29 and on June 22 we boarded the Rockingham APA 229. After

leaving the impact area, a conventional explosive was dropped as a test, known as "Q Day". We shared living aboard the 229 with crews from the Prinz Eugen, Nagato, and Sakawa. The practice bomb was dropped the morning of June 24, and we were back aboard the Pensacola by afternoon. The only damage was a hole in our seaplane and scatter shrapnel around the area.

On the afternoon of June 30, all the support ships steamed away from Bikini Lagoon, leaving only the deserted target ships lying at

When the air bomb went off we felt only a slight concussion and a noise like a distant roll of thunder. When the flash subsided, we turned around and witnessed the giant waterspout rising to 1,500 feet before the mushroom cloud appeared.

anchor. The Able Test bomb was dropped in the morning of July 1 and Rockingham was 18 miles away.

Since there weren't enough protective goggles for everyone, only the senior officers faced the target ships. The rest of us sat on the deck and faced away from Bikini with our arms folded and heads down. When the air bomb went off we felt only a slight concussion and a noise like a distant roll of thunder. When the flash subsided, we turned around and witnessed the giant waterspout rising to 1,500 feet before the mushroom cloud appeared. The mushroom cloud rose to 18,000 feet. The photo was published by newspapers around the world. That afternoon, the Rockingham returned to Bikini Lagoon, but anchored three miles away from the target ships. The 229 came near the Pensacola and determined it was too radioactive for humans to board.

After four days, Vice Admiral W. P. Blandy allowed the Press Corp and the Pensacola repair crew to re-board. Before the Able Test,

most of the Pensacola crew was detached and there were only about 13 officers and 75 essential enlisted men left. We were organized into three boarding parties, led by Ensign R.M. Anderson, Engineering, Ensign R.B. Ruiz, Gunnery, Ensign B. Anderson, Damage Control, and Chief Warrant Carpenter Hruza, and 18 enlisted men. The reason we were chosen for the hazardous duty is, I believe, Admiral Blandy, or some other "Brass," decided Ensigns were expendable.

On July 4, the repair parties boarded the Pensacola with their damage forms, equipment, and a supply of K-rations. The same day, VIPs and dignitaries from the USS Panamint boarded for a quick inspection. They included Secretary of the Navy James Forrestal, Under Secretary of War Patterson, General Stillwell of the China Theater and 50 other generals and admirals. The newsmen came aboard from the USS Appellation. They were aboard only about an hour due to the

lingering radiation, especially in flour, boiler compound, and baking powder. There were no animals aboard the Pensacola for the Able Atom Bomb Test.

On July 4, the repair parties' first inspection revealed the fantail (stern) was caved in and so was the well deck (amidships), about three feet. The main teak wood deck was torn or blackened topside. The gray paint was peeled off the ship due to the intense heat, and the remaining paint was blistered. The power of the Able Bomb Test was as powerful as 20,000 tons of TNT. Had the ship been in action, the intense heat would have instantly incinerated everyone topside. Every structural frame from the stern to amidships was bent, but it was determined that the ship was still water tight. The seaplane was blown over the starboard side, all thin steel was blown away, and the stacks were twisted.

We had to go back to the Rockingham each night to eat and sleep. After a few days, the

CONTINUED ON PAGE 59



**Local team.
National recognition.**

H | F | G

Hastie Financial Group

**Recognized by Barron's for
the 7th year as a Top Advisory
Teams Summit invitee**

For confidence in your future.

831.422.4910 | hastiefinancialgroup.com

The financial professionals of Hastie Financial Group are Registered Representatives and Investment Adviser Representatives with/ and offer securities and advisory services through Commonwealth Financial Network®, Member FINRA/SIPC, a Registered Investment Adviser. Financial planning services offered through Hastie Financial Group are separate and unrelated to Commonwealth. Invitees based on the subjective opinion of Barron's and is not indicative of a **CONSISTENT LONG-PERIOD** experience may vary.

Jeremy & Leah Hill

By Melody Young, Photography By Patrick Tregenza



Ready for guests.

There is no prettier place to be on a crisp autumn day than Pacific Grove. By midday, the fog is clearing to make way for the delicious sunshine that makes the water and sand sparkle. Driving along the winding coastal road is a delight. Just a slight curve off this road is a home owned by Jeremy and Leah Hill. The home is one of several that the Hills acquired in 2016 when relocating from the Central Valley to the Monterey Peninsula.

The design of the home is what is known as a reverse floor plan, meaning that the first level is for sleeping quarters, and the second or upper level holds the kitchen, dining, and living space, as well as the master bedroom. In this home, it's all about the view.

Boasting almost 2000 square feet of living space, the four bedroom, three bath home has intoxicating bay views from the front veranda. Although there is much more to this property to pique one's interest, it is hard to pull away from that view. Luckily, there is a selection of comfortable seating with built-

in heaters overhead, so that the enticing vista and fresh air can be enjoyed from this vantage point all year long.

A major renovation took place in the early 2000's—so when the Hills purchased the home it was in excellent shape. The kitchen had been totally updated with custom shaker style cabinetry and unusual green Brazilian granite countertops. The granite adds a definite flair to the space as well as a nod to the seascape. Guests can perch on three barstools at the kitchen island to visit with the chef while dinner is being prepared. Leah has stocked the kitchen with anything and everything a visitor might need or want when staying in the home. The table is set and ready with fun coastal décor to set the mood. The navy, cream, and tan color scheme is set in motion in this space and is carried throughout the home. Leah enjoyed pulling the space together, as it is a fun hobby for her. The overall effect is calm and relaxing.

The master suite is also on the upper level of the house, making it a convenient single





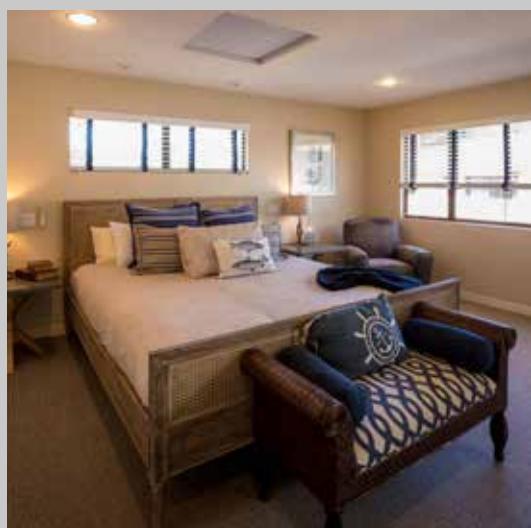
A room with a view.



A place for everyone



Master bath.



Master retreat.



A sunny and relaxing backyard.

level residence if occupied by only a couple. Leah furnished the master bedroom in the same soothing colors as the living and dining space. This creates an easy flow from room to room as well as giving the illusion of a larger space. The king-sized bed in driftwood tones with navy accents takes center stage. The master bath is generously proportioned with a unique use of glass blocks and sea green marble.

Not only does this home have a spectacular ocean view, it is situated with a golf course view from the backyard space. This gives the

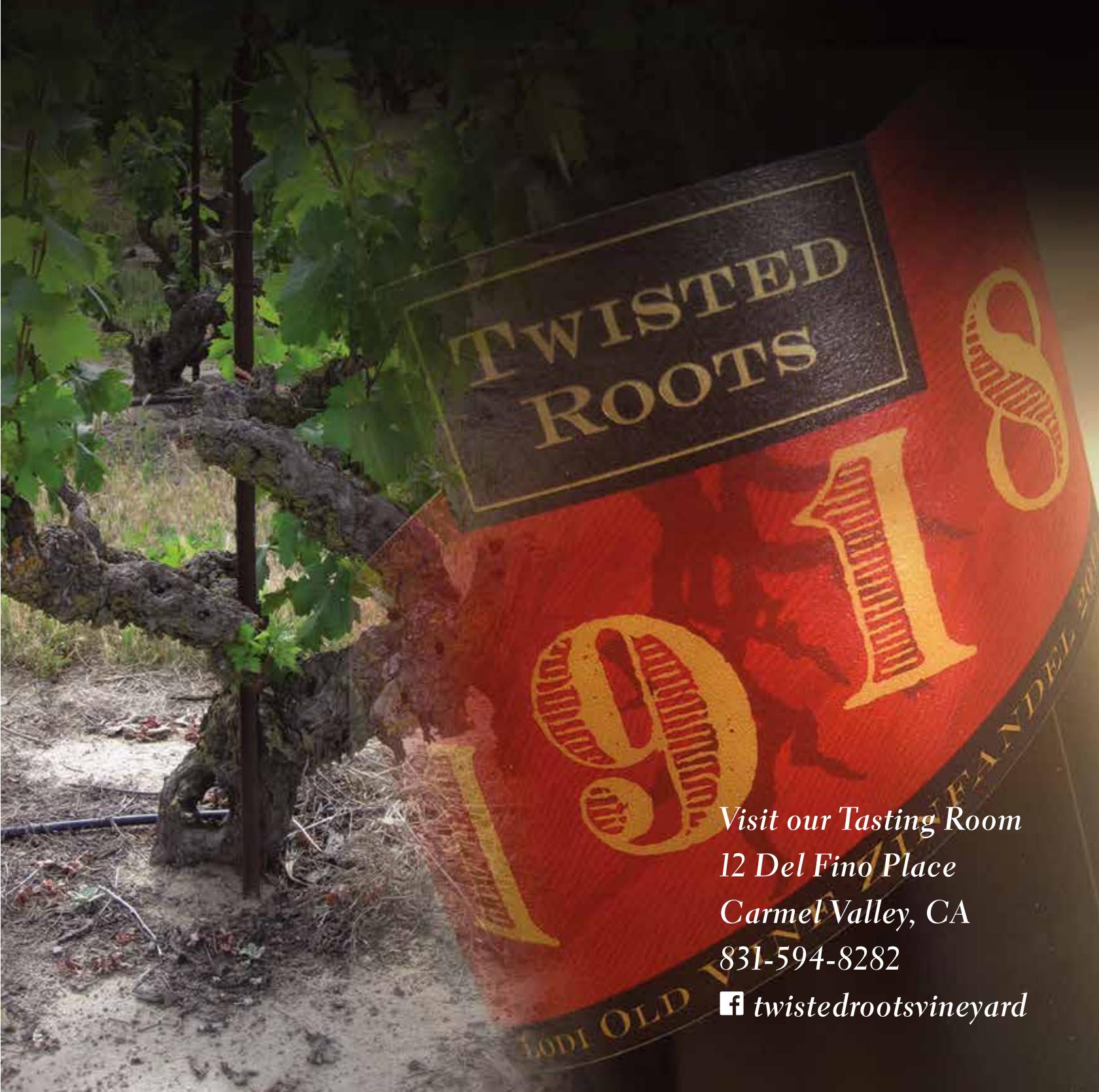
owners and guests a considerable amount of privacy not common in town, as well as golfers to add an extra form of entertainment. The picturesque backyard is complete with beautiful landscaping, ample seating areas, a fire pit, and a barbecue area.

Although this property is often used as a vacation rental, it is obvious that the Hills take great pride in owning and maintaining it. Who knows says Leah, we may just end up living here ourselves someday. That sounds like an excellent idea! **cc**

The overall effect is calm and relaxing.

FAMILY QUALITY & SUSTAINABILITY

*Three generations of family dedicated to
producing handcrafted, small lot wines.*



Visit our Tasting Room
12 Del Fino Place
Carmel Valley, CA
831-594-8282
 [twistedrootsvineyard](#)

“Oh, the Weather Outside is Frightful”... But Your Energy Bill Doesn’t Have to be

By Shellie Davis



There's something magical about the twinkling of the holiday lights, garland strung around the front door and the smell of fresh cut pine from the Christmas tree. The holidays are a time to eat, drink and be merry! Don't let your energy bill turn you into a Bah-Humbug! Be proactive and slash those costs with these helpful holiday tips.

Holiday lights may brighten your home, but they also add costs to your energy bill. This year when decorating your home, purchase energy-efficient, light-emitting diode LED holiday lights and save energy and money. LED lights produce light differently than incandescent bulbs. Incandescent bulbs emit light by heating a filament, which wastes energy. LED lights work by moving electrons. And, since LED lights produce almost no heat, they are less of a fire hazard than incandescent bulbs and are cool to the touch. Standard incandescent holiday lights, including mini-lights, use more energy and may require frequent bulb replacements. LED lights cost more to purchase, but use much less energy

and can produce bright light with no bulb changing for up to 20 holiday seasons.

COMPARE THE COSTS

The chart below compares energy use and operating costs of LED holiday lights to mini and large incandescent holiday lights.

Lights are a great place to start, but there are many other things you can do to lower your bill and have extra money for the holiday shopping list. For instance, checking your thermostat. In the hustle and bustle, are you running out the door and forgetting to turn your thermostat down, or off? You can save about 2 percent of your heating bill for each degree that you lower the thermostat (if the turndown lasts a good part of the day or night). Turning down the thermostat from 70°F to 65°F, for example, saves about 10 percent.

Similarly to lowering your thermostat,

you will want to check the temperature on your hot water heater. Set your water heater thermostat at 120°F or lower—anything higher than this is not necessary and a waste of energy, and money. Doing so, you'll reduce the amount of energy it takes to produce and maintain your hot water by not overheating it.

Let Santa help lower your bill by delivering new energy efficient appliances! In addition to lowering your hot water heater, you can lower the settings on most of your home appliances. Start using energy-saving settings on refrigerators, dishwashers, washing machines, and clothes dryers. Check the age and condition of your major appliances, especially the refrigerator. You may want to replace it with a more energy-efficient model before it dies. Here are a few examples:

DISHWASHING

More than half of the energy used by a dishwasher goes towards heating the water. In fact, water heating accounts for approximately 60 percent of total energy use by dishwashers. Models that use less water also use less energy. Thanks to national efficiency standards, first effective in 1994, the energy and water consumed by dishwashers has dropped dramatically. Energy use is now capped at 307 kWh/year and while older models typically used 8.0 to 14 gallons of water, new models can use no more than 5.0 gallons per cycle. ENERGY STAR models can use no more than 4.25 gallons; the best units use as little as 2.0 gallons per cycle. Even as dishwashers

Types of light	Number of lights	Wattage per light	Annual kWh	Avg annual operating costs
Large incandescent	300	7.00	472.50	\$9.43
Mini incandescent	300	0.45	30.38	\$5.88
LED	300	0.043	2.90	\$0.56

have become more stingy in their water use, they have made great strides in cleaning performance. ENERGY STAR has developed a method for testing cleaning performance (expect criteria for cleaning to become part of a future ENERGY STAR specification).

FOOD STORAGE

The energy use of refrigerators and freezers has improved dramatically in the past 35 years, but they are still among the largest energy consumers in the home. A typical new refrigerator uses less than 450 kWh per year—less than one-quarter the energy of a typical 1973 model—even though today's model is larger and has more features. This increase in efficiency has been achieved through more insulation, tighter door seals, larger coil surface area, better controls, and improved compressors and motors. Much of the increase in efficiency is due to national energy efficiency standards for new refrigerators. The current refrigerator standards took effect in the fall of 2014. For the most common refrigerator types, the new standards represent a 25 percent energy savings relative to the previous standard.

If an appliance doesn't sound too exciting, maybe consider asking Santa for new smart device. Smart devices offer automatic control over your home's energy usage, making it easy to be energy-efficient. You can use these nifty little gadgets to control your heating, cooling, lighting and other systems to turn on and off automatically. This is done by connecting devices like smart thermostats, lighting, outlets and switches to the Internet. Simply set them to the temperature and time and you're done. One more thing to check off your list! If you're on a PG&E Time-of-Use rate plan, the devices help you control when you use energy. You can time your usage to coincide with the lower price periods of your rate plan and save.

If you can hear your neighbors Christmas cheer through the old single pane windows you currently have, it may be time to replace them with energy-efficient models like double or triple pane windows. If it's

not in the budget this holiday season, renewing weather-stripping around all doors and window sashes will be very helpful. Also, insulating covers on pet doors will help too.

Let's not forget insulation! Think of insulation as that warm cozy blanket for your home. Insulating attics, floors and walls literally wraps your home and helps keep all the warmth in. Insulate hot water pipes and ducts whenever they run through unheated areas. Seal up the largest air leaks in your house—the ones that whistle on windy days, or feel drafty. The worst culprits are usually not windows and doors, but utility cut-throughs for pipes ("plumbing penetrations"), gaps around chimneys, recessed lights in insulated ceilings, and unfinished spaces behind cupboards and closets. Cracks and holes can add up to as much as an open window or door, without you ever knowing!

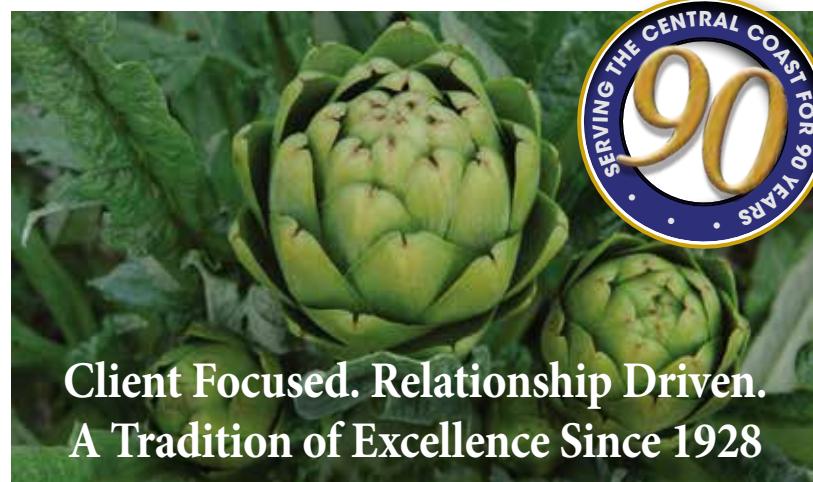
How would we survive the holiday without our helpful little elves? Here's a

shopping list of things they can pick up at most hardware stores:

- Filters. Clean or replace furnace, air-conditioner, and heat-pump filters
- Buy a water-heater blanket. Wrapping your water heater with an insulated water heater blanket will help keep your already heated water hot longer
- Low-flow toilets
- Low-flow showerheads
- Faucet aerators

Not sure where to start? The most direct way to find cost-effective fixes, especially in an older house, is with a professional energy audit. Check with your utility company to see if they offer free or reduced-cost audits. Standard price for this service is \$200 to \$400. It may include a blower-door test to locate air leaks. Happy Holidays!

(Savings information provided by PG&E and the American Council for an Energy-Efficient Economy) 



**Client Focused. Relationship Driven.
A Tradition of Excellence Since 1928**

*Agriculture Law
Business & Taxation
Construction
Creditor's Rights
Estate Planning
Labor & Employment
Litigation
Personal Injury
Public Agencies
Real Estate & Land Use*

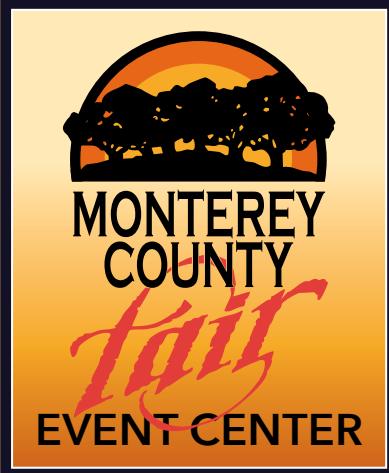
333 Salinas Street
Salinas, CA 93901
831.424.1414

470 Camino El Estero
Monterey, CA 93940
831.373.3622

nheh.com

**NOLAND
HAMERLY
ETIENNE
HOSS**

Attorneys at Law



CALL THE OFFICE AT
831.372.5863



PERFECT LOCATION. PERFECT PRICE.

Book Your Next
Meeting at the
Monterey County
Fair & Event Center

If you're looking for the perfect location for your next food safety or grower meeting, the Monterey County Fair & Event Center may just be ideal for your needs.

The Seaside Room has 7,000 square feet of carpeted space, tables and chairs to accommodate up to 100 people, an in-house PA system, built-in bar and a large commercial kitchen.

Cost is only **\$299** mid-week and includes use of all of the above.

Please contact Nicolette Aldrete, Facility Marketing Representative, at (831) 372-5863 ext. 304 or by email at events@montereycountyfair.com.

Workers' Compensation Insurance

to protect your business and your employees.



Bilingual Safety Services and Trainings



Active Claims Management



Loss Control Planning

Contact us today for a
no-obligation work site assessment.

Rombi

By Mac MacDonald



Salvatore "Sal" Rombi is busier than a guy with three jobs. That's probably because he has five or six jobs, depending on how one defines "job."

Rombi's primary "job" is as a real estate broker, something he's been doing since 1972 and since 1993 as owner of Carmel Valley Realty Company. But his true passion, and part of his eventual retirement plan, is wine and winemaking. Rombi doesn't just have a passion for wine, he loves wine so much that it borders on obsession.

He's not only a wine lover and winemaker, he planted all 1,850 grapevines on 1-1/3 acres, he personally prunes all of the vines, he tastes the grapes almost daily to determine when they're ready, he picks the grapes (with a little help) at harvest time, he crushes the grapes, ages the wine in French barrels in his winery, then when it comes time to bottle, he puts the labels on himself. He boxes the resulting 200 cases and ships bottles to members of the wine club and those who order online.

You think his job is over then? Oh no.

Rombi can be found Saturdays and Sundays at his winery's tasting room in Carmel Valley Village, pouring wine, talking wine and socializing with other wine lovers.

And as if that's not enough hats to wear, he also wears a hospitality hat by renting out the guest cottage on his property, which The Wine Daily website called one of the "Top 10 Vineyard AirBnBs in California Wine Country." The two-story, 800-square-foot cottage sits above the winery where Rombi ages his wines, checks the chemistry and affixes labels. Guests of the cottage can taste his wines and he'll even give them tours of the vineyard.

And oh, by the way, he still runs his real estate business, although he keeps it fairly low-key and doesn't really publicize it, lest it take away from his winemaking. In fact, he often takes real estate calls while he's out in the vineyard taking care of his vines.

"Winemaking is my passion, it gets me going every day," says the ebullient Rombi. "We don't make a lot of cases, about 200. It's my exit strategy to eventually get out of the real estate business. I'm not going to

get rich doing it, but I have a lovely retirement plan."

Rombi literally grew up in the restaurant business—his family owned the Fisherman's Wharf favorite Rappa's (now Big Fish Grill)—and he was the restaurant's wine buyer at age 14. Yes, 14. He entered the real estate field at the young age of 20, but wine and winemaking were always on his mind—and in his heart.

"I love to grow things and I love wine," he said. "I need to get into the wine business."

That took some years, but being in the real estate field allowed him access to properties that could make for growing prime grapevines. That came in 1995.

Rombi, along with his partner, longtime local radio station executive Kathy Baker, bought a 16-acre property in Carmel Valley at 1,650-feet elevation and planted vines in 1998. He was licensed and bonded in 2006 to produce his two varietals of Rombi Carmel Valley Vineyards, a Cabernet Sauvignon and a Merlot. His 2006 Merlot won a silver medal at the Los Angeles International Wine and Spirits Competition. And his wines have been winning accolades ever since.

But when Rombi bought the property, he didn't have any experience actually growing and making wine from the grapes, so he read every book he could find on winemaking, consulted local experts such as Todd Kenyon, who helped design the vineyard for Bernardus Vineyards and Winery, and Greg Vita, whose resume includes winemaker and general manager of Spring Mountain Vineyard in Saint Helena from 1984 to 1994. During that period Vita brought in fruit for Dunn, Spottswood, Frogs Leap, Chimney Rock and Togni. These were all custom crush clients of Vita's and he was responsible, in some cases for making the wines. He is currently responsible

for producing wines for Holman Ranch, Pelio Vineyards, Dawn's Dream, Galante Vineyards, Caraccioli Cellars and Fazekas Vineyards in the Napa Valley.

Once he had a product, he asked some friends to help him determine if his wines had any promise—"Everyone thinks their wine is good," he says about seeking some objective critiques. Those friends included renowned Master Sommelier Fred Dame, who assembled the Sardine Factory's legendary wine collection, award-winning chef Cal Stamenov of Bernardus Lodge and esteemed restaurateur and Sardine Factory co-founder Ted Balestreri. He got them together for a tasting from bottles that were so new they didn't even have labels. "I was a nervous wreck," he recalls.

The three giants tasted his wines and basically said, "You've got something here." That was all he needed and Rombi was off to the races.

True to his restaurant background (his brother Joe is well-known for his Pacific Grove Italian eateries La Mia Cucina and La Piccola Casa), Rombi describes the winemaking process as similar to cooking a great meal. "If you start out with lousy ingredients it won't be good, but if you start

out with the best ingredients, it's a sure thing."

He describes the process on his website "Early cover crop management of the native grasses in the vineyard, pruning and canopy control is the mise en place," or "set in place," referring to having all your ingredients prepped and ready to go before you start cooking. "The combination of timely watering practices and vertical shoot positioning is the beginning of the base sauté. Bud break to verasion is the continuation of the sauté.

Rombi doesn't just have a passion for wine, he loves wine so much that it borders on obsession.

Verasion (the point in the growing season when the grapes begin to soften and change color) is the beginning of the caramelizeation process, when the sweetness of the dish begins. Completed verasion to harvest is the time to heat things a bit and let the spices of soil, wind, sun and all of the aspects of the vineyard meld into the fruit."



"Selecting the perfect time to harvest is crucial. Constant tasting of the grapes determines the perfect spiciness of the wine—more sun is like a tap of cayenne to the finish. Be cautious not too much," says Rombi. "Crush and fermentation is a time when all of the true flavors of the wine begin to show. Barrel age is crucial... It is the slow braise of the wine...It must be constantly checked, tasted and topped off to keep oxygen out! Bottle age is the final step, the time when all of the components slowly cool and meld into the final fantastic product."

Rombi has no desire to expand his wine-making operation, hoping to stay within the 200-250 cases per year range. Only two restaurants carry his wine, Corkscrew Café (owned by fellow winemaker Walter Georis) and Bernardus Lodge's Lucia Restaurant & Bar.

Expansion, after all, would ruin his quiet retirement as a gentleman winemaker. Right now he can give his vines the personal attention he believes they need and deserve. He's so intimately acquainted with his vines, one would almost suspect he has names for each one.

"This is for retirement," Rombi told sfgate.com, not to expand into a huge commercial operation. "It's to make the best wine I possibly can."

Mission accomplished. **ce**



East Coast Mutt Becomes West Coast Ag Enthusiast

Interview for Doron Comerchero, Founder & Executive Director, “Food, What?!”

By Jess Brown



Jess: Where were you born and raised?

Doron: I'm an East Coast mutt. I was born in Israel but all my family is from Queens, NY. We moved back to the States when I was about a year old, to Buffalo. I then moved with my Mom outside of New York City—to New Jersey, then Connecticut, with the family center always being in Queens. At the same time, my Dad moved to Arizona, then Holland, then Boston. I had moved nine times by the start of middle school.

Jess: Were you interested in agriculture and food when you were growing up?

Doron: Hah! Not in the least. Lots of love to my mom, as she's one of my most favorite people in the world, but she was a single working mother with late hours, so dinner wasn't exactly prepared by Julia Child. If I think about it though, I was always intrigued by my paternal grandmother's cooking. She made all these dishes that seemed super foreign to me—bamya, desayuno, buñuelos.

These were traditional Sephardic (Spanish Jewish) dishes that had been passed down in my family over hundreds of years. My great grandparents on that side emigrated from Turkey but still cooked traditional Sephardic dishes from when we must have been in Spain, and they spoke our indigenous language from Spain, Ladino. My maternal

From that time to where I am now is a long, wonderful adventure and plants, ag, food, justice and community have been a part of it every step of the way.

grandparents had a few potted herbs, if I remember correctly, on their terrace of their 5th floor apartment in Queens. I suppose I looked at them once or twice, but certainly did not have any connection to ag or even

gardening growing up. It wasn't until college, to be honest, that ag entered my life (besides the fact that I ate food every day). This amazing guy, Aaron DeLong, one of the first people I met at orientation and who later became one of my closest friends (still is to this day) was from outside of Philly. He worked at a farm named Pete's. I think it was a conventional vegetable operation. Anyhow, the stories he told sparked something in me and I found a local farm to start volunteering on. I got really into compost, and ironically my grandfather with the plants on his terrace in New York City had an early edition of Rodale's Book of Composting that he gave me. The love affair with ag and composting blossomed and I created and taught a composting class for undergrads at the School of Natural Resources and Environment at the University of Michigan where I was studying. From that time to where I am now is a long, wonderful adventure and plants, ag, food, justice and community have been a part of it every step of the way.

Jess: How did you get experience in agriculture?

Doron: Back in 1999, when I was working for New York City's Community Gardening program, I was invited to bring some youth from the Bronx to a brand new national youth empowerment and food justice conference called Rooted in Community. It was the second year of this incredible gathering of youth from around the country who were working with local non-profits on the intersections of youth empowerment, food justice, and community health. I was in my early

Clockwise from top: 1.) Doron Comerchero. 2.) Doron and his grandfather Irving Busman. 3.) Wife Kirstin Yogg, son Asa & Doron.

20's and was blown away. I was hooked. I joined the leadership team of Rooted in Community and over the next many years got to know phenomenal community-based programs working with youth, food, and justice in every corner of this nation. Five years later I applied to the UCSC Farm and Garden Apprenticeship to get my hands dirty in farming. After two years there, I realized there was infinitely more to learn in farming, and given that food and farming would be our vehicle at FoodWhat?!, I decided to move back East to do a year on a 65-acre production farm. That was probably the hardest year of work in my life, yet incredibly rewarding. It was tractor work and maintenance, irrigation, weed management, pest management, harvest, post-harvest handling, Quickbooks, CSA, customers...5am starts and 7pm wrap ups...and I loved it!

Jess: When did you start FoodWhat?!

Doron: At the end of that farming year, mentioned previously, I was eager to get this youth non-profit off the ground. I had two communities that I was deeply connected

to, Santa Cruz and New York City—which couldn't be more different. A few of us put a proposal together to get a piece of land in New York City and to our great surprise we were approved—but we couldn't break ground for three more years. Simultaneously I reached out to folks on the UCSC Farm and at Life Lab to see if there was a piece of land there that could serve youth, and I got green-lighted all the way. I called Robert Acosta, an incredible man who led and still leads the SC Youth Center, shared with him the

We believe that empowerment comes from within and when done in that way, it is lasting and real and most powerful.

vision, asked him if it was something that he thought was needed and would serve youth, and listened to everything he had to say. He was super supportive, said it was a unique approach, and gave an emphatic, YES! It was



clear that more youth programming was needed. After having the great fortune of reconnecting with a friend from Santa Cruz, the magical Abby Bell, we decided to launch this youth non-profit together. And in early 2007, Food What?! was born!

Jess: What is your motto?

Doron: We always talk at FoodWhat?! about "finishing strong." This is particularly useful working with youth on the farm. Every Friday during our Summer Job Training Program we jump in at Live Earth's production fields and bust out big harvest, transplants, or weeding projects. Most of those Friday mornings for the past few years, we would spend an hour or two harvesting a few thousand pounds of potatoes. It's hard work and easy to be "over" it, but we talk about finishing strong, and we all do, youth and staff alike. In a way those days become metaphors, showing us the great reserve of strength and determination we each have. If we can keep pushing through in the potatoes, and we have that experience in our minds and in our bodies, then we can do the same when called to in other difficult situations in our lives. And they will come, so it's an incredible tool.





Jess: Which words or phrases do you most overuse?

Doron: Language is very important to me and in the work we do at FoodWhat?! I pay careful attention to how we communicate. I don't believe there is a word or phrase that I overuse. I can share this though... Often funders or the press or partners will ask me how we "empower youth." I share very honestly that we don't. That often causes confusion, as you might imagine, given that we call ourselves a youth empowerment organization. What we actually do with great intentionality is to create all the conditions—a safe space, meaningful work, a supportive and loving community of adults and peer-youth, connections to the land and food production, delicious, nourishing food, and the like—for the young people we work with to choose to step into the fire and grow. To choose their own empowerment. We believe that empowerment comes from within and when done in that way, it is lasting and real and most powerful.

Jess: When and where are you the happiest?

Doron: That's an easy one: when I'm with the youth crew; when my four-year old son's eyes sparkle with joy; when I'm on the

dance floor and fully in my body; and when I'm deep in a snowy mountain range on my backcountry skis.

Jess: What is something about Doron that most people don't know?

Doron: I love to DJ dance parties. Last summer, for the UCSC Farm and Garden's 50th anniversary, I was invited to DJ their dance party in the barn for around 500 people. My wife, who is an amazing farmer and the co-manager of the UCSC Farm, was talking to a friend hanging by the door when Tom Broz (Live Earth Farm and recent President of the Farm Bureau) walks in. He leans in and asks her "Where's Doron?" She points to the guy behind the DJ booth through the crowd of people getting down, and Tom pauses, then says to her, "Now I get him!"

Jess: Which talent would you most like to have?

Doron: I'd like to know how to play upright bass or cello.

Jess: How do you balance your family life while running such a busy organization?

Doron: It's really hard. Especially with

my wife working full time as a farmer and educator. But it's a priority. Simple as that. It's still a growth area for me. Over the past decade we have moved from a two-person operation to a full staff of seven, plus a handful of youth junior staff and interns. Our permanent staff at FoodWhat?! are notably high caliber and phenomenally gifted folks in each part of the operation they steward. I really attribute my ability, in my role, to be as connected and present to my family as I am, to our staff.

Jess: If you could have dinner with three people (alive or deceased), who would you invite?

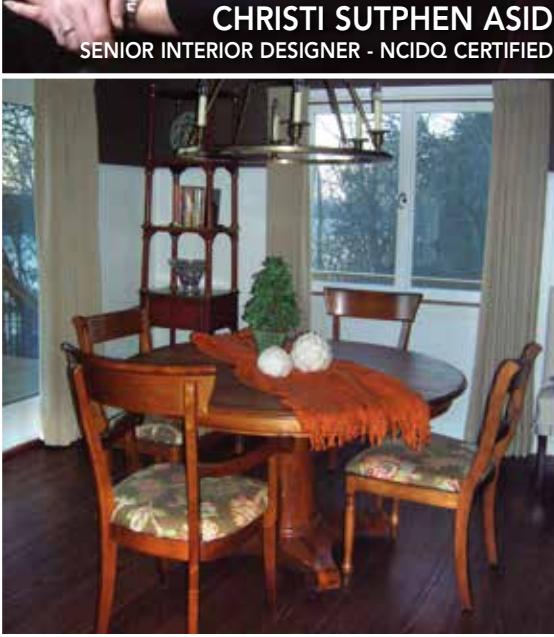
Doron:

- Marvin Gaye. His music moved and inspired so many to look closely at ourselves, the politics around us, and the environment. His lyrics invite us to sit with the love and pain and beauty and ugliness of the world and hold that full spectrum of what is.
- Reverend Deb from Inner Light Ministries in Soquel. Every time I have the privilege to be in a space where she is leading or speaking, I feel inspired, energized, and hopeful. To me, she embodies the intersection of truth telling, love, power and passion.
- Irving Busman (Poppa). He's my grandfather who helped raise me and who was one of the funniest people on the planet. I miss him. I would love to catch him up on life since he passed and get to spend time with him again. As he was dying, I shared with him that I was leaving New York City and heading to California to learn how to farm. I think he would be proud.

Jess: Where will we see Doron in 10 years?

Doron: Probably in a long row of potatoes smiling and working to "finish strong" with an incredible group of resilient and powerful young people... [cg](#)

Above: FoodWhat! students in their field



POPPLETON'S

HANDCRAFTED FURNITURE AND INTERIOR DESIGN

299 LIGHTHOUSE AVENUE, MONTEREY CA | 831.649.3083 | POPPLETONSHOME.COM

Too Small to Hack? Think Again.

By Karen Nardozza



There are plenty of nefarious characters out on the fringes of our digital world. But it's safe to assume smaller brand websites fly under their radars. Right?

Sadly, wrong. As you read this article, there's a good likelihood an attempt is being made to hack your website.

Small websites are a surprisingly tempting target for hackers for many reasons. A successful hack could provide information, exposure or simply bragging rights. Quite frankly, though, it's about the money—and there is a lot to be grabbed. Here are just a few examples we've been contacted to help fix:

A company's website had some malware installed that created jihadist messaging. A visitor couldn't navigate away from the site short of shutting down their browser.

A new page was created on a website that mimicked a national bank's login page, seeking user names and passwords.

Malware was installed, and the

company's Google listings turned into spam advertisements for Viagra. Visitors could clearly see the site had been hacked and didn't want to click on a Viagra ad.

These weren't mega-sites. They had fewer than 20 pages and 200 visitors per month.

Recovering from a hacked website can take days to resolve and return the website to its normal state. The time and cost are scary—doubly so when you consider these hacks could create an indelibly negative impression that tarnishes your brand image and company reputation. It's not uncommon with small businesses that their customers are the first ones to report a hack.

WHO GETS TARGETED?

We've seen in the news how large and even giant websites—from multinational companies to movie studios to municipalities—get hacked. But far more common are the hundreds of thousands of

small websites attacked every day.

In general, smaller sites are easier to hack. They're often hosted on shared servers—which lowers cost but also increases risk. If a hacker figures a way into one website on a shared server, it's much easier for them to infect other websites on that same server.

According to the leading web technology survey firm W3Techs, approximately 32 percent of all websites are built with WordPress. This popular content management system, or CMS, is open source. That means the codebase, which refers to the human-written programming code for a specific program or application, is available for anyone to review. Hackers find this extremely enticing. It's very easy for a hacker to exploit a security vulnerability found in WordPress, especially if they found the vulnerability and did not report it to the WordPress development community.

Google and likely your hosting company take an interest in whether or not your website has been hacked. Both could blacklist your website from displaying to visitors until the suspected issue is resolved. Google could remove your website from their Search Engine Results Page which would be bad for the reputation and bottom line of any company or brand.

HOW HACKS HAPPEN

"Access" is key when talking about hacking a website. How does a hacker get access? There are several ways, but the most common are through your hosting account, your server or your content management system. Once the hacker gains access, they will usually follow one of three methods to insert their malware into your website:

SQL Injection—If a hacker finds an

improperly programed form on your website, they can attack it by quietly submitting malicious scripts into the website database. Scripts are used when visitors engage with a site and add information to a page such as entering information for an online order. Hackers are usually looking for data: usernames, passwords and credit card numbers.

Brute Force—Brute force website hacking is using any method to figure out your password. This is often done with an automated script or “bot”; a program that tries different character combinations until they get it right. Brute force methods can cause significant server performance problems such as slow-loading pages or pages that fail to load at all.

Cross-Site Scripting—XSS for short, is a malicious script that can create redirects, sending people somewhere else when they intend to visit your site. These scripts could also cause you to download malware onto your site.

WHAT CAN YOU DO?

Pick Perplexing Passwords. It's mind-boggling that the most common usernames for a website's administrator are still "Admin" or "Admin1." And readily-available lists reveal there are some surprisingly common—and surprisingly easy to guess—passwords still used by many users. Do "123456" or "password" ring any bells?

Secure, Encrypt, Backup. If your server is not behind a firewall, it's time to make that happen. Host your website with a highly-rated, reputable company. If you send or receive data from your website (we're talking to those of you that have forms on your websites), make sure your form is programed with security in mind and the form data is encrypted using Hypertext Transfer Protocol Secure (or HTTPS), which supports more secure online communication. You should also be backing up your website data regularly. Having a recent backup means you can restore your website quickly in the event your website gets hacked.

Stay (Mostly) Up-to-Date. It can be worrisome to think the bad guys are out there trying to attack your website daily.



WORKSITE WELLNESS:

Helping companies create healthy habits for healthy living

Worksite Wellness is Community Hospital's wellness program for local employers.

- Identify and address health risks before they impact employees' quality of life and increase healthcare costs
- Build a healthier and more productive workforce

Worksite Wellness integrates screenings, education, community resources, and your health objectives into a customized, sustainable wellness program for your workplace.

**Contact us today
(831) 658-3983
chomp.org/worksitewellness**



Community Hospital
of the Monterey Peninsula
Montage Health

BEI

BRENT EASTMAN INSURANCE SERVICES, INC.

SECURITY. WHILE YOU GROW.



BEI IS AN INDEPENDENT INSURANCE BROKERAGE
SPECIALIZING IN EMPLOYEE BENEFITS.

OUR UNCOMPROMISING SERVICE GETS YOU THE MOST
EFFECTIVE BENEFITS AND COMPETITIVE RATES
FOR YOUR EMPLOYEES AND THEIR FAMILIES.

~~~~~  
YOU'LL FEEL SECURE, AND SO WILL THEY.

TOLL FREE: 877.887.EAST | 831.751.0700  
51 KATHERINE AVENUE | SALINAS, CA 93901 | LICENSE# OE72648

[BRENT EASTMAN.COM](http://BRENT EASTMAN.COM)

But the good news is: the good guys are working to stop them just as tirelessly. Make sure your site, CMS, software add-ons and everything else are up-to-date with the best versions for your site's needs—which isn't always the most recent version. A web development and security professional can advise you when to stay fully up-to-date and when to wait and update later.

If all of the above sounds like a foreign language to you, that's OK. It just means you probably should work with a professional web development agency that has expertise in website security in addition to website design and programming. Be careful out there! [cg](#)

patricktregenzafoto

agriculture  
architecture  
product



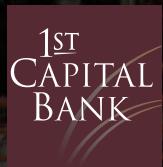
[www.ptfoto.com](http://www.ptfoto.com)

831.594.5959  
248 Pearl Street  
Monterey CA 93940



# People Bank with People

## Come Bank with Us



(831) 264-4000  
[www.1stcapital.bank](http://www.1stcapital.bank)

Member FDIC

Ray Borzini  
Business Development Officer

An advertisement for Grimmway Farms. It features a cowboy in a rodeo arena roping a horse. The background shows a landscape of agricultural fields. Two logos are displayed: "GRIMMWAY FARMS" on the left and "Cal-Organic FARMS Since 1984" on the right. Below the logos, the slogan "Variety that's always in season." is written in a large, flowing script. At the bottom, there are images of various fresh vegetables, including carrots, radishes, and leafy greens, along with their product packaging. The contact information "661.845.9435 • www.grimwway.com" and social media icons for Facebook, Twitter, Pinterest, and Instagram are also present.

# Greens to Go!

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



In the perfect world, I would set aside time daily to plan and prepare healthy lunches to take to work. In reality, I sometimes grab easy (and not always healthy) packaged foods as I run out the door. If this scenario sounds all too familiar, then you may want to try assembling "Greens to Go" containers. It doesn't have to be a labor-intensive task and it is a simple way to increase your daily intake of vegetables. Incorporating a greens container at lunch would assist in meeting the current dietary recommendation of consuming 2 to 3 cups of vegetables per day.

Follow these simple steps to create your own "Greens to Go" containers:

**1. Find appropriate containers.** You will need multiple same size containers for the week. Canning (or Mason) jars are perfect

as they are glass (environmentally friendly), reusable, and have an airtight seal to keep moisture out, preventing discoloration and nutrient losses.

**It doesn't have to be a labor-intensive task and it is a simple way to increase your daily intake of vegetables.**

**2. Determine Which Greens To Use:** Each lettuce varietal contributes key nutrients (such as iron, calcium, fiber, vitamin A and Vitamin C) so I recommend incorporating a mixture. Try using a spring mix or hardy romaine lettuce as the base ingredient. No measuring is necessary. Take a handful (or

two) of the greens (each handful is roughly a cup) and place at the bottom of the container.

**3. Add Vegetables:** If you like crunch in your salads, purchase a bunch of radishes, bell peppers or head of cauliflower to dice into the containers. Use the same handful concept and place in each container to add color and increase nutrient content.

**4. Protein Please:** In order for your greens container to satisfy hunger and keep you full throughout the afternoon hours, make sure to add some type of lean protein source. For example, cut up leftover chicken, lean beef, tofu, hard-boiled eggs or spoon in canned beans.

**5. Condiments:** Add fibrous carbohydrates (think of the leftover grain from dinner, fresh fruit slices or dried fruits) for added texture to the meal. Try nuts and seeds (a few tablespoons is enough) for a dose of healthy fat and flavor.

Once your jars are loaded, seal them and keep in the refrigerator all week until use. I suggest keeping salad dressing in a separate container to avoid soggy greens. Pour the dressing in the jar and give it a shake right before consuming. The jars can double as an eating bowl if needed!

Here are a few "Greens to Go" creations to try:

**Flavor Haven (Jar #1):** Baby spinach leaves, sliced pears (fresh or canned in natural juice), gorgonzola cheese, pomegranate seeds, walnuts and vinaigrette dressing

**Hearty Cobb (Jar #2):** Romaine lettuce, sliced hard-boiled eggs, kidney beans, grape

CONTINUED FROM PAGE 22

tomatoes, radish, and cucumber slices and light buttermilk dressing

**Asian Infusion (Jar #3):** Spring Mix, tofu chunks, diced green onion, dried cranberries, sunflower seeds and Asian dressing

**Viva Italia (Jar #4):** Arugula, Radicchio, fresh mozzarella cheese slices, cherry tomatoes, fresh basil sprigs and balsamic vinaigrette

**Southwest Delight (Jar #5):** Iceberg lettuce, diced turkey, quinoa, corn, avocado, green onion slices and light salsa ranch dressing

**California Dreaming (Jar #6):** Kale, rotisserie chicken chunks, roasted beet slices, feta cheese, avocado chunks and citrus vinaigrette

Try a new jar variation each week!  
The possibilities are endless! **cg**

that you need to implement. For example, if you give your employees access to confidential data from the mobile devices, you'll need to address mobile device management and how you can protect yourself from a stolen or lost device that might have critical, private information. An assessment will uncover the areas that you need to define.

After identifying the policies that you need to define and implement, the next step is to develop an ongoing, robust cybersecurity training program that includes every person in the organization that has access to the Internet, from owners and senior executives all the way down to field workers who may be entering data on mobile devices. This is not a one-time orientation training for a new hire. Recognize that the cybersecurity threat landscape is highly volatile and dynamic, so the exploits that were popular with the bad guys last year are being eclipsed by newer techniques today, techniques that your employees need to be trained on.

There are several highly reputable companies that provide great on-demand training at affordable rates. They can be easily set up, users added or removed quickly and—most importantly—the software allows you to track the progress of the employees who are enrolled and make sure they complete the required training. Another benefit to providing end-user security training to your employees is that your organization might be able to get discounts on insurance premiums, much like getting an alarm system installed in your office.

It seems like every week there is announcement of some new data breach or cybersecurity incident that impacts hundreds, if not thousands of users, yet the Federal Bureau of Investigation (FBI) estimates less than 25 percent of incidents are reported, which means that the odds of being victimized grows every year. Training your employees is a relatively inexpensive way protect yourself and reinforce The Human Firewall. **cg**

**GOLD STAR**  
BUICK GMC  
SALINAS

**"Right on the Corner, Right on the Price"**  
1980 North Davis Road, Salinas, CA 93907  
(831) 444-8444 | [www.goldstarbuickgmc.com](http://www.goldstarbuickgmc.com)

# Winter Woes

By Matt Priddy



**G**rowing up in the frozen tundra of South Dakota taught me a thing or two about how to keep my golf game sharp over the course of the winter. Living on the central coast of California makes for a slightly different “winter” but sub-zero temps or not, there are still some useful ways to keep your game intact when the colder temperatures and rain arrive.

It’s important to remember that doing drills or making swings indoors can still be extremely effective. Shoot, it might be more effective at times than aimlessly hitting golf balls on the driving range. It’s amazing the transformation that can take place when we isolate an issue (if we are lucky, there’s only one), create a plan to correct it and take away the little white ball for a few swings. When we choose to “practice” without a ball, we automatically take away any expectation of results and allow for complete focus on accomplishing the goal at hand. Keep in mind, the physical and mental components of practice are just as crucial to success (if not more so) as the mechanical. That is why incorporating practice that doesn’t encompass results-based drills can be very helpful in improving your golf game.

For those of you that don’t have the luxury of a hitting net or simulator in your home, as well as those who do, here are

a few ways to start to improve your game when the rain starts to fall and the cold weather is keeping you off the links this winter:

## I. DON’T DISREGARD THE IMPORTANCE OF STRETCHING

- When the cold weather shows up, our body naturally works a little slower... at least at first. Work with a trainer or do some research online and find a stretching routine that works for you. One great resource is The Titleist Performance Institute or mytpi.com.
- The cold and rainy months are the perfect time to get your body into its peak performance state. No matter your age, there is always room to improve your flexibility and mobility. Even 10 minutes of stretching per day can work wonders for your golf swing and personal health.

## 2. YOUR WIFE’S (OR HUSBAND’S) FAVORITE MIRROR IS YOUR NEW BEST FRIEND

- Making swings in the mirror is one of the best ways to work on recreating a specific move or position and know that you’re doing it right every time. It’s pretty simple—position yourself a safe distance from the mirror and isolate a specific position that your instructor wants you

to focus on. Then, make swings (slowly as to not injure yourself or have a mess to clean up) while looking in the mirror. Just remember, safety first.

## 3. PUTT PUTT ...PUTT

- It’s probably fair to say there are several different surfaces inside your home; hardwood, carpet, tile...Talk about a great way to test your speed control! Have fun with trying to hit putts to a target on different surfaces inside your home.
- The beauty of putting indoors is you can easily accomplish a majority of the drills you would normally do outside. Be honest with yourself, some of you already

---

**When we choose to “practice” without a ball, we automatically take away any expectation of results and allow for complete focus on accomplishing the goal at hand.**

---

practice your putting at your office. Practice your aim and alignment by placing alignment sticks on the floor and putting to a target five feet away. Get creative with recreating the drills you would normally do outside.

Instead of layering up with excuses of why your golf game suffers when the rains start to fall this winter, utilize the resources you have at your home and get an edge on your competition. We may be spoiled with a wonderful climate on the central coast, but don’t let that deter you from improving your game on those days when being outside may not be an option.

It’s important to remember that doing drills or making swings indoors can still be extremely effective. **cg**



## These numbers add up to a healthier community for everyone

Your gift makes Natividad Foundation's  
essential programs possible.

**1,000+**

interpretations in rare  
indigenous languages

**300**

premature or critically ill babies  
received life-saving care in  
Natividad's Level III NICU

**99%**

success rate for participants  
in CHOICE violence peer  
intervention program

**52,597**

emergency department visits

**1300+**

trauma patients treated for  
critical or severe injuries

**2,205**

births in Natividad's  
Baby-Friendly® facility



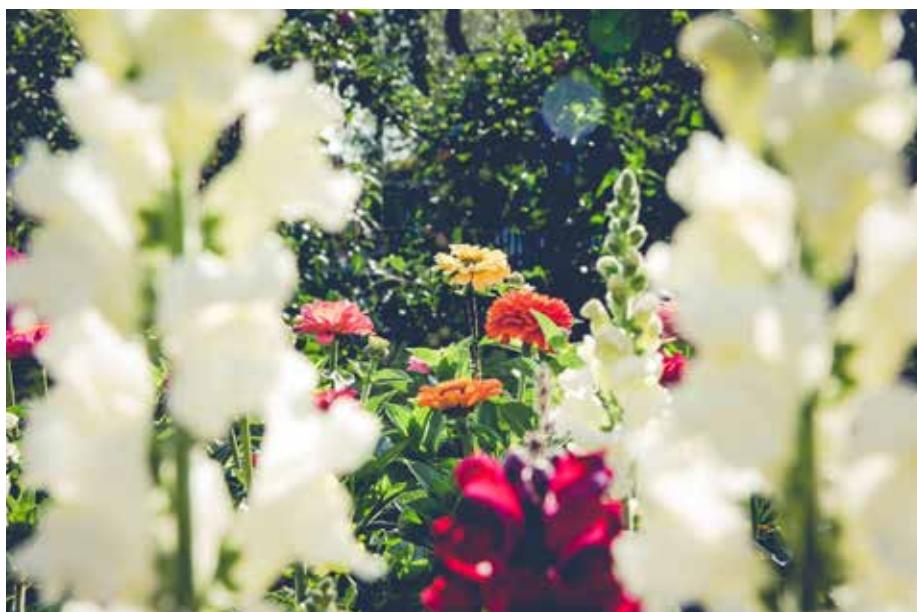
\*Annual statistics based on Natividad's fiscal year 2018 (July 2017-June 2018)

## DONATE TODAY OR FIND OUT HOW TO BECOME A MEMBER OF TALC

Natividad is an acute care hospital and Trauma Center providing life-saving, high-quality health care to Monterey County's diverse population. Natividad Foundation is a nonprofit organization dedicated to strengthening Natividad.

# Fertilizers for Your Landscape

By Steve McShane



I'm passionate about outdoor living and creating landscapes that work for you. You work too hard and your outdoor environment should be easy to enjoy. That's where my single greatest tip comes in: Fertilize your landscape. In this short piece, I hope I motivate you to be the difference in a greener and healthier backyard.

One of the first questions we need to ask is, why do we fertilize? Performance is the answer. Making essential nutrients available to plants allows them to thrive. This translates into more lush growth, abundant flowers and improved fruit set. In areas of the Central Coast where environmental factors are a challenge, you can see the difference in well-fed landscapes immediately.

Now, for a quick lesson in fertilizers. By law, fertilizer is labeled with percentages of three essential nutrients: nitrogen, phosphorus and potassium. The easiest way to remember these is as follows:

- N stands for Nitrogen and is essential in leaf and stem growth.

- P stands for Phosphorus and is essential in root growth.
- K stands for Potassium and is essential for cellular functions and fruiting/flowering.

## Making essential nutrients available to plants allows them to thrive.

There are a total of 17 essential nutrients that plants need and N, P & K are the most essential. These nutrients come from organic and conventional origins.

Organic fertilizer is a great choice for backyard gardeners. In an organic fertilizer, the three numbers are usually lower. However, they tend to not be water-soluble and stay present in the soil longer. This gives you a bigger bang for your buck, in some ways. One important distinction from conventional fertilizers is that organic fertilizers are slow release due to the fact that micro-organisms need to break the

fertilizer down to make the N, P and K plant available.

Conventional fertilizers have their benefits as well. The nutrients are immediately available. I've seen miracles with winter-feeding using conventional fertilizers on sick and tired lawns. One of the most common means of using a conventional fertilizer is throwing pellets of 15-15-15 on landscapes. Many folks are believers in a coated conventional fertilizer like an Osmocote. This helps to limit release over time.

One of my favorite case studies for the importance of fertilizing landscapes is my in law's house. They live on a hillside in the Las Palmas Community of Salinas. I'm not exaggerating when I say they suffer from some of the worst soil. The only way my father in law has been able to succeed (outside of regular watering) is to put his landscape on a feeding program. He uses both organic and conventional fertilizers.

If there was one last suggestion I could leave you with, it would be the importance of adding compost to your landscape on a regular basis. Simply spreading it under the drip line of plants and trees will do a lot to enrich soil health. Like a slow release organic fertilizer, you'll see the benefits of essential nutrients available in the compost.

Just by reading this article you are already ahead of landscapers and gardeners that don't feed. Winter is the perfect time to act and you'll find your favorite landscape supply ready to help you with bulk fertilizers, amendments and soils. A well-fed landscape is a healthy and vibrant one.

*Steve McShane is Owner & General Manager of McShane's Landscape Supply in Salinas. He can be reached at steve@mcshaneslandscape.com. CG*

*CONTINUED FROM PAGE 33 HISTORY*  
engineers got the forward and after diesel generators were online, we now had power and light. We decided to live aboard the ship since it was cooler than the Rockingham, and live topside in officers' staterooms. Our main purpose was to try to get the ship stabilized and to fill out hundreds of damage reports. I moved into the Executive Officer's Stateroom and thought I was living high. We were able to get Boiler 7 on line to move to our new target position 300 yards from the Arkansas. During that time, the Army and Navy placed all kinds of equipment, clothes, food, and anything they could think of, to test its condition after exposure to radiation. Below deck nothing was hurt except for some radiation damage. Fortunately tons of ammunition didn't explode and there were no fires.

We each wore unexposed X-ray film badges which didn't tell our exposure dose until days later. From July 1 to August 1, my reading was 0.118 Rem, (a Rem is a unit of radiation exposure in man), which is the one year maximum for X-ray radiation in humans. There were 24 personnel in our repair parties that received varying doses of radiation.

On July 23, we collected our gear and moved off the Pensacola for the last time, and boarded the Rockingham. The Rockingham anchored 10 miles from Bikini, since the Baker Bomb would be set off under water. That is where we witnessed the Baker Test. The underwater bomb was placed nearly under the Arkansas. This time we were able to see the blast since there was no flash, as there was in the Able Test. What occurred on July 24 was the most awesome sight I have ever witnessed. The sea erupted in a giant waterspout and I distinctly remember seeing a giant chunk of the Arkansas peel off from the cylinder of water. When the spout subsided, the Arkansas had disappeared. The column of water was 2,200 feet in diameter and rose to a height of 5,500 feet, ending in a giant mushroom cloud at about 15,000 feet. Again the Pensacola survived, and was the closest ship to the Arkansas to stay afloat.

The underwater bomb sank five ships, wrecked seven, damaged twenty-five and lightly damaged the remaining vessels. The first ship sunk was the Arkansas, followed over three days by Saratoga, Independence,

Nagato, and Sakawa. Heavily damaged were the Nevada and Pennsylvania. The Nevada survived because the Able Bomb hit the Arkansas by mistake 1,500 to 2,000 feet away, thus the Nevada was only damaged.

We steamed around outside the lagoon while the radioactivity was being monitored, but it was apparent the repair parties could not re-board. On August 2, the repair parties were detached and boarded APA 231 for Pearl Harbor and San Diego. In San Francisco August 15, 1946, we were honorably dis-

charged from the Navy, and headed to our homes.

The Pensacola was towed to Kwajalein on August 28, 1946, when Lt. Brewer hauled down its Commission Pennant. In April 1947, Pensacola was towed to Bremerton, Washington. Since it was too radioactive to scrap, it was towed to sea and sunk for target practice 90 miles off the Coast of Washington on November 10, 1948. [cg](#)

**H | W**  
**NATALIE RAVA**  
CPA, MAC  
13 YEARS WITH HW

**INGENUITY**  
➤ BUILDING YOUR BUSINESS REQUIRES THE RIGHT VISION AND THE RIGHT PARTNER.

"Through regular communication and invaluable resources, we strive to keep our clients informed of the things they care about, and provide suggestions, direction and support throughout the year."

**HAYASHI | WAYLAND**  
CAPTURE YOUR WORTH

ACCOUNTING / CONSULTING /  
FINANCIAL PLANNING  
HW-CPA.COM | 831.759.6300

# Lugano's Swiss Bistro's Cheese Fondue



## INGREDIENTS

- 1 cup dry white wine
- 1 tablespoon butter
- 1 tablespoon corn starch
- 1 clove garlic grated
- 2 tablespoons Kirschwasser
- 1 drop of Tabasco
- 1 pinch of nutmeg
- 7 oz Gruyere cheese grated
- 7 oz Emmentaler cheese grated
- 4 oz Appenzeller cheese grated

## METHOD

Boil wine in small saucepan. Melt butter over medium low heat in a ceramic or cast iron fondue pot. Wisk in cornstarch and grated clove of garlic. Cook for 5 minutes. Stir constantly to avoid sticking. Stir wine into mixture slowly. Add all 3 cheeses and keep stirring until cheese is melted. Add 2 tablespoons Kirschwasser as well as a drop of Tabasco and a pinch of nutmeg. Keep warm over low flame. Serve with cubed bread (day old), sliced apples or pears, broccoli, cauliflower or any sliced vegetable. [cg](#)

# Join Us

in building a better future for our youth



## Rancho Cielo has a long record of success in turning lives

**around:** double the success rate of incarceration — at about a tenth of the cost. Now, with the generous support of so many in the ag community, we're building on that success, to reach more young people, with more opportunity, and a more peaceful, prosperous community for us all.

**Help us continue the successful work of Rancho Cielo  
- join current donors in the Capital Campaign to build  
our Ted Taylor Vocational Center!**

## TED TAYLOR VOCATIONAL CENTER



**TRAINING FOR JOBS IN AGRICULTURE**



Rancho Cielo Youth Campus  
P.O. Box 6948  
Salinas CA 93912  
(831) 444-3533

*Find out more and see our current donor list at [ranchocieloyc.org/capital-campaign](http://ranchocieloyc.org/capital-campaign).*

We're just \$500K dollars away from meeting our goal of \$9.3M!

## Sip, Bite and Turn up the PINK

**D**'Arrigo California and J. McFarland Wines hosted an event called Sip, Bite and Turn up the PINK to raise awareness and funds for the Breast Cancer Research Foundation (BCRF). The event took place at D'Arrigo California's beautiful headquarters on Wednesday, October 3, 2018 from 5:30pm-8:00pm. The event raised \$5,000 which was donated directly to the BCRF and took place in October in honor of Breast Cancer Awareness Month.

A total of 135 community members attended the event to enjoy delicious wines and delectable bites from renowned Monterey County wineries and restaurants. The strolling event featured wines by J. McFarland, Tondre, Odonata, Morgan and Paraiso, beverages from Gold Leaf Spice and Teas and bites were prepared by Wild Thyme, Haute Enchilada, Carmel Private Chef, Star Market and Luigi's.

The evening culminated with 28 individuals participating in a 'peacock' paint session led by Roaring Mice Paint Studio. The colorful and beautiful paintings all had pink ribbons drawn on them and the majority of the paintings were donated to the Nancy Ausonio Mammography Center (SVMH) who will display the paintings throughout their center.

D'Arrigo California has been a proud supporter of the BRCF for nearly 20 years and they have a pink ribbon on all of their Andy Boy packaged commodities and boxes. D'Arrigo California has donated over \$1.85 million to the BCRF with the hope to find a cure during our lifetime. J. McFarland also has a pink ribbon on the label of their Prismatic White Wine Blend that launched in 2016. With the new label, J. McFarland began to contribute 10 percent of its wine sales to BCRF.



1. (l to r) Alicia Amaral, Sandy Amaral, Chelsea Williams and Nicole Williams.
2. (l to r) Lisa Sgheiza, Jenn Henningsen and Claudia Pizarro-Villalobos.
3. Roaring Mice Paint Class lead by Owner, Daphnee Parachini.
4. J. McFarland Wine Prismatic White Wine Blend.
5. (l to r) Brian Amaral, Casey Rose and Chris Amaral.



# Meet Our Exceptional Culinary Team

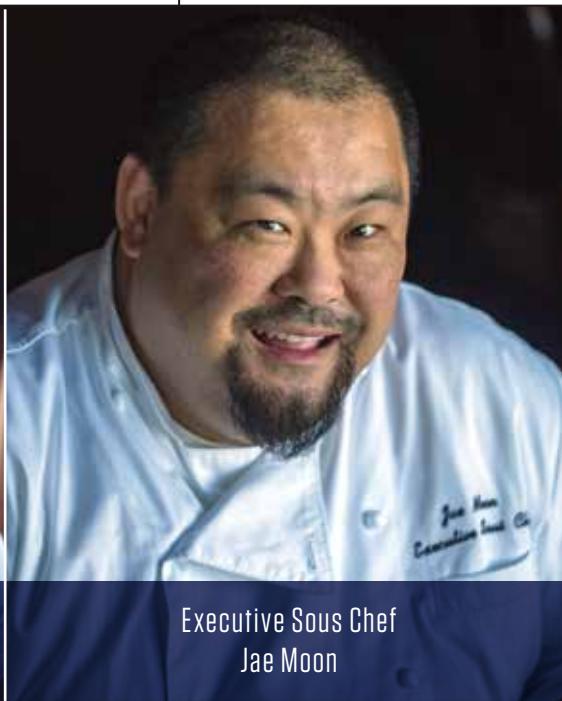
THERE'S ONLY  
SCHOONERS!



Pastry Chef  
Jessica Haney



Executive Chef  
Jerry Regester



Executive Sous Chef  
Jae Moon

Suspended over the magnificent Monterey Bay and located at the Monterey Plaza Hotel, Schooners Coastal Kitchen & Bar serves contemporary American cuisine and carefully sourced seafood to our local community. Our menu is highlighted by a wealth of sustainable seafood, signature chowders, wood-fired dishes, sharing platters and decadent desserts overseen by our exceptional culinary team.

Join us for breakfast, lunch or dinner and receive:

**A COMPLIMENTARY GLASS OF WINE  
15% DISCOUNT ON FOOD PURCHASES**

*Open Daily from 6:30am – 10pm  
Offer valid through March 31, 2019*

**FREE VALET  
PARKING**

Reservations: **831-372-2628** | [SchoonersMonterey.com](http://SchoonersMonterey.com) | Monterey Plaza Hotel & Spa

# Philanthropy Celebrated: Panettas Honored with Distinguished Trustee Award

**O**n Wednesday, October 24 more than 300 donors, fund holders and friends of the Community Foundation for Monterey County (CFMC) gathered to celebrate Philanthropy. Dan Baldwin, President/CEO shared accomplishments including scholarship growth, the launch of the Siembra Latinos Fund, record grantmaking and the incredible philanthropic spirit of Monterey County.

The highlight of the evening was the presentation of the 2018 Distinguished Trustee Award to Secretary Leon Panetta and Sylvia Panetta. The award honors those who have demonstrated philanthropic leadership in Monterey County. Though they been active on the national and international stage, the Panettas never lost their sense of place and commitment to Monterey County.

"The Panettas have contributed immeasurably to the betterment of Monterey County. They are champions of civic engagement, and outstanding supporters of nonprofits advancing literacy, healthcare, public education and youth development," noted Ken Petersen, CFMC 2018 Board Chair. "Their decades of leadership have inspired and encouraged others and their commitment to excellence has served as a model for other organizations."

"We were deeply honored to receive the Distinguished Trustee Award because the work of the Community Foundation and the Panetta Institute is dedicated to the same goal—making the American Dream real for all people," said Leon and Sylvia Panetta.

Secretary Panetta and Sylvia co-founded The Panetta Institute for Public Policy in 1997, a nonpartisan, nonprofit study center to inspire men and women to lives of public service. One of Leon Panetta's proudest accomplishments is the establishment of the Monterey Bay Marine Sanctuary. Sylvia Panetta was key in launching the Monterey County Reads Consortium in 1997. Since then, they have placed more than 3,500 volunteers with over 18,000 students in 10 school districts to improve the lives of young people by helping them become life-long readers.

As award recipients, the Panettas designated a \$10,000 grant from the CFMC to the Panetta Institute for Public Policy.

*Read more at [www.cfmco.org/Panettas](http://www.cfmco.org/Panettas) or see photos at [www.facebook.com/cfmco](https://www.facebook.com/cfmco).*



1. (l to r) CFMC Board Chair Ken Petersen, Leon Panetta, Sylvia Panetta, CFMC President and CEO Dan Baldwin.
2. Judge John Phillips and Jim Gattis.
3. (l to r) Tonya Antle, Diane Danvers Simmons, Jeri Gattis.
4. Katherine and Ray Costa.
5. Community Foundation for Monterey County supporters.



**PLAY HARD.**



**WORK HARD.**

**WE STOCK A TIRE THAT KEEPS UP WITH YOU.**



**YOUR MOST COMPLETE TIRE DEALER**

- LARGEST INVENTORY OF TIRES
- FLEET SERVICE
- MOBILE SERVICE
- ALIGNMENTS
- BRAKES



**East Bay Tire Co.**  
Service Division

Since 1946

**SALINAS SERVICE CENTER**

**330 GRIFFIN ST.**

**WWW.EBTSERVICE.COM**

**PHONE: 831-757-5273**

**24-HOUR EMERGENCY ROAD SERVICE**

# Boys & Girls Clubs of Monterey County's Annual Youth of the Year Dinner

**G**uests enjoyed a fast-paced, emotionally charged evening November 7 during the Boys & Girls Clubs of Monterey County's (BGCMC) annual Youth of the Year dinner.

The event honored Vic Smith of JV Smith Companies with the BGCMC 2018 President's Award for generously supporting the annual Gang Prevention Summit, which benefits at-risk youth from King City to Salinas. Smith also supports the Summer Academy, which prevents summer learning loss for Club members and offers them healthy lunches and snacks, a benefit for members who live in food-insecure homes.

The event also honored the donors who helped build the Salinas Clubhouse 15 years ago, most of whom hail from the agricultural community. This tight-knit community personally congratulated Vic and the participating Club kids during the evening.

During the night, Youth of the Year candidates shared the compelling stories of their successful journey with the Clubs, as well as their future plans and battled it out for the annual Youth of the Year honor. Member Natalia Casillas was ultimately named BGCMC Youth of the Year, the highest distinction for the Boys & Girls Clubs. In this capacity, Natalia will be the BGCMC Member spokesperson for the upcoming year and compete in the regional finals at the Microsoft headquarters in San Jose. Natalia competed with three other worthy candidates from the Salinas and Seaside Clubhouses, including Runners-up Elizabeth Aguilar, Gustavo Perez, and Stephanie Nava Garcia. The event also honored the Junior Youth of the Year winner, Citlaly Herrera Inzunza, as well as candidates Carolina Casillas, Kriselle Galiguis, and Carla Jones.



1. (l to r) Rafael Casillas, Youth of the Year Winner Natalia Casillas, Carolina Casillas, and Raquel Casillas.
2. (l to r) Tom Nunes (T4), David Gill, and Tom Nunes (T5).
3. (l to r) Vic Smith, Karen Smith, their daughter Kristen Smith Eshaya, and their son Clayton Smith.
4. Susan and David Gill.
5. (l to r) BGCMC Board Member Gina Nucci, Vic Smith, Bruce and Linda Taylor.



***Happy Holidays!***  
***...from our families to yours.***



**SANITATION SERVICES**

**PACIFIC AG RENTALS**



# Tatum's Garden Foundation's "Halloween on the Green"

## *Golf Tournament and Dinner Dance*

The Tatum's Garden Foundation celebrated its 6th Annual "Halloween on the Green" Golf Tournament and Dinner Dance on Friday, October 26th, 2018 at Corral de Tierra Country Club. This year's event was generously supported by presenting sponsor Pacific Valley Bank. The weather was perfect for the golf tournament portion of the day, which included fun on-course events such as a Long Drive Contest, having local professional golfer Matt Pridey hit your "Pro Tee Shot," and many others. The golf match was very hard fought, but the foursome of John Giannmanco, Anthony Giannmanco, Bruce Pestana and David Woodberry took home First Place.

The evening festivities included the much-anticipated Halloween Costume Contest, along with Silent Auction, Dessert Auction, "Pick your Poison" Basket Raffle and a Live Auction. This year's costumes were once again creative and entertaining. Some favorites included "Best Overall" winners, Bryan and Carrie Jaynes, as "E.T." characters and "Most Creative" winners, The Alexander Family, as George Washington, Lady Liberty and Abraham Lincoln.

Another highlight of this year's event was the presentation of the Foundation's first ever Volunteer of the Year Award, presented to Mark and Deb Panelli. This amazing couple was honored for the years of dedication they have shown to the Tatum's Garden playground. They were the Creative Directors during the playground's design and construction, and still spend countless hours annually dedicated to maintaining the incredible artwork throughout the playground.

The Tatum's Garden Foundation exists to cultivate accessible, inclusive play. Funds raised at the event totaled over \$40,000 and will fulfill the Foundation's annual budget, directly impacting the day-to-day operations of the playground, such as paying for restroom supplies, janitorial and lawn service, liability insurance and security. The Foundation holds the vision of "inspiring communities to foster abundant play for children of every ability."



1. (l to r) Shawn Bakker, Deb Panelli, Amanda Bakker, Mark Panelli.

2. Chanelle, Brandon and Shawn of Bakker Construction.

3. Kelli Hemenway and Sophia Witting.

4. The Alexander Family.

5. The Alliant Insurance Table.



# Find your Cowboy Roots

JULY 18-21  
2019  
[CARODEO.COM](http://CARODEO.COM)



Photo: Phil Doyle

# Inspiring Healthy Eating at the 38<sup>th</sup> Annual California International Airshow

The action wasn't just over the Salinas Valley during the 38th annual California International Airshow Salinas on September 29th and 30th. On the ground, it was a produce stand and healthy salad bar courtesy of Salinas Valley Memorial Healthcare System (SVMHS) that wowed the crowds inside the Airshow's President's Tent with its colorful, seasonal, healthy and delicious produce.

Salinas Valley Memorial Healthcare System is proud to support the California International Airshow which in turn supports many non-profits in our community. The objective of the produce stand and salad bar was to inspire healthy and nutritious eating.

The eight foot tall produce stand was filled with colorful fruits and vegetables—all beautifully displayed creating a visual representation of the delicious and healthy produce grown and harvested in the Salad Bowl of the World.

Behind the towering and colorful produce stand, was the healthy salad bar consisting of traditional salad options, cheeses and various kinds of healthy salad dressings. Above and surrounding the salad bar were wooden crates beautifully adorned with fruits and vegetables topped by a beautiful autumn floral arrangement complete with large sunflowers.

At the end of each day, President's Tent guests had the opportunity to take a bag of produce home along with the healthy recipe cards created by SVMHS Executive Chef Jason Giles. The recipes were for grilled chicken tacos, zesty garden salad, spaghetti squash and egg white omelet—all to be created with the very produce available in that produce stand.

The custom produce stand was created and donated by Sam & Ron Inc. Custom Cabinets of Salinas. Produce was donated by Dole Fresh Vegetables and Russo's Produce Company.

Live Well, Vive Bien!



1



2



3



3



4

1. (l to r) Allen McClellan, Lezlie Johnson, Daisy Ortiz, SVMHS Executive Chef Jason Giles, Karina Rusk, Lisa Wegley, Joe Velazquez and Anita Gonzalez.

2. Colorful bounty.

3. Produce and recipe cards to take home.

4. Healthy salad bar.

# Culligan®

better water. pure and simple.®

## You Manage Your Business. We Manage Your Water.

### COMMERCIAL SOLUTIONS

Commercial water purifier systems through Culligan are used for fresh produce which include mists for shelf life hydration along with other industrial and commercial water treatment options.

*Culligan brings together application engineering, innovative product and technical service to reduce operating costs and improve customer experiences.*



**WWW.CULLIGANQWE.COM**  
**831.755.0500**

## Sakata Seed Heart Walks

**D**uring the month of October, as part of its Sakata Gives Corporate Giving Program, Sakata Seed America participated in two walks, including a special Sakata coordinated campus walk, to raise awareness and much-needed funds for the American Heart Association.

On the morning of October 3rd, the Sakata staff stepped out at their own regional offices for a companywide Heart Walk staged at seven of their campuses throughout the United States, including major locations in Yuma, AZ, Morgan Hill, CA, Salinas, CA, Woodland, CA, Fort Myers, FL, Mount Vernon, WA, and Burlington, WA. A first for Sakata and the American Heart Association, the coordinated campus walks were the 'heartchild' of the company's new Sakata Gives Corporate Giving Program. To encourage and thank walkers, Sun Valley Floral Farm generously donated 400 colorful tulips. Participants were thrilled to walk away with gorgeous blooms that made for even happier hearts! Sakata was pleased to build awareness and comradery at their own facilities and blaze a new trail in fundraising for the American Heart Association.

On October 20th, Sakata Seed America staff, friends and family joined the annual American Heart Association Central Coast Heart and Stroke Walk. The 5K walk continued along the scenic coastal pathway located in Monterey, CA. More than 275 Central Coast residents and visitors gathered for the annual Heart Walk to raise life-saving funds and awareness for heart disease and stroke. The event, which included 19 teams, raised over \$44,000!

Overall this year, Sakata Seed America raised \$4,900 for the cause. Funds raised from the Heart Walks will benefit research, advocacy, outreach and education for heart disease and stroke.



1. (l to r) Team Sakata Walker, Isabel Fuenzalida poses with daughters at the Central Coast Heart Walk in Monterey, CA.
2. Sakata Campus Heart Walk participants at Sakata's Morgan Hill headquarters.
3. Sakata employees in Morgan Hill Prepare for the Heart Walk on October 3rd.
4. Program Manager for Sakata's Sakata Gives, Jamie Kitz, takes 'Top Walker' title at Center Coast Heart Walk.

# EMPOWERU

## 39<sup>TH</sup> ANNUAL MEETING & CONFERENCE

MARCH 5 – 8, 2019

DISNEY'S GRAND CALIFORNIAN  
HOTEL & SPA • ANAHEIM, CA

### ➤ FEATURED SPEAKERS



**Craig Regelbrugge**  
Senior VP  
Americanhort



**Stephen M.R. Covey**  
Author & Co-Founder  
FranklinCovey



**Tim Callender, Esq.**  
VP Sales & Marketing  
The Phia Group, LLC



**James Doti, Ph.D**  
Professor &  
President Emeritus  
Chapman University

### ➤ HEALTH & INNOVATION ROUNDTABLES

### ➤ AG & LEGISLATIVE UPDATE

### ➤ HEALTH PLAN TRENDS & WHAT TO EXPECT FROM WASHINGTON

### ➤ THE U.S. / CALIFORNIA OUTLOOK

united ag

**REGISTER TODAY**

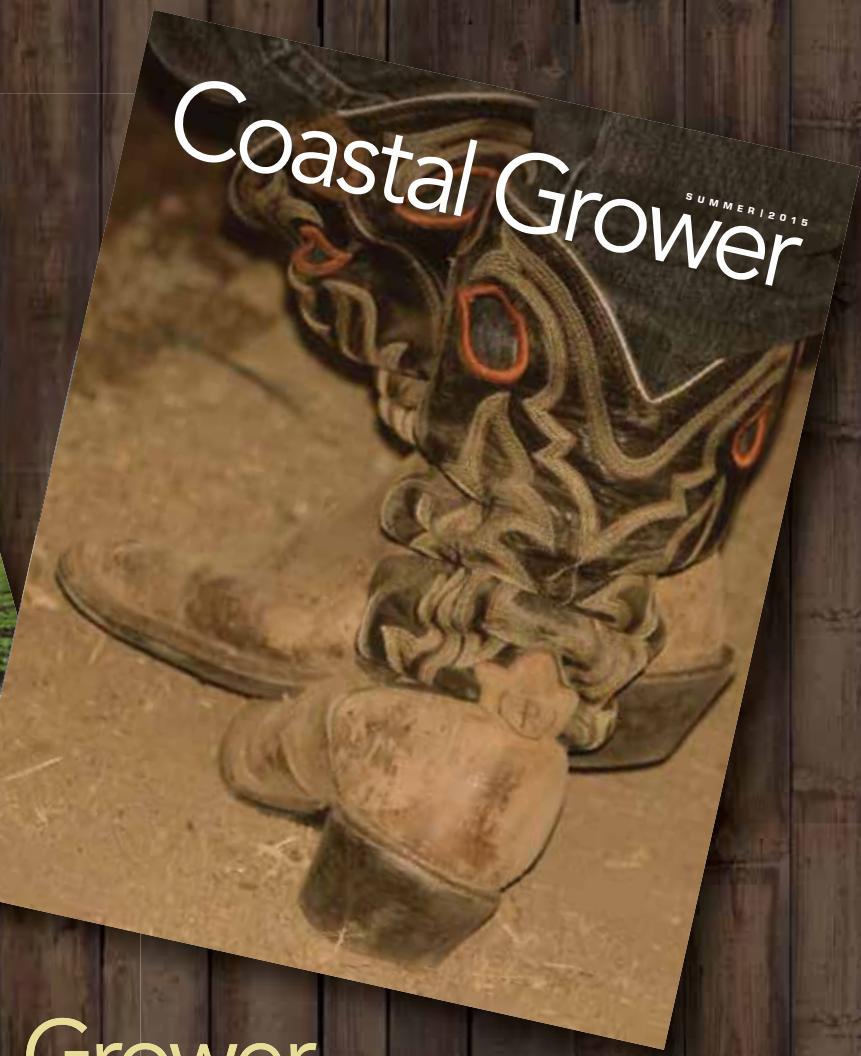
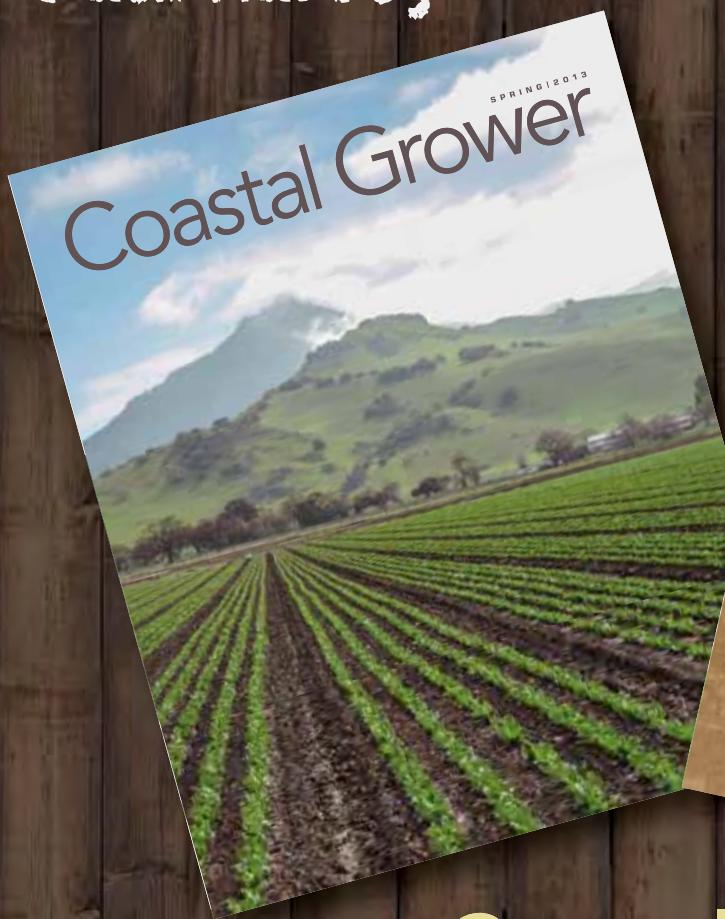
[www.unitedag.org/empoweru19](http://www.unitedag.org/empoweru19)

COASTAL GROWER | WINTER 2018

73 Early Bird Pricing Ends February 1, 2019

**“And on the 8th day,  
God looked down on his  
planned paradise and said,  
‘I need a caretaker.’  
So, God made a farmer.”**

**-Paul Harvey**



**Coastal Grower**  
**MAGAZINE**

[coastalgrowermag.com](http://coastalgrowermag.com)

ENZA ZADEN



# New colors, loft and 3D-texture



A broader range of winning Eazyleaf™ varieties, all featuring a one seed, one-cut, multiple leaves approach to great salad, will deliver new colors, loft and 3D-texture to the bags and clamshells.

Eazyleaf™ can be sold as a pre-cut mix, or as a whole head marketed to customers as a one-step, easy to prepare salad greens.

[enzazaden.us](http://enzazaden.us)

# JRG

Attorneys at Law



## The *Full Service* Law Firm

---

Our Mission is to Exceed Expectations

---

We believe in supporting and participating with our local businesses and charities, while creating a working environment that allows all of our employees to flourish.

You deserve attorneys who are committed to these principles.

Attorneys who are one hundred percent committed to you,  
to this community and to each other.

Be part of our Mission and be one of our clients.

Serving the Central Coast with *offices in*

SALINAS ■ MONTEREY ■ HOLLISTER ■ PASO ROBLES ■ KING CITY

JRGattorneys.com **831.754.2444**

## Riverside

- Baby leaf variety
- Very dark green, smooth, spade-shaped leaves
- HR: Pfs: 1-11, 15-16 \\ IR: 12, 14

Spinach by Sakata

# BABY LEAF SPINACH SUCCESS!

Take advantage of our range of innovative baby leaf varieties bred for outstanding performance! Growers can count on uniformity, multi-market fit and exceptional color. Sakata is an industry leader known for consistent quality, integrity and service. Go ahead—choose Sakata and start building something better.

To order, contact your preferred supplier.



Lakeside Baby Leaf

HR: Pfs: 1-11, 15-16  
IR: Pfs: 12, 14



Oceanside Baby Leaf

HR: Pfs: 1-9, 11, 13, 15-16  
IR: Pfs: 12, 14

**SAKATA®**  
[sakatavegetables.com](http://sakatavegetables.com)

Coastal Grower  
MAGAZINE

24965 CORTE POCO  
SALINAS, CA 93908

PRESORTED STANDARD  
**U.S. POSTAGE**  
**PAID**  
WATSONVILLE, CA  
PERMIT NO. 30

**SSBROOFCOATING.COM**



**QUALITY  
THAT'S OVER THE TOP**

1161 Terven Avenue // Salinas, CA 93901 // Tel. (831) 424-1647 // Fax (831) 424-4401

**SSB**  
**ROOF COATING**

LICENSE NO. 191651