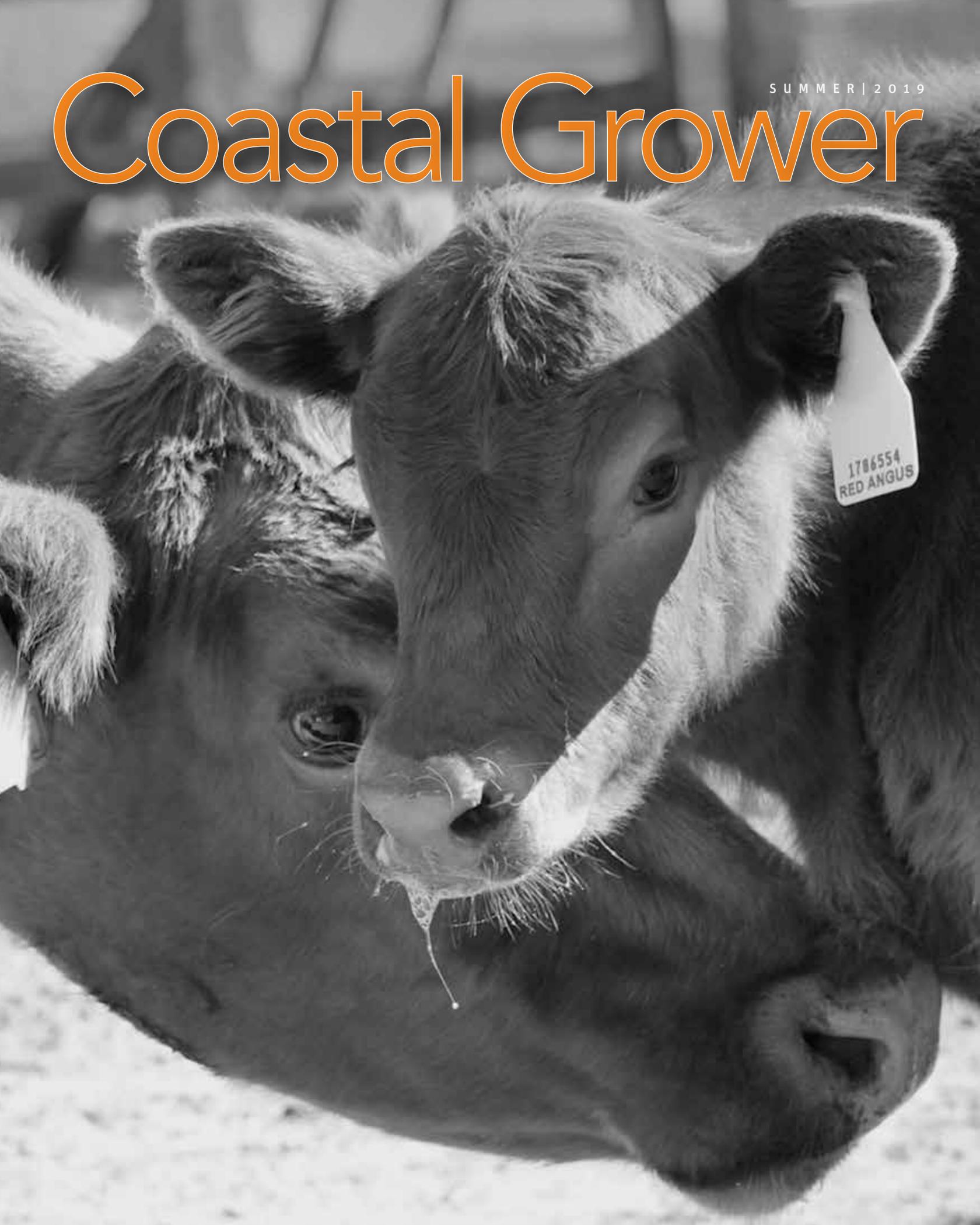


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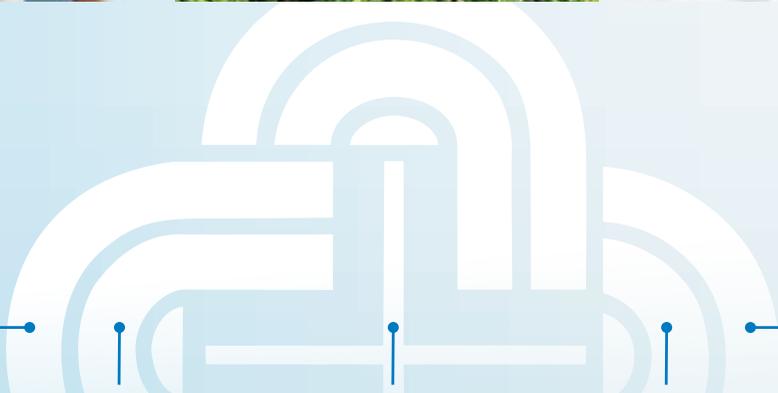
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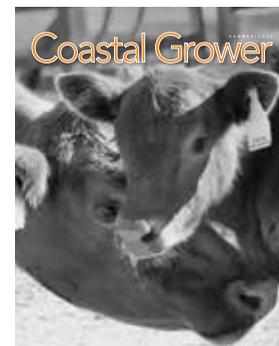
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Coastal Grower is published by
Koster Communications, Inc.
All rights reserved by Koster Communications, Inc.

Koster Communications, Inc.
24965 Corte Poco
Salinas, CA 93908
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COASTAL GROWER Magazine is a publication of articles concerning agriculture and its history. Articles, opinions, advice and points of view on various aspects of agriculture and state or federal law are the opinions of the authors of each particular article and not that of COASTAL GROWER Magazine which makes no warranty whatsoever as to the validity of any opinion or advice given unless expressly so adopted in writing.

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Home (not so) Sweet Home

I have this routine. Most mornings I work out at a gym on John Street in Salinas. Given its location it's not unusual for us to see homeless people passing by, pushing shopping carts filled with their worldly possessions. I then stop at the Subway sandwich shop across from the high school. A tender, elderly homeless man is usually sitting inside sipping on a cup of coffee... garbage bag filled with who knows what sitting at his feet. I always add a cup of soup to my sandwich order and give it to him on the way out. I think it's so nice for the ladies who work at that particular Subway to let him sit inside where it is warm and dry (they have my business for life) and, in his own sweet way, quietly gaze out the window.

I then steer my car to the left and drive west down Main Street. Increasingly, there, too, I see homeless people with their carts, finding a patch of grass to sit on for the day or get some sleep. I also see them at my bank, I see them in front of the hardware store—I see them.

Historically, in my hometown, the homeless population pretty much stayed on the outskirts in a neighborhood called Chinatown. This is where the shelters are and a local soup kitchen, Dorothy's Place. But lately they seem to be moving onto Main Street and into other neighborhoods, their population growing.

This isn't unique to Salinas, Monterey County, or the state of California. While California is the most highly taxed state in the Union, there are an estimated 130,000 homeless people living here (that's roughly the population of a city such as Charleston, South Carolina). 130,000 people with apparently nowhere to go.

There's a myriad of reasons why people are homeless. It's a political hot button and a complex issue—I can't really do it justice here—but a lack of affordable housing is one of them. According to the Los Angeles Times, California has 70 percent of the nation's priciest zip codes. I have heard some people are spending almost 90 percent of their income on rent or mortgages. Many people visiting our local food bank are working—they just can't make ends meet.

While the issue seems daunting, and I often feel so helpless when I see people sleeping on a sidewalk, I'm proud to be supporting an initiative by Dorothy's Place called Streets to Homes. You can read more about it in this issue with an informative contribution by Dorothy's executive director, Jill Allen. Social workers have been hired and an office established to work with the homeless community towards getting them into permanent housing. It's not a quick fix, but it is starting to work. Finally, we have a permanent solution, for those wanting one, not just a quarterly cleanup of tents and encampments.

Dorothy's Place needs to hire more social workers to meet demand. You can read in Jill's piece how you can help us do just that.

In the meantime, I'm going to keep ordering that cup of soup.



Contributors



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.



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).



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.



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JENNA HANSON ABRAMSON

Jenna grew up in Salinas and returned in 2007 after receiving her B.A. in Mass Communications and Journalism from CSU, Fresno. In 2013, she founded the lifestyle website, Mavelle Style, to inspire other food loving, fashionistas and in 2016 she expanded her brand and developed Mavelle Media, a marketing communications boutique consultancy.

When Jenna is not working on creative campaigns or blogging about being a stylish business owner, she can be found hiking, cooking, dabbling in photography or enjoying the Monterey County food and wine scene with her husband.



ALEX MITCHELL

Alex Mitchell is passionate about customers, John Deere machines, and RDO Equipment Co. As a Consumer Products Sales Account Manager, Alex enjoys educating potential customers on what John Deere equipment can deliver and he especially loves showing them they can turn their dreams of owning a Deere into reality.



LIZA HORVATH

Liza Horvath is President and CEO of Monterey Trust Management, Private Client Services, a professional trustee, executor and family office services company. Born at Fort Ord, Liza lived all over the world before returning to Carmel Valley with her family over 20 years ago. An avid horse lover, Liza and her husband are the proud owners of Emma, a “Budweiser” Clydesdale, and Charlie, a “giant” Shire – all of whom can be seen most weekends riding the trails of Garland Park. In addition to her leadership position with Monterey Trust Management, Liza writes a weekly column, “Senior Advocate,” which can be seen in the Monterey Herald’s Sunday edition.



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Doreen is the Central Coast Director of Development for Kinship Center, a Member of Seneca Family of Agencies. She was born and raised in Monterey County and is currently a resident of Salinas. She began her career in nonprofit development with American Cancer Society. After 12 years with ACS, Doreen worked as a consultant for various nonprofits until she began working in her current position with Kinship Center in January 2017. Doreen holds a bachelor’s in Business/Marketing from Fresno State.



LARA GROSSMAN

Lara has worked in the produce industry since 1999, after moving to the Salinas Valley in 1996. Originally from Phoenix, Arizona, she has an undergraduate degree in Business Administration from the University of Arizona and an MBA from Golden Gate University. Lara’s experience includes branding, logo and packaging design, trade promotions and product development. At Robinson Fresh, Lara’s efforts are focused on the newly-relaunched Tomorrow’s® Organics brand, customer development, and innovation. When she has free time, she enjoys reading, running, and hiking.



AMY WU

Amy Wu is the Founder & Chief Content Director of “From Farms to Incubators,” a multimedia content company that focuses on telling the stories of minority women entrepreneurs in agtech. Wu is a veteran journalist with significant international reporting and teaching experience, having worked at Time magazine, the Rochester Democrat & Chronicle, for the USA Today Network; and has written for The New York Times, HuffPost and Wall Street Journal. She earned her master’s degree in journalism from Columbia University, and speaks fluent Mandarin Chinese.



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.

Contributors



JILL ALLEN

In the last 20 years, Jill has provided management services to the public benefit sector, specializing fund development and strategic planning. Jill has advocated for the chronically homeless for the last 12 years at Dorothy's Place in Salinas, and has served the last five as executive director. She led Dorothy's Place through the development of the Chinatown Health Services Center, and introduced intensive case management for chronically unsheltered people. They have proven that chronically unsheltered people can be successfully housed by assisting 102 high-barrier clients into permanent sustainable housing. Jill also served for 20 years in the United States Air Force.



SCOTT FAUST

Scott Faust is director of communications and marketing at Hartnell College. He joined Hartnell in September 2018 from Bemidji, Minn., where since 2012 he had led communications and marketing for Bemidji State University and its two-year partner, Northwest Technical College. From 2008 to 2012, Faust was executive director of strategic communications at California State University, Monterey Bay. Previously, he was executive editor of The Salinas Californian and El Sol, beginning in 2000, and also served as general manager of the newspapers and their related websites and publications in 2007-08.



AMY WOLFE

Amy is the President and CEO of AgSafe, the educational leader for the food and farming industries in supporting their commitment to a healthy and safe workforce and a sustainable wholesome food supply. She currently sits on the Board of Directors for the Association of Fundraising Professionals and regularly volunteers for the Girl Scouts Heart of Central California. Amy received her Master of Public Policy and Administration from CSU, Sacramento, her Bachelor of Science from Cal Poly, San Luis Obispo and possesses her Certified Fundraising Executive accreditation. She, her husband, a high school ag teacher, their daughter and their Great Dane live in Escalon, CA.



SHELLIE DAVIS

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



PATRICK TREGENZA

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



WILLIAM SILVA

William Silva is a 4th generation Monterey County resident and owner of Woodman Development Company and Legacy Real Estate Group. With 25 years' experience in real estate development and home building, he's developed 3,000 plus residential units and built 750 plus homes locally (including affordable housing). His notable projects includes the East Garrison, Mills Ranch, Belmont Heights, the Pinnacles, Rogge Commons, Gabilan Gardens, and Monterra Ranch Inclusionary. Today, he provides real estate development consulting and real estate brokerage services to his many clients. He's newly appointed to the Seaside Planning Commission.



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Dr. Farahmand founded Balance Physical Therapy® and Human Performance Center, Inc. on June 3, 2002. Dr. Farahmand graduated from the University of California at Los Angeles with degrees in Psychobiology and Business Administration before pursuing his Doctorate in Physical Therapy at the University of Southern California. Farahmand is one of the few Board-Certified Orthopedic clinical specialists in the country. Balance Physical Therapy® has two locations, in Monterey and in Salinas, and has 10 certified physical therapists and three athletic trainers on staff.

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Christopher Valadez

By Lorri Koster



This past May the Grower-Shipper Association (GSA) Board of Directors announced that Christopher Valadez will be GSA's new President. Valadez succeeded Jim Bogart, the trade association's longest-serving President.

Valadez joins GSA following 11 years at the California Fresh Fruit Association as the organization's Director of Environmental & Regulatory Affairs. Valadez shaped and addressed policies affecting economic sustainability and competitiveness for the agriculture industry. Since 2008, his primary focus has been labor issues; including management/employee relations and wage and hour, as well as human health and safety, water supply and quality, food safety, air quality and political engagement. Valadez is a graduate of Arizona State University and is married to Andrea, a psychologist and special education school administrator, and together they have two children.

Lorri Koster, editorial director, sat down with Valadez shortly following his election as GSA president.

What attracted your interest in the position?

I was familiar with GSA's engagement through United Fresh at the federal level. It wasn't until my work portfolio expanded into the labor arena that I became acclimated to what GSA is doing and this type of work is something I have a passion for. We have a matching philosophy to work with coalitions but there is a general want and need to take more of a leadership position because of the level of impact we can have. So, seeing that "green light" from the search committee and board attracted me to explore where we can go from here with the next chapter.

There's a hunger and desire to construct new avenues that elevates our profile in a way that we are translating attention into relevancy and relevancy into a successful result on behalf of our members.

What is one of your top priorities?

There is a representational need, an advocacy need and a strategic need to position GSA and the members we serve at the forefront on policy issues. Decision makers cannot vote and forget GSA members have a major footprint beyond these local valleys. It is a much more significant voice and I see this as a challenge for me. There's a hunger and desire to construct new avenues that elevates our profile in a way that we are translating attention into relevancy and relevancy into a

successful result on behalf of our members. Industry is almost always late to the game—we've been reactive. We're not going to change our posture or this perception overnight, but I think we have a climate of members that want to implement solutions. Business is and can be the driving factor to an array of issues whether it's housing for labor or food safety.

How do you approach working with legislators?

We can often solve problems from a private sector, private scale perspective. Government often provides obstacles to delivering that solution. A policy driven association can knock down or eliminate those obstacles. Ag is two percent of California's gross domestic product so there is an attention deficit here as to understanding what the real value of ag really is. Legislators from urban areas don't see this big picture. Our actions and decisions need to be reflective of our member needs. There are examples of this. Ground water management law, for example, was written for an entirely different part of California that doesn't make sense for our region. People were representing agricultural interests but assumptions were made and we should not assume they know our needs. Now we are stuck trying to implement a law that doesn't make sense here.

I assume you've been told about the lettuce curtain....

There are a lot of neighborhood dynamics. I'm going to rely on industry leaders to help me out here. There's diversity to the regions we represent. I want to navigate effectively and seek divergent opinions out. Coalitions are important but dependent on

the situation. I'm going to take a sensitive approach to how we manage issues and assess what that value is working collaboratively with a partner in our own backyard. We should not, as a default, say we must be with this other group because that's the way we've always done it. Does it apply to the issues of the day? I'm more colleague than competitor but I'm also a representative of an association where businesses need a reason to continue their investment in the work we do.

We can't just react to decisions already made. We need to filter the issues and work with community partners to figure it out before it is figured out for us. Trust me, it will be figured out for us.

Do you think more transparency from industry can create better solutions?

Agriculture is an industry where there's a level of possession because it's often tied to property. There's a cultural aspect to that. That's probably not going to change ever but if it's framed differently, why, for instance, more transparency could be beneficial to create a better understanding of why you do things the way you do. Exposure is important when it's strategic. If not there's a natural assumption to believe there's something to hide. You can't come to a policy discussion with a chip on your shoulder. You can't just shut the door on your story. Today's world isn't going to buy that. Consumers are going to drive the way elected officials make their decisions. We can't let decisions be made in political laboratories. We need to make ourselves a more comfortable partner with the general public.

We can't be everything to everyone. We are going to have to know what our core competencies are and communicating the progress we are making to achieve these goals. We need to maintain our drumbeat and not get distracted.

Tell me a little bit about your childhood.

I was raised by a single mom with my older sister. I went to lower-performing schools

in disadvantaged areas. I didn't have many opportunities to see what a successful life would look like. I didn't have a direct connection to agriculture. I remember stories of my grandparents traveling between El Paso and Juarez, Mexico. My grandfather was born in Colton, California and was a farm worker. My grandmother worked in packing houses in the San Joaquin Valley. I saw through them how maybe given the right circumstances and determination, you could change your lot in life. I saw that they did it. My grandfather

I'm under no pretense this is going to be easy. I know there's going to be pressure points but I'm not in a rush to run a race I don't have the endurance for.

opened a shoe repair shop and by creating his own small business, he created his own destiny by controlling his environment. I admire their dedication to service. He enlisted in the Army in his mid-twenties and fought in World War II in North Africa. He was the bedrock for his family and helped better their lives. By building his resources he was able to help others.

Where does your work ethic come from?

My stepfather was a manufacturer, working the graveyard shift. My mom was a bill collector. When we got into our first single-family home and got into a better school system it nurtured me in a way...just like having my own bedroom where I could focus and do my homework. I had fewer distractions so I could get better grades and go to college. Maybe it would have happened just because of initiative and ability, but in my own personal story if it wasn't for having a family network for at least a portion of my childhood, I don't know if college was in my future. I was the first in my family to graduate from college.

So what's next?

I'm under no pretense this is going to be easy. I know there's going to be pressure points but I'm not in a rush to run a race I don't have the endurance for. I need to set the pace...like the conductor of an orchestra. I know the score but I'm not looking at the audience I'm looking at what everybody else is doing. I'm setting the tempo but I better know that song. Knowing that song means I'm working with those that are composing it and those are my board members. Is this the song we want to play and when we go play it can I orchestrate it in a way that is successful and advantageous for the agricultural industry.

What is your favorite fruit and vegetable?

I love strawberries and blueberries. I love Brussels sprouts and broccoli, I love butter leaf lettuce and I love romaine—I love a good Caesar salad. **ce**

The Benefits of Sourcing Locally

By Emily Basanese



In the bountiful counties of the Monterey Bay Area, sourcing locally is not a challenge. In fact, the biggest challenge is sifting through dozens of local growers, winemakers, cheesemongers, and honey makers to decide which ingredients you want to use. Whatever your choice, it will be the right one—you can't go wrong with all of these artisans who put passion into their crafts.

There are several benefits to sourcing your culinary goods locally. The first and most obvious is the freshness. There is no comparison between a head of red leaf that journeyed across town and a head that is picked, packaged, and shipped across the country, only to arrive in the grocery store days later. In Monterey County, you can have a meal with ingredients that were picked that morning. You can even buy produce directly from the grower, a luxury many of our fellow inland states do not have. Have you ever gotten strawberries in Colorado? While fruit in this Rocky Mountain state still clutches to vitality,

it cannot compare to grabbing a half flat from the strawberry stand off of Highway 25 or picking your own berries at Gizdich Ranch. And have you ever noticed where some of these strawberry and lettuce fields

In Monterey County, you can have a meal with ingredients that were picked that morning.

live? Driving through Moss Landing will give you gorgeous views of Monterey Bay, which can be seen over neatly planted rows growing on multimillion-dollar property, an address any Monterey Bay Area resident would be jealous of. Let this remind us that high quality product is paramount in our counties, staying true to our humble beginnings as farmers and foragers.

Another advantage of sourcing locally is the convenience of finding quality products. We are fortunate to live in the middle of abundant counties. Salinas Valley, for

example, produces huge quantities of fresh leafy greens and robust veggies that supply our local grocery stores. Nicknamed the Salad Bowl of America, locals will always have access to delicious greens.

Beyond the neat rows of sprouting veggies is an emergence of world-class vineyards. Move over Napa Valley, there is a new wine destination in California. Carmel Valley and the Santa Cruz mountains have become local hot spots for wine lovers, rosè sippers, and serious sommeliers alike. A perfect sunny weekend can be spent drifting between local tasting rooms in quaint Carmel Valley or driving through the rugged beauty of the Santa Cruz mountains. At these cellars, we locals know the wine. We see where it's grown, we know the winemaker (or his family) and we've had many a memory toasting in the tasting room.

This brings us to our next point: Sourcing locally brings a sense of authenticity to the product. Not only do we know a lot of these artisans as friends, neighbors, and acquaintances, we see their passion. These people breathe life into their craft each day. Many have forged their own path and were the first to break into their market. For example, the Carmel Honey Company began as a humble school project that flourished into a business. This local honey is a wonderful resource for restaurants who are looking to sweeten their dishes or everyday consumers who want to smear a sugary pat on their cheese boards (and pair with that brilliant local wine. Whatever culinary wonder you crave, chances are there is someone local who has infused their personal passion into their craft. The taste does not lie!

Lastly, and perhaps most importantly, sourcing locally celebrates our community. This naturally keeps us rooted, pun intended, in the flourishing local economy around us. While driving along Highway

1 or 101, you see where these products come from; you see the process. You know the grower or the winemaker or the cheesemonger, and you've seen them at work. You pass the rows of produce ripening in the sun, sitting on land that meets the sea. Maybe you've been a part of this mass production and have personally served our community with the honing of your craft. This communal celebration seeps into our homes and the local restaurants across the counties. For example, the Epicurean Adventures series at Schooners Coastal Kitchen & Bar works hard to create a meld of refined meals that pay homage to the food's raw and organic beginning as a local crop, vine, or pollen. Executive Chef Jerry hand selects ingredients from growers, friends, and new acquaintances to craft a delightful culinary experience. He then brings in the winemaker or farmer to discuss their passion; the most recent event invited locals to eat, drink, and meet Gary (Franscioni) from ROAR Wines. From perfectly planted tomatoes to vivacious varietals, every local product has a story and a storyteller that weave the fabric of our community. **ce**



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Eye in the Sky

Drones Help Growers See What They Can't

By Nutrien Ag Solutions, with Dylan McClure



It's not often that the technology inherent in satellites takes a back seat to something as simple as a drone. Dylan McClure has managed to do just that. And he did it in, of all settings, a strawberry field.

McClure is a drone and analytics specialist for Nutrien Ag Solutions™, the world's largest supplier of crop inputs, services and solutions. A few years ago, frustrated with the cost and inefficiency of using satellite imagery to analyze crop fields, he had an epiphany: He wanted to try using drones. He took the idea to his boss. "He said no," he says with a laugh. "At the time, he was right. I didn't have enough data or evidence to support my idea."

He decided to prove his theory with some real-world testing. Using his own money, he bought a drone from a local Best Buy

and tested it out over a grower's strawberry fields in Salinas, California. The result? "It didn't work," McClure says. To be specific, the drone itself worked; its built-in camera,

Even more impressively, the data collected by drones goes beyond showing problems that already exist; it can determine which portions of a field are likely to develop issues in the coming weeks or months.

however, was inadequate. McClure needed something more advanced, something that could pick up light wavelengths that were invisible to the naked eye.

CAMERAS ON STEROIDS

After spending some time doing research and asking questions, he began collaborating with SlantRange, a company that specializes in developing aerial crop sensors. They outfitted McClure with what he describes as "a camera on steroids." In addition to the ability to capture imagery at extremely high resolutions, the camera also captured light outside the visible spectrum. From there, everything clicked. Whereas a satellite could only provide imagery in which each pixel represented a five-square-meter section of land, the drone was providing images that equated each pixel with a two-square-centimeter area. Instead of only being able to see crops as green blobs, McClure could now identify individual leaves on plants.

With satellite images, it was impossible

to even see missing strawberry plants in a given row. The drone, on the other hand, could not only identify individual plants, it could also tell if each plant was healthy or unhealthy. The key, says McClure, is in analyzing each plant's light signature. "I could tell the grower how many plants had died off, and exactly how many more he needed to go and buy," he says.

In fact, the analytic mapping information he was getting was so detailed that it made him skeptical. He ran his own tests, walking a field in order to manually verify the information recorded by the drone equipped with the SlantRange camera. It matched. "It blew me out of the water," he says.

The combination of drones, cameras and analytics software helps growers maximize the yield of every field.

SPOTTING TWO-SPOTTED MITES

In one instance, the mapping technology spotted a high degree of plant stress in a concentrated region of the strawberry field he was studying. The stress, it turned out, was due to two-spotted spider mites that had been hiding under the leaves. This particular type of mite feeds on the sap of the plants, consuming very small amounts at a time. Even though the plants weren't showing visible signs of stress, the drone detected the mites' impact on the plants' chlorophyll content. And since the mites typically sit on the underside of leaves, they would have been difficult to notice during a walk-through.

"We were able to see the evidence of the mites long before it turned into a full infestation," says McClure. "That allowed the grower to address the issue before it started to get out of hand. That's the advantage of being able to scan in wavelengths that aren't visible to the human eye."

Another disadvantage of relying on satellites is that they can't always capture all of a grower's fields. As a result, if there's an issue with the one or two fields that a satellite was able to image, a PCA or CCA will often

recommend applying the same treatment to all of that grower's fields. "It's inefficient," says McClure. "If you have six fields and four are healthy, but the satellite only captures the two with issues, you're spending money on treatments for six fields, when you really only need it on two." By getting more granular with the data, growers have the potential to save a considerable amount on treatments in-season.

TIME IS MONEY

The drone analysis also offers information to the grower much more quickly than a satellite. With it, McClure and his team are able to show the results to the grower minutes after a drone flight is complete, as the data is analyzed on the spot. "There's no need to hook up to a high-speed internet connection or go back to the office to do the analysis," says McClure. "It used to take hours just to have the satellite images processed into maps we could use. It keeps us moving quickly and addressing issues as soon as possible. That all really adds up over the course of an entire season."

Even more impressively, the data collected by drones goes beyond showing problems that already exist; it can determine which portions of a field are likely to develop issues in the coming weeks or months. Growers can then address the issues preventatively, which is typically less expensive and more effective than reacting to problems after they arise.

Ultimately, what it all means for growers on the Central Coast is that the technology to more effectively and efficiently manage crops is already here. The combination of drones, cameras and analytics software helps growers maximize the yield of every field. And companies like Nutrien Ag Solutions and SlantRange are just getting started.

"I'm looking forward to seeing what's next," says McClure, "but where we are today is already more than I would have thought possible just a few years ago."

For more information about Nutrien Ag Solutions' crop-management solutions, contact your local branch at 1143 Terven Ave, Salinas, CA 93901, 831-757-5391, or visit the company's website at NutrienAgSolutions.com. **ce**



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Hartnell Ag Events Deliver ‘Actionable’ Learning

By Scott Faust



The 2019 presentations of the Ag Tech and Food Safety summits at Hartnell College connected a combined audience of nearly 1,000 produce industry participants with the innovation, technology and best practices to maximize profit and strengthen consumer confidence.

Kicking off the two annual events on Hartnell’s main Salinas campus was the Sixth Annual Salinas Valley Ag Tech Summit on March 26-27. True to its theme of “Tomorrow’s Technology You Can Use Today,” the program spotlighted innovations that yield increased productivity and strategic advantage in an era of rapid change. Five weeks later, on May 1-2, the college hosted the 14th annual Western Food Safety Summit, providing expert advice and perspectives on a theme of “Creating a Sustainable Food Safety Culture.”

“There are a lot of farm days that are very traditional, and there’s a lot of venture capital days that are about the sales pitch,” said Clint Cowden, Hartnell’s dean of career technical education and workforce development. “And this is where, ‘Wait, what is the

reality? Where is cutting-edge technology that actually turns a profit for my farm and improves my bottom line?’”

In a keynote address at Salinas Valley Ag Tech, Gabriel Youtsey, chief innovation officer for the University of California Division

The 2019 presentations of the Ag Tech and Food Safety summits at Hartnell College connected a combined audience of nearly 1,000 produce industry participants with the innovation, technology and best practices to maximize profit and strengthen consumer confidence.

of Agriculture and Natural Resources, said agriculture is poised on the verge of a generation 4.0 that builds on widespread adoption of automation, computers and electronics.

“Industry 4.0 is really taking it to the next level, where we have the ‘Internet of Things,’ we have devices that are connected in real time,” Youtsey said. “So not only do we have the machines, but they’re interconnected, and the decision support and automation they provide offer really a next-level advancement in our industry.”

Hartnell Superintendent/President Dr. Willard Lewallen, who welcomed attendees to the summit and the college, underscored the relevance of agricultural technology to the college’s mission of education and public service.

“The drive to improve efficiencies in agriculture is the confluence of several factors, not the least of which is long-term global population growth and the demand for higher quality, higher nutritional value food,” Lewallen said, noting that world population is projected to reach 9.7 billion by 2050. “Hartnell College is committed to being a part of the innovation and creativity needed to find solutions to this global issue.”

The summit’s panel presentations drew standing-room audiences for such topics as use of aerial drones to collect digital crop data, educational programs at all levels to maintain a nimble and skilled ag-related workforce, and automation to optimize irrigation within the limits of California’s Sustainable Groundwater Management Act. Hartnell’s co-presenter, the Monterey Chapter of the California Association of Pest Control Advisers (CAPCA), also presented a full program of continuing-education sessions.

In Hartnell’s Student Center and on the

Above: Dr. Bob Whitaker, chief science and technology officer for the Produce Marketing Association, delivers a March 27 keynote address on food safety at the Salinas Valley Ag Tech Summit.

lawns and walkways around its central STEM Building, 79 exhibitors showcased products that included enormous tractors and harvesting equipment, systems that wirelessly monitor soil moisture and nutrients and drones that shower helpful insects onto fields below. Several Hartnell students also shared their ag-related research in the STEM fields—science, technology, engineering and mathematics.

The subject of food safety ran throughout several of the day's events, including a morning keynote address by Dr. Bob Whitaker, chief science and technology officer for the Produce Marketing Association.

Whitaker keyed off this past fall's outbreak of E. coli O157:H7 in romaine lettuce that took the leafy greens off grocery shelves and restaurant menus for weeks until it was

Below: A team from Taylor Farms sets up an Automated Romaine Harvester for the Salinas Valley Ag Tech Summit on March 26 outside the STEM Building at Hartnell College. Bottom: Among exhibitors at Salinas Valley Ag Tech on March 27 was Grogru Inc., and next to them was Parabug, a drone system that calibrates delivery of beneficial insects.



declared over on January. 9.

"I know this community has gone through a lot in the past year, lots of ups and downs," Whitaker said. "It's been a real roller-coaster ride, and I know it's caused great pain amongst folks here, where markets seemed to go away overnight and there was a consumer advisory on the product that you're raising."

Reducing the incidence and severity of such outbreaks will require a comprehensive and intense effort by the agriculture and food industries to maintain safety and consumer confidence, he said.

"I want you to think about what you can

take back to your operation, to your job, your internship—wherever you might stand along the supply chain to make your programs better and make them more risk—and science-based," Whitaker said.

Another safety-related session featured Suzanne Livingston of IBM, who outlined the company's blockchain-based FoodTrust products, for which she is national offering director. Originally devised for the digital currency, Bitcoin, blockchain employs unique, interlocking and immutable digital information to trace the path of products along their supply chain—in this case food,

CONTINUED ON PAGE 20

Hartnell Invites Alums to Join in Centennial

Hartnell College is reaching out to generations of alums to help celebrate its Centennial in 2020.

Their memories, photos and souvenirs from across the decades will tell the story of Hartnell's journey from its humble founding in 1920 as Salinas Junior College to the engine of opportunity it quickly became—and continues to be.

Renamed Hartnell in 1948 in honor of local educational pioneer William Hartnell and his wife, Maria Teresa de la Guerra, the college has evolved to meet the educational needs of the Salinas Valley—and changed along with the communities it serves.

"More than bricks and mortar, we are celebrating our transformational impact on tens of thousands of Salinas Valley students and families," said Jackie Cruz, Hartnell's vice president for advancement and development.

The college hopes to hear from individuals who want to share their experiences at Hartnell and how it has contributed to their personal and career success, Cruz said.

"We also want to connect with people whose parents and

grandparents came here and found their direction in life, including often meeting their future husband or wife," she said.

Plans for the celebration are still taking shape, but Hartnell anticipates having both a Centennial gathering for alumni and a community celebration March 2020, as well as connecting the observance to major college events throughout the year.

The Hartnell Foundation will develop extensive Centennial content on its alumni website and share students' recollections and memorabilia through social media.

"This will be both fun and tremendously rewarding," Cruz said. "I also believe gaining a deeper appreciation of the past will inspire us to make sure Hartnell keeps on empowering students through outstanding education."

To share your Hartnell story, photos or memorabilia or learn more about the Centennial, please email communications@hartnell.edu or call 831-755-6810.

Salinas High School's FFA Students

It's About Finding That Moment

By Lara Grossman



Leadership, learning and laughter were definitely the vibe this past year with the FFA (Future Farmers of America) students at Salinas High School. Rachel Martinez, at the helm of the Agriculture program since the start of the 2015 school year, has been joined by Christopher Evans, who, like Rachel, has a strong background in FFA, making him equally passionate about agriculture and its formative role in students' lives.

Chris grew up in a small town north of Oakdale, California called Valley Home. Beginning with 4-H at the age of nine, Chris's first projects included Beef, Swine and Welding. Fortunately, his town, though small, was close enough to take advantage of the opportunities that nearby Foster Farms production facilities provided, and welding became a highly demanded skill. It was taught by a local fabrication business owner who knew what types of projects were needed within their market. By the time that he turned 12 years old, Chris was building and then selling livestock feeders to be sold at the Oakdale Livestock Auction.

Chris's mother was the Valley Home 4-H Swine leader and ran a Duroc breeding program, which Chris participated in. He also raised steers regularly, selecting them from local ranchers in September and raising them for the July fair. "All of these projects significantly contributed to my 100 percent self-funded college education," he adds.

At Oakdale High School, Chris portrays his years with FFA as especially memorable. "I enjoyed the unity and power of our chapter. We were loud, large and proud! We had a float at Homecoming, sat together at school rallies, and had many out-of-class activities. We very deliberately worked at getting everyone involved," he recalls. While in college at Cal Poly San Luis Obispo, Chris majored in Agriculture Management with a concentration in Finance, and he secured summer internships at companies such as Hershey's, Del Monte Canning, and Production Credit Association. From San Luis Obispo, Chris moved to Salinas and worked as a produce buyer for Fleming Foods.

Today, his role at Salinas High School is teaching Ag Mechanics, Floral Horticulture, and Agricultural Government and Economics. While he manages a broad range of courses, it is not surprising that Chris has kept his focus on creating a strong Ag Mechanics program. When Chris arrived at Salinas High in 2017, the pathway and coursework for this area of concentration were unclear. Considering that the job opportunities for today's students are ample, Chris felt keenly motivated to get the program aligned with industry needs, and has worked intently to that end. "Workers in the trades are in high demand. Welders specifically are in short supply. The Ag Mechanics CTE (Career Technical Education) Pathway introduces students to basic plumbing, electric, concrete, irrigation and metal fabrication. Students understand how to use the shop and tools safely, read plans and do material take offs; they'll understand measurement and how to scale drawings," Chris notes, and basing the curriculum on these exact skills was, in his mind, crucial towards making Salinas



Chris Evans and welding students.

Above Left: Taylor Sollecito, Isabel Pozas, Tayler Baldwin, Alex Burgess, Wesley Hill, Haylee Hall, Mari Horvath, Alyssa Maniscalco, Covin Sigala, Carli Hammond and James Flores represent Salinas High School FFA at the December 2018 speaking competition.

High School a reputable training ground within the fabrication field. Since his time at Salinas High School, Chris has rewritten the curriculum and developed two University of California-approved elective classes in Ag Mechanics, adding even more breadth and depth to the Agriculture program.

For a high school student, the learn-by-doing approach is tried and true, but on occasion, the learn-by-going approach can be equally important... or, at the least, a lot of fun! In October, six fortunate students got off to a running start with a field trip to Indianapolis, Indiana to attend the 91st National FFA Convention and Expo. In case you're wondering just how big of a deal the convention is, a record-breaking 69,944 students, advisors, and industry folks attended this event. A convention highlight for the students was the chance to see President Donald Trump, who was the first sitting president to personally attend the national convention since George H.W. Bush spoke at the convention in Kansas City, Missouri in 1991. (The National FFA Organization invites the sitting president each year; Presidents George H.W. Bush, Carter, Ford and Truman had each spoken previously).

Alex Burgess, graduating senior and outgoing President of the Salinas High FFA, mentioned that "hearing the United States Agriculture Secretary, Sonny Purdue explain what the President has been working on to better the national agriculture community was very exciting," and that "taking all the opportunities to engage with National FFA Officers and learn more about our country's different types of agriculture" created a powerful impression. Participating in agricultural career workshops and watching industry-led demonstrations by companies such as John Deere and Fifth Third Bank were also benefits of the convention.

And while this was a high school career-making, fieldtrip of a lifetime, back home in the Salad Bowl of the World, there's the less exciting but still memory-making adventures of memorizing creed. For those just beginning their FFA journey, who are also known as "Greenhands", the painstaking trial of memorizing creed is, indeed, a rite of passage. Greenhand Week at Salinas High last fall included the traditional dunking of

the left hand (or the right hand, if you're a southpaw) into a bucket of green paint, to be worn on the hand, proudly, all day. Later in the week, the Greenhands endure a bit more (gentle) humiliation when they are put up for auction—another tradition—whereby each Greenhand candidate stands in front of the auction block, and is "sold" to the highest bidder, who promises to put them to work in exchange for their winning

To high school students, successfully getting out of the comfort zone with the support of a mentor can be life changing.

bid. This event consistently draws a crowd who vie to place the highest bid for their Greenhand of choice—and with impressive results: in one night, the Fall 2018 Greenhand auction raised more than \$6000.

These are among the traditions that the Salinas High School FFA chapter adheres to: some playful, some serious. Among the more academic traditions, science continues to be a significant focus under Rachel's leadership. This past February, her Agriscience course was awarded the Salinas High

School's Exemplary CTE (Career Technical Education) Pathway by the Mission Trails ROP (Regional Occupational Program). This is bestowed on a teacher whose curriculum, involvement and commitment to student learning within the ROP/CTE framework is considered exemplary. Because of this honor, she was invited to send students to speak on behalf of the Agriscience pathway at the Salinas Union High School Board meeting on February 12th.

On the heels of their SUHSD Board presentations, the students then took a road trip from Salinas to Davis, where they competed in the 2019 University of California, Davis Agriscience Fair. Keeping up with Salinas High School FFA tradition, the team represented very well—and each student captured a strong finish:

- Karla Ahumada - 1st place in Plant Science
- Haylee Hall - 2nd place in Plant Science
- Tayler Baldwin - 2nd place in Social Systems
- Mari Horwath - 5th place in Animal Systems

In fact, all four members went on to participate in State Finals more recently on April 25th in Anaheim, California, with Tayler Baldwin placing as Runner Up to the state champion in the Social Systems division. "What I love about the team is that they are all first and second year FFA



Auctioneers Caden Romero, Ian Cremers (far left and at podium), and Tamer Fontes (right) steer the crowd to get the highest price for Linkin Word, freshman at the October 17, 2018 Greenhand Auction.

members. They worked very hard this year!" says Rachel, indicating that this outstanding underclassman performance is merely a warmup for better days ahead. Her confidence in these students is obvious, yet after four years managing the FFA science team efforts, she clearly has a formula for success.

And yet, science isn't the only success story within the Salinas High FFA program; public speaking has taken a larger role as many students view it as a relatively "soft start" in FFA. Anybody who has the interest (or, perhaps, bravery) to get involved can do so, as long as they're willing to dedicate their time to the task. Last fall, Rachel coached three teams for the public speaking contest held in December: Creed, Impromptu, and Prepared Public Speaking. Six freshmen competed in the Creed, and of those, five advanced to the regional level. Two students competed in Impromptu and Prepared Public Speaking, and of those, one advanced to the regional level.

Both Rachel and Chris set high stan-

dards for their flock, and yet the students seem to rise consistently to the occasion. The emphasis on setting goals, tracking progress, and eventually, competing—not only within the local area but also reaching beyond, to experience the larger world—makes a difference. To high school students, successfully getting out of the comfort zone with the support of a mentor can be life changing. As Caden Romero, graduating senior and outgoing Salinas High School FFA Chapter Historian put it during the chapter's awards banquet in early May, "When our advisor, Mr. Evans, told me that he selected me as a nominee for Salinas Rotary Student of the Month, I realized that my work and devotion in the FFA hadn't gone unnoticed. This caused a shift in my mindset; it altered my perspective, and ultimately empowered me. I hope that each student after me can find that same moment, that minute that makes them feel that their time is of worth."

What better words to end with? **ce**

CONTINUED from PAGE 17

from field to fork. Walmart is one of IBM's FoodTrust customers.

"Once we have the chain of data, we can give you the trace," Livingston said. "We can show you for a specific food product or a specific lot, where it's been in its journey. And then what happens is, with this linkage, if all parties are sharing data with each other, then you can see what's happening at the store, and the store can see all the way back to you."

"Combining education with up-close contact with technology and technology experts was a fundamental goal of the summit," said Nick Pasculli, who chaired the 2019 summit planning committee and is CEO of TMD, a produce-focused marketing firm in Salinas. His co-chair was Eric Schwartz, CEO at Spreckels-based United Vegetable Growers Cooperative.

With a focus on "Creating a Sustainable Food Safety Culture," the 2019 Western Food Safety Summit attracted about 290 attendees on May 1-2, providing knowledge and continuing education to people throughout the fresh produce industry. "It is) the most comprehensive education gathering of the year for growers in the region," said Pasculli. "The caliber of speakers and topics are just top notch." The Hartnell College Foundation, the Hartnell Agriculture Business Technology Institute and the Western Food Safety Committee joined with volunteers, student Ag Ambassadors and college staff to make that event an equally great success. Thirty-two students, making up 11 percent of the total audience, had the opportunity to listen, learn and network with seasoned professionals in Hartnell's Mainstage Theater.

Proceeds from both events will help fund student scholarships and support student careers in food safety.

"Hartnell is already an institution with excellent agriculture and agriculture-related education programs and services," said Dr. Lewallen. "With the support of the agriculture industry, the college has become a leader in agriculture education and training." **ce**



FFA students Isabel Pozas, Haylee Hall, Tayler Baldwin, and Mari Horvath each present their Agriscience projects to the Salinas Union High School District Board at the February 12, 2019 meeting.



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Addressing the Central Coast's Foster Care Crisis

By Doreen Luke



California currently faces a crisis in providing supportive and loving homes for its more than 60,000 foster-involved children and youth. Compared nationally, California has witnessed the second-highest increase in foster youth since 2012; it also ranks second among states in which licensed, non-relative foster homes have decreased since 2012, according to Chronicle of Social Change.

Additionally, California's Continuum of Care Reform Act (AB 403) has increased pressure to address the state's foster care crisis. California Department of Social Services states that under AB 403, group-home foster care "will be primarily utilized only for Short-Term Residential Therapeutic Centers ... and will be designed to quickly transition children back to their own or another permanent family." This phasing out of group-homes now puts a premium on placing foster children in committed,

nurturing family homes.

This new model does not come without its challenges: "With less children being placed in group homes, more children in

Each year, the center partners with the Central Coast agriculture community to fund programs aimed at changing the lives of children in need.

foster care need individual foster families to care for them. This increased need has put an additional strain on a selection of foster families that is already stretched thin. There are currently 800 children living in group homes in California who now must vacate and find foster care placement with a family," says Chandra Allen, Kinship Center Placement Program Director.

With a shortage of foster families, relative caregivers are often contacted to take in their kin children—typically done on short notice, without support to prepare for changes brought by adding more children to their family. Relative caregivers need a great deal of support to adjust to the changes in their family and the behaviors of the children for whom they have taken responsibility. Unfortunately, if these fragile families are not successful, the child/children will usually enter the child welfare system.

To face this challenge, Kinship Center—a Salinas-based nonprofit specializing in adoption, foster care, and children's mental health services—is providing much needed support to relative caregivers through its Family Ties program as well as ramping up its recruitment, awareness and fundraising efforts to find more foster families for the hundreds of foster children on the Central Coast.

Family Ties is designed to support relative caregivers in an effort to keep children out of the child welfare system. This brings Monterey County savings in child welfare costs every year—much needed savings in a state whose government spends hundreds of millions of dollars per year on child welfare initiatives. The program, predominantly serving low-income families, works to increase healthy family functioning for families built by relatives who have unexpectedly taken on the permanent care of children whose birth parents are in jail, on drugs or otherwise not able to parent their children.

Most caregivers are seniors living on fixed incomes who are experiencing increasing economic, emotional, and social stress and

need additional support to be successful as they begin to care for children with severe past trauma and other emotional and developmental challenges. Because of this, they require a high level of intervention, support and education to keep these children out of foster care or the juvenile justice system and to create a stable family environment where children and teens can heal, thrive and grow to healthy adulthood.

To fund Family Ties and other programs aimed at addressing the needs of relative and non-relative caregivers, Kinship Center established the Ag for Kids program. Each year, the center partners with the Central Coast agriculture community to fund programs aimed at changing the lives of children in need.

“Our partnership with the Central Coast’s agriculture community to bring much needed support to disadvantaged children in our local communities is a partnership that we cherish deeply, and I thank the Central Coast’s generous agriculture community for their continued support,” said Jeff Davi, Kinship Center Leadership Board Chair. “Without such community partnerships, our mission of ensuring every child has a safe, loving home would be far more difficult to fulfill.”

Ag for Kids partners include D’Arrigo Bros. Co. of California, Costa Family

Farms, Rio Farms, Braga Fresh Family Farms, Ocean Mist Farms, Coastline Family Farms, R.C. Farms, Scheid Family Wines and Taylor Farms, among many others.

“Kinship Center’s generous Ag for Kids donors support our efforts to provide loving, permanent homes for children impacted by trauma so they can heal and grow. With our conviction that thriving families build thriving communities, Kinship Center trains prospective foster, adoptive and relative families and strengthens families with continuing support including counseling and mental health services. This is all made possible by our community partners,” said Carol Bishop, Kinship Center Executive Director.

Each year Kinship Center serves approximately 1,600 children and their families.

For more information about how you can get involved with Kinship Center and Ag for Kids, contact Doreen Luke at doreen_luke@senecacenter.org or (831) 455-4723. **cc**

Compared nationally, California has witnessed the second-highest increase in foster youth since 2012.



Top left: Family Ties field trip to the snow.
Above: Kinship Center’s sign in front of the Kinship Center office at 124 River Rd. in Salinas.

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# Innovative Women in Agtech Play Pivotal Role in Salinas Valley and Beyond

By Amy Wu

The landscape between two opposite worlds overlaps on Highway 101, the major thoroughfare connecting San Jose and Salinas. Modern campuses of tech giants and office eventually bookends into a vast farmscape of lettuce.

Enter Salinas, the county seat for Monterey County, the backdrop and birthplace of renowned novelist John Steinbeck—its moniker of “salad bowl of the world.” In recent years, this city has also served as a ground zero for agtech, a fast-developing sector. The merger of agriculture and technology has spawned out of necessity, offering potential solutions—including drones, blockchain and big data—for the challenges that growers face including a severe labor shortage, limited land and water supply, climate change, and the pressure to feed the world’s growing population estimated to be 9 billion by 2050.

In autumn of 2016, I began to search for minority women entrepreneurs in agtech. It started in Salinas when I was reporting for The Salinas Californian and the International Center for Journalists (ICFJ). The ICFJ, a prestigious foundation that funds journalism projects, put out a call for stories on minority women business owners. In unearthing one story of a minority woman entrepreneur in agtech, I found another and another.

A paradigm shift can take generations to take hold, however the women are steadily making a mark with their technologies. There is the universal hope that sharing their stories will ignite the ‘can-do’ spirit in more women to launch their own enterprises.

The following portraits tell a story about innovation, entrepreneurship and tenacity and one of better and brighter days ahead.

## POORNIMA PARAMESWARAN— PRESIDENT AND CO-FOUNDER OF TRACE GENOMICS

In 2016 Poornima Parameswaran and Diane Wu, the founders of Trace Genomics, experienced their first taste of success. The company won a spot in the THRIVE Accelerator a highly competitive agtech incubator based out of Silicon Valley.

Trace Genomics produces soil microbiome kits, and provides data analysis with growers as their target customers. There are 25 full-time staff including Parameswaran and her partner and co-founder Diane Wu. The company maintains a sales office in Salinas.

Trace, launched officially in 2015, had beat nine other THRIVE startups and was recognized as the most promising. There is a picture of Wu and Parameswaran receiving accolades from media mogul Steve Forbes at the 2016 Forbes AgTech Summit hosted and held in Salinas. The paradox in this is that neither agriculture nor technology runs in Parameswaran’s family. She is a pioneer—the first in her family to venture into tech startups, and the first to study in the United States.

The 35-year-old was born in India to what she calls a “conservative family”—her father was a petrochemical engineer and her mother a homemaker. She is the only girl in her family, but has a brother who is a computer scientist in India. When she was six, the family moved to Bahrain, where her

father worked for oil companies. As a child, she was always curious. “I was also a book-worm,” she says.

By the age of 13, she knew that she wanted to explore a career in research. She had ambitions to become a professor and set up her own research lab and teach, “but we also knew she was driven by a passion to make an impact on the community,” her father, Vaidyanathan Parameswaran says. “I wanted to know what made us tick,” she said. “I looked at research opportunities in India, but there were more opportunities in the U.S.”



Persuading her parents wasn't as challenging as she'd anticipated. "My parents obviously recognized my ambition and supported that ambitious part of me," she says. At 16, Parameswaran came to the U.S. to attend the University of Texas, Austin.

She was a top student, holding a steady spot on the dean's list and in the dean's scholars program, graduating with a 3.98 G.P.A. with a major in molecular biology and a minor in computer science.

### PASSION FOR RESEARCH

Driven by a love for research and desire to use her science skills in public health, she enrolled in the Ph.D. program in the Departments of Microbiology & Immunology and Genetics at Stanford University in 2004.

"I was moving toward a career in academics and going up the tenure track, but once I got into Stanford I was bitten from the bug of innovation, and really making an impact on society."

In Andrew Fire's lab, she met Diane Wu, at the time another PhD student. They shared a passion for using genomics to tackle the roots of disease and applying their research to the real world, and were both passionate about big data too.

"It's a new field," Parameswaran says, "exciting because you are creating new tools and applications."

Interested in starting her own company, Parameswaran also attended the summer entrepreneurship institute at Stanford's business school. After graduating from Stanford in 2010, she went onto to a post-doc at the University of California, Berkeley, where she worked with the Ministry of Health in Nicaragua and was involved in a clinical study.

All the while, she and Wu continued the legwork for their product to detect diseases in soil, and what would become Trace Genomics. In their research, the two met with growers—many of them in the Salinas Valley—sharing their prototype, and fast discovered that growers, whether of produce or livestock, were concerned about soil health and monitoring.



### NEW FRONTIER

Fundraising, often a significant challenge for startups especially in the agtech sphere, can be additionally challenging for women. The venture capital world is dominated by men, in fact a recent study showed that there are only 7 percent of women in leadership positions at the top 100 venture capital firms in the U.S.

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**She is a pioneer—the first in her family to venture into tech startups, and the first to study in the United States.**

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As with the majority of women interviewed for this article series, Parameswaran said she noticed that they were often the only or one of a few women at venture capital firms or at agtech conferences. But she did not feel it prevented her from achieving things.

"It's hard not to notice, but if anything it makes you more determined," she said. "It's an opportunity to show the world that you're like the other gender, there's nothing different. I mean sometimes we shake it off or roll our eyes. It doesn't really enter our conscious. Our approach is even if someone makes a disparaging remark just plow through," she said. "We shake it off and move forward, and also that's where being proactive and plowing through that barrier becomes important. Our way around it has been to go to other people."

It helped to have supportive professors and mentors from Stanford, and getting into competitive accelerators such as Illumina. She said it also helped that their product tackles agriculture from the vantage of genomics and biotech, both hot areas for investment.

### FINDING MOMENTUM

Three years since they were recognized at the Forbes AgTech Summit in Salinas, Parameswaran and Wu have seemingly found a balance when it comes to running the company. They tag team fundraising and a merry-go-round of speaking engagements at grower and industry conferences. Wu focuses on engineering and operations while Parameswaran handles consumer and product development.

The company outgrew the Western Growers Center for Innovation and Technology and moved into their own office in downtown Salinas with a new sales team.

Wu was also named to a Forbes 30 under 30 list of scientists. Trace hired a chief commercialization officer who is charged with expanding into row crops such as corn and soy.

The company grew its product line from a soil microbiome testing kit focused on disease indicators to soil function indicators. Insights have extended from two to 17 crops including corn and soy beans. Trace Genomics is preparing for a commercial



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launch of these products in time for the 2020 growing season.

Outside of the lab and incubator married life keeps her busy along with her almost 5-year-old twins Niam and Saanvi. She and her husband, Kitch Wilson, an instructor at the Stanford School of Medicine, share the raising of their twins.

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**“I actually think agriculture is a very friendly industry as long as the technology presented helps growers solve the problems that they lay awake at night thinking about. Whether it comes from a woman’s mouth or man’s mouth, it doesn’t matter.”**

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In 2019 Trace Genomics raised another \$13 million—the majority of it from venture capital. It also expanded to 25 people on the team including experts in biology, agronomy, data science and software engineering.

Parameswaran observes the shifts in the agtech sector when it comes to diversity. Within the conferences she often speaks at, she’s observed there are more women attendees and entrepreneurs.

“We are certainly seeing a lot more diversity. It’s exciting to see more women in general, minority women and we are not only seeing this trend in agtech, but we are also seeing this in other technologies, not necessarily related to ag but in the Silicon Valley landscape.”

Upon reflection she says, “I actually think agriculture is a very friendly industry as long as the technology presented helps growers solve the problems that they lay awake at night thinking about. Whether it comes from a woman’s mouth or man’s mouth, it doesn’t matter. I think it’s all about your major focus being on helping them solve their needs.” **ce**

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# Mobility + Strength = Your Best Life!

By John Farahmand, DPT, OCS



As a doctor of physical therapy, I have the honor and privilege of changing lives through movement. Most often, our patients come to see us when something “isn’t right”, when they’re in pain, or when they’re recovering from a major injury or surgery. More and more frequently however, because we are experts in movement science, strength and conditioning, and biomechanics, people are seeking us out to learn how to maintain their strength and mobility over their lifespan. Gone are the days when we just care for injured athletes, the elderly, or those who have had a major health crisis. Why is it that today, physical therapists treat everyone, even those who look perfectly healthy from the outside?

The answer is simple. We all want the same things when it comes to our health. We all want to remain as physically independent and active for as long as we possibly can. We don’t want to have to give up the things that bring us joy... a game of pick-up basketball with friends, walks

on the beach, playing with our children or grandchildren, a nice game of golf, etc. We certainly don’t want to have to become dependent on an assistive device as we age, and I’m fairly certain that most would agree that living an independent, pain-free life is a goal we all share. Although some skeptics might think it’s impossible, I’m here to tell you that if you’re willing to put in a little time, learn to do things the right way, and do the physical work, you can continue to remain strong and mobile throughout your life. How?

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**We all want to remain as physically independent and active for as long as we possibly can.**

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Get moving! Yes, it’s that simple. Get moving. Stop making excuses for why you can’t. (Disclaimer: if you really can’t, then consult with your physical therapist or your physician). Stop telling yourself stories that

don’t serve you. “I don’t know what to do. It won’t make any difference. I’m too old. I might get hurt. I don’t have a place to exercise. I don’t have the right equipment. I don’t have a partner. And my personal favorite...I don’t have time.” If any of this self-talk sounds familiar to you, please consider the following. Exercise does not have to be fancy, and it certainly doesn’t require a gym membership. Go for a brisk walk or a bike ride. Go swimming or play a game of doubles tennis. If you’re a golfer, walk the course and use a pull cart. Stand and cast while you’re fishing, use a push mower instead of a riding mower. And please, take the stairs while you still can!

While treating patients in clinic, we hold ourselves accountable to what we call evidenced-based practice. This means that we prefer to prescribe treatment that is rooted in the clinical literature, and has good evidence to support its efficacy. Well, on the subject of getting strong, the evidence is very clear. First of all, we are never too old! Resistance exercise has been proven to have positive effects on our cardiovascular health, endurance, and bone density. It also helps combat frailty and depression, and reduces the risk of stroke. It positively impacts our morbidity and mortality, increases our lifespan, and improves our functional independence.

In a recent study published in the Archives of Internal Medicine, men and women aged 60-83 years trained at 50 percent of their one-rep max and performed 12 exercises, one set each, three times per week for 24 weeks. Their aerobic capacity increased 23.5 percent, and their treadmill time-to-exhaustion increased 26.4 percent! Another study known as the Cochrane Review looked at 108 randomized controlled trials using 23,407 adults in



Now that you're convinced that staying strong is good for us all, here are some practical approaches, tips, and hints to help you get started. Identify enjoyable activities and get started slowly with simple exercises. Advance gradually, and vary your intensity while being mindful not to overdo. Consider a consultation with a physical therapist to help get you started on the right track, and remember to match your exercise to your energy level for that day. If you got poor sleep the night before, ran out the door without breakfast, and had a cracker for lunch, please don't go all out on a workout or a run! Also, never discount the importance of warming up. For every one-degree rise in a muscle's temperature, its sustainable power output increases three times! Put more simply, you are far less likely to get hurt, and you will be able to generate more power if you are warmer.

The best strength-training programs are sustainable when they are customized for

you to maximize outcomes. They must be tailored to fit your needs while considering your past medical history, your current health status, any mobility limitations you may have, and of course, they have to be aligned with helping you achieve your goals. If you are in great shape and have been regularly exercising for years, bravo! Keep it up. If you are interested in starting, remember, that is the hardest part. Start where you are, and stop stopping. Remember, consistency is the most effective key to maximize your outcomes with a well-planned exercise program. The evidence is clear. Proper movement and strength result in a longer, happier, more independent life for each and every one of us willing to do what's required. Now let's get moving! **CE**

25 countries with an average age of 76. Strength training in this group reduced rates of falls by 23 percent. Strength and balance training together produced an overall fall reduction 34 percent! Finally, a study out of Tufts University looked at the effects of strength training on 39 postmenopausal

**Proper movement and strength result in a longer, happier, more independent life for each and every one of us willing to do what's required.**

women ranging from 52-76 years old. All of the subjects exposed to strength training had increased bone mineral density in the hip and spine compared to the control group. The trained group also saw improved muscle strength and balance. What's the big takeaway from all this research? Increased strength directly improves our functional capacity over the lifespan.

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# Enclosed Cab or Open Station

## *Which Tractor is Right for You?*

By Alex Mitchell



**T**o cab or not to cab. That is the question...for many compact utility tractor owners, that is.

While some operators prefer the open, airy environment that comes with no cab, others enjoy the comforts of an enclosed cab.

This is a decision that's typically made prior to a tractor purchase. But what if an operator wants to add a cab at a later date? And is there an option to add a cab, yet be able to switch it up later in the year to make it more open?

Utility tractor owners have options when deciding to cab or not to cab. Here are seven factors to consider in the debate of adding an enclosed cab or keeping an open station-style tractor.

### 1. SIZE

Tractor size is the first variable and the most important one that determines cab options. Some tractor manufacturers only

offer a factory-installed cab on certain-size machines, typically larger sizes, while smaller tractors have additional options of aftermarket cabs.

On John Deere utility tractors, for example, a factory-installed cab is an option on most. Smaller units, the 2 Series compact utility tractors and smaller 1 Series sub-compact utility tractors, are available with aftermarket options as well.

### 2. OPTION VS. AFTERMARKET

Understand the differences between a factory-installed cab and an aftermarket option to better set expectations of what kind of experience is in store.

Factory-installed cabs on larger machines offer features like air conditioning and radios, while aftermarket options typically only offer heat. And only factory-installed cabs are guaranteed airtight.

### 3. INSTALLATION AND REMOVAL

It's advised to have a tractor cab installed by a trusted, local dealer partner. Even for trained experts, installing a cab is a complex job that can take several hours, not something most operators have the skill or time to do themselves.

Those choosing an aftermarket cab that can be removed should also have the task be taken care of by a professional at the dealership.

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**Utility tractor owners have options when deciding to cab or not to cab.**

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### 4. FUEL ECONOMY

A cab that's standard, factory-installed on a larger utility tractor won't negatively affect the machine's fuel economy. Technically, an aftermarket cab on a smaller machine won't either, however, it is adding weight to a machine that otherwise wouldn't have that weight. Fuel efficiency will be impacted to a degree.





**Perhaps the biggest consideration of whether to add or forgo a cab comes down to climate.**

#### 5. LOCATION

Height restrictions come into play with cab units vs. open-station tractors. Compact utility tractors have a rollover protective structure (ROPS) that can be folded down if height restriction would otherwise prohibit the tractor in an area.

Cabs, however, cannot be easily taken off to accommodate height restrictions so keep in mind transport and storage space when considering a cab machine. There are options, however. One aftermarket cab option for sub-compact tractors, from Austrian company, Mouser, will allow the tractor to fit under a standard seven-foot garage door when installed.

#### 6. ENVIRONMENT

If cleanliness is important, a cab is worth considering. Operators working in especially dry or dusty environments or those wanting to avoid grass clippings, debris, and other elements that come with lawn, landscape, or agricultural work will want to consider a cab.

#### 7. CLIMATE

Perhaps the biggest consideration of whether to add or forgo a cab comes down to climate. Those working in the Central Coast would rarely need the warmth and heat that comes a cab. On the other hand, some might appreciate the air conditioning and sun shelter a cab provides in the summer months.

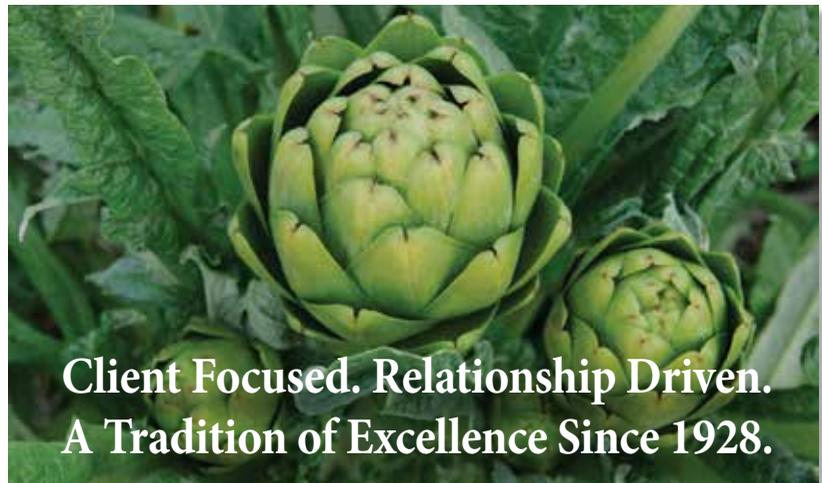
#### ALTERNATIVES

While a full-on cab might not be practical or cost-effective, especially for compact utility tractor operators in warmer states, there are other options to make the tractor experience better.

Some aftermarket cabs offer the option to remove all windows, a good compromise for an operator wanting a full cab part of the year, an open station the rest of the year—without going through the time-consuming, expensive process of removing and reinstalling the cab.

Canopies offer an even simpler option to block direct sunlight while keeping an open, air environment. Offered on smaller tractors, they're a good choice for those not wanting the expense or hassle of adding a cab.

Learn more about compact utility tractors and options from RDO Equipment Co. at [www.RDOequipment.com](http://www.RDOequipment.com). **CE**



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# Agricultural Industry Faces New Safety Regulations

By Amy Wolfe, MPPA, CFRE



The Cal/OSHA Standards Board is currently considering a regulation that would create new responsibilities of employers while conducting work between dusk and dawn. Photo credit – Laetitia Vineyard and Winery.

As agricultural employers tackle the increase in minimum wage, reduction in overtime hours, and new sexual harassment prevention compliance requirements, they also need to be preparing themselves for possible standards concerning protection of workers during wildfires and formal night work regulations.

Traditionally Cal/OSHA follows a lengthy process of proposed rulemaking that includes several public comment periods and reviewing the financial impact to stakeholders. However, in reaction to the wildfire season that has now become an annual event in California, the Cal/OSHA Standards Board has made the decision to move forward with the adoption of emergency regulations specific to wildfire-related hazards in the workplace.

Assembly Bill 1124, introduced back in February by Assemblymember Maienschein,

would require the Cal/OSHA Standards Board by June 13, 2019 to adopt emergency wildfire regulations. Specifically, employers will be required to make respirators available to outdoor workers on any day the outdoor worker could reasonably be expected to be exposed to harmful levels of smoke from wildfires, or burning structures due to a wildfire, while working.

In reviewing the initial text of AB 1124, the bill refers to California's wildfires as an epidemic and Cal/OSHA's responsibility to create and enforce occupational safety and health standards for workers throughout the state. The bill goes on to address the need for respirator use for effected employees and a possible, very limited and very temporary, waiver for the medical evaluation and fit testing requirements during specific wildfire emergencies. In response to the initiation of the emergency rulemaking process, the Ventura County Agricultural Association

filed a Public Records Act Request (PRAR) for the evidence necessitating the usurping of the standard rulemaking process. While industry trade associations continue to monitor the process for bringing this standard to bear, it is critical that employers understand what will be required of them especially given the short compliance timeframe that is associated with emergency rulemaking. The proposed new regulation outlines the following:

**Identification of the Exposure** – The employer would be required to check the air quality index (AQI) when the employee may be exposed to unhealthy air quality. The AQI needs to be checked where employees are located, before each shift, and periodically thereafter.

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**However, in reaction to the wildfire season that has now become an annual event in California, the Cal/OSHA Standards Board has made the decision to move forward with the adoption of emergency regulations specific to wildfire-related hazards in the workplace.**

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**Hazard Communication Program**– Under the proposal, employers will be required to communicate with employees the current air quality levels, changes in the conditions that may worsen the air quality and establish protective measures for employees to reduce smoke exposure. Additionally, the employer must develop a system that encourages employees to

communicate with their supervisor of changes in their working environment that worsen the air quality and any adverse health conditions as a result of poor air quality.

**Employee Training** – As with any safety standard, the proposed regulation includes annual employee training covering the following topics:

- a. The health effects of wildfire smoke;
- b. The employer’s communication system;
- c. The right to obtain medical treatment if injury or illness occurs without fear of reprisal;
- d. How employees can check AQI;
- e. The requirements of the regulation;
- f. The employer’s methods to protect employees from wildfire smoke;
- g. The importance, limitations and benefits of using a respirator when exposed to wildfire smoke;
- h. How to properly put on, use and maintain the respirators provided by the employer; and
- i. What actions to take if an emergency evacuation of the area becomes necessary.

An advisory meeting for the proposed emergency regulations was held on May 8, 2019. The comments and subsequent feedback from this meeting are not yet available. For more information on this proposal visit: <https://www.dir.ca.gov/dosh/doshreg/Protection-from-Wildfire-Smoke/>. Unlike the proposed wildfire regulations, our industry has known about a possible night work standard for some time. Initial discussions around a standard addressing the hazards inherent in working at night in agriculture began back in 2012. Beginning then through 2014 an advisory committee, made up of representatives from agricultural trade groups and worker representatives alike, met to discuss the possible standard language. Iterations of the proposed standard were reviewed and then Cal/OSHA went dark with the process. In 2018 the proposed standard resurfaced and a proposed version was reviewed by the Department of Finance for its potential fiscal impact to employers. That analysis along with the evidence compiled by Cal/OSHA substantiating a need for the standard was



Airnow.gov will provide the current air quality index (AQI) reading using a zip code to pinpoint geography. Photo credit: <https://airnow.gov/state/CA/index.cfm>.

presented before the Standards Board on April 18, 2019. A number of agricultural trade association representatives spoke on various aspects of the proposed language, including many questioning the supposed evidence of a pervasive risk that merits a new standard all together.

The Cal/OSHA Standards Board is now considering if the proposal has merit and if so, when it will take effect. In summary, the version now being evaluated would require the following:

- Employers are to provide lighting to illuminate outdoor work environments.
- An employer will be responsible for determining the necessary lighting based on a table of the kinds of areas which need specific illumination.
- Employers will be required to conduct pre-shift safety meetings to inform employees of the location of restrooms, drinking water, rest and meal break areas, and nearby bodies of water and high traffic areas.

To view the proposed standard in its entirety, visit: <https://www.dir.ca.gov/OSHSB/documents/Outdoor-Agricultural->

Operations-During-Hours-of-Darkness-proptxt.pdf.

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# The Anatomy of a Retirement Plan Advisor

By Bill Hastie



In the financial services industry, advisors come with a wide range of expertise, typically based on education and experience. Stock brokers, insurance agents and financial planners each have a particular skillset specific to their area of the industry. The same applies to those financial advisors who specialize in serving corporate retirement plans and their participants.

What makes the retirement plan advisor so vital to many people is what's at stake – retirement plan savings can account for the lion's share of many people's entire retirement income plan, and proper guidance here can make all the difference in the world. While experience and educational backgrounds may vary from retirement plan advisor to advisor, there are primarily four characteristics most top advisors will have.

## THEY SERVE AS A FIDUCIARY

Serving as a fiduciary means always putting the client's best interest first above any other consideration. It's an easy process – do whatever is best for the client in everything the advisor does, provides full disclosure of all relevant information and charge reasonable fees. ERISA, the tax act that governs most retirement plans, has two particular sections that clearly define a fiduciary's role by making them subject to the Exclusive Benefit Rule. Advisors serving their clients under sections 3(21) or 3(38) of ERISA are subject to this Rule, and are bound to put first the interests of the plan, its participants and their beneficiaries.

The vast majority of fiduciaries work on a fee basis, although it is not impossible to accept commissions. The challenge is that the fiduciary advisor would have to demonstrate that accepting commissions

was in the best interest of the retirement plan and its participants, and in most cases that would be very difficult to do.

## PROFESSIONAL MONEY MANAGEMENT EXPERIENCE

The retirement plan advisor is often called on to meet with plan participants and review the investment options they have selected and make observations and recommendations. These recommendations are most often in regard to helping a participant build and maintain their account portfolio and involve individual investment selection and percentage allocation of each selection. In order to give current and relevant guidance, the advisor should have considerable professional money management experience, and best to have management experience that was provided on a discretionary basis. This means that the advisor is given permission by the client to make investment decisions on their behalf. Since this is generally not a service possible inside a 401k plan, this experience most often comes from the advisor maintaining a money management service as part of their practice.

## FINANCIAL PLANNING EXPERIENCE

In order to provide a well-rounded advisory experience to the plan participant, the advisor should also have considerable experience in comprehensive financial planning. This goes well beyond the plan investments and portfolio construction. The retirement plan advisor must be able to provide guidance in almost any aspect of the participant's financial life, often

to include basic estate planning (wills, trusts, beneficiary planning, planning for minors and elders), cash flow and debt management, basic income tax planning and retirement income planning that will help the participant make the most of their retirement plan and their financial situation.

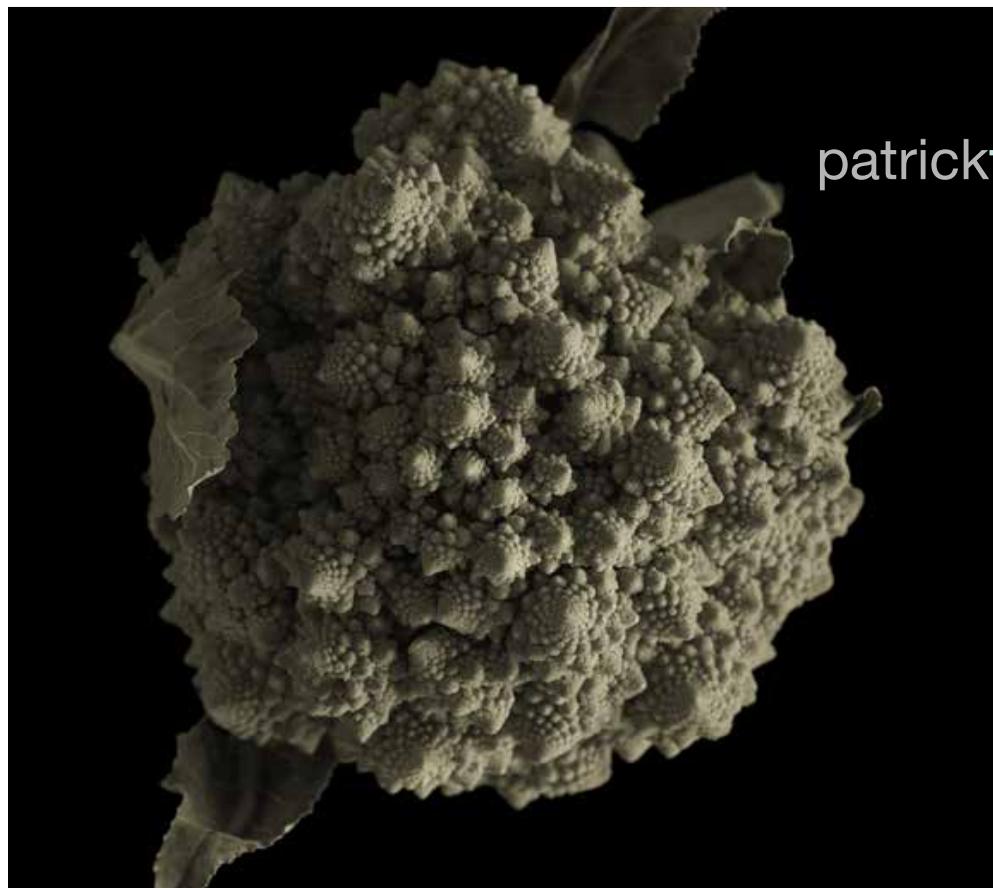
Because the advisor usually gets little one-on-one time with a plan participant, financial planning guidance should be commensurate with the amount of information obtained from the participant. If asked a very broad question with little specific information, the response from the advisor should be as broad. Yet when more personal and financial information is available, the guidance can be more focused on specifically that person.

#### RETIREMENT ADVISORY TRAINING

Beyond obtaining core financial training such as a Certified Financial Planner (CFP) or an MBA, many programs are available to sharpen the skills of the retirement plan

advisor in a variety of specific areas. The Accredited Investment Fiduciary (AIF®) and the Accredited Investment Fiduciary Analyst (AIFA®) designations focus primarily on the fiduciary issues involved with the proper handling of retirement plan assets. The Retirement Advisor University, in conjunction with the Anderson School at UCLA, provides the Certified 401k Professional (C(k)P®) designation, and the National Association of Plan Advisors (NAPA) provides the Certified Plan Fiduciary Advisor (CPFA) designation.

Technical competence is a must for a retirement plan advisor. Other areas of expertise includes plan design and a clear understanding of how different plans can be used with various types of business entities, number and makeup of plan participants and the ultimate goals of the company owners. A competent and experienced retirement plan advisor can be a significant asset to any company. **ce**



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| HOME SHOWCASE

# Cypress Stables

By Jenna Hanson Abramson | Photography By Patrick Tregenza



**N**estled among the towering trees along Aguajito Road, where Carmel meets Monterey, is a pristine 5-acre private riding and training horse facility known by the name of Cypress Stables. The property itself is lined with mature cypress trees and flowering bougainvillea that flawlessly drape the entrance to the main, 18-stall barn. From the clean landscaping to the well-designed architecture, and even down to each individual horse stall amenity, it is clear that this is a well-maintained and loved property.

Let's go back in time for a moment... to the 1970's. This was the era that the 5-acre property was known as Jacks Peak Stables, a colorful "cowboy facility," where cowboys and others could board their horses or rent horses for trail rides on the 9 plus miles through Jacks Peak Park. There is even talk that occasionally these cowboys would go off trail, cross Highway 1 and head to Del Monte Beach. I think it is safe to assume Highway 1 was a little less traveled in the 1970's than it is today.





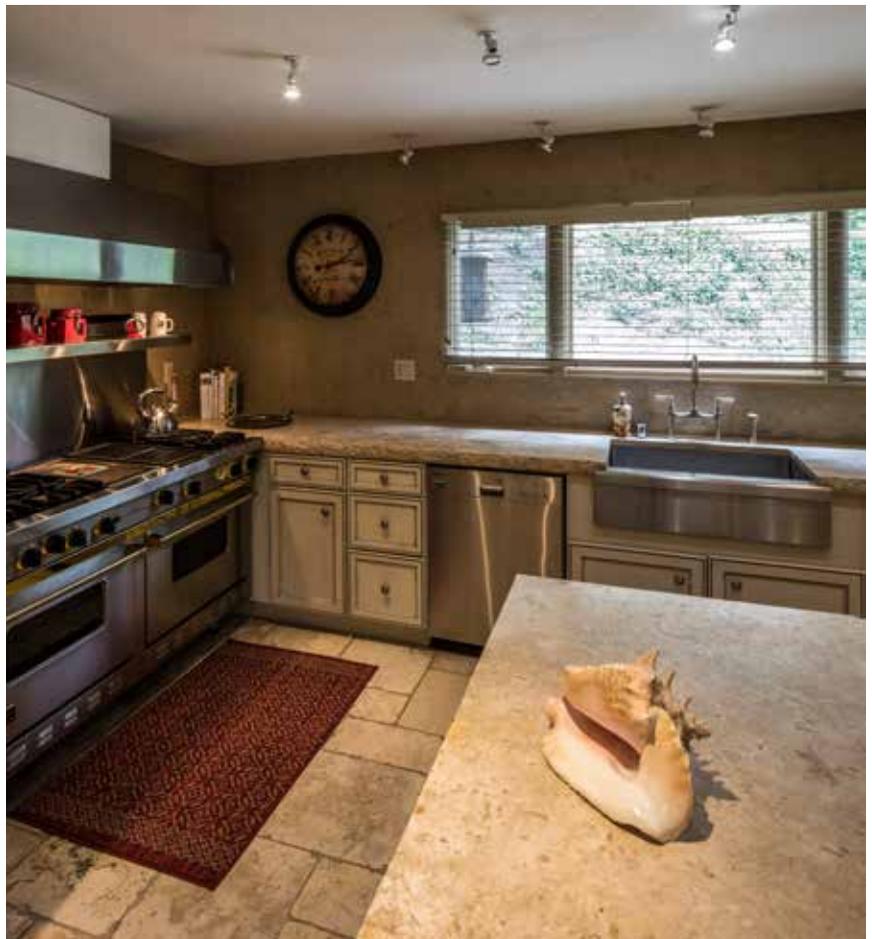
**From the clean landscaping to the well-designed architecture, and even down to each individual horse stall amenity, it is clear that this is a well-maintained and loved property.**

Things started to change around the property in the 1980's. For one, this is when the property's namesake was changed from Jacks Peak Stables to Cypress Stables. This is also when the property converted from a "cowboy facility" to a primarily "English style" facility.

However, it wasn't until 2006 that the property went under a complete renovation, with Carmel architect, Michael Bolton, transforming it into the first class, private boarding and training facility that it is today.

It was at this time, during the 2006 remodel, that the main barn, tack room and office area were redesigned into the attractive, operative structure that is now home to both show-jumping horses and a few quarter horses belonging to current owner, Robin Baggett. This main barn is made up of 18, 12'x12' paddocks (eight stalls with additional 12'x12 outdoor runs), all equipped with interlocking grid Euro Mats and the highest drainage technology. The tack room and office area were specially designed from the wood panels of the original open-air barn, also known as the "Mare Motel," which today is a 10-stall open air covered barn that several four-legged boarders and Charley, the three-legged barn cat, call home.

The main structure is complete with imported European design features including the stone fountain that can be found directly outside the tack room and rustic iron chandeliers that hang in each of the three towers. One of the most eye-catching design features is the paneling used throughout the whole structure creating a natural light and airy feeling; the barn literally glows even on the rainiest of days.

















**One of the most eye-catching design features is the paneling used throughout the whole structure creating a natural light and airy feeling; the barn literally glows even on the rainiest of days.**



The pristine property also includes a charming two-bedroom, two-bathroom country house equipped with an oversized stone fireplace, a free-standing copper bathtub and an open concept living area that will make anyone want to move in.

In 2014, avid horse riders and Pebble Beach residents, Robin and Michelle Baggett, purchased the turnkey property. The Baggetts have been in the cattle and wine business for over 25 years with ranches and wineries in both Napa (Alpha Omega Winery) and San Luis Obispo (Tolosa Winery) Counties. Robin, who grew up in Salinas, and was once a professional rodeo cowboy, wanted to get back to his family roots of horses and knew he liked the property the minute he and Michelle saw it.

Although the facility was in state-of-the-art condition at the time of the Baggetts' purchase, the Baggetts were able to find ways to improve it even further. They added a German treadmill to exercise the horses, four partially covered turnout paddocks, and a brand new hay barn. Most noteworthy of all is the upper arena was completely covered in 2018 making Cypress Stables one of the few properties in Monterey County with a covered riding arena, allowing boarders to ride their horses year round, rain or shine.

In the words of Cypress Stables owner, Robin Baggett, "it's for the love of horses" and there is no denying that the 25 horses currently calling Cypress Stables home are loved. **ce**



# History of the Rancho del Rey in Salinas 1769-1831

By Burton Anderson in Cooperation with the Monterey County Historical Society



*(Note the place names, below, are the modern names inserted to better understand where these events took place)*

As far as can be determined, the first written description of the Salinas Valley was from Gaspar de Portola's diary of 1769, written by Father Juan Crespi, a member of that expedition. This was the year in which Portola set out on a land expedition to find the Port of Monterey, described by Sebastian Vizcaino in his voyage of 1602 along the California Coast. Portola journeyed up the coast from San Diego until he was forced inland by the Santa Lucia range in the vicinity of San Carpoforo Creek in San Luis Obispo County. He entered the Salinas Valley from the Coast Range near King City on September 26, 1769. Crespi named the river San Elziario in honor of the 14th century Saint, whose Saint Day happened to be the day they discovered the river. From Spanish times until about 1860, when the river was finally named the "Salinas," there were at least 12 different names given to the river in historic accounts. The name Salinas is

derived from the plural Salina, where the San Carlos Mission neophytes gathered salt.

In the millennium prior to Portola's expedition, the Salinas Valley was a vast, grassy plain devoid of trees except for the river channel running north toward Monterey Bay. The river was lined

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**It is not known when the Rancho del Rey ceased to exist, but the end was finalized when Mexico won its independence from Spain in 1831.**

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by cottonwoods, willows, alders and sycamores. The plain was covered with native purple needle grass, perennial bunch grasses and California oat grass, as far as can be determined from modern research. The grasslands in the valley ranged from Chualar south and were bordered by Live Oak woodlands in the foothills. The native grasses have all but disappeared except

for isolated strands scattered in protected places. The Spanish brought in foreign weed seeds and grasses imbedded in the wool and hyde of their accompanying livestock. The most prolific of these seeds, wild oats, foxtail, filaree and mustard have spread all over the coastal valleys and rangeland. They have displaced the native grasses.

Antelope roamed the plains as far north as Chualar, and Tule Elk inhabited the area around Moss Landing and the river mouth. They also were known to inhabit the Corral de Tierra region as well as the low foothills in the northern Salinas Valley. Grizzly bears were at the top of the food chain and roamed the seashore feasting on dead whales and sea lions. When the Rancho del Rey was established, the Grizzlies grew fat on the new defenseless livestock. Grizzlies were feared by the Native Americans and were to be avoided at all costs. There is evidence that they considered the bears as possessing powerful spirits.

A bird of note was the California Condor described by Padre Juan Crespi near the Pajaro River in 1769. Crespi found a dead Condor, stuffed with grass, in an abandoned village. He named the river "Pajaro," the Spanish word for bird.

The indigenous people were the Ohlone Indians formerly known as the Costanoan by the Spanish. There were four different bands of natives. The Remsen lived in the vicinity of Carmel Mission, the Mutsun in the northern Salinas Valley near Natividad and the Salinan from roughly Chualar south to the San Margarita Divide. A small population of Esselen lived on the Big Sur coast and the Santa Lucia mountains. The natives were "hunters and gatherers" and their only cultural practice was to periodically burn the grasslands to

regenerate the production of grass seed which was a staple in their diet. On his journey with the Portola expedition, Crespi noted in his diary the burned grasslands. The journey was north to the mouth of the Salinas River.

The northern Salinas Valley was a vast marshland with at least nine fresh water lakes running from the vicinity of Salinas to Moss Landing. The ground water level was so high in the Blanco region that the first American farmers were able to tap artesian wells for irrigation. The Salinas River ran underground in the summer with treacherous quicksand that was capable of trapping an unwary man or beast. (The lowering of the underground water table by pumping has eliminated the quicksand hazard).

In 1770, the Presidio of Monterey was built from a design by engineer, Miguel Costanso. The same year construction began on the adjoining San Carlos Cathedral near the El Estero in Monterey. Due to insufficient arable land and water, the church was moved to the banks of the Carmel River with construction beginning in 1793. Another factor in the move was that the native population was greater in the Carmel River area, which presented more opportunity to convert them to Christianity. Also a factor in the move was that the padres were afraid of the soldiers fraternizing with the neophytes and that this would become a distraction.

The entry into the Salinas Valley by the missionaries and the soldiers began in 1791, with the establishment of the Rancho del Rey as a pasture for the presidio horses, mules and the mission livestock. In the late 1700's there were 5,000 cattle and 2,000 horses on the Royal rancho. The rancho was adjacent to the wilderness, as Grizzly bears killed 400 head of livestock on Rancho del Rey in 1805. The boundaries of the huge rancho are unknown, but it likely ran from the salt flats at Moss Landing to about Chualar, where it abutted Salinan territory. The present city of Salinas lies approximately in the middle of the former Rancho del Rey. There is reason to believe that the later Mexican land grant, "Nacional Rancho," was part of the original rancho

since the literal translation of "Nacional" is militiaman, which suggests prior use of Rancho del Rey by the presidio. It is also sometimes known as the King's Ranch, to further confirm the fact that it was part of the original Rancho del Rey.

Prior to 1800, there were three Spanish Provisional land grants issued for land near Salinas, in spite of the fact that the Rancho del Rey occupied most of the northern Salinas Valley. The padres of the missions were not in favor of granting ranches to retired soldiers and prominent citizens. The reason was they did not want their flock to stray from the influence of the church and to compete for pastureland with the presidio. Nevertheless, the following were given provisional licenses from the Spanish Crown in 1793 and 1795, that amounted to not much more than grazing permits and the title remained with the crown:

**Buena Vista**-5 leagues (1 league= 2.6335 miles) from Monterey near the Rio

Monterey (Salinas River) issued circa 1793 to Jose Soberanes and Joaquin Castro.

**Salina**-4 leagues from Monterey near present day Armstrong and Blanco Roads, issued circa 1793 to Antonio Aceves and Antonio Romero. The Salina dwelling was destroyed by natives shortly after its occupancy along with rancho adobe, name unknown.

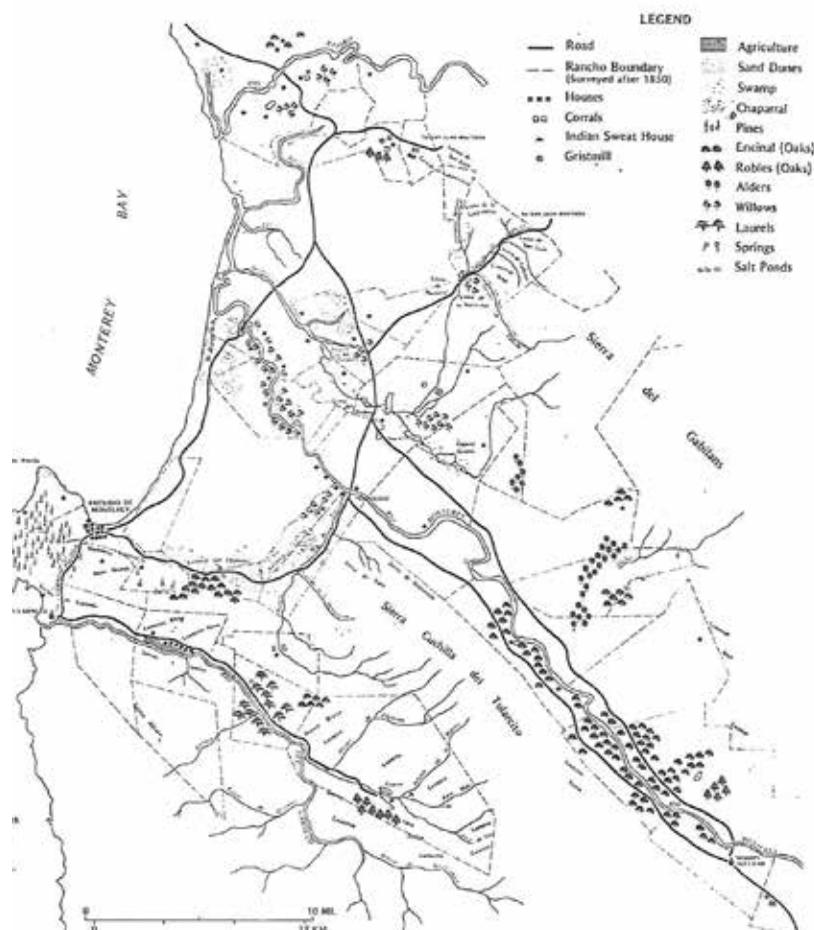
**El Tucho**-In the Blanco district issued in 1795 to Jose Manuel Boronda.

The original occupants were not necessarily the same individuals as named in later Mexican land grants, but the Spanish land grants were used as a basis for Mexican grants after 1832.

It is known that the padres mined salt from the marshy flats near the Salinas River mouth, which, at that time, was north of Moss Landing. Salt was so valuable that the presidio dispatched cavalry troopers to protect the flats which belonged to the King of Spain. Salt was a royal monopoly and

*Continued on page 58*

#### LOWER SALINAS VALLEY CIRCA 1840



# Not In My Backyard

## Over-the-Fence Talk About Homelessness

By Jill Allen



Homelessness is a subject that appears to be on many people's minds, and no small wonder. California finds itself with 25 percent of the nation's homeless within its borders, and that number is expected to rise. As State and local governments try to find solutions, private citizens and businesses often express everything from concern to outrage, from perspectives of human services, risk management, effects on business and local economy. No one wants to see homelessness, but instead of looking away, perhaps it's wise to learn more about it, and its causes.

### THE ROOT CAUSE

Widespread homelessness didn't really exist in this country until the 1970's. Quoting from Libby Echeverria's feature article in the March/April issue of *The Bulletin*, "Between 1978-1983, the budget for the Department of Housing and Urban Development (HUD)

was cut by 80 percent. Tens of thousands of people with subsidized housing lost their benefits and ended up on the streets. At the same time, the deinstitutionalization movement occurred." In an attempt to "free" mentally ill and developmentally

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**In Monterey County, one in four homeless people are chronically homeless.**

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delayed individuals from being warehoused in institutions, state hospitals opted to discharge many to the streets, without social supports, claiming that new pharmaceuticals dispensed from out-patient clinics would be all they needed to live healthy lives. Echeverria believes that those policies resulted in the homelessness we see today. Thirty years later, the cost of housing

continues to rise, and marginally functional people living in poverty continue to become homeless in greater numbers.

### THE DISTINCTION

But we need to call out a distinction. There are what Echeverria calls "situationally homeless" people—those that through a life disruption like job loss, unexpected medical crisis, etc., become homeless but are able to regain housing in less than a year. And then there are the chronically unsheltered, those who remain homeless for longer than a year, or become homeless over and over again. These folks have complex health issues. In Monterey County, one in four homeless people are chronically homeless (Santa Clara County reports 35 percent). In our area, 70 percent of chronically homeless people self-report a mental health or addiction issue, or both, and social service providers believe that number is actually much higher.

At Dorothy's Place, we know, through more than three years of constant assessments, that these people are in health crisis. We live in a place where a growing number of sick, impoverished people live in encampments, in cities, our cherished forests, and in rural areas. These folks are very ill, and they don't trust hospitals and clinics.

### THE WASTE

The State knows this as well. Of the \$18.6 billion that the State of California spent last year on Medi-Cal, 25-30 percent of this

*Top clockwise: 1.) Diana and Lucy. Photo courtesy of Jay Dunn, The Salinas Californian. 2.) Streets to Homes at Dorothy's Place. 3.) Chinatown Health Services Center. Photo courtesy of Jay Dunn Photography.*

expense (\$5.7 billion) was incurred by only 5 percent of the Medi-Cal eligible population, and these people are mostly homeless people that use emergency and inpatient services for their unmet chronic health needs. Further, in Monterey County, this population incurs closer to 75 percent of all Medi-Cal expenditures, mostly emergency and inpatient care for preventable conditions. Homeless people, with a fistful of instructions on paper and no way to care for themselves after medical discharge—getting no rest, inadequate food, poor sanitation, medication stolen—continue to decline until they call for another ambulance to repeat this deadly cycle.

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**We are so pleased and proud that leaders in our local ag industry have stepped forward to create this extraordinary event.**

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#### MOVING THE DIAL

In 2017, Dorothy's Place, long known for providing meals for the homeless and emergency shelter for homeless women, began its Streets to Homes Initiative. In the same year, we began working with the Monterey County Health Department, providing social work support to public health nurses in their Whole Person Care program. Both the nurses and our



social workers learned immediately that combining social and health supports was far more effective in getting a person housed than either working separately. Now we knew how to move the dial.

Dorothy's Place social workers, supported through a \$477,000 County contract, having assisted 70 people into housing the previous year, saw a surge in chronically unsheltered people asking for housing help. Unsheltered people began to think it was possible to be housed. Soon, our waiting list of 50 people had doubled, and we knew we were on to something, but we needed help to hire more social workers, and the County couldn't support them. That help came from our agricultural industry, led by Louis Huntington. Lou saw what we were doing to curtail chronic homelessness and raised \$210,000 to allow us to create a new office and hire four new social workers.

By October 2018, the new office was complete, the social workers were trained and in place, and 60 unsheltered people who had been waiting for nearly a year began case management. In May of this year, we counted our successes in just seven months: 13 clients housed and another six

with approved housing vouchers searching for an apartment. There are currently 73 clients overall in case management. More than 90 percent of our clients are actively engaged, with only eight clients unsuccessfully exited.

This success is in addition to the 31 clients assisted into housing in the same period by our original social workers, and the 14 that graduated into permanent housing from our House of Peace transitional living program.

#### AG INDUSTRY TO THE RESCUE

This year, our Streets to Homes Initiative is being supported by our first annual Hearts for Homes event on September 22nd, An Afternoon for Dorothy's Place, at the home of Gary and Shari Caraccioli. The event's goal is to raise \$300,000 to continue this groundbreaking work, and to introduce integrated social/health outreach teams into the encampments of more than 100 people currently on our waiting list. We are so pleased and proud that leaders in our local ag industry have stepped forward to create this extraordinary event. For more information, email [info@dorothysplace.org](mailto:info@dorothysplace.org), or call 831-578-4198. 





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# Shifting Markets

## *How To Recognize if it's a Shift or Crash*

By Shellie Davis



The number one question I've recently been getting is: "Is the market going to crash again?" People are worried, and rightfully so. The crash of 2008 left many devastated losing jobs, homes and security. It's a natural response to be concerned when we've experienced such a catastrophic change in the economy. However, we need to be cautious not to automatically think we are going to experience the same destruction as we did a decade ago just because a market slows down. Respectively, we should not assume we are going to continue to receive increased equity. Real estate, as

with other investment opportunities, has always ebbed and flowed. That's simply the way it works. We must track the waves of change from a broad perspective, taking into account all the elements that affect a strong and a declining market. Undoubtedly we must be aware of our market area, but we should also keep abreast of the market from a national perspective. We must track interest rates and know what the Feds are predicting in upcoming months. Know what the economy is doing globally, nationally and locally. Has new construction been approved? How many building permits have been disbursed within your state and neighboring states? Be aware of government changing laws. Is it an election year and will the government be changing parties? Follow the unemployment rate. These are just a few factors that will give you better insight. Here's some information you may find interesting and comforting.

### ECONOMY

According to Dr. Brian C. Moyer, Acting Under Secretary for Economic Affairs, reports during 2018, real GDP grew 3.1 percent, the fastest 4th quarter to 4th quarter growth rate since 2005. This was only the fourth time annual growth exceeded 3.0 percent since the recession. The 3.1 percent growth number provides a focused picture of how the economy has grown from the last part of 2017 to the last part of 2018 and provides a straightforward means of comparison for how the economy grew during 2018. Continuing this trend, the Commerce Department shows the economy grew at an annual rate of 3.2 percent in the first three months of 2019— that's a full point faster than it was growing at the end

of last year. Although there is a lot of debate regarding the state of the economy and its future projections between political parties, the numbers are presenting a very positive picture.

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**We must track the waves of change from a broad perspective, taking into account all the elements that affect a strong and a declining market.**

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### UNEMPLOYMENT RATE

One of the most widely recognized indicators of a recession and a ultimately market crash is a high unemployment rate. In December 2007, the national unemployment rate was 5.0 percent, and it had been at or below that rate for the previous 30 months. At the end of October 2009, the unemployment rate peaked at 10.0 percent! We have rebounded from those frightening numbers ending the first quarter of 2019 at a 3.8 percent unemployment rate. We also started the year off by adding over 300,000 jobs in January. In February, the annual wage growth for hourly workers increased by 3.4 percent, the fastest rate since early 2009.

### INTEREST RATES

The most powerful weapon in the Fed's arsenal is the ability to influence the direction of interest rates. When interest rates are low, capital is easier to acquire. This can spur economic development because, human nature being what it is, the more

cash you have available, the more you are likely to pay for something you want—whether it is a car, vacation or new home. Consequently, if interest rates are too high, the result can be a recession. Economists and analysts from Freddie Mac issued an updated forecast for mortgage rates that

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**The economy is strong, interest rates are low, new construction is continuing, employment is high, all the things that result in a strong real estate market.**

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extends through 2019 and into 2020. By their estimation, the average rate for a 30-year fixed home loan will end up averaging 4.6 percent in 2019. (That's about where it was last year, on average.) Over the horizon, they expect 30-year mortgage rates to average 4.9 percent in 2020.

Based on this particular forecast, it seems that economists do not expect to see a significant increase in home loan interest rates anytime soon... at least not a sustained increase.

Still, rates could rise gradually over the coming months, due to the overall strength of the economy and other contributing factors. There appears to be some consensus in this area as well. So a sense of urgency might be warranted, for those borrowers who plan to purchase or refinance in the near future.

### NEW CONSTRUCTION

Construction Analytics published their 2019 Construction Economic Forecast Summary stating the total of all construction spending is forecast to increase 1.5 percent to \$1.341 trillion in 2019 and 2020 is forecasted to reach \$1.426 trillion.

Dodge Data & Analytics, a trusted provider of construction market intelligence, recently released their 2019 Dodge Construction Outlook. The comprehensive annual report forecasts what to expect in

the construction industry in the coming months and beyond. New construction starts in 2019 should hold steady with 2018. It's important to remember that these statistics are merely informed predictions, not certainties. However, in a world rife with headlines predicting recession with little basis in concrete fact, it's reassuring to know that the experts believe 2019 will continue to be a strong year for the construction industry.

### HOUSING PERMITS

Tracking the number of approved construction permits is a great indication of what is happening in the construction market. According to the United States Census Bureau, the issuance of building permits is on the rise. In 2005 when the economy was booming, 205,020 permits were issued in California. During the recession, in 2009, a mere 35,069 permits

were issued. We bounced back in 2018 with 117,079 permits approved. Paired with the construction economic forecasts, these numbers are very insightful.

These are just a few of the influential elements that can give us a picture of the state of the real estate industry. Based on the above forecasts, it appears 2019 is not as doom and gloom as some may think. The economy is strong, interest rates are low, new construction is continuing, employment is high, all the things that result in a strong real estate market. Stay educated and build a relationship with a respected Realtor within your community who understands market trends and change.

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# Keep the Farm in the Family

By Liza Horvath



In mid-1800's the Mayer family (not their real name) purchased acreage in the Salinas Valley and began a ranching business. The Mayer children, Myra, Tomas and Samuel grew up on the family ranch learning to ride and rope at the knee of their father, Gregory Mayer. In addition to riding and cattle, Gregory encouraged his boys to learn the business side of ranching. Myra never married, instead she stayed home and took care of her parents until they passed away. With both parents gone, things didn't change much for Myra or the family business. Her brothers continued to handle ranch operations and Myra stayed in the family home until her death. The two brothers continued running the family ranch and began raising families of their own.

In 1980, Creutzfeldt Jakob disease, also known as mad cow, was spreading in British herds and Tomas suggested to his brother that they reduce their cattle business and dedicate a portion of the ranch land to growing wine grapes. Tomas had witnessed friends and neighbors develop thriving wineries on the fertile hillsides of the Santa Lucia Highlands and he rightly felt that

diversifying the family company would not only be interesting, but would reduce their risk should mad cow make it to the U.S. Samuel did not agree, he liked the cattle business, but ultimately allocated a large part of the ranch to grape growing—with the provision that Tomas ran that business on his own.

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## Keeping the family farm in the family and making sure the transition from generation to generation is done well is important for a number of reasons.

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After many years of success in both grapes and cattle, Tomas passed away and his two children, Tyler and Emma, inherited his one-half of the ranch and vineyard businesses. Tyler and Emma became equal owners with their uncle, Samuel. Soon thereafter, Samuel's wife passed away and, in time, Samuel met and married a somewhat younger woman, Sassy, who had grown children of her own. Samuel's four

boys were initially unhappy with this new marriage but, as time went by, they saw how happy Samuel was and they settled into the new reality. Two of Samuel's boys were working the ranch with Samuel while the other two boys had left—one to pursue a business career and the other moved out of state to start a farm of his own.

Over time, Emma grew tired of life on the ranch and she, too, moved to the city leaving her brother, Tyler, running their half of the ranch and grape growing business. Tyler recognized that his sister was part owner of the ranch and, accordingly, shared a portion of the income from the business with Emma.

Things started to get interesting on the ranch when Samuel began to succumb to illness and Sassy stepped in to manage his half of the ranch. Sassy had limited knowledge of both ranching and grape growing, but would make decisions "representing Samuel and his share of things." Sassy's kids from her prior marriage also began to insert themselves in the ranch business and Samuel's boys understandably alternated between worry about the future of the family ranch and anger at the intrusion by "strangers."

While the above is a "dramatized biography" of a ranching family some readers may have had something like this happened their own family.

Keeping the family farm in the family and making sure the transition from generation to generation is done well is important for a number of reasons: First, generations can be involved and are either significant contributors to the ongoing success of the operation or rely on the income from the farm for their day-to-day support. Second, our rich and fertile Salinas Valley is a major worldwide supplier of fresh produce, meat, wine and, most recently, an evolving cannabis business. When succession fails,

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land and family businesses can be hung up for years or decades in litigation and the result may be the splitting up and selling off of acreage.

In the family described above, litigation has been ongoing for almost seven years. In retrospect, it is not difficult to see that certain legalities should have been addressed along the way. Current litigation includes a claim by Tomas' children, Emma and Tyler, to the winery land and business since, in their view, their father was the developer and ran the operations until his death when Tyler took over. At the time Tomas established the winery, he and

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### **Succession planning is not only important for farms and vineyards, but for any family owned business.**

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Samuel should have put into place a written agreement outlining whether the winery would pass to Tomas' children or remain part of the overall ranch holdings.

When Samuel married Sassy, there should have been a prenuptial agreement signed outlining succession and ongoing control should something happen to Samuel—as it did. Sassy and her children are making a claim for her community property interest in the land and business.

There should have been agreements between the families as to the treatment or sharing of revenue between those who work the ranch and those who choose to move away. And, finally, consideration should have and must still be given to the payment of estate taxes since upon the death of Myra, Tomas and now Samuel, significant estate taxes were due within nine months of their dates of death. While the IRS has programs in place to make a fire sale of a family owned ranch property avoidable, the question of who is responsible for the payment of estate taxes on death was never memorialized and is now a point of contention.

Succession planning is not only important

for farms and vineyards, but for any family owned business. Attorneys, tax advisors and financial planners can often plan for potential problems before they become problems so estate planning should be done and updated as circumstances change. An excellent example of a well-planned estate is The J. Paul Getty Trust, which was originally established in 1953 while Getty was still living. The Trust appointed a “team” of trustees and laid out the vision Getty had for the Museum, gallery of art, library, his personal residence and the surrounding grounds of the J. Paul Getty Museum. The trustees have a great deal of discretion to fund and manage the assets of the Trust and, if needed, go to court to modify the terms of the Trust as circumstances change.

Not every farm, ranch or family business needs a “Getty” trust, but there are many legal tools available to families to implement succession plans and, ultimately, keep the farm in the family. **CG**

*Continued from page 49*

very valuable. It was sold to other missions and warranted protection by soldiers.

Further mention of the Rancho del Rey occurred in November 1818 when the pirate, Captain Hippolyte de Bouchard, a privateer in the Buenos Aires navy, invaded Monterey. Governor Pablo Vincente de Sola had advance warning of the pillage by these pirates and had evacuated the women and children to the Rancho del Rey in the Salinas Valley. He moved the provincial archives to the valley for safety at the same time. (There must have been some type of settlement near present day Salinas to shelter these people, but I have never found any reference to that fact). It is obvious that the Rancho del Rey was still in existence at that time. It is presumed, that until the secularization of the missions in 1832, the Salinas plain was continuously used for pasture for the livestock of the Mission and the Presidio Monterey. It was often called the “King’s Ranch.”

It is not known when the Rancho del Rey ceased to exist, but the end was finalized when Mexico won its independence from Spain in 1831. The Missions were secularized, and their vast properties mostly confiscated. At that time, the Mexican Government began granting tracts of the Salinas Valley to retired soldiers, colonists and government officials. It also was the end of the various Native American tribes' nomadic way of life as hunters and gatherers. The rancheros forced them off their native land and from their villages. Either they went to work for the rancheros as vaqueros or they fled to the wilderness to try and salvage their way of life. Some made the transition and others tried to exist in the traditional ways, but disease and constant conflict with the Anglos gradually exterminated the last wild tribes, and so a tragic era of Salinas Valley history ended. **CG**

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# Farming Roots in Ballygrennan Limerick, Ireland

*Interview with Brendan Miele, President of the Santa Cruz County Farm Bureau*

By Jess Brown



**Jess: Where were you born and raised?**

Brendan: I grew up in Lindenhurst, New York. We lived in a small suburban town on the South shore of Long Island near the water. In 1989, my father's job as a computer engineer required him to work in Southern California, so our family moved west. I attended high school in Thousand Oaks and after graduating came to Santa Cruz in 1992 to attend college at UC Santa Cruz.

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

Brendan: My parents always had a big vegetable garden growing up. I remember how rich and dark the soil was; our house was built on what had once been a farm. We planted a lot of tomatoes, cucumbers, and zucchini in the summer. We grew up in the suburbs, but my parents would often take us to the Eastern part of Long Island where there was a lot of farming. Farming was definitely something external to me at a young age until late in elementary school when I was enrolled in a summer program at Farmingdale University. We did

soil analysis, grew hydroponic tomatoes, and hatched chicks. I believe that early experience seeded a passion for agriculture in me.

**Jess: How far back do you have to go in your family to find a farmer?**

Brendan: My great great grandfather, John Finn, was a farmer in Ballygrennan Limerick, Ireland in 1889. We still have family that live in the original farmhouse.

**Jess: Where did you attend college and what was your major?**

Brendan: I attended the University of California Santa Cruz. I had originally intended on studying marine biology, but found that I had a passion for farming after taking an introduction to agroecology course. I had the opportunity to do coursework at the UCSC Farm and Garden and study under some great professors like Steve Gliessman, Daniel Press, and Deborah Letourneau. I did internships at Windmill Farms in Live Oak and at the Homeless Garden Project, which were my first experiences working on farms. I graduated in 1996 with a BA in Environmental Studies, with an emphasis in Agroecology.

**Jess: What was your first job after college?**

Brendan: My first farming job after college was with Jacobs Farm/Del Cabo Inc. I started in produce sales, logistics, and planning; eventually moving into field and greenhouse management. I didn't really want to be in a sales role, but it was a great way to learn the business and to be able to take customer expectations to the fields. I had worked on small farms while in college, but Jacobs Farm was my first experience working on a large farm. Once I started, I

quickly realized that I had a lot to learn.

**Jess: Was it important to you to work for an organic farm?**

Brendan: I studied agroecology in college, which is the application of ecological system principles to the farm environment. I wanted to be able to apply what I had learned on an actual farm; creating diverse and stable biological agroecosystems focused on soil in the production of healthy nutritious food—this is integral to organic farming.

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**Those with a desire to “think global and act local” should consider supporting the Farm Bureau as a community activist cause worth supporting.**

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**Jess: What are the biggest obstacles to farming organically?**

Brendan: Farming is a challenging business. Farming organically can be even more so. We have been taught to think that produce



should be perfect in appearance, and that any cosmetic defect somehow makes the crop inedible. Much of what farmers do to control pests and diseases both organically and conventionally are done to meet this false aesthetic. Farming organically requires establishing stable systems and building soil health, this takes time. When pest and disease pressure are heavy and natural systems are unbalanced, organic growers don't have the same access to quick, effective short-term fixes that conventional farmers do.

**Jess: Your wife, Christine, is also involved in agriculture. Do you get a sense that one, or both, of your boys will make a career in agriculture?**

Brendan: We have had our kids involved with the farm as they were growing up. They have helped work at farm events and have done fieldwork. I am not sure that they will make a career in agriculture, but know that we have given them an appreciation for farming and food production, especially organics.

**Jess: You are currently president of the Santa Cruz County Farm Bureau. What is the elevator speech, which explains the organization?**

Brendan: Farm Bureau is a voice for agriculture. Farmers have enough to manage without having to follow changing laws and regulations. One of the reasons farmers don't have to be lawyers or lobbyists and can focus on doing what they do best, farming, is because of the hard work of the Farm Bureau. Nationally there are Farm Bureau's in every State. Locally, the Santa Cruz County Farm Bureau has worked on issues that include agricultural education, preservation of agricultural land, land use, labor law, immigration reform, water conservation, cannabis, and transportation. The Farm Bureau supports farmers and ranchers by working to keep agriculture in Santa Cruz County viable; keeping agriculture viable keeps Santa Cruz County Viable.

**Jess: What are the biggest challenges for Farm Bureau?**

Brendan: The critical work done by the Farm Bureau is financed by memberships and donations. Farm Bureau does broad based work that benefits the entire county and needs broader community support to remain viable. We need to remind people of the value of agriculture and the role



that farmers play in making Santa Cruz County vibrant. The generous support we see levied by our county residents to preserve our beaches, redwoods, and promote social service organizations needs to include the Farm Bureau. Those with a desire to "think global and act local" should consider supporting the Farm Bureau as a community activist cause worth supporting.

**Jess: How is agriculture handling the issue of having adequate labor?**

Brendan: Farmers are adapting to an agricultural economy where labor costs are increasing and labor supply is in decline. An aging workforce and shortage of new agricultural workers will require adaptation, which will change what agriculture will look like in the future. The industry is already starting to increase mechanization to reduce the number of people needed to do daily farm work. We will start to see farms operated by a fewer number of people who are highly skilled and trained to operate and service the equipment, drones, and robots of the future.

**Jess: How important is the preservation of farmland?**

Brendan: If farmland is not preserved we will lose our ability to grow the food our communities need. As a society we need to understand the value of high quality agricultural land and make a commitment to preserve it. Much of our state's high quality, arable land has been paved over. While we need more housing we should be rethinking our urban and suburban growth and consider the long-term impacts of losing agricultural land. We must ensure that our county remains strong agriculturally and is a net exporter of crops. Agricultural operations are the backbone of a strong local economy that generates economic activity beyond the farm gate. The businesses that support agricultural operations from tractor dealers, packaging suppliers, mechanics, coolers, trucking, and farm supply companies are all strong contributors to our local economy and tax base.

**Jess: Since assuming your role as president of Farm Bureau, you have taken a new position as Deputy Director and Grower Relations at the Second Harvest Food Bank of Santa Cruz County. Why the change and how does that relate to your position as Farm Bureau President?**

Brendan: I have always wanted to make a difference and improve the community in which I live. Santa Cruz County is an amazing place to live, but the high cost of living has also made it very challenging for many residents. We have large numbers of our neighbors who can't afford food and skip meals or are buying inexpensive, over processed foods that result in chronic health problems, such as diabetes. As a nation it is estimated that 30-40 percent of the food we produce is thrown away or wasted. Our county farmers are producing large volumes of the world's highest quality fruits and vegetables—our neighbors should not be wanting for healthy food. I felt that I could bring my experience in agricultural operations, leadership, and policy advocacy work to Second Harvest Food Bank and it could be leveraged to drive a healthier,



more robust, and equitable food system. There is an amazing level of generosity with fruit and vegetable donations from our local growers to the food bank. Our community is further enriched from growers throughout the state via the Farm to Family program and Ag Against Hunger. My role as Farm Bureau President and my agricultural background allows me to be an effective liaison between the farmers of Santa Cruz County and the community.

**Jess: When and where are you the happiest?**

Brendan: I love being in the outdoors. One of the reasons I started farming was to be outside. Growing up, my family spent a lot of time at the beach and on the water sailing. My happiest place is a sunny day at the beach with my family.

**Jess: How do you balance your personal and professional life?**

Brendan: Balance is something that I constantly have to strive for. Between family, the food bank, the farm bureau, the fire department, coaching little league, and supporting community events; I stay very busy. Whether professionally or at home, you can never get everything done. You have to make time for the things that really matter. If you don't make time for family, what's the point?

**Jess: Who has been the most influential person in your life?**

Brendan: My wife Christine has been the most influential person in my life. She has been very supportive of my professional

career and volunteer work. She keeps me balanced, helps to challenge and motivate me. She's a great partner.

**Jess: What is your motto?**

Brendan: "Nothing in the world is worth having or worth doing unless it means effort, pain, and difficulty." I often think of this quote by Theodore Roosevelt when I am working on a challenging project and am facing an uphill battle to get it done. I find it helpful to find value in struggle. I also feel as though at the end the rewards are sweeter when you have had to work hard.

**Jess: Which talent would you most like to have?**

Brendan: I wish I knew how to play the piano. I grew up listening to Billy Joel—it's a Long Island thing.

**Jess: Which words or phrases do you most overuse?**

Brendan: Lately I have been coaching a lot of little league baseball. The players can get pretty down on themselves when they make a bad play or mistake. We have been



trying to help them to view mistakes as opportunities to learn and further develop their skills. Often they get it so stuck in their head that they did something wrong, that they continue to spiral downward making more errors as they continue to focus on what they did wrong. I encourage them

to move on by "Flushing It." This is often accompanied by a physical act to reset and start over that simulates flushing the toilet. Once players can do this they will be ready to for the next play. They often just need some positive reinforcement to get them there. We all make mistakes in our daily lives, whether in our personal or professional lives; we should all have the opportunity to learn from our mistakes, empower yourself to "flush it" and move forward.

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

Brendan: That's a tough one, narrowing down to three people of today's global living population of 7.5 billion, and expanding that to include deceased people. I would choose to have a great meal with my wife Christine, and my two sons Aidan and Cooper. Take the time to slow down, not worry about what has to get done next; talk, relate, connect, and enjoy some good food with our family.

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

Brendan: I have been a volunteer firefighter for Santa Cruz County in Davenport since 2002. My grandfather and uncles were New York City firefighters. Had I not chose to work in agriculture, I would have likely been a professional firefighter.

**Jess: Where will we see Brendan Miele in 10 years?**

Brendan: In 10 years I will be watching my sons as they turn 19 and 21. I am excited to see how they choose to change the world they will have inherited as young adults. I will be continuing to do the hard work needed to make my community a better place. Hopefully when there's some free time in between you'll find me at the beach.

**CG**



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# Comanche Cellars

By Mac MacDonald



**I**t started as a simple wine tasting on a Tuesday night at a wine shop in Carmel, where he sipped various wines and took notes. That one Tuesday night turned into two years. “I never missed a Tuesday night,” says Michael Simons.

A few bottles of homemade wine became a case, a case became a barrel, and before he knew it, he had 38 barrels in the basement of his home. By 2007, Simons had become a bonafide winemaker with his own label, Comanche Cellars, and just recently, his own tasting room in downtown Monterey.

“I wasn’t afraid to ask questions,” says Simons, a gregarious man who is quick to laugh and not adverse to joke about himself. “I gave it a go and it turned out good enough to give it a second go!”

In the early days, without a grape destemmer, Simons had to do it the old-fashioned way — stomp the grapes with friends in their bare feet, which he calls, the

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**What started out as a side hobby is now a full-fledged, award-winning winemaking operation, something that Simons, who will be turning 70 soon, still marvels at.**

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“most wonderfully tactile thing ever.”

By the fourth year of his winery, Simons knew he couldn’t just do everything out of his basement, that he needed a “host

winery” to work in to produce his wines. That winery was Carmel Valley-based artisan winemakers Cima Collina Winery.

“Cima Collina took me in and I’ve been there ever since,” says Simons. “I bring in the fruit and use Cima Collina’s facilities, from destemming, fermenting, to tanking and bottling. They’ve been good to me.”

He leased a 1,000-square-foot warehouse in Marina to age his wines, and has partnered with many highly respected vineyards to source his fruit, including Pierce Ranch Vineyards, Mesa del Sol, Chareva Vineyard, Zabala, Hahn and Tondre Grapefield in the Santa Lucia Highlands, Cedar Lane, Siletto Ranch Tres Pinos, Chateau Pinette Sierra Foothills, Graziano Vineyard Mendocino County, Saveria

Vineyard Santa Cruz Mountains and Beck Stoffer Vineyards.

Simons now produces 17 different varietals, including our local sought after varieties Chardonnay and Pinot Noir, but also some off-the-beaten path varietals such as Albariño, Carignane, Trousseau, Graciano and Tempranillo. Also, for fun, a sparkling Pétillant Naturel, or Pét-Nat, for short.

In August 2018, Simons saw an opportunity to open that tasting room in the heart of downtown Monterey. His wife, Wendy Lefer, thought he was already spending too much time away from home, but agreed that a tasting room made a lot of sense for the business, especially in a location only a five minute drive from home and jumped in and started decorating the venue and cooking for events. The family feel is apparent upon entering the building.

“If you’re in the wine business, what better place can you be?” he says about the tasting room at 412 Alvarado St., next to the historic Monterey Hotel. “I couldn’t sign (the lease) fast enough!”

He asked Christina Cohen, Director of Sales & Marketing, to run the tasting room and wine club, which has grown from 15 members to almost 200 since the tasting room opened in August. “Christina joined me three years ago, and I knew she was perfect for the job. She’s fearless and, true to form, she just made it happen.”

Simons is still a certified contractor, but an arrangement with his contracting partner allows him more time to spend on his wine operations. In fact, he used his design-and-build skills to create the new tasting room,



which has a rustic-yet-modern feel, with copper-top bar, vintage metal fixtures and sleek wood tables. A metal sign depicting Comanche and Maverick greeting each other nose-to-nose adorns the front façade.

As for the winery name, it’s a tribute to the horse who helped him deliver newspapers when he was that 10-year-old kid. He’s also launched another label, Dog & Pony, which honors both Comanche and Maverick. The pooch even has a wine named after him: Maverick is a tasty blend of Syrah and Sangiovese.



Simons is already winning awards for the tasting room: the Old Monterey Business Association recently named it downtown’s “Most Inviting Business” and was voted by its customers as “Best Place For A First Date.” The wines, of course, are also winning accolades, including the 2015 Chareva Pinot Noir, which got 92 Points from Wine Enthusiast’s August 2018 issue.

What started out a side hobby is now a full-fledged, award-winning winemaking operation, something that Simons, who will be turning 70 soon, still marvels at.

“Now it’s not such a side thing, is it?” he chuckles. “Wine is something you don’t ignore. It’s become part of my life. It’s a fun ‘retirement plan’ and I plan to ‘retire’ for as long as I can.” **CG**



# A Long Time Coming... Future Growth in Salinas

By William Silva

## HISTORY

It's been at least 17 years in the making... with a "family" of people invested in and committed to its development and success.

Let's put that in perspective. If you were a parent, in that time period, your baby would have grown from infancy to near adulthood. That child would have learned to talk, walk, read, and write. You would have shuttled to youth sports, music lessons, and sent him or her to summer camp. You would have suffered through adolescence and driver's training. Your teenager's high school years would now be culminating with SATs and college applications, as you prepare to launch him or her.

Similarly, it all started in 2002 with the City of Salinas' General Plan update, des-

ignating areas to the north of East Boronda Road and to the west of San Juan Grade Road for the future expansion of Salinas, and so the North Salinas Future Growth Area (FGA) was born. The City divided the FGA into three distinct planning areas: the West Area Specific Plan (between San Juan Grade Road and Natividad Road), the Central Area Specific Plan (between Natividad Road and Constitution Boulevard), and the East Area Specific Plan (between Constitution Boulevard and Williams Road).

Over the past 17 years the FGA has been nurtured and developed by a "family" of local landowners and developers, in preparation for its launch. Renowned local land use attorney, Brian Finegan represents most

of the owners in the West Area Specific Plan, while respected Creekbridge developer, Hugh Bikle, has the lead in the Central Area Specific Plan. The Harrod and Kelton families, each with five decades of home building history, are also part of the team alongside numerous other landowners.

In October of 2002, Hugh Bikle brought Stefanos Polyzoides, "the Godfather of New Urbanism," to lead the first design workshop on property he had optioned years earlier. In 2005, applications were submitted to annex FGA properties to the City of Salinas. Annexation concluded in 2008, as the economy went into recession, thus slowing the project. City of Salinas staff documents that between 2007 and 2011, home values in Salinas dropped by as much as 51 percent,





which resulted in no new developments or new homes being built.

Salinas home prices have recovered due to economic growth and related housing demand. However, despite that, Brian Finegan points out that, “No new market-rate single-family housing projects have been approved in Salinas in the last 15 years.” The City has independently confirmed the lack of approvals and new permits during this time period in data from its Housing Element. In fact, Brian continues, “In the last five years, only subsidized affordable housing and apartments have been approved in the City.”

### SPECIFIC PLAN PROCESS

These distinct Specific Plan areas each constitute a different “project” for the purposes of the environmental review and approval process required by the California Environmental Quality Act (CEQA). A Specific Plan is the planning tool that takes the objectives and policies of the City’s General Plan and creates the detailed development standards that will guide

development in the plan area. It addressed issues like land uses, densities, lot sizes, road widths, setbacks, and other particulars. Since the Specific Plan must conform to the myriad General Plan policies, developers had to work very closely with City staff over many years to produce a plan that sensitively balances every policy requirement, in a process that Brian compares to a Rubik’s Cube. As a result, Brian is, “...pleased that City staff has been so supportive of the [plan] and its implementation. The community will be very pleased with its product because it will bring a level of attractiveness to buyers never achieved in the City before.”

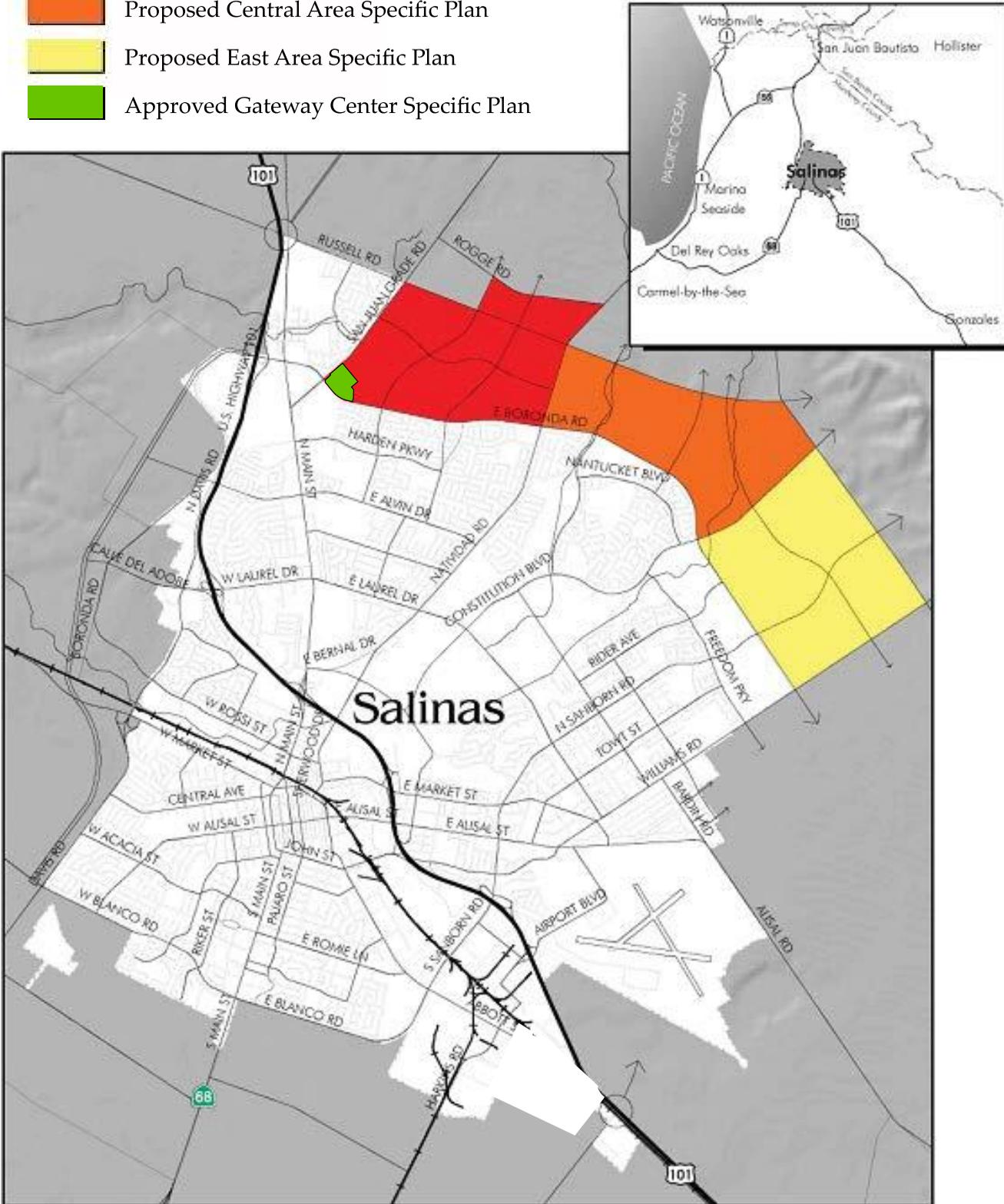
The Environmental Impact Report (EIR) for the West Area Specific Plan was initiated in October of 2015. The draft EIR and its 45-day public comment period is now completed. Megan Hunter, the City’s Community Development Director indicates that staff is working closely with the developers to complete the Development Agreement prior to the approval hearing. Central to that agreement will be the agreement on the impact fees that will be

assessed to the development, to pay for infrastructure, services, and maintenance of the project. She highlights that the City doesn’t charge the fees to the developer until home occupancy and that the City is considering differentiating fees by product type, so that a small apartment would not pay the same fees as a larger single family home.

This 17-year process is expected to culminate with two public hearings currently scheduled for June 5th. The Planning Commission is scheduled to review the project, while the City Council is expected to consider approval of the EIR, Specific Plan, rezoning, and Development Agreement on June 18th. Given nearly two decades of collaboration between the City and applicants, together with the plan’s careful conformance to the General Plan and countless public hearings, the applicants are optimistic about its approval. An April 30th City Council Study Session generated mostly positive feedback, especially from council members affirming the overdue need for housing. Assuming a June approval and no

**Figure 1-6: Specific Plan Locations**

-  Proposed West Area Specific Plan
-  Proposed Central Area Specific Plan
-  Proposed East Area Specific Plan
-  Approved Gateway Center Specific Plan



legal challenges, the developers will then process Tentative Maps, Improvement Plans, and form assessment districts. According to Jill Miller, Senior Planner on the project, that process could take another 18 months to two years, pushing housing starts out to 2021.

Meanwhile, the City staff is working with the developers and landowners in the Central Area Specific Plan. The City has a schedule to edit and complete the Specific Plan by the end of August. The background work for the EIR is mostly completed, so its preparation and publication will happen quickly. After public review, it should be certified and considered for approval. Hugh Bikle believes it will be before the City Council next spring and is a little more optimistic than Jill about the timeline, expressing that he is, "...looking forward to getting under construction next year," indicating that, "[City] staff is working hard to make that happen."

## DESIGN PRICIPLES

The entirety of the FGA is governed by New Urbanist design principles. This planning discipline seeks to mitigate the negative effects of sprawl by creating more sustainable, healthy, and interconnected communities that meet a full spectrum of housing needs. Various design characteristics are employed to accomplish those goals. Some of the most notable ones are:

- A diverse mix of lot sizes, housing types, and project densities across neighborhoods
- Neighborhoods focused around gathering areas, parks, and/or a village core
- Pedestrian friendly neighborhoods with sidewalks separated from the street
- A village center with a main street entry and local services
- Amenities (parks, shops, and schools) within a five minute walking radius of all homes
- Narrow, traffic calming, gridded, and tree lined streets
- De-emphasis of the automobile with garages set behind houses on alleys or lanes

- Full frontage architecture with porches and windows on the street, which aids in crime prevention

The West Area Specific Plan is comprised of 797 acres. It will provide approximately 4,340 new dwelling units, 571,500 square feet of mixed-use buildings, and up to 177 acres of public facilities, including multiple school sites. The mixed-use buildings would include housing and anchor the village center. Of those units, between 12 percent and 20 percent of the units will be set aside for affordable housing. The percentage of affordable units will decrease if higher percentages of units are provided to the lowest income households. Regardless, between 520 and 868 affordable housing units will be provided with this project.

Similarly, the Central Area Specific Plan, though not yet finalized, is comprised of 760 acres and will have up to 4,000 dwelling units, with 40 acres of village center and commercial uses. There will be three school sites on 42 acres, with 44 acres of parks and 100 acres of open space. It will have a comparable number of affordable housing units.

However, Hugh Bikle points out that the project has taken nearly 20 years to get through the approval process and is expected to be built over a 20 to 30 year period, so it won't all happen at once. Furthermore, the property owners in the East Area Specific Plan have not even begun the entitlement process for that project.

## HOUSING NEEDS

State law obligates each city to meet its Regional Housing Needs Allocation (RHNA), which is articulated in the City's Housing Element and certified by the State's Housing and Community Development Department (HCD). Basically, every city is supposed to provide its fair share of housing in multiple income categories, in order to meet the needs of its populace. With 15 years of no new development approvals, the City has fallen way behind on its RHNA numbers. According to a progress report from the City of Salinas, relating to its Housing Element, only 390 new residential

permits have been issued since 2015. That is extremely low for a population in excess of 156,000 and is less than 19 percent of the 2,093 new residential units that RHNA requires. This is further confirmed by low inventories of resale homes and rising home prices in Salinas.

Of the 1,703 new residential units Salinas still needs in the next 4.5 years to meet its RHNA numbers, 1,068 of those are supposed to be affordable housing units. However, affordable housing units seldom happen on their own. As a result of the City's Inclusionary Housing Ordinance, affordable housing is usually produced as a percentage of new market rate projects. Affordable housing units cost more to build than their relative sales value or rental income. Therefore, market rate developments typically subsidize the affordable housing that accompanies them. The new projects in the FGA will work this way. New market rate homes will be integrated together with affordable housing in multiple product types (apartments, condos, townhomes, and different sized single family homes) across neighborhoods.

These projects have been a long time coming and are preparing to launch in the next series of months. Like a young adult child excited to head off to college, these projects are anxious to meet the housing demand that has been pent up in Salinas for far too long. This patient and intentional land planning effort will ultimately raise up the housing solutions desperately needed for a safe and healthy community for decades to come. **CG**

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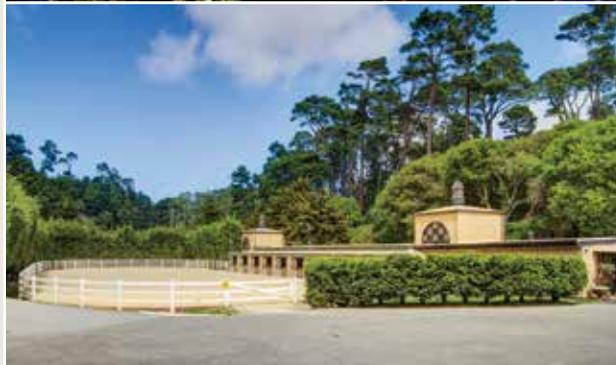
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**SERVES 12-14**

## INGREDIENTS

6 count Little Gem Lettuce (such as Green Giant™ Fresh Little Gem Lettuce)  
2 cups grape tomatoes, quartered  
2 avocados, peeled, pitted and chopped  
3 Tbsp olive oil  
2 Tbsp finely chopped fresh parsley  
1 Tbsp lime juice  
1 clove garlic, minced  
3/4 tsp salt  
1/4 tsp freshly ground pepper

## INSTRUCTIONS

1. Whisk oil with parsley, lime juice, garlic, salt and pepper. Toss with tomatoes and avocado until well combined. Transfer to a serving bowl.
2. Separate the lettuce leaves and arrange on a platter. Serve with bruschetta.



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# Digital NEST in Salinas Celebrates Second Birthday

This past Spring, Digital NEST in Salinas celebrated its second birthday with a celebration featuring a speaking panel of ag tech industry experts, member demonstrations of technology projects, plenty of good food, friends, donors and cake!

Digital NEST Salinas is located inside the Caesar Chavez library. Walking into a Digital NEST is like walking onto a Google campus—only better! The spaces in Watsonville and Salinas are infused with community, culture and love. As you enter a NEST, not only do you find state of the art computers, software and artistic equipment but also a kitchen stocked with healthy food, vibrant sounds and sights of music and art, and a community of mentors and peers who will always have your back. The spaces are designed to bring the very best to our youth and to help them reimagine what’s possible for themselves and their community.

Digital NEST brings growth and stability to the rural, agricultural-based cities of Watsonville and Salinas. These communities were historically locked out of the economic opportunity and digital innovation brought by tech to other California communities. The NEST is an inspiring and safe space designed to meet the needs of young people and invest in their full potential.

Alumni of Digital NEST earn an average starting annual income of \$45,000. With over 2,200 members, the NEST has placed over 100 youth in jobs, internships and school placements. Digital NEST alumni tend to earn \$24,000 more per year than their counterparts.

Happy Birthday to Digital NEST Salinas! To learn more and get involved visit [digitalnest.org](http://digitalnest.org).



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# YOSAL 'Spring Classics'

*The community concert thrilled the audience!*

**O**n May 19, 2019, Youth Orchestra Salinas (YOSAL) presented the end of the school year concert "Spring Classics," at Hartnell College's Mainstage. This much anticipated event gathered more than 350 people who applauded at every number performed by YOSAL students.

"This was the culmination of long hours of planning and practice for our staff, teaching artists and the students," said Executive Director, Esmeralda Montenegro Owen. "They have worked collaboratively to give the community yet another great performance."

"Spring Classics" featured works from Brahms, Vivaldi, Grieg, Haydn, and others performed by the Pre-Orchestra and Orchestra ensembles.

The concert began with pre-orchestra ensembles featuring choreography, xylophones, recorders, and choral talent. Orchestra and pre-orchestra students collaborated cohesively in various numbers, the bucket band was a hit, and symphony orchestra closed the show with a bang!

"Spring Classics" was emceed by Esmeralda Owen and director of programs and education, Michael Gomez with presenting sponsor Salinas Valley Memorial Healthcare System.

YOSAL is a non-profit organization that provides a free daily after school music program that operates year-round including summer, to serve more than 275 students. In addition, snack, homework time, field trips, and on-site counseling are offered.

Students and faculty perform at more than 20 sites throughout the year; this experience helps students showcase their talent, while increasing their confidence and cognitive development.

YOSAL's mission is to transform the lives of our youth and our communities through the inspiration, discipline, and performance of classical and orchestral music.

YOSAL was founded in 2010 by philanthropists Joanne Taylor, Lois and Don Mayol, and Superintendent of the Salinas City Elementary School District, Donna Vaughan. The program is inspired by Venezuela's El Sistema. To learn more, go to [www.yosal.org](http://www.yosal.org) or call 831-756-5335.



1



2



3



4



5

1. Pre-Orchestra choral ensemble.
2. YOSAL Teaching artists take the stage.
3. Marcie Chapa directs the 'Bucket Band.'
4. Bryan Brash with class concerto competition winners.
5. Board members (l to r) Colleen Bailey, Anne Bramers, Mary-Alicia McRae, and Monika Macias join executive director Esmeralda Montenegro Owen at VIP reception before the concert.



# Locally Sourced Summer Color

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# The American Cancer Society's Celebration of Life Fashion Show

The American Cancer Society's Celebration of Life Fashion Show celebrated its Silver anniversary with a crowd of over 400 at its annual luncheon at the Monterey Conference Center in Monterey. Guests had the opportunity to bid on over 100 silent auction items, enjoyed a delicious and healthy lunch and were treated to an uplifting fashion show.

Thirty-eight people modeled in the Celebration of Life Fashion Show including six men and five children—all of them cancer survivors willing to share their cancer journey to inspire others and raise awareness in the community. The models strutted down the catwalk to upbeat music wearing the latest fashion from Catina Clothing, Debra C., Girl Lee Boutique, Macy's, Parts Unknown, SHE, Sylvie Unique Boutique and Khaki's of Carmel.

Celebration of Life Fashion Show founders Jeri Olivas, Shirley Lavorato and Karen Fanoie were honored for their leadership, philanthropy and for their long-standing and unwavering dedication to fighting cancer in our community. During the last 25 years, they have tirelessly planned and organized fashion shows to raise money for patient services, research, education and advocacy. In the last 25 years, the Celebration of Life Fashion Show has raised nearly \$2 million.

Former KION 46 Sports and News Anchor Hunter Finnell emceed the Fashion Show. Finnell, a cancer survivor, also shared his story about being diagnosed with leg bone cancer at the age of 19, just a few days after starting his freshman year of college at Vanderbilt University. His message to people recently diagnosed with this disease is to "believe they will get better and hope they discover that life is so much sweeter the second time around."

Many local businesses are longtime sponsors and generous donors to the American Cancer Society's Celebration of Life Fashion Show including Salinas Valley Memorial Healthcare System, Taylor Fresh Farms, RC Farms, LLC, Sammut Brothers, Church Brothers Farms, and Salinas Valley Plastic Surgery Associates.

1. Fashion Show committee.
2. Susan K. Black, three time cancer survivor. She was also the first civilian woman working for military intelligence in South Korea.
3. Hunter Finnell, Emcee and Inspirational Speaker, also a cancer survivor.
4. Barbara Chapin and Aiyana Singh, Aiyana is 3 years old.
5. Ray Borzini, demonstrating his roping techniques.



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# Community Foundation for Monterey County's Women's Fund Luncheon

Nearly 600 women and men attended the 14th annual Women's Fund Luncheon of the Community Foundation for Monterey County (CFMC) to help create pathways for local women and girls. The luncheon took place May 16 at the Hyatt Regency Hotel where guests enjoyed a delicious lunch, wines from Scheid Vineyards and inspiring speakers.

Thanks to sponsors and donors, more than \$140,000 was raised for the Women's Fund, which is focusing on scholarships, leadership and advocacy training. Over 150 scholarships totaling \$238,000 have been awarded to date. Recipients were participants in the Girls' Health in Girls' Hands (GHGH) program, a girl-led, countywide collaborative program for health empowerment, created by the Women's fund and now housed at the Boys and Girls Clubs of Monterey County.

Hartnell Student Jessica Godinez shared her story of overcoming cultural norms to pursue her education to someday become a neurosurgeon. "Not only do you help girls like me financially to further our education, but you set an example of what a strong, powerful and beautiful woman looks like. You help girls like me break free by providing a ladder that leads us to pursue our most desired dreams," she said.

Since 2001, the Women's Fund has granted \$2.1 million to organizations working to improve the lives of local women and girls. In addition to funding scholarships, the Women's Fund made a grant to Rising International's Safe and Sound Program to combat human trafficking in Monterey County, provided emergency assistance to women at risk for dropping out of college due to financial hardship, and helped fund a team of local women to attend the Women's Policy Institute of the Women's Foundation of California. The Women's Fund endowment has grown to \$1.9 million, assuring that critical issues, like health, economic security and educational advancement receive support in the years to come. It is one of more than 500 charitable funds held by the CFMC, whose mission is to inspire philanthropy and be a catalyst for strengthening communities throughout Monterey County.

For more information, visit [www.cfmco.org/womensfund](http://www.cfmco.org/womensfund) or see photos on Facebook [www.facebook.com/cfmco](http://www.facebook.com/cfmco).

Photography by Richard Green

1. Community Foundation Women's Fund supporters.
2. Jessica Godinez and Maija West.
3. (l to r) Cathy Schlumbrecht, Felicia Perez Kausin, Salinas Fire Deputy Chief Michelle Vaughn, Margaret D'Arrigo-Martin, Salinas Fire Captain Anna Woods, Meryl De Young Rasmussen.
4. CFMC board member Ida Lopez Chan, Bernice Molina, Gail Delorey.
5. Women's Fund scholarship recipient, Jessica Godinez.
6. (l to r) Christine Dawson, Diane Danvers Simmons, Jessica Godinez, Julie Castro Abrams, Maija West, Tonya Antle, Crystal Zagal, Erin Clark, Natalie Drobny.





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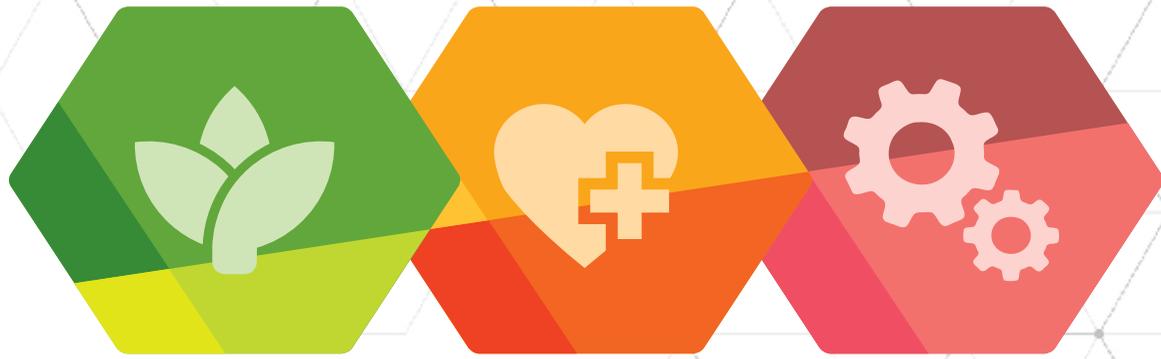


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# Alumni Round Up

It's been awhile since we've checked in with our Bulls alumni, many of whom we are fortunate to watch play now at the collegiate level (many of them reuniting with one another at the ballpark!). This past June, four members of our Bulls family played in the NCAA Division 1 Championships (College World Series). We thought we'd give them a "horns up" in this issue and let them know how proud their Bulls family is of them (if you want to join in the fun check out our the Coastal Grower Bulls Baseball page on Facebook).

So...here's the lineup, in no particular order (and if we forgot someone—sorry!):

- Anthony De Santis, University of Kansas
- Ryan Jensen, Fresno State University
- Carter Aldrete, Arizona State University
- Sam Stoutenborough, Cal Berkely
- Vince Flores, University of Washington
- Mac Lardner, Gonzaga University
- Ricky Torres, William Jessup University
- Michael Gutierrez, Sonoma State University
- Dylan McPhillips, Sacramento State University
- Andrew Mier, Hartnell College
- TJ Gugale, Cabrillo College
- Brock Bueno, CSU East Bay
- Josh Zanger, San Jose State University
- Ruben Ibarra, San Jose State University
- Ivan Perez, Cabrillo College
- Daniel Farfan, Simpson University



Sam Stoutenborough



Mac Lardner



Garrett Lane



Ryan Jensen



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Sam Stoutenborough and Vince Flores.



Anthony De Santis

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