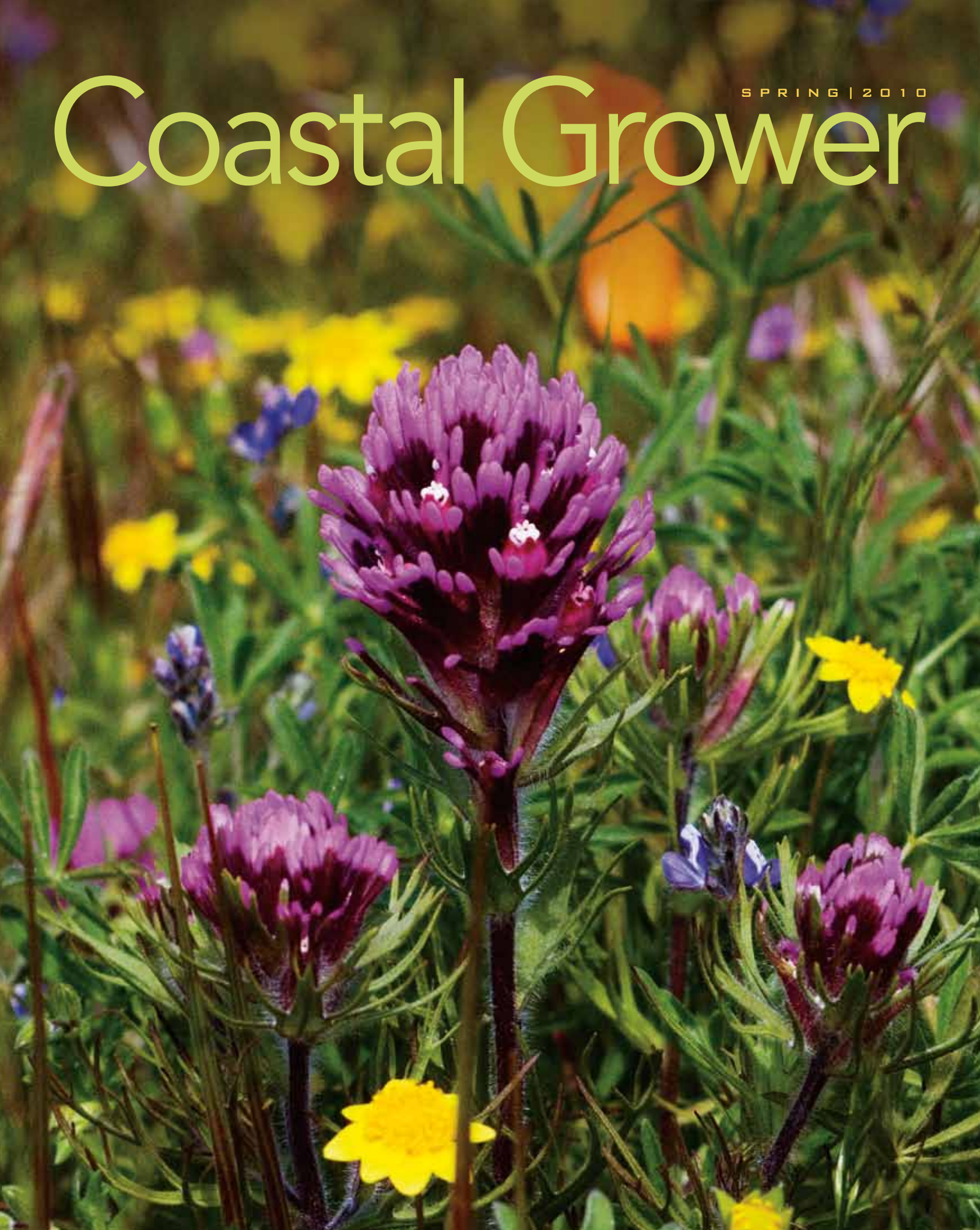


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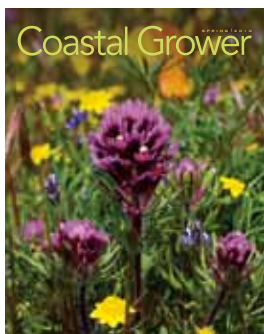
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- *Rehabilitation at our Cardiac Fitness Center*
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# Features



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Steve and Melinda Church  
By *Melody Young*



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wildflowers in the California Poppy  
Reserve in the Antelope Valley.  
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# Roots

**D**ictionary.com defines “roots” as: a part of the body of a plant that develops, typically, from the radicle and grows downward into the soil, anchoring the plant and absorbing nutriment and moisture. Growing up and living in California’s Salinas Valley, I am surrounded by acres of furrows of plants with roots providing strength and growth. A latter listing defines roots as something one clings to for support.

Writing this first Publisher’s Notes of the 2010-2020 decade has given me “cause to pause” as I reflect on my roots—because not only do they anchor me, but also something I cling to for support; I draw strength and guidance from my roots.

Luckily, I’m also surrounded by them. The team that puts this magazine together quarterly came from different parts of my life. Our art director, Jay Galster, is a local graduate of North Salinas High School. While his enthusiasm for surfing has led him to move a short 20 minutes up the Coast, he has worked with me on various projects for close to 20 years. At this point, he’s pretty close to being able to read my mind.

Karen Nardoza, our new managing editor, has also been acquaintance since our days attending Salinas High School. A leader in this community, she has a passion for everything she does; whether it’s a small project for the Rotary Club or starting a world-class event (the Salinas Valley Half Marathon, more on that in this issue). I’ve watched our advertising sales representative, Whitney Brem, grow up; from babysitting my kids to starting a wonderful consulting career of her own. She comes from a long-standing ranching family here in the Valley. She’s proud of her roots. I’m proud of her.

Of course there’s my husband Tommy who keeps things fiscal and on-track but is also ready for a warm story idea he knows our readers will enjoy because he knows this community.

It makes a difference having people with a strong connection to the Central Coast working on this

publication. It’s much more than words on a page to them. This magazine tells the story of our hometowns, our cultures, trials and tribulations. I thank them for being my roots; for keeping me anchored. For helping me grow.

Another organization bringing some strong roots to their organization is the Grower Shipper Association of Central California. Abby Taylor Silva is starting this April as their vice president of policy and communications. The fact she is a well-qualified communications and marketing professional with years of experience ideally suited for this position is a given. To me her real strength is her passion for this industry. She’s also a local girl; born and raised in the Salinas Valley. She’s got good roots. She’s going to do a great job. Welcome, Abby!

The Central Coast Agriculture industry will be celebrating our roots this April 29, 2010, as the National Steinbeck Center hosts their annual Valley of the World Awards (for more information contact Colleen Bailey, Executive Director, The National Steinbeck Center (831) 775-4724). This year hosts another prestigious list of honorees. Brothers Tom and Bob Nunes of The Nunes Company, Incorporated, will be inducted into the Hall of Fame along with industry pioneer Jack T. Baillie. Paraiso Vineyard’s Richard and Claudia Smith will be receiving the Agricultural Leadership Award and Coastal Grower magazine’s own historian, Burton Anderson, will be recognized with the Agricultural Educator award for his many contributions to documenting the history of the agricultural industry and the Salinas Valley.

In this crazy-time world with Tweets, Blogs, Facebook, email, 24-hour cable television and satellite radios, as we look forward to this new decade, when it comes to decision making, it makes sense to dig into to your roots. Even if you have to dig deep to make a harvest, it usually comes with a bounty of wisdom.

# Contributors



## Steve Shearn

Steve Shearn, partner with Hayashi & Wayland Accounting & Consulting, manages operations at Hayashi & Wayland Retirement Plan Services, which provides consulting and administrative services to qualified retirement plans.

He received a B.S. in Finance from CSU, Fresno and started his career as a stockbroker. He later earned his Certified Financial Planner designation and operated Shearn & Associates, Inc. which was acquired by Hayashi & Wayland in 2001.

With more than 25 years experience in retirement planning, Steve brings tremendous value to his clients. He is also past president of the Rotary Club of Salinas, and generously gives back to our community.



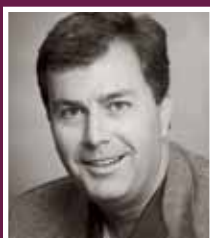
## Greg Nelson

Greg Nelson, CPCU, AIM, is presently the director of commercial lines and risk management for Western Growers Insurance Services (WGIS), a multi-line insurance broker and a subsidiary of Western Growers Association. Greg is a 30-year veteran in the insurance business and has held positions in underwriting, claims, systems and executive management. He has written multiple articles that have been recognized by the Society of CPCU for Excellence in Research and published in the Journal of CPCU. WGIS provides property, casualty, life and health products to thousands of agricultural entities in Arizona and California.



## Michael C. Saqui

Michael C. Saqui is managing shareholder of The Saqui Law Group. He has expertise in employer-employee relations, union organizing and elections, boycotts, unfair labor practice charges, collective bargaining, grievance arbitrations, strike defense, and contingency planning. With over 20 years experience, Mr. Saqui has fought and prevailed against many of the biggest and best-financed labor organizations. He also handles sexual harassment, wrongful termination and complex wage and hour cases in state and federal courts and enforcement agencies. He often speaks and conducts trainings on labor and employment matters to assist employers in developing proactive approaches for virtually all employment and labor relations matters.



## Ray Gilmer

At United Fresh, Ray Gilmer provides communications counsel on behalf of members, including recall and other crisis situations. Ray's background includes work in television news as a reporter or producer, where he contributed to a few crises as part of the job. Additionally, Ray has served as public affairs director for Florida Fruit & Vegetable Association, and as national media relations director for a major public relations agency, where his client list included Monsanto, Ralston Purina and Farm Credit Bank. Other experience includes directing U.S. marketing programs for BASF Crop Protection and BASF Crop Science.



## Steve McShane

Steve McShane is the owner of McShane's Nursery & Landscape Supply in Salinas, California. Steve holds a degree in Soil Science from Cal Poly, San Luis Obispo and a Masters in Agribusiness Administration from Santa Clara University. He currently serves as chair of the Hartnell Community College Board of Trustees and Chair of the California Young Farmers & Ranchers. He is a Master Gardener and the founder/past chair of the Central Coast Chapter of the California Rare Fruit Growers.



## Peter Kasavan

Peter Kasavan is a native of Salinas and is President of Kasavan Architects which was founded in 1949. He attended Salinas High School, Hartnell College, and later the University of California, Berkeley where he earned his Master's Degree in Architecture.

He is responsible for many award winning designs including the Salinas Sports Complex and the Grain Tower Building in Salinas.

He works tirelessly for the betterment of Salinas and donates his time and resources to several community organizations including the Rotary Club of Salinas, the Salinas Valley Chamber of Commerce, and the Salinas Planning and Research Committee (SPARC).



### Matthew Ottone

Matthew Ottone is a native of Salinas, and a graduate of UCLA and Pepperdine University School of Law. He is a partner with Ottone Leach Olsen & Ray LLP in Salinas. He limits his practice to the areas of real estate law and development, estate and succession planning, business planning and corporate.

Matthew is also a member of the Monterey County Planning Commission and the City of Salinas Measure V Oversight Committee, as well as serving as a member of the Board of Directors of Palma High School, Monterey College of Law and 2nd Chance Family & Youth Services.



### Burton Anderson

Burton Anderson 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, Anderson also is a speaker on topics related to the environment, culture and world agriculture. Burton also is a member of the Board of Governors at the University of California, Berkley, College of Natural Resources (formerly the College of Agriculture).



### Karen Nardozza

Karen owns Nardozza + Associates, which provides nimble, affordable, results-oriented marketing, sales, and strategic support services, to small businesses and nonprofits. Karen specializes in strategic marketing, with expertise in brand development, advertising, web and new media, PR, and sales. Her industry experience ranges from financial and professional services, to agriculture, technology, food and beverage, education and many others. Karen enjoys volunteering with local organizations, and serves on the boards for the Salinas Community YMCA and Rotary Club of Salinas. She is founder of the Salinas Valley Half Marathon.



### Melody Young

Melody, a lifestyle consultant and owner of MY DESIGNS, provides custom tailored home, personal, and professional services to meet each clients' unique needs. With many years' experience as a designer and organizer, Melody acts as the liaison between her clients' real world and their perfect world. Services include home design, organization and event planning, as well as custom gifts and accessories, and concierge services. She is a member of the National Association of Professional Organizers and donates time to various charities in Monterey County.



### John Lewis

John Lewis is a native of Salinas and the owner/general manager of Lewis Builders Inc., Glass Guru of Monterey County, and National Property Inspections. He attended Salinas High, Hartnell College, and CalPoly where he earned a B.S. in Agriculture Business with a minor in Viticulture.

John is a graduate of Leadership Salinas Valley and Leadership Monterey Peninsula, which helped him get engaged in serving in our community. John serves on the Board of Directors for the Salinas Valley Chamber of Commerce and Monterey County Stewardship Council, and as Course Co-Chair for the Salinas Valley Half Marathon.



### Anastasia Elgina

As Development Associate for Hartnell College Foundation, Anastasia handles grant writing, communications and administration. The Foundation plays an integral role in supporting Hartnell students, faculty, staff, and programs by garnering corporate, foundation, and private support.

Anastasia is working towards earning a Master's in Psychology at Chapman University.



### Jess Brown

Jess Brown serves as executive director of the Santa Cruz County Farm Bureau and the educational organization Agri-Culture. Jess' community activities include past-president of the Cultural Council of Santa Cruz County, the Monterey Museum of Art, Cabrillo College Foundation and Community Foundation of Santa Cruz County. Jess served as chairman of Goodwill Industries for Santa Cruz, Monterey and San Luis Obispo counties. He has also served as an appointed commissioner of the Santa Cruz County Parks and Recreation Department. Currently, Jess serves on the board of directors of Leadership Santa Cruz County, Tannery Arts Center and participates in the Inside Education Program with the County Office of Education.



### James W. Sullivan

Jim served as a head of the labor department of Gilles, Minor & Sullivan, vice-president and general counsel of Castle & Cooke Fresh Vegetables, prosecutor for the California Agricultural Labor Relations Board, and staff attorney at Community Legal Services of Santa Clara County prior to joining Lombardo & Gilles PC. Jim is a member of the Labor and Employment Section of the California State Bar and lectures frequently on employment issues. Jim can be reached at 831-754-2444 or jim@lmgil.com.



### Suzanne du Verrier

Suzanne, who has worked in nutrition education since 1980 for school districts, the Army, and nonprofits, currently applies her expertise as Executive Director for Healthy Eating Lifestyle Principles (HELP). Suzanne is part of the original HELP team who, along with Basil Mills, developed the organization. Prior, Suzanne consulted for HELP on wellness policies for school districts in Monterey County. She belongs to the Nutrition Fitness Collaborative of the Central Coast and partners with their members to bring nutrition education and physical activity programs to the community. Suzanne's programs have won acclaim and been recognized nationally for outstanding quality.

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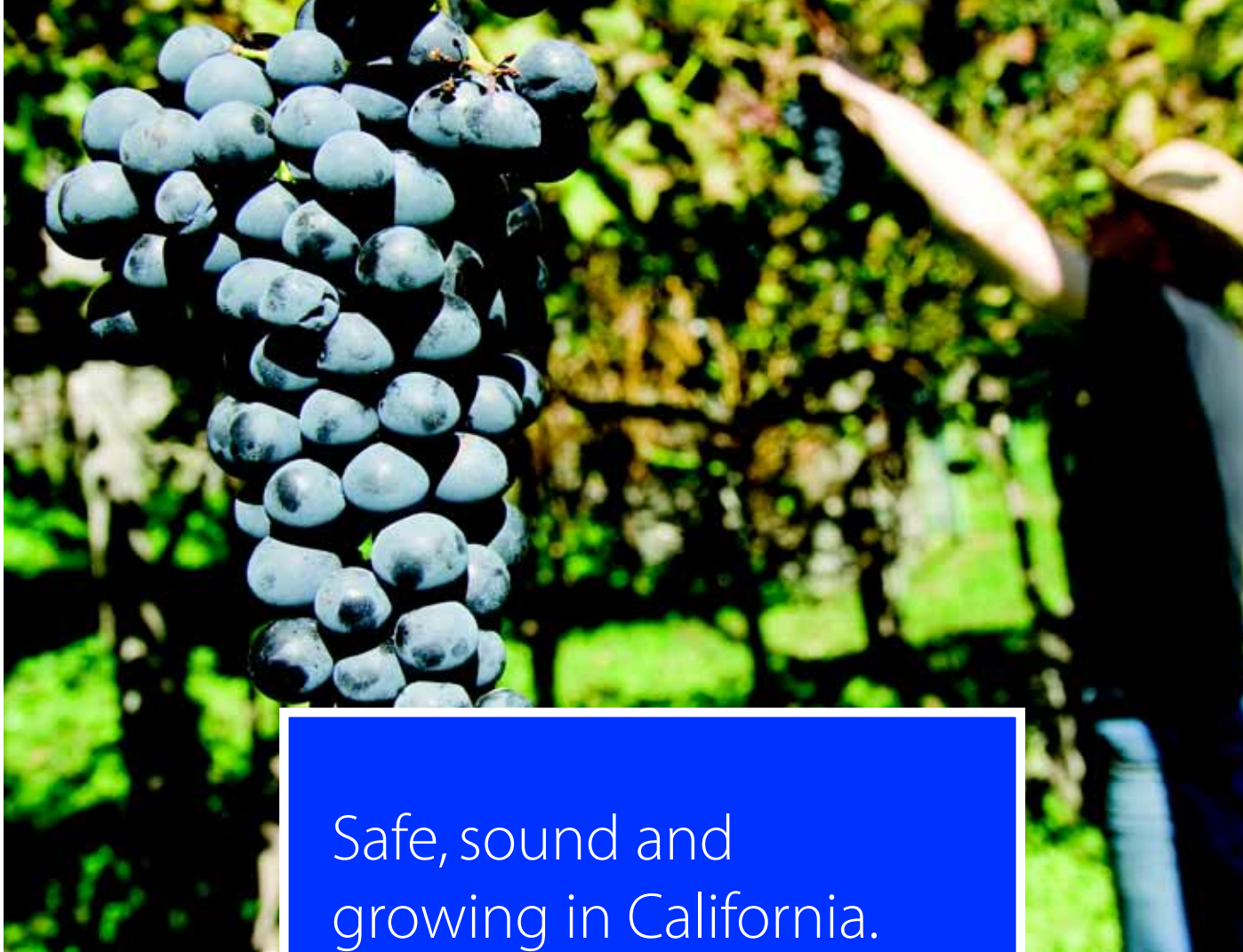
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# Giving Back: Yesterday, Today and Tomorrow

BY JAMES BOGART, PRESIDENT & GENERAL COUNSEL



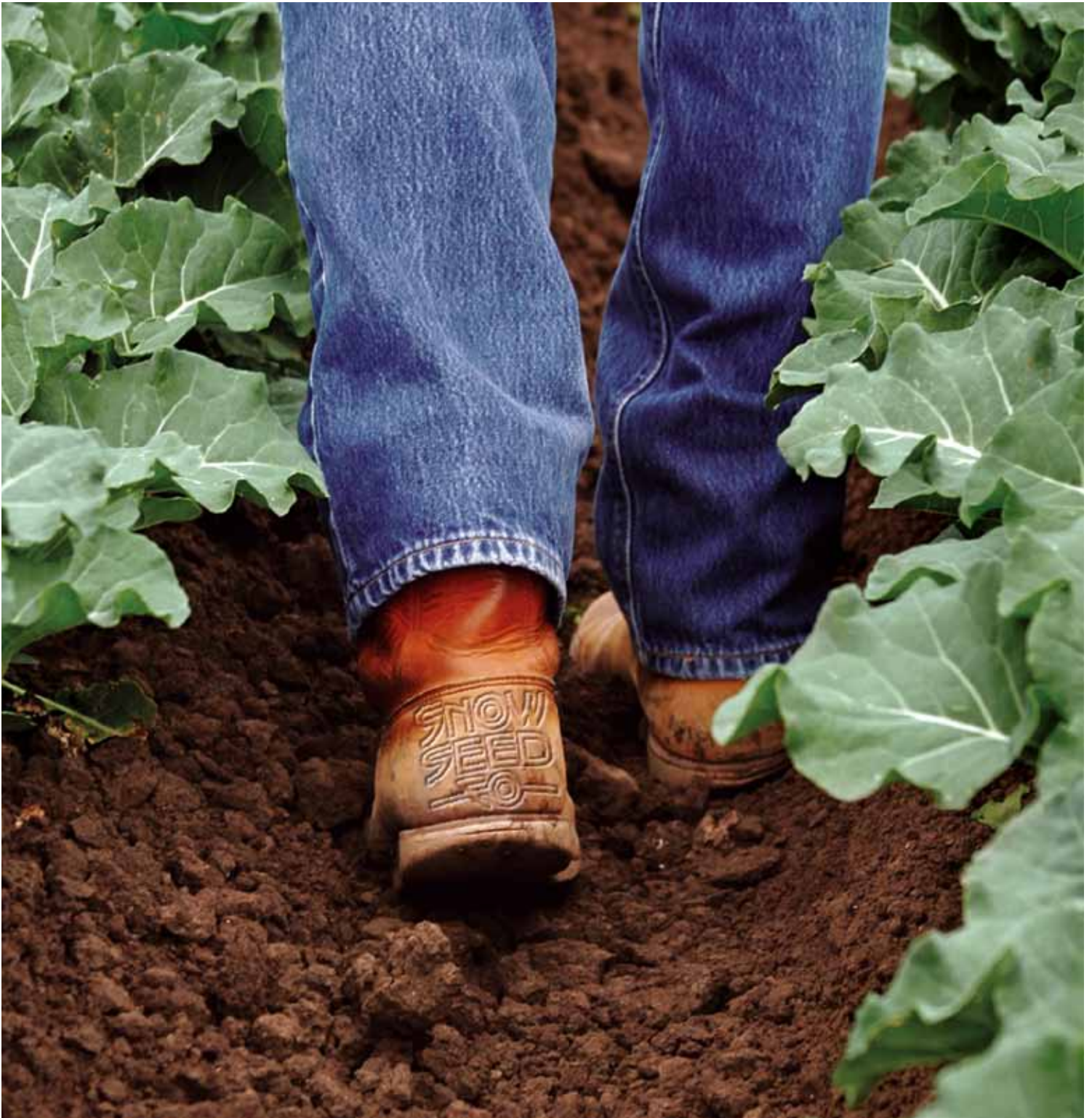
Whether it be fighting crime and gang violence, putting a salad bar into each and every school, educating the public about where their food comes from, supporting literacy programs that improve job skills and opportunities, or taking grand steps to ensure food safety and security, agriculture is making a better life for the hundreds of thousands in our Salinas and Pajaro Valley community. Despite being engaged in one of the most challenging of all livelihoods, this industry has always found time to lead, support, and answer the call of its communities.

Right now members of the Grower-Shipper Association are taking an active role in Salinas' "Operation Ceasefire" to make our streets, kids, and residents safe from gang violence. We've also partnered with the Community Foundation for Monterey County to launch a literacy campaign in an effort to make our current workforce and their children better educated, providing them with strong job skills so that they may have more opportunities to be employed in higher skilled, higher paying jobs. The agricultural industry is moving toward new technology and research that helps us be more efficient and effective but if we don't have a workforce that has been taught how to learn, we won't be able to take full advantage of these tools. We're meeting with law enforcement, judges, city

councils, mayor's offices, and employers to find a solution. There's a way out of violence: it comes from employment, education, and literacy.

The Grower-Shipper Association is also researching the feasibility of an agricultural institute which would house an educational forum where the public can receive solid, scientific information and debate on issues such as biotechnology, climate change, food safety and security, food sourcing, agricultural sustainability, improving our health care system, and many more. We must not only be at the table for these discussions, we must take an active role in leading them.

To this end, I'm thrilled to announce that we have Abby Taylor-Silva coming on as our Vice President of Policy and Communications. Abby will lead or assist me in all of these efforts. In addition to all of the challenges and issues facing agriculture today which we need to address. It's of primary importance that the general public knows what we do, how we do it and how well we do it. Stay tuned. **ce**



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# Yuma Tours Educate Regulators About Fresh Produce Farming and Processing

BY RAY GILMER, UNITED FRESH PRODUCE ASSOCIATION

The expression “seeing is believing” came to life one February day in Yuma, Arizona. That’s when ten officials from the Centers for Disease Control and Prevention (CDC) joined United Fresh for a farm and facilities tour to see leafy greens harvesting and fresh-cut operations first-hand. With hairnets and sun block deployed, the CDC colleagues from Atlanta walked the fields and witnessed harvesting, processing and product cooling—a new experience for most.

For the CDC participants, it was a valuable opportunity to see the workings at United Fresh members NewStar Fresh Foods, Tanimura & Antle, Amigo Farms, Taylor Farms, Skyview Cooling and Dole Fresh Vegetables. These companies are leaders in leafy

.....  
**“We don’t want CDC making decisions based on speculation and outdated practices about how fresh produce is grown and handled, and we do want them to know they can come to the industry for accurate and reliable information.”**  
 .....

greens production and processing, so the CDC team couldn’t have had a better glimpse into how leafy greens make it from the farm to the marketing chain all the while using best practices for ensuring the highest quality.

“CDC is often on the front line



during outbreak investigations, working with very little information to identify how consumers were exposed to pathogens,” said Dr. David Gombas, senior vice president food safety and technology at United Fresh. We don’t want CDC making decisions based on speculation and outdated practices about how fresh produce is grown and handled, and we do want them to know they can come to the industry for accurate and reliable information. This was just one step in developing better relations and mutual understanding with these and other public health officials.

On the tour menu were spinach,

iceberg and romaine lettuce harvesting. Almost from the minute they stepped onto the fields, the CDC group saw the industry efforts focused on controlling contamination risks through training and hygiene, animal control, irrigation and other agricultural water management. They also learned about analysis and management of soil amendments, such as compost, and field testing. And being in Yuma, it was only natural that they learned all about programs and metrics of the Arizona Leafy Greens Marketing Agreement.

Judging by the number of questions, it’s safe to say the CDC participants found a lot of value in the tour. The



CDC staff learn about mechanical spinach harvesting at New Star.



CDC staff tour a field of iceberg lettuce.

CDC's Dr. Donald Sharp, associate director of food safety, remarked to United Fresh that all the tour members were impressed with the operations and had a new appreciation for the "complexity of the systems and the relationships between the system components."

While this was largely a new experience for the CDC team, United Fresh has been organizing these kinds of tours for years, and inviting federal regulatory officials from other agencies to see fruit and vegetable operations with their own eyes. For example, a couple of years back United invited staff from FDA's Center for Food Safety and Applied Nutrition (CFSAN) for a tour hosted by Dole Fresh and Pro\*Act.

.....  
 "We are always encouraging officials to come learn about actual produce growing and handling practices, so that they can make decisions based on current information and not what the industry was doing several years ago, or based on speculation."  
 .....

"These tours can really open regulators' eyes about the day-to-day practices and challenges facing the produce industry. When participating in similar tours in Florida that were organized by Florida Fruit & Vegetable

Association, I saw how staff from the EPA and other agencies were able to see how their regulations were implemented in the real world. For several, the experience was the first time they had ever been on a Florida farm. Connecting the dots between the written regulation and the on-farm execution helps forge a greater understanding, and better rules.

"We are always encouraging officials to come learn about actual produce growing and handling practices, so that they can make decisions based on current information and not what the industry was doing several years ago, or based on speculation," said United's David Gombas. And in that spirit, the industry and regulatory teams discussed a reciprocal visit by produce industry representatives to CDC offices in Atlanta to help us better understand how they respond in an outbreak situation.

United Fresh thanks the Produce Marketing Association for partnering in the Yuma tour. United also thanks the outstanding hospitality of the companies that hosted the group. It's this brand of cooperation and openness that can do a lot to help industry and government work together to make our food the safest it's ever been. **ce**

From left, CDC's Patricia Griffin, Aron Hall and Don Sharp learn about iceberg lettuce harvesting from Gurmail Mudahar of Tanimura & Antle.



# Update Your Retirement Plan or Suffer the Consequences

BY STEVE SHEARN, HAYASHI & WAYLAND RETIREMENT PLAN SERVICES

I always look forward to receiving the new issue of Coastal Grower. The articles are well written and typically submitted by local experts. However, time is valuable, and I have to admit I scan each article to see if it's relevant to me. With this in mind, I'm going to help you determine if this article is relevant to you. If not, I suggest you do what I do, flip to the featured home in the middle of the magazine and check out this month's spread.

Back to the relevancy test. Read the following questions in chronological order. If you answer yes to each, this article contains information you need to know. Really.

**Are you the owner of a business that sponsors a retirement plan, a trustee of a plan or someone involved with the day to day administrative duties associated with a plan?** If you're simply a participant in the plan with no fiduciary or administrative responsibilities, this article may be interesting, but it won't be relevant.

**Is the business that sponsors the retirement plan a public or private entity whose goal is to make a profit for the shareholders?** Note I didn't say the business IS making a profit, just that it's trying. For example, this topic is not relevant for governmental or 501(c)(3) organizations that sponsor retirement plans.

**Is the retirement plan considered to be a Profit Sharing, 401(k) or Money Purchase plan?** If yours is a Defined Benefit or Cash Balance plan, this article may still be relevant. These plans have to be updated in the future but the

deadline for doing so is not imminent. You're also home-free if you're working with a Simplified Employee Pension (SEP) or a Salary Reduction Simplified Employee Pension (SARSEP), which are not subject to the required update.

For those of you who answered yes to the above questions, it is now time to define the issue. To do this, I need to give you a quick primer on the structure of a retirement plan.

Many years ago, Congress laid out the principals for today's retirement plan with passage of the Employee Retirement Income Security Act (ERISA). Basically if the plan operated under specific coverage, participation and eligibility guidelines Congress gave employers:

- ▶ a tax deduction for contributions made to a retirement plan;
- ▶ tax deferred accumulation on money held by a retirement plan;
- ▶ tax-free rollover of a distribution from a retirement plan to an IRA.

Plans that operated under the terms of ERISA were said to be "qualified."

Every qualified plan must have a written document containing the plan provisions, i.e., entry dates, vesting, service requirements, etc. A plan document is the legal instrument plan administrators look to for guidance. If the plan document is comprehensive and well-written, it will contain guidance for just about any administrative situation that arises. If it is not, the administrator is forced into subjective decisions which may be inconsistent. This could lead to errors which result



in lawsuits.

Since ERISA passed in 1974, many laws have added provisions that affect the operation of qualified retirement plans. These provisions typically have prospective effective dates, and are usually added to the plan document by an amendment. Under current law, the IRS requires a plan document be replaced, in its entirety, every five-to-six years to provide structure and standardization to the universe of retirement plan documents. In our industry, a replacement of the plan document in its entirety is called a

“restatement.”

In 2001, Congress passed the Economic Growth and Tax Relief Reconciliation Act (EGTRRA). A significant portion of EGTRRA modified existing law or added provisions which affected retirement plans. In general, the provisions related to EGTRRA became effective in 2002, and plans were required to operate accordingly. However, it took nearly seven years for the IRS, Department of Labor and the legal community to work out the language needed to update existing plan documents. Most providers have been working with their clients on this project since the second quarter of 2008. The deadline for completing EGTRRA updates is April 30, 2010.

So what happens if you miss this deadline or decide not to update the plan document? Well, judgment day will come if the plan is ever audited by the IRS. This can occur if a participant makes a complaint to the IRS or Department of Labor. It could also occur if your luck runs out and the plan is subject to a random IRS audit. Sometimes it occurs because the IRS saw something funny on the annual reporting form (Form 5500). Under audit, the IRS would determine the plan document is not qualified, and they would proceed to disqualify the plan. This means the plan sponsor loses past tax deductions for contributions made, and the participant accounts are subject to immediate taxation. Ouch, that would hurt. I’m also guessing the participants wouldn’t be very happy if their retirement accounts were suddenly deemed taxable. You might want to avoid the company Christmas party if you had anything to do with this failure.

Alternatively, the plan sponsor could negotiate a settlement with the IRS in order to keep the plan qualified. The settlement penalty is a negotiated percentage of the tax owed if the plan were disqualified. This is not good. The tax liability is typically huge, and the IRS

has great leverage when they sit down to negotiate such a settlement.

What if you’ve found the plan document is out of compliance, but don’t want to take your chances hoping the IRS never audits you? Is there a way to fix the plan retroactively? Yes. Contrary to popular opinion, the IRS is staffed by real people who understand things don’t always go as planned. The IRS Employee Plans Division has various Voluntary Compliance Review (VCR) programs that are available for these kinds of situations. A plan sponsor can voluntarily elect to fix a document or administrative error by using one of these programs. The process involves submission of the problem to the IRS and payment of a user fee. User fees range from \$750 to a couple thousand dollars based on the type of problem and number of participants involved. Submission is usually done by a retirement plan

service provider or an attorney that specializes in retirement plan issues. The cost to do a VCR submission is usually more than \$5,000 and could even be much higher. Still, proactive resolution of this kind of problem is much cheaper than a plan disqualification, and ensures those involved can attend the company Christmas party.

My firm has been communicating this exciting news to our clients for the last year-and-a-half. While a number of my clients feel that EGTRRA really stands for “The Retirement Professionals Full Employment Act”, the bottom line is still the same. Update your retirement plan or suffer the consequences. If your plan has not been updated or you just don’t know, I suggest you contact your plan provider immediately and get them moving on this project. April 30, 2010 is right around the corner, and I wouldn’t count on the IRS extending this deadline. **ce**

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# Governor Schwarzenegger Preserves Secret Ballot Elections in Agriculture

BY JAMES W. SULLIVAN, LOMBARDO & GILLES, LLP

In the 34 years of the California's Agricultural Labor Relations Act, supervised secret ballot elections have proven to be the crown jewel of California's labor relations law. These elections vest employees with the decision for or against union representation. During the election campaign, labor unions and employers both have their say, but neither has a vote. Rather, on the day of the election, unions and employers step back and the employees decide on union representation in the privacy of the voting booth. Agricultural employers and employees alike can thank Governor Schwarzenegger for protecting these elections with his veto of SB 789.

## Secret Ballot Elections

Under current law, both nationally and in California agriculture, unions can obtain a secret ballot election by gathering employee signatures in sufficient numbers to make a "showing of interest." In California agriculture, the required showing of interest is a majority of employees in the bargaining unit. Under the National Labor Relations Act, the required showing of interest is 30 percent of eligible employees. Unions submit the showing of interest together with a representation petition seeking certification as the exclusive bargaining agent of the bargaining unit. Before setting an election, the National



Labor Relations Board (NLRB) checks the cards to see if the union has made a sufficient showing of interest. The California Agricultural Labor Relations Board (ALRB) does the same for agricultural employers in California. If sufficient cards have been submitted, the NLRB attempts to set an election within 30 days. Because farm workers work seasonally, the ALRB must set a secret ballot election within seven days of the representation petition.

The NLRB and the ALRB have similar procedures for conducting elections. The employer submits a list of the employees in the bargaining unit in

the period immediately before the petition, and the union reviews the list to challenge names on the employer's list, or to add names not on the list. In most cases, names that are not agreed to must vote "challenged". On the day of the election, employees go to the polling place, present their identification, and cast their ballot behind drawn curtains, so that neither side can know how they voted. Even if they vote challenged, all of the challenged ballots are placed in a box before they are opened, so that no one can know how any particular voter voted.

### Union Organizing Techniques

Both the so-called Employee Free Choice Act and SB 789 in California would take away the right to a secret ballot election and replace it with a count of union authorization cards. By these proposals, if a majority of employees sign cards, there would be no secret ballot election, no campaign, and no opportunity for employees to hear both sides of the question. The Employee Free Choice Act would in fact deprive employees of the free choice it promises.

Employees may sign authorization cards under various circumstances for various reasons. In many cases, the employer is unaware that the union is gathering authorization cards, and has no opportunity to persuade employees not to sign them. Some employees sign the cards because they want union representation. Other employees may not have decided in favor of union representation, but they sign the cards in order to have an election on representation. Other employees may sign the card just to get the union agent to leave them alone. In a few reported cases of fraud, employees have believed that they are signing up for some raffle or benefit.

Senator Arlen Specter, now a Democrat since switching parties last Fall, has expressed strong concerns about certain organizing techniques. In particular, he has advocated legislation to prohibit organizers from visiting employees uninvited in their homes. The intrusion may be unwelcome and may even seem threatening. Cornered where they live, employees have no sanctuary to escape from the pressure of home visits. Organizers know that employees will often sign the card just to make them leave.

### Decline In Union Membership

Unions nationwide have made the Employee Free Choice Act their top priority, probably because of their

continuing inability to win secret ballot elections. The union portion of the private sector workforce has fallen to 7.4 percent, the lowest since records have been kept. For labor unions, this is both a political and a financial crisis.

There are many causes for the decline in union membership. For many years, we have seen a shift in economic activity from manufacturing, a bastion of unions, to the service industry. On top of that, the current recession has reduced jobs both in manufacturing and in construction, another bastion of trade unions. A related cause has been the globalization of the economy and the rise of foreign competition, also concentrated in the manufacturing sector.

### The Employee Free Choice Act would in fact deprive employees of the free choice it promises.

The legal and political environments have also changed to emphasize individual employee rights rather than the collective rights of unions. The first signs of this trend were with Title VII of the Federal Civil Rights Act and the California Fair Employment and Housing Act, which authorized individual discrimination and harassment lawsuits. Then in California, we have seen the growth of individual wrongful termination actions, including actions based on implied employment contracts and actions for the violation of public policy. In recent years, we have also seen the explosion of wage and hour lawsuits, both individual and class actions. As usual in employment law, California leads the nation in these trends. The California Private Attorney General Act has provided a remedy for every provision in the California Labor Code, and some of these provisions,

such as the requirement of meal and break periods, have created a feeding frenzy among plaintiffs' counsel.

Union organizers understand these developments in the law and often sponsor employment litigation to serve their current and potential memberships. Employees also proceed without the benefit of union support. An employee who feels shortchanged by his employer does not need to go to the union hall for assistance. Rather, he can go to the Labor Commissioner, or find a private lawyer who may see the profit opportunity in litigation. Neither of these remedies requires a monthly deduction of union membership dues, and none subjects the employee to the requirement that he maintain his union membership in good standing.

### Conclusion

Union organizing is weaker than it has ever been. Seeing no prospect of expanding union membership by secret ballot elections, organized labor is attempting to circumvent elections with the Employee Free Choice Act and comparable state proposals. We can all thank Governor Schwarzenegger for being resolute in vetoing the legislation for California agriculture. We can only hope that his successor will take a similar view.

Employers can take heart in these developments, but must always be aware that unions remain available as a last resort for employees exasperated by employer malfeasance. Human resources professionals and experienced labor counsel can help employers comply with the bewildering array of labor laws and regulations and avoid the type of malfeasance that may result in union organizing. **ce**

# Benefits of Captive Insurance

BY GREG NELSON, WESTERN GROWERS INSURANCE SERVICES



A few years ago, a group of Western Growers members were determined to lower their insurance costs and take more control of their workers compensation coverage. They formed a partnership and created their own insurance company The Growers Captive Group. The results so far have been excellent. Not only has the company provided high quality service for their workers compensation coverage at a competitive price, but the ultimate profit from the company has been substantial, resulting in significant returns to the owners. When this profit is subtracted from their workers compensation premiums, costs are

much less than those available from the standard insurance market.

Captive insurance companies operate very much like standard insurance companies. They can issue policies, collect premiums, perform safety inspections and pay claims. Like other insurance companies, they must meet regulatory requirements, such as providing required coverage and paying premium taxes. However, because the owners control the expenses and manage their own claims, results for captives tend to be much better than those with traditional insurance company coverage.

Since the captive members have

been able to reduce their claims well below expected losses, the results have been exceptional. Owners received the first dividend of \$250,000 from the 2005 policy year. Indications show, after all claims and expenses have been paid for the 2005 year, the owners will receive \$750,000 in dividends for the first year the captive was in operation. Subsequent policy years also look promising and are expected to result in additional dividends to the owners. Although it may take several years to receive the profits from the captive, these profits represent returns that owners would not get from a traditional insurance program.

.....

**“We were looking for a way to gain more control over rising workers compensation rates,” says Bill Tos, of Tos Farms and one of the founding members of The Growers Captive Group.**

.....

The Growers Captive Group made sense to a number of producers. According to Bill Tos, of Tos Farms (Hanford, Calif.), “We felt, being larger employers, the captive gave us a way to lower our workers compensation rates and better manage our workers compensation program. It also gave us an opportunity to try to recover some of

**There are six benefits provided by captive insurance:**

- Less overhead expense and administrative costs.
- Flexible coverage, rates and reinsurance.
- Direct management of claims, loss control and other providers.
- Lower claims cost due to better management and prompt claims handling.
- Reduced ultimate insurance costs as profits from insurance company are returned to owners.
- Capital and premiums are invested and returns are included in captive results.

Even though rates in the standard insurance market were low, the net insurance cost to the owners of the captive has been extremely competitive.

the significant insurance premiums we pay each year.”

Another founding member, Philip LoBue of LoBue Brothers (Lindsay, Calif.), indicated that the captive owners were looking for better service than they were getting from the traditional insurance market. In the captive, they directly hire their service providers, manage their own claims, and benefit from investment returns and ultimately receive the profits from the captive.

Although workers compensation

rates have been very competitive the last few years, rates have bottomed out and many insurance companies recently increased rates. Indications are the rates will continue to increase in future years. Even though rates in the standard insurance market were low, the net insurance cost to the owners of the captive has been extremely competitive.

The Growers Captive Group has been a successful venture for the owners. It represents an alternative to the standard insurance market and a proven method for reducing insurance costs to the owners. It also gives them an opportunity to be more active in their insurance program, managing their providers and claims directly in order to have a significant impact on their workers compensation insurance program. **ce**



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# Social Security Mismatch: Where Do We Go From Here?

WRITTEN COLLABORATIVELY BY MICHAEL SAQUI, MONTE LAKE OF SIFF AND LAKE (WASHINGTON D.C.)

AND ROB ROY OF VENTURA COUNTY AGRICULTURAL ASSOCIATION. RESEARCH BY ANA TOLEDO.

## **A**s an employer, how will rescission of the “No-Match Rule” affect me?

In 2007 the Department of Homeland Security (DHS) issued a “no-match rule,” under which, the receipt of a no-match letter from the Social Security Administration (SSA) would have been sufficient to establish the requisite knowledge (i.e., “constructive knowledge”) of undocumented status for employer liability under the Immigration Reform and Control Act (IRCA), unless the employer followed specific procedures set forth in the rule (the “safe harbor” provisions).

Effective November 6, 2009, the “no match rule” was rescinded, leaving the regulations void of specific steps the employer must take after receiving a no-match letter. However, employers are still liable under IRCA for having actual knowledge or constructive knowledge of employing someone not authorized to work in the United States. Moreover, employers must still take affirmative steps to resolve a discrepancy in social security mismatches.

In rescinding the rule, DHS did not clarify the legal status of no-match letters. A no-match letter may be an immigration document or it may be just a wage-reporting document. It may be evidence that a worker is employed illegally, or it may not, depending on the circumstances.

Employers face discrimination lawsuits for being overly zealous in complying with their obligations under



the immigration laws, and face civil and criminal sanctions for not being zealous enough. Fraud is rampant. Government agencies have different ideas about, and give different directions concerning, important practical questions; and it appears that further guidance will not be forthcoming any time soon.

The best an employer can do is adopt a cautious and consistent policy of responding to suspicious circumstances by investigating, and making employment decisions based on the facts as found during investigation.

### **What is “constructive knowledge” that an employee is not authorized to work in the United States?**

Section 274A of Title 8 of the Code of Federal Regulations defines an Employer’s constructive knowledge as:

(i) Fails to complete or improperly

- completes the Employment Eligibility Verification Form, I-9;
- (ii) Has information available to it that would indicate that the alien is not authorized to work, such as Labor Certification and/or an Application for Prospective Employer; or
  - (iii) Acts with reckless and wanton disregard for the legal consequences of permitting another individual to introduce an unauthorized alien into its work force or to act on its behalf.

In determining whether an employer has knowledge, the “totality of the circumstances” standard is used and the examples in the regulation are not exclusive.

### **What does DHS mean by “totality of the circumstances”?**

When the DHS rescinded the “no-match

rule," they noted that the receipt of a no-match letter "when considered with other probative evidence, is a factor that may be considered in the totality of the circumstances and may in certain situations support a finding of 'constructive knowledge'" on the part of an employer. The totality of the circumstances includes, among other things:

1. An employer's receipt of a no-match letter;
2. The nature of the employer's response to the no-match letter;
3. Statements made or actions taken by the employee;
4. Information received from credible sources and the employer's response.

**If I receive a no-match letter, what do I do?**

During the pending litigation over the now rescinded "no-match rule," the SSA stopped issuing no-match letters to employers (employee no-match letters were still sent). It is unclear when or if the SSA will resume issuing no-match letters. If they do, employers will ignore them at great risk. ICE and plaintiff lawyers bringing immigration-related RICO lawsuits routinely seek no-match letters and related personnel documents in their efforts to establish that employers had constructive knowledge they were hiring unauthorized workers. Employers should consider taking certain practical steps when they receive no-match letters, including the following:

**1. Establish Company Policy and Apply it Consistently.**

Establish and implement a written policy and procedure for responding to no-match letters and for maintaining records of your response. You must be careful to apply the policy consistently to all employees in order to avoid claims of discrimination.

**2. Verify Your Records.**

Compare the employee's SSN with your

records. If your records do not match the W-4 form, then correct the W-4 and report the correction to the SSA. Maintain copies of correspondence.

**3. Notify the Employee of the Discrepancy.**

If checking your records shows you have been reporting the number as provided by the employee, then inform the employee the SSA has notified you of the problem, and that he or she must resolve it with the SSA and report the correct information to you once it has been resolved.

.....  
**ICE and plaintiff lawyers bringing immigration-related RICO lawsuits routinely seek no-match letters and related personnel documents in their efforts to establish that employers had constructive knowledge they were hiring unauthorized workers.**  
.....

**4. Confirm your Instructions in Writing.**

Write a letter directing the employee to resolve the issue with the SSA and asking the employee to provide updated information. Also provide the company's written no-match policy. Place copies of the letters in the employee's personnel file. Maintain a list of the names of employees who received the written instructions. Remember, you must continue to pay payroll taxes for each employee, regardless of any mismatch.

**5. Do Not Terminate an Employee Just Because They Get a No Match Letter.**

Employers should never assume an employee with a reported mismatch is an undocumented immigrant, and should never fire an employee because of a no-match letter. Employers should not ignore information they receive when following up on mismatches, and should act in a prompt manner

following receipt of such information to attempt to resolve the issue.

There are both good reasons for a no-match and suspicious ones: Did the employee provide a good reason for the discrepancy? Was there a name change that was not recorded properly? Is the employee's name difficult to spell? Was a number transposed in the documents submitted to SSA? Has there been an intervening immigration-related proceeding that resulted in a name change?

If an employee returns with an entirely different social security number but the same name, this should be a red flag. The SSA usually issues one number to an individual over a lifetime. In extremely limited circumstances related to domestic violence or identity theft, the SSA will issue a different number. An employee who presents a social security card that has the social security number previously provided but a completely different name should also be a red flag. In these circumstances the employer should inquire about the name and/or social security number change and request documentation showing how/why the change. For example, was there an immigration proceeding such as naturalization resulting in a name change? Was there a court order for a name change? Was there a request to the SSA for a new number?

**6. Give Employees a Reasonable Amount of Time to Resolve the Problem.**

There is no specific number of days to give an employee to resolve the issue. Dealing with the bureaucracy of the SSA is not a quick process. A self-imposed 90-day window to resolve the problem is probably a reasonable amount of time. A shorter period is also acceptable, provided that an employer allows for an extension if warranted by the circumstances.

Consideration should be given to suspending the employee without pay or termination after an employee

has had enough time to correct the problem and fails to do so or shows up on more than one no-match letter. Documentation of action taken or not taken against an employee should be maintained in his/her personnel file.

### **What does the IRS have to do with enforcing immigration laws?**

Under the IRCA employers must ensure they employ only authorized workers in the U.S. Employers are required to report wages annually for each employee on W-2's. The SSA processes W-2's as an agent of the IRS and sends processed W-2's to the IRS including employer and employee data. Each W-2 record contains an indicator that tells the IRS whether the name/SSN matches SSA's records.

The SSA has no enforcement authority, but the IRS does in the form of "desktop audit raids." The desktop audit raid is basically a series of IRS audit letters informing an employer of inaccurate or omitted SSN's. Under Internal Revenue Code (IRC) §6721, the IRS may impose a \$50 penalty for each inaccurate W-2 (up to \$250,000) unless the employer shows reasonable cause for the inaccuracy. If the violation is deemed "willful," the fine is either \$100 for each violation or ten percent of the amount per violation, whichever is greater. The IRS has been able to do this for a while, but they didn't...until now.

Treasury regulations provide for waivers of the penalties if an employer can show it took necessary steps to avoid the inaccuracy. Once an employer receives notice from the IRS of a no-match, it must show annual requests to the employee for the correct social security number. It is important that the employer makes a request, or repeats a request. If the employer does, it has performed due diligence and has reasonable cause to believe the SSN is correct. If the employer does not, it could become subject to fines.

### **What are Notices of Inspection (NOI's)?**

NOI's are issued to employers to advise ICE will be inspecting their hiring records to determine whether they are complying with employment eligibility and verification laws and regulations. NOI's usually allow a 72-hour period before the actual workplace inspection of the requested documents. Indeed, an employer should request such a period of time to produce the requested documents if not indicated in the NOI.

While we do not read the regulations as requiring employers to turn over original I-9's to ICE for inspection at the agency's office, ICE is now becoming more adamant about taking the originals to their offices

### **ICE has identified form I-9 audits as the most important administrative tool in building criminal cases and bringing employers into compliance with the law.**

and threatening employers with court order and stiff sanctions if they do not comply. Federal regulations state that "At the time of inspection, Forms I-9 must be made available in their original paper, electronic form, a paper copy of the electronic form, or on microfilm or microfiche at the location where the request for production was made." (8 CFR 274a.2(b)(2). The regulation goes on to state, "Inspections may be performed at an office of an authorized agency of the United States." While inspection of original I-9's at the employer's location has always been expected, employers that receive a NOI must now be prepared to have ICE insist on taking the documents off-site for inspection.

Another recent trend is U.S. Department of Labor (DOL) agents have been requesting to inspect copies of I-9's as part of their routine field compliance audits, pursuant to a mutuality agreement in effect between

the DOL and ICE. DOL's request should be considered a NOI with the same 72-hour notice period. Generally, only a sample of three I-9's is being requested during such inspections.

On July 1, 2009, ICE launched a new audit initiative issuing 652 NOI's to businesses. According to an ICE press release, this "illustrates ICE's increased focus on holding employers accountable for their hiring practices and efforts to ensure a legal workforce. "ICE has identified "form I-9 audits as the most important administrative tool in building criminal cases and bringing employers into compliance with the law." On November 19, 2009 ICE announced the issuance of NOI's to 1,000 employers across the country associated with critical infrastructure. According to ICE, the businesses were selected for the audits as a result of investigative leads and intelligence, and their connection to public safety and national security.

Employers are advised to perform their own internal audit of I-9's for all current employees to ensure they are complete in every respect. Compliant I-9's can result in avoidance of costly record-keeping violations under Federal immigration laws, but do not ensure that an employee is ultimately, legally-authorized. So far, The Saqui Law Group clients involved in these inspections have been directed to terminate anywhere from 50 percent to 95 percent of their workforces.

### **What Is E-Verify?**

E-Verify is a web-based system operated by DHS and the Social SSA that allows employers to electronically verify employment eligibility of potential employees. It is not to be used for existing employees. E-Verify is currently a voluntary initiative, except in certain states that require it, and employers awarded federal contracts as of September 8, 2009.

DHS believes "E-Verify addresses data inaccuracies that can result in no-match

letters in a timelier manner and provides a more robust tool for identifying unauthorized individuals and combating illegal employment." Homeland Security Secretary Janet Napolitano is now pushing for E-Verify across the board, as she did while Governor of Arizona.

Although DHS is pushing hard for E-Verify, it recognizes that E-Verify may not be appropriate for all employers, especially those in agriculture. "To the extent that agricultural employers are located in rural areas that are not well served with modern internet capability, employers may...comply with the employer verification requirements of the Immigration and Nationality Act by carefully examining the identification

**E-Verify will erroneously tell you that one in 26 of your legal workforce is not actually legal.**

and employment eligibility documents presented by the employee at the time of hire." (Federal Register, Volume 74, No. 193 (Oct. 7, 2009), p. 51450, 3rd col-p. 51451, 1st col.).

The biggest problem with E-Verify is that it's based on SSA's inaccurate records. SSA estimates that 17.8 million (or 4.1 percent) of its records contain discrepancies related to name, date of birth, or citizenship status, with 12.7 million of those records pertaining to U.S. citizens. That means E-Verify will erroneously tell you that 1 in 26 of your legal workforce is not actually legal.

However, an improved version of E-Verify becoming mandatory for all employers seems inevitable considering the steps Congress has already taken.

The 2010 appropriations bill provides \$5.4 billion to fund DHS's employment verification activities. Employers interested in finding out more about E-Verify may go to the U.S. Customs and Immigration Service website at [www.uscis.gov/E-Verify](http://www.uscis.gov/E-Verify). **ce**

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# Celeste Settrini

President, California Women for Agriculture

BY KAREN NARDOZZA



Celeste Settrini is a woman on a mission: to tell the story of agriculture and make an impact, especially with the next generations, to help people understand and respect farmers and what they do. With her effervescent personality, unique style, and ability to speak from the heart with first-hand experience, if anyone can make a lasting impression and tell the story of our farmers and ranchers with authenticity, it is Celeste.

She is a fourth generation cowgirl, living on her family's farm in Salinas, California, where she is a partner in Settrini Ranch, LLC—a commercial

cow/calf operation. For the past 19 years, Celeste has also worked for Fresh Network, a full-service produce procurement commodity brokerage, where she handles sales and marketing.

As if these two jobs don't keep her busy enough, Celeste also volunteers her time—a lot of it—fulfilling her new role as President of the Board of California Women for Agriculture (CWA). Celeste was inducted as president on January 10, 2010, and since then, has been traveling all over the state meeting with and talking to other CWA members, ag industry leaders, legislators, industry groups, community



L to R: Diana Westmoreland Pedrozo - 2009 CWA State President, AG Kawamura - CA Secretary of Agriculture. Celeste Settrini - 2010 CWA State President, Karri Hammerstrom - 2010 CWA State First Vice President

and school groups, and anyone who will listen to the message she is trying to convey.

Celeste's goal is to visit all 19 local CWA chapters and speak to members about their concerns, as well as reach out to as many groups as possible to advocate and educate people about where their food comes from and how it's produced.

Celeste's rise to the top of CWA wasn't nearly as deliberate as her current resolve to tell the story of ag. About ten years ago, Celeste's friend Sonia Denham, who was president of the Salinas chapter, asked her to lead a CWA fundraiser. Celeste thought it



L to R: Kristina Chavez-Wyatt, Colby Rubbo, Anna Caballero (CA State Assembly), April Mackie, Celeste Settrini, Jennifer Skidgel-Clarke, JoAnn C. Wall

.....  
"I think it's so important, for people who actually live the life of a farmer every day, to honestly tell the story of ag," Celeste said. "So many people tell ag's story that don't have an ag background or real life experience on a farm or ranch, yet they're the ones out there telling the story of how food is produced."  
.....

sounded fun and wanted to help but she wasn't yet a CWA member herself—so she had to join. She enjoyed the group, and began attending statewide meetings, but had no ambitions to hold an office like her friend Sonia.

However, the state-level issues piqued her interest, and Celeste decided to seek election at the district level. She won the race and served as Central Coast District Director for four years, but never thought her CWA career would go farther.

Then, the state-level second vice

president needed to step down due to family matters, leaving a hole in the top-level leadership. Celeste believed in the organization and wanted to help, so took over as second vice president to fill the vacant spot. She then served as first vice president for two years before being inducted as president in January. Celeste found herself in a leadership role almost by accident, inspired by her love of ag and desire to help, and she continues to find motivation from her peers.

She said, "I'm proud of where I come

## Colby Rubbo



Colby Rubbo currently serves as president to the Salinas Valley Chapter of CWA. She is a third

generation farmer, working as Food Safety Manager for her family's farm operation at Costa Farms. Colby also serves as Food Safety Director at the CWA state level and chairs the Fruits, Vegetables & Specialty Crops

affiliation for American AgriWomen.

Colby is also vice president of membership for Monterey County Farm Bureau and is involved with Central Coast Young Farmers & Ranchers. She participates on the Food Safety & Water Use Committees with both Monterey County Farm Bureau and Grower-Shipper Association of Central California, sits on the board for Central Coast Ag Task Force, is involved with the Salinas Jaycees, is a member of the

Soledad Mission Restoration Board, and is co-chair of the Salinas Valley Half Marathon.

She lives where she was born and raised, in Soledad. In her spare time she enjoys coaching eighth-grade girl's volleyball, staying active with sports and spending time with friends and family. She earned a Bachelor of Science degree in Agricultural Business with a minor in Crop Science from CalPoly, San Luis Obispo.

from, and I'm inspired by real farmers who aren't afraid to get out there and tell the true story of agriculture without concern about backlash from the general public who don't fully understand the issues. Our job is to help them understand the issues and how they will affect us in the long run."

In addition to CWA, Celeste also serves as a member of the board of directors for Monterey County Farm

Bureau and as vice president of the Central Coast Ag Task Force. She is a member the American National and California Cattlewomen's Associations, is an avid supporter of the "I Love Farmers, They Feed My Soul" campaign, and is a recent graduate of the National Cattlemen's Association Masters in Beef Advocacy program.

In the past, Celeste has served as chairwoman of the American

Agriwomen fresh fruit and vegetable commodities advisory committee, and on the agricultural advisory panel for the California Department of Food and Agriculture.

Celeste has been honored with several distinguished awards, including the Salinas Jaycees Young Farmer of the Year, The California Jaycees Young Farmer of the Year, CWA's State Shining Star, Tri-County Ag Woman of the Year and the Award of Excellence from the Produce for Better Health Foundation.

While growing up, Celeste was very active in Monterey County 4-H and was a national officer of the American Junior Hereford Association. She is a graduate of CalPoly San Luis Obispo, where she majored in agribusiness marketing.

As impressive as they are, all the awards, accolades and offices don't begin to explain the gratitude and devotion that drive Celeste. Her email signature accurately depicts her passion for agriculture, it reads: America's farmers and ranchers are proud of the role they play in raising food for our tables. Join me in giving thanks for the wholesome, affordable food supply raised in our country.

Or in her own words, "Most farmers are consumed with farming and ranching seven days a week, 365 days a year. They may not have time to do advocacy. Because of my experience on the family ranch and lifetime of work in ag, I feel I have rapport with farmers and ranchers in our area, and that I can go out and speak on their behalf because I've lived that life my whole life. I'm as cowgirl as they come." **ce**



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# A Muddy Profession

Interview with Mark Silberstein, Executive Director  
Elkhorn Slough Reserve

BY JESS BROWN



Photo by: Paul Zaretsky

## Jess: Where were you raised?

Mark: I grew up in Cupertino in the days that the Santa Clara Valley was transitioning from the "Valley of Heart's Delight" to Silicon Valley. I grew up playing in the apricot and plum orchards and the bordering creeks.

## Jess: What was your first job?

Mark: When I was ten, I mowed lawns in my neighborhood. My first job out of college was working at the New York Ocean Science Lab at Montauk Point the very eastern tip of Long Island. I worked with a team studying the sea floor of Long Island Sound. My role was to identify the organisms burrowing into the sea bed many hours peering through a microscope!

## Jess: How did you first become involved with the Elkhorn Slough?

Mark: I first visited Elkhorn Slough on a Zoology Field Trip through San Jose



State where I went to school. That was in 1968. The following year, I took a week-long summer class at the Moss Landing Marine Laboratories and explored the tide-flats and waterways of Elkhorn Slough. I was hooked.

## Jess: What's the "elevator speech" you give about the Slough?

Mark: As a country boy, I haven't been able to ride elevators much, but Elkhorn

Slough is a remarkable place right here in our 'backyard'. It is one of the richest and most biologically diverse places I've visited. It is at the head of the largest underwater canyon in North America. In the span of five miles you can go from rocky chaparral-covered ridge tops through marshes and dunes to the deep sea. Elkhorn Slough is a microcosm of conservation challenges: how do we pass on to future generations this remarkable habitat and diversity, and at the same time maintain the working farms, ranches and industries that are part of this landscape?

## Jess: How does the Elkhorn Slough Foundation interact with the Elkhorn Slough National Estuarine Research Reserve?

Mark: The Reserve was established in 1980. It is under a program of the U.S. Department of Commerce through the National Oceanic and Atmospheric

Administration. There are now 28 Estuarine Research Reserves around the country each managed by a state or local agency. The Elkhorn Slough Reserve is managed by the California Department of Fish and Game. The Elkhorn Slough Foundation is an independent community-supported nonprofit that works closely with the Reserve. The Department of Fish and Game has provided space for our offices and the Foundation assists with the administration of grant funding and program development. It is a very collegial and productive relationship. I like that we host 8 – 10,000 school kids each year on field trips and have visitors, scientists and neighbors in this great natural spot.

**Jess: How large is the foundation budget, your funding sources and size of your staff?**

Mark: The Foundation’s annual operating budget is about \$1.5 million. In addition, we have been successful in bringing in funding for capital projects, particularly the acquisition of conservation lands, which varies year to year. We are an equal opportunity donee we accept gifts and donations from all sources! In addition to contributions, the Foundation operates

the bookstore at the Reserve, has income from farm leases on our lands, administers grants and contracts and has income from endowment funds. Ten of us work for the core mission of the Foundation and we employ an additional 25 people supporting the work of the Reserve and special projects.

**Jess: You have taken the view that it is important to work with agriculture. What made you go in this direction?**

Mark: As the Elkhorn Slough Foundation took on responsibility for acquiring and managing lands, it was clear that farming and ranching was a primary activity in the Elkhorn Slough area with over 25 percent of the acreage in the watershed in some kind of ag use. We saw the positive interface with farming and ranching as critical to both understanding and conserving the natural resources of the slough and its long-term economic viability.

**Jess: You work well with the local agriculture industry, do you have any previous involvement with farming?**

Mark: Not outside of eating! I have been privileged to work with community leaders like Diane Cooley, Frank Capurro, Lou Calcagno and Dick Nutter

Photo Paul Zaretsky



who all have deep ties to farming and ranching in our region. I have learned so much from them and from the farmers who work the lands that the Foundation leases out.

**Jess: What is your biggest success in working with agriculture?**

Mark: I learned from you, when I was in Focus Agriculture that ‘agriculture’ is not a monolithic enterprise. It is made up of individuals each with a unique perspective and all working to produce food and fiber. So, we have enjoyed working with some of the local farmers to move forward with cultivation adjoining sensitive lands. We’ve made positive progress in areas where we’ve been able to create vegetated buffers between fields and waterways and have been able to ‘move the needle’ on reducing nitrate in runoff from the farms we manage.

**Jess: What is the biggest misconception about the Elkhorn Slough?**

Mark: There are two misconceptions that I run into: first that the slough is a ‘pristine’ environment, second that it is a degraded wasteland! From my vantage point, Elkhorn Slough and the adjoining uplands are part of a working landscape people have made a living here, based on the archaeological record, for the past 10,000 years. The worst misconception is that there is no way to keep natural areas like the slough





Photo by: Joseph Hatfield

healthy. We all have to ‘put our shoulder to the wheel’ to care for these lands.

**Jess: What are the major challenges facing the Elkhorn Slough?**

Mark: We are working with many partners to tackle two major challenges: first, the loss of marsh land through erosion by the tides and sea level rise and second, working to improve water quality. We have struggled with some of the more draconian measures of the food safety act that have forced growers to remove buffers to farms and to remove practices that had improved water quality.

**Jess: How large would you like the sanctuary boundaries to be?**

Mark: For effective conservation, buying land or having large boundaries is not the primary task. This is really about community engagement. The Elkhorn Slough Reserve encompasses 1500 acres and the Elkhorn Slough Foundation owns or manages close to

an additional 4,000 acres. Being able to demonstrate sound conservation use and experimenting with farming techniques hopefully allows the dissemination of practices that conserve our resources on a larger scale without having to own or buy land.

**Jess: You became a father at a more “mature” time in your life, how has that been for you?**

Mark: Jess, you were almost diplomatic in your phrasing! I was an old guy when my wife gave birth to identical twin boys. I’ve gotten considerably younger since. We’re having a good time learning from these guys and getting them outside at every opportunity. They both have a sense of humor and keep me on my toes.


**Jess: What do you do in your down time?**

Mark: I have developed considerable expertise in napping. I also love playing the mandolin and guitar.



Mark Silberstein and his sons.

**Jess: In 2020, where will we see Mark Silberstein?**

Mark: I hope the guy will still be kickin’ and slogging along in Elkhorn Slough. 

*For more information on the Elkhorn Slough, and how you can visit or get involved, go to: [www.elkhornslough.org](http://www.elkhornslough.org)*

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GOOD	FANTASTIC JOB
NEAT	EXCEPTIONAL
WELL DONE	PERFORMANCE
REMARKABLE	YOU'RE A REAL
FANTASTIC	TROOPER
SUPER STAR	YOU ARE RESPONSIBLE
NICE WORK	YOU ARE EXCITING
LOOKING GOOD	YOU LEARNED IT RIGHT
YOU'RE ON TOP OF IT	WHAT AN
BEAUTIFUL	IMAGINATION
NOW YOU'RE FLYING	WHAT A GOOD
INCREDIBLE	LISTENER
BRAVO	YOU ARE FUN
YOU'RE FANTASTIC	YOU'RE GROWING UP
HURRAY FOR YOU	YOU TRIED HARD
YOU'RE ON TARGET	YOU CARE
YOU'RE ON YOUR WAY	BEAUTIFUL SHARING
HOW NICE	OUTSTANDING
HOW SMART	PERFORMANCE
GOOD JOB	YOU'RE A GOOD
THAT'S INCREDIBLE	FRIEND
HOT DOG	I TRUST YOU
DYNAMITE	YOU'RE IMPORTANT
YOU'RE BEAUTIFUL	YOU MEAN A LOT
YOU'RE UNIQUE	TO ME
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YOU NOW	YOU BELONG
GOOD FOR YOU	YOU'VE GOT A FRIEND
I LIKE YOU	YOU MAKE ME LAUGH
YOU'RE A WINNER	YOU BRIGHTEN MY DAY
REMARKABLE JOB	I RESPECT YOU
BEAUTIFUL WORK	YOU MEAN THE WORLD
SPECTACULAR	TO ME
YOU'RE SPECTACULAR	THAT'S CORRECT
YOU'RE DARLING	YOU'RE A JOY
YOU'RE PRECIOUS	YOU'RE A TREASURE
GREAT DISCOVERY	YOU'RE WONDERFUL
YOU'VE DISCOVERED	YOU'RE PERFECT
THE SECRET	AWESOME
YOU FIGURED IT OUT	A+ JOB
FANTASTIC JOB	YOU'RE A-OK
HIP, HIP, HOORAY	YOU'RE MY BUDDY
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BY CRAIG LOVELL



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MONEY FOR AGRICULTURE

# Businesses Need to Engage on Electing the Right Candidates

BY MATTHEW OTTONE, OTTONE LEACH OLSEN & RAY LLP

Last Summer the City of Salinas appeared to have a fairly obvious decision on their hands. Walmart, the world's largest retailer, sought to open a second location in Salinas in the old Home Depot building at Harden Ranch Plaza. Walmart proposed to bring over 100 jobs to Salinas during a time the city was facing unemployment rates of almost 20 percent. For many of us who follow local politics, we didn't believe that this was a difficult decision. While we heard that there was opposition from a coalition of environmental and labor groups, we just assumed that this opposition was focused on protecting union jobs and concerns over sprawling development—the typical anti-Walmart arguments. However, we perceived this issue was bigger than just about Walmart, it was about economic development in a city

that desperately needs to create jobs in order to increase revenues. We thought the matter was a fairly self-evident business decision.

What we either forgot or failed to see was that by-and-large, a number of local elected officials have very little practical business background. Many, if not most of them, are public employees who have been recruited and encouraged by public employee unions to seek public office. That is not to say there are no public employees who can bring a focused, practical approach to government. Of course there are. I know a number of them personally. However, a great many of them simply have not had the life experiences or perspective of individuals in the private sector to understand complex business issues. This is troublesome because so many of the decisions cities, counties,

school and special districts make on a routine basis are basic business issues: budgets, personnel, risk analysis, capital improvements, etc. How can we expect individuals with little, if any, practical business experience to be able to properly analyze and make such decisions?

Initially, the City denied Walmart's request for a use permit by a 5-2 vote (with Mayor Donohue and Councilmember Barnes voting to grant the permit). After significant public

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"What did we do to deserve this (poor political decision making)?  
Nothing. We did nothing."  
.....

outcry, the City Council later reversed their decision, provided that certain concerns regarding traffic impacts be addressed.

During this process, a good friend rhetorically queried "What did we do to deserve this (poor political decision making)?" He answered himself by saying, "Nothing. We did nothing." The business community has sat on its hands and just expected decision-makers could understand the importance of such a decision.

What a number of us realized at the time is the business community needed to re-engage in political action. Typically, for a great many of us within the business community, we perceive political involvement as simply writing a check or perhaps hosting a fundraiser. But it's much more. Political action requires three elements:



financial commitment, coordination and candidates.

### Financial Commitment

In order to elect candidates for public office, those candidates need financial resources. There are a great number of candidates who are thoughtful and serious people who simply cannot get over the hurdle of the need to raise significant funds to run for local office. The business community must step up and support these individuals with financial contributions and with practical assistance. Also, if we employ such individuals, it is incumbent upon us to support them in terms of flexibility with their schedules. If someone is self-employed, we need to support them by making sure we frequent their businesses. To do a good job as an elected official requires significant time away from work. As employers, we must understand and support this.

### Coordination

The interests of the business community are as varied as the number of industries that continue to thrive in the Salinas Valley. In some cases, these interests will conflict with one another. However, even in those cases, there typically is some commonality in interest in either preserving or creating strong economic opportunities for the people of the Salinas Valley. Each community has its own unique challenges and interests, but we must reach out and understand one another so that we can create a united front. The days of division between ethnic groups, industries, and geography must end to bring real change in the Valley. Simply put, we need to coordinate our efforts.

### Candidates

As a business owner and parent, I know it's difficult to find the time to serve as an elected or appointed official. It's a significant time commitment, and many people simply don't have the extra

hours in the day to do it. However, this is exactly what the anti-business groups are counting on. For years, we've been working hard, growing our businesses, raising families and giving back to the community through numerous organizations. During that time, opponents of business and growth have been recruiting candidates and locating individuals that are willing to serve. We must do the same, or our businesses will continue to be subjected to unreasonable restrictions, increasing taxes and an unfriendly governmental environment.

There are great opportunities in our community to serve in public office at a variety of levels: school boards, city council, county supervisor, special districts and a plethora of appointed commissions and task forces at those levels. If you're interested in getting involved, reach out to your friends, family and colleagues, or feel free to contact me at (831) 758-2401 or at [mottone@olrlaw.com](mailto:mottone@olrlaw.com). 

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# McCloy Agricultural Fellowship in Germany

BY STEVE MCSHANE

In Spring of 2009 the American Council on Germany announced its class of McCloy Fellows. Established over thirty years ago, McCloy selects four American Agriculturalists from throughout the U.S. based on a proven commitment to the field of agriculture to spend a month in Germany. Fellows are given the opportunity to explore agricultural research, policy and techniques. I was lucky enough to be one of the four. In this article, I share some of observations, with specific attention given to trends on agriculture, politics and society.

Germany is the world's third largest economy. For an area less than the size of Montana, it boasts over 80 million people that are well-trained, hard-working and heavily invested in technology. More than 30 percent of the country's economy is based on exports, making it the world's leading exporter. Near 50 percent of the automobiles manufactured in Germany are exported. Fifteen percent of the world's chemicals are manufactured in Germany. The statistics go on and on. As in the United States, agriculture is a key part of the German economic machine: agriculture is near 20 percent of the country's GDP. Its largest exports include pork and milk. Germany produces nearly 40 percent of the entire European Union's milk.

The 2009 McCloy Fellowship brought together producers from Oklahoma, Pennsylvania, Louisiana and California. Visits were set up with various agricultural stakeholders in



Photo of me in a "fully loaded" German Fendt Tractor (Man... it was a Cadillac).

seven states throughout Germany. The fellowship included a visit to Berlin and a wide variety of agricultural operations throughout Germany. It also included several days in Brussels with representatives of the European Union, European Trade Associations and even some Belgian farmers. As diverse as the country itself, German agriculture faces a wide variety of issues, challenges and opportunities.

Some of the most powerful observations made during the fellowship were tied to politics. The fellowship took place during Germany's National Elections. The elections, coupled with the recent election of Barack Obama in the U.S., provided

grounds for some very exciting discussions. Germans hold a favorable opinion of the U.S. and an extremely favorable opinion of Barack Obama. As of September, 2009, President Obama enjoyed a nearly 80 percent approval rating in Germany.

Many Germans await "change" on a global political landscape thanks to President Obama's election. The interest in Obama is actually more motivated by a distaste for Former President George W. Bush and the Republican Party as a whole. While the U.S. had elected a conservative party into the presidency, most of Europe was dominated by more liberal governments at the same time. As one American Diplomat in Germany

shared, "European and German elected officials alike had a difficult time relating to the conservative politics during the Bush Presidency."

Differences of politics between the U.S. and Germany have had a negative impact on a great many issues of importance to American Agriculture. The most important of which is trade. One agricultural trade representative to the E.U. explained it best by stating, "More progress had been made in American Agricultural Policy in Europe in nine months following the inauguration of President Barack Obama than in the last five years."

German farmers (and quite a few Germans) actually have more in common with American "Republican" politics, then they want to admit. German farmers favor less bureaucracy, lower taxes and less regulation. After all, Germans elected conservative leader, Angela Merkel, to five more years in the presidency. Her conservative Christian Democratic Union (CDU) won a growing majority of the votes as well.

The Green Party in Germany was the greatest source of fascinating political discussion. Now numbering near ten percent of registered voters, the Green Party had the best organized and most

successful messaging of all campaigns this last election. One hundred percent of their messages were based on political ideas, not people.

The real birth of the Green Party in Germany actually has roots in agriculture thanks to consumer distrust brought about by BSE (Mad Cow Disease) in Germany in the late Nineties. The Green Party seized the opportunity to build support for a safer food supply. They condemned "factory farming" and took center stage on agricultural issues. As a result of the fiasco, huge changes in political power took place and Green Party Leadership was appointed to influential positions at both the state and federal level. The Green Party's Frau Kunast was appointed Agricultural Minister. Almost overnight, agriculture faced an enemy in the Federal Government that had

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**Differences of politics between the U.S. and Germany have had a negative impact on a great many issues of importance to American Agriculture. The most important of which is trade.**  
 .....



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no farming experience. She instituted new regulations and fought tirelessly to convince the German public of the evils of things like bio-tech, climate change and pesticides affecting the food supply. The power given to the "Greens" was short, however the impact on farm policy is still felt today.

The Green Party has also had a tremendous impact on energy policy. Huge government incentives in energy policy have placed Germany near the top of green energy production in the world. Almost everywhere in Germany you can see wind energy generation taking place. Manufacturing and jobs in the green energy sector number in the hundreds of thousands. One in three windmills in the world is manufactured in Germany. One in every two windmills in Europe comes from Germany. Wind power contributes to nearly nine percent of Germany's power demands and growing. Solar power is also a force, and solar panels can be found throughout the country. Many of these panels are found on the roofs of agricultural operations.

The growing rage in "green" German Agriculture these days is bio-fuel. Nearly 5,000 bio-fuel plants exist in Germany today. This number is growing at an



The 2009 McCloy Fellows pictured with Gerard Buter, the plant manager for one of Germany's largest dairy processors, Humana.



A dinner visit with representatives from the National German Farmers Association.

annual rate of nearly 15 percent. We visited several plants using surplus grain, green waste and manures from livestock operations. In almost every case, government financing and guaranteed payments were what made investment so attractive. These investments have led to a German boom in alternative energy engineering and technology.

As in the U.S., Germans generally trust and love farmers. This appreciation leads to a whole different idea of private property rights. In some areas, farms are regarded as parks. Trespassing laws are weak and as a result, the public often gains admission to farms without permission. There are several places where benches and gardens are created on public and private property adjacent to farming operations.

This encouraged a large number of folks that walked, ran or had family picnics on or near private agricultural land. While, it appeared to be in balance, liability and/or food safety concerns among trade organizations are real. Recent E.U. legislation seeks to compensate farmers for providing "open space and public view sheds." Direct payment programs are being shifted from commodity specific values

to a simple payment of 200 euro per hectare.

The love for farmers extends deeper

.....  
**The McCloy Fellowship awakens in its participants the need for farmers around the globe to embrace our shared challenges and come together to learn from one another.**  
 .....

as a love for food. Germans place great value on local, fresh agricultural commodities purchased with greater frequency than in the United States. Meals are much more important as they last longer and are prepared at home



Photo of me and the "Sheep Princess" for Lower Saxony.


more frequently than in the U.S. as well. The direct marketing of agricultural goods in Germany is simply better supported and more advanced than anywhere in the U.S.

Germany has an extremely rich history dating back more than 1,000 years. While the separation between the German producer and the consumer is greater than it ever was, there is great opportunity in this challenge. Locally produced farm products and family time spent around preparing and enjoying food is still alive and well in Germany.

The McCloy Fellowship awakens in its participants the need for farmers



The Cheesemaker from Alholf Dairy. A small "boutique" dairy that offers home delivery to 700 or so residents in Baden-Wutemberg.

around the globe to embrace our shared challenges and come together to learn from one another. With the right thoughts, research, and collaboration, farmers stand the chance to partner with consumers in ways never thought possible. In the face of some of the greatest political and regulatory challenges across Europe and the United States, I feel farmers are not only ready to succeed, but are already creating the path to do so. 

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# SPARC: Business Leaders Light the Way to Economic Vitality for Salinas

BY PETER KASAVAN, KASAVAN ARCHITECTS

As Salinas faces a budget deficit of over \$10 million, the City Council is reaching out to local, private-sector leaders for solutions to its crisis. These volunteer efforts include a group of proponents and opponents of the failed Measure K studying finances, a Mayor-appointed Permit Advisory Committee studying reforms of the planning and building permit processes and another Blue Ribbon Budget Review Committee consisting of members of these and other groups. Clearly the Council is acutely aware this serious problem requires new and creative solutions and the fact that the City is looking to the community and business leaders for assistance is encouraging and should be applauded.

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**The fact that the City is looking to the community and business leaders for assistance is encouraging and should be applauded.**  
 .....

Councilmembers Janet Barnes and Jyl Lutes wrote on the causes of the deficit in a January, 27, 2010 Salinas Californian "Soapbox" article. They identified many revenue shortfalls in tax income and fees. Also outlined were some of the Council's cost-savings measures such as temporary employee salary concessions, spending and hiring freezes, increased fees, outsourcing,



Old Town Salinas, circa. 1930. Photo courtesy of the Monterey County Historical Society.

reducing police overtime and offsetting costs with Federal stimulus monies. The City has also helped create a regional Economic Incentive Zone (EIZ) to stimulate redevelopment through tax credits, provided grant money to an electric car manufacturer, and approved the Salinas Ag-Industrial Center, a new 257 acre commercial development in southeast Salinas. The Council deserves credit for these positive developments, unfortunately, these measures are far from sufficient and do not resolve the structural problem for the long term.

We know more taxes are not the answer any time soon. By an overwhelming 60.7 percent, Measure K voters demonstrated their rejection of increasing the tax rate. Budget cuts

and salary concessions are necessary, however new initiatives are needed that increase our job and tax base rather than our tax rate. Perhaps progress in these areas will regain the voters' trust.

These economic times of crisis call for innovative ideas. It is important for business interests to step up and demonstrate leadership in helping solve these problems. The Salinas Valley Chamber of Commerce has long believed the City was being overly reactive to outside forces rather than proactively planning for the future. In order to study long term solutions, Chamber leaders formed the non-profit Salinas Planning And Research Corporation (SPARC) to formulate policy recommendations and develop strategic master planning. SPARC

created a plan for a Consolidated Government Center in 2007 and has also been instrumental in forming the Salinas Regional Sports Authority that is working on a new soccer complex on Constitution Boulevard.

The Retail/Industrial Committee of SPARC has conducted extensive research and is developing a number of recommendations that can make a significant impact on our economic vitality and raise the tax base to help with the restoration and improvement of City services while creating jobs, increasing prosperity, and enhancing the quality of life for all Salinas residents.

Following are some of the recommendations being formulated by SPARC's Retail/Industrial Committee:

### Redevelopment

To provide meaningful incentives for redevelopment over a greater area, expand redevelopment areas from Oldtown to Blanco Road and North Main Street to the malls, West and East Market Street, Abbott Street and other areas.

### Retail Sales Tax Leakage

A City-commissioned study found Salinas is suffering significant retail leakage to other cities and regions which greatly reduces our sales tax proceeds. This growing scarcity greatly limits the ability to fund City services. A significant portion of this leakage escapes down Highway 68, therefore we must encourage new retail opportunities in Valley Center and in South Salinas if we hope to recapture these dollars. Other opportunities to attract retail through rezoning and annexation exist in Alisal and North Salinas as well.

### Industrial

The approval of the new Agricultural-Industrial Park will provide critically needed higher paying jobs; however, other areas of industrial zoning are also required—including the area between the Salinas airport and the future East Side bypass and the Hartnell College Alisal Campus which could provide a center for ag-tech research and development.



Old Town Salinas, circa. 1940. Photo courtesy of the Monterey County Historical Society.



Valley Center Shopping Center, South Main Street, Salinas, circa. 1930. Photo courtesy of the Monterey County Historical Society

### Old Town

Revise the sign ordinance and greatly reduce the screening effect of the existing tree canopies which block visibility of the storefronts and businesses. Doing so will help restore the image of Old

Old Town Salinas, circa. 1954. Photo courtesy of the Monterey County Historical Society



Town as an attractive, lively and urban commercial center.

### Valley Center

Recapture South Main Street from Cal Trans to restore street parking, and to begin recreating Valley Center to its historic character as a vital shopping center.

### Re-Zoning

Identify retail and industrial areas and make them more attractive to development by pro-actively completing planning studies, rezoning efforts, General Plan Amendments and the environmental work required to entitle the property. Doing so can alleviate or minimize the political and time risks which are such formidable barriers to entry for any developer. Such relief will place Salinas in a more advantageous position to compete for these opportunities. The City can arrange to recover these costs through future fees, tax increment financing or other means after the project has begun to produce returns.

### Development Fees

Waiving or reducing impact fees, at least temporarily, will have an immedi-

Valley Center Shopping Center, South Main Street, Salinas. Photo courtesy of Kasavan Architects.



Oldtown Salinas today. Photo courtesy of Kasavan Architects.

ate stimulus effect and demonstrate that Salinas is prepared to compete for high quality jobs. Numerous recent precedents have shown that other jurisdictions are leading the way in this type of relief:

- ▶ "San Jose's creative proposal to spur economy is worth copying," read a headline in the January 29, 2010 edition of the Silicon Valley Business Journal. The article reported San Jose Mayor Chuck Reed and three other

council members have proposed a sweeping plan to waive impact fees and reimburse taxes. "It's clearly the type of program that needs to be put in place in San Jose and other cities in the region to reinvigorate the local economy," states the Journal.

Also, "The long term benefits of getting the recovery moving faster far outweigh [the] downside."

- ▶ Last November, the city of Grover Beach, California temporarily reduced building permit fees by 20 percent as a short term incentive.
- ▶ In the summer of 2009, the Elk Grove City Council voted 5-0 to slash impact fees for homes by more than 30 percent, office buildings by 42 percent and shopping centers by 55 percent! "We knew that we needed to do something locally to attract the kind of development we want and the jobs our residents deserve," said Mayor Patrick Hume. "This is only one piece of the puzzle, but it sends a clear message that we are moving in the right direction and we are, now more than ever, open for business." In compelling fashion, these cities have loudly announced to the market

by their actions they are truly business friendly and ready to compete for new jobs and economic development. Though difficult when every dollar counts, the City of Salinas would be wise to follow their examples if they also hope to compete seriously for new jobs and an increased tax base.

Salinas is one of the largest cities in the country that doesn't share a border with another city. Along with our rich history, this geographic advantage gives us a uniquely powerful sense of identity, community pride and commitment to service—best illustrated through our philanthropy and unselfish volunteerism demonstrated by the California Rodeo, California International Airshow, Rancho Cielo, Cherries Jubilee, Relay for Life, the Chamber of Commerce, Rotary Clubs, Salinas Jaycees and dozens of other successful non-profit civic organizations, charitable events and fundraising campaigns. These volunteer activities are a tremendous resource and represent immeasurable value to Salinas in dollars and time.

The current financial crisis provides opportunity for these types of community minded leaders to effectively engage in public policy and support proposals that can lead to positive outcomes. This effort is essential to save our city and renew our community with restored public services, increased public safety and an improved quality of life for all residents.

City leaders are wise to seek the advice of these valuable private sector resources with their considerable experience, dedication and track record of success in service to Salinas. We hope this wisdom extends to Council action swiftly implementing many of the recommendations proposed by these dedicated and capable volunteers. **ce**


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# Profile of Dave Williams

BY BURTON ANDERSON

**D**ave was raised on a 20-acre orange grove ranch in Rialto, California. His father grew oranges on his ranch and did contract work on another 300 acres for neighboring growers. In Dave's early years, he remembers his father using horses and mules to till the orchards. After graduating from San Bernardino High School he enrolled in San Bernardino Junior College, and after two years transferred to UC Berkeley, majoring in soil science and plant nutrition. He graduated in 1942. Following graduation, Dave was hired by the University of California Agricultural Extension Service as an Assistant Farm Advisor stationed briefly in Ventura and Santa Barbara counties before being transferred to Tehama County.

Due to a deaf right ear he escaped the initial draft, but in 1944 the Army was desperate for replacements and he was drafted and sent to the 34th Infantry in the Philippines. After action at Luzon at Subic Bay, Corregidor, and Mindanao, he was wounded, and following hospital time, was assigned to duty on a farm operated by the Army in central Luzon, growing vegetables for the troops. Dave was soon head non-com, having the responsibility of planting, growing, and harvesting crops on the 500-acre farm. Dave was discharged as a Technical Sergeant in May 1946, and returned to his job at Red Bluff.

In October 1946, he visited Salinas for an interview with Bruce Church to apply



Photo courtesy of Jim Lugg.

for the position vacated by John Pryor, who had resigned to form his fertilizer company. Dave also met his future wife Margaret, who worked for the Monterey County Farm Advisor. They were married in May 1947.

In 1947 and 1948 he did research for Bruce Church Company, and it was during this time he experimented with sprinkler irrigation. It was my first job with Bruce Church Company to work for Dave during my UC Berkeley school breaks. The job involved moving pipe on a small sprinkler plot. Bruce was skeptical at first of sprinklers, since his friends told him that Dave would

bankrupt the company with the cost of a sprinkler system and pipe. However Bruce trusted Dave's judgment and changed the company's irrigation practices to using sprinklers. Then the neighbors saw the sprinklers were a tremendous water saver and germination aid. By 1955 most growers had switched to the new method. In the southern deserts, sprinklers were a fantastic success since cooler temperatures needed for lettuce germination could be accomplished in three days, instead of the sub-irrigation method where water had to be kept on the field for up to 18 days in the hottest weather to achieve a ger-

mination temperature.

In 1948, Dave managed a cattle ranch in Oregon. That same year, the herd was wiped out by brucellosis, and he elected not to start over with new cattle. He and Margaret took a trip to New Jersey to see her relatives. While there, he visited his old commanding officer who was in charge of Seabrook Farms. (Dave had met Colonel Seabrook in the Philippines where the Colonel was overseer of the farm where Private First Class Dave Williams was on the staff). Dave was offered a job as production manager by Colonel Seabrook. He remained at Seabrook Farms for three years, rising to Farm Division Manager, responsible for about 1,000 acres.

Returning to Salinas in 1953, he became production manager for Bruce Church Company. During the early 1960's Bruce Church leased a large 6,600-acre undeveloped parcel of Colorado River bottom on the Parker Indian Reservation. Dave and Jim Lugg were given the tasks of surveying the land, soil sampling, and laying out the irrigation on the ranch. It was a daunting task due to the thick brush, rattlesnakes, and extreme heat.

Around 1964, the Firestone Tire and Rubber Company purchased 275 acres of land six miles south of Salinas near the 101 Highway Underpass to build a plant to manufacture tires. There was intense grower opposition to building a plant on Class I Prime Agricultural soil. Dave Williams lobbied intensely against this factory because of its location on prime farmland. Salinas Valley farmland is irreplaceable, not merely because it is prime soil, but also its unique micro-climate. Nowhere else in the United States has six months of summer temperatures cool enough to grow lettuce successfully. (U.S. Climatology Data 1971-2000, mean high 70.67 degrees Fahrenheit). Dave knew this, and his reason for opposing the plant was because it could lead to more land loss in this unique micro-climate. In spite of

the opposition, the plant was built and began operation in 1965. For economic reasons, it ceased operation in 1980 and the buildings became vacant. However, that wasn't the end of the story. In 1987, contamination of solvent and other petroleum products was discovered in irrigation wells on 500 acres adjacent to the former plant. The EPA stepped in and declared it a Superfund Site that required extensive pumping and cleaning of the contaminated water. While this contamination wasn't foreseen in 1965, the aftermath of the fiasco was that it essentially stopped any development on prime farmland.

In 1966, Bruce Church began farming in the San Joaquin Valley near Huron.

.....

**In the early 1970's, Dave made selections from a lettuce cross made by Nathan Olivas of BC Seeds. One of these selections became known as RC 74.**

.....

The lettuce operation was to provide quality produce during the transition period between the Salinas Valley and the switch to Yuma, Arizona during the winter. Dave was one of the pioneers in selecting this area, and today it is a regular growing area used by shippers to provide a 30-day harvesting window in the fall and spring.

In 1968, Dave took a leave of absence from Bruce Church, Inc. and took his family to Perth, Western Australia to research areas suitable for vegetable crops. He spent a year in the Perth area before returning to the United States and his job at Bruce Church, Inc. He went back to Australia in 1974 to investigate lemon production in that country.

Upon his return to Salinas, he formed a partnership in 1976 with Bill Place in a company named Eagle R&D. The partnership built and patented a combination lettuce planter and vermiculite

applicator that was designed to eliminate crusting from sprinkler irrigation and heavy rainfall. They also designed another planter unit that had the capability of applying two different herbicides on the soil at time of planting. One material was sprayed over the seed drop area, while the other material was sprayed between the seed drop areas and on the balance of the bed. This unit never went into commercial production.

Eagle R&D then concentrated on developing new varieties of lettuce. Dave had extensive experience in variety development in his years of association with BC Seeds and Quali-Sel Seeds. Eagle R&D developed "Venus," "Jupiter," "Green Beauty," and "Orion."

In the early 1970's, Dave made selections from a lettuce cross made by Nathan Olivas of BC Seeds. One of these selections became known as RC 74. This variety was available to the industry through sales by BC Seeds. This variety soon became the principal mid-winter choice for the desert districts, as it was not susceptible to the disorder rusty brown discoloration which plagued the variety Climax which had been the most common variety for this period. Another Olivas cross from which Dave made successful selections became known as Valley Queens varieties that performed well during December's harvest in the desert.

Another major accomplishment by Dave Williams was taking the lead in the formation of the Lettuce Mosaic Committee. Dave was one of the first growers to recognize the lettuce mosaic disease and to utilize the conclusions of the intensive research by Dr. Ray Grogan of UC Davis. In conjunction with Art Greathead, and Jack Southam they formed the nucleolus of the Lettuce Mosaic Committee under the auspices of the Grower-Shipper Association. The solution to the problem was to only plant disease free seed with a tolerance of zero mosaic in 30,000 seeds. In addition, the committee established a

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lettuce-free period from December 7 until December 21 in Salinas and Pajaro Valleys. The ordinance was so successful that by the mid 60's the disease was under control and no longer a major production concern.

Dave worked with the plastic film manufacturers in development of improved film for wrapping lettuce. The wrap lettuce industry was just getting started, and Dave discovered one of the problems was the film being used was impervious and didn't allow transpiration. This led to premature decay. By drilling holes in the film, he solved the problem. The manufacturers followed his lead and began to sell film that was breathable. He also developed a sealing iron and wrap table to be used to seal heads of lettuce in film. Dave also worked on the design of a crushed ice-injector to be used in cooling broccoli cartons.

Dave holds patents on numerous pieces of equipment, including a concept of using mini-sprayers for orchard irrigation. He pioneered the first application of the use of mini-sprayers in the San Joaquin Valley on pistachios and almonds.

Eagle R&D has conducted numerous projects for the Iceberg Lettuce Research Board, including projects related to carton design for increased strength, temperature management in lettuce loads, and russet spotting control in lettuce and other produce.

Dave continues his work for the lettuce industry with involvement in agricultural matters as a contractor for growers and shippers. In addition, he continues to conduct his own lettuce breeding program. He has devoted his life to further agricultural research for the benefit of the industry. He has few peers that have accomplished as much, and is a giant in the field of Agricultural Research and Development. **ce**

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80th Kiddie Kapers Parade  
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**Colmo del Rodeo Parade**  
Old Town Salinas, 8:00pm

★  
**THURSDAY JULY 15**  
Parade - E. Alisal St. 3pm

★  
**FRIDAY JULY 16**  
Parade - No. Main St. 3pm

★  
**SATURDAY JULY 17**  
Horse Parade  
Old Town Salinas, 11:30am

★  
**SUNDAY JULY 18**  
Horse Parade  
Old Town Salinas, 11:30am

# My 70 Years of California Rodeo

BY PATRICIA GARLINGER



Patricia Garlinger

In 1935, I was a girl of thirteen watching the Salinas Rodeo daily horse parade. Leading the parade was Miss Ruth Applebee, the Hostess of the Rodeo. Right then and there, I decided I would someday become the Rodeo hostess myself!

Five short years later, in April of 1940, Mr. Gene Dayton, President of the Rodeo Association, announced that I, Miss Patricia Adcock, had been selected to represent the Rodeo as Hostess. I rode at the head of the daily horse parade, and entertained about 40 girls from all over California as they vied for the title "Sweetheart of the Rodeo." I also rode on a beautiful float in the Como Del Rodeo lighted night parade.

Best of all, I met Del Garlinger, and married him two years later. We had five daughters. In 1961, our oldest daughter, Kathy, won Hostess title. Our second daughter, Mary, won the 1964 title. In 1965, my husband Del, was elected to be President of the 1966 Rodeo. Then,



Del Garlinger, Patricia's late husband



Patricia & Del's five daughters: Top (l to r): Mary and Joanie, Bottom (l to r): Jane, Kathy, Judy

in 1966, our third daughter, Joan, served as Hostess. And in 1969, our fourth daughter, Judy, won the Hostess title. She was a twin to her sister, Jane, and together they decided Judy would be the one who would serve. Jane went on to win the title of Homecoming Queen at Cal Poly, San Luis Obispo.

In 1970, I was asked to become a member of the Sweetheart and Hostess Committee, which I served on for 15 years. I served as chairman for many years, and helped with the transition from Hostess to the new title of Miss California Rodeo. It was a very difficult change for a lot of people, but has worked out very well in the long run.

In 1984, I was given the privilege of being named Honorary Director of the California Rodeo, which I still have and cherish. At that time, there were no women on the Board of Directors. The board now has Cindy Fournier, a very deserving and dedicated woman serving.

Congratulation to all the men and women who have worked so hard for 100 years to keep the Old West alive and well! **ce**



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For more information about Ag Against Hunger, visit us online at [www.agagainsthunger.org](http://www.agagainsthunger.org)

SHOWCASE

# Steve & Melinda Church

BY MELODY YOUNG | PHOTOGRAPHY BY PATRICK TREGENZA



The Church home is beautifully positioned on a corner, graciously set back on the property.



Details reflect the casual elegance of the home.



Inviting European ambiance and stunning architectural details.

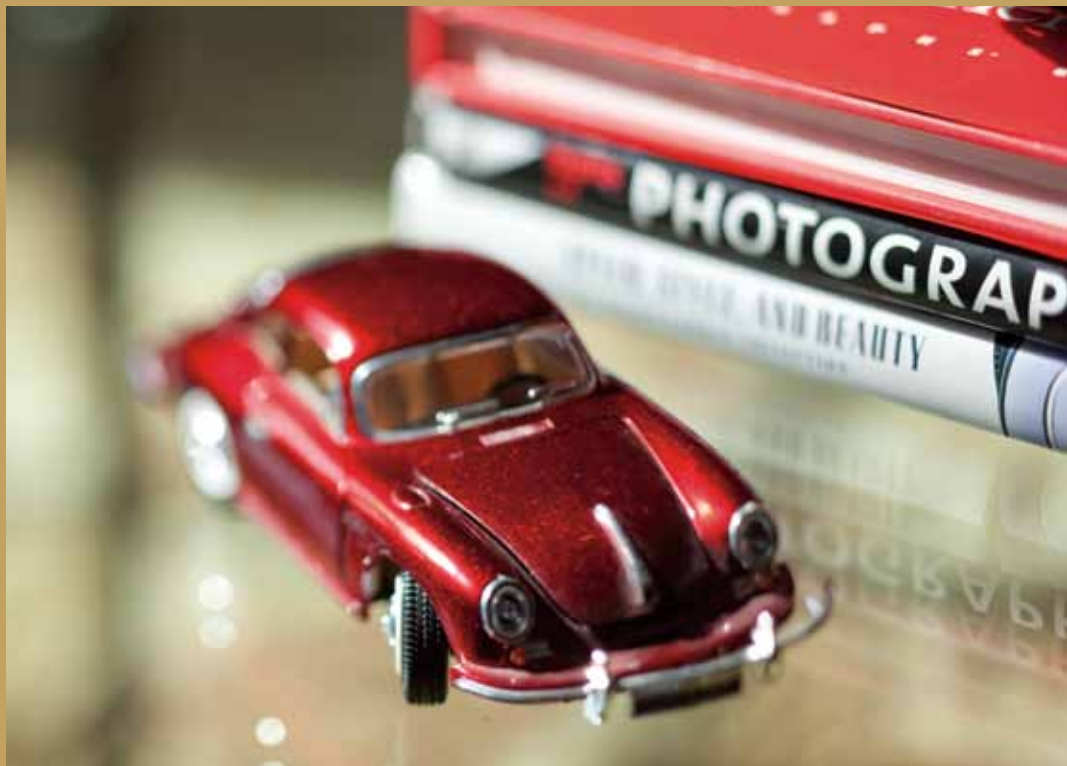
If you tell someone that you live in Markham Ranch the response is inevitably the same, “Oh, I want to live there.” Well, Steve and Melinda Church do. Their lovely home is nestled in the Palma Grove area, known as the “Pastures of Heaven.”

Designed by renowned local architect Richard Rhodes in the 1980’s, the goal of this neighborhood was to encompass and enhance the incredible natural surroundings. It was intended to be a neighborhood in the truest sense of the word. Neighbors meet each day to gather their mail, sit poolside together, or just say “hi” while going on a walk along the well-kept, meandering paths.

When you enter the Church home, the first word that comes to mind is “beautiful.” Beautiful setting, beautiful home, beautiful furnishings and beautiful artwork. Melinda, along with help from designer Kim Ottone, selected the furnishings.

On display in the entry is a stunning photograph of a blue door they wandered past in Tuscany—a fitting picture for the Church entrance. Blue doors are meant to symbolize peace and calm, safety and security. It sets the tone for the entire home and makes guests feel welcomed.

Steve is an avid amateur photographer. The house is full of wonderful photographs taken in Monterey County and throughout their travels. The home is tastefully decorated in Melinda’s favorite colors natural hues of cranberry, russet, and gold with caramel colored walls throughout. All is complimented by the gleaming hardwood floors, hand-hewn mantels and soaring exposed trusses. The colors used in the home seem to invite the outdoors in, and act as a fitting backdrop to highlight Steve’s photography.



Light comes streaming into the living room through a large arched window a signature architectural feature of the Palma Grove homes. Under that window sits a unique map chest found in a local antique store. The living room is full of comfortable seating, including a French country bench directly in front of the fireplace. The warm and friendly atmosphere pulls you in. Looking in the other direction you see the dining room, where a stately trestle table sits, beckoning you to come and enjoy a great meal. A large wooden stag’s head presides over the dining area. The other wall boasts a wooden boar’s head. Steve says he loves animal mounts, but is a terrible hunter, so he enjoys the wooden ones. They are stunning.

The office, with its vibrant brick colored walls, is the technical center of the home and serves as workspace for both Steve and Melinda. Above the French doors is an incredible picture of the 1995 Salinas River flood. Steve climbed the hill above Las Palmas, took

Small treasures give a wink to the owners’ passions.

The formal dining room, with a soaring ceiling and slight peek at the loft above.



The kitchen, with its warm colors and top-of-the-line appliances has all the amenities one could want.



The inviting family area, displaying an original painting by a local artist.





a series of six shots and had them combined. The picture spans the width of the French door. The office is also filled with personal memorabilia. A favorite is a large photograph of “Edwin,” a member of the African boys choir that visited and had dinner in the Church home.

The family room and kitchen are the heart of the home. The family room contains photographs from the Church’s travels to Europe, along with family snapshots and mementos filling the bookshelves. Above the fireplace is an original painting of the Spreckels Sugar factory by a local artist. This is another nod to the owners’ love of their hometown. The kitchen is a unique blend of stone, tile, and warm olive and cream colors. “La sanglier de bon ton” translated “the fashionable boar” is playfully painted above the stove-top. That and other unique touches give you the feel-

ing that the Churches have lived here for years.

Just when you think you’ve seen the best part of the home, you enter the master bedroom suite. Gazing from the suite across the enclosed courtyard and fireplace, you see vistas and trees and hear sounds of wildlife, which embrace you with a sense of peace and tranquility. In fact, the peace and quiet are the Church’s favorite things about living in Markham Ranch along with the turkeys, the hiking, and no wind!

The Churches have personalized their home, making it just right for them. It holds all their favorite things, while allowing them flexibility to travel, enjoy life, and bring home a few new treasures. There’s always an empty corner...yes? **cc**

A peaceful place to unwind at the end of the day.



A steam shower, along with beautiful marble surfaces grace the master bath.



Light a fire, pull up a comfortable chair and enjoy the outdoors.

# 110th U.S. Open Championship 2010 at Pebble Beach Golf Links



6th hole at Pebble Beach Golf Links. Photo by: Marc Howard.

**The 110th U.S. Open Championship taking place June 14-20, 2010 will mark the fifth time that the storied course at Pebble Beach Golf Links has hosted this prestigious tournament.**

Opened in 1919 and designed by Jack Neville and Douglas Grant, Pebble Beach Golf Links has hosted ten previous USGA championships, including four U.S. Opens. The tradition of USGA Championships at Pebble Beach began in 1929 when the now famous course was just ten years old and hosted the first USGA Championship in the "Far West." In the last 40 years, no course has hosted more, and each Open at Pebble Beach has served to identify the best golfer of its era.

The first U.S. Open Championship at Pebble Beach was held in 1972 and

was won by Jack Nicklaus who captured his 13th major title in historic fashion. Nicklaus arrived at Pebble's treacherous 209-yard 17th hole facing a stiff headwind. He hit what turned out to be one of the most famous golf shots of all time, a perfect one-iron that struck the flagstick and stopped five inches from the cup for a tap in birdie.

In 1982, Pebble Beach played host to its second U.S. Open Championship and gave us another memorable finish. Jack Nicklaus and Tom Watson were tied as Watson stepped to the 17th tee and hit his two-iron into the left rough. Staring at a bogey, Watson grabbed his sand wedge, pitched the ball into the air and watched as it landed on the green and rolled into the hole for a birdie. This gave Watson a one shot lead heading into the final hole, which he also birdied to seal the two shot victory.

Tom Kite, the all-time leading money-winner at the time, shed his mantle of "the greatest player to never win a Major" when he defied the odds and 40 mph winds to shoot a par 72 score on the final day, when the average score among the other leaders was 80. Relying on his wits and a solid short game, he played the conditions superbly, including a remarkable chip-in birdie on the seventh hole, after hitting a six-iron into a strong, swirling wind on the 106-yard par three.

In 2000, Pebble Beach hosted the 100th playing of the U.S. Open. In arguably the greatest U.S. Open performance of all time, Tiger Woods led from start to finish. With an opening round of 65, the best 18-hole total of any U.S. Open played at Pebble, Tiger completed the tournament with a four-day total of 272. This score tied the record for the lowest 72-hole score ever

.....

"In the work we did to enhance the holes in preparation for the 2010 U.S. Open, the team reviewed countless historical photographs and documents to make sure we maintained the integrity, drama and grit of the original design. Our goal has been to strengthen Pebble Beach for today's player, while maintaining its timeliness. I believe we have accomplished this goal with the many improvements made over these past few years. Pebble Beach is a national treasure to the game of golf. I am proud to have a hand in preparing it for the 2010 U.S. Open and for all golfers who come to Pebble Beach to enjoy its many challenges." - Arnold Palmer


.....

in the national championship, bested the field by 15 strokes, shattering the record for largest winning margin set in 1899, and launched the "Tiger Slam" as Woods then claimed the next three Majors played.


**Course Updates for 2010:**

Pebble Beach Golf Links has continuously strengthened the course facets to enhance player appreciation, heighten the challenge and exceed guest expectations. For 2010, new and notable updates have been unveiled to the acclaimed course: four greens and 16 bunkers have been rebuilt, altered or installed, 11 tees have benefited from enhancements, six holes have seen

THE FIRST ANNUAL SALINAS VALLEY HALF MARATHON





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**RUN THE VINEYARDS EAST OF EDEN**

Beginning at the Soledad Mission, participants of the First Annual Salinas Valley Half Marathon will run along the foothills of the beautiful Santa Lucia Mountains, breathe the cool coastal air, and celebrate as they cross the finish line at Pessagno Winery.

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FOUNDING SPONSOR: 



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the addition or adjustment of trees (including Cypress) and the total length of the course has been extended to 7,040 yards.

### Tickets and Corporate Hospitality:

The U.S. Open has sold out for 23 consecutive years, and the 2010 Championship promises to be no exception. At the time Coastal Grower went to press, a notice on the USGA website ([www.usga.org](http://www.usga.org)) advised that they had concluded the general public random drawing for tickets, and had made available the remaining tickets for sale online on a first come, first serve basis. Ticket questions can be directed via e-mail to [ticketquestions@usga.org](mailto:ticketquestions@usga.org) or via phone to (800) 698-0661.

Corporate Hospitality tables in the Pavilion seat up to ten guests and include course access, parking passes, computerized scoring terminals, air conditioning, and television coverage of

the U.S. Open, with food and beverage options for additional fees.

### Daily Option Amenities:

- ▶ Twelve daily tickets: each ticket allows access to the golf course and to the Pavilion 2010
- ▶ Reserved table for the day with seating for ten in an air conditioned tent
- ▶ Breakfast, full luncheon buffet, afternoon hors d'oeuvres and open bar service for an additional charge of \$1,500 plus tax per day(s) reserved
- ▶ Four preferential parking passes for day(s) reserved
- ▶ Exclusive opportunity to purchase co-branded merchandise bearing your company name or logo and the U.S. Open logo
- ▶ Computerized scoring terminals available for use
- ▶ Television broadcast coverage of the U.S. Open Championship

For more information, contact Stephanie Zelei of Pebble Beach Resorts at (831) 648-7833.


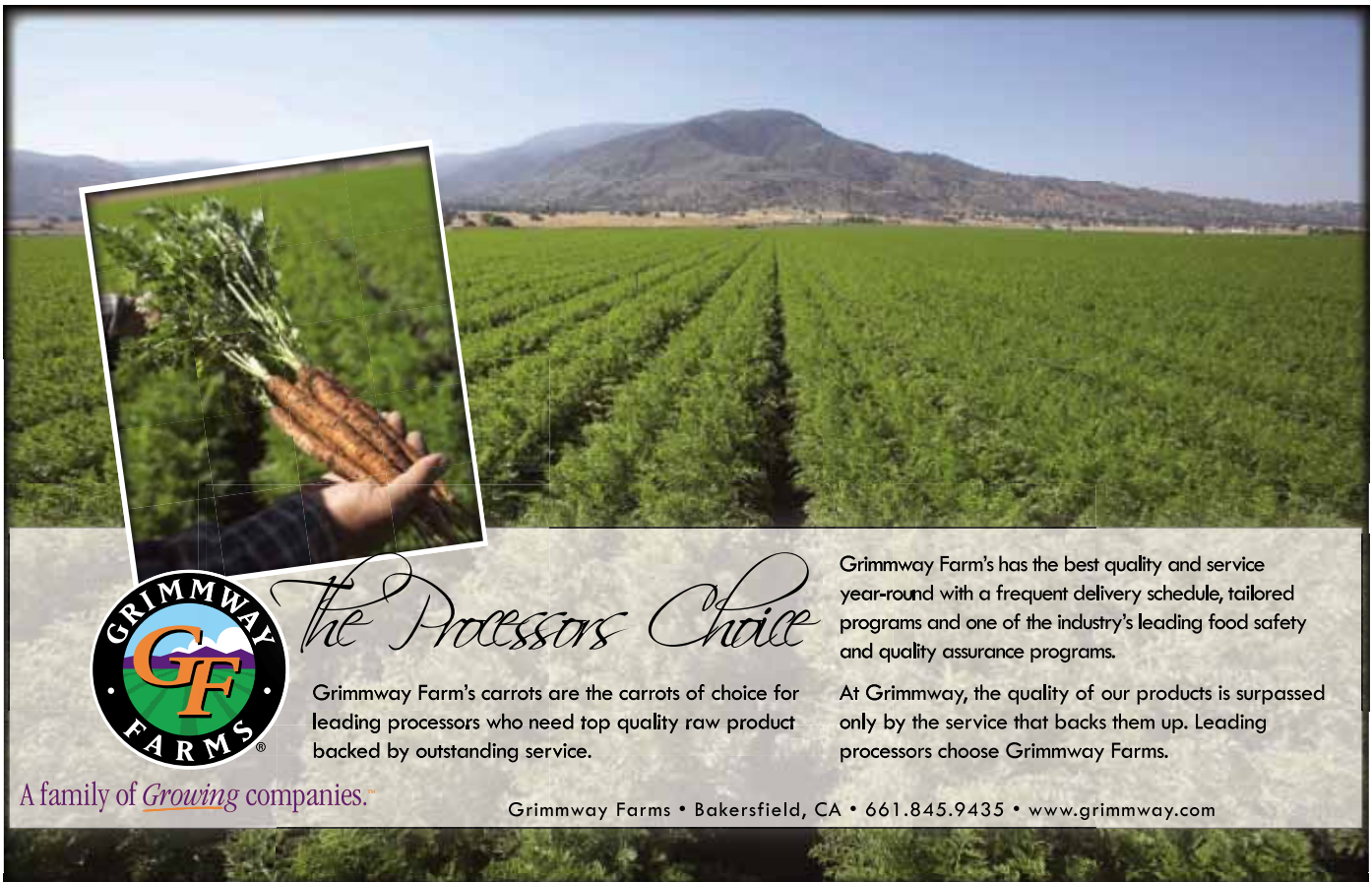
### U. S. Open 2010 Fun Facts

- 18,000 bleacher seats constructed and installed.
- 15,000 pounds of salad served.
- 65,000 guests in the corporate hospitality village.
- 180,000 servings of beer.
- More than 215 vans and buses.
- Approximately 6 miles of fencing installed.
- 1,500 media from 25 countries.
- 200,000 prawns, 850 lbs smoked salmon, 55,000 lbs beef served.
- 4,400 tons of bunker sand.
- 7,600 volunteers on 32 committees.

### Corporate Hospitality

The Pavilion 2010 tent will be located between the 2nd and 3rd fairways, where corporate tables are available to be reserved any day of championship week. A reserved table with corporate identification will comfortably seat ten guests at a time.

Food and beverage, including breakfast, lunch, afternoon hors d'oeuvres and open bar service will be available and provided by the designated U.S. Open caterer for an additional fee. This shared corporate area is ideal for entertaining a smaller group of clients, friends or employees.



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# May—National Salad Month

BY SUZANNE DU VERRIER, HEALTHY EATING LIFESTYLE PRINCIPLES



May is National Salad Month, and Healthy Eating Lifestyle Principles (HELP) is celebrating on May 15, 2010 in conjunction with Salinas Valley Memorial Healthcare System (SVMH) by partnering on the 13th annual Heart & Sole Race.

The Heart & Sole Race is comprised of a 10K run and a 5K run/walk, at Monterey Park School in Salinas.

Registration fees are \$25 per person for those 18 years and older, and \$15 for those under age 18, through July 11, 2010. Check the SVMH web site at [www.svmh.com](http://www.svmh.com) for details and to register.

The Monterey County Health Department, Champions for Change, will be demonstrating fun, physical activities for families to learn. Lettuce sampling and information on all types of lettuces will be available. Most are grown right here in the Salinas Valley. Fruit and vegetable characters will be entertaining the kids and posing for photos. Fun prizes will be given away too, so don't miss your chance to win.

As a fundraiser, the Parent/Teacher Organization will be selling a hot dog in a Romaine lettuce leaf, a bottle of water and a fresh Salinas salad with strawberries for \$3.00 each.

Come and join the activities, get some exercise, eat healthy and have a wonderful family day and HELP celebrate National Salad Month this May.

HELP's mission is to combat the obesity epidemic in Monterey County by offering a range of school, workplace and community programs that promote healthy eating, physical activity, positive lifestyle values and the increased consumption of fresh fruits and vegetables. HELP offers a variety of successful intervention programs in collaboration with



Head Start, public elementary schools and other nonprofits, and provides nutrition education and physical activity to school children, pre-school children, parents and teachers throughout Monterey County. Visit [www.helpchooselyourlife.org](http://www.helpchooselyourlife.org) for more information, children's games and activities.

HELP was founded in 2004 by Basil Mills and Monterey County's Agriculture Cluster of Businesses and was launched under the Grower-Shipper Association Foundation. It became a 501(c)(3) non-profit organization in January 2005, and is overseen by a Board of Directors representing leaders in education, health care, government and business. **ce**



# THANK YOU

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*The Rotary Club of Salinas sincerely appreciates the National Steinbeck Center and all the volunteers and businesses that helped make this year's festival such a success.*

# THANK YOU.

# Hartnell College Wall Relief Unveiling

BY ANASTASIA ELGINA, HARTNELL COLLEGE FOUNDATION

On October 19, 2009 Hartnell College celebrated the unveiling of the Maria Teresa De La Guerra and William Hartnell Wall Relief. Designed by visionaries Alice Moser and Penelope Hartnell, with input from the Hartnell College Academic and Student Senate, the wall relief came to life in the hands of artist John Cerney, a Salinas native. The ceremony was a

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 "This artwork is a learning tool for Hartnell students, representing the history of how the college came to be," said Penelope Lockridge Hartnell.  
 .....

great success, with over 60 attendees consisting of students, faculty, members of the Hartnell College Foundation Board, Hartnell College Board of Trustees, Ag Advisory Committee and the Western Stage Council.

The piece was made possible solely by contributions from friends and descendants of the Hartnell family. Don Bovee, Hartnell descendant, made a lead gift back in August 2008. "This artwork is a learning tool for Hartnell students, representing the history of how the college came to be," said Penelope Lockridge Hartnell.



From left to right, portrayed on the wall relief is an Ohlone-Costanoan & Esselen woman, recreated from a sketch by Jose Cordero; Brig John Begg merchant ship on which Hartnell arrived in Monterey in 1822, from a painting by Thomas Hoyne; Colton Hall, site of California's Constitutional Convention in 1849. Hartnell was the Official Government translator; Mission Bell. Hartnell was Visitador de Misiones, Inspector of the Missions, from 1839-1840; El Seminario de San Jose, the Colegio Hartnell established in 1834, from a painting by M. Evelyn McCormick; Graduates of Hartnell College.

William Edward Petty Hartnell was born in 1798 on a country estate in Lancashire, England. He attended Cambridge University, and studied

accounting at the College of Commerce in Bremen, Germany. Upon completion of his studies, Hartnell secured a position with the John Begg Trading



(l to r): Penelope Hartnell, John Cerney, Hartnell College President Dr. Phoebe Helm, and Don Bovee.



(l to r): John Cerney, Alice Moser and Mike Moser.

Company in Santiago, Chile, and began working as an accountant and trade negotiator. He became fluent in Spanish and was soon negotiating trade agreements along the western coast of South America.

In 1822, Hartnell arrived in California and set about establishing a positive relationship with Governor Pablo Vicente Sola and Padre Mariano Payeras, head of the California Missions. As a result of Hartnell's experience and diplomatic skills, Governor Sola granted him the right to trade in California and to establish monetary trade agreements with the missions and the presidios. Hartnell's business ventures thrived and he became well known by the Californios, the large land owners in the province. During this time, he frequented the home of Don José de la Guerra, a highly influential Californio living in Santa Barbara. Don José de la Guerra was regarded as the most wealthy, cultivated and influential man in the province. He and Hartnell became friends and shared many cultural interests. La Casa de la Guerra was a mecca for distinguished visitors from all over the world, and Hartnell often attended fiestas at the de la Guerra home. It was

in this setting that he met the lovely Maria Teresa de la Guerra, daughter of Don José.

In 1824, Hartnell converted to Catholicism and a year later, he married Maria Teresa. In the week prior to the wedding, a series of parties and dinners was held in Santa Barbara followed by the wedding ceremony at the Santa Barbara Mission. William Edward Petty Hartnell and Maria Teresa de la Guerra Hartnell then moved to Monterey to oversee their business ventures.

In 1830, Hartnell became a Mexican citizen and received a share in the Rancho de Alisal. On the Rancho, he and Maria Teresa planted fruit trees, grain and grapes. They also grazed over 500 head of cattle. In 1832, Don José wrote to his son-in-law, "...turn (your) natural inclination to teach into an asset and become a schoolmaster." As the Rancho was an ideal setting for a school, Hartnell could combine the pleasures of teaching with those of being a rancho. Hartnell soon received permission from Governor Figueroa to secure a license to establish a postsecondary school. On May 4, 1834, Governor Figueroa attended a blessing for the new school and made

a gift of approximately \$150 to support the educational venture.

On January 1, 1834, a huge fiesta formalized the opening of El Colegio de San José on the Alisal Rancho, now re-named "El Patrocinio de San José." Spanish, mathematics, philosophy, French, English, German, and Latin formed the curriculum. Each student paid a fee of 200 pesos for a year's study. During the first year, 15 students enrolled and the school became a social center for young people and visiting dignitaries such as Mariano Vallejo, Juan Bautista Alvarado, and Francesco Pacheco. The census of 1836 listed a total of 44 persons living on the Rancho. This included the six children then born to William Edward Petty and Maria Teresa de la Guerra Hartnell. ☞

*Information for this article was taken from historical documents provided by the Monterey County Historical Society and the Monterey County Herald, and writings by Dr. Daniel Ipson of Hartnell College. The following references were consulted: The Salinas: Upside-Down River by Anne B. Fisher (1977) and The Lives of William Hartnell by Susanna Dakin (1949).*

# Salinas Valley Half Marathon

BY JOHN LEWIS



Imagine, a beautiful summer day in the Salinas Valley. The crystal blue sky, beaming sunrays and fields full of crops getting ready for harvest. It's the ideal time of year to embrace outdoor activities and breathe in cool, fresh coastal air as you soak up some sun. Now, imagine becoming part of something positive and healthy that celebrates the Salinas Valley and the passionate people who produce food and wine for the world to enjoy.

No need to dream any more, the reality is hundreds of participants will be running through the Salad Bowl of the World this summer as part of the first annual Salinas Valley Half Marathon.

In an effort to showcase the positive attributes of our area, including our wines, produce and breathtaking views, the Salinas Valley Half Marathon promises runners and walkers a challenging and memorable experience. The vision is to highlight our agricultural community, generate tourism, and boost the

image of Salinas while having a lot of fun.

The race will be held Saturday, August 7, 2010 in conjunction with the annual Winemakers' Celebration, hosted by the Monterey County Vintners and Growers Association (MCVGA). The route is a scenic 13.1-mile U.S.A. Track and Field (USATF) certified course that winds along the Santa Lucia Highlands, giving participants a unique look at the crops we grow and the many local award-winning wineries, vineyards and tasting rooms.

Runners will begin the race at 8:00 a.m. near the historic Soledad Mission heading south for a short distance then west towards the Santa Lucia mountains. The relatively flat course will then take runners north on Foothill and River roads, paralleling the Salinas River, before they cross the finish line at Pessagno Winery.

A post-race party and expo will be held at Pessagno featuring music and



**8:00 a.m., Saturday,  
August 7, 2010**

**Start:** Soledad Mission,  
36641 Fort Romie Road, Soledad

**Finish and Expo:** Pessagno  
Winery, 1645 River Road, Salinas  
Awards Ceremony 11:00 a.m.

**Registration:** \$55 now through  
May 31, 2010; \$65 June 1, 2010  
through race day

*For information on sponsorship,  
volunteering or to register, visit  
[www.salinasvalleyhalfmarathon.org](http://www.salinasvalleyhalfmarathon.org)*

plenty of food, wine and post-race refreshments, along with an awards ceremony where the top finishers will be recognized. All finishers receive a medal and a technical running shirt, plus other goodies.

The idea for Salinas to host a half marathon was thought up by Race Director, Karen Nardoza. After studying the racing industry and the growth trends for recreational tourism, Nardoza, a recreational runner, who completed the Big Sur Half Marathon for the first time in 2007, pitched her idea along with success stories of other wine-country half marathons to local leaders she knew to

be runners or wellness enthusiasts themselves.

"I knew River Road would be a perfect destination race course to highlight the beauty of our valley," Nardozza said. "Then I researched the potential economic boost, trends in similar half marathons, and found that August had very few races leading into the hectic Fall endurance running season. The planets seemed to be aligning perfectly with potential for the Salinas Valley to host our own race with a tie-in to the MCVGA Winemakers' Celebration. I couldn't stop talking about it. I was obsessed."

What began as a small handful of believers grew into a devoted com-

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**"Our hope is to bring a lot of people from out of town, that are possibly not aware of our wonderful wine corridor and beautiful agricultural land," said Colby Rubbo, course co-chair.**  
.....

mittee, and then with the creation of a 501(c)(3) to accommodate sponsorships and donations, a board of directors was added. The organization is now a hard working team of nine sub-committees and more than 50 volunteers collaborating to make the race a success. The goal is to make the Salinas Valley Half Marathon a world-class destination race.

"Our hope is to bring a lot of people from out of town, that are possibly not aware of our wonderful wine corridor and beautiful agricultural land," said Colby Rubbo, course co-chair. "In destination racing, runners bring friends and family with them to stay and play the entire weekend. This will have positive economic impact for the hospitality, restaurant, and retail industries, and for the image of Salinas."

Along with promoting businesses, the Salinas Valley Half Marathon wants to

promote health and wellness. Individuals and families of all fitness levels are encouraged to participate. The Salinas Community YMCA is partnering by offering free training workshops to the community.

Training is open to everyone, with three fitness levels and goals being offered: non-runners who want help building stamina to finish the 13.1 mile distance, recreational runners who desire improved performance and fitness ability, and experienced runners seeking a personal best.

The thirteen-week program starts May 6, 2010 and will be held every Thursday night at 6:00 p.m. at the Salinas Community YMCA located at 117 Clay Street in Salinas.

Mike Dove, a longtime board member and training coach with the Big Sur International Marathon, will be conducting sessions along with myself and Lulu Vargas, Director of Health and Wellness at the Y.

Sessions will alternate every other week between lectures and group runs. The lectures will be held classroom style, and topics will include: The Basics, Injury Prevention, Developing Speed, Diet and Nutrition, Running and Your Health, Salinas Valley Half Marathon Specifics, and Tapering/Preparing for Race Day.

Registration for the race is already underway. The entry fee is \$55 until May 31, 2010, then \$65 June 1, 2010 through race day. This includes parking, bus transportation, goodie bag, event technical t-shirt, finisher medal, and entry to the Expo. It also includes a generous discount to the MCVGA Winemakers' Celebration.

Come be a part of history by supporting or participating in the first annual Salinas Valley Half Marathon. Sponsorship and volunteer opportunities are available, and teams are forming. For more information about the race or to register go to [www.salinasvalleyhalfmarathon.org](http://www.salinasvalleyhalfmarathon.org) 



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# Creating a Plan for Your Outdoor Retreat

BY STEVE MCSHANE



I am a fanatic for planning in life. I keep my goals in my wallet and consult my mission, vision and direction in life regularly. I've found a life with purpose is just more fulfilling. The same idea can be said about your garden and landscape. I counsel hundreds each year on landscape design, and as a result many employ the services of design professionals. The purpose of this article

is to introduce the process of landscape design for commercial and residential property.

When putting together a plan for outdoor spaces, you have several options, including creating a plan yourself, or hiring a landscape architect, landscape designer, or landscape contractor. There are upsides and downsides to each.

Typically, an architect or designer is going to get the best results. Doing the plan yourself or depending on a contractor will save the most money. In many cases, you can hire a designer to serve as a consultant or go-between. Without question, hiring a professional for direction is the way to go.

When hiring a professional designer, you can expect to receive a "hardscape plan" and a "planting plan". Hardscape plans include patios, decks, ponds, boulders, retaining walls, edging, fountains, rock features, pathways and steps, and sometimes lighting. The hardscape plan will specify the materials that the installing contractor will need to use. The planting plan will include a "palette" of plants and their sizes to make it easy for the installing contractor to purchase and identify placement. The plans are exactly what you would use to go out to "bid" with contractors.

The process of landscape design usually takes a month or more, from beginning to end, depending on the project. The process begins with an initial consultation phase that may or may not be included in the price of the design. This phase will produce "concepts"




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and ideas during a visit from a professional to the site. Many designers offer a "design survey" for the client to complete in advance, which saves time and money.

While some designers bill by the hour, most bill by the "project," where the project fee is based on the number of hours involved in measurement, research, design and drawing. Typically, a 50 percent deposit is required at presentation of the completed preliminary drawings. The remaining balance is due and payable upon presentation of the

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**Landscape design is one of the most exciting ways to create a more livable home or commercial property.**  
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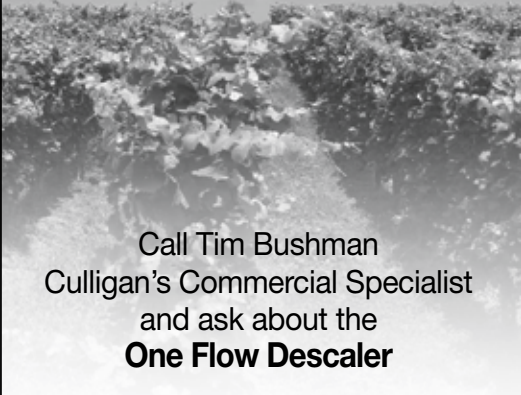
completed final drawings.

Often clients ask for renovation of existing landscaping. The cost varies from project to project depending on the extent of work needed, in some cases costing just as much as starting from scratch. If consultation and limited designing is desired, as-needed hourly consultation is another option.

When choosing a designer, you have a lot of options. Most local nurseries have a list of qualified professionals. Some nurseries have a department dedicated to landscape design. My advice is to look at several options. You should check references and ask to see photographs and designs of previous jobs. Use caution if considering an installer for landscape design. I believe the two areas of expertise should be kept separate.

Landscape design is one of the most exciting ways to create a more livable home or commercial property. Through design, you discover ways to utilize the outdoors as an extension of the indoor environment. The right design is easier than you think, and I encourage you to get planning today! **ce**

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# Monterey County Vintners & Growers Association Annual Luncheon



On January 15, 2010, Monterey County Vintners & Growers Association (MCVGA) held their annual luncheon for members and associate members, sponsored by NH3 Services, Inc., at the Monterey Plaza Hotel & Spa.

Attendees mingled over wine at a pre-lunch reception, and the program included the recognition of MCVGA's 2009 Volunteer of the Year awardee, Paul Novak of Novak & Associates, before Executive Director, Rhonda Motil, recapped 2009 highlights and described MCVGA's focus for 2010. Then, Board President, James Pickworth explained a new branding and marketing initiative.

Motil explained, regardless of the economic impact on consumer spending, people are still intrigued with Monterey County wines, and the media remain interested in exploring what they consider an undiscovered wine region. In 2009, MCVGA focused on marketing the region and gaining more press exposure than ever before. Motil reported that "Monterey Wine Country" continues to be placed on the top lists of travelers, journalists, and wine connoisseurs, and MCVGA hosted media representatives from Oprah, Sunset, and the Los Angeles Times. Monterey County was touted in Travel & Leisure as one of the top three wine regions in the U.S. to discover; and the largest online wine resource, with



From top: (l to r) Guest enjoying lunch. (l to r) John Narigi, Doug Phillips, Kurt Gollnick. (l to r) Harry Wardwell and Rhonda Motil. (l to r) Tim Baldwin and Eric Lauritzen.



over 100,000 subscribers, deemed Monterey as the region where "Pinot is King."

Motil reported an increase in attendance at Monterey County wine events in 2009. In a year when the industry was prepared for a downturn, wine fans came out in force for the Winemakers' Celebration and Great Wine Escape.

Motil also announced MCVGA was awarded the highly competitive California Department of Agriculture Specialty Crop Grant. Less than 50 companies in California received this grant, and MCVGA's proposal, totaling \$200,000, was one of the largest funded.

Motil said that in 2010, MCVGA will embark on an initiative to produce a signature series wine collection from the various American Viticulture Areas in Monterey County. The limited release of only 110 cases from each AVA will showcase the best in grape growing and wine making. It will serve as a promotional and educational tool for the media and trade when the wines are launched in 2012.

MCVGA plans to continue to make Monterey County "top of mind" as people make their wine selections by staying active on the tourism front to make Monterey County the easy selection as travelers make decisions on wine country tours. Board President, James Pickworth, described how MCVGA will be undertaking a rebranding effort in 2010. After researching other leading wine regions in California and comparing marketing messaging with their own, MCVGA discovered their marketing messages were all too similar. MCVGA embarked on a year-long branding initiative to develop, design, and test-market new branding concepts, which will be launched in 2010. **ce**



Top to bottom:  
 (l to r) Luis and Ronni Alvarez, Rey Lagasca  
 James Pickworth  
 (l to r) Eric Lauritzen, Tim Baldwin, Jason Smith  
 (l to r) Sabine Rodems and Julie Rosenau  
 (l to r) James Pickworth and Jim Lipe

# Toro Pony Baseball

First Annual Wine Tasting and Sports Auction



The board of directors and volunteers from Toro Pony Baseball hosted their first annual wine tasting and sports memorabilia auction January 31, 2010 at Gino's Italian Restaurant in Salinas, California.

Over 200 people attended the inaugural event to chat about the upcoming season and bid on items such as signed baseballs and private pitching and hitting clinics.

Board member Gina Martorella, comments, "We want to thank all of our generous donors and parents for supporting this event and being their for these great kids and athletes."

With games held at Toro Park and Buena Vista Schools off Highway 68, the over \$20,000 in funds raised will go to field maintenance, registration scholarships and other facility improvements. Currently over 500 kids are enrolled with the season kicking off mid-March.

For more information on how you can sponsor or support Toro Pony Baseball please visit [www.toroponybaseball.com](http://www.toroponybaseball.com).

Top to bottom:

(l to r) Steve Szasz, Mike Avila

(l to r) John and Kori Lukasko, Tom Koster

(l to r) Jessica and Corey Oleson

(l to r) Kelly McMillen, Jim & Diana Skillicorn



Top to bottom:  
 (l to r) Coleen Meyenberg, Gina Aldrete, Randy Meyenberg  
 (l to r) Gabe Santos, John DeSantis, John Baillie  
 (l to r) Dan Carnazzo, Gina Martorella  
 (l to r) Katherine Avila, Dee Shankle, Patty Avila  
 (l to r) Lisa Silacci, Christina Jones  
 (l to r) Tim and Gina Borel, Kim and Mike Costa



# Rancho Cielo Culinary Round Up

PHOTOS BY SUZANNE DORRANCE



On Sunday, January 31, 2010 at the Monterey Plaza Hotel and Spa, Monterey County's top chefs prepared sumptuous cuisine paired with local wines to delight guests at the Rancho Cielo Culinary Round Up.

The western-themed fundraiser, chaired by Bert Cutino, Co-Founder and COO of the Sardine Factory Restaurant, raised money for the benefit of Rancho Cielo's Drummond Culinary Academy a vocational learning facility which will train at-risk youth in all aspects of restaurant hospitality by functioning as both a classroom and a working restaurant for special events.

Rancho Cielo is a 100-acre ranch in the foothills of Salinas. To combat juvenile crime, Rancho Cielo provides opportunities through skills development and job training-one of the few methods that helps kids break the cycle in which they find themselves trapped, giving them an opportunity to redirect their lives. Although the first students arrived on campus in 2004, the program has already demonstrated success, as measured by a 73% recidivism reduction rate.

Preparation for work in the prominent Monterey County Hospitality Industry will be the focus of the Drummond Culinary Academy at Rancho Cielo. Trained youth will be directed into externships and paid jobs upon completing the program, giving them an opportunity for a better life, as well as improving economic development for Monterey County.

Bert Cutino and Ted Balestreri, Co-owners of the Sardine Factory in Monterey, are the visionaries who saw that an old, dilapidated and unused cafeteria could be a state-of-the-art facility with a premier kitchen, dining room, outdoor patio and wine and beverage training area.

The Academy itself will be available to rent for special functions, with an open-plan dining room and patio area that boast spectacular views over the Salinas Valley where guests will be able to envision how the land appeared to the first settlers as they take in the rustic landscape. **CG**

Top to bottom: (l to r) Burt Cutino, Susie Brusa, Retired Judge John Phillips. (l to r) Mike Antle, Mike Mueller, Annette Mueller. (l to r) Jim Johnson, Retired Judge, John Phillips, Joanne Taylor Johnson. (l to r) Cal Staemenov, Sue and Jeff Gilles. Chef Jeff speaks to attendees

# Go Red in your own fashion.



The women of Northern Central Coast **Circle of Red** invite you to **Go Red**. Anyway you want... Eat **red** - apples, cherries, tomatoes. Leave **red** kisses on someone's cheek. Laugh so hard your face turns **red**. Whatever you do, do it for your **heart**. Take a moment everyday and put your hand on your **heart**. And then make your own promise to be **heart healthy**.

## Join us at the 2010 Northern Central Coast **Go Red For Women Luncheon!**

The annual luncheon is an educational and celebratory event combining boutique shopping, a silent auction, health education, cool freebies, a scrumptious heart-smart meal, and loads of FUN!

**When: Saturday, May 8, 2010, 11am**  
**Where: The Inn at Spanish Bay**  
**Tickets and other info: 831-776-3878**

**Want to join the *Circle of Red*?**  
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# About the Drummond Culinary Academy



**Rancho Cielo**  
Youth Campus

OUR KIDS • OUR COMMUNITY • OUR FUTURE

You see the headlines of increasing juvenile crime in Monterey County. You are familiar with the lack of opportunities available to youth in our communities suffering from high juvenile crime rates. Job training is one of the few things that helps these kids break the cycle they find themselves trapped in.

Rancho Cielo is a 100-acre ranch in the foothills of Salinas, with an educational component, vocational training, and recreation for a risk youth and first-time youth offenders giving them an opportunity to redirect their lives. Although our first students arrived on campus in 2004, the program has already demonstrated success, as measured by a 73% recidivism reduction rate.

The local community has been very supportive of the vision of Rancho Cielo and all construction has been accomplished with donations. Vocational training for the prominent Monterey County hospitality industry is the focus of the Drummond Culinary Academy at Rancho Cielo; the renovation of an old building into a premier kitchen, dining room, outdoor patios and beverage training area. The Academy will train our at risk youth population in all aspects of restaurant operations by functioning as both a classroom and a working restaurant for special events. These trained youth will then be directed into externships and paid jobs upon completing the program, giving them an opportunity for a better life, as well as improving economic development for Monterey County.

*We* thank our sponsors for supporting the Rancho Cielo Culinary Roundup Gala  
January 31, 2010

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- American Culinary Federation, Monterey Bay Chapter

### Special Thanks goes to

**Keynote Speaker**  
Chef Jeff Henderson

**Event Chair**  
Bert Cutino

**MC**  
Dan Green

**Auctioneer**  
Butch Lindley

**Music**  
Eight Second Ride

### Thank You to Our Chefs

#### Baja Cantina

Executive Chef Mauro Cuevas

#### Baum & Blume / The Carriage House

Chefs Derik, Diane, J. Morgan & Deborah Wenzler

#### Bernardus Lodge

Executive Chef Cal Stamenov

#### Club XIX, The Lodge at Pebble Beach

Executive Chef Ressel Rassallat CCC

#### Contemporary Catering

Chef Don Ferch

#### Fandango Restaurant

Executive Chef Pedro De la Cruz

#### Fish Hopper / Old Fisherman's Grotto

Executive Chef Mohamad Tabib

#### Grasings / Carmel Chop House

Chef/Owner Kurt Grasing

#### Hyatt Regency Hotel Monterey

Executive Chef Mark Ayers

#### Isabella's at the wharf

Chef/Owner Tene Shake

#### The Lodge at Pebble Beach

Executive Chef Benjamin Brown

#### Monterey Plaza Hotel & Spa

Executive Chef James Waller

#### Pebble Beach Resorts

Corporate Pastry Chef John Hui, CEPC, AAC

#### Quail Resort & Golf Club

Executive Chef Julio Ramirez, CEC, AAC

#### The Restaurant at Ventana

Executive Chef Dory Ford

#### Salinas Valley Memorial Healthcare System

Executive Chef Michael Gaines, CEC, AAC

Chef Ken "Cookie" Goebel

#### The Sardine Factory

Chef Bert Cutino, CEC, AAC, HOF, Co-Founder/COO

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# Andrew & Phyllis D'Arrigo Honored as Heroes by Natividad Medical Foundation

## Formation of Agricultural Leadership Council Announced



On February 25, 2010, at a luncheon at the National Steinbeck Center, Natividad Medical Foundation (NMF) recognized Andrew & Phyllis D'Arrigo with the NMF 2010 "Hero" Award for their generous \$100,000 gift to purchase medical equipment for women and children at Natividad Medical Center.

The "Hero" Award was established in 2008 by NMF to recognize and honor individuals or organizations that have made a significant philanthropic contribution to fulfilling Natividad Medical Center's mission to continually improve the health status of the people of Monterey County through access to affordable, high quality healthcare services. Previous recipients include the Barnett J. Segal Charitable Trust and Dr. Valerie Barnes, Director of Pediatric Services at Natividad Medical Center.

John D'Arrigo, Andrew & Phyllis' son and President of D'Arrigo Bros.,

also announced the formation of The Agricultural Leadership Council. The Agricultural Leadership Council donated an additional \$160,000.

After visiting Natividad Medical Center on two occasions, John D'Arrigo said, "Seeing the compassion and dedication of NMC's doctors and nurses planted a seed in my heart and mind that I wanted to do something to help. The result was bringing together 22 farming families to help provide NMC with the tools they need to continue providing high quality healthcare. It's that simple."

The Agricultural Leadership Council, established as an ongoing body to philanthropically support Natividad Medical Center by purchasing needed medical equipment for the hospital to help further their mission to improve the health status of farm workers and their families, includes the following members:

- John D'Arrigo—D'Arrigo Bros. Co. of CA
- Dennis Caprara—RC Farms
- Tom Nunes—The Nunes Co., Inc.
- Ed Boutonnet—Ocean Mist Farms
- Eddie Silva—Silva Farms
- The Honorable Dennis Donohue—Royal Rose, LLC
- Bruce Taylor—Taylor Fresh Foods, Inc.
- David Gill & Jaime Strachan—Growers Express, LLC
- Tom Russell—Pacific International Vegetable Marketing, Inc.
- Steve Church—Church Brothers Produce
- Bob & Rick Antle—Tanimura & Antle
- Bardin Bengard—Tom Bengard Ranch
- Donna & Albert Oliveira—G.O. Vineyard Management Corporation
- Mark Drever & Steve Taylor—New Star Fresh Foods, LLC
- Chris Bunn—Yuki and Bunn Families
- Sammy Duda—Duda Farm Fresh Foods, Inc.
- The Nucci and Ramsey Families—Mann Packing
- Miles Reiter—Driscoll's
- Ray DeRiggi—Dole Fresh Vegetables
- Phil Adrian—Coastline
- Lou Huntington—Huntington Farms


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# Entre Nous Society Presents: Casino Night Party to Benefit Ag Against Hunger

The women of Entre Nous Society, Inc. hosted a Casino Night Party Friday, February 26th, at the new D'Arrigo Cooler outside of Spreckels, California. This year's beneficiary was Ag Against Hunger.

Close to 300 people braved a chilly, rainy night to venture out to D'Arrigo's new state of the art facility which was cleverly converted into a casino complete with professional card dealers and tables.

In true Entre Nous fashion scrumptious food was also served up to guests. Chef Kevin Hincks hosted a pasta station with risotto, raviolis and linguini. The Salad Shoppe served up clam chowder and tortilla soup while Mann Packing and Classic Salads hosted a salad bar. Star Market donated assorted fine cheeses and Portobello's Rotisserie and Café served warm sandwiches, Italian sausages and a beautiful desert bar.

Ag Against Hunger is a clearinghouse for surplus crops from Monterey, Santa Cruz and San Benito counties. The mission is to alleviate hunger by providing the necessary link between the agricultural community and food assistance organizations.

Since 1934 the 47 members of Entre Nous Society, Inc. have generated over \$670,000 to contribute to a wide variety of worthwhile Monterey County organizations. **ce**

Top down: (l to r) Leti Bocanegra, Tiffany DiTullio, Jennifer Smith.  
 (l to r) Sarah DeSantis, Jerry Hader.  
 (l to r) Michael "The Cheese Guy" from Star Market, Leah Hitchcock, Pat Caraccioli, Jean Johnson.  
 (l to ri) Susan Merrill, Molly Joest, Diane Rogers, Mary Shebl.  
 (l to r) Josh Gentle, Elena Hernandez, Julie Smith.





Top row: (l to r) Chef Kevin Hincks, Carol Dill, Gina Nucci.  
 (l to r) Neil Milburn, Larry Gamble.  
 The women of Entre Nous.  
 Middle row: (l to r) Mike Cook, Jill Lenz, Teri Cook.  
 (l to r) Claudia Smith, Margaret D'Arrigo-Martin, Suzi Cameron,  
 Abby Taylor Silva, Paul Siva. (l to r) Richard Rhodes, Joe Rossi.  
 Bottom row: (l to r) Sandy and John D'Arrigo, Joe and Lori Grainger.  
 (l to r) Steve Church, Salinas Mayor Dennis Donohue.

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