

Coastal Grower

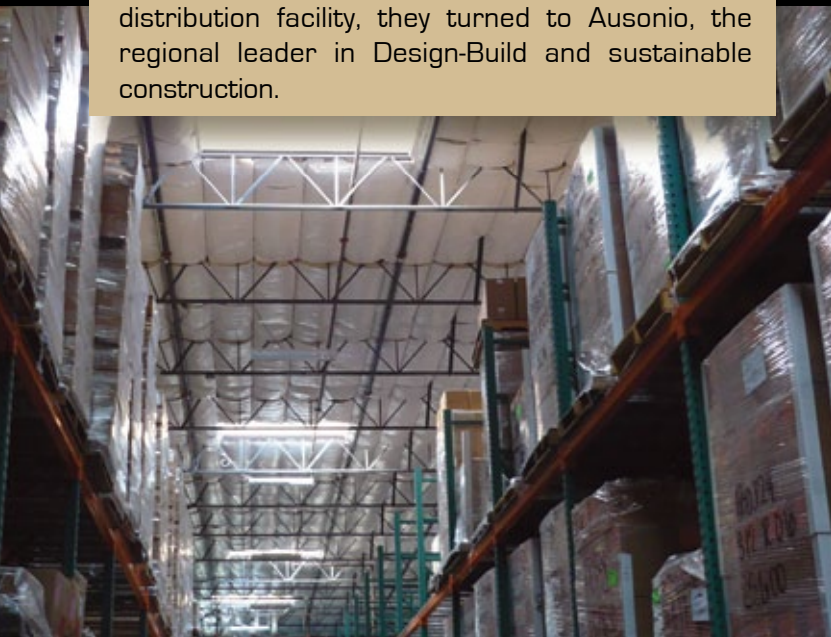
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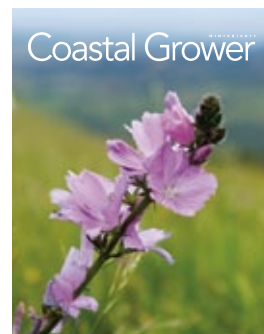


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COVER PHOTO
Cover Photo: A wildflower blooms in Monterey County.
Craig Lovell, Eagle Visions Photography.
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Contributors



Matt Lewis

Matt started with Western Growers Financial Services in 2001 after beginning his career in the securities industry at a major brokerage house in the late 1990s. Matt now manages retirement plans, corporate cash management and investments for Western Growers membership and their affiliates. He is also responsible for the direction and management of the entire organization's portfolio. A graduate from Cal Poly, Pomona, with a degree in Finance, Matt currently lives in Corona, CA, with his wife and two children.



Stephanie Bouquet

Stephanie is a registered dietitian and owner of SB Nutrition Consulting. She holds a bachelor's and master's degree in Nutritional Science from Cal Poly, San Luis Obispo and Cal State University, Northridge. Since 1993, Stephanie has practiced in the field of nutrition with specialized board certifications in weight management, diabetes and sports nutrition. She offers individualized nutrition consultations, group style classes, athletic team presentations and wellness coaching services. A native of Salinas, Stephanie returned to the area to raise her own family. Visit Stephanie's website: www.sbnutrition.net.



Kathryn Harrison

Kathryn has been helping families and business owners reach their financial goals for over 25 years. A Certified Financial Planner and former CPA, Kathryn is a partner at Astera Financial Group, a multidisciplinary wealth and investment management firm serving affluent families, business owners, non-profit organizations and retirement plan sponsors. Kathryn is a member of the Financial Planning Association and her community activities include The Women's Fund of the Community Foundation of Monterey County and the Board of Directors of the Forest Theater Guild. Kathryn can be reached at kharrison@asterafg.com.



Luis Alvarez

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



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.



Laurie Daniel

A resident of the Santa Cruz Mountains, Laurie has been a journalist for more than 30 years. Although she grew up in wine-deprived surroundings in the Midwest, she quickly developed an interest in wine after she moved to California. Her weekly wine column is published in several newspapers, including the San Jose Mercury News, and her work has appeared in magazines such as Food & Wine, Wine Country Living, Wines & Vines, Drinks, and Wine Enthusiast. She is a frequent judge at wine competitions in the U.S. and abroad.



Amy Wolfe

Amy is the President and CEO of AgSafe, a statewide nonprofit organization whose mission is to minimize injuries, illness and fatalities in California's agricultural industry. She currently sits on the Board of Directors for the Agricultural Awareness and Literacy Foundation and on the Board of Directors for the United Way of Stanislaus County and is actively involved in the Association of Fundraising Professionals. Amy received her MPPA from CSU, Sacramento and her BS from Cal Poly, San Luis Obispo. She and her husband Rich, a high school Ag teacher, live in Escalon, CA.



Gina Andersen

Gina Andersen is the partner in charge of the Tax Department at Hayashi and Wayland, Accounting & Consulting, LLP, with expertise in business taxation and agriculture. She is a member of the American Institute of Certified Public Accountants, California Society of Certified Public Accountants and California Women in Agriculture. Ms. Andersen has a BS in Agriculture Business and an MS in Taxation. She currently serves as the Treasurer for Ag Against Hunger.



Jess Brown

Jess serves as executive director of the Santa Cruz County Farm Bureau and the educational organization, Agri-Culture. His community activities include past-president of the Cultural Council of Santa Cruz County, 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 also served as commissioner of the Santa Cruz County Parks and Recreation Department. Currently, Jess serves on the board for Leadership Santa Cruz County, Santa Cruz Area Chamber of Commerce and chair of the Tannery Arts Center.



Jason Retterer

Jason is a land use and environmental attorney at L&G, LLP in Salinas, CA. He was lead environmental counsel for the Panoche Valley Solar Farm. Jason represents property owners, developers, and public agencies on matters involving local, state and federal land use and environmental laws, including the California Environmental Quality Act, Williamson Act, California's Planning and Zoning Law, the Subdivision Map Act, and the California Coastal Act, the National Environmental Policy Act, and the state and federal Clean Water and Clean Air Acts.



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.



Kate Weber

Kate recently made a career change from teaching English at Hartnell College and Monterey Peninsula College to accepting her first position in marketing as Account Coordinator for Nardoza + Associates in December 2011. She's enjoying being a part of a new team and networking with the greater Salinas community. In addition to assisting the N+A staff with project management, Kate specializes in copywriting and editing. When she's not learning the ropes at N+A, you can catch her staying active with running and Zumba.

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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, Berkeley, College of Natural Resources (formerly the College of Agriculture).



Steve McShane

Steve is Owner and General Manager of McShane's Nursery & Landscape Supply in Salinas, CA. He has a BS in Soil Science from Cal Poly, San Luis Obispo and an MBA from Santa Clara University. He serves as a Salinas City Councilman. When not working, he loves hiking, traveling to far reaches of the planet and experimenting with exotic fruits. He can be reached at steve@mcshanesnursery.com.