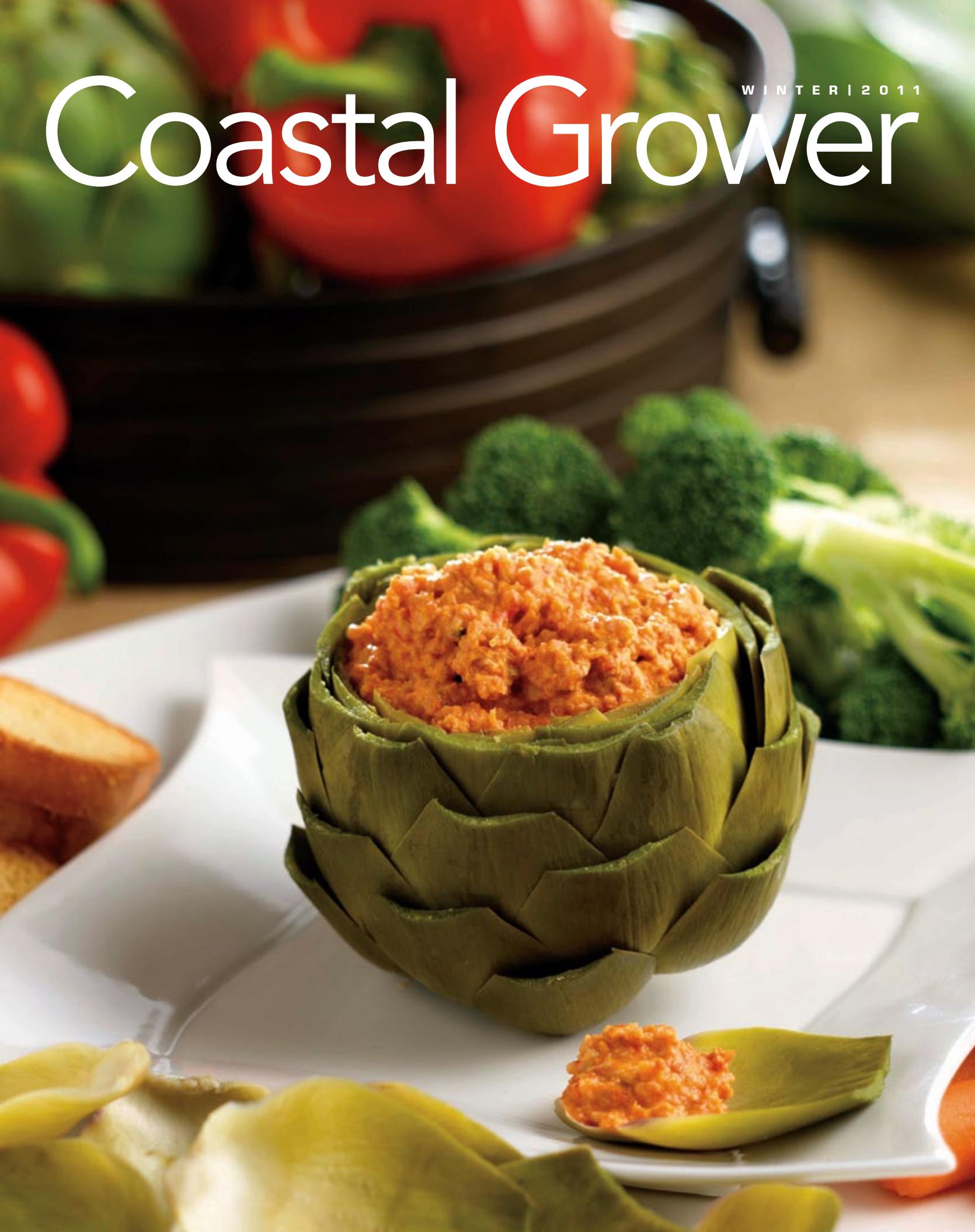


WINTER | 2011

Coastal Grower

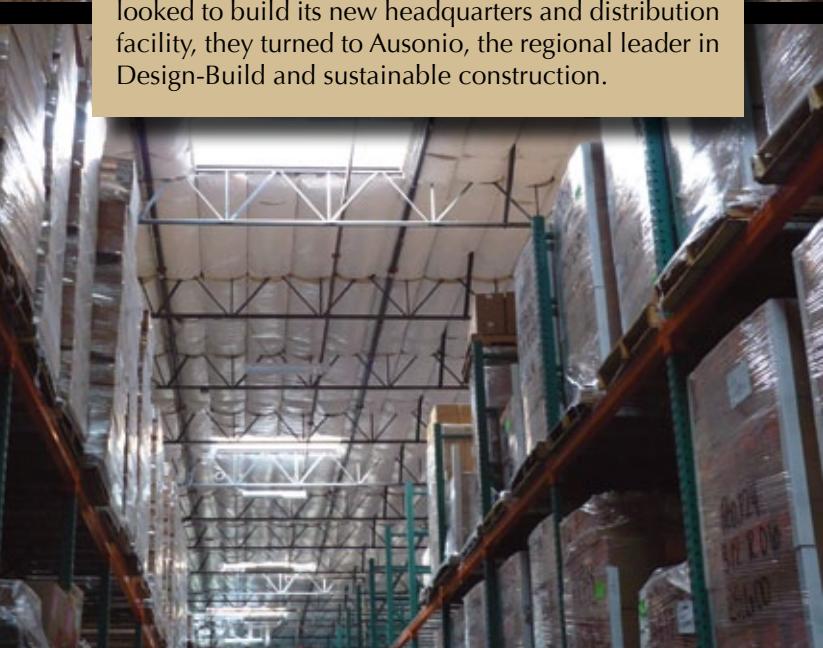


LEED* by example



Nordic Naturals
targetting LEED Gold certification
an example of Design-Build construction
by Ausonio Incorporated

When Nordic Naturals, a leading distributor of fish oils, looked to build its new headquarters and distribution facility, they turned to Ausonio, the regional leader in Design-Build and sustainable construction.



earning trust in each and every job



AUSONIO
INCORPORATED



Design+Build Specialists

831.633.3371

www.ausonio.com

* LEED, or Leadership in Energy and Environmental Design, is an internationally-recognized green building certification system developed by the U.S. Green Building Council (USGBC).



Subashini Daniel, MD and Vincent DeFilippi, MD

Welcome Subashini Daniel, MD

The Stanford Cardiac Surgery Program at Salinas Valley Memorial Hospital welcomes Subashini Daniel, MD, a Stanford clinical assistant professor who lives on the Central Coast and works full-time at Salinas Valley Memorial. She joins Vincent DeFilippi, MD, FACS, medical director of the program.

Subashini Daniel, MD earned her medical degree from the University of Washington School of Medicine, Seattle. She completed a research fellowship in Surgical Critical Care at the University of Hawaii, John Burns School of Medicine, Honolulu; a Cardiothoracic Surgery fellowship at the University of California, San Francisco; and a Minimally Invasive Thoracic Surgery fellowship at Swedish Cancer Institute, Seattle.

Stanford Cardiac Surgery Program at Salinas Valley Memorial

Salinas Valley Memorial and Stanford Hospital & Clinics joined forces to launch the Stanford Cardiac Surgery Program at Salinas Valley Memorial in September 2008. Our history of excellence in cardiovascular care since 1987 and Stanford's leadership in academic center medicine significantly advances cardiovascular healthcare in our region.

The Stanford Cardiac Surgery Program at SVMH

- The only local program with two cardiac surgeons on staff dedicated exclusively to the residents of our region.
- One of just 31 programs in California recognized by Consumer Reports in its August 2011 issue.
- Vincent DeFilippi, MD named a Top Doctor by U.S. News and World Reports in its 2011 "Best Hospitals" issue.

Features

- 5 Publisher's Notes**
- 6 Contributors**
- 10 President's Message**
- 12 Inside** Washington Public Policy Conference *By Ray Gilmer*
- 14 Water** Cooperation in Desalination *By Lloyd Lowrey*
- 16 Insurance** Cyber Insurance: A Business Necessity in the 21st Century *By Greg Nelson*



- 36 Home Showcase** Bengard Home Berries and Branches *By Melody Young*

- 18 Employment** New Laws for 2012 *By Ana Toledo*
- 20 Facilities** Does Your Building Fit Your Business? *By Lino Belli*
- 24 Incentives** Enterprise Zone Expansion to Castroville *By Katy Cava*
- 26 Law** Amendments to ALRA Act—The Impact of SB 126 *By Michael Saqui*
- 28 Security** Video Analytics *By Mike Parrish*
- 30 Land** Balancing Renewable Energy with Preserving Ag Land *By Jason Retterer*
- 34 North** Interview with Santa Cruz Farm Bureau President, Chris Enright *By Jess Brown*
- 48 Giving** Philanthropy on the Central Coast *By Dan Baldwin*
- 52 Vine** Wrath Wines *By Laurie Daniel*
- 54 Care** Myths and Realities of Hospice Care *By Jennifer Pettley*
- 56 Grub** Food Trucks *By Ada Fisher*
- 58 Home** Houseplants Add Life to Your Home *By Steve McShane*

Community

- 60** AgKnowledge Class V Graduates
- 61** Berries & Branches
- 62** Salinas Valley Wine & Food Festival
- 64** Hula for Moola
- 65** Castle of the Dead
- 66** Community Family Play Day at Rancho Cielo
- 67** Harvest Moon Festival
- 68** Leader's Roast - Don Chapin
- 69** Agri-Culture's Progressive Dinner
- 70** CG Bulls Baseball



COVER PHOTO
Cover Photo: Artichoke and Roasted Bell Pepper Dip courtesy of GSA member Ocean Mist Farms.
Recipe link: http://www.oceanmist.com/recipes/239/recipe_detail.aspx.
All Rights Reserved.

At Syngenta, teamwork makes the difference



One company

By integrating Pybas and Syngene germplasm, breeding and seed production capabilities with Syngenta R&D and technology, the result is a superior offering for growers.

Leafy research and development

We are focused on developing varieties and crop solutions for all major lettuce segments as well as celery and endive.



Reliant

A large framed iceberg lettuce, Reliant performs well in Salinas Valley and Santa Maria, CA and Yuma, AZ. Its large round frame has excellent head protection, making it ideal for processing.



Rio Bravo

A high quality Romaine with medium-dark green color, Rio Bravo has a distinctive V-shaped frame that sets it apart. A highly uniform Romaine with excellent fill and weight, Rio Bravo can be used for both carton and heart packs.

Innovative solutions

Our commitment extends to developing innovative varieties and solutions that meet our customer's needs today and tomorrow.

Building on success

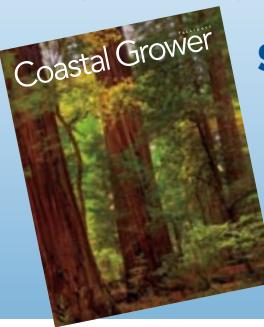
The combined synergies of Pybas, Syngene and Syngenta extend our capabilities and broaden our commitment to the leafy vegetable market.

SyngeneSeed[®]

PYBAS SEEDS

syngenta[®]

DON'T MISS A SINGLE ISSUE!



Subscribe to Coastal Grower today.

\$20 Annually for 4 Issues.

SEND CHECK TO

Subscriptions/Koster Communications
512 Pajaro Street, Suite 14, Salinas, CA 93901

www.coastalgrowermag.com



EXPLORE THE POWER OF BLUE

T7 Series tractors
100 to 195 PTO HP

T8 Series tractors
195 to 290 PTO HP

T9 Series 4WD tractors
390 to 670 Max Engine HP

See the very latest 100+ horsepower tractors from New Holland. They use EcoBlue™/SCR engine technology to give you increased power and productivity. And, by cutting your costs with best-in-class fuel efficiency and longer service intervals, these New Holland tractors deliver a generous payback. Count on it.

**CLEAN-RUNNING, ECOBLUE™ TECHNOLOGY TIER 4 ENGINES
THAT SAVE FUEL AND MONEY**

SMOOTHEST, QUIETEST, MOST SPACIOUS CABS IN THE BUSINESS

AWARD-WINNING SIDEWINDER™ II ARMREST CONTROL

OPTIONAL FULLY INTEGRATED INTELLISTEER™ GUIDANCE



SALINAS
10 Harris Place
Salinas, CA 93901
Ph (831)757-4101
Fax (831)757-4106



KING CITY
110 E. San Antonio Dr.
King City, CA 93930
Ph (831)385-5401
Fax (831)385-3900



PASO ROBLES
3050 Ramada Drive
Paso Robles, CA 93446
Ph (805)239-5772
Fax (805)239-9608

© 2004 CNH America LLC

WWW.COASTALTRACTOR.COM

Coastal Grower

www.coastalgrowermag.com

Publisher

Tom Koster

Editorial Director

Lorri A. Koster

Managing Editor

Karen Nardoza

Nardoza + Associates

295 Main Street, Suite 230

Salinas, CA 93901

karen@nardozaandassociates.com

Art Director

Jay Galster

Staff Historian

Burton Anderson

Advertising Sales

Whitney Brem

Whitney Brem Consulting

Phone: 831-596-4945

whitneybrem@hotmail.com

**2011-2012 Grower Shipper Association of
Central California Board of Directors**

Sam McKinsey, Chairman, *Green Giant Fresh By Growers Express*

Margaret D'Arrigo-Martin, Vice Chairman, *D'Arrigo Brothers of California*

Mark Borman, *Taylor Farms, Treasurer*

Phil Adrian, *Coastline Produce*

Butch Corda, *Ippolito International*

Mike Costa, *Anthony Costa & Sons*

Craig Dobler, *Dobler & Sons, LLC*

Ernie Farley, *Sundance Berry Farms*

David Hart, *Royal Packing Co./Dole Fresh Vegetables*

Chris Huntington, *Hilltown Packing Company*

Bob Martin, *Rio Farms*

Steve McIntyre, *Monterey Pacific & McIntyre Vineyards*

COASTAL GROWER is published by Koster Communications, Inc., in coordination with the Grower-Shipper Association of Central California. All rights reserved by Koster Communications, Inc.

Koster Communications, Inc.

512 Pajaro Street, Ste. 14

Salinas, CA 93901

Phone: 831-594-1977

Editorial Content: karen@nardozaandassociates.com

Business Office: tkoster@kostercomm.net

Design + Production

Marzo Design

22 Loma Avenue

La Selva Beach, CA 95076

831-688-7577

Email: jay@marzodesign.com

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

Occupy This

The movement began this past fall when encampments cropped up in major cities across the country where citizens were trying to draw attention to crimes committed by Wall Street. Soon these "cities within cities" were creating problems with organizational, drug, crime and sanitation issues—distracting the public from the very message they were trying to send. As the Washington Post put it, "Is this an occupation or an infestation?"

I am proud to be an American and appreciate our right to free speech; one could say the issues the Occupy Wall Street protestors were complaining about are pretty serious, but it seems participants are under the impression media coverage and drama is all that is needed to bring change and reform.

Democracy does not need to be so dirty.

If voters can be convinced to pass smart regulations and require Congress to enforce them, then all of us, whether you are in the one percent or the "99" can help turn our economy and our country around. This is no simple task, but maybe the organizers should take a cue from our country's forefathers who organized and planned for what they believed in before taking action. Or perhaps they could follow the suggestion of the great John F. Kennedy who said, "Ask not what your country can do for you—ask what you can do for your country."

In that spirit, I suggest these protestors occupy a desk, a cash register, a serving place in a soup line at a church, a place in front of a laundry machine washing blankets and towels at the local animal shelter. They can occupy a desk in a classroom, working toward getting a diploma or a degree. They could occupy a place with our country's armed forces, helping to provide the freedom they seem to enjoy so much.

Occupying a volunteer slot in an after school program for underprivileged kids would be a good place for them to start; they could occupy a seat driving a school bus or tractor. They could occupy a place on a harvesting crew, cleaning fish, picking tomatoes or doing dishes at a restaurant.

According to the mayors of these cities where the protest movements have been the biggest, they have hurt the quality of life for many living there. The movement has great energy—albeit diverted. It does take passion and determination to change things but they should put democracy in action—not sit around in their tents all day complaining about it.

The irony is not lost on me that it is the 99 percent—the very segment of society they are advocating for—who will end up cleaning up after these occupations. I hope these protestors will pack up, clean up and get back to work like the rest of us. Just thinking about the possibilities of what they could really be doing to better our country can be so, well, occupying...



Contributors



Lloyd Lowrey

Lloyd Lowrey is a shareholder in Noland Hamerly, Etienne & Hoss, a professional corporation of attorneys at law. Lloyd's practice emphasizes real property, water, public agencies and business and nonprofit organizations. He has served as district counsel to Marina Coast Water District since 1986.



Greg Nelson

Greg Nelson is director of commercial lines and risk management for Western Growers Insurance Services, a multi-line 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 recognized by the Society of Chartered Property Casualty Underwriters (CPCU) for excellence in research and published in the Journal of CPCU. Western Growers Insurance Services provides property, casualty, life and health products to thousands of agricultural entities in Arizona and California.



Ana Toledo

Ana is an associate attorney at Ottone Leach Olsen & Ray LLP in Salinas. Her practice focuses on employment law. She holds a J.D. from Santa Clara University School of Law, an MDiv. from Princeton Theological Seminary and a B.A. from the University of California at Los Angeles. Ana is a member of the State Bar of California, the Monterey County Bar Association and the Salinas Valley Chapter of California Women for Agriculture. She is fluent in Portuguese and Spanish.



Ada Fisher

As a "Professional Eater" for the past seventeen years, Ada has indulged in many epic gastronomic adventures. Married to a chef and having been behind the scenes of some of the best restaurants, she enjoys sharing her food and wine adventures, and giving folks a peek through a different lens for an inside scoop on the Central Coast culinary scene. Ada's greatest joy comes from being mom to her five epicurean children and instilling a passion for great food and an appreciation for where our food comes from in all children.



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.



Dan Baldwin

Dan Baldwin has been the president/CEO of the Community Foundation for Monterey County since 2010. Prior to that he led the Greater Cedar Rapids Community Foundation in Cedar Rapids, Iowa for eight years. He was president/CEO of the National Czech & Slovak Museum & Library in Cedar Rapids, executive director of Old City Park Museum in Dallas and director of collections at the Missouri Historical Society in St. Louis. Dan, an Iowa native, holds a bachelor's in English and a master's in nonfiction writing from the University of Iowa.



Lino Belli

Lino, principal of Belli Architectural Group, focuses on design of institutional, agricultural, and commercial projects. He incorporates the most appropriate building materials, construction methods, and design aesthetics to suit each client's budget and project goals. After many years of working with local and state agencies, Lino is able to anticipate potential problems and find quick solutions to keep projects on time and on budget. Lino is certified by the American Institute of Architects, and is a LEED Accredited Professional.



Katy Cava

Katy Cava is a senior manager at Hayashi & Wayland, specializing in income tax and accounting services. She has eleven years of experience in public accounting and two years of experience as tax manager at Tanimura & Antle. Katy earned a master's in international business from the Monterey Institute of International Studies and a bachelor's in agricultural and managed economics from the University of California at Davis. She recently participated in the Grower-Shopper Association Foundation's AgKnowledge executive leadership program, and is past treasurer for the Monterey County Youth Museum.



Michael Saqui

Michael Saqui is the managing shareholder of The Saqui Law Group. He has experience in all aspects of employer-employee relations, including union organizing campaigns, union elections, boycotts and corporate campaigns, defending 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 in the U.S. He also handles advocacy and defense in sexual harassment, wrongful termination and complex wage and hour cases in state and federal courts and enforcement agencies.



Jennifer Pettley

Jennifer is director of communications for Hospice Foundation, which raises funds and makes grants to support local, non-profit end-of-life care organizations. Since 1998, the Foundation has given nearly \$17 million in grants in Monterey and San Benito counties. Jennifer worked in advertising and public relations in the San Francisco Bay Area before moving to Monterey County 20 years ago. She has won awards for her work in media relations, publicity and event promotions. She has a bachelor's degree in journalism from California Polytechnic State University, San Luis Obispo, and will be pursuing her master's in public administration from California State University, Dominguez Hills.



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 and 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.



Mike Parrish

Mike Parrish and Aaron Evans are the owners of AllSafe Integrated Systems, a security systems integrator specializing in camera, security, card access, and fire alarm systems. AllSafe has been serving growers and shippers, businesses, and homeowners of the Salinas Valley for the past 22 years. The company's headquarters are in Salinas. Mike and Aaron can be reached at (831) 758-2721 or by email at AJAllSafe@hotmail.com



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.



Jason Retterer

Jason is a land use and environmental attorney at Lombardo & Gilles, LLP in Salinas, CA. Jason 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 (CEQA), Williamson Act, California's Planning and Zoning Law, the Subdivision Map Act, and the California Coastal Act, the National Environmental Policy Act (NEPA), and the state and federal Clean Water and Clean Air Acts.



Steve McShane

Steve McShane is the owner of McShane's Nursery & Landscape Supply in Salinas. He holds a degree in Soil Science from Cal Poly, San Luis Obispo and a Masters in Agribusiness Administration from Santa Clara University. He is the founder of the Central Coast Young Farmers and Ranchers and is Vice Chair of the Monterey County Young Professionals Group. He is a board member of the California Association of Nurseries and Garden Centers and Vice Chair of the Salinas Planning Commission. Steve is a Master Gardener and Founder / Past Chair of the Central Coast Chapter of the California Rare Fruit Growers.



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.



NH3 Service Company Presents 2 Revolutionary Innovations

The No-Wait Nitrate Measurement System

It's almost as good as having a lab in your field!

- Lab accurate results in 5 minutes or less
- Developed by Stanford Grads with input from Ag industry
- One of only 4 machines in existence
- FREE Nitrate testing for Growers for a limited time!

Merry Christmas and Happy New Year!

Reverse Tine Rototiller

The 4 in 1 implement that saves you time and money!

This machine does it all
in 1 pass:

- Rototills the soil
- Shapes the bed
- Inserts drip tape
- Applies fertilizer

Its versatile design allows for 40, 48, 52 or 80 inch beds

This is the ideal implement to apply NH3 Service Custom Blends, Poly-coated or Sulfur-coated Urea, Coated Potassium Nitrate and Wolftrax(TM) Minor Elements to give your crops that extra boost!

Call Now!

831-424-5716

A Look Ahead

BY JAMES BOGART, PRESIDENT & GENERAL COUNSEL



The holiday season is once again upon us—a time of reflection, reminiscing and memories. My article in last year's winter issue of Coastal Grower waxed nostalgically about people who had a profound impact on me, the agricultural industry, and the Grower-Shipper Association. But the holidays are also a time to look ahead—to ponder with anticipation and excitement what the future may bring.

Suffice to say, Central Coast agriculture faces tremendous challenges: food safety, invasive pest and plant disease prevention and control, energy costs, transportation, labor, water quality, sustainability and environmental stewardship, to name just a few. These are all important issues

This comprehensive vision will require a lot of effort, but we are up to the task. It will take a unique partnership of industry, government and academia.

deserving our full focus and attention. The key to addressing and overcoming these challenges is to avoid making decisions on these subjects emotionally or ideologically, but rather based on sound science, solid data, and objective information.

To this end, the Grower-Shipper Association is about to launch an exciting undertaking. Our vision is to merge nationwide science and technology expertise with Central Coast production agriculture through a variety of channels. Agriculture in this

region has always been innovative, progressive, and on the cutting edge, but this effort, we believe, will take us even further. Our ultimate goal is to make our tri-county region the agricultural technology, research, and education center of the world.

This comprehensive vision will require a lot of effort, but we are up to the task. It will take a unique partnership of industry, government and academia. The City of Salinas, local universities, and our partner agricultural trade associations will be essential partners.

Dennis Donohue, previous GSA Chairman and Mayor of Salinas, says this about the need for merging technology and ag, "Salinas and the surrounding regions are the fresh 'epicenter' of the world. We possess powerful characteristics, if strategically positioned, that would allow us to become the nexus of technology and agricultural production addressing the 21st century demands for food safety, food security, and environmental and energy efficiency. The Grower-Shipper Association is properly positioned to make this vision a reality."

This effort will not only benefit the agriculture industry, but the community as well. With more research and technology come more jobs—and higher-paying jobs at that. We firmly believe that this will revitalize our region's economy while simultaneously ensuring that Central Coast agriculture continues to thrive. As they say, "a rising tide lifts all ships." We look forward to leading this ambitious vision. **CG**

A WORK OF ART



The way SSB Construction works is as much of an art as it is a science, and will likely forever change the way you may think when you hear the words a work of art.

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

ssbconstruction.com

• • • •

SSB
CONSTRUCTION

design // build // general contractor

Washington Public Policy Conference Inspires Insiders and Lawmakers

BY RAY GILMER, UNITED FRESH PRODUCE ASSOCIATION

Spirits and energy were running high at the United Fresh Washington Public Policy Conference in October. Without fail, every year I hear attendees comment about what a great experience the conference is, and how they always come away impressed by the produce industry's clout on Capitol Hill. Inspired and educated on food and agriculture policy initiatives, attendees feel ready to provide leadership back in their home congressional districts on the issues that drive industry growth.

It seemed that everyone was jazzed about the USDA's new MyPlate nutrition messaging announced several months ago that puts fruits and vegetables in the spotlight of daily meal plans. The recommendations make it easy to remind consumers to make "half a plate" fruits and vegetables.

I participated in several meetings between produce industry executives and members of

United Fresh conference attendees talked with lawmakers about the critical importance of preserving and expanding key Farm Bill provisions that benefit specialty crops—a vital message given the broad budget-cutting now in the works on Capitol Hill.



At welcome reception: Steve Grinstead (Pro*Act), Lisa Strube (Strube Celery and Vegetable), and Lynne Grinstead.

Congress and their staffs. Young office staff would almost always recognize us as "the United produce industry group" and escort us into our meeting. The industry is well-known in the halls of Congress, and it doesn't hurt that United Fresh holds its increasingly popular Fresh Festival on Capitol Hill event during the conference. That reception alone is probably responsible for improving the healthy eating of hundreds of members of Congress and key staff.

Educating senators and representatives about produce industry priorities is the objective in every meeting. Almost without exception, lawmakers were already aware of the new MyPlate dietary guidance, and

supportive of programs that encourage greater consumption of fruits and vegetables.

The lawmakers we met with had plenty of reasons to voice their support of our issues agenda. A great example is the USDA's proposed rule to significantly increase the amount of fresh fruits and vegetables served to the 32 million students served by the National School Lunch Program. The plan seeks to align the National School Breakfast and Lunch Programs with the 2005 Dietary Guidelines and Institute of Medicine's recommendations, both of which call for increased consumption of fruits and vegetables. It's a huge win-win for kids and the industry.

The upcoming Farm Bill was also a top agenda item. Produce growers in California and many other states benefited from programs in the previous (2008) Farm Bill, including victories on research funding, pest and disease programs, market access promotion and block grants that support projects that meet local industry needs. United Fresh conference attendees talked with lawmakers about the critical importance of preserving and expanding key Farm Bill provisions that benefit specialty crops—a vital message given the broad budget-cutting now in the works on Capitol Hill.

In those same top-level meetings, these produce industry ambassadors voiced their concerns about proposed E-Verify legislation that could result in massive workforce shortages for growers. They emphatically told lawmakers that a mandatory electronic verification law, without a practical guest worker option, would cripple produce industry employers. We even had some spirited debate in one of the conference breakout sessions on E-Verify, so it was easy to recognize that access to a viable workforce is a serious concern for growers, with obvious implications for the rest of the industry.

The upcoming generation of industry leaders got a chance to shine this year too, with the United Fresh “35 & Under” program at the conference. It was great to see all the new faces attending the conference events and meeting industry veterans. To help chronicle their experiences in Washington, we gave a few Flip cameras to the 35 & Under attendees and set them loose at the conference and on Capitol Hill. With a push of a button, they captured the spirit and optimism of United’s conference, while providing a preview of our industry’s fresh leadership. See their video, plus other photos at the United Fresh website (www.unitedfresh.org). Just click on the Washington Public Policy Conference “highlights” icon. 



At welcome reception: Rick and Tonya Antle, (Tanimura & Antle), David Krause (Paramount Citrus) and Lisa Krause (Ananian Trucking).



At welcome reception: Cheryl and Phil Herbig (WES Pak Sales).



Members of GSA prepare for congressional office visits.

Cooperation in Desalination

BY LLOYD W. LOWREY, JR., NOLAND HAMERLY ETIENNE & HOSS

The proposed desalination for urban use of brackish water pumped from wells in the 180-foot aquifer in the vicinity of Marina builds on decades of planning and cooperation to supplement urban water supplies in northern Monterey County while mitigating the effects of seawater intrusion and preserving historical agricultural water uses. The following discussion is intended to provide a short review of some important milestones and agreements, and encourage continued cooperation.

Changing conditions and concern about seawater intrusion, protecting water supplies and providing adequate water for future uses led to the enactment in 1990 of the Monterey County Water Resources Agency Act (the Act), with the support of the agricultural community. The Monterey County Water Resources Agency (MCWRA), successor to the former Monterey County Water Conservation and Flood Control District, was given broad powers to plan for and protect water supplies within Monterey County, including the authority to deal with seawater intrusion and provide substitute water supplies, to declare water rights, to control exportation of groundwater from the Salinas River Groundwater Basin and from the coastal watersheds south of Carmel Highlands and to reclaim water for beneficial use. Use of water on any part of Fort Ord is not an export of water from the Salinas Basin.

The MCWRA exercised its authority in 1993 by entering into an annexation agreement with the U.S. Army to annex Fort Ord into Zones 2 and 2A, the zones of benefit for

the Nacimiento and San Antonio dams. The Ord Agreement recognizes the historic use of water for Fort Ord lands and provides a quantity of 6,600 acre-feet per year (afy) until a water project can provide substitute supplies. No more than 5,200 afy could come from the 180- and 400-foot aquifers. If MCWRA failed to provide substitute supplies, the Army could disregard the restriction. The Army paid MCWRA \$7 million to annex the Ord lands.

for long-term potable water supply. MCWRA agreed to treat Marina Area lands the same as Salinas City lands in exercising MCWRA's authority to control seawater intrusion. MCWD could seek substitute water supplies such as recycled water and desalination to go beyond the agreed pumping limits.

MCWRA and MCWD agreed to work together to provide mitigation for the seawater intrusion afflicting the northern part of the Salinas Basin. MCWD also agreed to help its agricultural neighbors by limiting MCWD's summer use of recycled water from the Regional Wastewater Treatment Plant under contractual rights of use that predated the MCWRA's Castroville Seawater Irrigation Project. MCWD paid a total of \$2.4 million to annex lands within its jurisdictional area. Other lands will pay current annexation fees when they join the zones. MCWD's funds helped MCWRA's cash flow while MCWD was developing the Castroville Seawater Intrusion Project to benefit growers in the area impacted by seawater intrusion.

In 1998, the Fort Ord Reuse Authority (FOR A) chose MCWD as the provider of water and wastewater services to the former Fort Ord. MCWD also contracted with the Army to serve areas that remained under Army jurisdiction. In 2001, the Army and FORA conveyed to MCWD a majority of the Army's water rights under the 1993 Ord Agreement, for MCWD's use in serving Ord lands.

MCWRA and MCWD worked together to include a regional plan as one of the alternatives evaluated in the environmental analysis and considered by the California Public Utilities Commission (CPUC) for



MCWRA exercised its authority again in 1996, by signing the "Annexation Agreement and Groundwater Mitigation Framework for Marina Area Lands" with the Marina Coast Water District (MCWD), the City of Marina and some private landowners. The 1996 agreement provided a process for Marina Area lands to annex to Zones 2 and 2A and established pumping limits of 4,440 afy for the lands, plus authority to provide up to 1,400 afy from MCWD's deep wells to Ord lands, to provide time to implement a plan

a project to provide supplemental water to the Monterey Peninsula. The regional alternative was presented in phases, to keep supplemental water supply options open for northern Monterey County from a regional project and avoid taking regional resources to serve only one area. After millions of dollars in studies and analysis, the CPUC approved

The regional alternative was presented in phases, to keep supplemental water supply options open for northern Monterey County from a regional project and avoid taking regional resources to serve only one area.

a regional desalination project (RDP) that meets those objectives. The CPUC's approval recognizes the MCWRA's statutory authority over the Salinas Basin. Extensive testing and monitoring is required to assure the RDP does not injure other users of water from the Salinas Basin. A key element is use of MCWD's water rights to assure there is no export of groundwater from the Salinas Basin. An additional benefit is that operation of the RDP is projected to substantially reverse seawater intrusion in the Salinas Basin over the next 50 years. The RDP as approved by the CPUC, MCWRA, MCWD and California-American Water Company provides rights to reclaimed, seawater-intruded, brackish water and protects rights within the Salinas Basin.

Careful planning, prudent leadership and cooperation for the last two decades have established a balanced framework for mitigating seawater intrusion and providing supplemental water for urban use. Our challenge is to continue building on this framework. **cg**

A LIFE IN THE VINEYARDS

Back in 1927, Vittorio Sangiacomo purchased a 52-acre fruit tree ranch.

By 1969, the Sangiacomo family was planting grapes and a Sonoma Wine Country legend was born. And we're still here to help. From generation to generation, we've been here, committed to agriculture — and you — since 1916.

SALINAS Branch

831-424-1756

924 East Blanco Road

**Call 800.800.4865 today
or visit AgLoan.com**

Steve, Angelo, Michael
and Robby Sangiacomo

**See our farm family stories at
AgLoan.com/generations**

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



American AgCredit
MONEY FOR AGRICULTURE

Cyber Insurance: A Necessity for 21st Century Business

BY GREG NELSON, WESTERN GROWERS INSURANCE SERVICES

If you utilize computers in your business, use email, take online orders, store customer information on your network, or have a website for your business, you need "cyber" insurance.

Unfortunately, many businesses do not buy this type of insurance, nor do they realize that exposures from their online activities are not covered by typical property and liability business insurance. Cyber insurance was created specifically to address the needs created by our "electronic" society where much of our communications, information and business transactions are handled by computer and through communication over the Internet.

Some recent computer related losses:

- A disgruntled employee deleted the entire database of a major corporation; the company spent \$2.2 million to replace the database and lost \$7.8 million in revenue
- A personal computer was stolen; the private information of 300,000 credit card customers was stored on the computer and was exposed by the theft
- A former employee of a major company encrypted the company's database and extorted \$1 million from the company to get the password to access the database
- Facebook suffered the disclosure of data on 80 million members
- The U.S. Department of Veteran Affairs had information on 29 million records breached

Most of these losses were not covered by standard property or liability coverage. The losses would only be covered by a cyber



insurance policy.

According to the Digital Forensics Association in a report dated August, 2011, since 2005 there have been 3,765 incidents of data breaches in the U.S. with 806.2 million records affected. The cost to companies to recover from those breaches and protect the data of those records has cost \$156.7 billion dollars. Estimates for the average cost per record to recover from a breach are about \$318. With most breaches involving thousands of records, it's no surprise that the average cost to a firm for a data breach is \$7.2 million.

Many situations can create a loss from electronic commerce:

- Loss of income plus extra expenses that occur when computer systems crash due to

hardware or software malfunctions

- Loss of information and data due to attacks from outside sources or infection from computer viruses
- Online criminal activity including theft of money and fraud
- Intellectual property losses caused by breach of copyright and trademark laws, infringement and disclosure of trade secrets
- Identity theft
- Invasion of privacy and violation of privacy laws
- Online personal injury and advertising injury

Losses can be first or third party losses. First party losses involve damage or loss to your equipment or resources. Theft of

your funds and damage to your computers or software are typical types of first party losses. Most standard property policies do not provide coverage for these losses that can be caused by computer viruses or hacker attacks. Most property policies require that there must be physical damage to the computer or software for coverage to apply.

Third party losses are losses to other entities caused by your activities. This can include damage caused to another business from a virus passed from your computer system to their system. It can also be a breach of your computer database that releases the private information of your clients or providers. Businesses are responsible for protecting the data of individuals or businesses in the course of their business.

Firms that have a website have additional exposures. A website makes the business owner a "publisher," thereby responsible for anything printed on their website. If

the website include links to other websites, the business can be liable for damage to other websites caused by that link. Use of information from other Internet sites

Estimates for the average cost per record to recover from a breach are about \$318. With most breaches involving thousands of records, it's no surprise that the average cost to a firm for a data breach is \$7.2 million.

also makes the business owner subject to copyright or trademark infringement. Most liability policies exclude this type of liability.

In order to secure coverage for these computer related exposures, businesses should consider purchasing cyber insurance.

Cyber insurance can be purchased in a separate policy that addresses many of the exposures created by the use of computers in business activities. A number of major insurance companies provide cyber policies including ACE, Chartis, Hartford, CAN, Chubb and Zurich. Coverage for these policies is very affordable. A policy with \$1 million of liability coverage can cost about \$3,500. Higher limits are available and have even more affordable rates. The policies provide coverage for many of these exposures but coverage can be customized to fit the needs of the business. Firms that use computers, email and the Internet should evaluate all of their computer related exposures and determine if cyber insurance can provide solutions for these unique exposures. [cc](#)

UAL *United Agribusiness League*

Providing Agribusiness with economic solutions and benefits since 1980

Scholarships
More than \$725,000 awarded since 1989



Health Benefits
An affordable way to meet the government-mandated health coverage requirements



Networking & Trade
Employers representing every aspect of Agribusiness



Credit Union
A full-service statewide credit union for Ag



Other Benefits Include:
Legislative Advocacy • Industry Publications
Entertainment Discounts • Computer Training Courses

54 Corporate Park • Irvine, CA 92606
800.223.4590 • Fax: 949.975.1671
www.ual.org • E-mail: info@ual.org

New Employment Laws For 2012

BY ANA TOLEDO, OTTONE LEACH OLSEN & RAY LLP

2012 will bring new labor and employment laws that could affect you as an employer. For example, California's Wage Theft Prevention Act of 2011 provides for increased penalties for employers in certain circumstances, and places new obligations on employers. There are also new laws related to discrimination and labor. The following summary highlights some significant changes in California laws effective January 1, 2012, unless otherwise specified below.

New Notice at the Time of Hire: New Labor Code §2810.5 requires employers to provide each newly hired non-exempt employee a written notice in the language the employer normally uses to communicate employment-related information to the employee, containing the following information:

- The rate of pay and the basis, e.g., hourly, commission, piece rate;
- any allowances claimed as part of minimum wage, e.g., meals and lodging;
- the regular pay day;
- the employer's name including "dba", physical address, mailing address if different, and telephone number;
- the workers' compensation insurance carrier name, address, and telephone number; and
- any other information the Labor

Commissioner deems material.

The Labor Commissioner is required to prepare a template that will comply with the notice requirements and is expected to post that information on its website, www.dir.ca.gov/dlse, by mid-December. This Labor Code section also requires employers to notify employees in writing of any changes to the above information within seven calendar days after the time of the changes. The notice to employees may be a new notice, or a notice of only the changes, or if the changes are all contained in the normal wage statement provided, that will be sufficient. Labor Code §2810.5 does not apply to exempt or public employees and some employees covered by collective bargaining agreements.

Although not required by law, as a practical matter, employers should retain copies of the notice(s) in the employee's personnel file in the event there is a dispute about whether or not the employee received the required notice.

roll records for three years rather than two.

E-Verify: AB 1236 prohibits the state, counties, or cities from requiring private employers to use the federal government's E-Verify system, except as required by federal law. For most employers, the use of E-Verify is still voluntary.

Misclassification of Independent Contractors - Penalties:

New Labor Code §226.8 specifically prohibits the "willful misclassification" of independent contractors. Further, it authorizes the Labor and Workforce Development Agency (LWDA) to assess civil penalties against employers who do so. Monetary penalties can range from \$5,000 to \$25,000 for each violation, depending on whether the LWDA finds the existence of a pattern or practice of misclassification. These penalties are in addition to unpaid wages such as overtime and related penalties.

In addition, for one year following the Agency's decision, the employer must post

There are several federal and/or state agencies each with its own criteria for determining independent contractor status. This new law will probably create confusion and risk for all employers, even those who try in good faith to make the proper classification.

Farm Labor Contractors: As amended, Labor Code §226 requires farm labor contractors to include on an employee's itemized wage statement the name and address of the legal entity that secured the services of the farm labor contractor.

Payroll Records: Labor Code §1174 was amended to require employers to retain pay-

on its website (or in an area available to employees and customers) a notice stating that: (1) The Agency has found that the employer violated the law by engaging in willful misclassification of employees; (2) the company has changed its practice to avoid committing further violations; (3) any employee who believes that he or she is mis-

classified may contact the Agency (includes Agency's contact information); (4) the notice is being made pursuant to state order; and, finally, (5) the signature of an officer or owner of the company.

These same penalties will apply if the employer charges fees to a misclassified independent contractor where those fees would have been unlawful had the individual been properly classified. Those fees could include such things as space rental, material costs, license fees, and equipment rental. Lastly, the new law imposes joint and several liability on consultants who advise an employer to classify an employee incorrectly, although this does not apply to in-house advisors or attorneys.

Unfortunately, the new law doesn't provide a clear definition of "willful misclassification." Rather, the term is given the vague definition of "avoiding employee status for an individual by voluntarily and knowingly misclassifying that individual as an independent contractor." There are several federal and/or state agencies each with its own criteria for determining independent contractor status. This new law will probably create confusion and risk for all employers, even those who try in good faith to make the proper classification.

Commission Contracts: As amended Labor Code §2751 gives employers until January 1, 2013 to put in writing all contracts for employment involving commissions as a method of payment and to set forth the method by which the commissions are required to be computed and paid.

Gender Expression: AB 887 amends the Fair Employment and Housing Act (FEHA) and other laws to include "gender expression" in the definition of "gender." Accordingly, employers must allow an employee to appear or dress consistently with the employee's gender expression, regardless of the person's sex. "Gender expression" is defined as a person's gender-related appearance and behavior, whether or not stereotypically associated with the person's assigned sex at birth.

Credit Reports: New Labor Code §1024.5 limits when employers or prospective employers can use a credit report for employment purposes. It limits the use of credit reports to:

- employees in managerial positions, positions that involve access to sensitive consumer information on a regular basis;
- positions involving fiduciary responsibilities (e.g., regular access to an employer's funds totaling \$10,000 or more; the ability to transfer funds; or to enter into contracts on behalf of the employer); and
- positions with access to confidential or proprietary information.

In addition, written notice to prospective employees prior to requesting a credit report

The National Labor Relations Board will require employers covered by the NLRA to post "Employee Rights Under the National Labor Relations Act" starting January 31, 2012.

for employment purposes must identify the specific basis for use of the report.

Health Insurance Coverage during Pregnancy Disability Leave (PDL): California's PDL law makes it unlawful for employers with five or more employees to refuse to grant a leave of absence of up to four months to a female employee affected by pregnancy, childbirth or related conditions. As amended, Government Code §12945 makes it unlawful for an employer to refuse to maintain and pay for existing coverage under a group health plan for the duration of the leave for an eligible employee who takes PDL.

Organ/Bone Marrow - Paid Leave: SB 272 clarifies the organ/bone marrow donor paid leave law that took effect on January 1, 2011. The law now specifies that the paid leave periods under the existing law (30 days for organ donors and five days for bone marrow

donors) are measured in business days and that employers must maintain an employee's health benefits during the leave.

Less Stringent Restrictions on Farm Workers Organizing a Union under California Agricultural Labor Relations Act (ALRA): Modifying the ALRA, SB 126 deals, in part, with the conduct of an election before the Agricultural Labor Relations Board. This new provision specifies that where the ALRB refuses to certify an election because of employer misconduct affecting the results of an election and minimizing the chances of a new election reflecting the employees' free choice, the labor union will be certified as the exclusive bargaining agent for the bargaining unit. Obviously, this law puts employers in a situation from which they have little recourse but to visit competent labor law counsel to discuss available options and perhaps get the election results overturned by the Court of Appeal. Needless to say, many employers and agricultural groups are opposed to this disturbing new provision and are preparing to fight it.

National Labor Relations Act (NLRA)

- Employee Rights Poster: The National Labor Relations Board will require employers covered by the NLRA to post "Employee Rights Under the National Labor Relations Act" starting January 31, 2012. The poster summarizes employee rights related to union representation and restrictions on employers. Most private sector employers that have an effect on interstate commerce are covered. There are exceptions for small employers, for railroad and airline employers and for agricultural employers. The poster is available at www.nlrb.gov/poster.

This is, of course, merely a summary of some of the new laws. Some of them are more complex than others and we recommend that you consult competent labor and employment law counsel to discuss your rights and obligations. Employers should also review their policies and procedures to ensure that they are in compliance with the new laws. [CG](#)

Does Your Building Fit Your Business?

BY LINO BELL, BELLI ARCHITECTURAL GROUP

As business owners, there are common practices we go through each year—tasks we've come to consider necessary and just good business. In one way or another, most businesses go through an annual strategic planning process to set goals for the coming year. We understand the importance of evaluating what has worked and what can be improved. As you mull over the past year and develop your 2012 strategic plan, it may be time to include review of your building and surrounding property in the process. Are your company's needs being met with your current facility, or are you wondering if it's time to move to a newer, better space. As an alternative to new space, there may be cost effective ways to enhance your existing building and extend its usefulness.

There are numerous ways to upgrade your existing building. Below I'll provide a few common areas to consider, but you may find it beneficial to consult with an expert—such as an architect, designer, or landscaper—to brainstorm efficient ideas for your particular location. As you formulate a list of facility projects, it may not be necessary to tackle all desired improvements at once. Having a project list will help prioritize what to do first and what can really wait.

Your office building provides clients with their first impression and can influence their quality assessment of services you provide. It's important the building's exterior, signage, parking lot, and landscaping put forward a positive and welcoming image. You may



have given each of the aforementioned consideration when you moved into your building, but over time most facilities need to be updated. If you haven't done much building maintenance in a few years, 2012 may be the year to include improvements in your budget.

An effective way to get a fresh perspective of the outside of your building is to take photos. Looking at photos allows for a more objective view of your facility, and you might see features—both good and bad—that have been previously overlooked. Evaluate your building's entry access, overall aesthetics, paint condition, and landscaping. Are you achieving the curb appeal you want? This becomes increasingly important if you have

office space available for rent.

Compared to replacement of materials, painting your building is very cost effective and can help stretch a facility budget so other "challenges" can be considered to ensure your building looks its best. Even the greatest paint jobs can look unimpressive over time. Fresh paint gives a good-looking facelift and presents a clean, fresh environment to visitors and employees. Select exterior and interior colors that complement your industry, logo, or the overall mood you want to express. With new paint, your business will be more memorable, and convey professionalism and attention to detail.

Another area which should not be

overlooked is the condition of your roof. A leaking roof can be a real headache to fix, but many of the problems associated with a leaky roof can be predicted - especially as the roof ages. Flashings and sealants which penetrate the roof membrane are common trouble spots. Roof drains are another area to inspect. It's recommended that drains be cleaned regularly to prevent blockage, and if your drains aren't covered with screens, you should consider adding them.

Has your landscaping seen better days? Landscape maintenance can be overlooked and result in an unintended negative impression or, even worse, a real eyesore. Lawn care, weeding, mulching, fertilizing, irrigation, pruning, plant care, and general landscape clean-up should be tailored to meet the needs and expectations of your clientele. There are ways to reduce future maintenance costs by hardscaping with rocks, boulders, and other elements, which are attractive and require little or

An effective way to get a fresh perspective of the outside of your building is to take photos. Looking at photos allows for a more objective view of your facility, and you might see features—both good and bad—that have been previously overlooked.

no maintenance. By incorporating these materials into your overall landscape design you can cut future maintenance costs without sacrificing a beautiful exterior.

After close inspection of your building and the surrounding foliage, don't forget your parking lot. Asphalt is the primary material of choice for parking lots because it withstands heavy loads, and when combined with proper maintenance, lasts for many years. To maximize the life of your asphalt

ENJOY COMMUNITY BANKING AT ITS BEST

We treat all of our clients like VIP's.

So if you are paying fees for someone to watch your money, we need to talk.

Our decisions are local, our solutions are creative and quick. Call me, I'll answer my phone!



Susan K. Black, President and CEO

(408) 762-7140

PINNACLE BANK
REACH HIGHER

Commercial Banking | Cash Management
Loans and Lines of Credit



Salinas Office
(831) 422-0400
1368 S. Main Street
Salinas, CA 93901

www.pinnaclebankonline.com

Serving Santa Clara, San Benito
and Monterey Counties.

FROM OUR LEGACY TO YOURS



SINCE 1939, three generations of the Piini family have been providing real estate services to our community. From farmland and commercial properties to ranches and residences, we stand by our reputation for dependability and integrity.

Appraisals | Brokerage | Management
263 Lincoln Avenue • Salinas, CA 93901 • (831) 422-5327
piinirealty.com



Support and advice in an ever-changing market

In today's global marketplace, events halfway around the globe can affect your business and your way of life. Trust our agriculture industry specialists to guide you through your unique challenges, from increasing regulations to pricing pressures, labor issues and more.

Call us today.



TAXATION

ESTATE PLANNING

AUDITING

FAMILY OFFICE

GENERAL BUSINESS SERVICES

Carmel
831.624.5333

King City
831.385.5426

Monterey
831.647.8055

Paso Robles
831.226.7375

Salinas
831.759.6300

HAYASHI &WAYLAND

Accounting & Consulting

Retirement Plan Service

Wealth Management

HW-CPA.COM

lot it's important to routinely inspect and conduct preventative maintenance. After a few years, it's likely you will begin to notice hairline cracks developing and spreading. Left untreated, water can enter through these cracks and undermine the base. Proper attention to potholes and cracks will double the life of your lot by preventing larger problems from occurring. The color contrast of a newly striped lot—void of oil spots and potholes—will provide a welcoming and favorable impression to your customers, clients, and visitors.

There are obvious economies gained by updating your current office building but none may align with your growth strategies or desires. In this situation, it may be time to look for another location that better suits your needs. That could mean purchasing an existing building and remodeling, or building new.

Your evaluation should begin with assessing your current location and facility. If you're facing a decision to upgrade your current building or look for something new, your full range of options is best discussed with a professional. **CG**

Noland Hamerly.

Our lawyers really know agriculture.

For more than 80 years, our lawyers have handled every legal issue facing the agriculture industry. If agriculture is your business, we should be your law firm. Noland Hamerly and Agriculture.

Together we grow.

NOLAND
HAMERLY
ETIENNE
&
HOSS

333 Salinas Street
Salinas, CA 93901

Tel: 831.424.1414
www.lettucelaw.com

22

COASTAL GROWER | WINTER '11



Safe, sound and
growing in California.

Rabobank, N.A. Agribusiness Division

Like any healthy business, Rabobank, N.A. is growing. As part of the Rabobank Group, one of the world's safest banks, we can help you thrive too. Rabobank customers now have free use of ATMs at more than 500 Walgreens stores throughout California. Get cash and check your account balances at no charge almost anywhere you travel in California including Los Angeles, the Bay Area, San Diego and Sacramento.

Hakan Erdinc

Vice President
Relationship Team Leader
(831) 737-1440

John Spano

Vice President
Relationship Manager
(831) 737-1416

Lilian Yahyavi

Assistant Vice President
Relationship Manager
(831) 737-1453

Charles Synold

Relationship Manager
(831) 737-1205

Harry Wardwell

Regional President
Central Coast Region
(831) 737-1446

301 Main Street • Salinas, CA 93901



Rabobank, N.A.
Member FDIC
www.rabobankamerica.com



Rabobank

Enterprise Zone Expands Into Castroville

BY KATY CAVA, HAYASHI & WAYLAND

On July 11, 2011, the boundaries of the Salinas Valley Enterprise Zone expanded to include the Castroville Industrial Park. As a result, businesses located in the Castroville area may now be eligible for substantial California state income tax incentives.

Enterprise Zones

An Enterprise Zone is a geographical area, city, county or region designated as such by the California Department of Housing and Community Development. The Enterprise Zone program was created in 1984 to stimulate business investment in economically depressed areas by providing state income tax incentives and contract bid preferences. There are currently 42 Zones in California, each one valid for 15 years. The Salinas Valley Enterprise Zone received its official designation on January 30, 2009. In addition to the recently added area of Castroville, the Salinas Valley Enterprise Zone includes the cities of Salinas, Gonzales, Soledad, Greenfield and King City, as well as the unincorporated areas connecting the cities along Highway 101. Enterprise Zones are also located in Watsonville, Imperial Valley, Calexico, and in Fresno and Kings Counties.

Benefits are available to businesses and individuals operating or investing in an Enterprise Zone. The income tax incentives are credits for hiring new employees, purchasing equipment, special tax deductions for investing in new assets and lending money. Credits claimed are limited to the

amount of tax on the business income earned in the Enterprise Zone. Any credits not used are carried forward for future use and do not expire. There are special rules for the amount of credits allowed to be claimed by businesses operating as Subchapter S corporations.

Benefits are available to businesses and individuals operating or investing in an Enterprise Zone. The income tax incentives are credits for hiring new employees, purchasing equipment, special tax deductions for investing in new assets and lending money.

Hiring Credit

The hiring credit can be as much as \$37,000 per employee over a five year period. A small farm supply corporation located in the Salinas Valley has used approximately \$47,000 in credits to reduce its state income tax, and has another \$44,000 in credits for use in future years. A fresh vegetable processor has generated several thousand dollars in credits to help its partners offset the state income tax on the business earnings. The Salinas Valley Enterprise Zone Manager has issued more than 3,700 hiring credit vouchers since the area received final designation in January 2009.

The hiring credit is based on the smaller of

the qualified employee's actual hourly rate, or 150 percent of minimum wage. Minimum wage is currently \$8 per hour. The credit is computed as a percentage of wages based on the number of years the employee works for an employer in the Enterprise Zone. The credit is 50 percent of wages in the first year of employment, and then decreases 10 percent each year until the fifth and final year. The computation is done employee by employee, based on the specific employee's hire date.

To be eligible, the employee must meet all of the following:

- Spend more than 90 percent of their time working for a business located in a Zone
- Perform at least 50 percent of their work within the boundaries of a Zone
- Be hired on or after the Zone designation date
- Meet certain eligibility criteria

The first two criteria are addressed annually, while the remaining items are a onetime test performed on the date the employee is hired. For businesses located in the new expansion area in Castroville, for example, an employee hired on or after July 11, 2011 would satisfy the hire date criteria. To meet the last qualification, the employee has to fall into one of eleven possible eligibility categories. These categories include being economically disadvantaged, disabled, seasonally unemployed or a resident of a Targeted Employment Area. Once it has been determined the employee should qualify, a simple one page application is completed and sent to the Enterprise Zone Manager for

approval. There is currently a \$65 processing fee for applications sent to the Salinas Valley Enterprise Zone. Each Zone has its own fee and the amount varies. The Zone Manager will then provide the voucher certificate that is required before any hiring credits can be claimed.

Unless one of several exceptions apply, the hiring credit would have to be recaptured as income in future years if qualified employees are terminated before they work a specified number of days. Businesses can claim credits on seasonal employees. And finally, wage expense for the year has to be reduced by the amount of the credit claimed.

Sales or Use Tax Credit

The sales or use tax credit is a credit for sales tax paid on the purchase of qualified property. Qualified property is machinery used to process, manufacture or fabricate a product, and also includes data processing and communications equipment. It must be used exclusively within the boundaries of the Enterprise Zone, and acquired on or after the Zone designation date. For individuals and partnerships, the annual credit can be taken on purchases of up to \$1 million of qualified property. The limit is \$20 million for corporations. The credit reduces the purchase price of the property for purposes of calculating depreciation.

Business Expense Deduction

The business expense deduction is the immediate write-off of a portion of the cost of qualified property. Subject to a maximum amount, 40 percent of the cost of the asset may be expensed immediately rather than capitalized. The maximum allowable cost is determined by the number of years that have elapsed since the Enterprise Zone received its final designation. The maximum eligible cost is \$100,000 in the taxable year of designation and the following year. The maximum cost of the property decreases to \$75,000 for the third and fourth year of the Zone, and then falls to \$50,000 per year

for each remaining taxable year. Qualified property includes equipment and furnishings purchased for exclusive use in the Zone. The property must remain within the boundaries of the Enterprise Zone and be purchased on or after the designation date.

Net Interest Deduction

There is a deduction available for the net interest income received from a business located within an Enterprise Zone. It applies to business loans, mortgages and loans from noncommercial sources. Net interest is the full amount of the interest received less any direct expenses incurred in making the loan. To qualify for the deduction, the loan must be to a trade or business located solely within the Enterprise Zone. The loan has to be made on or after the Zone designation date and the lender cannot have an ownership interest in the borrower's trade or business. The lender does not have to reside or be located in the Enterprise Zone.

How to Claim the Benefits

The first step is determining whether or not your business is located in an Enterprise Zone. A list of current Enterprise Zones is available on the Department of Housing and Community Development Website. Most of the individual Enterprise Zones have Websites you can search on your own. The Website for the Salinas Valley Enterprise Zone is www.salinasvalleyez.com.

Contact your income tax preparer about gathering the necessary information and begin taking advantage of the Enterprise Zone benefits. The Franchise Tax Board has a specific form to be completed and included with the annual income tax return filing. Income tax returns can be amended to claim some of the benefits if they were not claimed on your original income tax return. Even if your business is not making a profit and paying tax now, the tax credits carry over and can be used in future years. [CG](#)

We Have Moved!

We Salute Salinas Valley Ag!



Trust. Dependability. Commitment. Since 1985, Brent Eastman has been committed to providing superior insurance products and services to the Agricultural industry. Brent Eastman Insurance Services understands the needs of local farmers and ranchers. You can depend on BEI to recommend the best insurance product or service for your business.

BEI BRENT EASTMAN
INSURANCE SERVICES INC

Toll free: (877) 887-EAST • (831) 751-0700
51 Katherine Avenue • Salinas, CA 93901 • License#: 0E72648

Amendments to ALRA Act – The Impact of SB 126

BY MICHAEL SAQUI, THE SAQUI LAW GROUP

On October 9, 2011, Governor Jerry Brown added another chapter to the history of the Agricultural Labor Relations Act by signing into law amendments to the Act contained in Senate Bill 126 (SB 126). SB 126 (Steinberg, D-Sacramento) provides the Agricultural Labor Relations Board (ALRB) with authority to certify a union in the event the employer is found to have engaged in misconduct that impacted the outcome of an election, even if

"card check." Although card check legislation has been making the rounds in Sacramento in one form or another for a number of years, Governor Schwarzenegger refused to sign such legislation into law in each of his final three years of office, and Governor Brown has yet to be persuaded that elimination of the sacred secret ballot election process for agricultural employees is the appropriate way to address any perceived issues with the process.

Relations Act, having signed the Act into law in California in 1975. While Governor Brown is known as a longtime proponent for agricultural labor employee rights, he vetoed SB 104 on June 28, 2011 with the following message, "Before restructuring California's carefully crafted agricultural labor law, it is only right that the legislature consider legal provisions that more faithfully track its original framework. The process should include all those who are affected by the



the union lost the secret ballot election. The legislation also imposes binding timelines for challenging election results, strengthens mandatory mediation requirements, and provides that courts must consider the impact that procedural tactics may have on the ability of agricultural employees to receive a fair and just election. The new legislation will take effect January 1, 2012.

SB 126 came in response to Governor Brown's veto of SB 104 (Steinberg, D-Sacramento), which would have provided for an alternative election process known as

The new law significantly shortens the time frame required before the union can invoke the mandatory mediation provisions, which will mean unionization will occur at a faster rate.

As many in the agricultural industry know, Governor Brown is recognized as the "founder" of the Agricultural Labor

ALRA." SB 126 is the first legislation since SB 104 to address the Governor's concerns with the majority sign-up election process. Rather than creating a new alternative election process, the bill focuses on remedies for the existing process.

The amendments to the ALRA alter the existing process in the following ways:

Employer Misconduct = Union

Certification?: If an employer is found to have engaged in misconduct that affected the outcome of the election or rendered "slight the chances of a new

election reflecting the free and fair choice of employees" the labor organization will be certified as the exclusive bargaining representative for the unit. While this remedy previously existed and has been modified from the remedies utilized for unfair labor practice charges, the ALRB has not utilized this authority in the context of election outcomes.

Take Away: This new section means even if an election has been run, and the employer victorious, the union could still be certified if the employer is found to have engaged in misconduct. While unfair labor practice charges must be investigated and handled by the General Counsel of the ALRB, this amendment allows the Board to circumvent the General Counsel in deciding whether "misconduct" is sufficient to compel a bargaining order, greatly diminishing the prosecutorial function of the General Counsel from the judicial function of the Board.

Binding Timelines for All: The new law provides binding time lines for challenging election results for all parties, including the Board. Under existing law, there are no time limits.

Take Away: The new timelines are significant, but not necessarily bad. The Board has flexibility to grant extensions on the new time limits upon a showing of good cause or by stipulation of all affected parties, but generally the timelines will help increase efficiency of the process. Under the current system, election objections can be pending for a year or sometimes longer, even if they are set for a hearing.

Expect the Board to Find "Reasonable Cause": Under the new law, the Board will be able to seek an injunction if it finds "reasonable cause to believe" that an employer has engaged in or is engaging in an unfair labor practice, allowing a superior court to issue temporary relief or a restraining order against the employer (to prevent the employer from engaging in the alleged misconduct or unfair labor practice). Under existing law, it is the role of General

Counsel to decide whether to prosecute an unfair labor charge and determine if a complaint will be issued prior to obtaining temporary relief or a restraining order through the superior court. While existing law also states that the Board has the power to request relief in superior court upon the issuance of a complaint pursuant to Labor Code 1160.2, the new law allows the Board to circumvent the General Counsel and creates a lower standard to seek such relief.

In addition, under the new law, the court may also consider the "indirect effect upon protected rights of all agricultural employees of the employer in determining whether temporary relief or a restraining order is just and proper." This language provides

If an election has been run, and the employer victorious, the union could still be certified if the employer is found to have engaged in misconduct.

considerable leeway to the Board, and the courts, to consider "evidence" presented by a union, which could include hearsay and other unsubstantiated allegations which could influence the court's decision on this issue.

Take Away: This is another change that essentially provides the Board with considerable power and leeway to make decisions favorable to unions as they see fit.

Mandatory Mediation Sooner: The new law modifies the time period requirements for when mandatory mediation must commence from 180 days to 90 days (for all employers certified after January 1, 2003). Further, under the new provisions of section 1156.3(f), if a union has been certified because of employer misconduct that may render a second election unlikely, mandatory mediation must commence within 60 days after the union's request to bargain. A party may also request mandatory mediation in

specified circumstances, including after the Board has dismissed a decertification petition upon finding that an employer has unlawfully initiated, supported, sponsored, or assisted in the filing of a decertification petition.

Take Away: The new law significantly shortens the time frame required before the union can invoke the mandatory mediation provisions, which will mean unionization will occur at a faster rate.

Mediation Regardless of Technical Refusal to Bargain: SB 126 will also eliminate potential delays in the mandatory mediation process through technical refusals to bargain. Because there is no right for an employer to obtain judicial review of an ALRB decision relating to certification of a union, employers occasionally engage in a "technical refusal to bargain" if they have a reasonable and good faith belief that the election was conducted in a manner that did not fully protect the employee's rights or a misconduct occurred that affected the outcome of the election (J.R. Norton Co. v. ALRB (Cal. 1979) 26 Cal. 3d 1). Under the new law, an employer who files a petition for review in the Court of Appeal will still be required to proceed with mandatory mediation while the legal challenge is pending. Under existing law and practice, mandatory mediation does not commence until the employer's challenges have been exhausted.

Take Away: An employer who has filed a petition for review with the Court of Appeal of an ALRB ruling requiring certification may simultaneously have to sit down at the bargaining table for mandatory mediation while the appeal is pending.

The Moral of SB 126: While the industry takes a collective sigh of relief for having dodged the "card check" bullet, upon review of these amendments it becomes clear that certification of unions in agricultural operations is their end game. It appears that this will be necessary by any means as the governor shifts power from the General Counsel to the Board, which has a reputation for bias and political-leaning tendencies. **CG**

Video Analytics Helps the Ag Industry

BY MIKE PARRISH AND AARON EVANS, ALLSAFE SYSTEMS

Video systems are some of the most effective technologies to protect assets and manage production. Cameras have been an integral part of the agriculture industry's scheme for a long time. The ability to observe processes and materials from an off-site location has helped people in the business better manage their equipment, people, and supplies. The business of producing food has been well served by video technology.

Concerns

While camera systems are undeniably effective, there are some problems associated with their use. Some of these include:

Cost: Video is expensive and the cost to replace or upgrade equipment can often be pricey.

Timeliness: There is often a significant period of time between the recording of a security event and the ability of the company to react.

False Alarms: Cameras see everything and not everything is significant.

Images Recorded At Night: Without proper illumination only darkness is recorded.

Clarity: Images are often indistinct or otherwise unidentifiable.

Power: If situating cameras in the field—the best locations to identify potential food safety problems—often power and phone lines are not available.

Solutions through Video Analytics

The security industry is addressing these problems, and one of the most promising technologies to become available is video analytics. Video analytics move camera system capabilities to a higher level. In the past it was common to have cameras trained on a sensitive area 24 hours a day. Most of the time the cameras saw and recorded nothing, which was a waste of recording

Video analytics now allow users to not only record what needs to be seen, but to get immediate notification that something is not right. Notification can be sent to an email address or to a smart phone. A video clip of the event can also accompany the alert.

memory and a waste of time for the person reviewing the data on the digital video recorder (DVR).

Video analytics solves this problem by having the camera record something only when an object moves into a predetermined field of view. That way, only an event is recorded, not just a lot of empty space. If a security system is triggered, video analytics allows an integrated camera system to send a video clip of the event to a central station where an operator can determine if the

incident was caused by a person, animal or vehicle, and not by debris blowing in the wind. Video analytics saves the user time as well as recording space on the system DVR.

While video analytics is an advanced technology, it does not necessarily need huge cash layouts to implement. Often existing camera and security systems can accommodate modules that will integrate their capabilities and allow for analytics. Analog and digital camera systems can be made to work together. Web-based portal services are available to integrate into existing equipment without the need to buy expensive new cameras, software, increased storage, or IT equipment. Adopting video analytics can be an inexpensive process.

Video analytics now allow users to not only record what needs to be seen, but to get immediate notification that something is not right. Notification can be sent to an email address or to a smart phone. A video clip of the event can also accompany the alert. If a response is determined to be needed, authorities can be dispatched. Fewer false alarm fees are an ancillary benefit. The system can also provide cloud archiving to save the incident for future review. Managers are able to stay in touch with their operations in the field and, during the winter season, those responsible in Salinas can see what is happening in Huron or Yuma.

To brighten up night recordings, infrared illuminators are now built into cameras designed for day and night operations. To clarify blurry images, new high definition cameras can replace the older models

making positive identification much easier.

Food safety compliance in the fields can now be easier with video analytic systems that stand alone without the need for power or a phone line. These systems can be located in riparian zones and along trails where encroachment by animals is a problem. They operate using long-life batteries and cellular Global System for Mobile Communications (GSM) technology that utilizes the cellular network to transmit video clips of whatever the motion sensor detects in a given area. These portable units can be located up to 1,000 feet away from the parent receiver making them not only useful for food safety compliance, but for securing equipment in the field. Responsible persons can be notified immediately if an unwarranted activity is detected and action can be taken right away. Verified response is a benefit made possible by video analytics.

Intelligent video analytics can be enhanced by adding advanced camera system features

that are now common to the industry. They include:

- Cameras with audio: Pictures with sound can be added to an existing camera system.
- Thermal cameras can literally see in the dark.
- Network Video Recorders are configured into a company's existing network system.
- Video memory storage can be enhanced to as much as 12 TB (terabytes)
- VOIP cameras can integrate into a network and be accessed by password protected PCs, laptops and PDAs.
- Enhanced software systems can tailor a camera system to a particular company's needs
- High Resolution and megapixel cameras can be included in a system where close-ups or fine detail are required.

Benefits

Who doesn't want to improve profits and save time? Video analytics is applicable in many of

the aspects of food production where acute observation is required. In the field, enhanced camera systems can protect assets like sprinkler system heads, fertilizer supplies, tractors, and equipment. In addition, remote areas of the ranch are no longer out of reach. In the storage shed a quick video clip can tell a supervisor if the notification being sent is caused by a person, or is it just an animal or the wind. On the packing line, food safety compliance is made easier through improved points of observation and restricted areas are better protected with alarm and video integration devices. The results are fewer losses and improved productivity. Video analytics makes a supervisor's job much easier.

Growers and shippers face many challenges in getting products from seed to market. Intelligent video analytics can help smooth some of the rough spots in the process by saving time and money. **cg**

Visit Coastal Grower Online

www.coastalgrowermag.com

For more than 20 years Coastal Grower has been a favorite print magazine enjoyed by the families and farmers of California's Central Coast.

Now enjoy Coastal Grower online at www.coastalgrowermag.com.

Take a peek at the current issue, refer back to the past four issues, and look up subscription, advertising, contact, and publication details—wherever you have internet access.



Scan this QR code with your smartphone to visit Coastal Grower online.



Balancing Renewable Energy with Preserving Agricultural Land

BY JASON S. RETTERER, LOMBARDO & GILLES, LLP

California has assumed a leadership role in reducing greenhouse gas emissions and now requires all electrical utilities to procure 33 percent of their energy from renewable energy sources, such as solar, geothermal, and wind energy. This requirement, combined with the financial incentives set forth in the American Reinvestment and Recovery Act (ARRA), has spawned a flurry of development applications to construct renewable energy facilities, such as "solar farms" on land encumbered by Land Conservation Act (more commonly known as the Williamson Act) contracts. The Williamson Act (the "Act") authorizes a city or county to enter into 10-year contracts with owners of land devoted to agricultural use, whereby the owners agree to continue using the property for that purpose and in return, the city or county agrees to value the land accordingly for purposes of property taxation.

In the Spring 2011 issue of Coastal Grower magazine, I explored whether solar farms are compatible with the objectives of the Act and the various legal mechanisms that could potentially allow a utility-scale solar photovoltaic (PV) facility on contracted land. I also discussed the San Benito County Board of Supervisors' decision to cancel the contracts on approximately 7,000 acres of "grazing" land for the development of the 399-Megawatt (MW) Panoche Valley Solar Farm (PVSF).

Since my last article, Governor Brown signed SB 618, which provides another legal mechanism—solar use easements—to



facilitate the development of solar facilities on contracted land. In addition, San Benito County was sued by a local community group and several environmental organizations for its decision to cancel contracts to allow construction of the PVSF over concerns about its environmental impacts, including its impact on agricultural resources. On September 29, 2011, a superior court judge upheld the county's decision. This article will discuss the potential solar use easement

option and the judge's reasoning for upholding the board's cancellation.

THE SOLAR USE EASEMENT OPTION

Determining Compatibility with Williamson Act

Prior to SB 618, an owner of contracted land who was interested in pursuing solar PV development was limited to either a land swap, cancellation of the contracts, or obtaining a determination from the city or county that the solar facility is compatible with the purposes of the Act.

- Under SB 618, upon the mutual agreement of the city or county and landowner, the parties can simultaneously rescind the Williamson Act and enter into a solar use easement provided that certain criteria are satisfied. Government Code (GC) §51255.1.
- This option is only available if the Department of Conservation (DOC), in consultation with the Department of Food and Agricultural (DFA), determines that the land is comprised of soils with significantly reduced agricultural productivity for agricultural activities due to chemical or physical limitations, topography, drainage, flooding, adverse soil conditions, or other physical reasons. GC §51191(a)(1).
- This option is generally limited to agricultural lands that are not designated as prime farmland, unique farmland, or farmland of statewide importance, as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Natural Resources Agency. GC §51191(a)(2).

- The landowner must also pay a rescission fee in the amount of 6.25 percent of the property's fair market value at the time of the rescission or a higher 12.5 percent fee if the property is designated as a farmland security zone. GC §51255.1(c)(2).

Substantiating Eligibility

To assist the DOC in evaluating the eligibility of the land for a solar use easement, the landowner is required to provide the DOC with information substantiating the inability to productively farm the land. This information includes:

- (1) a written narrative demonstrating that even under the best currently available management practices, continued agricultural production would be substantially limited due to the soil's chemical or physical limitations,
- (2) a soil test demonstrating that the characteristics of the soil significantly reduce its agricultural productivity,
- (3) an analysis of water availability demonstrating the insufficiency of water supplies for continued agricultural production,
- (4) an analysis of water quality demonstrating that continued agricultural production would, under the best currently available management practices, be significantly reduced, and
- (5) crop and yield information for the past six years. GC §51191(b).

Management Plan and Other Provisions

The landowner must also provide the DOC with a "proposed management plan" that describes how the soil will be managed during the life of the project, impacts on adjacent agricultural operations will be minimized, and the site will be restored at the end of the facility's useful life. GC §51191(c).

SB 618 also requires the certain provisions be included in a solar use easement and authorizes the city or county to include other specified provisions in the easement. For example, if the easement is limited in

duration (term easement), the term of the easement must be 20 years unless a shorter term is requested by the landowner, but in no event less than ten years. GC §51191.2. The city or county may require that the easement automatically renew every year thereby extending the life of the easement. The city or county may also impose restrictions, conditions, and covenants that it deems necessary or desirable to restrict the use of the land to photovoltaic solar facilities, including any necessary mitigation measures to protect the affected land or adjacent agricultural land. GC §51191.3. For term easements, the city or county must also

Under SB 618, upon the mutual agreement of the city or county and land-owner, the parties can simultaneously rescind the Williamson Act and enter into a solar use easement provided that certain criteria are satisfied.

require the landowner to post a performance bond or other financial security to fund the restoration of the land upon the dismantling of the facility. GC §51191.3(c).

Extinguishing Solar Use Easements

SB 618 also establishes procedures for extinguishing solar use easements. GC §51192 et. seq. Like a typical Williamson Act contract, a solar use easement can be extinguished by nonrenewal and termination. GC §51192. The solar use easement can also be extinguished by returning the land to its previous contract. Under the non-renewable or termination scenarios, the landowner must restore the property to the conditions that existed before the easement by the time the easement terminates. GC §51192.1. Under the termination scenario, the landowner would be required to pay a termination fee in the

amount of 12.5 percent of the property's fair market value. GC §51192.2(c).

SUPERIOR COURT'S DECISION ON THE PVSF

Basis of the Lawsuit

Because the solar use easement option was unavailable when San Benito County was processing the PVSF, the landowners applied for and San Benito County approved the cancellation of the contracts. In their lawsuit, the project opponents argued that San Benito County violated the Act when it approved the cancellation because there was no evidence to support the required finding that the public interest in renewable energy outweighed the important purposes of the Act, which generally seeks to preserve and protect agricultural land. The opponents further argued that there was no evidence to support San Benito County's finding that no other geographically "proximate" and available non-contracted land existed to accommodate the PVSF, which was the other required finding for this cancellation. Specifically, project opponents argued that there was a state designated "Clean Renewable Energy Zone" (CREZ), known as the Westlands CREZ, straddling the border of Fresno and Kings Counties that was proximate and available. The court disagreed with both arguments.

Balancing Competing Interests Supported

Regarding the Board of Supervisors' finding that the public interest in renewable energy outweighed the purposes of the Act, the trial court noted California's high priority for the increased development of renewable energy to meet its greenhouse gas reduction goals and the public health, environmental, and economic benefits of renewable energy. The court also noted the marginal value of the property as grazing land, physical constraints to farming the property (e.g. lower than average rainfall, extreme temperatures, poor quality of groundwater, etc.), the small percentage of land being cancelled relative



831-442-1915
800-675-7909



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

"The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark."

– Michelangelo

As architects our job is to merge engineering, materials and environment, achieving harmony in function and aesthetic. Each Belli project is as unique as its owner. Aim higher.



Innovative Design that Endures

belliag.com

to the amount of land under contract in San Benito County, and the court concluded that the Board of Supervisors' balancing of these competing interests was amply supported by evidence in the record.

No Proximate and Available Land

The court also upheld the Board of Supervisors' finding regarding the lack of proximate and available non-contracted land. The Board of Supervisors found that the Westlands CREZ was not geographically proximate due to its location 50 to 60 miles from the project site. Regarding the lack of availability and suitability of the site for the PVSF, the board found that the majority of the Westlands CREZ was itself encumbered in Williamson Act contracts, the solar developer did not own any land within the Westlands CREZ, and that there was considerable uncertainty surrounding the developers ability acquire the site, let alone, secure all of the necessary permits to develop the PVSF at this location in a reasonable amount of time. The court found that the Board of Supervisors' findings were all supported by evidence in the record.

SOLAR USE EASEMENT – AN OPTION TO CONSIDER

Based on the marginal productivity of the grazing land and other physical constraints preventing commercial farming, a viable option for San Benito County and landowners for purposes of developing the PVSF could have been a solar use easement; however, this option was not available when the PVSF application was being processed and considered. Nonetheless, this option will likely be pursued by future solar developers and landowners, particularly in communities where a compatibility determination or contract cancellation is politically untenable, and when the contracted land consists of marginal or poor quality farmland. [cc](#)

Pringle Tractor Co. is now RDO Equipment Co.

Same great service, same great faces!



RDO Equipment Co.
501 El Camino Real South
Salinas, CA
831-424-8036

RDO Equipment Co.
1320 West Beach St.
Watsonville, CA
831-763-2165

Customer Focused. Quality Driven.



www.rdoequipment.com

Santa Cruz Farm Family Avoids Donner Party Fate

Interview with Chris Enright, President of Santa Cruz County Farm Bureau

BY JESS BROWN

JESS: How far back does your family history go in California?

CHRIS: The Enright's were scheduled to leave Missouri with the Donner party but decided to leave earlier. After they got to Sutter's Fort in Sacramento, they became part of the search party that went looking for them. In 1846 they settled in Santa Clara Valley. They farmed wheat, and had pear orchards in Palo Alto and Santa Clara.

JESS: When did they first come to Santa Cruz County?

CHRIS: My great-great-grandfather had property in Santa Cruz in the late 1800s.

JESS: Do you come from a long lineage of farmers?

CHRIS: Yes. We could probably trace it back to potatoes in Ireland. I guess they never learned their lesson.

JESS: When did the cultivation of flowers become your family's main commodity?

CHRIS: My dad, Austin Enright, started the nursery in 1959—more than 50 years ago—in Santa Cruz. He started with cut flowers and potted plants.

JESS: When did you first become interested in growing orchids?

CHRIS: I loved working at the nursery when I was growing up. Of course, back then there were only a handful of orchid growers in the state. Orchids were more rare and mysterious and expensive. Now, orchids are the number one selling potted plant behind poinsettias.

JESS: Are plant breeders trying different varieties of orchids?

CHRIS: Breeders are always working on the next great hybrid. There are more than 25,000 different orchids. Some are highly fragrant.

JESS: Everyone wants to know—how do you take care of an orchid to make it come back every year?

CHRIS: If you want your orchid to spike again, you need to feed (fertilize) it. But the best thing to do is just go buy a new one!

JESS: How do you market your orchids?

CHRIS: Wholesale only, with a route truck and network of brokers.

JESS: You must have lived close to the beach—did you take up surfing?

CHRIS: Yes. I grew up a couple blocks from Pleasure Point. Most kids surfed in my neighborhood. It's a lot more crowded in the water these days.

JESS: What was one of your most life-changing events?

CHRIS: I think any father will tell you that

having kids changes everything. But for me, spending the whole summer at bedside at Lucile Packard Children's Hospital while my son was on life support gave me a completely different perspective on life.

JESS: You and your wife, Annie, have three children. Are any of them interested in farming?

CHRIS: We live on the farm, and our kids love gardening and playing on the property. My oldest just turned eight, and my youngest is 14-months, so they have a lot of time to figure it out. But I'll support them in whatever they choose.

JESS: Where do you see your agriculture business in 20 years?



Chris served as master of ceremonies for the 2011 Santa Cruz County Farm Bureau annual meeting.

CHRIS: This industry is changing at a rapid pace. In the last 20 years, there have been major changes. I'm sure the next 20 years is going to bring some changes as well. It's hard to say what the future holds, except that we will roll with the punches and strive to persevere.

JESS: Why are you involved in the Farm Bureau?

CHRIS: The Farm Bureau is deeply informed on all the issues that affect agriculture. We have to stand up for our industry or we will be regulated out of business. As other towns and counties get paved over to make way for other industries, the Pajaro Valley continues in its rich agricultural tradition, partly thanks to the Farm Bureau and its board of volunteers.

JESS: What are some of the current issues affecting agriculture?

CHRIS: Every year brings a new challenge. But some of the current issues are invasive pests, water quality regulations, food safety issues, and methyl iodide. Not to mention government over-regulation, immigration, air quality, etc.

JESS: What do you think is the common thread among those who choose to be growers?

CHRIS: Growers are self-reliant, common-sense, down-to-earth, real people.

JESS: If you could change one regulation that affects agriculture, what would that be?

CHRIS: That's a hard one—only one, huh? Well how about: you can't be a politician unless you've met a payroll. Let's get some lawmakers in office who understand the effect their laws have on the farm.

JESS: How do you relax?

CHRIS: Watching my kids play soccer is very enjoyable, and sometimes it's relaxing too. Occasionally, I play golf, mountain bike and go to the beach.



Chris with his family in the greenhouse for their 2010 Christmas photo.



Chris Enright in October 2011 with CA Secretary of Agriculture Karen Ross.



Chris Enright's two sons in the greenhouse.



A recent college graduate, here Chris is in the greenhouse with his father Austin in 1996.

JESS: If you were not a farmer, what would be your profession of choice?

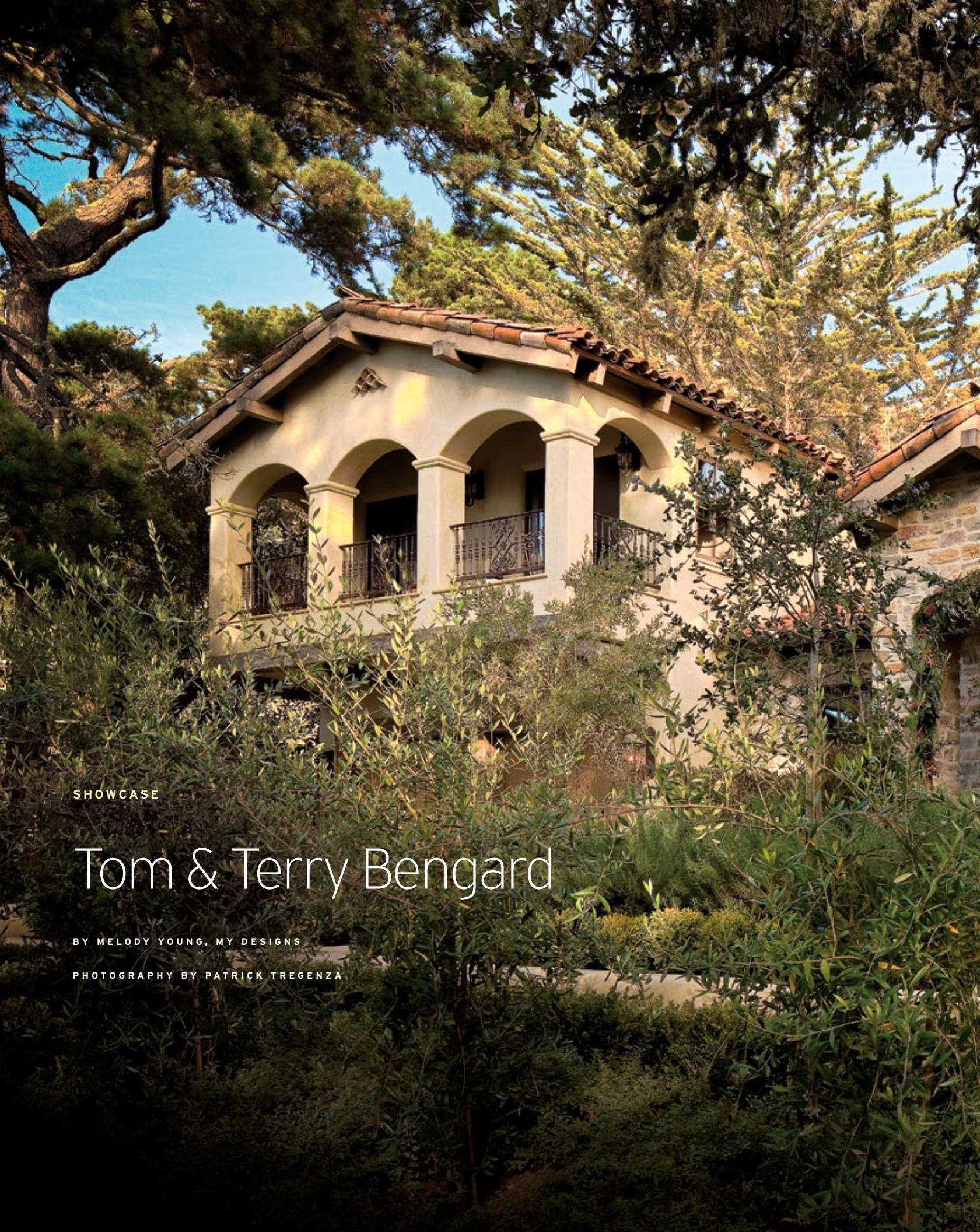
CHRIS: I'm not sure of what the profession would be. But, I know I would be an entrepreneur and be working for myself.

JESS: Are you enjoying being Farm Bureau president?

CHRIS: Serving as Farm Bureau president is enjoyable in the sense that I get to meet a lot of amazing growers. It's almost a full-time job in itself, and I really appreciate all the work and time our board and you, Jess, put into advocating for farmers.

JESS: Tell us about your board of directors.

CHRIS: We have a GREAT board of directors. Very diverse and very committed to protecting agriculture in the Pajaro Valley. It's amazing the amount of time people on our board give so the Pajaro Valley will remain a rich agricultural place. I think anybody involved in agriculture needs to be involved with the Farm Bureau, because it is truly a camaraderie of like-minded people. **CG**



SHOWCASE

Tom & Terry Bengard

BY MELODY YOUNG, MY DESIGNS

PHOTOGRAPHY BY PATRICK TREGENZA



The front entrance—quiet elegance.



A beautiful fall table set for Berries & Branches.

Peace. It's on our minds and in our hearts this time of year. Peace on earth, peace of mind, peace and quiet. There is a beautiful home tucked on a rambling street in Carmel-by-the-Sea that offers its homeowners this peace and quiet.

Last month, Tom and Terry Bengard opened their lovely retreat home for the Salinas Valley Memorial Hospital Berries & Branches Home Tour. More than a thousand people were able to feel a few moments of that peace and quiet. Cindy Hattersley of Cindy Hattersley Designs, along with her extraordinary volunteer crew, enhanced the home with soft and appropriate fall décor. She blended the wonderful existing details and accessories of the home with fresh foliage. She also added lovely accents from her private inventory to give the visitors a sense that, in most cases, less is more.

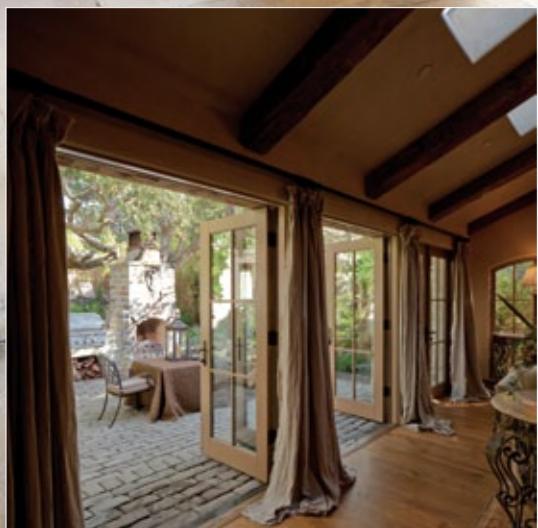
The way the home is nestled into the landscape, looks as if it had just been plucked from the Tuscan countryside. The fieldstone and stucco exterior, along with the salvaged roof tiles from Italy, enhance the timeless feel. Lavender, boxwood and native oaks are artfully placed to frame the home and give it an un-sculptured natural quality. The beautiful holiday garland around the stone archway was the work of Swenson & Silacci Flowers. Every year, Mark Silacci adds a special touch to each home's entryway—he has the ability to immediately define the character and personality of each home.

Patty and Bill Wilson built this home a mere two years ago. Patty is an interior designer and Bill is an architect. They combined their knowledge and experience to create a home that feels as if it has been there for decades. The salvaged barn timbers used as beams are a predominate feature. These beams traveled all the way from an old barn in Indiana. The floors are white oak stained to a lovely bleached patina that reminds visitors of driftwood. The room is surrounded with French doors, bringing the outside color in, while the massive stone fireplace from Jean de Luz grounds the space. French chandeliers add a soft touch to all the wood and stone, and provide the interiors with a rustic elegance.

The furnishings are subtle and inviting, and arranged perfectly for holiday visitors and conversations. Sofas are slipcovered in a soft, worn velvet and sit atop a stunning aubusson rug. Random fur-, tasseled- and tapestry pillows invite you to plunge right in. The natural linen draperies that flow into a puddle on the floor are the crowning touch throughout the home. They are a unifying theme.

Wandering into the kitchen and dining area is a treat. Cindy and her crew artfully combined many elements to create a stunning table-scape. Using natural hues, the table echoes all the elements of the





A private backyard paradise.



The heart of the home.



Ready for the holidays.



An original oil painting by artist Pat Huber.



A bountiful cornucopia.



The restful master bath.

beach and sea just down the street. The skylights create a beautiful shaft of light over the table, and the large French doors give the feeling of sitting in the middle of the garden.

The courtyard is a living space all to itself. Because there was a home here before, the builder was able to preserve most of the existing landscape. Rambling pathways lead to quiet, restful corners shaded by oaks, camellias, boxwood, hydrangeas and Japanese maples. All of this surrounds a cobblestone terrace and Carmel stone fireplace that draws the visitor outdoors.

French limestone sits atop color-washed alder cabinets in the kitchen. A farmhouse sink, hand-hewn beams and baskets give the kitchen a time-worn feel. However, the kitchen is a dream of modern conveniences. It is all ready to prepare a fabulous holiday meal.

The master suite is a brilliant blend of serene color and saturated texture—peaceful yet energizing. Antiques blend with new, cottons blend with fur, burnished golds blend with linen. Collections of shells and architectural finds add their own touch. The effect is stunning. The bath features limestone on the counters, floor and tub, and the natural linen curtains make another appearance.

Upstairs, the retreat features two bedrooms, an office nook, and a bathroom. Each bedroom has its unique personality as well as a balcony to sit, drink your morning coffee and listen to the ocean. The rooms are warm and inviting. The office space is just big enough to hold a few necessities of today's lifestyle. This allows the Bengards to keep in touch with the daily happenings of their family and business.

Peace and quiet is something we all need, especially at this time of year. A place to reflect on our blessings, enjoy family and friends and re-new our energy. Tom and Terry try to spend as much time here as their busy lifestyle allows. After looking and dreaming for many years, they have finally found exactly what they were searching for—elegant yet casual furnishings, quiet colors and peaceful surroundings. This is a place that they look forward to using with family and friends for years to come.

As a side note, I would like to thank all of the homeowners who have graciously opened their homes this past year to Patrick and me and all the Coastal Grower readers. It is a privilege and an honor to be trusted with capturing the uniqueness of each home.

Wishing you peace on earth, peace of mind, and your own place to have peace and quiet. We hope these homes are in inspiration to you.

Happy Holidays. **CG**



Master bed merged: Rustic yet elegant master suite.

Be Sure to Attend the First-Annual Coastal Grower Home Tour!



The Grower-Shipper Association Foundation announces the Coastal Grower Home Tour, to be held February 18, 2012. This fun, one-of-a-kind event will take more than 100 guests on a tour of three homes that have been featured in Coastal Grower, including the home of Steve & Margaret D'Arrigo-Martin, which was recently featured in the fall 2011 issue of Coastal Grower. The finale, including dinner and dancing, will showcase the home of Don and Barbara Chapin, which was showcased in the summer 2004 issue.

At each luxury-bus chauffeured stop, guests will be treated to signature dishes made by local growers, paired with selected Paraiso Vineyards wines. The evening's finale will include dinner featuring a number of our valley's most delectable commodities. Dancing by The Money Band will top off the evening.



Our hope is that the Coastal Grower Home Tour will become the Grower-Shipper Association Foundation's flagship event. This non-profit organization helps support local educational training, scholarship and leadership programs, community outreach and philanthropic endeavors. To learn more about the Foundation, visit www.growershipperfoundation.org.

Sponsorships are available! Contact the Foundation at 831-422-9007 or abby@growershipper.com for more information. Limited tickets will be available for sale. Buy yours today!



Salinas Valley
CHAMBER OF COMMERCE

THANK YOU!



Don Chapin was roasted over the friendly fires of the community on October 29th. In an evening full of spontaneous humor and laughter, some of Don's closest friends showed little mercy in revealing the inner Don. The event, held at Corral de Tierra County Club, was the Salinas Valley Chamber of Commerce's First Annual Community Roast and judging by the jovial atmosphere, was a smashing success. Don survived, and even had the opportunity to direct some verbal flames of his own upon his tormenters. This he did with relish, much to the delight of all 180 in attendance.

As well as benefitting the Chamber, part of the evening's proceeds went to Don's favorite non-profit organization, Rancho Cielo. In addition, Rancho Cielo students were there to welcome guests. Many thanks to the following list of sponsors and contributors, who made the evening possible:

Grand Champion Flamethrower Sponsors



Champion Sponsors

1st Capital Bank • American Ag Credit • Braga Ranch
Hayashi and Wayland Accounting and Consulting • Monterey Plaza Hotel and Spa
Pacific Valley Bank • Santa Barbara Bank & Trust • Scheid Vineyards
AVSi A/V Solutions • Dexter Farm Photography • Pebble Beach Company
Paraiso Vineyards • Ventana Vineyards • Martella Printing and Graphic Design

Media Sponsors

Coastal Grower Magazine • 1460 AM & 101.1 FM KION; 92.7 KTOM
The Monterey County Herald • The Salinas Californian

Ad designed by



Philanthropy on the Central Coast

BY DAN BALDWIN, COMMUNITY FOUNDATION FOR MONTEREY COUNTY

Philanthropy is a big word. It brings to mind Andrew Carnegie, Henry Ford, David and Lucile Packard. People with big ideas who did big things. It can feel so big that we wonder whether it applies to us. Carnegie built libraries all across America. The Ford Foundation is one of the largest private foundations in the world. David and Lucile Packard funded a remarkable foundation that bears their names, from which Monterey County has been the beneficiary of millions of dollars in grants. Like I said: big.

We so often associate acts of philanthropy with large sums of money, we forget that in its purest form it is simply people helping people: volunteering at Rancho Cielo, joining the National Steinbeck Center, or sending a donation to the Boys and Girls Club. It's about making our communities stronger—one person at a time.

Philanthropy Comes In Many

Forms and Sizes

In early October, Community Foundation for Monterey County (CFMC) held a check presentation ceremony at Hartnell College for our Neighborhood Grants Program, which is funded from CFMC unrestricted assets. The grants range from \$2,000 to \$3,000—not large by foundation grant standards. We handed out about 20. The recipients were wide ranging. Recipients included ballet folklorico groups, soccer clubs, after-school tutoring programs, neighborhood watch groups, a cancer-survivor affinity group, and many more. Each recipient told their story, each story a testament to community-

mindedness and improving the lives of others. About half way through the program it occurred to me the donors who gave these "do-what-you-think-is-best" assets to the CFMC, most of whom who did so through their estates, would be proud to see such a grassroots utilization of their gift. They were helping people who were helping people. Because these assets are permanent endowments, they'll be helping people for generations.

Each year the CFMC board of directors presents the Trustees Award, recognizing an individual or couple who personify the spirit of philanthropy. In 2011 we recognized Mike

We so often associate acts of philanthropy with large sums of money, we forget that in its purest form it is simply people helping people.

and Mary Orradre, who ranch in San Ardo; in 2010 it was given to Bob and Sue Antle of Tanimura & Antle. In their acceptance



CFMC Program Officer Aurelio Salazar, Jr. (standing 2nd from l) and President/CEO Dan Baldwin (standing r) present a Neighborhood Grants Program check to the Salinas Valley Youth Soccer League (with members of Team Smurf and Team Barcelona). Photo by Richard Green.

remarks, both couples spoke with great humility, expressing their dedication to community, the rewards of giving, and the belief that their lives were enriched by helping others.

What Is A Community Foundation?

The CFMC was formed in 1945 to preserve Monterey's adobes. In the early 1980s it was converted to a community foundation, one that was focused on the Monterey Peninsula. In 1984 the CFMC changed its name and broadened its focus to encompass all of Monterey County—Big Sur to Pajaro, Lockwood to Marina, and all points in between. Today, the foundation holds more than 300 funds and has total assets of approximately \$140 million. In 2011 we

granted in excess of \$6 million. Literally thousands of people have contributed to the building of these assets. That's what puts the "community" in community foundations.

Even so, community foundations aren't the easiest organizations to understand. Telling someone we're a collection of charitable funds placed here by individuals and families in their lifetime or through their estates doesn't really make things much clearer. It doesn't account for grants and program staff

The foundation holds more than 300 funds and has total assets of approximately \$140 million. In 2011 we granted in excess of \$6 million. Literally thousands of people have contributed to the building of these assets. That's what puts the "community" in community foundations.

who research and network to understand the county's most pressing needs. Nor does it speak to leadership initiatives such as the five-year Literacy Campaign, which concluded

earlier this year, but created a nonprofit of the same name that is committed to sustaining literacy on the premise that the ability to read and write are fundamental to participating in our economy. It doesn't speak to the Management Assistance Program, which helps nonprofits be better at what they do, from finance and human relations, to governance and leadership training.

Most nonprofits have missions that project something much more tangible: assisting youth; providing basic needs, such as food or shelter; exhibiting and interpreting art; presenting musical performances. The mission of the CFMC is to inspire philanthropy and be a catalyst for strengthening communities throughout Monterey County. Our vision is healthy, safe, vibrant communities. In some sense, through asset development, high impact grantmaking, and management assistance programs, we're here to assist other nonprofits in the delivery of their missions for the betterment of Monterey County.

One of the hallmarks of any community foundation is the ability to respond to changing community needs. This is particularly important in a varied and dynamic area such as Monterey County, and it requires leadership. The CFMC board of directors and staff are committed

to recognizing emerging circumstances and making targeted investments to help stave off future problems.

Inspiring Philanthropy
Monterey County is extremely philanthropic. How else could we have such a remarkable and diverse set of cultural,



Girls' Health in Girls' Hands program participants Ilyanna Rose (l) and Roxanna Sanchez (r) "We learned that as women we are much stronger than we thought. We can make good choices to benefit our future and not harm it." Photo by Beth Cary King.

recreational and human service assets? The CFMC endeavors to reach out to folks from all walks of life who have an interest in reinvesting in their communities through charitable giving. One of our most vibrant programs is the Women's Fund. As its name implies, the Women's Fund makes grants in support of women and girls. Studies have shown emphatically that when women and girls are healthy and secure, so is their community. At a recent Women's Fund breakfast attended by nearly 300 women who believe in helping women and girls, the program reached a moment when a call for support was made. There were women present who have made six-figure commitments to the Women's Fund. But there were also women who broke out their checkbooks and enthusiastically contributed \$10. We celebrate all of those gifts as signals of philanthropic spirit and the power of giving. Once again, people helping people, no matter their financial capacity.

Yes, philanthropy is a big word that implies big things. At the Community Foundation for Monterey County we understand that the powerful impact of philanthropy is often the result of one person's desire to benefit another. **cg**



Mike and Mary Orradre, 2011 Distinguished Trustee Award Recipients, receive a painting commissioned by CMFC by Youth Arts Collective artist Kiara Long. Photo by Richard Green.



AGRICULTURE FOOD PROCESSING HOSPITALITY CONSTRUCTION MANUFACTURING LANDSCAPING TRUCKING

COUNSELORS TO MANAGEMENT

- LABOR RELATIONS
- EMPLOYMENT PRACTICES
- COLLECTIVE BARGAINING
- DEFENSE LITIGATION
- EMPLOYMENT COUNSELING
- IMMIGRATION
- MANAGEMENT TRAINING AND DEVELOPMENT

SACRAMENTO OFFICE:

1420 ROCKY RIDGE DR. SUITE 260
ROSEVILLE, CA 95661
TEL: (916) 782-8555
FAX: (916) 782-8565

CENTRAL COAST OFFICE:

16 E GABILAN ST
SALINAS, CA 93901
TEL: (831) 443-7100
FAX: (831) 443-8585

OTHER OFFICES:

FRESNO, CA
(559) 449-8585
PALM DESERT, CA
(760) 469-9001

LABORCOUNSELORS.COM

WWW.LABORCOUNSELORS.COM



- LABOR RELATIONS STRATEGIES, COLLECTIVE BARGAINING, AND DEFENSE LITIGATION;
- EMPLOYMENT COUNSELING AND DEFENSE LITIGATION; AND
- MANAGEMENT TRAINING AND DEVELOPMENT



LAMAR BROS. TIRE SERVICE, INC. — SINCE 1927

Tire Sales & Service (all sizes)

Brakes & Alignments

24 Hour Emergency Road Service

Now offering light mechanical repairs and oil changes!

Contact Us At
330 Griffin Street
Salinas, CA 93901
831-757-5273



SAVE THE DATE for **A LEGENDARY EVENING**

Join us for our fundraiser kick-off to benefit
THE STADIUM at SALINAS SPORTS COMPLEX

March 10, 2012 • 5:30 pm

Salinas Sports Complex - Exhibition Mall, 1034 N. Main St., Salinas, CA

This All-Star evening includes Reception, Hosted Bar and Dinner
Prepared by Chef Beat Giger, Pebble Beach Resorts

•
Our program & All-Star panel features
NFL Legends and Hall of Famers, including

**Jim Tunney, Emcee
&
Steve Young**

•
Tickets are \$150
Call today to reserve your spot: 831-775-3100

Table sponsorships are also available.
Contact Steve Davis (sdavis@taylorfarms.com)

And remember, we'll be asking you to
“GO DEEP!”

Brought to you by



Wrath Wines

BY LAURIE DANIEL

When Wrath winemaker, Sabrine Rodems, arrived in 2004, the Monterey County property was known as San Saba Vineyards and produced wine under the San Saba and Bocage labels. Although the county had largely managed to live down the "Monterey veggie" reputation for its red wines, the situation was still far from ideal at San Saba, which is across the road from the well-known Santa Lucia Highlands appellation.

At one time, the entire vineyard, Rodems says, "...was planted with Merlot and Cabernet - woo hoo!" There was some Chardonnay by the time she got there, but the winery was still trying to produce those red Bordeaux varieties in a spot that was much too cool to ripen them reliably. "We did everything we could to keep the veg out of that wine," she says.

In 2008, new owners took over and everything changed. The business was renamed Wrath Wines –a reference, Rodems says, not to John Steinbeck, but to the energy of the place—particularly from the wind. But the changes went much deeper than a new name. Some vines were grafted over to more appropriate grape varieties, and parts of the vineyard were completely replanted: out with Merlot and Cabernet Sauvignon, in with Pinot Noir, more Chardonnay, Sauvignon Blanc, Syrah and Muscat Blanc. And instead of large batches of just a few wines, Rodems started making dozens of small lots. Some are blended, but many are kept separate. "We make wine so differently now," Rodems says.

The farming has also improved on the 70-acre estate vineyard, which retains the San Saba name. Respected grower Steve McIntyre (of McIntyre Vineyards and Monterey Pacific) was brought in. "We farm very differently too," Rodems says. They "drop a lot



Old farm house among the vines at Wrath's San Saba Vineyard on Foothill Road in Soledad, CA.

of crop" to improve the quality and intensity of the remaining grapes. The vineyard also has been certified as sustainable under the Central Coast Vineyard Team's Sustainability in Practice (SIP) program.

Michael Thomas—whom Rodems describes as the "hands-on proprietor"—owns Wrath with his mother, Barbara Thomas. An archaeologist, Michael spends much of his time at excava-

"We're just trying to get the vineyard to express itself. There's no point using so many fruit sources if I'm manipulating everything to my style." - Winemaker, Sabrine Rodems

tions in Italy. But he participates in blending decisions, and has also brought in a winemaking consultant, Pinot Noir specialist, Byron Kosuge.

There are plenty of decisions to make. The winery produces just 3,400 cases a year, but

the number of wines is extensive. In addition to the San Saba estate vineyard, Rodems makes wines from grapes purchased from several spots in the Santa Lucia Highlands. She likes working with different vineyards, she says, because the wines all taste different. "We're just trying to get the vineyard to express itself," she says. "There's no point using so many fruit sources," she adds, "if I'm manipulating everything to my style."

"I always say less is more," says Rodems, who worked as a stagehand and film electrician in San Francisco before studying enology. Her approach certainly seems to be working. The wines have plenty of intensity, but they are also refined and well-balanced.

The excellent 2010 Ex-Anima Sauvignon Blanc (\$19) is very fresh and bright, with citrus and honeydew melon accented by a grassy, herbal note. Chardonnays are made in several styles. The 2008 Fermata Chardonnay (\$35)—"fermata" refers to the fact that malolactic fermentation is stopped midway through the process, which helps preserve acidity—is racy, with Meyer lemon and pear, along with

some toasty notes. At the other end of the spectrum, the 2008 San Saba Vineyard Chardonnay (\$49) is big and rich, though it retains some nice freshness. "This is about as loud as it gets," Rodems says of the wine.

The lineup is dominated by Pinot Noir; she made seven of them in 2009. Some bottlings feature specific clones of Pinot, like the delicious 2009 Pommard 4/777 Pinot Noir (\$35), a slightly earthy wine with dark fruit, spice and a silky texture, and the structured yet supple 2009 115/667 Pinot Noir (\$39), with its sweet raspberry fruit and subtle herbal/spicy note. Single-vineyard Pinots include the fruity, plump 2009 Tondré Grapefield Pinot Noir (\$49) and the more savory, complex 2009 San Saba Vineyard Pinot Noir (\$49), an elegant

wine with dark, spicy fruit and an intriguing note of what the French call "sous bois"—sort of a forest-floor, damp-leaves character. (Yes, it's a good thing.)

The area can be a little cool for ripening Syrah, but Wrath has several good ones. For example, the 2009 Fairview Vineyard Syrah (\$39), from the Santa Lucia Highlands, has some of the typical characteristics of a cool-climate Syrah: it's peppery and bright, with black raspberry, lavender and some

smokiness.

If you're interested in tasting the Wrath wines for yourself, the winery has two tasting rooms. The location at the winery, 35801 Foothill Road (at River Road), is open 11 a.m. - 5 p.m. Thursday - Monday. The more recently opened Carmel location, on the ground floor of the Carmel Plaza, Ocean Avenue and Mission Street, is open 10 a.m. - 6 p.m. Monday - Saturday and 11 a.m. - 5 p.m. Sunday. For more information, visit www.wrathwines.com. **CG**



Winemaker Sabrine Rodhems crafts dozens of small lot wines for Wrath with Pinot Noir, Chardonnay, Sauvignon Blanc, Syrah and Muscat Blanc.



In 2008, Michael Thomas and his mother, Barbara Thomas, bought San Saba Vineyards and changed the name to Wrath Wines.

THE LAW OFFICES OF THOMAS S. WORTHINGTON CERTIFIED SPECIALIST CRIMINAL LAW

The State Bar of California Board of Legal Specialization



Hablamos Español
Call 24 Hours A Day
Weekend and Evening
Appointments Available

If you find yourself in trouble with the law or need help to keep your property or rebuild your credit, put our experience to work for you.

Thomas S. Worthington



Criminal Defense:

Felonies • Misdemeanors • DUI
White Collar and Non-white Collar Crimes

Bankruptcy Law:

Chapter 7 • Chapter 13
A debt relief agency under the US Bankruptcy Code

We Specialize in the following:

Burglary	Homicide
Domestic Violence	Juvenile Offenses
Drug Charges	Sex Crimes & Registration Relief
Drunk Driving	Theft/Embezzlement
Federal Offenses	Vehicular Manslaughter



Serving Monterey, San Benito, Santa Cruz and Santa Clara Counties
215 West Alisal Street, Salinas



Salinas
758-1688

Toll Free
800-626-0808

Hollister
636-6633

Worthingtonlawcentre.com

Common Myths and Realities of Hospice Care

BY JENNIFER PETTLEY, HOSPICE FOUNDATION

After several years of steadily declining health, Linda's husband Jerome, 68, was recommended for hospice care by his physician. There was no cure for Jerome's condition and the doctor felt hospice care was a good option for him. He would be more comfortable, and have help controlling his pain and other symptoms. Linda would also have help with his care at home.

"I really never knew what was involved or how much is actually done for the patient in hospice care, as well as for the family," Linda said. "Looking back, I just don't know how I would have been able to care for Jerome without their help. Under the circumstances, I really wanted him to have the best possible situation. You just want that for a loved one. I was overwhelmed and wish I had known about it sooner."

Linda was like many people who have heard of hospice but may not be aware of what it is or how it blends the heart of compassionate care and the science of medicine. Hospice care creates an environment where families can spend quality time with a loved one at the end of life.

According to the National Hospice and Palliative Care Organization (NHPCO), more than 1.5 million Americans received hospice care in 2009, a 10 percent increase over 2008. As more people learn about hospice care, many others still have little knowledge about what it involves, or have only a vague idea of what it is. To explore some of the concepts and benefits of hospice care, following are some common myths and realities about care for people at the end of life:

Myth: Hospice is a place.

Reality: Hospice care is provided in the comfort of a patient's home; though "home" may



also be a nursing home, assisted living facility or residential care facility. "Hospice" involves an interdisciplinary team of professionals that includes, among others, a registered nurse/case manager, a medical social worker, home health aide, physical and/or occupational therapists, a chaplain, and trained volunteers. The team members vary depending on each patient's needs, and work under the direction of the patient's physician. Team members make regular visits to monitor the patient's health condition, or to address any emotional or practical needs the family may have. Hospice team members work closely with family members as they support them in their wish to have their loved one at home.

Myth: Hospice care means giving up.

Reality: Choosing hospice care is a transitional moment for many patients and families, but it is actually about taking control of one's health care decisions. In a hospital or other institutional setting, everything is controlled: the services, the food, the timing of everything, who is coming in and out of the room, who is providing the care. A hospice team, on the other hand, honors the patient's and family's choices about who they want to be with, whom they want providing the care,

and the kind of care they want—all in a private, compassionate framework. The goal is to enhance the patient's quality of life.

Myth: Hospice is an emergency intervention for someone who is dying.

Reality: The patient and family benefit most when the hospice team and other caregivers have a chance to get all of the elements of a care plan in place. While hospice care can begin immediately upon a physician's recommendation, the true compassionate nature of the care plan unfolds over the following days or weeks because of the relationships, routines and practices that emerge for the patient and family. Someone is eligible for hospice admission once a physician certifies that the patient's condition is in decline and death is anticipated within six months. Eligibility can be extended if the patient lives longer than expected. But many families have difficulty considering hospice care at such an early juncture, especially if the patient is still interested in curative therapies. Unfortunately, some families wait until their loved one is very near death to complete admission so they are unable to fully benefit from all that hospice offers. According to NHPCO, the average "length of stay" in 2009 in a hospice program in the United States was 21 days.

Myth: Hospice care is for cancer patients.

Reality: Sixty percent of hospice patients in 2009 were non-cancer diagnoses, including heart disease and dementia conditions, according to NHPCO.

Myth: Hospice care hastens death.

Reality: Hospice care does not accelerate or slow a patient's decline. In fact, after admission into hospice care, when pain and symp-

toms can become under control, a patient's condition often improves. When the patient's well-being is improved, the family's fears and anxieties are often reduced.

Myth: Hospice care is only for the patient.

Reality: The hospice team views the patient and family as the "focus" of the care plan. The patient receives compassionate care from highly trained registered nurses and other professionals specialized in end-of-life care. If needed, he or she receives the benefit of the hospice team's expertise in pain and symptom management, and from the understanding of what lies ahead in the trajectory of the disease. At the same time, the family gains emotional and practical support that helps them through the challenges of caring for their loved one at home. They also receive help with the anticipatory grief and bereavement follow up. Nursing help and advice is available 24/7. If the family or patient needs assistance between a regularly scheduled visit that cannot be handled safely or efficiently over the phone, a nurse will come to the home, even in the middle of the night.

Hospice Began in the Middle Ages

The concept of hospice dates back to medieval times when hospices were inns for travelers or a place of refuge for the sick. The first modern hospice was opened in 1967 by Dame Cicely Saunders in London, England. St. Christopher's Hospice combined a philosophy of compassionate care and pain management, a new approach that spawned a worldwide movement to improve care for the dying. Hospice care was introduced in the United States in the 1970s, and the first program locally began in Carmel in 1977.

Today there are five hospice/end-of-life care providers serving areas of Monterey and San Benito Counties. The first four are non-profit providers and are funded by Hospice Foundation:

1. Hospice of the Central Coast (Community Hospital of the Monterey Peninsula)
2. Visiting Nurse Association & Hospice, Inc.

3. Hospice of Santa Cruz County
4. Children's Hospice and Palliative Care Coalition
5. Heartland Hospice

How is Hospice Care Paid For?

The Medicare hospice benefit, enacted by Congress in 1982, is the predominate source of coverage for hospice care. Many private insurance plans also offer coverage. However, these sources only reimburse the provider organizations a small fraction of what it costs them to deliver intensive end-of-life care services to the patient and family.

To close this financial gap, Monterey and San Benito County providers turn to Hospice Foundation for help to sustain their services and in many cases help innovate their programs to meet ever-growing demand. Without Hospice Foundation funding help, it would be very difficult, if not impossible, for local providers to keep their programs available at their current levels of service.

Hospice Foundation recently awarded \$1.4 million to twelve local end-of-life care providers for 2012. Since it began in 1998, Hospice Foundation has awarded \$19 million locally. While much of the funding provides ongoing support, it has also helped start up new programs as community needs change. Funding has helped start-up palliative care programs in all four of the area's regional hospitals, and helped create new programs to serve terminally ill children. Hospice Foundation raises funds through direct mail appeals and special events, and it receives memorial donations and bequests from wills and trusts. Visit the foundation's website at www.hospicegiving.org for a full description of the accomplishments and to see which organizations recently received funding.

Trees of Life Holiday Celebrations

One annual group of fundraisers undertaken by Hospice Foundation are the popular Trees of Life lighting celebrations in Hollister, King



Tree of Life lighting celebration in Salinas at the National Steinbeck Center.

City, Salinas and Monterey. The rooftop or plaza-level trees, which can be seen from blocks around, are made up of thousands of white lights, each dedicated in honor or in memory of someone.

Since Jerome died in 2008, Linda has dedicated a light every year to remember him, and she and her family attend the tree lighting celebration at the National Steinbeck Center. "It is a great way to remember him," she said, "and we love to come hear the holiday choral music."

Linda says she cherishes the memories of 45 years together, and their experience in hospice care allowed them quality time to review their lives. "While the prospect of losing him was so difficult, looking back, it turned out to be a very special time," Linda recalled. "We miss him terribly but I am so grateful that hospice care was available for him." 

Food Trucks

BY ADA FISHER, CHEFSWIFE, AND CHEF TODD FISHER

My chef and I found ourselves in San Francisco recently with no reservations, but plenty of fog and a growing hunger. His schedule is so full, just getting out of town was all the planning he'd been able to do. We wanted good grub, and of course in The City the options are endless, but we've jumped on the trend of keeping ourselves in the foodie loop by watching for a tweet or update on the food truck scene.

First, a little perspective: in San Francisco by day a typical parking lot along the bay serves a very different purpose by night, where it becomes a foodie destination with no need for reservations—food trucks rally end to end creating a courtyard of enchanting smells. Gone are the days when true food lovers turned up their noses to the roach coach. Food trucks are all the rage, and if there's a line it's got to be good. The food truck fascination isn't a quickly-fading fad, it's only gaining speed with our friend Tyler Florence's "The Great Food Truck Race" on Food Network getting fantastic ratings in its third season. If you haven't watched, the show features teams of food truckies traveling across the country selling their gourmet goodies and relying on social networks and the truck rage to propel them to the finals. In San Francisco, the hardest thing is making sure you've got enough cash in your pocket for all the morsels you're tempted to try.

Food trucks usually offer focused menus with low prices and the flare of their restaurant-quality fare in a hand-held to-go container. To find their daily locations, devotees rely on Facebook, Twitter and word-of-mouth. While tracking down your favorite truck may require a little extra work, the payoffs are the convenience of very fresh, quickly made-to-order gourmet food that's often just around the corner.

Together my chef and I checked out our local scene on this mobile food fetish, using our twitter names @cheftoddfisher and @



Babaloo Truck's Fred and Ethel sliders.



The A Piece of Cake cupcake truck on Romie Lane in Salinas.

aChefsWife you can follow along on our adventure.

@cheftoddfisher: Our local Cuban food Truck, Babaloo, is known for fresh delicious Cuban flavors made with a passion for expression. Owner, chief engineer, and #1 order-taker, Gladys Prada calls her truck "Duchess," and serves up her signature-style of Cubano-ism themed after everyone's favorite iconic television show, "I Love Lucy." The "Ricky Ricardo" is a classic Cuban-style sandwich layered with slow-roasted, spiced pulled-pork, succulent ham, and Swiss cheese with pickles pressed on Cuban bread. Served up with a little cup of tomatillo salsa for a splash of heat—delicious! Another favorite are the "Fred and Ethel" sliders, which are great for sharing. Add a pair to every order! They're moist and zesty whitefish burgers on toasted brioche with a zing-o-licious lemon-mayo and piquant tropical slaw. These little buggas go down quick and easy, especially when you wash them down with her Sparkling Strawberry Mojito, sans rum. You can find her on Facebook (Babaloo Truck group) and Twitter (@babalootruck) or by calling 831.262.4150. The truck makes its rounds from as far north as Santa Cruz, all the way down to Paso Robles, and everywhere in between.

@aChefsWife: Another local truck that is making a buzz around Salinas is the "A Piece of Cake" cupcake truck. Jacey Rury and her cupcake crew offer a daily changing menu of sweet petites. After your morning coffee is long gone and your need for a sweet-fix hits, hopefully you'll find yourself on this enchanting, striped-truck bakery's route. Menu favorites include: birthday cake, red velvet, Twix, Almond Joy, maple bacon, Elvis (banana cake filled with ganache and topped with peanutbutter frosting), rocky road, pumpkin spice, and snickerdoodle. And more flavors are always on the way. Jacey even takes her fans' creation ideas, so if you have one be sure to let her know! The assortment makes it hard to choose, which is why one of each came home with me. Being that frosting is my favorite part, the red velvet with cream cheese frosting hit the mark. And with five or more flavors every day, I suggest you find the truck early to get your favorite flavor before they sell out. You can text your order in advance to 831.682.2683 or find the truck in usual places that Jacey announces on Facebook and Twitter. Rumor has it A Piece of Cake is looking to have a bakery store soon as well. For now, follow them on Facebook at A Piece of Cake Salinas, or on Twitter at @apieceofcakeca to find your fix!

@aChefsWife: And then there's Mr. Brown. When it comes to charm,

he wins hands down. His hot dog confections are simple, great combinations of snappy hot dogs served out of his all American, red, white and blue truck's window with a smile. He uses no tweets or posts to drum up customers. He's old fashioned, and his story is one little boys dream of. Mr. Brown's dad would buy him his favorite ice cream as a kid when the bell on the ice cream truck came jingling down their block. His love of that truck, yes THAT very truck, became what he drives today, making what he calls hot dog confections. With a bell and a smile he drives down the block, and if you run out like a kid anxious for a treat, he stops and the musical oldies start to roll while you order your dog.

@cheftoddfisher: Mr. Brown's "Golden Cadillac is the way I roll—slathered with mustard and chili, topped with cheese, scattered with onions and peppered with jalapenos on a soft steamed bun. It snaps in your mouth. He is happy to oblige if you'd like to custom-order your dog, but he has a great menu to help you choose a special hot dog confection.

The only secret to keeping these gourmet food trucks bringing the hottest trends and delicious grub in these parts is keeping them busy! So find and feast on your food trucks' specialties! Hopefully the busier they get, more will pop onto the scene. [CG](#)



A Piece of Cake cupcakes in flavors (back, L to R): "Birthday" cream-filling vanilla cupcake topped with vanilla buttercream; "Almond Joy" coconut cake topped with vanilla buttercream and dipped in chocolate ganache, sprinkled with coconut and crowned with a mini Almond Joy candy bar; (front, L to R): "Black Velvet" frosted with vanilla buttercream; and "Maple Bacon" cinnamon cake infused with maple syrup, frosted with maple buttercream and topped with a maple, brown sugar and bacon crumbles.

Houseplants Add Life to Your Home

BY STEVE MCSHANE, MCSHANE'S NURSERY AND LANDSCAPE SUPPLY

Houseplants are a great way to add life to your home. The addition of a few well-placed, well-grown houseplants can contribute a lived-in coziness to any room. The purpose of this short piece is to help you in selection and care of just the right foliage for your indoor environment.

Selection of the right plant may be the most important task. Most of what we call "house" plants originate from tropical, humid climates. If your home is anything like mine during the winter months, it is more like an arid desert. That said, the right variety of houseplant, paired with optimum light, water, humidity, fertilizer and a good soil mix, will perform like it was back in its native environment.

There are several keys to keeping your houseplant healthy: lighting, watering and feeding. Other important things to consider include pruning, insect control and re-potting. Lighting is one of the most important things of which to be aware. Most houseplants like indirect and bright lighting conditions. You will want to pay close attention to just how much light you're dealing with before approaching your favorite nursery for a purchase. Once you select a houseplant you like, find out what else it likes and dislikes. Watering is going to be the next important factor. Some tolerate dry periods while others need moist soil.

When you're told that a houseplant needs "plenty of light," that doesn't mean direct sunlight. Very few houseplants can tolerate direct sunlight. This idea is especially important when we are talking about a location with light intensified by a glass window. Sheer curtains are excellent at diffusing direct sunlight, thus creating the perfect environment for houseplants that need "plenty of light." Never ever put your houseplant out in direct sunlight for a "sun-bath."

Watering seems to be the biggest issue when it comes to houseplants. Ninety percent of my customers reporting issues with their houseplants have plants receiving too much or too little water. Always test the soil before watering: more houseplants die from over-watering than any other reason. Press your finger into the soil to the depth of an inch or so. If the soil is damp at that level, there's no need to water. Check the plant again in another few days. It's okay for a houseplant to dry out slightly between watering. Being careful not to

over-water is particularly important during winter when growth has slowed.

If the foliage of any houseplant begins to droop even slightly, water immediately and completely. When you water, do so thoroughly, until water drains out of the bottom of the pot. If the water doesn't drain all the way through, you haven't watered enough. Too much water is usually indicated by browning of the tips on the plant. Never leave a plant sitting in water.

Most indoor plants should be pruned periodically for a variety of reasons. Some vines tend to get leggy. An occasional "hair cut" will promote new growth and generally thickens up the plant. A rubber tree, for example, will grow bushier if pruned. Dead foliage should always be removed to allow the nutrients to travel to the healthy foliage.

Insects will occasionally infest houseplants. Most pests are opportunistic. As long as you're watering and feeding your plant on a regular basis, it will stand a better chance against having this issue. That said, pests like spider mites, mealy bugs, and aphids are a few of the insects that could be a problem. Horticultural and neem oils are your best defense.

You should remember to feed your plants on a regular basis. Similar to outdoor plants, a spring and fall feeding will go a long way. I recommend a good organic fertilizer. My favorite brand is Dr. Earth. It is well balanced and filled with high quality ingredients. Always remember to add potting soil on a regular basis. The soil your plant is growing in is full of life and needs an ongoing supply of nutrients to keep your plant happy.

Finally we must discuss re-potting your indoor friend. When your plant begins to become root-bound in its pot, it can become more prone to disease and pests. Repotting for most plants occurs every three to five years. In some cases, plants should be pruned back or divided. If you would like help, bring your plant to your local nursery, and in most cases they will re-pot it for you.

Houseplants are not only fun to grow but they make for great interior "bling." I encourage you to add some natural beauty to your home this winter with high-quality indoor plants. **CG**

Watering seems to be the biggest issue when it comes to houseplants. Ninety percent of my customers reporting issues with their houseplants have plants receiving too much or too little water. Always test the soil before watering: more houseplants die from over-watering than any other reason.

You manage your business.
We'll manage your water.



Culligan[®]

better water. pure and simple.[®]

www.culliganqwe.com
831.755.0500



PREMIER MONTEREY COUNTY WINE GRAPES SINCE 1972

Wine Tasting Daily

Scheid Vineyards Tasting Room

Open from 11 am Daily
San Carlos & 7th, Carmel-by-the-Sea
831.626.WINE

Estate Winery & Tasting Room

Open from 11 am Daily
1972 Hobson Ave., Greenfield
831.386.0316

SCHEIDWINES.COM

Congratulations to AgKnowledge Class V Graduates!

The Grower-Shopper Association Foundation is proud to announce the 2011 AgKnowledge Class V graduates. Twenty-six community members participated in this ten-month executive leadership program focused on the heritage, diversity, stewardship, and complexity of Monterey County agriculture, and the interdependencies that exist between agriculture, local government, and the community.

Courses explained issues affecting and influenced by the local agricultural industry, including food safety and security, labor and immigration, technology, marketing, conservation, urban/agriculture interfacing, air, water and much more. The graduates spent one Friday each month over the course of the program attending forums, visiting farms and processing facilities, and meeting leaders and innovators in the industry.



Congratulations to Class V

- Diana Biddle, Chief Compliance Officer, NH3 Service Company
Maia Carroll, Public Information Officer, County of Monterey
Katy Cava, Tax Manager, Hayashi & Wayland
Lindsay Coate, Marketing Director, Ag Against Hunger
Tracey Dattilo, Commercial Insurance Manager Winn & Company Insurance
Yazdan Emrani, Director, Public Works, County of Monterey
Sharon Gavin, Community Outreach Coordinator, Transportation Agency of Monterey County
Michael Heisinger, Ranch Accounting Manager, Queen Victoria Farms
Graham Hunting, Ag Inspector/Biologist III, County of Monterey
Christine Kemp, Attorney, Noland, Hamerly, Etienne & Hoss
Emily Lyons, Marketing Manager, Royal Rose LLC
Tobi Marcus, Director, Resource Development, Community Foundation for Monterey County
Fred Martinez, Customer Service Manager, Zenith Insurance
Barb McGaughey, CEO, Central Coast YMCA
Austin Migotti, Sales, Coastline Produce
Reyna Navarrete, Board Aide, Supervisor Salinas, District 3
Danny Neumann, Sales Coordinator, Driscoll's
David Olsen, Senior Risk Manager, Leavitt Central Coast Insurance Services
Sara Rubin, Staff Writer, Monterey County Weekly
Nancy Selfridge, City Council Member, City of Monterey
Richard Stedman, Air Pollution Control Officer, MBUAPCD
Ana Toledo, Attorney, Ottone, Leach, Olsen & Ray LLP
Stephen Vagnini, County Assessor Clerk/Recorder, County of Monterey
Claudia Villalobos, Sales Specialist, D'Arrigo Bros. Co. of CA
Tamara Voss, Hydrologist, Monterey County Water Resources Agency
Maureen Wruck, Managing Member, Wruck Planning Consultants

Berries and Branches

Recently held in Carmel, the 2011 Berries and Branches holiday home tour presented a variety of architectural styles and many exciting holiday concepts to more than 900 visitors who attended. This was the 7th Berries and Branches presented by the Salinas Valley Memorial Hospital Foundation. With proceeds benefitting the Nancy Ausonio Mammography Center and Women's Heart Health, the tour featured the residence and private chapel of Bishop Richard Garcia, and a tent in the Carmel Mission courtyard provided space for a special gift boutique, a delicious buffet lunch, and a fine wine/cocktail bar. The tour also highlighted the studio of Charles S. Greene (Greene and Greene Architects) and the homes of Mr. and Mrs. Tom Bengard, Mr. and Mrs. Brian Finegan, Mr. and Mrs. Bill Sharpe, and Mr. and Mrs. Jon Reynolds. In addition to the generous homeowners, over 24 designers and florists donated their time and talent to decorate the homes and more than 131 volunteers acted as docents. The 8th tour will be held November 8 and 9, 2012.



Top to bottom (l to r):

Carolyn Bredsteen, Luba Fox, Susan Gardner and Kim Caneer.

Charlyne Brown, Bev Vigilerie and Liz Lord.

Arrangement created by Swenson and Silacci.

Kay Heizman, Karen Nelson and Dottie Bradbury.

Sheri Lindow and Mary Dawes.

Salinas Valley Food & Wine Festival

PHOTOS COURTESY OF DEXTER FARM

The fall harvest was celebrated with the First Annual Salinas Valley Food and Wine Festival on Saturday, October 22nd. The sold-out event took place on the 200 block of Main Street in Salinas, and was co-hosted by the Monterey County Young Professionals Group and the Oldtown Salinas Association. Nearly 3,500 people attended, helping raise more than \$10,000 for local non-profits including Shelter Outreach Plus.

The event featured 25 wineries, eight breweries, ten restaurants and almost 60 vendors and artists. A professional wine competition was held that included more than 30 submissions. Two stages highlighted local music, cultural shows, cooking demonstrations, and wine and beer related lectures. Some of the best reviews came from the VIP area located inside the Fox Theater, where special reserve wines were paired with amazing food, entertainment and private lectures. The organizers have already begun to plan for the 2012 event set for Saturday, October 20th.



Top to bottom (l to r):

Certified sommeliers Wade Stevens, Sheila Taylor, Thamin Saleh, and Angela Lo Barnett.

Bill Cascio of Talbott Vineyards.

Committee members Noelle White, Hans Porschman, and Melissa Varcek.

Sabrina and Mark Manzoni of Manzoni Estate Vineyards.

Trevor Miller and Catherine Higgins.

GRIMMWAY FARMS®

The Processor's Choice

Grimmway Farm's carrots are the carrots of choice for leading processors who need top quality raw product backed by outstanding service.

A family of *Growing* companies.™

Grimmway Farms • Bakersfield, CA • 661.845.9435 • www.grimmway.com

patricktregenzafoto

agriculture
architecture
product

patricktregenzafoto

www.tregenza.net
831.372.3786
449 Calle Principal
Monterey CA 93940

Hula for Moola

PHOTOS COURTESY OF WAYNE CAPILLI, INTERFACE VISUAL

On October 2nd, Salinas Circle for Children held their first Hula for Moola fundraiser at the Amaral Barn. Hula for Moola was the brainchild of Salinas Circle for Children member Alethea Leandro-Farr who wanted to develop a signature fundraiser that would be unusual, casual and lots of fun. Almost 200 guests enjoyed a traditional Hawaiian Luau, catered by Kona Jerry's BBQ, with Polynesian music and dance by Robbie Lee on Ukelele, the Ho'omana Band and Ke Kai O'Uhane Ohana Hula. A flash mob of dancers from Hot Hula Fitness Monterey created the mood during the event's cocktail hour. It took many volunteers and countless hours to turn a beautiful barn into a tropical island paradise. Proceeds benefit programs and services that support children with disabilities throughout Monterey County.



Top to bottom (l to r):

Hunter Finnell and Shirley Lavorato.

M. J. Viglizzo and Andrea Parker.

Mary Hansen, Vivien Lindley, and Claudia and Richard Smith.

Mike and Karen Azzopardi with Frank Maconachy.

Sonny Chavez, Kimberly Naffziger and John Winslow.

"Castle of the Dead" Delights Families and Kids this Past Halloween

Sun Street Centers and Salinas Storm Girls Fast Pitch co-hosted a haunted house fundraiser October 23 -30, 2011. The Storm House on Maryal Drive in Salinas was completely converted from indoor competition fields to a dramatic haunted house experience. More than 1,000 people were scared silly by zombies, vampires, monsters and other ghoulish entertainment at "The Castle of the Dead."

For those who don't typically like scary, the Castle of the Dead tour was made more comfortable by the grim reaper guides that led groups through the house. For those not willing to risk it, face painting, goodie bags and concessions were waiting in another area of the Storm House property, and Glinda the good fairy was there to comfort and amuse young and old alike.

It was a wonderful collaboration: the brain child of Warren Wayland and creative artistry of Sheryl Merrill brought together hundreds of volunteers to frighten and amuse families from all over Monterey and San Benito Counties. Sheryl said, "We had high school kids who fulfilled their community service hours, and there were families who worked together every night with kids playing zombies. It was very scary!"

The co-hosts plan for the Castle of the Dead to be an annual event. Proceeds support families in recovery from addiction at Sun Street Centers and young athletes from the Salinas Storm.



Top to bottom (l to r):

Leslie Leach getting into character as a zombie.

A graveyard scene inside the Castle of the Dead.

This joker escorted out those too frightened to continue on to the end.

The grim reaper and his zombie girl friend—a very creepy couple.

With dimmed lights and foggy atmosphere these characters scared some people so much they ran out of their shoes while trying to escape.

Rancho Cielo Community Family Fun Day

On Saturday, October 8th, Rancho Cielo hosted its first Community Family Fun Day. A thousand men, women and children enjoyed free admission at the 100-acre ranch used as a setting for education and vocational training for underserved and at-risk Monterey County youth. More than 100 volunteers and Rancho Cielo students facilitated dozens of family-friendly activities, including fishing, scaling the rock-climbing wall and a basketball shooting contest. The event was chaired by Cass and Mike Antle, and included a rodeo at the Sheriff's Posse Grounds, a 5K/10K walk/run, music and a BBQ. Live music performances included Red Beans and Rice, Youth Orchestra Salinas (YOSAL) and Samz School of Rock.



Top to bottom (l to r):

Bill Lipe and Darby Garcia.

Families from Bardin School.

Front: Billy Armendariz, Mark Farr, Trisha Tokobo, Kelly Surbeck, and co-chair, Mike Antle;
Back: Peter Chiang and Darrick Hoskin.

Girls enjoying the Garden, wearing medals they won in their age-group race.

Kaitlin Keller, event co-chair, Cass Antle, Caitlin Antle Wilson and Carolyn Andrus.

Participants crossing the finish line of the 5K and 10K walk-run.

4TH Annual Harvest Moon Festival

Kinship Center held its 4th annual Harvest Moon Festival on Saturday, October 15th. Some 300 guests enjoyed an evening filled with award-winning wines, a martini bar, gourmet food prepared by Monterey County's finest chefs and rock-n-roll music provided by The Wild Turkeys. Local news anchor, Dan Green, brought wit and humor to the event as master of ceremonies and successfully helped Kinship raise funds needed to make life-changing outcomes for children.

Since 1984, Kinship Center has helped build and strengthen families for thousands of children of all ages: those who can no longer remain safely with their birth parents because of abuse and neglect, those who have been abandoned, and also those who are voluntarily relinquished for adoption as infants by their birth parents. Kinship Center is headquartered in Salinas, with facilities and services in eleven Southern California, Central Coast and Northern California counties.

Top to bottom (l to r):

Master of Ceremonies Dan Green.

Lorrie Rogers and Butch Francis of Cowboy Sausage with Linda Dorris, and Courtney and Brandon Furch of Contemporary Catering looking on.

LtoR Susan Guidotti with special honoree Debbie Schugg and Monika Fewtrell.

Linda Hanger of Stone Creek Kitchen serving mini pumpkin tamales.

Local band 'Wild Turkeys' take a break to pose with guests

Sandy and John D'Arrigo with Judge Marla Anderson.



Community Leader's Roast

PHOTOS COURTESY OF DEXTER FARM

Don Chapin was roasted over the friendly fires of the community on October 29th. In an evening full of spontaneous humor and laughter, some of Don's closest friends showed little mercy in revealing the inner Don. The event, held at Corral de Tierra County Club, was the Salinas Valley Chamber of Commerce's First Annual Community Roast and judging by the jovial atmosphere, was a smashing success. Don survived, and even had the opportunity to direct some verbal flames of his own upon his tormenters. This he did with relish, much to the delight of all 180 in attendance.

As well as benefitting the Chamber, part of the evening's proceeds went to Don's favorite non-profit organization, Rancho Cielo. In addition, Rancho Cielo students were there to welcome guests.



Top to bottom (l to r):

Judge John Phillips sears the guest of honor while the other roasters chuckle and prepare.

Roasters Jeff Davi and Judge John Phillips--seated--enjoy a laugh at Don Chapin's expense, no doubt.

Students from Rancho Cielo welcomed guests and assisted in making the evening special for everyone.

Mike and Cass Antle with Matt and Claudia Villalobos.

John and Roxane Narigi.

Jennifer Kalich, Margaret D'Arrigo-Martin, Don Chapin, Jr., Barbara Chapin, LuAnn Meador, and Kelly Davi.

Agri-Culture's 15th Annual Progressive Dinner

The educational organization, Agri-Culture, held its 15th annual Progressive Dinner fundraiser on Saturday, October 29th. The purpose of Agri-Culture is to educate the public about local agriculture in Santa Cruz County and the Pajaro Valley. This year's theme was "Unique Venues." Each year the event sells out with 100 guests transported via buses to three different locations not normally open to the public. The hors d'oeuvres were served at the "Unique Farming Views"- home of Luann Niebling. Dinner was served at the "Unique Redwood Experience - Deer Camp," hosted by Frank and Loretta Estrada. Frank spoke about the history of his family's Deer Camp. The dessert location was the "Unique Gathering Place - Marie's Garden Event Center," hosted by the Gandrup family. Marion Lyng spoke about her family ranch and how part of it is being transformed to an event center. Later, guests were treated to free local produce. Brian King, Agri-Culture board member and President of Cabrillo College served as master of ceremonies, and he and his wife Cristina served as co-auctioneers for the evening.



Top to bottom (l to r):

Ann Dobler, Rose Kevern and Stephanie Cruz.
Hostess Luann Niebling and Ann Dobler.
Scotts Valley City Councilmember Stephany Aguliar.
Susan Am Rhein and Loretta Estrada.

Watsonville High School FFA students greet the guests at the dessert location.

Fall Ball–Bulls Style

Your CG Bulls continue to have an outstanding 2011 season as we “stampeded” our way through the Fall Ball Season—making it to eight championship games and winning five of them.

The fellas continue to play hard and are great teammates. Even with busy school schedules and other Fall activities they are in sync and support each other on and off the field.

We currently rank seventh in Northern California out of 60 teams and second in the Power Ranking (this ranks how good the teams are that you play and how often you win).

We are continually grateful to our volunteer coaches and all the parents and grandparents that come out to cheer us on (even on some chilly Fall nights). One thing about winning...you tend to play late into Sunday so it makes Monday mornings a little challenging!

We are very proud of this fine group of young men. Every day they play like champions!

Fremont Back to School Challenge Champions: Back Row (l to r) Assistant Coach Sam Uemura, Jack Koster, Justin Villarreal, Mac Lardner, Head Coach Tom Koster, James Donlon, Derek Uemura, Noah Ryan. Front Row (l to r): Jordan Morrison, Ryan Jensen, Jack Brusa, Jake McCormick, Gabe Valdez

Big Timer Baseball Labor Day Event Champions:
Back Row (l to r) Nico DeSantis, Jack Brusa, Derek Uemura, Jack Koster, James Donlon, Isaac Garcia, Justin Villarreal.
Front Row (l to r): Gabe Valdez, Jack McCormick, Ryan Jensen, Noah Ryan.

Halloween Havoc Runner's Up: Back Row (l to r): Jack Koster, Jack Brusa, Mac Lardner, Isaac Garcia. Middle Row (l to r) Nico De Santis, Gabe Valdez, Brock Bueno, Anthony De Santis. Front Row (l to r) Jordan Morrison, Jake McCormick, Matt Smith.



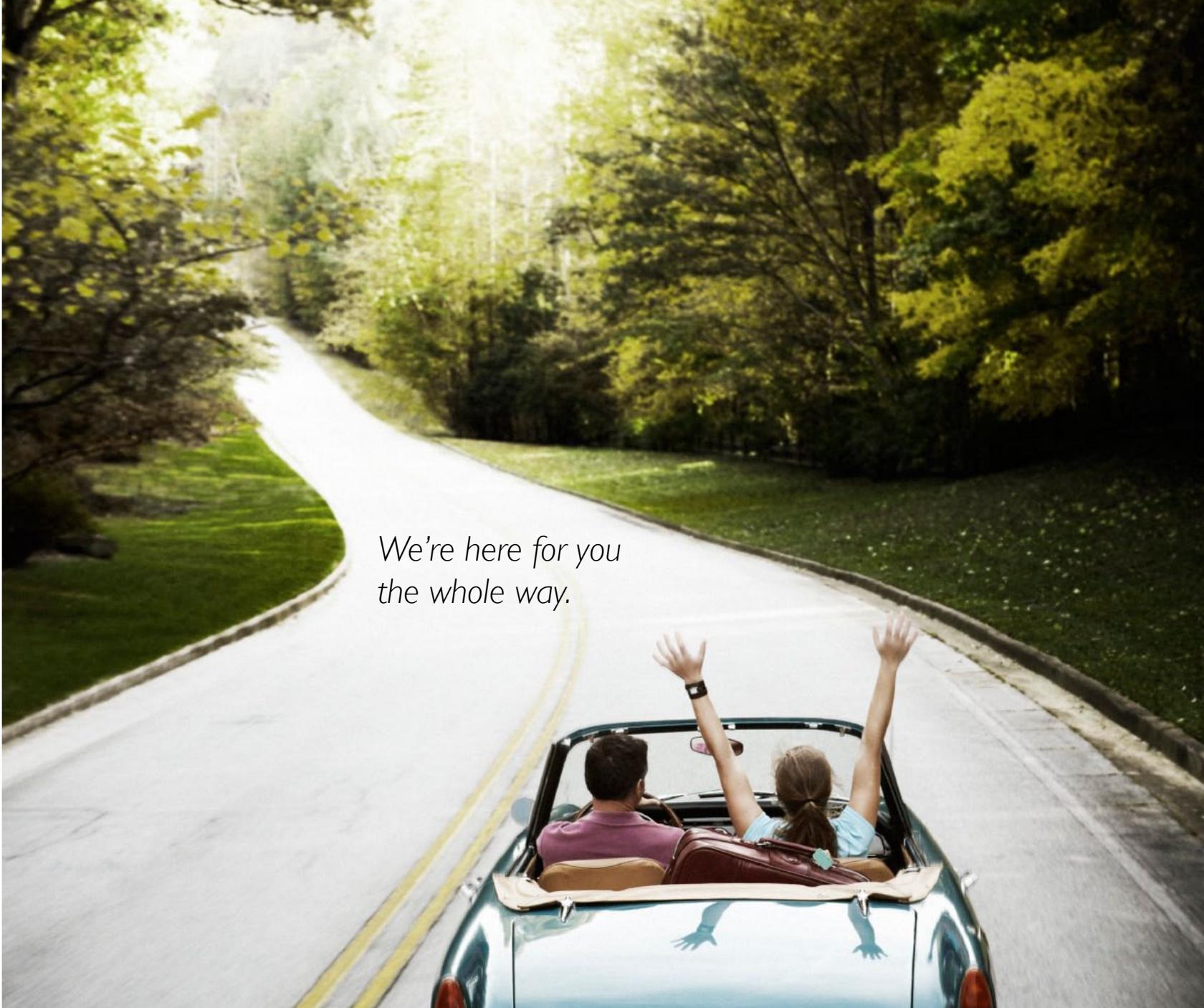
Tremont Tournament Victory.



Labor Day Tournament Champions.



Halloween Havoc Tournament Runners Up



We're here for you
the whole way.

Plan for your future with Western Growers Financial Services. We keep you focused on where you want to go, advise you on how to get there, and continually remind you of the importance of maintaining a disciplined approach to meet your goals.

- Asset Management
- Cash Management
- Retirement Plan Solutions
- Wealth Management Planning
- Investment Policy Statements

Contact us today
888.737.8483
www.wgfs.net





Years after you say "I do," you'll remember exactly what you did.

Remember

Pledge your love poised above the pristine waters of a marine sanctuary, where nature's beauty edges ours. Luxurious waterfront banquet rooms open to panoramic views and a piazza, ideal for your ceremony and reception. As faithful as your pledge, is ours to you: a commitment of service and hospitality. Begin your life together in a place as lovely and memorable as your vows—in this sanctuary by the sea. Contact our dedicated wedding professional today by calling 800-553-1025.



THE ONLY LUXURY RESORT ON MONTEREY BAY
DUCK CLUB GRILL • SCHOONERS BISTRO ON THE BAY • VISTA BLUE SPA • CAFE LA STRADA
400 Cannery Row, Monterey, CA 93940 • 800-553-1025 • www.montereyplazahotel.com



Sakata Broccoli and Justice for all!

Gain your independence and let your freedom ring! All broccoli is not created equal—Sakata's Broccoli program is built upon First-Class quality, which others can't match. The genetics are revolutionary, which have been proven by decades of performance. Sakata holds true to Quality, Reliability & Service and the pursuit of superior broccoli.

SAKATA®
www.sakata.com

© 2011 Sakata Seed America, Inc. All Rights Reserved.

Imperial

Green Magic

Gypsy

Emerald Jewel

Coastal Grower

512 PAJARO STREET
SUITE 14
SALINAS, CA 93901

PRESORT
STANDARD
**U.S. Postage
PAID**
San Jose, CA.
Permit No. 610

Custom Designed for **PRODUCTIVITY**



Ramsay has a **COMPLETE ENGINEERING AND DESIGN STAFF** for custom projects.

Ramsay
HIGHLANDERTM
INC.

CUSTOM DESIGNED HARVESTING AIDS

831.675.3453 • 1.800.777.2314 • www.ramsayhighlander.com

- Accelerate Harvesting
- Concentrate the Work Force
- Provide Positive Supervision
- Reduce Damage to Produce
- Strong Field System
- Adapt to Crop & Field Conditions