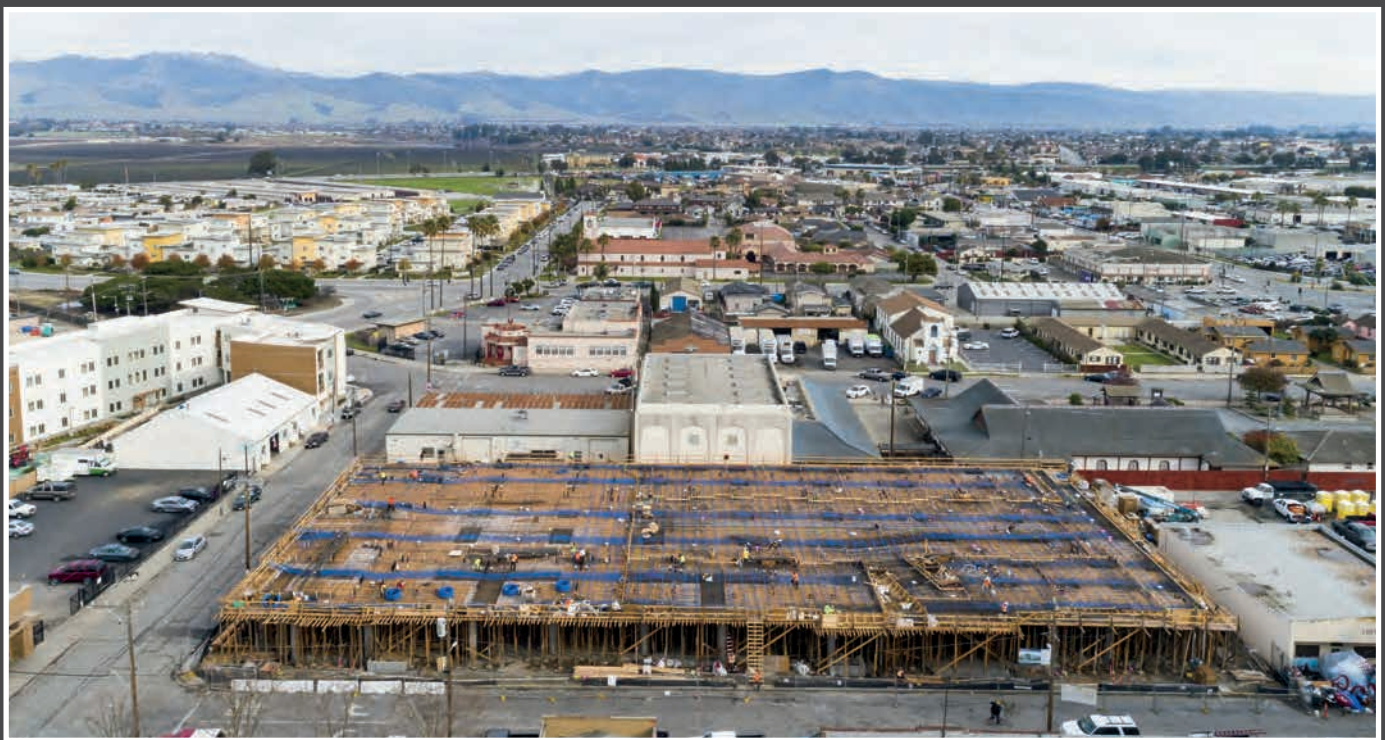


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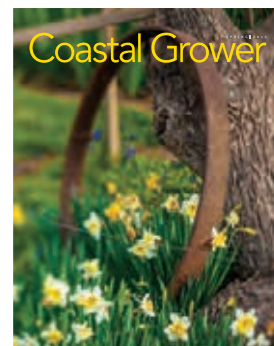
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Bogie

To say the “end of an era” is coming to the Grower Shipper Association of Central California (GSA) is an understatement. This May marks the retirement of Jim Bogart (aka “Bogie”) as GSA’s president and chief legal counsel.

I’ve had the privilege of knowing Bogie and working with him for over 30 years. I was his chairman from 2009-2010. We attended many meetings together, advocated on public policy together, shared good times and bad. In 2006 we founded the GSA Foundation’s AgKnowledge program (something I know is a career highlight for both of us).

This “city slicker” came to the Salinas Valley from Southern California in 1980 via an invitation from the late Andy Church. The United Farm Workers were organizing at a rapid pace and the need for labor law attorneys was growing.

Jim was hired by the late Dick Thorton, at that time the president of GSA, and worked alongside Terry O’Connor focusing on the member needs regarding union-related organizing. For the first 25 years of his career labor comprised over 90 percent of his focus. While labor is still a top 10 priority at GSA, today the need revolves mainly around wage and hour regulations, affordable housing and immigration reform. While Jim has many admirable characteristics, patience is certainly one of them. He claims he’s been working on immigration reform since 1996!

I’ve always admired Jim’s approach to problem solving. He is without conceit and is, admittedly, a better listener than a talker. While we shared a recent glass of wine he commented, “We work well with everybody. I’m proud of our reputation for working effectively with others. If someone disagreed with one of our positions, I always wanted to know why and hear their position.” In an industry that is often led by passionate people, Jim’s fact-based approach to problem solving has served us well. I often wonder what it would be like to have a new boss every year, but Jim has navigated his leadership tenure at GSA with a keen ability to adapt to each new generation.

He has brought diversity to the GSA leadership and has been successful grooming future leaders, mentoring

and educating them on the challenges of the day. He grew the GSA membership categories, expanding them to represent fruit, fresh-cut processors and wine grape producers.

He says it was about the year 2000 when his time and focus shifted from labor to food safety. His leadership during the 2006 spinach crisis helped create the formation of the California Leafy Greens Handlers Agreement. His ability to remain calm under pressure was probably tested most during this era of uncertainty. We were lucky to have him in the right place, at the right time.

Jim has an exceptional relationship with former Monterey County Agriculture Commissioner Eric Lauritzen (another AgKnowledge founder). Together they helped create a policy for pesticide use around schools that is undoubtedly a “best in the world” practice.

While Jim’s list of policy accomplishments is impressive, what I will remember most is his jovial nature and ability to manage industry leaders. Jim often had to deal with people when they were in need of counsel and guidance, which he always delivered with a cool head and steady hand.

As I reflect on Jim, his career and our friendship, I would be remiss if I didn’t mention his passion for his college alma mater, the University of Southern California (USC), and his beloved Trojans. For those of you who have never seen his office, it is a literal shrine to the school and its football team. At least a dozen USC hats line his bookshelf and the walls are adorned with framed pictures of magazine covers, pennants and other trinkets. I even remember him showing me a bottle of soda with the USC logo on it my dad had given him. For many of us, when we think of USC, we think of Bogie.

Our industry owes Jim a debt of gratitude for his years of service. It’s not easy for people that aren’t born and raised here to fit in and succeed...but from day one this southern California boy opened his heart and his mind to the Central Coast ag industry. He listened, he learned and, most importantly—he led.

I’d like to thank Jim for his friendship and collaboration over the years. He is a close friend to many of us and his leadership will be missed. Fight on, Bogie! Fight on!



Contributors



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Lindsey Berg-James, an attorney with Noland Hamerly Etienne & Hoss, focuses her practice on civil litigation and employment law. She is the President of the Monterey County Women Lawyers Association and serves on the Board of IMPOWER. Before joining Noland Hamerly, Ms. Berg-James practiced law at Schiff Hardin in San Francisco. Prior to her legal career, Lindsey participated in the Teach for America program, in which she taught at an under-resourced public school in California for two years.



BILL HASTE

Bill is the founder of Hastie Financial Group (HFG), a registered investment advisory firm serving the Central Coast since 1985. HFG provides comprehensive wealth management services, including investment management and retirement planning, and serves as a fiduciary investment manager for 401(k) retirement plans. Over the years, HFG has received recognitions from Barron's, 401(k)Wire and LPL Financial as a top financial advisory team. Bill earned a B.S. in economics from Cal Poly, San Luis Obispo, an M.B.A. in financial planning from Golden Gate University, San Francisco, and holds an Accredited Investment Fiduciary Analyst (AIFA®) designation.



SCOTT TEBO

Scott was named Director of Marketing and Communications for Central Coast YMCA in November 2018 after serving as Graphic Designer and Production Coordinator for two years. Before the YMCA, Scott spent six years as a designer/artist in San Francisco. In Salinas he worked as a freelance designer and instructor for the Art Institute of Silicon Valley, teaching Design/Illustration. Scott earned his bachelor's degree in Graphic Design from San Jose State and a master's from San Francisco's Academy of Art University. Scott and his wife have two young children.



STEVE MCSHANE

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



MAC McDONALD

Mac McDonald was a reporter, columnist and editor of the GO! weekly entertainment and dining section for the Monterey County Herald for 22 years. He was also Managing Editor of the Carmel Pine Cone for seven years. He is currently a freelance writer and editor writing about virtually every subject under the sun, from music, art, food and sports to marketing and public relations.



JENNA HANSON ABRAMSON

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

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



JESS BROWN

Jess serves as executive director of the Santa Cruz County Farm Bureau and the educational organization Agri-Culture. His community activities include past president of the Cultural Council of Santa Cruz County, Monterey Museum of Art, Cabrillo College Foundation and Community Foundation of Santa Cruz County. Jess served as chairman of Goodwill Industries for Santa Cruz, Monterey and San Luis Obispo counties. He served as commissioner of the Santa Cruz County Parks and Recreation Department. Currently, Jess serves on the board for Leadership Santa Cruz County, Santa Cruz Area Chamber of Commerce and chair of the Tannery Arts Center.



GEOFF MALLOWAY

Geoff Malloway, a lifelong fly fishing aficionado, fly tyer, and fly fishing instructor, is the owner/operator of Central Coast Fly Fishing in Carmel Valley. Born in Carmel and raised in Monterey, Malloway got his first fly rod at age 13, fishing often with his father. It wasn't until he attended Cal Poly San Luis Obispo, where he got a degree in fisheries and wildlife — that fly fishing really took a hold. He started teaching fly fishing in the early 1990's, and opened Central Coast Fly Fishing in 1996.



DR. DAVID MORWOOD

Dr. David Morwood is certified by the American Board of Plastic Surgery and American Society for Aesthetic Plastic Surgery, and has more than 27 years experience in private practice as well as serving as either chairman or vice chairman of the Plastic Surgery division at Community Hospital of the Monterey Peninsula. He earned his medical degree at the University of Vermont, and has trained at the University of Southern California and Beth Israel Medical Center. He has completed formal fellowships in aesthetic and cosmetic surgery, microsurgery and hand surgery.



BURTON ANDERSON

Burton is an author and historian whose works include "The Salinas Valley: A History of America's Salad Bowl," "California Rodeo Salinas: 100 Years of History," and numerous other articles and studies. A contributing member of the Monterey County Historical Society, Burton is a speaker on topics related to the environment, culture and world agriculture. Burton is a member of the board of advisors at the UC Berkeley College of Natural Resources (formerly the College of Agriculture).



SHELLIE DAVIS

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



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



STEPHANIE BOUQUET

Stephanie is a registered dietitian and owner of SB Nutrition Consulting. She holds a BS in nutritional science from Cal Poly, San Luis Obispo and an MS in dietetics with a dietetic internship from Cal State University, Northridge. Since 1993, Stephanie has practiced in the field of nutrition with specialized board certifications in weight management, diabetes and sports nutrition. She offers individualized nutrition consultations, group style classes, athletic team presentations and wellness coaching services. As a native of Salinas, Stephanie returned to the area to raise her own family. For more information visit www.sbnutrition.net.



PAM JACKSON

Pam Jackson has 30 years of experience working with and training dogs, training more than 9,000 dogs during that time. She owns and operates her own dog training facility, Pam Jackson Dog Training in Chualar. She's also a Certified Trainer with six obedience degrees and 10 championship degrees in AKC-registered shows.

She and her 5-year-old Pumi Hungarian herding dog, Veni, have written two books, "Veni, Vidi, Vici: I Came, I Saw, I Conquered," and "Born to Lead." Their other dogs, Levi, and Demi, are also featured in the two books.



TAYLER BALDWIN

Tayler Baldwin is a sophomore at Salinas High School and the Salinas FFA Reporter for the 2018-2019 year. In FFA, she is also on the Livestock Team, the Agriscience Team, the Marketing Plan Team, and competes in Impromptu Public Speaking. Outside of FFA, she is active in her 4H club and was a SHS Cheerleader. She is passionate about the agriculture industry and wants to spread knowledge about the positive impact it has on her community and her country. In the future, she hopes to graduate from Cal Poly and work in ag.



PATRICK TREGENZA

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



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More Than Cows and Plows

By Taylor Baldwin



The Agriculture Industry, in my mind, is undoubtedly the greatest field of work in our society.

Simply put, if there's no farmer, there's no food; and as agriculturalists, it is our duty to come up with new and innovative ways to spread more product to consumers efficiently, sustainably, and quickly. The responsibility of making sure everyone in the world has access to fresh produce is a big weight that the ag industry carries on its shoulders, and that's becoming increasingly harder as we face things like urbanization, water shortages, and a growing population. With these problems facing our world and our industry, now more than ever, we need a new generation of passionate leaders and innovators to be the future of agriculture. FFA is the organization that teaches and inspires students to be that future. When sitting down with the Salinas FFA President, senior Alex Burgess, I asked her why she thought that FFA prepares students for the ag industry. "FFA is my home, and the people who I have met throughout this

experience have changed my life forever. When I first went to State Conference, I was so inspired to go out there and lead my community and my chapter. I knew immediately that I wanted to be the future of the ag industry." I then asked her about

The responsibility of making sure everyone in the world has access to fresh produce is a big weight that the ag industry carries on its shoulders, and that's becoming increasingly harder as we face things like urbanization, water shortages, and a growing population.

her future career aspirations and goals, and how her experience has helped her. "I'm attending the University of Nevada, Reno in the fall. There, I plan to major in Ag Education and when I graduate hopefully

work for a company like Tanimura & Antle or Taylor Farms. Being an officer and being active in FFA, you learn the basics of being in a leadership role, and planning and organizing events. You learn all the skills that you need to be a part of a successful business."

What makes students that go through the FFA program so successful is the three-ring model. The three-ring model is the basis of agricultural education, and combines classroom experience, SAE's, or Supervised Agricultural Experiences, and FFA leadership and competition events. Here at Salinas High School FFA, we have several public speaking events, leadership opportunities, and different teams like our Livestock Team or our Agriscience Team. On a regional, state, and even national level, we have several different conferences and competitions. Just this October, I was a part of a group of Salinas FFA students that traveled to Indianapolis for the National FFA Convention and Expo. There, we listened to inspiring speakers like past National FFA President Breanna Holbert, Secretary of Agriculture Sonny Perdue, and even President Trump. Students got to talk with representatives from the world's best ag colleges and talk with future employers. These learning experiences outside of the classroom cultivate young students to become great public speakers, passionate agriculturists, and dedicated and driven youth. We also have the same experiences within the classroom.

I sat down with Aaron Hansen, a sophomore and member of the Salinas High School Cowboy's Football team and asked why he thought the experiences he learned in the classroom impacted his future. "In my Ag Science classes, we do a lot of hands on labs and I've learned about soil and plant science. I'm not sure exactly what my future career is, but I know I want to do something along the lines of a Soil or

Seed Scientist, so it's really beneficial." In our classrooms we learn directly about the issues in the agricultural industry, and we learn how to solve them through science and experiments. Salinas High also offers welding, mechanics, and horticulture classes that directly relate to the students' future careers.

The last component of the three-ring model that lead FFA members to success are Supervised Agricultural Experience projects. SAE is a requirement of every class, and students can create their own small business, intern for an ag company, or raise a market hog for Salinas Valley Fair, to name a few. This gives students hands on experience and not only shows them what it's like to have your own small business, it shows them how much hard work, perseverance and intelligence comes with working in the ag industry. When you combine each aspect of the three-ring model together, you get students who are educated, driven, passionate, and ready to be a part of the next workforce. FFA members are the next CEOs, the next scientists, the next farmers, and the next business owners. They are the youth of this generation that will put farm bills into action, come up with a solution to water shortages, and create breakthroughs in crop science. FFA members are the future of the ag industry, and I believe that the future is looking brighter than ever before. **ce**



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Central Coast YMCA's Health and Wellness Programs

By Scott Tebo



The YMCA is well known for providing a community space for youths to participate in sports, recreational and educational activities. What many may not realize is that the YMCA also offers programs and events for families, adults, and active older adults, as well as community outreach and development and providing alternative day care programs for school-aged children.

The Central Coast YMCA (CCYMCA or Y), which is based in Salinas and is an association of five YMCA branches serving the Monterey, Santa Cruz, and San Benito counties, offers a variety of programs to fulfill its mission of building healthy mind and body for all and to help teach youth and adults how to live more happy and healthy lifestyles.

With that in mind, the CCYMCA offers “three strong evidence-based programs based on the Centers for Disease Control curriculum,” says Bill Proulx, the Y’s Director of Healthy Living, and Kristine Drinovsky, Regional VP of Healthy Living and Branch

Operations.

The three programs are Diabetes Prevention Program, Blood Pressure Self-Monitoring program and the Enhance® Fitness program for seniors. All are open to the public and have the same basic goal: to live a healthier lifestyle and transform one’s life.

According to the CDC, more than 100 million adults in the U.S. are now living with diabetes or prediabetes. Almost 10 percent, or 30 million Americans, have diabetes and another 84 million have prediabetes, a condition that if not treated, can lead to type 2 diabetes within five years.

There is no “cure” for diabetes, but risk for developing type 2 diabetes may be reduced or eliminated by weight loss, healthier eating and increased physical activity.

The Y’s program, which was started in 2015, features small classes of between eight and 15 people. They meet 26 times over a year for 1-hour classes. The schedule is once per week for 17 weeks, then once per two weeks for 6 weeks and then once per month

for six months. Once you have completed the year-long program there is a graduate program, or continuing education, of one class per month.

Since 2016, 208 people have gone through the program and there are currently 258 people enrolled. There are two to three new classes each month, allowing people the flexibility to join, and is available at all Y branches. The cost is \$429 a year and insurance will often pay for it and some employee programs will help subsidize classes.

“The program is out in the community so you don’t have to come to the YMCA,” adds Proulx. “We have over 30 program sites across the tri-counties.”

The keys to the success of the program include lifestyle and/or behavioral changes, exercise (continuous movement for 30 minutes a day), and healthier eating habits.

What many may not realize is that the YMCA also offers programs and events for families, adults, and active older adults, as well as community outreach and development and providing alternative day care programs for school-aged children.

All three counties covered by the Y have percentages of the population with diabetes or prediabetes over 50 percent (San Benito is at 59 percent!). “That’s why it’s such a big deal for the community,” adds Proulx.

The second Y program is the Blood Pressure Self-Monitoring program, another

CDC-based program in which participants consult one-on-one with a Healthy Heart Ambassador over a 4-month period to learn how to take their own blood pressure and develop healthy eating habits.

“California has the second highest death rate in the country due to high blood pressure; Alabama is No. 1,” says Drinovsky, adding that high blood pressure can lead to heart disease and stroke. About 75 million American adults, or 32 percent, have high blood pressure. “And 50 percent who have it, don’t do anything about it. It’s all about creating that awareness.”

The Y also offers 60-minute nutrition education seminars to help participants practice better (healthier) eating habits.

The third program, also a national evidence-based program, is an exercise program specifically designed for seniors, anyone with arthritis, and those confined to wheelchairs, and meets for one hour, three times a week. Classes can vary from five people to 20 people and are free to members of the Y.

The goal of the program is to help participants gain strength, flexibility and balance. They also move at their own pace and set their own personal goals.

“These classes are very tight-knit, very community-oriented and allow people to be part of a group and get benefits in a positive environment,” says Drinovsky.

Formed in 1989, the Central Coast YMCA began with the merger of two independent YMCAs; the Salinas Community YMCA (founded in 1921) and the Watsonville Family YMCA (founded in 1898). Originally a USO built in 1941, with the purpose of supporting American troops during World War II, the YMCA of the Monterey Peninsula joined the association in 1990. In 1998 the South County YMCA became the fourth branch in the association, extending its service area to the residents of south Monterey County. The YMCA of San Benito County became the fifth and most recent addition to the association in 1999.

CCYMCA is an independent, private, nonprofit corporation, a part of the YMCA of the USA, but responsible for its own



policies, programs, and budgets. It employs 27 full-time employees, about 225 part-time employees, and 120 volunteers who impact approximately 40,000 people in Santa Cruz, San Benito, and Monterey counties.

For more information on Central Coast

YMCA’s health and wellness programs, call (831) 757-4633 or go to centralcoastymca.org. CCYMCA is located at 500 Lincoln Ave. in Salinas. [cc](http://www.ccyymca.org)



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Lettuce Thinning Goes Automated with New Machines

By Nate Dorsey



Lettuce is unique in that it is usually planted at very high populations, often up to five times higher than the desired stand. In the past, this may have been due in part to poor germination and stands, but with recent developments in genetics and seed treatments, this has become less of an issue. Today, the tradition continues because lettuce is a very valuable commodity and often presold to distributors, so growers can't risk not meeting production goals.

With lettuce being planted at such populations and most fields experiencing good germination and emergence, the result is extra plants that must be removed from the field to ensure the desired plants have access to the space, sunlight, water, and the nutrients they need to successfully grow. This means that farms must hire large num-

bers of seasonal workers to manually thin plants, trusting that they will select the most vigorous plants, use consistent plant spacing, and thin to the correct population. But, because they're human, this method is far from perfect.

With these serious concerns around labor, it's no surprise that many growers are turning to technology to automate processes on the farm.

Hiring seasonal workers is also expensive and will only keep becoming a larger expense for farms as wages rise. In California, where a majority of lettuce is

grown, minimum wage will be \$11 per hour starting January 1, 2019 and will rise \$1 per hour each year until 2023, topping out at \$15 per hour. In 2023, a crew of 15 lettuce thinners could cost upwards of \$1,800 per day, and it would not be surprising if this number continues to grow.

Aside from labor costs, worker shortage is also an issue. Laborers still in the industry are often older, with their children now living the American Dream from increased access to education and better jobs. Many of this rising generation are not interested in agriculture and the often back-breaking effort of fieldwork.

With these serious concerns around labor, it's no surprise that many growers are turning to technology to automate processes on the farm. Automated lettuce thinners are one such technology, with many systems in

the market or in development for a decade or more. According to research from the University of California, lettuce thinners can cut labor costs by about 61 percent, can cover more acres per day, and will maintain or exceed the quality of thinning compared to doing the work by hand.

Most brands of available lettuce thinners operate on the same principles – cameras to detect plants, advanced computers and artificial intelligence systems to process information, and a spray application system to deliver a dose of fertilizer or herbicide to remove unwanted plants.

One individual drives the tractor while another follows behind and ensures that the machine is working properly, making recommendations to fine-tune the timing of spray application. The tractors can move at a steady speed of 2.5-3 mph, much faster than the often 1 mph or less of hand-thinning

crews. In demonstrations, the systems have proved to effortlessly thin lettuce in both clean and weed-infested fields.

When it comes to hurdles that growers may face when considering automated lettuce thinners on the farm, the biggest, not surprisingly, is price.

With a few different companies putting forth the effort to engineer and develop high-performing lettuce thinners, the choice between the machines comes down to grower preference, customizability for their specific growing conditions and row configurations, and availability of supporting organizations or personnel.

When it comes to hurdles that growers may face when considering automated lettuce thinners on the farm, the biggest, not surprisingly, is price. These are sophisticated machines with a substantial amount of technology. Depending on configuration, prices can range from \$250,000 to \$400,000. However, when looking at labor costs of hand-thinning spread out over hundreds or thousands of acres, these machines could easily pay for themselves over the course of one or two seasons.

Overall, automated lettuce thinners can solve some of the biggest challenges that specialty producers face – labor availability, labor cost, and quality of work.

To learn more about precision agriculture offerings from RDO Equipment Co., visit www.rdoequipment.com.



2019 Ushers In Overtime Changes for Agricultural Workers

By Lindsey Berg-James, Attorney, Noland, Hamerly, Etiene & Hoss

This year, 2019, presents the first in a series of coming overtime changes for agricultural workers. Currently, agricultural employees under Wage Order No. 14 receive overtime (time-and-a-half) after 10 hours in a day or 60 hours per week. This is a departure from employees in a majority of other industries, who are entitled to receive overtime after only 8 hours in a day or 40 hours per week. For agricultural employers with more than 25 employees, AB 1066 gradually changes California overtime law over the next four years.

For agricultural employers with more than 25 employees, AB 1066 gradually changes California overtime law over the next four years.

Labor Code Sections 857-864 were added to the California Labor Code, specifically covering agricultural employees. Section 860 creates a schedule that phases in overtime requirements for California agricultural employees over the course of four years, from 2019 to 2022, to match those that apply to all California hourly employees. A schedule of the phased in overtime requirements is in the graph to the right.

As shown, agricultural employees are now entitled to overtime after 9.5 hours per day and 55 hours per week. By 2022, agricultural employers will have to pay overtime in accordance with the standard state rule (8 hours per day or 40 hours per week). Agricultural businesses with fewer than 25 employees will start phasing-in new overtime laws in 2022, and will reach the standard rate in 2025.

In addition to the new hourly rules, the overtime laws for the seventh consecutive day in a seven-day workweek still apply.

- Agricultural employees are entitled to 1.5x overtime rate for the first 8 hours worked on the seventh consecutive day.
- All hours worked over 8 hours on the seventh consecutive day are entitled to 2x the overtime rate.

When determining the applicable overtime rate, employers should keep in mind that agricultural overtime rules only apply to those workers employed in an agricultural occupation. Those employees who do not work directly in such an occupation (office personnel, for example), are subject to the standard California overtime rules.

This article is intended to address topics of general interest and should not be construed as legal advice.



Agricultural Employers w/ 26+ Employees

	Daily OT (1.5x)	Weekly OT (1.5x)	Double time (2x)
2019	> 9.5 hrs/day	> 55 hrs/wk	N/A
2020	> 9 hrs/day	> 50 hrs/wk	N/A
2021	> 8.5 hrs/day	> 45 hrs/wk	N/A
2022	> 8 hrs/day	> 40 hrs/wk	> 12 hrs/day



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Sharing a healthy future



The Use of Behavioral Finance in Improving Participant Outcomes

By Bill Hastie



Qualified retirement plans have helped employers provide retirement benefits for their employees for the last several decades. In the “old days,” corporate pension plans paid the employee/plan participant a steady monthly income with virtually no involvement on the part of the employee. The mid-1970’s ushered in a new type of retirement plan that allowed the plan participant to both contribute part of their salary to the plan as well as allow the participant to direct the investment assets in the plan. This turned out to be a game-changer in the relationship between the retirement plan and the retirement plan participant. Most significantly is the fact that the decisions made by the participant could significantly impact their long-term retirement outcome in terms of benefits.

Inherent in a retirement plan that provides for participant-directed investments are the downsides of human nature. Emotions and beliefs used to make long-term investment decisions all too often lead to poor results, and because they are

Inherent in a retirement plan that provides for participant-directed investments are the downsides of human nature.

imbedded in human nature, they tend to be repeated again and again. A retirement plan advisor cannot stop these failures, but can bring certain issues to light in an effort to minimize their adverse effects.

One such downside of human nature is overconfidence, especially with regard to investment selection and management. It is not uncommon for a plan participant to have an unqualified belief that they have a superior ability to select investments that will outperform the market. This is similar to surveys that ask people to rate their driving ability—the vast majority say they are above-average drivers. The same often applies to plan participants who spend any amount of time reading mutual fund reports, or who simply review rate of return, and inevitably select the funds with the highest historical returns regardless of asset class.

This overconfidence can also lead a plan participant to execute far too many trades in their retirement plan account. Here, overconfidence can be synonymous

with control, and the participant wishes to exercise control by placing trades into the funds that they believe are the “next best thing.” Many (if not most) 401k platforms allow for unlimited trading, thus facilitating the overconfident plan participant to see account trading as a means of improving their rate of return—when most often the opposite can be true. When control is the goal, even a brief downdraft in the market sends the overconfident participant into “research mode” looking for the next fund that will make the market’s decline reverse course.

One such downside of human nature is overconfidence, especially with regard to investment selection and management.

Emotional reaction to swings in the market can also lead to poor investment decisions. Traditional financial theory views the relationship of risk vs. return as a key driver of portfolio construction. It’s the acceptance, or lack thereof, of market volatility that should guide a plan participant to construct their retirement plan account in a certain manner. But when strong emotion enters the picture, risk aversion (the fear of loss) tends to play a much more powerful role than risk vs. return. Studies have shown that fear of loss can be as much as twice as important as achieving a gain in a portfolio. This aversion to loss can often be a key driver to poor investment decisions, especially timing decisions. For example, during a protracted market decline such as during 2008 and early 2009, it was not uncommon for plan participants to receive their year-end 2008 account statements, see the significant loss, and move their assets out of the funds they previously held into a cash account waiting for the market to get “better” before they reinvest. Once in the cash account they felt safe since they felt they could lose no more money. That safety, or aversion to loss, was costly as many remained in cash as the

market began its recovery in early March 2009 and continued into 2010.

The retirement plan advisor can be of great value to participants by helping them understand how their human nature can and will play against them in their long-term investment decision making process. Understanding they are not investment experts and have little chance of “out-smarting” the market on continuing basis can be vital. Also understanding that

account trading in and of itself will most often not enhance account performance—differentiating trading for the sake of trading and periodic account rebalancing. Finally, that investing involves at least some degree of risk and that investment returns are never linear. The retirement plan advisor cannot change human nature, but they can help prevent negative outcomes that may come as a result. **ce**



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Fresh, Clean, Green... Solar

By Shellie Davis



Spring. A time of renewal, revitalization, cleansing. A time to purge the excess build up and create a minimal, health-efficient environment.

The state of California has embraced this mindset and has made it their mission to create an unpolluted, low emission environment. That is why in May of 2018 The California Energy Commission passed the measure with a 5-0 vote to make California officially the first state to require all new single-family homes as well as multi-family residential buildings up to three stories, including condos and apartment complexes, to be built with solar panels. The changes, which will go into effect in January 1, 2020, will update the building code to require all new construction homes to be equipped with the renewable energy technology. This new rule does not need to be approved by the Legislature or the California Public Utilities Commission. The updated building code also includes stricter efficiency standards on lighting, ventilation, windows, walls and attics for residential and non-residential structures.

“Under these new standards, buildings

will perform better than ever, at the same time they contribute to a reliable grid,” said Commissioner Andre McAllister, who is the Energy Commission’s lead on energy efficiency. “The buildings that Californians buy and live in will operate very efficiently while generating their own clean energy. They will cost less to operate, have healthy indoor air and provide a platform for ‘smart’ technolo-

“The buildings that Californians buy and live in will operate very efficiently while generating their own clean energy...”

gies that will propel the state even further down the road to a low emissions future.” A report commissioned by the state found that the new requirement will have an average upfront cost of \$9,000-\$12,000 to the homeowner. Based on a 30-year mortgage, this equates to approximately \$40 on an average monthly payment. Alternatively, consumers will save \$80 on monthly heating, cooling

and lighting bills.

Additionally, according to CEC estimates, the new standards will reduce greenhouse gas emissions by 700,000 metric tons during the course of a three-year cycle, equivalent to taking 115,000 gasoline-powered cars off the road. The commission also expects that by the first year of implementation, state-wide annual electricity consumption will be cut by about 653 gigawatt-hours and natural gas consumption reduced by 9.8 million therms.

Undeniably, change is coming. How can we, the consumer, experience the effects of these changes personally? There are many reasons why homeowners should embrace going solar, but improving the environment and cutting energy costs are the most common. Many people are aware that solar is a great home efficiency upgrade and are eager to reduce their carbon footprint while also improving property value.

Here are the top five reasons why solar energy is good for your home and more popular than ever in California and quickly catching on around the United States.

I. ELIMINATE OR SIGNIFICANTLY REDUCE YOUR ELECTRIC BILL

Going solar can eliminate your electric bill completely or reduce it so dramatically that electricity costs are no longer a significant factor in your budget. Your savings with solar depend on a few different factors, like how much energy your system produces and how much you consume, but the biggest factor is the rates you would otherwise pay to your utility.

Because your savings are equal to the costs you avoid by going solar, you’ll save even more if electricity rates are high in your area. And, since electricity prices will continue to rise, your savings will continue to grow every year over the 25 plus year lifespan of your solar panel system.

2. SOLAR PANEL RETURN ON INVESTMENT

In many ways, your solar power system is a financial product, one that is capable of generating annual returns ranging anywhere from 10 percent to more than 30 percent. The average EnergySage shopper pays off their solar purchase in just seven to eight years and earns a strong solar ROI, receiving free electricity for the remainder of their solar panel system's 25 plus year lifespan.

3. PREDICTABILITY

Without a doubt, the long-term trend for electricity prices is upwards. Over the past decade, electricity prices have risen by an average of three percent each year. Eliminating or significantly reducing these costs will save you a lot of money in the long run. By going solar, you also protect yourself against rising prices and make your monthly bills more predictable.

4. INCREASED PROPERTY VALUE

The Lab's 2015 Selling Into the Sun report analyzed sales of solar-equipped homes in eight different states over 11 years with the goal of determining just how much value solar adds to a home's sale price. The key finding: on average, homebuyers are "consistently willing to pay PV home premiums" of approximately \$4 per watt of installed solar capacity (note: this study only covered homes where the solar PV system was owned, not leased). For a standard 6-kilowatt solar PV system, this means that solar can add \$24,000 to your home's resale value.

5. US ENERGY INDEPENDENCE

The sun is a near-infinite source of energy and one of the world's greatest resources. One recent study found that 25,000 square miles of solar panels (an area roughly the size of West Virginia) would generate enough electricity to power the entire world. By embracing solar power, you can help take advantage of the sun's abundant resources and bring the United States one step closer to energy independence.

Contact me for a free home analysis at (831) 320-7748, Shellie@shanklerealestate.com or you can find me on Facebook or Instagram. [ce](#)

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# The Latest in Sexual Harassment Prevention

Amy Wolfe, MPPA, CFRE, President and CEO, AgSafe



Navigating new regulations at the beginning of each year can feel overwhelming. Especially this year, as the agricultural industry responds to the changes in how we pay and train our employees. One of the most notable changes is in the regulations surrounding sexual harassment and discrimination prevention in the workplace.

## THE LAW'S HISTORY

To better understand the current requirements, let's take a quick look at the evolution of this regulation. Originally the regulation's scope pertained to employers with 50 or more employees, requiring the following:

- Create an anti-harassment company policy and ensure all employees know and agree to abide by the policy, and
- Provide anti-harassment training to supervisors (two hours in length, trained every two years), and
- Post an anti-harassment prevention poster or distribute a pamphlet individually to employees, made available

by the California Department of Fair Employment and Housing (DFEH-185).

Since the initial inception of these requirements, the regulations have expanded to include abusive conduct, like bullying, and most recently, language that recognizes the protected status and treatment of transgender and gender nonconforming individuals.

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**When broken down into these simple steps, it makes tackling this new regulation much more manageable.**

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## NOW WHAT?

On January 1, 2019, the elements of Senate Bill (SB) 1343 became the law of the land and included two meaningful changes to the previously noted regulation. First, the threshold for compliance was reduced to five or more employees, from 50 or more

employees. As such, employers now falling within the scope of the law must have the three key elements in place – an anti-harassment policy, employee training and resource dissemination to all employees. Second, those individuals requiring training and the amount of education to be provided changed. Those requirements can be broken into four categories for better understanding:

1. Employers with five or more employees, non-supervisory employees:
  - a. 1-hour training for all current employees by January 1, 2020
  - b. 1-hour training for all newly hired employees
  - c. Retrain employees every two years after initial training
2. Employers with five or more employees, supervisors:
  - a. 2-hour training for all current supervisors by January 1, 2020
  - b. 2-hour training for all newly hired supervisors
  - c. 2-hour training for promoted employees to supervisors within six months of promotion
  - d. Retrain supervisors every two years thereafter
3. Farm labor contractors, non-supervisory employees:
  - a. 1-hour training for all current employees by January 1, 2020
    - i. Since 2015, current employees should have been trained, but it did not have to be 1-hour long, must now provide a 1-hour training for all current employees.
  - b. 1-hour training for all newly hired employees
  - c. Retrain employees every two years after the initial training

|                                  | <b>Employer with 5 or more employees</b><br><i>(Regular, seasonal, full-time &amp; part-time)</i>                                                                                                                                                                                                                       | <b>Farm Labor Contractor</b>                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Non-supervisory employees</b> | <ul style="list-style-type: none"> <li>• 1-hour training for all current employees by January 1, 2020</li> <li>• 1-hour training for all newly hired employees</li> <li>• Retrain employees every 2 years after initial training</li> </ul>                                                                             | <ul style="list-style-type: none"> <li>• 1-hour training for all current employees by January 1, 2020 <ul style="list-style-type: none"> <li>• <i>Since 2015, current employees should have been trained but it did not have to be 1 hour long, must now provide 1-hour of training for all current workers</i></li> </ul> </li> <li>• 1-hour training for all newly hired employees</li> <li>• Retrain employees every 2 years after initial training</li> </ul> |
| <b>Supervisors</b>               | <ul style="list-style-type: none"> <li>• 2-hour training for all current supervisors by January 1, 2020</li> <li>• 2-hour training for all newly hired supervisors</li> <li>• 2-hour training for promoted employees to supervisor within 6 months of promotion</li> <li>• Retrain supervisors every 2 years</li> </ul> | <ul style="list-style-type: none"> <li>• 2-hour training for all current supervisors</li> <li>• 2-hour training for all newly hired supervisors</li> <li>• Retrain supervisors every year (annually)</li> </ul>                                                                                                                                                                                                                                                   |

To help better navigate the new sexual harassment and discrimination prevention training requirements, break the requirements into four buckets.

4. Farm labor contractors, supervisors:
- 2-hour training for all current supervisors
  - 2-hours training for all newly hired supervisors
  - Retrain supervisors every year (annually)

Farm labor contractors (FLCs) need to be mindful that their requirements concerning record keeping of this specific training is more stringent than the rest of the agricultural industry. In addition, supervisory employees need to fill out and sign a disclosure statement provided by Division of Labor Standards Enforcement (DLSE), attesting under penalty that they have not been found to have committed sexual harassment by any court or any administrative agency within three years prior to the date the statement was executed. As of January 1, 2018, FLCs have had to provide sexual harassment prevention and reporting training to employees in a language they can understand and provide DLSE with the number of persons trained and materials used. For copies of the preferred training records and enforcement

letter concerning this issue, visit: [https://www.dir.ca.gov/DLSE/SB-295\\_Letter\\_to\\_FLC\\_Resources.pdf](https://www.dir.ca.gov/DLSE/SB-295_Letter_to_FLC_Resources.pdf).

Another important item to note is who can administer the training. The DFEH has interpreted current sexual harassment prevention law such that only the following individuals may provide training to non-supervisory employees:

- Attorneys (members of any state bar for at least two years) whose practice includes employment law under the Fair Employment and Housing Act (FEHA) or Title VII of the federal Civil Rights Act of 1964 (Title VII).
- Human Resources professionals or harassment prevention consultants with at least two years of practical experience in:
  - Designing or conducting training on discrimination, retaliation, and sexual harassment prevention;
  - Responding to sexual harassment or other discrimination complaints;
  - Investigating sexual harassment complaints; or

- Advising employers or employees about discrimination, retaliation, and sexual harassment prevention.

- Law school, college, or university instructors with a post-graduate degree or California teaching credential and either 20 hours of instruction about employment law under the FEHA or Title VII.

For the complete interpretation by the DFEH, visit, <https://www.dfeh.ca.gov/resources/frequently-asked-questions/employment-faqs/sexual-harassment-faqs/>.

Before any training takes place, be sure you have reviewed and updated your internal policy. Regardless of the training bucket you or your company falls into, each training must include a segment that specifically addresses the components in your internal policy. At minimum ensure your policy contains the following:

- Addresses harassment by anyone in the workplace – supervisors, managers, co-workers, and third parties.



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- Encourages employees to report harassment before it becomes severe or pervasive.
- Ensures confidentiality to the extent possible (no guarantee of complete confidentiality can be made).
- Clarifies that the employer will stop harassment.
- Clearly defines roles and responsibilities.
- Establishes a thorough complaint process, creates multiple impartial paths to complain about harassment, including a path outside the supervisory chain of command.
- Requires supervisors to report all complaints to a company representative.
- Provides for prompt, fair, and complete investigations.
- Assures that a report is created and reviewed promptly by appropriate impartial management officials that need to know of the report.
- Assures that immediate and appropriate corrective action, including discipline, will be taken if harassment is found by impartial management officials, or if the harassment policy was otherwise violated (e.g., second level supervisor failed to timely inform HR of allegation of harassment).

As always follow these concise steps to begin navigating compliance: create the program or policy, train employees, and document the training. When broken down into these simple steps, it makes tackling this new regulation much more manageable.

For more information about the sexual harassment and discrimination prevention, or any worker safety, human resources, labor relations, pesticide safety, or food safety issues, please visit [www.agsafe.org](http://www.agsafe.org), call (209) 526-4400 or email [safeinfo@agsafe.org](mailto:safeinfo@agsafe.org).

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# Rancho El Sur

By Burton Anderson in Cooperation with the Monterey County Historical Society



**R**ancho El Sur was a Mexican Land Grant of 8,949 acres. It was originally Granted to Juan Bautista Alvarado in 1834, but he never lived on the Rancho. He only pastured horses and cattle on the property. The Mexican records were often lost or unavailable, and the language difference, plus limited legal knowledge of American law, added to the Land Grantees difficulties in proving their ownership.

John Rogers Cooper immigrated to the United States in about 1800 with his widowed mother, and was engaged in the shipping and merchandizing business worldwide. He became a Monterey, CA resident in 1826, converted to Catholicism and was Baptized as Juan Bautista Rogers Cooper (J.B.R. Cooper). By marrying Encarnacion Vallejo, he became a Mexican citizen. He built a home in Monterey

now known as the Cooper Molera Adobe. As a Mexican citizen, he was eligible for a Mexican Land Grant. J.B.R. Cooper traded some Salinas Valley land to his uncle, Eusebio Molera, for the El Sur Rancho in 1840.

Eusebio Molera was born in Spain and was educated as an architect and engineer. He was involved in the selection of the site and construction of the Big Sur Lighthouse in 1889. Eusebio Molera married Amelia, the daughter of J.B.R.Cooper, and she bore him a son, named John Bautista Howard Cooper (J.B.H. Cooper). His father, J.B.R. Cooper, died in San Francisco in 1872 and his son, J.B.H. Cooper, shared management of El Sur Rancho with his brother-in-law, Eusebio Molera. Eusebio had two children, Andrew Molera and Frances Molera. Frances inherited 2200 acres of the northern half of the El Sur Rancho, (less the patented

claims), from her grandfather Eusebio. Currently, it is a privately-owned cattle ranch, inaccessible to the public. She lived in the Cooper Molera Adobe in Monterey, (built by J.B.R. Cooper), and willed the property in a trust upon her death, until the State of California could purchase it.

Prior to California becoming a state in 1850, the United States was still part of Mexico. From 1832 to 1850 squatters, trappers, and mountain men roamed the Central Coast without Mexico's permission. They chose to squat on Mexican Grant Land for the wildlife, farming, mining, and timber harvesting. The Mexican Government could do little to stop the influx. The squatters in remote locations could only get supplies from Monterey by pack horses and mules

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*Clockwise from top: 1.) Big Sur. 2.) Rancho El Sur House.*

over ancient Esselen Indian trails. Some of the disillusioned squatters moved away and left their illegal claims. It led Congress to pass the Redemption Act of 1841. The Act provided the abandoned claims to be sold for \$1.25 an acre, if the buyer lived on it for five years. The patchwork existence of private land on the Big Sur Coast, now within the National Forest, is the result of the Act.

John Bautista Rogers Cooper, after the trade with Eusebio Molera in 1840, established his headquarters on the Big Sur River, on what is now the Andrew Molera State Park. His operations included a home, dairy, cattle raising, and housing for employees. The dairy produced more milk than was needed, and since there was no refrigeration, the curds and whey were made into cheese. The process involved using jacks to press the curds and whey into flat rounds, which were sold in Monterey as early as 1850. Over time it became known as "Monterey Jack."

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### Over time, the Big Sur name has become analogous to the whole coast, from Carmel Highlands to San Simeon.

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Briefly, some of the early pioneers on Rancho El Sur, were the Post Family, Pfeiffer Family, Dani Family, Ewoldsen Family, and Trotter Family. These pioneer families had to be self-sufficient and grow their own food where possible. They also depended on the redwoods for lumber and wildlife to live. For staples, such as coffee, flour, and sugar, it meant a 2-day pack-trip to Monterey.

The State Highway 1, from Carmel, ended at Bixby Creek until the Bixby Bridge was completed in 1932. Monterey County previously had begun construction of a dirt road in 1916 over Bixby Mountain that terminated at what is now Andrew Molera State Park. This served as a wagon road for pioneers on the South Coast to haul supplies and equipment to their homesteads, without using pack animals.

The State Highway 1 was opened on May



25, 1937 as far as Sycamore Canyon. The new automobile road brought tourists to the attractions on the Big Sur Coast. The Post Family's Resort was the first inn in Big Sur for campsites, restaurant, gas station, and lodging. This facility was followed in 1908 by Florence Pfeiffer's home that offered free overnight stay and meals. Florence grew tired of working for nothing and began charging travelers for meals, lodging, and feed for their horses. In 1933, the Pfeiffer Family sold a portion of their ranch to the State of California, which became the Pfeiffer Big Sur State Park. It was followed by the Big Sur Lodge and campground, built circa 1934. The growth of the village of Big Sur was aided by a United States Post Office opening in 1915. Prior to its opening, mail was handled by three pioneer families assuming mail operations.

In 1938, The Boy Scouts of America established a summer camp by the Big Sur River, one-half mile north of the new Big Sur Lodge and Campground. The Scouts built a temporary weir in the river for swimming exercises. I was privileged to attend the camp, and remember the icy-cold water during swimming activities. It was open each summer from 1938 to 1941, when it closed due to WWII.

During WWII, the US Navy established a Fleet Radio Station on El Rancho Sur land, below the Big Sur Lighthouse, until the War ended. It became a US Navy Sonar Training center until 1984 when it closed.

Construction on Highway 1 from Sycamore Canyon to San Simeon began in 1919 on both ends. Because of the steep terrain, heavy equipment had to be shipped on boats to a protected cove. It was then winched up the mountain to road level by a steam-powered winch. Convict labor was used by civilian contractors. The convicts were housed in temporary camps that were moved periodically to be near the construction progress. On September 18, 1934, the north and south crews met and the highway opened to through traffic in 1942. Construction during WWII was allowed because the California State Senate passed a Bill deeming Highway 1 vital to National Defense.

Nepenthe's Inn was built in 1948 by Bill Fassett and his wife, Lolly. The property was purchased from Orson Wells. It sits on the Old El Sur Land Grant. It was designed by a student of Architect Frank Lloyd Wright. The complex includes an outstanding restaurant, bookstore, and gift shop. The complex was an instant success and is a major tourist attraction. It is still owned by the Fassett Family.

Over time, the Big Sur name has become analogous to the whole coast, from Carmel Highlands to San Simeon. Big Sur and the Bixby Bridge have become world class visitor destinations. Space doesn't permit any current history of Big Sur, and the El Sur Ranch has passed into the dim light of history. **ce**

# The Art and Attraction of Fly Fishing

By Geoff Malloway, Owner/Operator of Central Coast Fly Fishing



I'm watching my casting students practice the basic casting stroke on the lawn adjacent to my shop in Carmel Valley, each student making a few good casts followed by some not-so-good casts. The looks on their faces give away their angst at a failed cast and their excitement over one that looks and feels right.

"There really is an art to this!" one woman says aloud to the agreement of the others. Be it fly casting or fly tying, I've heard that said over and over again since I started teaching almost 30 years ago. The excitement of students learning is what led me to open my fly shop in 1996.

Looking at the casting through the eyes of a student, I'm reminded that casting isn't easy; it takes considerable practice. You know when you do it right and you know when you don't.

It's the fluid motions made with a fly rod and the fly line that entrance the caster.

That the fly rod — essentially a long, flexible lever that weighs only a few scant ounces — that moves 30...60...100 feet of fly line in a graceful loop doesn't make sense to the brain, but it is a pleasure to see and pleasurable to do.

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**Looking at casting through the eyes of a student, I'm reminded that casting isn't easy; it takes considerable practice.**

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The rod becomes an extension of the forearm and the movement from the shoulder down to the wrist governs the travel of the rod tip and, therefore, the fly line. Accelerating the rod tip smoothly, in a straight line to an abrupt stop forms a

perfect loop that travels accurately and far. It sounds easy, but it's not.

It's obvious that fly tying is an art. The crafting of a lure from feathers, fur and synthetics into something that a fish confuses for a living thing it wants to devour is art defined. There are absolutely no rules. Imagination and willingness to experiment define the tier's limitations.

Colors, textures, proportions, shape and animation all work together to form an exacting imitation of an aquatic insect — a mayfly, for example — or an enticing "thing" that represents nothing at all but could be the double bacon cheeseburger a fish is hunting for.

Entomology and art bring the fishing experience into the home and cultivates expectations for the next trip on the water.

It all comes together on the water — a rushing river being my favorite setting, but a lake, saltwater flat or beach will do, too. My knowledge of natural resources, my choice of fly that was born on a vise in my workshop and my ability to cast a graceful line to an aggressive fish with a backdrop unfettered by urbanization — the sum of those parts makes for a perfect moment I wouldn't trade for anything! A break from everyday life with its deadlines, technology, congestion and aggravations means an escape to places pleasing to the senses and waters full of fish.

The Bristol Bay watershed in Alaska is one such place where a person can unplug and decompress. The fishing is epic, but it's the bears, eagles, osprey, otters, wolves, moose, volcanos, glaciers and rugged mountain ranges that make for a treasure chest of fond memories.

Being an outdoor photographer, too, makes keeping a good camera close at hand



a necessity. My photos adorn the walls of my shop and are constant reminders to customers and me that fishing is not just about the fish. The photos I select move me for reasons known only to me.

**A break from everyday life with its deadlines, technology, congestion and aggravations means an escape to places pleasing to the senses and waters full of fish.**

Where does one go, though, if a trip to a far-off destination isn't in the cards for the foreseeable future? I admit that once I return from an Alaskan adventure, I must adjust my expectations.

A day on a local stream like the Nacimiento River or a pond at Fort Hunter Liggett won't have the numbers nor the size of fish, but the serenity and the opportunity to unplug is there, if only for just a day. Again, with camera in hand, I record something about the trip that impacts me in some way, whether it's a sunrise, sunset, the gorgeous colors of a fish or an insect hatching on a reed.

I am inspired to go back to the fly-tying bench to create something new or to meet my next class and teach them the subtle motions of a beautiful cast. **ce**



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# Skyler & Adri Crawford

By Jenna Hanson Abramson | Photography By Patrick Tregenza



*Backyard with Family Dog, Duke.*

Skyler and Adri Crawford, high school sweethearts, grew up in the Salinas area, and for Adri, practically around the corner from her new home. When it came time for them to put down roots of their own, they knew exactly where they wanted that to be.

When they came across this 2,100 square foot home sitting on just under one acre in the quiet San Benancio neighborhood, known as The Village, they knew they had to move fast. With three bedrooms, two and a half bathrooms (including a Jack-and-Jill style), plus a sprawling backyard with plenty of space for entertaining, they knew they were not the only ones who could see all the potential this charming house had to offer.

They drafted a letter to the owner, who was the original homeowner from the 1950's, explaining their love and connection to the area and their dream of bringing up their family in this neighborhood and home. Their adoration and desire must have shown in their words, because soon after, The Crawfords were purchasing their very first home.

When they originally viewed the house in the summer of 2015, they immediately fell in love with its location, size, and bones but they also knew they were looking for more natural light and more of an open concept floor plan. So with the help of local contractor, Jerry Horton, they spent the next year bringing their new home down to the bones and remodeling it to modern-day perfection. The only things that remained truly untouched in the design process were the brick fireplace, located in the front living room, and the piano left behind by the original owners.

When you first walk into the Crawford home, it is hard to imagine the former closed-off kitchen with low ceilings, now replaced by vaulted ceilings and large windows allowing natural light to flow into every space in the home. Even the hallway leading to the bedrooms has a bright and airy feel to it. The now open and ample kitchen forms part of the great-room, an open-living concept designed with a dining and living area perfect for entertaining, yet cozy enough for a night-in for the two of them (now three).

## **It is clear that no detail was overlooked when remodeling and redesigning their home to fit their lifestyle...**



*Street View of House.*



**The use of mixed media and the combination of metals seen throughout the home is another wonderful example of how combining different materials, finishes and styles can create a flawless and effortless look.**



*Clockwise from top: 1.) Open Concept Kitchen. 2.) Dining Area Off of Kitchen. 3.) Cozy Sunken Family Room.*





*Main Room Sitting Area*

It is clear that no detail was overlooked when remodeling and redesigning their home to fit their lifestyle, and Adri readily acknowledges collaborating with her sisters and mother who also live in the area. The primary color palette is neutral with an emphasis on white with black accents. The tall white walls throughout the house are minimally adorned with personal photographs and some artwork. For the most part they remain clean and open, allowing the black trimmed windows and black front door to really pop, along with the other black accents found in details such as light fixtures, mirrors and even the piano.

The furniture throughout is eclectic, reflecting several designs and eras, yet seamlessly tying the décor and transitional styles together. The dining area has a modern country feel. The front living area has subtle touches of mid-century modern and the sunken family room is decorated in a modern farmhouse way... with “modern” being the



*Master Bedroom.*

theme throughout. The use of mixed media and the combination of metals seen throughout the home is another wonderful example of how combining different materials, finishes and styles can create a flawless and effortless look.

The outside perimeter is just as noteworthy as the inside. Consistent with the theme of black accents on white the exterior of the home presents a minimalist modern farmhouse look. With plenty of space in the backyard for children and their two dogs to play and a patio ready for entertaining, it comes as no surprise that the Crawfords plan to raise their family right here.

Skyler, a farmer by trade, has taken the yard on as his hobby. He has planted pumpkins, lemons, broccoli, sunflowers and tomatoes in the back and the front yard has transitioned to a drought-resistant, minimalist design utilizing sand, grasses, bay leaves and olive trees.

Adri says one of the most important goals when designing and decorating their home, was to achieve an open and modern feel that was also cozy and comfortable. I would say that goal was successfully met with their modern farmhouse in San Benancio. **ce**



*Master Bathroom.*



Clockwise from top: 1.) Guest Bedroom. 2.) Jack and Jill Bathroom. 2.) Recent Addition, Calvin Crawford's Nursery.

# From Hollywood Stars to Local Growers

*Interview with Marty Gold, LUTCF, Marini and Gold Insurance*

By Jess Brown



JESS: Where were you born and raised?

MARTY: St. Louis, Missouri.

JESS: Was anyone in your family involved in agriculture?

MARTY: No.

JESS: When was the first time you actually visited a farm?

MARTY: 1972 – Santa Cruz County.

JESS: What were your interests as a youth?

MARTY: Baseball, basketball and football.

JESS: Where did you go to college, and what was your major?

MARTY: University of Missouri, Journalism.

JESS: After graduation, did you get a job that related to your major?

MARTY: Yes, production assistant on Dinah Shore's show in Hollywood, called "Dinah's

Place." It was a talk show that also included an element of cooking.

JESS: What is a production assistant?

MARTY: I did research and wrote copy for the show.

JESS: What was that experience around the set like?

MARTY: It was a parade of celebrities. It was the who's who of Hollywood that came on the show—everyone from Frank Sinatra, Bob Hope, Lucille Ball, and even Sonny and Cher with three-month old Chastity.

JESS: What was one of your most memorable moments working on that show?

MARTY: When Norma Rockwell was on the show, he signed some prints, of which I have two. That was very special.

JESS: Did any of the famous celebrities give you advice?

MARTY: Yes, Vincent Price, who was best known for acting in horror films. His persona in real life was the complete opposite. He told me that everything he makes goes to purchasing art. He never regretted having that passion. His advice was to purchase art that you like, as it will always bring you joy.

JESS: Are you passionate about art?

MARTY: Yes, and Vincent's advice was great. I'm always looking for art in places like the Moss Landing flea market, the small antique stores in the Highway 49 area of the state, etc. My purchases bring me joy every time I look at them.

JESS: Why did you leave Hollywood?

MARTY: In 1972 there was some uncertainty as to whether Dinah's Place would be renewed, and some of us that worked on the show looked elsewhere for work.

JESS: How did you end up in Santa Cruz County?

MARTY: My wife's mother and her husband, who had lived in Ohio, decided to travel across the U.S. to find the best place to retire. They ended up in Watsonville. In 1971 we visited them and became enchanted with the area. When I left Dinah's Place, we came up here and being not married, my now wife, stayed with her mother and I lived in a logger's cabin on the property. The property had been part of the Frank Estrada family ranch off of Hazel Dell Road.

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*Clockwise from top: 1.) Marty has shared an office with the Farm Bureau for the last 47 years. 2.) Marty Gold Fishing.*



JESS: Why did you start selling insurance?  
MARTY: When I first arrived in Santa Cruz County, I reached out to all of the television stations to look for a job. There were no jobs available in that business, so I started drawing unemployment pay from Dinah's Place. Someone at the unemployment office called me and asked if I would be interested in applying for a sales position with Cal Farm Insurance. There were several people who applied for this position but I was accepted.

JESS: When you took your first job selling insurance, did you think it would be a long career?

MARTY: No. I thought it was a temporary job and I would eventually find another job in journalism.

JESS: What were your initial thoughts when you started working with people in agriculture?

MARTY: The people were straightforward and very honest with me.

JESS: What was agriculture like in the Pajaro Valley when you arrived in 1972?

MARTY: Apples, apples, apples! Also, there was a booming cut flower industry.

JESS: What were the changes that you saw in local agriculture during the first 25 years of your career, which was 1972-1997?

MARTY: Apples were giving way to strawberries and the flower industry collapsed.

JESS: What changes have you seen in local agriculture since 1997?

MARTY: Booming berry industry and a strong organic movement. We should take pride in being in the area that was the start of the organic movement. If you look at Dick Peixoto, he embodies that movement.

JESS: You have shared an office with Santa Cruz County Farm Bureau for the last 47 years. What changes have you seen with that organization?

MARTY: There is way more local participation in events throughout the year.

JESS: For the past several years you have been a judge for the high school poetry contest that centers on the theme of

agriculture. Do you feel that the youth are more connected today than when you started your career?

MARTY: Yes, there is more information now about agriculture and new jobs that are high tech related to ag.

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## **We should take pride in being in the area that was the start of the organic movement.**

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JESS: How many generations in some families have you worked with? Do you find any commonality with farming families?

MARTY: About three. A good farmer is an important commodity much like a good insurance agent.

JESS: What advice would you give someone who wants to start out in farming?

MARTY: Learning to deal with failure and to persevere is important. Also, ask successful farmers questions.





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JESS: Going back to your work on the Dinah's Place television show, did you ever have an agricultural experience during your tenure there?

MARTY: Yes, CBS Studios was right next to the original Farmers Market. I was new to California and totally unaware of the strength of the agricultural industry in the state. I was blown away at the quality of produce that was for sale, not realizing that my future would be working with those who produced some of that produce.

JESS: What are your hobbies?  
MARTY: Racquetball and fly fishing.

JESS: Growing up in St. Louis, do you still have any allegiance to the sports teams?

MARTY: Yes, I am still a Cardinals fan and follow Mizzou sports.

JESS: How did you become so passionate about fly fishing?

MARTY: I enjoy being in natural settings and being in the river—fly fishing is the ultimate oneness. Plus, I'm a catch and release fisherman.

JESS: What is something about Marty Gold that most people don't know?

MARTY: I was a Fuller Brush man for two years during school.

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

MARTY: I would have dinner with George Washington, Daniel Boone and Teddy Roosevelt.



JESS: Where will we see Marty Gold in 10 years?

MARTY: Probably in a river somewhere. **ce**

*Clockwise from top: 1.) Dinah's Place. 2.) Marty is passionate about collecting art.*

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Master of Ceremonies,  
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# Bernardus Winery

By Mac MacDonald



What's in a name? For Ben Pon, plenty. His first name, Bernardus, graces not only his signature wine label, but the luxe Carmel Valley resort that he founded in 1999 and later sold. His middle name, Marinus, is the name of one of the three vineyards of the Bernardus Winery, and at one time was the name of the restaurant at Bernardus Lodge.

Born and raised in Amersfoort, Holland, the Pon family name was renowned in the automobile and auto-racing worlds — his father, Ben Pon, Sr. imported the first Volkswagen “Beetle” to America and created the design for the revolutionary VW bus. The younger Pon was a racecar driver for Porsche for many years, racing six times at the famed Le Mans racetrack as well as competing for Holland as a skeet shooter in the 1972 Olympics.

Pon also had an appreciation and passion for fine European wines, and when he visited Carmel Valley in the 1980s, he not only fell in love with the area, but was convinced that the climate and soil would be ideal for growing and producing traditional

Bordeaux-style red wines. So he bought a home in the valley and set about creating a vineyard and winery that could produce red wines that would rival the best of France.

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**Bernardus is now considered one of the premier wineries in Monterey County, with its sterling reputation extending well beyond the area...**

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He started with an estate Bordeaux blend that he called Marinus in the early 1990s, but also produced single-vineyard-designated Pinot Noir, Chardonnay and Sauvignon Blanc. The wines are the product of three vineyards: the 34-acre Marinus, located in Cachagua and planted with Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot, and Malbec; the 7-acre Featherbow, located in front of the winery in Cachagua and planted with Petit Verdot and Cabernet Sauvignon; and the 7-acre Ingrid's Vineyard, located in front of the

Bernardus Lodge and planted with half Chardonnay and half Pinot Noir grapes.

Bernardus also partners with various local growers with superb grapes, including Griva, Rosella's, Garys', Sierra Mar, Soberanes and others with similar farming practices and with areas set aside specifically for Bernardus. In fact, 80 percent of what Bernardus produces is contracted out to other partner vineyards.

Bernardus is now considered one of the premier wineries in Monterey County, with its sterling reputation extending well beyond the area, and yes, even to Pon's native country of Holland, where 3,000 cases are shipped annually.

And as the old saying goes, “it takes a village” to produce the wines, from the vineyard workers to those pouring the wines in the tasting room and selling and marketing the wines. There are, in addition to Pon, three people leading the charge into the future.

They are winemaker Dean DeKorth, an American with French sensibilities who spent a decade in France learning wine-making; vineyard manager Matt Shea, a Carmel Valley native who is a strong proponent of sustainable, organic and biodynamic farming; and Rob Baker, the director of sales and marketing who has been with Bernardus for 20 years and witness to the winery's incredible growth and success.

The three work hand in hand in maintaining the quality of the wines, the health and sustainability of the vineyards and strengthening of the brand, all with the blessing of Pon, who visits the area a couple of times a year, but entrusts the day-to-day operations to the troika.

DeKorth spent 10 years in Burgundy and the Loire Valley in France to hone his skills, returning to make wine at such renowned wineries as Morgan, Talbott and David Bruce. He joined Bernardus in 2005, following in the footsteps of winemakers Don

Blackburn and Mark Chesebro.

His first order of business was to change the Sauvignon Blanc to a more fruit-forward New Zealand-style made in stainless-steel containers. The 2005 Sauvignon Blanc was named the best in America by the Wall Street Journal.

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**Pon also had an appreciation and passion for fine European wines, and when he visited Carmel Valley in the 1980s, he not only fell in love with the area, but was convinced that the climate and soil would be ideal for growing and producing traditional Bordeaux-style red wines.**

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But, even with that success, his philosophy is more a “tweak-as-you-go” mindset.

“My philosophy is to start with the previous winemakers (product) and slowly evolve it rather than come in and change it right away,” says DeKorth. “I’m still slowly tweaking every year, it’s more of an evolution. Bernardus has always had a good, solid base.”

That tweaking involves working closely with Shea, who has intimate knowledge of the vines, the soil, the climate changes and how each interacts with the other to produce the best fruit. For example, the two worked closely in “tweaking the composition” of the Marinus vineyard to get the results they wanted.



Shea, a Carmel Valley native who joined Bernardus in 2006, got a degree in horticulture from Oregon State University (he had intended to get a degree in history!), almost literally starting from the ground up in the wine-growing business. After using his degree to work in organic and sustainable vegetable production, he found himself working at a vineyard, actually living on the vineyard and working every vineyard job possible.

He eventually found himself with Northwest Vineyards Service, Inc., Oregon’s largest management company, where he directed the new installation and expansion of premium Pinot Noir vineyards, and managed the harvest for all vineyards, coordinating the grape delivery to more than 20 different Oregon wineries.

But Shea was getting burned out with “industrial farming,” and was looking for a change and a reason to come back home to the valley. He was familiar with Bernardus and when a job opened up, he jumped at the chance.

He was able to bring his knowledge of organic and sustainable farming to a smaller operation, which afforded him more time to devote to the vines and soil and to learn new techniques and keep up with changes in farming.

“I’m learning to maximize the terroir out here, it’s very unique to Monterey County,” says Shea. “The last 10 years has seen a lot of changes in the climate, an exaggeration of extremes, so I’ve had to adapt — there’s

no ‘normal’ anymore. I know what to expect from the vines.”

As one of the longest-tenured employees of Bernardus, Baker has been able to witness firsthand Pon’s vision for the winery and how the team he assembled has been able to fulfill many of his goals.

He’s seen the opening of the first wine tasting room in Carmel Valley Village 20 years ago — the village now boasts 20 tasting rooms. He’s also seen the production of Bernardus wines to 50,000 cases a year and with it, numerous accolades.

The winery, 50 percent of which was sold in 2017 to Dutch entrepreneur Robert van der Wallen, is contemplating expansion, but all three say they won’t sacrifice quality for quantity and that the winery and vineyards have reached a happy medium. “I’m comfortable the way it is now,” DeKorth says simply.

Pon’s ultimate goal was to make the best possible wines he could, so wine lovers could “Taste a Dream,” as he is fond of saying. DeKorth, Shea and Baker said they feel they have achieved that for the winery’s flagship wines: Marinus blend, Pinot Noir, Cabernet Sauvignon, Chardonnay and Sauvignon Blanc.

“I’m just trying to make wines that are as good as possible. I’m not trying to follow any fad. I don’t think about it that way,” says DeKorth. **ce**



# Move It or Lose It

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



If you have ever sat around a beach bonfire, it is the fire with large flames that keeps us warm. Believe it or not, our bodies (and specifically our muscle composition) works the same way. Think of body muscles just like the logs that fuel a fire and then you'll understand the importance of having many "logs" available. After the age of 30, muscle loss naturally decreases anywhere from 3-5 percent per decade. Whether muscles are being used during activity or they are at rest, they require a large amount of energy (calories) for maintenance. For example, one pound of muscle will utilize an additional 50 calories daily, whereas a pound of fat only burns about 1-2 calories daily. It stands to reason if muscle mass decreases, calorie needs decrease and body weight accumulates. Haven't you wondered why you just can't eat the same way you did as a teenager without seeing the scale rise?

Making the decision to follow a healthy diet and incorporating regular exercise minimizes muscle loss, improves quality of life and increases longevity. Although all forms of exercise are beneficial, anaerobic

exercise (commonly referred to as strength or resistance training) is the best way to increase muscle mass and strength. This form of exercise uses a force to build and condition the musculoskeletal system. Using body weight or an external weight (like a dumb bell or stretchy elastic tubing) provides the necessary force.

**After the age of 30, muscle loss decreases anywhere from 3-5 percent per decade.**

Repeatedly performing strength exercises causes muscle tissue to break down and subsequently repair with more density and power. In addition, strength training protects bones, maintains balance, lowers body fat, reduces blood pressure, and keeps blood sugars regulated.

It is not necessary to join a gym or purchase expensive equipment to perform strength training exercises. Utilizing at home items like food cans or water bottles for weights are good starting points.

Current guidelines set by the American College of Sports Medicine (ACSM) recommend:

- Healthy adults should strength train two to three times per week.
- Utilizing eight -10 different exercises that target all major body muscle groups (see chart).
- Exercises should be performed 12-15 times. The body will adjust to the weight load imposed over time, so start with light weights and increase as needed.

There are multiple Internet sites that provide detailed instructive pictures of strength training exercises. I personally recommend [www.move.va.gov](http://www.move.va.gov), which offers a printable introductory program with "how to" pictures. It is never too early or late to begin training body muscles. The most important thing is to move!

| Targeted Muscle Group | Body Weight Exercise |
|-----------------------|----------------------|
| Chest                 | Push Up              |
| Back                  | Superman             |
| Shoulder              | Arm Circles          |
| Abdomen               | Planks               |
| Quadriceps            | Lunges               |
| Hamstrings            | Deadlifts            |
| Biceps                | Arm Curls            |
| Triceps               | Chair Dips           |
| Glutes                | Bridges              |

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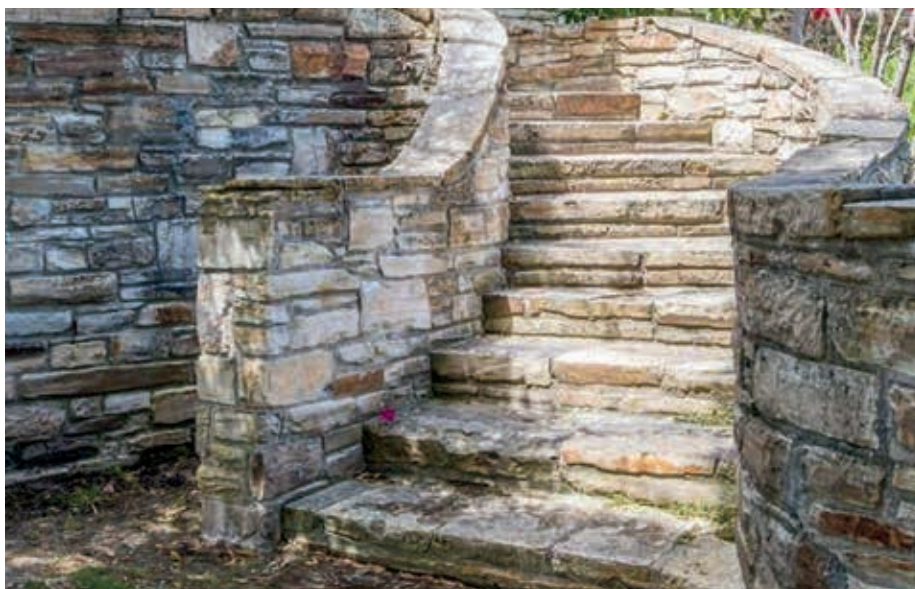


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# Landscaping with Carmel Stone

By Steve McShane



There is absolutely nothing that compares to the estates on the Monterey Peninsula ornately decorated with our unique local rock known as “Carmel.” The color and texture carry a history and heritage unmatched anywhere in the world. In this short piece, I seek to inspire the use of this stone and similar natural stone for your home and landscape.

Those that have lived in the region more than 40 years remember truckloads of Carmel stone used widely for homes, walls and foundations. It is probably most famous for the fact that some of our earliest settlements were crafted from it, adobe along with block. The stone you see in old Monterey originated from quarries that dotted the landscape between Monterey and Carmel and up Carmel Valley. Masons and builders preferred the stone as it was easy to work with and plentiful.

Years later, Carmel stone has been increasingly difficult to find. Quarries have


moved to other parts of the County or state and ultimately the stone varies in color and texture. The good news is that you can still get the same look locals embraced a hundred years ago. I find folks looking for Carmel stone on a regular basis. I move most of it for dry stack walls, borders and boulders. It is sold by the pallet and when installed right, it offers stunning contrast to local landscapes.

I also find clients looking for similar contrast that can be applied to patios, fireplaces and veneer. This is where the wonder of globally sourced stone offers modern compliments to old world Carmel stone. For folks looking for something that will work for patios, I’m often recommending something more durable like an Arizona stone. An Arizona Oak has the same color variation as a Carmel stone. For fireplace and veneer, there are some incredible options coming out of India. I am a huge fan of a stone called French vanilla. Like Carmel stone, it’s very easy

to work with and can come pre-cut.

It would be unfair not to mention that there are a number of synthetic and lightweight stones available as well. However, nothing can quite compare to the use of natural stone when it comes to our homes and landscapes. I also must mention that the application of natural stone is only as good as the mason that installs it. A good mason takes time to choose just the right pieces. This applies to dry stacking performed by a landscape contractor. As with all home improvement projects, always check references and get several bids when you decide to hire someone to proceed with a project.

I hope you’re as inspired as I am to embrace the look of local Carmel stone when landscaping. While it’s hard to find, it’s a look that is easy to mimic with the wide array of natural stone offerings at your local landscape supply today. Spend the time snapping photos of homes and estates you love and I hope you will approach one of your local landscape supplies for ideas.

*Steve McShane is Owner & General Manager of McShane’s Landscape Supply in Salinas. He can be reached at [steve@mcschaneslandscape.com](mailto:steve@mcschaneslandscape.com). *

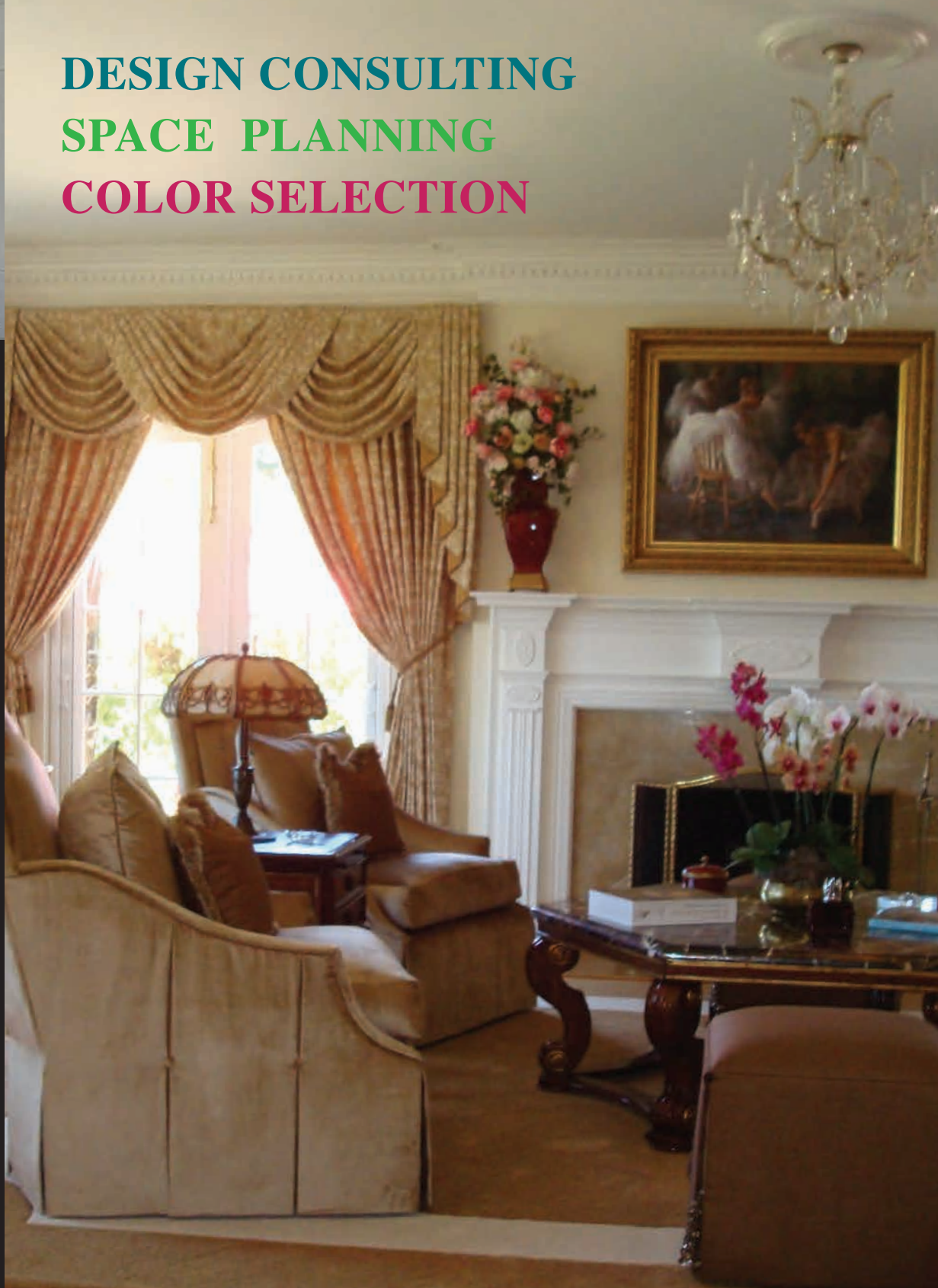




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*Renata has been working in the industry since 1978, first as an owner of Fireside Furniture Gallery in Salinas, and as a manufacture's representative for furniture companies. She has an A.A. Degrees in Multimedia/ Interior Design, and has been a California Certified Interior Designer since 1994 and a Professional Member of the IDS since 1995. Renata was artistically mentored by her grandfather, the head color and paint specialist at Disney, as well as a Director of Furniture Development and Showroom Design to the industry. Her goal is to create a special look for each of her clients.*



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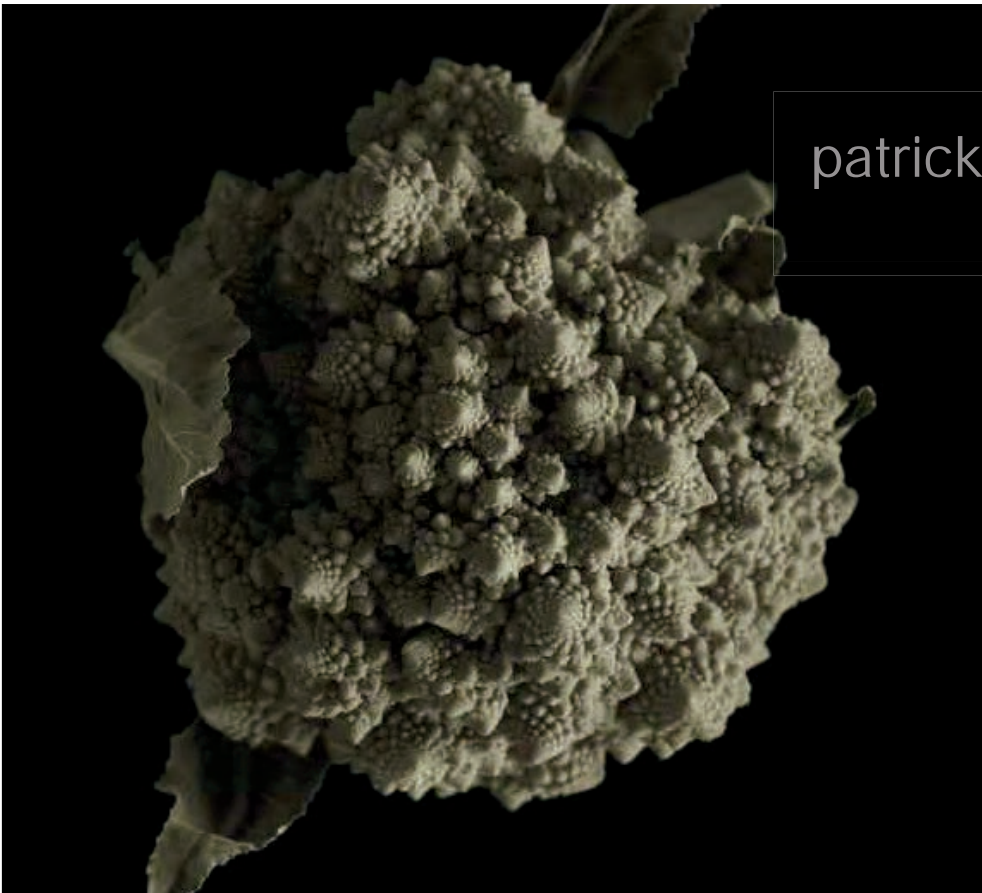
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**Dorothy's Place**

# Skin Care Essentials for Men and Women

*Keeping the Largest Organ in the Body Looking Young and Healthy*

By David T. Morwood, M.D., Plastic and Reconstructive Surgeon, Co-Medical Director, Revitalessence Medical Spa and Laser Center



Everyone wants to look their best. It is part of human nature. It's built inside our DNA. Part of looking your best is keeping your skin — the largest organ in the body — looking fresh, healthy, smooth and vibrant.

For anyone who lives and works in California, keeping your skin looking fresh and healthy can be a challenge. Many of us live in California because of the weather and proximity to the ocean. Although being outdoors and getting fresh air, sun and wind feels good, the sun can play havoc with our skin, and years of exposure to an ocean breeze or even a dry wind with time can damage the delicate layers of our skin — the epidermis and dermis.

There are two basic layers in the skin. The outer layer is called the epidermis, which is superficial and is what we see when we look at someone's face. The deeper, thicker dermis, contains the blood supply for the skin, collagen, the basic protein building block in our bodies. The dermis also contains compounds such as

elastin, which gives the skin resilience, and hyaluronic acids, which can help keep the skin moisturized.

Even though the warm rays of the sun feel good on our face, the UV rays can actually damage the all-important collagen layer in the dermis and can cause the very superficial keratin layer in the epidermis to become heavy and thick, which can create a dull, oftentimes leathery appearance.

Fortunately, there are a few key essential steps to protecting your skin from the elements such as sun and wind exposure.

I try to teach my patients, along with my aesthetician, that proper skin care involves two key elements, and they are very similar to dental care and keeping your teeth healthy and looking good. In the same way you will want to see your dental hygienist and dentist to get checkups and treatment, most of the important maintenance work you do yourself at home once or twice a day, including flossing and brushing.

Seeing a licensed skilled aesthetician for facials, dermal stimulation treatments,

deep-cleaning sessions, and light exfoliation can be a vital and enjoyable part of your skin care routine. And by the same token, adding a home-care regimen with medical-grade skin care products can be a simple, effective way to not only minimize damage from the outside elements, but to help to actually reverse some sun damage.

Here are six simple tips to keeping your skin looking and feeling its best:

**1. Avoid direct sun.** For those people who exercise outdoors or who must work outdoors, a large-brim hat is essential as well as protective clothing. A high quality, medical-grade sunblock, preferably with a moisturizer, goes a long way to protecting your skin from those harmful UV rays. Of course, another benefit of avoiding direct sun to keep your skin looking good is a lower incidence of skin cancers as well.

**2. Proper cleansing.** At least once a day your skin should be properly washed and cleansed. Your aesthetician can instruct you in proper cleansing. We are all exposed to pollutants, toxins, dust and grime during

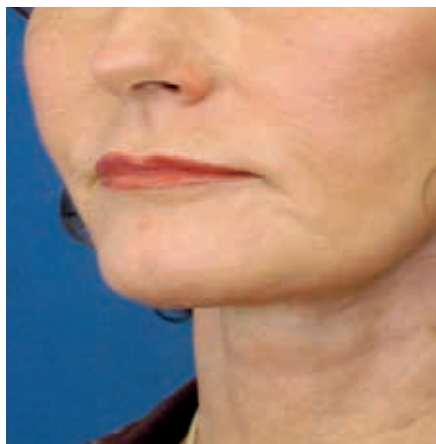
our daily lives. Makeup should be removed before sleeping for the night to allow the skin to properly breathe and renew itself. Some people have oily skin, some people have dry, and some people have patches of both. Your aesthetician can custom-design a program of proper cleansing for you.

**3. Exfoliation.** This is the process whereby the very superficial keratin layer is thinned to a more desirable thickness and the very superficial skin cells in the epidermis that have been damaged by the sun and wind are shed. The very superficial keratin layer of the epidermis is not living; it is like hair and nails. When the keratin layer thickens, the skin can lose its sheen and glow. As the skin undergoes exfoliation, new baby cells are encouraged to replicate and grow and replace the cells that are shed.

**4. Regeneration.** This is one of the most important steps in your home-care regimen. There are ways to encourage and stimulate the germinal matrix, the layer in the dermis where new baby cells are born and manufactured and replicate. Since they are new cells, they have not yet been exposed to the sun and other harmful elements. There is a normal turnover of cells that occurs in everyone, and this turnover cycle tends to slow down as we mature.

Medical-grade skin care products encourage regeneration and new cell formation and at times can stimulate and heighten this process. Please keep in mind it takes a minimum of 30 to 45 days for a new baby cell to get closer to the surface where it can be seen. For the person who has just begun skin care, patience is necessary to continue with your regimen to allow for multiple cycles of cell regeneration and allowing the cells to come closer to the surface.

**5. Effective moisturization.** Healthy skin is hydrated and moisturized. As the skin exfoliates and the keratin layer becomes thinner, the layers of the skin are susceptible to becoming dry. Dry crepey-appearing skin can oftentimes be confused with permanently wrinkled skin. With proper moisturization and hydration, your



skin can once again become more like a grape instead of a raisin. You will want to use a product that hydrates and moisturizes your skin while serving as an additional barrier to sun, wind and other harsh elements.

**6. Avoid smoking.** Because skin is a living organ comprised of cells, it needs blood supply. Blood must be able to flow

in to deliver oxygen and the necessary nutrients and it also must flow out to carry away carbon dioxide and toxins and waste products. That blood supply is dependent upon microvasculature below and within the dermis. Cigarette smoke, either primary or secondhand smoke, can constrict and choke those all-important blood vessels that are vital for health of the skin. Most people have heard of antioxidants that are found in super foods such as blueberries, pomegranates and Acai berries. Those antioxidants help the microvascular to heal and can boost the immune system.

Cigarette smoke does the opposite. One puff of a cigarette contains thousands of oxidants, which is like a chemical that encourages blood vessels to become clogged, much like a rusty pipe, resulting in the vital organs such as the skin, the liver and the kidneys and the heart to become choked.

These are key steps you can take yourself at home, and these need not be complicated or expensive. I advise an evaluation by your aesthetician, plastic surgeon or dermatologist to have a custom-designed skin care program for you and your skin.

Of course, what we put in our bodies is just as important or more important than what we apply topically to our skin. Proper diet and nutrition with adequate fresh vegetables, fruits, and other produce can provide the vitamins and minerals all of our vital organs need for proper metabolism, as well as adequate water intake to keep the entire body hydrated, and a regular exercise program to help sweat out physical as well as emotional toxins to keep our general health optimum.

For further information on medical-grade skin care products, a consultation with an aesthetician, a nurse injector, or with Dr. David Morwood, a board certified plastic surgeon, call or email the Revitalessence medical spa, or Dr. Morwood's office at (831) 646-8661. **ce**

# Dog Training Tips

By Pam Jackson



It turns out you CAN teach an old dog new tricks, but my advice would be to start teaching them early to avoid instilling bad habits in them.

I don't give them treats to reward behavior. I don't reward them to sit, I teach them to sit. I do a different type of training, it's old-fashioned, but it works.

If they do something wrong you give them a little tug. Even when you correct them, you praise them. Dogs are like kids in that they desire discipline—they reach out for discipline. They need to know what the boundaries are.

I'm asked often if a dog is too old to teach or to learn. It's best to start your dog early, but you can absolutely teach an old dog new tricks. It's never too late to train your dog, it makes them smarter. In fact, the more training you do, the smarter they get.

Follow these 10 tips for training your dog. For more in-depth training, seek out a certified dog trainer.

1. When your puppy arrives at your home (around 8 to 9 weeks of age), they should be confined to your house. I suggest to my students that visitors take off their shoes and wash their hands. At this age, a puppy will usually only have one vaccination, which will protect just a little bit against the parvovirus, which can be deadly. A puppy is usually fairly safe four days after the second vaccine. This does not mean the owner should be taking their dog everywhere yet, but the training can start at home. After the third vaccine, puppies should be doing their training around all kinds of distractions. Early training is essentially the best way to go. All bad habits are eliminated early.

2. DO NOT let your dog have the run of

the house when you first get them! House breaking is accomplished one step at a time. Try to confine your dog in certain areas, such as the kitchen or a laundry or utility room. You may also "crate train" a puppy. I keep mine next to my bed. You must train your puppy to go potty outside the house, not inside. I don't believe in "pee pads." They should have their last meal at about 5 p.m. and take their water away around 6-6:30 p.m. If they are running around and acting thirsty, offer them some water while holding the bowl so they do not drink too much. Take them out to go potty just before your bed time. As they age and get more trustworthy, you may give them a little more freedom in the house. House breaking is a "step at a time" process.

3. Do not play tug of war or wrestle with your puppy or older dog. This can bring on aggressive behavior in them. I see it all the time. Men are especially guilty of this being that it's a "man's thing." I just laugh. I suggest they throw a ball or play with a toy. This is the best way to play with your dog. No wrestling or tug of war!

4. For barking, digging, chewing, or jumping on guests or children, I would not recommend doing the training yourself. I use specialized training devices and techniques to deal with this type of behavior. Every dog is different so you can't use the same techniques or even same devices on all dogs. Best to call a professional!

5. Never take your dog off-leash unless they know what "come" means. This is one of the most difficult things to teach. I keep them on-leash most of the training course until I am confident they will come when called. The goal is to get them to

come the very first time they are called. The second time you call them may be too late as they are running across the street in front of a car. I cannot emphasize enough how important it is for your dog to come the very first time! This is one of the, if not the most important lessons, and the most difficult. I like them to be steady on a “sit-stay” and “down-stay” at a long distance before I even start recall.

6. Too many treats can put weight on your dog. They do not need a treat to go outside to potty or to do basic things. Some dogs are not even treat-motivated. I use treats sparingly and only after training is done. Praise is a treat that works!

7. I hear this all the time: “But my dog does everything I want in the house.”

Well, that’s because inside the home it’s a relatively controlled environment, where there are very few distractions. Most importantly, they need to know how to

---

**Dogs are like kids in that they desire discipline—they reach out for discipline. They need to know what the boundaries are.**

---

obey commands outside the home. They need to listen to you no matter what is going on around them — other dogs, people, squirrels, deer, and so forth. The first lesson, we talk about inside problems, such as jumping on people, barking,


digging, chewing, etc. The second week we start the outside work, which includes not pulling on the leash, heeling on a loose lead, sitting automatically when coming to a stop, doing a sit-stay, down-stay from a long distance, and coming when called. My course is nine weeks with each session lasting 30 minutes.

8. If your dog is fearful, commands such as “sit-stay” and “down-stay” will give them confidence. A fearful dog does not want to be that far away from their owner and teaching these commands are difficult and must be done a step at a time. If you insist they do it, they will learn to trust your judgment. It will take some time and patience, but it works.

9. You must train your dog at least five days a week, preferably seven days, to go on to the next learning process. They need this amount of time to learn, but you only need to do it 10-15 minutes a day to be effective. It’s the repetitiveness of doing the task that makes it work. Dogs don’t really need a lot of time to learn.

10. Praise your dog all the time when they do well. This makes them happy, and eager to learn! Tone is as important as anything. You have to be firm and not in a scolding tone. Do not say your commands with a question mark, such as sit (please), stay (please). Dogs pick up if there is a question mark in your tone of voice. If there is a question mark in your command, there will be a question mark in their head! Never yell at your dog, or get angry with them during training. Dogs love to work for you, and love the praise!

I am asked all the time: “Is it okay to let my dog sleep on the bed?” All three of our dogs sleep on our bed. Your dog is part of the family. Enjoy them and love them!

For more information, visit [pamjacksondogtraining.com](http://pamjacksondogtraining.com), call 831-679-2560 or email [picr@aol.com](mailto:picr@aol.com). 



# Grilled Lamb, Oranges and Artichokes Courtesy of Hyatt Carmel Highlands

SERVES 4

## INGREDIENTS

2 racks of lamb...portioned into individual chops-cap on  
¼ cup toasted pistachios  
Pomegranate seeds

## Salad

8 each Sicilian or baby Castroville artichokes-shaved thinly  
5 each baby fennel-shaved thinly  
2 tablespoons extra virgin olive oil  
6 mint leaves-ciffonade  
Supremes of 2 oranges, and the juice  
Pomegranate seeds

## Marinade

3 tablespoons extra virgin olive oil  
1 tsp. Mexican oregano  
2 tbsp. chopped zatar  
1 each preserved meyer lemon-brunoise  
1 anchovy filet  
1 tsp ground sumac  
2 cloves garlic-pasted  
2 tbsp. sherry vinegar  
5 each baby fennel-roasted & halved

## PROCEDURE

Rub lamb chops with marinade and refrigerate for 4-6 hours or overnight.

Before grilling let lamb come to room temperature for approximately a half hour...season with sea salt and grill over high heat... 3 minutes per side.

Combine all ingredients for the salad and season to taste. Place the grilled lamb on top of the composed salad and garnish with pomegranate seeds and pistachio.







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# IMPOWER Luncheon

**I**MPOWER began their 11th year of luncheons and raising money for area nonprofits benefiting girls and women with a sold out event at Corral de Tierra Country Club on Thursday, January 31st. The featured speaker was Stephanie Harkness. Harkness, a powerhouse entrepreneur, has been involved in a variety of businesses, most recently working with INDUS Holdings. Her tenacity and courage have enabled her to start out small and develop into successful, profitable ventures. Her willingness to take risks are key to her success. She encouraged the group to recognize that if the vision someone else has for our future is unacceptable, then it's okay for us to reject that storyline and create our own. A lesson the audience members eagerly embraced. As always, guests were moved by her story and wowed by her willingness to share her keys to success. Drea Blackwell from KSBW was the event emcee and did an amazing job keeping the event on track and moving along at the perfect pace. Gathering for Women was the featured nonprofit and funds were collected to benefit the vital services they are providing to homeless women in Monterey County.

Mark your calendar for our next IMPOWER luncheon which will feature Salinas Police Chief, Adele Fresé on May 9, 2019 at Corral de Tierra Country Club. The final lunch of 2019 will be held October 3 with keynote speaker Jeannette Witten. Tickets and sponsorship information can be found at [impowerwomen.org](http://impowerwomen.org).



1. Sue Storm and Jim Lipe.
2. Silent auction items.
3. A room full of IMPOWER guests.
4. Jenna Hanson Abramson.
5. Meryl Rasmussen and Catherine Kobrinsky Evans.

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# Big Sur Foragers Festival

The inspiration for the Big Sur Foragers Festival was born out of the popular Chanterelle Festival that had been discontinued. As a nonprofit that depends upon the generosity of individual donors and foundation grants, Big Sur Health Center was looking for a signature event as its main public fundraiser.

Soon ideas expanded into a general foraging theme, which although focused on all types of mushrooms, included the use of many other types of locally foraged foods.

During the Martin Luther King holiday weekend, area restaurants supported the event with special foraging-themed dinners. Hikes spotlighted the variety of interesting foods that can be foraged. The highlight of the weekend was the Fungus Face-off, which was held at Big Sur River Inn. In keeping with the desire to encourage buying locally, they partnered with Central Coast wineries and Bay Area chefs to showcase their immense creativity by providing an awesome array of delicious and imaginative dishes.

The Big Sur Foragers Festival was so fortunate to have the skies part and bring sunshine and warm weather for the Face-off. The event has brought in over \$30,000 so far, with several more donations on their way. The Big Sur Foragers Festival is grateful for everyone who participated to help make this year so successful!



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# 15th Annual Young Farmers & Ranchers Crab Feed

**O**n Saturday, February 9th, the Central Coast Young Farmers & Ranchers held their 15th annual Crab Feed at the Salinas Sports Complex. Tickets to the event were sold out within 60 days of going on sale in early September!

Over 300 people enjoyed all-you-can eat salad, risotto, garlic bread, and of course, crab. No one could have possibly left dinner and state they didn't get their fill of the chilled shellfish!

The evening included music from a local DJ and much line dancing took place. Mixing a number of musical genres to touch all ears, there was at least one tune that everyone could dance to.

A photo booth captured some rather creative partiers in their crab hats. A silent auction and a 50/50 raffle completed the fundraising activities, the benefits going to the Young Farmers & Ranchers Scholarship Fund.

Each year students attending college majoring in an agricultural curriculum are awarded scholarships from the proceeds from this event, along with funds raised from barbeque provided by Young Farmers & Ranchers throughout the year. In the past decade, Young Farmers & Ranchers has awarded more than \$75,000 in scholarships.

The event was chaired by Savanna Lindow for the second year and during the course of the evening, she was awarded Member of the Year for 2018.

Young Farmers & Ranchers is a committee of Monterey County Farm Bureau and is designed for young people between the ages of 18-35 who share an interest in improving themselves and agriculture. The program provides an opportunity for agriculturists to connect with individuals who have the same professional interests and challenges.



1. Guests dig in!
2. Fun times in the photo booth!
3. Greg Johnson, Event Committee member.
4. Savannah Lindow with her Member of the Year Award.
5. (l to r) Ron Blomquist, Rhonda Gomes, Lisa Meier, Lee Romines.

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# Rancho Cielo's Culinary Round Up

Photography by Richard Green

**R**ancho Cielo's Culinary Round Up celebrated its 10th year on February 24, 2019 with a sold-out crowd toasting the \$3 million dollars raised for Rancho Cielo and the Drummond Culinary Academy over that time. The party brings out residents dressed in fancy western attire from all parts of the county. The event was again chaired by Chef Bert Cutino and John Narigi.

The Monterey Plaza Hotel and Spa hosted 25 chefs, 15 wineries and two breweries creating a unique culinary evening in a stunning setting. Current students were paired with chefs as part of their education. A handful of graduates worked the event also, as representatives of their restaurant/employer.

Highlights of the evening included a video by Emmy-Award winning director Elizabeth Thompson and produced by the Boots Road Group sharing how Rancho Cielo transformed not only the life of graduate Anthony Turpin, but that of Founder Judge Phillips as well.

Rancho Cielo invests in all young people "at risk for success" through diploma education, vocational training, counseling and life skills development in a safe and affirming environment.



1. Founder Judge John Phillips toasts the 10th Annual event. (l to r) Ken (Cookie) Goebel, CEO Susie Brusa, Phillips, event chairs Chef Bert Cutino and John Narigi.
2. Rancho Cielo Board Member Lorri Koster with husband, Tommy.
3. Rancho Cielo Board Chair Mike Costa, Kim Costa, RC Vice Chair Pete Delgado.
4. Guests Jerry Rava and Ankar Fanoe.
5. Monterey Peninsula College Hospitality Program's dessert table with two Rancho Cielo students.





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Photo: Phil Doyle



## 2019 Central Coast Go Red For Women Luncheon

The 2019 Central Coast Go Red for Women Luncheon, held on February 15th at the Inn at Spanish Bay in Pebble Beach, raised \$137,000 to fight heart disease and stroke. Hosted by the American Heart Association, nearly 250 men and women proudly wore red, shared stories of survival and advocated for more research and swifter action for women's heart and brain health.

This year's program was chaired by Christianna Kearns, Senior Administrative Director of Cardiovascular, Pulmonary and Sleep Medicine at Salinas Valley Memorial Healthcare System, and emceed by KSBW News Anchor Erin Clark. Local resident Adrienne Pimentel shared her story of surviving a stroke in 2017, and subsequently a heart attack last August. Adrienne spoke about how the incidents have changed her life and she now works to make healthier choices like being more active and managing her numbers (cholesterol, blood pressure, weight).

The annual Go Red for Women campaign raises awareness that heart disease is the number one killer of women, and encourages them to take preventive measures to reduce their risk. Heart disease and stroke kills about one woman every 80 seconds – more than all cancers combined. The good news is that 80 percent of cardiac events may be prevented with education and lifestyle changes.

The Go Red for Women Luncheon is sponsored nationally by CVS and locally by Salinas Valley Memorial Healthcare System, Tyler Heart Institute of Community Hospital of the Monterey Peninsula, AT&T, Natividad Foundation, Taylor Farms, Coastal Grower Magazine and KSBW Action News 8.



1. Go Red for Women Emcee KSBW News Anchor Erin Clark with Sakata Seed America and Pebble Beach Fire Truck 22.
2. (l to r) Go Red for Women 2019 Event Chair Christianna Kearns, ELT Member Suzette Urguides and 2020 Chair Lavonne Chin.
3. Heidi Keller (center) and guest with Colleen Mann (right).
4. American Heart Association Executive Director of the Central Coast Monica Merryman and ELT Member Monette Thiele.
5. Heidi Keller and guest with Colleen Mann (center) and Tonya Vassler (right) pose with firefighters.



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# The Fund for Homeless Women

**T**he Fund for Homeless Women is a Field of Interest Fund of the Community Foundation for Monterey County. The Fund was established in 2012 to create and support programs that would serve the approximately 600 women who live without adequate shelter on the Monterey Peninsula. Since its beginning, over \$1.3 million have been raised and reinvested in the community- every year granting over \$200,000. One hundred percent of donor contributions are leveraged with almost 1,000 others to help make an impact and meet the ever—growing needs of women who are homeless.

Downtown Dining's Montrio Bistro has been the host to four successful sold out fundraising events—raising almost \$100,000 for this unique grassroots organization. This year, Manager Kathy Solley, Chef Tony Baker and their team at Montrio Bistro created an exciting evening of food and wine, which raised over \$30,000. Owner Tony Tollner (who attended the event), understands the importance of community engagement and remains committed to doing what he can to reinvest in the communities his businesses serve.

To learn more about the Fund for Homeless Women please go to: [www.fundforhomelesswomen.org](http://www.fundforhomelesswomen.org) or [www.cfmco.org/FHW](http://www.cfmco.org/FHW)



1. Tatum Tollner (daughter) and Tony Tollner, owner of Montrio Bistro.
2. Jill Wegenstein and Wendy Ograin.
3. Montrio Bistro, executive chef, Tony Baker and Cesca Dentice of Montrio Bistro.
4. (l to r) Kathy Whilden, Michael Reid and Marian Penn, FFHW Co-Founders.
5. Dina Stansbury and Marian Penn (co-founder of FFHW).

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