



Salinas Valley
CHAMBER OF COMMERCE

BUSINESS JOURNAL



Finally! Monterey County
Initiates Three South of
Salinas Road and Bridge
Improvements page 18



California International
Airshow Benefits Go Beyond
Dollars and Cents
page 24

Uncomfortable But Necessary: An Audit of Water Flow Data

Kevin Dayton, Government Affairs Liaison

On May 2, 2023, the Salinas City Council considered what appeared to be a relatively customary and boring meeting agenda item. They reviewed a 186-page Salinas Sanitary Sewer Master Plan Update prepared by a consulting firm.

The report identifies future city sewer needs and justifies sewer rate increases to fund necessary construction projects. As expected, the Salinas City Council accepted the report on a 7-0 vote.

Accepting it was a mistake.

It Was Important to Actually Read the Report

The Salinas City Council should have sent the report back to the consulting firm with specific directions on how to revise it. The reputable, experienced firm that prepared the report should have explained in writing to the city council and the public why it ended up using older data to develop the city's Sanitary Sewer Master Plan Update.

Before the May 2, 2023 city council meeting, your Chamber's Government Affairs Liaison read the report and noticed the consultant heavily depended on Monterey One Water (M1W) wastewater meter flow data from 2014-2017. The consulting firm also set

WATER FLOW see page 8

Chamber Dismayed by First Set of Audit Findings for Regional Wastewater Recycling Agency

Kevin Dayton, Government Affairs Liaison

Monterey One Water (M1W), known until 2017 as the Monterey Regional Water Pollution Control Agency (MRWPCA), is a water supply fulcrum for Lower Salinas Valley agricultural irrigation and Monterey Peninsula drinking water.

Three dominant economic sectors in Monterey County (agriculture, hospitality and military bases) now rely on a sufficient and reliable supply of M1W recycled water. Economic development, job creation, housing construction, and quality of life in Monterey County depend on the successful operations of this wastewater processing and recycling agency.

M1W can be a pivotal asset in achieving the Chamber's official vision of "a thriving, welcoming Salinas Valley where people, families and

businesses succeed via economic growth and opportunity." For this reason, your Salinas Valley Chamber of Commerce is dismayed by findings of shortcomings in past financial management at M1W. These shortcomings were revealed to the public in the first phase of what was intended to be a multi-phase independent audit of the agency.

These findings have intensified Salinas Valley Chamber of Commerce's concerns about the availability and accuracy of M1W water flow data — another facet of M1W operations that deserves an independent audit. Your Chamber is determined to make that data available to the public.

Who Runs the Regional Wastewater Recycling Agency?

Monterey One Water is a public Joint Powers Agency (JPA) made up of 11

government entities, with a Board of Directors consisting of 11 officials appointed by those entities as representation on the Board. M1W includes the City of Salinas (which supplies almost 50% of the system's municipal wastewater), Castroville/Moss Landing, and the Monterey Peninsula (except for Pebble Beach and Carmel/Carmel Valley/Carmel Highlands, which have their own wastewater recycling agencies).

Councilmember Anthony Rocha is the City of Salinas official representative on the M1W Board. On Feb. 6, 2024, the City Council voted 5-2 to remove Mayor Kimbley Craig as the city representative on the M1W board and replace her with Councilmember Rocha.

A policy-based explanation was never explicitly offered at

AUDIT see page 5



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A few from our team, from left:

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Chamber Remains Important Forum for Creating, Sustaining Relationships

By Jennifer L. Williams, SVCC Board Chair

We've completed the series of Focus Groups facilitated by Michaelle Stanford, PHRca, M.A., TPO, The HR Experts, and collected the results from the member survey that were designed to solicit our members' expertise regarding the qualities and characteristics you believe are essential for our next CEO. Thank you!

As expected, your survey answers and focus group participation provided Chamber leadership with valuable insights, advice and wisdom. Your comments boosted our excitement about our direction and clarified our ideas about the ideal focus of the Chamber in the coming years. Significantly, we confirmed how the Chamber remains an important forum for creating and sustaining relationships. I'm committed to making sure relationships remain an important part of the Chamber's culture.

I am also proud that the Salinas Valley Chamber of Commerce stood as a role model for gathering feedback from those we seek to serve. We are committed to closing the loop with all of you as I share next month what you've told us is needed for a new CEO and what we did with all of that quality feedback!

We are also thrilled to share that the Board of Directors has approved the nominations of six new board members to begin service in 2025. Following an objective review process evaluating nine applicants on 10 criteria that reflect the Chamber's leadership needs and its Diversity and Inclusion Policy, new members will include Tony Amezcua, Director, Bright Futures, Hartnell College Foundation; Michael Arensdorf, CPA, Partner, Scholl & Arensdorf LLP; Regina Gage, Executive Director, Meals on Wheels of the Salinas

Valley, Inc.; Fred Hooker, Retired Agri-Business Manager; Oscar Mora, Sales Manager, Blue Adobe Mortgage; and Veronica Plascencia, Sales Manager, KION. We look forward to working with these leaders next year!

In this issue, you'll see the new column highlighting the key issues being studied by the Government Relations

Committee. Kevin Dayton, Chamber Government Affairs Liaison, delves into the troubling audit findings for the Monterey One Water regional wastewater recycling agency and the critical need to audit and determine accurate water flow data. He also shares the good news that three South of Salinas road and bridge improvement projects are finally underway!

We are also gifted with the continued talents of Jasmine Bhardwaj, Marketing & Member Services Manager, Gabe Lopez, Membership Development Director, and Bryan Cabello and Cesar Chavez, Digital Marketing Specialists. I'm particularly excit-

ed about the opportunity to participate in the unveiling of muralist Amy Burkman's Youth Orchestra Salinas (YOSAL) Mural at United Way Monterey County on Wednesday, Sept. 4. They have planned several other events for September and throughout the rest of the year that you won't want to miss! 🌱



Your comments boosted our excitement about our direction and clarified our ideas about the ideal focus of the Chamber in the coming years. Significantly, we confirmed how the Chamber remains an important forum for creating and sustaining relationships.

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AUDIT - from page 1

the meeting to justify the vote. It was carried out over the objections of Mayor Craig, who had defended the rights of the City of Salinas to its various sources of wastewater supply conveyed to M1W. This includes municipal wastewater, industrial wastewater, stormwater and water from drainage ditches.

It is perhaps noteworthy that Mayor Craig had sent a letter (in June 2023) to the Monterey County Water Resources Agency (MCWRA) seeking more information on the availability of a guaranteed, long-term, sustainable water supply for the ongoing M1W expansion of the Pure Water Monterey project. As discussed below, the answer to this question has significant implications for the region.

Background of the M1W Audit

While various Monterey County government and business leaders

have been debating the theoretical adequacy of future water supply sources, your Chamber staff has been extracting water flow data from isolated references in public documents and organizing that data into systematic tables. On June 6, 2023, your Chamber sent a 10-page letter with 40 pages of exhibits directly to M1W asking for clarification on inconsistent water flow data. The letter also asked about the apparent long-term failure of a key water flow meter at the Salinas Area Pump Station. M1W responded with a comprehensive letter dated July 28, 2023, but it left some questions unanswered.

Other people wanted answers to their own questions about M1W. On Aug. 3, 2023, the Monterey County Joint Leadership Committee of the MCWRA and Monterey County Board of Supervisors held a special meeting and approved actions subsequently referred to as the "Monterey One Water 2023

Reconciliation Process." This is a multi-phase independent audit of the M1W water-recycling program. The audit was proposed to include expenses, billing practices, water supply, and perhaps additional components of the program.

Moving forward with the audit was an uncomfortable situation because of the existing critical relationships between MCWRA and M1W. For example, these agencies collaborate as partners on the Castroville Seawater Intrusion Program (CSIP), which has provided irrigation water to farmers since 1998.

And in 2015, the two agencies approved an "Amended and Restated Water Recycling Agreement" (ARWRA) that addresses terms and conditions for "new source waters" from the Blanco Drain, Reclamation Ditch and the City of Salinas Industrial Wastewater Treatment Facility and Conveyance System. Those new sources of wastewater are now available for recycling for

the Pure Water Monterey project. This project supplies additional irrigation water to the Castroville Seawater Intrusion Project (CSIP) and drinking water to the Monterey Peninsula.

Fate of a Proposed Desalination Plant Hovers Over Every Water Discussion

Sufficiency of regional water supply from recycled water has important implications for the future of another potential water production source: desalination. Significant opposition has long delayed a desalination plant proposed by California American Water Company (Cal Am), a private corporation that supplies drinking water to the Monterey Peninsula.

Cal Am applied to the California Public Utilities Commission for approval to build this desalination plant in 2012, after several desalination proposals as far back as 1993 were derailed for various reasons. One of

Continued to page 6

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those reasons was the significant cost of building and operating a desalination plant. Another reason was concern that an ample water supply from desalination would induce growth and development on the Monterey Peninsula.

Opposition to the latest proposed Cal Am desalination plant is often associated with an ongoing campaign for government takeover of the privately owned Monterey Peninsula water supply and distribution system. In November 2018, 55.8% of voters in the Monterey Peninsula Water Management District (MPWMD) approved Measure J, the “Monterey Peninsula Water System Local Ownership Feasibility Study Initiative.” It authorized a government takeover of the private water system if and when this action is deemed financially feasible. A takeover would be more expensive and less financially feasible if the system includes an operational desalination plant.

The Public and Its Elected Representatives Review the M1W Financial Audit

On July 22, 2024 — almost a year after authorization — the consulting firm in charge of the audit released a report explaining its findings related to phase one, M1W financial management and expenses. The Monterey County Water Resources Agency provided the audit report to the Monterey County Board of Supervisors on July 30. On Aug. 13, the Board of Supervisors, meeting as the Board Supervisors of the Monterey County Water Resources Agency, received the audit report and discussed it. Here are the seven findings:

1. Noncompliant Indirect Cost Methodology
2. Inconsistent Time Records
3. Noncompliance With Required Monthly Reporting
4. Accounting Practices and Limited Transparency
5. Percent Overcharged
6. Weak Control Environment

<p>Water Recycling Agreement Expenses Audit</p> <p>July 22, 2024</p>  <p>GPP Analytics Government Performance & Policy 2478 Tierra Dr, Los Osos, CA 93402 (805) 242-2071 info@gppanalytics.com www.GPPAnalytics.com</p>	<p>Table of Contents</p> <p><i>Transmittal Letter</i> 1</p> <p><i>Introduction</i> 4</p> <p><i>Findings</i>..... 8</p> <p> Finding 1: Noncompliant Indirect Cost Methodology 8</p> <p> Finding 2: Inconsistent Time Records..... 17</p> <p> Finding 3: Noncompliance With Required Monthly Reporting 22</p> <p> Finding 4: Accounting Practices and Limited Transparency 23</p> <p> Finding 5: Percent Overcharged 31</p> <p> Finding 6: Weak Control Environment 33</p> <p> Finding 7: Breaches of the Agreement..... 34</p> <p><i>Recommendation List</i> 35</p> <p><i>Attachments – Response from Monterey One Water</i>..... 37</p>
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Finding 5: Percentage Overcharged

- Based on Finding 1, indirect cost methodology.
- For the four-year audit period, this totaled \$1,110,117.41.
- We recommend that, per the Agreement, M1W reimburse the WRA this amount.

	FY 2018–19	FY 2019–20	FY 2020–21	FY 2021–22
Total Operating Expenses for WRA Programs	\$4,351,925.00	\$4,767,198.00	\$5,488,494.00	\$6,125,172.00
Overpayment of Indirect Costs as Calculated in Finding 1	\$64,226.76	\$175,362.29	\$343,192.18	\$527,336.19
Percent Difference From Expenses Charged	1.5%	3.7%	6.3%	8.6%

7. Breaches of the Agreement
The “Agreement” refers to the Amended and Restated Water Recycling Agreement between Monterey One Water and the Monterey County Water Resources Agency.

Among the most egregious findings was that M1W had overcharged MCWRA about \$1.1 million total over four years and needs to pay it back. There were also questions related to a separate “Reclamation Fund” that held about \$850,000.

At the meeting, the Monterey County Auditor confirmed that the audit was accurate. For its part, M1W provided a formal response asserting that the audit was “commissioned

with a preconceived bias” and “conclusions are almost exclusively based on a narrow interpretation of an ambiguous agreement.”

Recognizing the essential partnership between M1W and MCWRA, the Board of Supervisors urged officials of the two agencies to resolve the problems identified in the findings.

What Comes Next?

Proceeding with the planned second phase of the M1W audit (examination of source water and water supply) is important for your Chamber of Commerce and for the people and businesses of Northern Monterey County. It matters because openness, transparency and

accountability concerning source water and water supply and water flow measurement is critical for wise, coordinated multi-agency public policy decisions about regional water supply. Data will help local government officials to tackle this issue with a degree of separation from political considerations.

Since the Sumerians 5,000 years ago, control of water has meant control of civilization. Water can be provided or withheld to determine the political, economic, and social destiny of a region. Monterey County is not an exception. Your Salinas Valley Chamber of Commerce will continue its leadership on this issue. 🌱

Embracing the Idea of Sustainable Fashion: The Goodwill Way

By Goodwill Central Coast Staff

In a world where we take time to weigh our individual environmental impacts, sustainable fashion has emerged as a vital movement toward creating a healthier planet.

One of the simplest, yet most effective, ways to participate in this movement is by supporting organizations such as Goodwill. By donating items to Goodwill Central Coast and shopping at one of our 16 stores, you not only help extend the life cycle of clothing and other items but also contribute to community development and reduce waste.

The importance of the movement

Sustainable fashion focuses on creating a system that can be supported indefinitely in terms of environmental and social responsibility. This means reducing waste, minimizing environmental impact, and promoting ethical labor practices.

Traditional fast fashion, with its rapid production cycles and disposable mentality, contributes heavily to pollution, waste and unfair labor practices. Fast fashion contributes to climate change, waste and microplastic pollution. Studies show that the industry is responsible for 20–35% of microplastics in the ocean, and its carbon emissions are greater than those produced by international flights and shipping combined.

Fast fashion also produces millions of tons of clothing each year that end up in landfills, where they release harmful chemicals as they decompose. Many synthetic fabrics used in fast fashion can take hundreds of years to break down.

Fast fashion can also have negative social impacts, most notably in the form of worker exploitation. The industry's factories often have poor working conditions, low wages and unsafe conditions. Workers may



Getty Images

also be exposed to toxic chemicals used in the production process, which can cause diseases and are sometimes known carcinogens and hormone disruptors.

Why donate to Goodwill?

- **Extend the life cycle of clothes:** When you donate your gently used clothes and accessories to Goodwill, you give them a second life. Instead of ending up in a landfill, these items can be loved by someone new, significantly reducing waste and the demand for new clothing production.
- **Support job training and community programs:** Goodwill uses the proceeds from sales to fund job training, employment placement services, and other community-based programs. By donating, you're directly supporting these valuable services that help individuals improve their lives and gain meaningful employment.
- **Declutter your home:** Donating

items you no longer need or use is a great way to declutter your space. It's a win-win situation: you make room in your home while providing affordable clothing options for others.

Why shop at Goodwill?

- **Affordable fashion:** Our stores offer a wide range of clothing and accessories at very affordable prices. This allows you to build a stylish and unique wardrobe without breaking the bank, all while supporting a good cause.
- **Unique and vintage finds:** Shopping at Goodwill is like going on a treasure hunt. You can find unique, vintage and high-quality items that aren't available in regular retail stores. This adds a personal touch to your style and helps reduce the homogenization of fashion.
- **Environmental impact:** By purchasing second-hand items, you help decrease the demand for new products, which in turn

reduces the environmental impact associated with manufacturing and transportation. This simple act can significantly contribute to a more sustainable planet.

- **Help generate jobs:** Every single donation and purchase moves the community job needle in meaningful ways. Your generosity drives the GCC economic engine that helps individuals with disabilities and other barriers find meaningful employment and education opportunities.

How to get involved

- **Donate wisely:** Before donating, ensure your items are in good condition. Clean clothes, shoes, and accessories that are gently used are always welcomed. Donating items that are still useful ensures they can be effectively resold and reused.
- **Spread the word:** Encourage friends and family to donate and shop at Goodwill. Share your positive experiences and unique finds on social media to raise awareness about the benefits of sustainable fashion.
- **Shop regularly:** Make visiting Goodwill a regular part of your shopping routine. Frequent visits increase your chances of finding great items and help you develop a more sustainable shopping habit.

Supporting Goodwill through donations and shopping is a simple yet powerful way to embrace sustainable fashion. Not only does it help reduce waste and environmental impact, but it also supports community programs and provides affordable fashion options. By making mindful choices, we can collectively make a positive difference in the world. 🌱

WATER FLOW - from page 1

up a special project of temporary meters to measure wastewater flow in March and April of 2021, with the meters presumably located to provide supplemental information about “the seven flow-splits/diversions” in the city wastewater system.

This 2014-2017 data may not have offered an accurate perspective on City of Salinas wastewater production in 2023. M1W has reported a significant decline in municipal wastewater influent to its Regional Treatment Plant over the past several years (although the annual data it reports over time is not always consistent). The population of Salinas has been declining. People have been more judicious with their water use because of high rates.

Why not use data more recent than 2014 to 2017? A potential clue within the report are two references to “anomalies” in M1W water flow meter data from “the latter half of 2018 through 2020” that apparently made that data unreliable.

Your Chamber’s Government Affairs Liaison emailed key M1W and City of Salinas wastewater personnel asking what happened with the flow meter. He also asked why the consulting firm didn’t use flow meter data that M1W reports on a monthly basis to the Central Coast Regional Water Quality Control Board. Shortly before the city council meeting, a M1W official responded via email with a statement that did little to answer the questions.

City Council Passes on an Opportunity to Learn the Truth

At the city council meeting, your Chamber’s Government Affairs Liaison encouraged the city council to ask the consulting firm and M1W officials about the use of old data and the flow meter anomalies. He contended that the

city council and the public should know why recent water flow data was unreliable and therefore not incorporated into the report.

Councilmember Steve McShane heard the comments and asked the consulting firm to explain the data and the flow meters. A representative of the consulting firm evaded answering the questions. The city council then moved on to other thoughts.

As revealed in documents subsequently obtained through a public records request, officials of Monterey One Water, the City of Salinas, and the consulting firm strategized in advance to avoid answering the questions. Emails obtained from M1W include these comments: (1) “I would like to talk to you about this. This is on the city’s agenda tonight. I will give you a call shortly. Hopefully you are available to chat.” and (2) “FYI not sure if they will come to the meeting, and ask the same question but we probably should have a good answer in hand. The same

question might come through one of the Council members.”

They ended up devising a “good answer in hand.” It wasn’t the real answer.

Not Time Yet to Move On...

One official published document besides the 2023 Salinas Sanitary Sewer Master Plan Update references a flow meter malfunction. The 2022 City of Salinas Industrial Wastewater Treatment Facility (IWTF) Annual Report states that “On Feb. 24, 2022, Cooper Controls completed flow meter installation and certified meter for IWTF that needed to be replaced because it malfunctioned and stopped reading flow.” No further information is found in this annual report or in any earlier annual reports about this flow meter malfunction.

In the past year, the Chamber obtained several emails, generally devoid of larger context, that suggest all three effluent flow meters affiliated with City

of Salinas wastewater may have been malfunctioning at unknown times for uncertain reasons from 2018 into 2022. These flow meters are at the TP1 (Treatment Plant 1) Salinas Area Pump Station, the TP1 Salinas Industrial Wastewater Direct Diversion, and the Pond 3 Pump Station. If as many as three flow meters were malfunctioning over a five-year period, this may explain why different agencies have reported flow data that doesn’t match up when compared.

Or, it may not. We do not have enough information to know.

Chamber Requests Local Governments to Take Specific Actions

Your Salinas Valley Chamber of Commerce is insisting that the Monterey County Board of Supervisors and the Monterey County Water Resources Agency (MCWRA) Board of Directors proceed with the originally planned source water/water supply second phase of the independent audit series known as the “Monterey

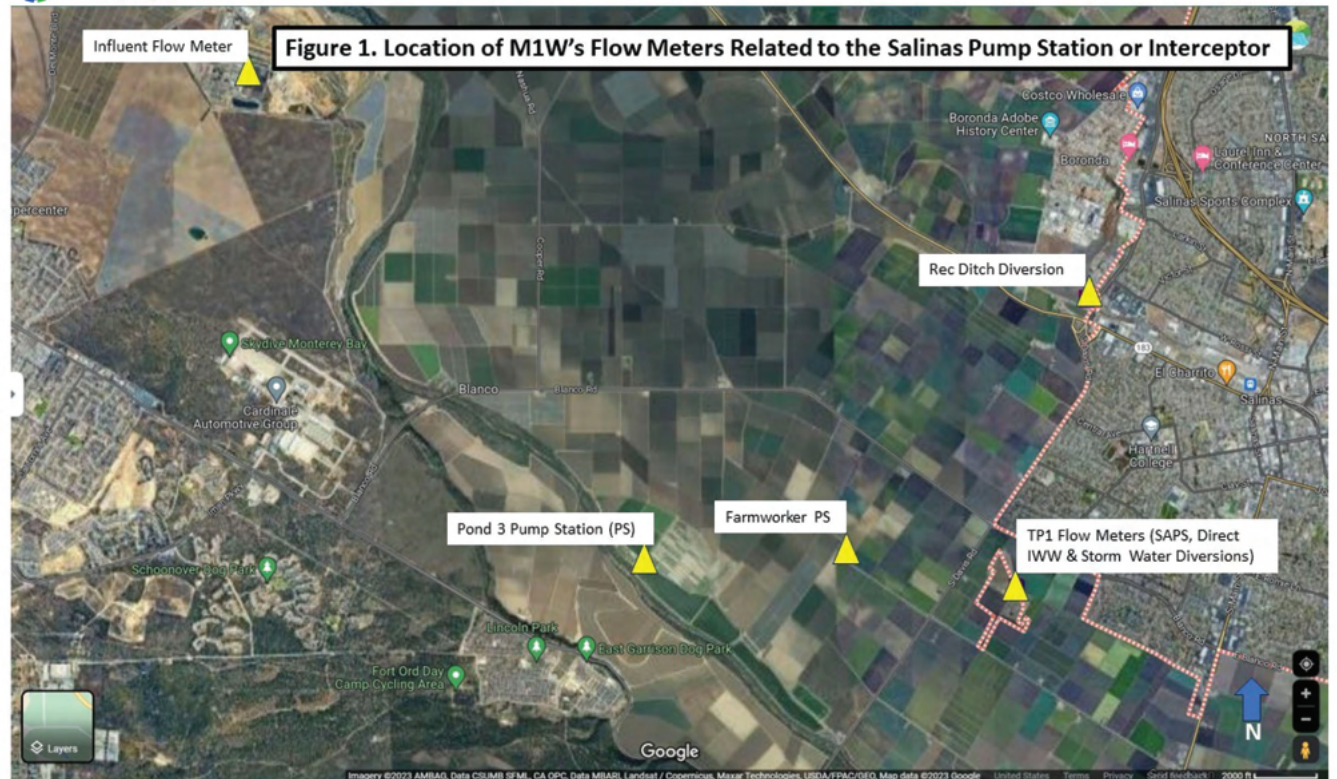


Figure 1. Location of M1W's Flow Meters Related to the Salinas Pump Station or Interceptor

One Water 2023 Reconciliation Process.” This would answer questions no one has been willing to answer in public.

In addition, your Chamber has an ultimate policy objective: routine production and publication of monthly and annual flow maps for the complete Monterey One Water recycled water system. At each water diversion identified on the map, a table would show the influent or effluent amounts reported by the flow meters. Ideally, this map would include data so accurate that slight differences in flow between locations would reveal the amount of wastewater leakage or loss within the system.

When the Monterey County Board of Supervisors held its series of water workshops in 2022 to seek a collaborative path forward

on water supply, it should have established the creation and maintenance of such maps as a measurable and reasonable goal. These maps would serve as data-based foundational documents that show what’s really going on with flow in the recycled water system.

The board can still establish this policy. And it should, now.

Without trustworthy flow data, our local government officials will feel pressure to make critical decisions about water policy based on special interest demands, political considerations and emotional appeals that stir up voter passions but don’t actually accomplish anything. It’s time for local government leadership to change how their agencies handle water issues. Your Chamber asks for that change. 🌱

AMBASSADOR SPOTLIGHT BRENT CALVIN



Brent Calvin is a marketing executive with over 35 years of experience on California’s Central Coast. He has worked with major media corporations, property management companies, national non-profit organizations and is an expert in new media marketing as well as all traditional advertising methods. He brings all of that experience to making sure Disaster Kleenup Specialists is the first thing you think of when disaster happens.

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MEMBER NEWS



Monterey County Pops! Names New Associate Conductor

The Monterey County Pops! Board of Directors is pleased to announce the appointment of David Bruce Adams as their first Associate Conductor. Adams will work closely with Pops! Music Director and Conductor, Dr. Carl Christensen, to plan and present a growing number of free public performances, high school residencies, and other educational activities throughout Monterey County. "David Adams is very respected by all our Monterey County Pops! musicians. Thanks to community support, our board is fully committed to continually improving and expanding our programs throughout Monterey County. David will play a key role in making the experiences for every school, student, and family member more memorable and meaningful. His experience as a public school music educator will be especially critical as we further expand our reach and deepen the impact of our award-winning programs," notes Board President Steve De Carli. Since 1993, Adams has been Music Director of the Foothill Symphonic Winds and previously served as Assistant Conductor of the San Jose Municipal Band. He is retired from a long career as a music educator with the Palo Alto Unified School District and still maintains a close connection with school programs as a music festival adjudicator for the California Music Educators' Association and several private festival companies. He has served as Principal Trumpet of Monterey County Pops! for more than 30 years. He is a graduate of Boston University and holds a Master's Degree from San Jose State. He is active as a professional trumpet performer in the San Francisco Bay Area where he has performed with the San Jose Symphony and Opera, and San Francisco Wind Ensemble. Other performances include Natalie Cole, Roberta Flack, Johnny Mathis, The Temptations, Manhattan Transfer, Moody Blues, and numerous shows, bands, orchestras and chamber groups.

CHRIS CAIN LAW

Chris Cain Law Reaches Milestone: 1000th Traffic Ticket Defense in Monterey County

Chris Cain, a dedicated and highly experienced criminal defense attorney in Monterey County, proudly announces his 1,000th traffic ticket defense. With over five years of specializing in traffic tickets, DUIs, speed contests, and other criminal defense cases, Cain's in-depth knowledge of the vehicle code continues to give him an edge in the courtroom. "Officially, it's a thousand tickets. But that's just since I started keeping track. The real number is higher," says Cain, who is well-known for his vigorous defense strategies and meticulous attention to detail. Unlike many criminal defense attorneys in the county, Cain frequently takes on traffic ticket cases, often achieving outstanding results for his clients. "Few criminal defense attorneys in the county fight traffic tickets. I definitely fight more than anyone in town," he says confidently. Cain's passion for criminal defense began long before his legal career. "It started before I became a lawyer, when I was in college, and I represented myself and won," he recalls. This personal experience laid the foundation for what would become a hallmark of his practice. Over the years, Cain has defended friends and family members, including his mother. "I even fought my mother's stop sign ticket when she was a professor at MPC about 10 years ago. It turns out that the signs on campus were not up to code, and I beat her case," Cain recounts.

"Some might say I win cases on technicalities. But those technicalities are our Constitutional rights." Cain's success in traffic ticket defense underscores his extensive understanding of the vehicle code, which proves invaluable in handling more serious misdemeanors like DUIs. "Many DUI investigations begin with traffic stops," he continues, "and if there is no legal basis for the stop, the entire case might be thrown out." His dedication to fighting for his clients has solidified his reputation as Monterey County's go-to attorney for traffic-related and misdemeanor cases. Chris Cain Law is accepting new clients and offers free consultations. Cain can be reached at ChrisCainLaw.com or (831) 296-0060.



CASA of Monterey County Announces Monica Tovar, President and CEO of TMD Creative, Joins Board of Directors

Court Appointed Special Advocates (CASA) of Monterey County is proud to announce that Monica Tovar has joined the Board of Directors as of July 1, 2024. As President & CEO of TMD Creative, Monica comes with over 20 years of experience creating and overseeing multi-level marketing strategies for multiple businesses, government agencies and non-profit organizations. Her passion for the community has led her to sit on multiple boards and committees such as Salinas Valley Health Foundation, United Way of Monterey County, Big Sur Land Trust, Monterey County Rape Crisis Center and Hartnell College's Women's Education & Leadership Institute. "I value the work that CASA does for our foster youth and couldn't be more thrilled than to serve this amazing organization," she says. CASA Board Chair Danny Little echoed her enthusiasm, saying "Monica brings a wealth of dedication to CASA's mission, as well as professional experience, local connections, and positive energy. We are delighted to welcome her to CASA's board." CASA of Monterey County recruits, trains and supports community volunteers who advocate for children and youth in foster care, upholding their rights while pursuing a safe and permanent home. CASA has recently expanded services and now also provides advocates who serve youth in juvenile justice.



MEMBER NEWS



**BIG SUR
LAND TRUST**

Big Sur Land Trust Secures \$71.1 Million Federal Grant Support for Regional Climate Resilience Efforts

Thanks to a recent federal grant, the California Marine Sanctuary Foundation is leading a collaborative, multi-institutional project to build climate resilience for the Monterey Bay area's low-lying, coastal communities threatened by sea level rise, storm surge, and flooding. We are extremely excited about this \$71.1 million federal investment and what it means for the coalition of partners working in our region. Our director of stewardship, Patrick Riparetti, said, "A total of \$5.4 million will advance wildfire fuels-reduction projects on three of Big Sur Land Trust's nature preserves and support floodplain restoration efforts for the Carmel River FREE Project. These initiatives will enhance forest and rangeland health, protect surrounding natural and human communities, and address historic flooding issues. We are also excited about how this transformative work will deepen our engagement with local communities, tribes, and other partners. This is an amazing collaborative effort, made possible by this generous NOAA investment and the leadership of the California Marine Sanctuary Foundation. We are honored to work together and grateful to be able to put this meaningful work into action."



Youth Orchestra Salinas (YOSAL) Welcomes Jeffrey de Seriere as New Music Director

The Youth Orchestra Salinas (YOSAL) is pleased to welcome Dr. Jeffrey de Seriere as the Orchestra's new Music Director. "Dr. de Seriere's dedication and passion for music education have already made a significant impact during his time as Interim Music Director, and we are excited to have him continue in this role." A passionate and talented musician, de Seriere brings high-level experience, dedication to the community, and artistic vision to YOSAL. We look forward to seeing the continued growth and success of our young musicians under his direction," said Ameena Maria Khawaja, Executive Director of YOSAL. De Seriere's extensive background in music education and conducting includes a Doctorate in Conducting from Northwestern University, Illinois, as well as mentoring young musicians as the Director of Large

Ensembles at Cabrillo College. De Seriere made his international conducting debut with the Cal State Long Beach Wind Symphony in Seoul, South Korea and also led the award-winning ensembles at Orange County School of the Arts and California School of the Arts (San Gabriel Valley), where his groups consistently earned superior ratings at local and regional music festivals. In 2015, he was chosen as one of six conductors to lead The United States Army Band "Pershing's Own." Prior to teaching at Cabrillo College, he served as Interim Director of Bands and Visiting Assistant Professor of Music at Wartburg College, Iowa. "Jeff will focus on nurturing musical talent, educational initiatives, community engagement, and artistic vision. He will conduct and mentor YOSAL musicians and Teaching Fellows, select repertoire, and foster an inclusive and equitable environment to elevate YOSAL's youth to new heights," said Berniz House, YOSAL Development and Community Engagement Manager, a Salinas resident, and arts advocate. YOSAL also introduced its Teaching Fellowship program for Strings, Woodwinds, Brass, Percussion, and early music education (OrcheSTARS!). These fellowships offer a unique job opportunity for local college students and recent graduates interested in music education to gain real-world teaching experience leading instrumental classes while also receiving mentorship and specialized training from professional musicians and teaching artists, including de Seriere. "His appointment marks a new chapter for YOSAL, and the orchestras are excited to embark on this journey under his direction. YOSAL eagerly anticipates the growth and achievements its students and community will reach with Jeff at the helm."



MONTEREY COUNTY VINTNERS & GROWERS

Monterey County Vintners & Growers Association Announces Helena Welsh as New Director

The Monterey County Vintners & Growers Association (MCVGA) proudly announces the appointment of Helena Welsh as its new Executive Director, effective immediately. Welsh brings extensive experience in the wine industry, having served as the Executive Director of the Lake County Winery Association for the past six years. Her dedication to promoting sustainable practices and enhancing community engagement aligns perfectly with the mission of MCVGA. "We are excited have Helena join MCVGA with leveraging her passion and

experience in the Wine Industry with sustaining our momentum in promoting our Monterey Wine Region," said Silvano Botta, Board Treasurer of MCVGA and Regional Director, Central Coast Vineyards for Constellation Brands. "Her vision and values align with ours and the future looks bright with Helena stepping into the Executive Director role. She is a team player and knows for us to succeed as region we need to work together as Vintners and Growers." Prior to joining MCVGA, Helena has served on several boards, including but not all, President of the Rotary Club of Clearlake, President of the Lake County Chamber of Commerce and Board Director for the Lake County Wine Alliance. In her new role, she will focus on enhancing marketing efforts, advocating for legislative support, promoting sustainable viticulture practices and policy by collaborating closely with the board of directors and stakeholders to strengthen the Monterey County wine community. "I am honored and excited to lead MCVGA during this exciting time for Monterey County's wine industry," said Welsh. "I look forward to working closely with our members, industry partners, and the community to build upon our region's reputation for producing world-class wines. Agriculture is very important to me and I am proud to share Monterey's history of farming with the world." About Monterey County Vintners & Growers Association: The Monterey County Vintners & Growers Association (MCVGA) is dedicated to promoting and supporting the Monterey County wine industry. Through advocacy, education, and collaboration, MCVGA strives to enhance the economic and cultural vitality of the region while ensuring sustainable growth and development.

Relay For Life Not Just an Event, But a Beacon of Hope in Fight Against Cancer

By Athena Tracey, American Cancer Society Volunteer



Getty Images

The 27th annual American Cancer Society Relay For Life of the Salinas Valley will be held again in the Salinas City Center on Saturday, Sept. 21, 2024. The event will be held from 4:00 to 9:00 p.m., starting with a heartwarming lap honoring cancer survivor and their caretakers, followed by the many teams involved in the Relay.

The evening will have entertainment from many local bands and performers, food vendors, a Kids Zone area, and the opportunity to buy a ticket to win a 2024 Honda donated by The Del Grande Dealer Group, Salinas Honda. The evening will end with time for reflection and remembrance during the moving luminaria ceremony, lining the track with illuminated candle bags with the names of those lost to or battling the fight against cancer.

The Salinas City Center (formerly Old Town Salinas) was "colored purple," the official Relay color, on Aug. 22 during the Paint the Town Purple event to officially kick off this year's Relay. Main Street posts hold

banners honoring cancer survivors and those who have lost the battle against cancer. This year's Relay is the third year the event will be held in the Salinas City Center, where it is expected to be for many years to come.

Relay For Life is not just an event, it's a beacon of hope in the fight against cancer. It's the largest fundraiser worldwide, providing crucial research funding and a variety of services for patients. In the last 26 years, the Salinas Relay for Life has raised over \$17 million, a testament to the power of community and collective action. Last year, we were #1 in the state, raising more than \$520,000. This is the impact we can make when we come together. Let's continue to inspire and motivate each other to make a difference.

We encourage you to take part in this year's Relay as a team, sponsor or volunteer. Please visit www.relayforlife.org/salinasca.

We hope to see you in the Salinas City Center on Sept. 21 to be part of this great community event. 🌿



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Full-circle-consulting.com, tmatz.fcc@gmail.com, (831) 809-4152



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Workplaces are Important Setting for Suicide Prevention Efforts

By Andrea Tolaio, Suicide Prevention Service of the Central Coast

Suicides take a high toll. Over 800,000 people die by suicide every year and it is the second leading cause of death in 15-29-year-olds. There are indications that for each adult who dies of suicide, there may be more than 20 others attempting suicide.

According to the U.S. Bureau of Labor and Statistics (2022), there are more than 160 million people who are a part of the U.S. workforce today. Work is one of the most vital parts of life, powerfully shaping our health, wealth and well-being. When people thrive at work, they are more likely to feel physically and mentally healthy. This creates a responsibility and a unique opportunity for leaders to create workplace environments that support workers.

Employers can play a vital role in suicide prevention

Historically, suicide, mental health, and well-being have been underrepresented in workplace health and safety efforts, but this is changing. Workplace factors that can increase the risk of suicide are:

- Low job security, low pay and job stress
- Access to lethal means, like medications and firearms
- Work organization factors such as long work hours, shift work
- Workplace bullying

Workplaces are an important setting for suicide prevention efforts

Workers spend a significant amount of time at work and co-workers and supervisors often notice important changes in thoughts or behaviors that may be signals for increased suicide risk. Additionally, most people who die by suicide are of working age (16-64). Many workplaces are engaged with improving worker mental health and well-being, but are still reticent to consider and include suicide prevention.

These are warning signs to watch:

- Expression of thoughts or feelings about wanting to end their life, or talking about feeling hopeless or having no reason to live.



- Expression of feelings of isolation, loneliness, hopelessness or loss of self-esteem, or dwelling on problems.
- Withdrawal from colleagues, decrease in work performance, completing tasks.
- Changes in behavior, such as restlessness, irritability, impulsivity, recklessness or aggression.
- Speaking about arranging end-of-life personal affairs such as making a will, or concrete plans for suicide.
- Abuse of alcohol or other substances.
- Depressed mood or mentioning of previous suicidal behavior.

What you can do if you are worried about a colleague:

- Express empathy and concern, encourage

them to talk, and listen without judgment.

- Ask if there is anyone they would like to call or have called.
- Encourage them to reach out to health or counseling services inside the organization, or to call 988.
- If your colleague has attempted to or indicates that they are about to intentionally harm themselves, remove access to means and do not leave them alone.

GET TRAINED! IT'S FREE!

Contact us to schedule a Suicide Prevention Awareness Training. It is only 50 minutes in English or Spanish. Contact Carly Cuevas at cuevas.a@fsa-cc.org, call (831) 246-8147, Ext. 39 to schedule a training. 🌱

When Nature Show Us Who is in Control

By Norm Groot, Monterey County Farm Bureau

Last year's heavy rainfall shows that nature and weather influence how much food farmers can produce.

In Monterey County, the 2023 Crop Report notes a decline in production value of nearly 7% due to weather conditions that growers faced throughout the year. While the value of crops produced exceeded \$4.35 billion in 2023, that's a decline of nearly \$300 million in crop production from 2022.

Yes, Mother Nature is indeed in control of what farms can produce each year (but all farmers know this risk).

Early in 2023, the Salinas Valley and the Pajaro Valley areas of our county experienced extensive flooding due to heavy rainfall events. Along the Salinas River, levee systems were overtopped, top soil washed away and trash and debris remained as waters receded. The Pajaro River levee system experienced a catastrophic failure, inundating the Pajaro community and flooding many acres of farmland (primarily strawberry fields).

When all was tallied up, over 20,000 acres of farmland went underwater during these flood events. Aging levee infrastructure was to blame for both river system failures, but the Salinas River also has a capacity issue due to a lack of channel maintenance for flood control.

Flooded fields needed remediation efforts, levees reconstructed, trash and debris removed, and pathogen testing for food safety compliance had to be completed before fields could be replanted. For many of these acres, growers lost their first crop of the season because of the extensive process needed to get fields back into production.

Then, the region experienced cooler spring and summer season weather, delaying crop growth and,



ultimately, harvest. In particular, the winegrape harvest season was delayed into October and November due to this cool weather pattern that persisted.

Overall, the decline in production impacted vegetables and leafy green crops the most. A majority of the top 10 crops lost production value in 2023 due to the uncooperative weather.

Added together, the weather assumed control of how much farmers could produce for much of the year. In addition to the reduction in crop value produced, this impacted the bottom line of many farming operations not only due to the loss of production but also the costs of clean-up and field remediation.

While local production supply for our nation's marketplace is important, Monterey County growers exported over 268 million pounds of products to countries as diverse as Taiwan and Saudi Arabia. Monterey County is a global marketplace that contends with multiple risks and market fluctuations each year.

What farmers and ranchers

experienced in 2023 was that perfect storm of weather-related challenges; the impacts of weather have always had control over production values, and when multiple weather disasters happen in one year the result is a wider economic impact.

It goes without saying that farmers cannot control the weather, but they can do their best to manage some of the risks involved in growing quick turn crops each season. Last year demonstrated that management of these risks can overwhelm the best of farm management practices.

The Monterey County Crop Report takes a theme of "Together We Rise" by highlighting the recent decade of challenges that farmers, ranchers, and viculturalists have endured — drought, wildfires, flooding and the pandemic. But those are not the only challenges, as Sustainable Groundwater Management is forcing increasingly difficult conversations about water use, farming practices, land repurposing, and resource development projects; those costs and impacts have yet to be fully realized.

Let's not forget about the on-going battle with exotic pests and diseases that plague our crops each year — the bugs are winning! These damaging invaders are highlighted in the Crop Report by the number of pest detections conducted by the Ag Commissioner's office.

While our Crop Report shows a decline in production values, the resiliency of the farming community is evident in the continued optimism that the next year will always be better. Yes, farmers may be the eternal optimists, but part of that is based in the ability to adapt and change to the situations as they arise and be early adopters of new technology that enhances the agronomics of farming.

Local farms recovered from the flooding with little in state and federal aid programs, and continue to produce without much support from Farm Bill programs. This is the pride of specialty crop production and the ability to produce food products that enhance our daily diets and health.

But, yet, much of that control is in how the weather cooperates. 🌱

How Many Different Crops Are Grown Each Year?

By Norm Groot, Monterey County Farm Bureau

Monterey County is widely known as the Salad Bowl of the World — we produce more lettuce, spinach, and other leafy greens than any other region of the country. Even one of our TV stations uses the call letters KSBW denoting the significance of the Salad Bowl of the World.

Salinas Valley is also known for strawberries, artichokes, and wine grapes — significant crops that contribute to our mix of fresh food products grown here locally.

Add in cauliflower, broccoli, and celery and that's already a good variety of crops. But it doesn't stop there. We have so many other crops produced in Monterey County that contribute to the agricultural economy each year.

Did you know farmers grow leeks, bok choy, chard, cilantro, and kale here? carrots, cabbage, fennel, and mushrooms? radishes, brussels sprouts, garlic, and parsley? These are just some of the other vegetable crops that are planted in our fields each year.

How about the over 40 different varieties of wine grapes? Everyone enjoys our Chardonnay, Sauvignon Blanc, Pinot Noir, and Cabernet Sauvignon, but we also have unusual varieties such as Marsanne, Semillon, Charbano and Tannat. All these varieties contribute to a robust wine-grape sector that produced nearly \$200 million in 2023.

Fruits and nuts include avocados, olives, lemons, blackberries, and walnuts, all grown here in Monterey

County. There are also farms growing barley, beans, oats, and alfalfa.

Monterey County has honey production, nursery stock and cut flowers, seed production, and livestock (rangeland cattle). We also have a robust cannabis sector that increased production to \$360 million in 2023.

But our mainstay crop remains leafy greens, totaling nearly \$1.3 billion in 2023, including varieties of romaine, butter leaf, endive, green leaf, red leaf and spring mix — most of this ending up in value-add packages for consumer convenience.

All together, these crops add up to over 150 varieties of vegetables, berries, citrus and cattle produced each year, helping to meet market demand and consumer preference.

Our fields are almost always

planted because of confluence of weather, water and soils that make it possible to produce these fresh food crops. Each year the mix changes somewhat, mostly due to field rotations that enhance soil health and help to break the cycle of pests and diseases.

We are indeed fortunate to have such a diverse array of crops in production each year, balancing our economic stability and providing over 60,000 jobs for local residents.

And this variety is the very definition of intense agriculture.

You can check out the full 2023 Crop Report, learning more about the challenges that farmers and ranchers face each year, at the Monterey County Farm Bureau website at www.montereycfb.com.

Monterey County Top Crops 2023

Strawberries:	\$903 million
Leaf Lettuce:	\$782 million
Head Lettuce:	\$493 million
Broccoli:	\$468 million
Wine Grapes:	\$194 million
Cauliflower:	\$188 million
Celery:	\$173 million
Spinach:	\$138 million
Nursery Stock & Flowers:	\$128 million
Livestock & Poultry:	\$115 million



Valley of the World Awards Celebrates, Honors Agricultural and Educational Leaders in Salinas Valley

By Lisa Josephs, National Steinbeck Center

In 2005, the National Steinbeck Center established the Valley of the World Awards, growing out of a food and wine festival that celebrated the rich bounty of the Salinas Valley to showcase the best, brightest and most innovative in the agricultural community of Monterey County.

From that beginning, it was a short step to honor the men and women who make it possible for the rest of the nation and the world to enjoy these products. The awards night became an annual moment to pause the endless hard work it takes to get the job done. It became a night to celebrate and honor the drive towards excellence that so many agricultural and educational leaders in the Salinas Valley have.

The Valley of the World awards are made up of three awards. The Education Award recognizes those individuals who through their teaching and efforts has inspired and nourished a lifelong love of learning. The Ag Leader Award honors individuals who have broken new ground and/or their innovative work has changed or added significantly to the industry while making a difference in the community in which they live. The Hall of Fame Award honors individuals who have led by example and are recognized as role models in the agricultural industry. Honorees are/were involved in the betterment of the community at large.

Now in 2024, the National Steinbeck Center is making another momentous change in these on-going awards. Instead of a single night to pause and reflect on the people who made and continue to make the Salinas Valley a world leader in agriculture, the Center is moving towards an enduring acknowledgement of the honorees.

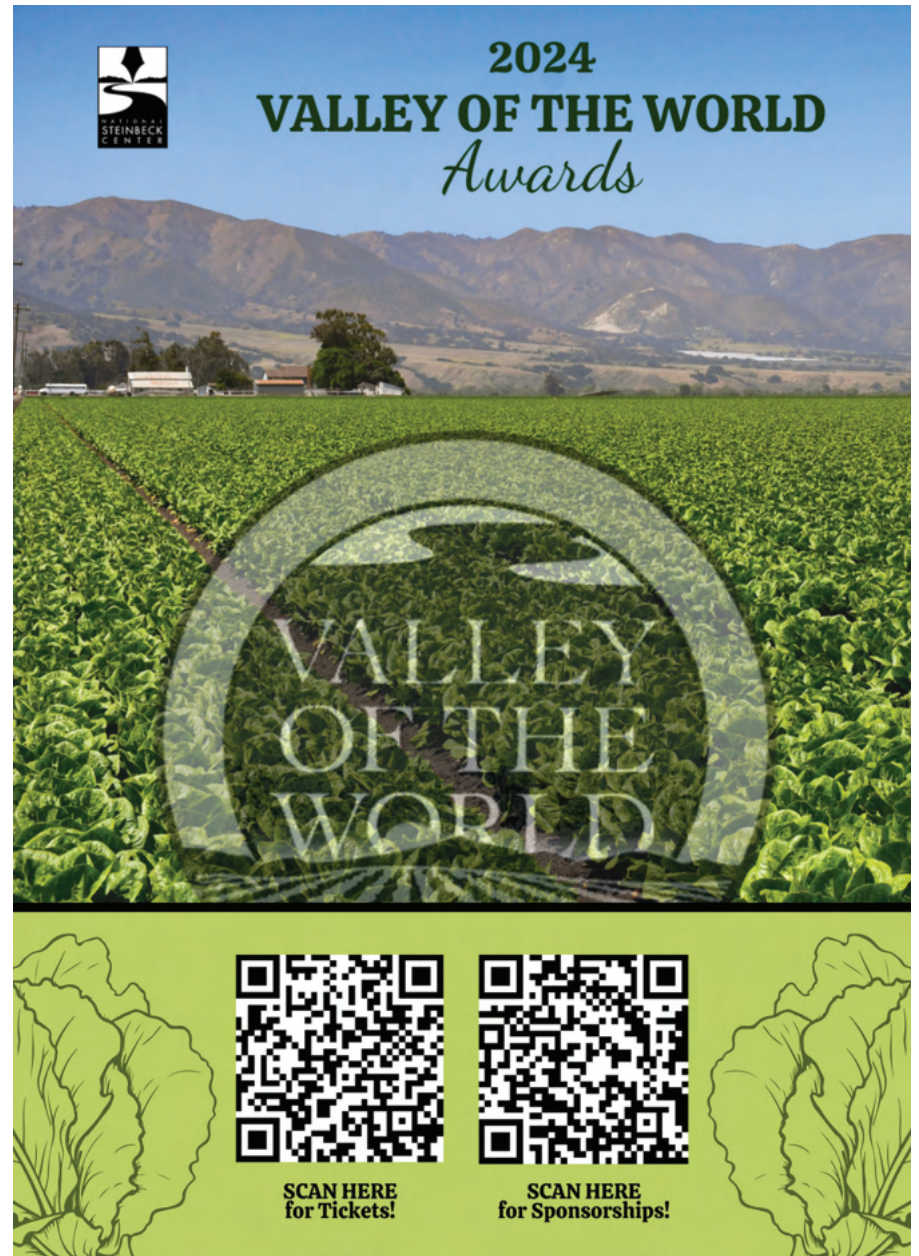
The National Steinbeck Center is proud to announce the opening of a new, permanent exhibit in the John Steinbeck Exhibition Hall, dedicated to all Valley of the World Award honorees. Their names, year of acknowledgement, and award title will appear on a screen, alongside artistic interpretations of the beautiful Salinas Valley, our "Salad Bowl of the World."

This allows us to have an ever-changing exhibit that honors, educates and connects our community and guests from all over the world with our people and businesses that make up the wonderful agricultural community here in Monterey County. With this exhibit, we are assembling high-tech styling and combining it with artifacts from John Steinbeck's legacy.

Local artists McKenzie Floyd and Steve Zmak have lent their painting and photographic expertise to this historic project. The mural painted by Floyd depicts a large swath of the Salinas Valley, providing a panoramic backdrop to the exhibit. The photography of Zmak highlights three key themes behind the Valley of the World Awards: produce, people and progress.

Together with a quotation from a Steinbeck letter from which the phrase "valley of the world" comes, this new exhibit creates an enduring space for the honorees to be acknowledged. In future years, the addition of the names of the new class of honorees will be part of the annual dinner. This exhibit combines the on-going work in the Salinas Valley with the legacy of John Steinbeck, whose words so perfectly captured the beauty of this valley and the spirit of its people.

This year's Valley of the World Award Honorees will be celebrated



with a dinner featuring local treasure, Salinas City BBQ and our Premiere Wine Vendor, Corral Wine Co. Special keynote speaker Steve McIntyre, President of Monterey Pacific, will help us celebrate our 2024 Honorees: The Education Award Honoree Nick Pasculli, Ag Leader Award Honoree

Kim Stemler and Hall of Fame Award Jefferson Farms!

Tickets and sponsorships are still available at Steinbeck.org. The National Steinbeck Center is a 501(c)(3) nonprofit corporation. Your sponsorship or donation is tax-deductible and has an enduring impact. 🌱



RIBBON CUTTINGS & CHAMBER EVENTS

by Chamber Staff



Grand Opening and Ribbon Cutting with Chris Cain Law

Chamber members celebrated the opening of Chris Cain Law's second office. With over a decade of experience, Chris Cain is a renowned attorney. Attendees met Chris and his team, learned about services, and celebrated the expansion. We're excited to welcome Chris Cain Law to Monterey County and look forward to its positive community impact.



Grand Opening and Ribbon Cutting of Youth Navigation Center - Safe Place Salinas

Community Human Services, Chamber members and dignitaries celebrated the opening of this vital resource for homeless youth. Safe Place Salinas offers essential services like clothing, meals and support. Attendees were able to tour the center, meet the staff, and share their visions for the center's impact, marking a hopeful future for Salinas' young adults.



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Finally! Monterey County Initiates Three South of Salinas Road and Bridge Improvements

By Kevin Dayton, Government Affairs Liaison



For many years, Chamber members have joked — or complained — about the dismal condition of roads in the agricultural area directly south of Salinas.

This area includes three major passageways between the Monterey Peninsula and the City of Salinas: Blanco Road, Davis Road and Highway 68. It is also where the city-county animal shelter and city wastewater facilities are located.

Blanco Road, Reservation Road, Davis Road, Hitchcock Road and Foster Road have been notorious for potholes and “alligator cracks” in the pavement. An additional complaint often heard is that Davis Road is closed in the winter because of the inadequacy of the bridge over the Salinas River.

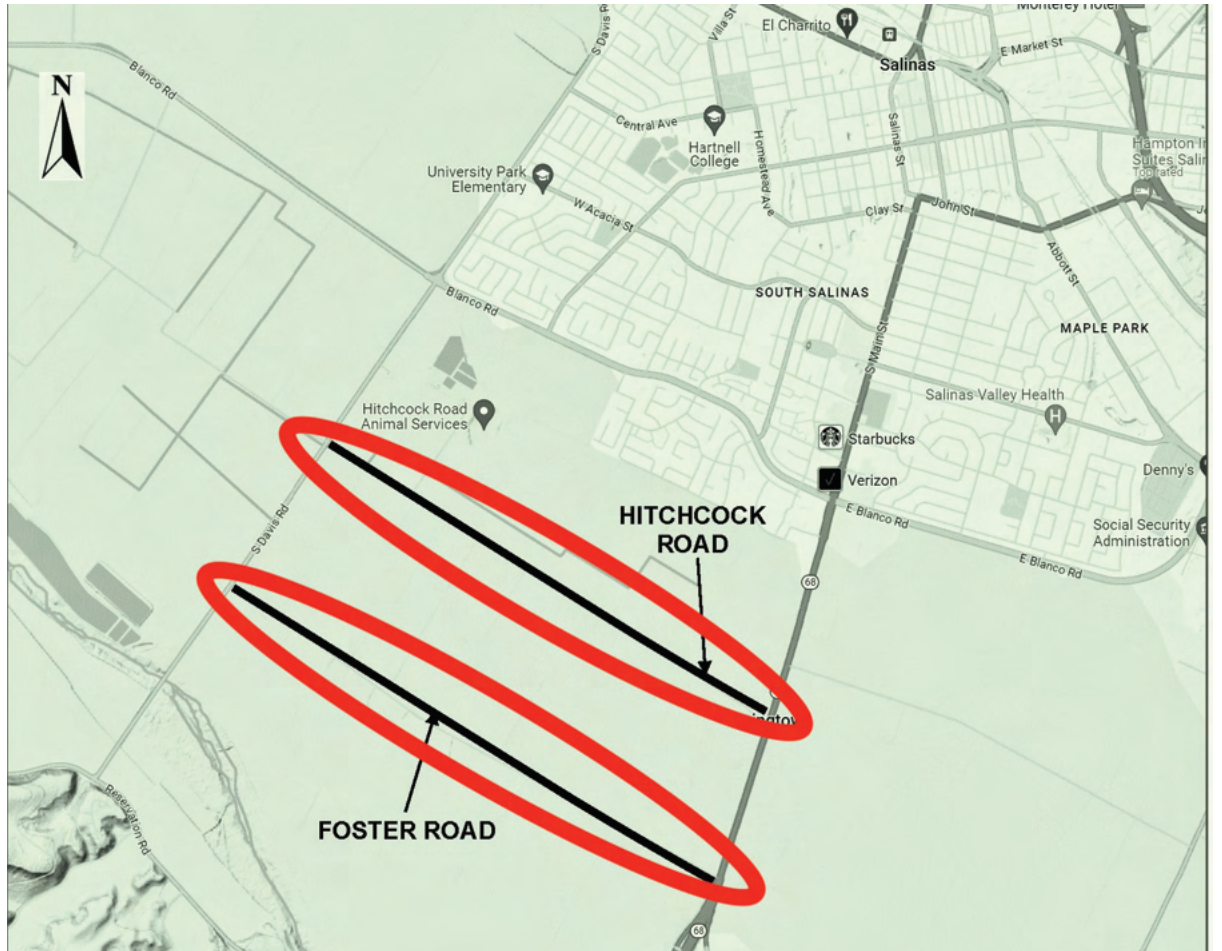
Now, the County of Monterey is using your tax money to improve these roads and replace the bridge. Here are three ongoing projects to improve driving conditions and make local commerce more pleasant.

Reconstruction of Hitchcock Road and Foster Road

Construction Cost: \$4.7 million

Total Cost: \$6.1 million

Hitchcock Road and Foster Road are under



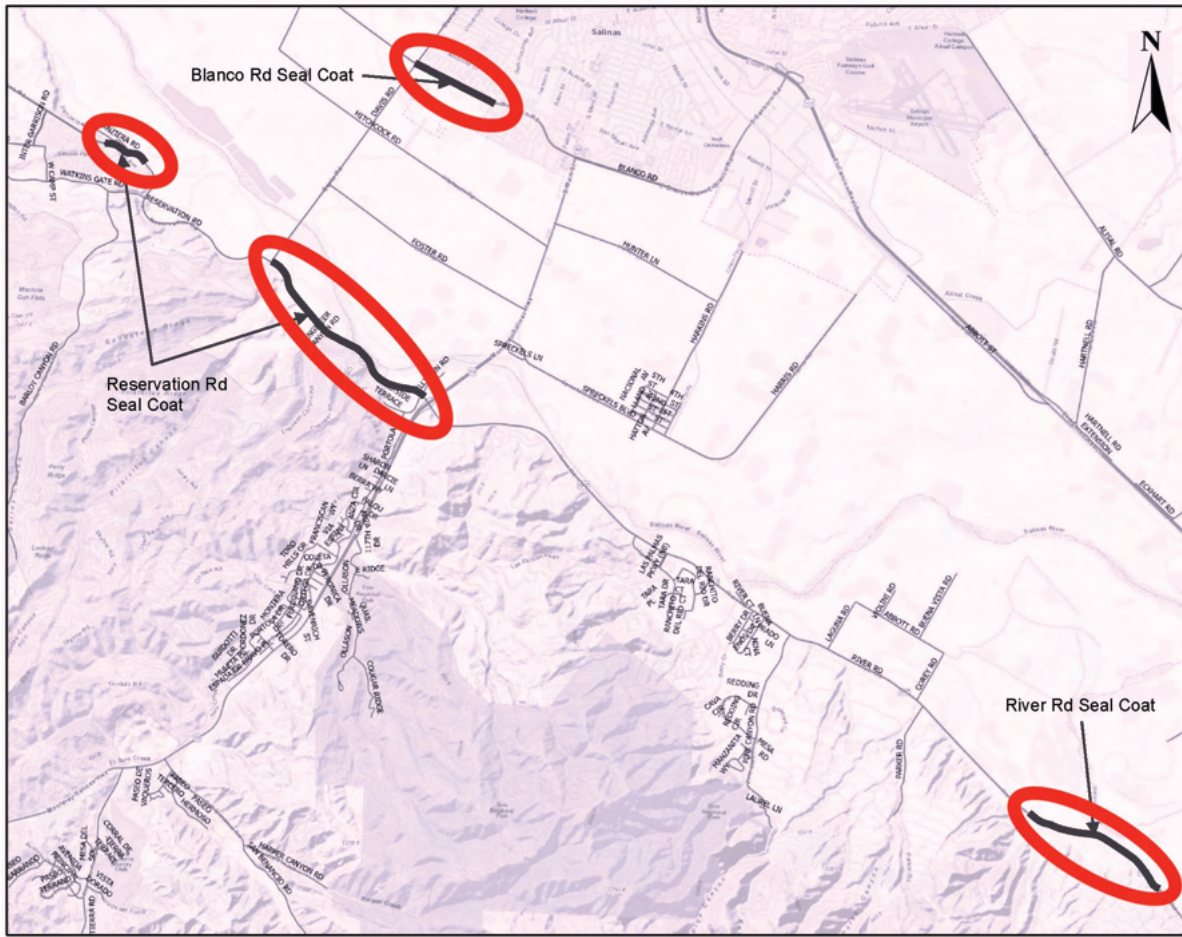
Location of Hitchcock Road and Foster Road Reconstruction Project.

the jurisdiction of Monterey County (they are just outside the city limits of Salinas). On July 7, 2024, the Monterey County Board of Supervisors awarded a construction contract to Granite Rock Company of Watsonville for the Hitchcock Road and Foster Road Reconstruction Project.

Two revenue sources fund the project. One is sales tax revenue collected by the Transportation Agency for Monterey County (TAMC) as authorized by Measure X, approved by county voters in

November 2016. The other source is tax revenue collected by the State of California as authorized by Senate Bill 1, a road maintenance and rehabilitation program passed by the California state legislature and signed into law by Governor Jerry Brown in 2017.

Why is the cost so high? These four miles of roads have deteriorated badly, beyond the point of maintenance. Granite Rock Company will have to reconstruct the existing roadway by pulverizing



Location of Fiscal Year 2024 Monterey County Slurry Seal Project.

the existing pavement section and reutilizing it as road base. Then, the base will be covered (overlaid) with hot mix asphalt (HMA) concrete.

Slurry Seal Coat on Blanco Road and Reservation Road

Total Cost: \$4.3 million

Construction Cost: \$3.6 million

Construction work may have slowed you down recently on Blanco Road (from Davis Road to Luther Way) and on Reservation Road (from Davis Road to Portola Drive and from East Garrison Drive to Panziera Road). On May 14, 2024, the Monterey County Board of Supervisors awarded a construction contract to Coastal Paving and Excavating of Monterey for a pavement-sealing project on parts of Blanco Road, Reservation Road, and River Road. Total length of the road maintenance is 4.2 miles.

To extend the operational lifespan of existing pavement, this work includes pavement spot repairs, applying an asphalt seal coat on the existing pavement, and adding new traffic delineation stripes. It is funded from the Transient Occupancy Tax (TOT) paid by hotel guests and



A street can be preserved with street resurfacing, before it degrades to a bad condition. Street resurfacing is far cheaper (90%) than street reconstruction. Letting a street degrade to the point where it needs to be reconstructed is a very expensive proposition.

— Business Journal April 2023

from Measure X sales tax revenue.

Notice that this slurry seal project addresses about the same length of road as the Hitchcock Road and Foster Road reconstruction project, but the cost is about 40% less. This cost difference can be explained by considering “best management practices” for road and street pavement maintenance.

An article in the April 2023 Business Journal (“The Streets of Salinas: Deteriorating Streets and Sidewalks Still Not Fixed”) cited a

statement on the City of Salinas Public Works Department website explaining why deferred maintenance on roads ends up costing more: “A street can be preserved with street resurfacing, before it degrades to a bad condition. Street resurfacing is far cheaper (90%) than street reconstruction. Letting a street degrade to the point where it needs to be reconstructed is a very expensive proposition.”

Voters approved the county’s transportation sales tax in 2016 (as Measure X) after rejecting the idea in 1988, 1996, 2006, and 2008. Unfortunately, the decisions of voters to reject local sales taxes over a 28-year period to pay for road maintenance probably ended up costing taxpayers more money in the long run. (Of course, people who voted against the sales tax and subsequently moved away or died didn’t have to pay for it — they passed the bill to future generations at a higher cost.)

Davis Road Bridge Replacement and Road Widening Project

Gas and Electric Utility Relocation Cost: \$8.7 million

Estimated Total Cost: \$96.5 million

Current Funding Shortfall: \$24.5 million

You may have noticed that Monterey County has closed Davis Road between Hitchcock Road and Reservation Road during the day (except for Sundays). This closure allows PG&E contractors to relocate 1,668 feet of an existing natural gas pipeline and relocate overhead electrical distribution lines and poles in preparation for the county’s “Davis Road Bridge Replacement and Road Widening Project.”

Monterey County plans to replace the existing bridge over the Salinas River with a new pre-cast concrete girder bridge built to contemporary standards. This will allow Davis Road to stay open throughout the year, even when the water level is high on the Salinas River during rainy seasons. The new bridge will also conform to current seismic standards to withstand future earthquakes.

The bridge will include two lanes in each direction (four lanes total) to “accommodate future demand” for traffic from places such as the new East Garrison development. In fact, the county will also widen the rest of the 2.1 miles of Davis Road between Blanco Road and Reservation Road, from two lanes total to four lanes.

Also incorporated into the Davis Road

Continues on page 20



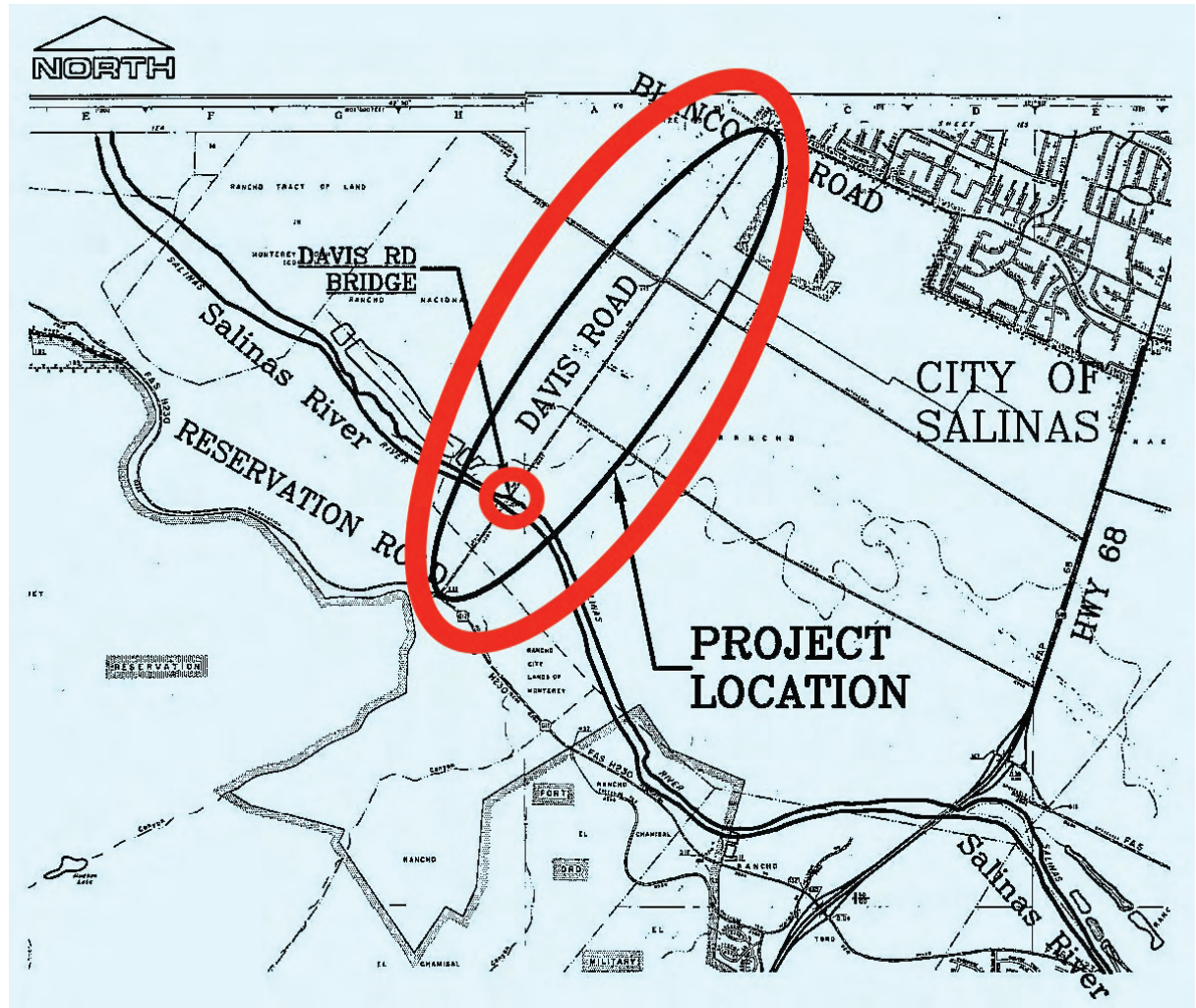
A natural gas pipeline on Davis Road in mid-August.

Continued from page 19

widening will be class II bike lanes (extra pavement striped for one-way bike travel) and a bus queue at the intersection of Blanco Road and Davis Road. To increase travel times and help achieve state-mandated reduction of greenhouse gas emissions, the county will replace the traffic signal at the intersection of Reservation Road and Davis Road with a roundabout.

Planning for this project has gone on for many years. State-mandated environmental review was conducted in the mid-2010s. On Jan. 10, 2023, the Monterey County Board of Supervisors approved an agreement with the City of Salinas to prepare for new vehicle access to the existing adjacent Salinas Industrial Wastewater Treatment Facility (SIWTF). The county has also acquired private property adjacent to Davis Road for the project.

There are numerous federal, state, regional, and local funding sources for this project, including allocations from the now-dissolved Fort Ord Reuse Authority (FORA) and traffic-related developer impact fees paid by East Garrison developers. However, the project still needs more funding for full completion. Monterey County continues to seek federal budget appropriations (“earmarks”) for the Davis Road Widening and Bridge Replacement Project through U.S. Reps. Jimmy Panetta and Zoe Lofgren. 🌱



Location of Davis Road Bridge Replacement and Road Widening Project.



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What's Your Chamber's Government Relations Committee Talking About This Month?

SEPTEMBER 2024

By Kevin Dayton, Government Affairs Liaison

Your Salinas Valley Chamber of Commerce Government Relations Committee had 18 members at its most recent meeting on Wednesday, Aug. 14. The Committee discussed several priority issues.

1 Committee members expressed concern about the latest round of rental property regulations proposed at the Aug. 13, 2024 Salinas City Council Housing and Land Use Committee meeting. As before, your Committee is most concerned about the ongoing proposal for restricting rent increases to as low as 2% annually, without consideration of adjustments for inflation rates.

2 Committee members also discussed three other proposed restrictions in how landlords can manage their rental properties:

- A. Imposing the rent increase cap retroactively to Dec. 31, 2023, thus requiring landlords to reimburse tenants for any rent increases since that date that are over the set limit (perhaps to be set as low as 2% per year).
- B. Prohibiting landlords from including utility charges in a rental agreement if the rental unit does not have a meter to measure usage specifically for that unit.
- C. Requiring landlords to allow extended family members as additional occupants of a rental

unit under certain conditions. Committee members acknowledged that extended families often crowd together in single units in the City of Salinas. However, committee members were dubious about the legality of this proposal. It would force landlords to accept conditions that may jeopardize tenant health and safety and violate the law in other ways. In addition, it would compromise the right of property owners to decide who lives in their rental properties.

3 The Committee voted to recommend to the Chamber Board of Directors that it approve a letter to the Salinas City Council opposing the proposed rental regulations, with inclusion of exhibits substantiating the Chamber arguments.

4 Committee members were dismayed by the just-released financial audit of Monterey One Water. They recognized that this regional wastewater recycling agency has not sufficiently addressed past concerns of the Chamber and other organizations about the accuracy of water flow data.

The Committee recommended to the Board of Directors that it authorize the Government Affairs Liaison to do the following on the Chamber's behalf: (1) continue ongoing efforts to collect and compile water flow data from various agencies to identify inconsistencies,



Government Relations Committee

and (2) continue ongoing efforts to seek a complete and thorough explanation for an apparent multi-year failure of a critical Monterey One Water meter that measures wastewater flow at the Salinas Area Pump Station.

5 Rumors continue to circulate about the City of Salinas hiring consultants for professional services and issuing construction permits to move forward with construction of a massive Amazon warehouse. The City of Salinas has provided no information to the general public about any of this.

The Committee authorized the Government Affairs Liaison to participate in any community meetings about the Amazon warehouse set up by city councilmembers or city council candidates, with the perspective that the Chamber has not taken a position on the warehouse itself but objects to lack of city transparency about the project.

6 As reported to the Committee, shortly after the Chamber sent a letter to the California Coastal

Commission supporting the SURF! Bus Lane and Bus Rapid Transit (BRT) Project, Commission staff released a recommendation against granting a permit to Monterey-Salinas Transit (MST) to build it.

7 The Candidate Review Committee will soon convene for interviews and recommendations of endorsements of candidates for Salinas Mayor, Salinas City Council, and Hartnell Community College District Board of Trustees. In response to inquiries about interviewing candidates for additional local public offices in South County and the Monterey Peninsula, the Government Affairs Liaison noted that diligent, quality interviews and post-interview discussions take a lot of time, and the Candidate Review Committee members are volunteers with busy schedules. That limits how many candidates can be interviewed. 🌿

Are you interesting in joining the Salinas Valley Chamber of Commerce Government Relations Committee? It simply requires that you or your employer or organization is a Chamber member. For more information, contact Government Affairs Liaison Kevin Dayton at kevin@salinaschamber.com or at (831) 869-6592.



UPCOMING EVENTS

- **Impact Center Mural Project Ribbon Cutting**

Wednesday, Sept. 4, 2024 • 5:00 - 7:00 p.m.

Mid-Town Lane, Salinas City Center

Join United Way Monterey County (UWMC) and the Salinas Valley Chamber of Commerce in celebrating the launch of the UWMC Community Impact Center Mural Project with a ribbon-cutting ceremony on Wednesday, Sept. 4, from 5:00 pm to 7:00 p.m. at Mid-Town Lane, in Old Town Salinas. Guests will participate in the unveiling of muralist Amy Burkman's Youth Orchestra Salinas (YOSAL) Mural and are invited to enjoy light appetizers and learn about phase 2 of the Mural Project. The Impact Center Mural Project is transforming 12 panels on the Mid-Town Lane side of the Community Impact Center with art.

- **Lunch and Learn with ARCPPoint Labs**

Tuesday, Sept. 10 • 12:00 - 1:00 p.m.

119 E Alisal St., Salinas

Join us for a Lunch and Learn hosted by the Salinas Valley Chamber of Commerce featuring Spenser Smith, the Lab Director of ARCPPoint Labs of Monterey Bay. ARCPPoint Labs offers a comprehensive range of laboratory testing and screening services in Monterey County. Smith will speak on the Gaize marijuana impairment detection platform, an AI-empowered headset capable of performing sobriety checks for employees and recording the results for later expert analysis. Don't miss out on this informative opportunity — register today. Additionally, a Zoom option is available for remote participation.

- **Chamber Member Orientation**

Tuesday, Sept. 17 • 12:00 - 1:00 p.m.,

119 E Alisal St., Salinas

Join us for an informative orientation with Gabriel Lopez, Membership Director of the Salinas Valley Chamber of Commerce. Whether you're a new or prospective member, discover how the Chamber can assist you in achieving and exceeding your marketing objectives. This event will be held at the Salinas Valley Chamber of Commerce office, with a Zoom option available for those unable to attend in person. Don't miss this opportunity to learn more. If you have any questions, please contact Gabriel Lopez at Gabe@salinaschamber.com or call (831) 751-7725.

- **Grand Opening of Elevo**

Thursday, Sept. 19 • 5:00 - 6:30 p.m.

1093 S. Main St., Suite #212, Salinas

Join Elevo for a special event in Salinas. We are thrilled to announce a ribbon-cutting ceremony for our new office. Come celebrate with us as we officially open our doors to the community. The event will feature speeches from local dignitaries, live music and light refreshments. Additionally, we are hosting a hiring event on the same day at our new office location. If you're looking for a rewarding career opportunity, we invite you to meet with our team and learn about the positions available. We are seeking enthusiastic individuals to join our team and help us create outstanding experiences for our customers. On-the-spot interviews will be conducted. Don't miss this chance to take the first step towards a fulfilling career with us.

- **ITNMontereyCounty 100,000th Ride Celebration & Ribbon-Cutting**

Thursday, Oct. 24 • 5:00– 8:00 p.m.

WeatherTech Raceway Laguna Seca

1021 Monterey-Salinas Highway 68, Salinas

We're celebrating a significant milestone in Monterey County. The community and media are invited to the ITNMontereyCounty (Independent Transportation Network Monterey County) 100,000th Ride Celebration. ITNMontereyCounty, founded in 2012, provides dignified rides to anyone over 60 years of age or those with visual impairments over age 18. This free event will include a hosted wine reception and delectable food. The celebration will commence with a reenactment of the 100,000th ride. Additionally, there will be an opportunity to enjoy hot laps and go-cart rides. Join us in celebrating this remarkable achievement and support ITNMontereyCounty's ongoing mission to provide essential transportation services to our community. If you have any questions, email info@itnmontereycounty.org or call (831) 233-3447.

RSVP at salinaschamber.com



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For more information: www.salinaschamber.com



California International Airshow Benefits Go Beyond Dollars and Cents

By Mac McDonald, Salinas Valley Business Journal Staff

The California International Airshow Salinas, which holds its 42nd annual event Sept. 27-29, has raised almost \$9 million for local nonprofits and charities in its four decades. But there are other benefits that can't be quantified by dollars and data alone.

"There's also the social benefit that the Airshow brings to the community," says Harry Wardwell, who returned in 2018 as executive director after retiring from the position in 2012

after serving 10 years. "There's a strong sense of community spirit that comes out of the Airshow, the spirit of volunteerism."

Wardwell says that there are second and even third generation of volunteers who work at the Airshow every year and that just attending and seeing aircraft flying by and other aircraft displayed on the ground can be inspirational.

"That happens a lot, it can be an inspiration for all ages," he says. "The sense of pride and patriotism

that can come from the Airshow is huge."

In addition to the \$9 million raised over the 40-plus years, there's also a benefit to the business community, the restaurants, bars, hotels, shops and more. An economic development report released in 2015 revealed that the Airshow brought in \$.4.5 to \$5.5 million in business during the weekend. "And that was almost 10 years ago!" says Wardwell, a Salinas businessman and former banker, who also served on the boards



There's a strong sense of community spirit that comes out of the Airshow, the spirit of volunteerism.

— Harry Wardwell

of Salinas Valley Health (as board president), California Rodeo Salinas and served a year on the board of our own Salinas Valley Chamber.

“There are 450 airshows in the U.S. and Salinas is a mid-sized one, but in terms of community-based volunteers, it's one of the top in the country. We've raised nearly \$9 million over the years,” says Wardwell, who adds that the Airshow invites more than 70 local organizations to provide volunteers and other help. “Salinas is well thought-of in the industry and performers love coming here.”

This year's Airshow, held at the Salinas Municipal Airport just off Highway 101, is headlined by the U.S.A.F. Thunderbirds, the Air Force's version of the Blue Angels and a top-line aerial flight team in their own right. The other attractions over the weekend include:



- The U.S. Patriots Jet Team
- The incredible “Wall of Fire”
- C-5M Super Galaxy - NEW
- Jon Melby in his Pitts - S1B
- Brad Wurston MX2 Aerobatics
- Cory Lovell flying the Sukhoi 26
- Dueling Sukhoi's
- Smoke & Thunder Jet Car
- KC 135 Refueling Demo
- P-51 Warbirds
- Melby & Wurston in an exciting dueling performance
- Lucha Libre - Empire Wrestling Federation
- Smoke & Thunder Jet Car

In addition to the aerial spectaculars, the Airshow has a number of so-called static displays

of aircraft, including the massive and jaw-dropping C-5M Super Galaxy transport plane, the almost equally huge C-17, two T-130 fighters and much more. There's also “ground” entertainment, including the Smoke & Thunder Jet Car, the incredible Wall of Fire (a literal wall of fire!) Empire Wrestling Federation's wild and colorful Lucha Libre wrestlers, plus educational and entertaining exhibits, including Chevron-sponsored STEM exhibit and the Carl's Jr. Kid's Zone.

There's also Maverick's Lounge, a gourmet food, wine, beer and cocktail lounge with dancing and the exclusive President's Club VIP experience to enhance the festivities.

For all the details and to buy tickets, go to: www.salinasairshow.com. 🌿

Carry Trades and Their Place in Global Markets

By Ryan Hastie, Hastie Financial Group

The first full trading week of August 2024 saw a global market selloff. On July 31, the Bank of Japan announced it would raise interest rates 25 basis points (0.25%) to 0.25% to combat a slide of the yen against the U.S. dollar.

This marked the second time in 17 years that Japan has raised interest rates, with the first coming in March when Japan reversed its long-standing monetary policy and increased rates from minus 0.1% to a range of 0 to 0.1%. This led to an “unwinding” of the yen carry trade. This unwinding, or investors selling out of their positions, led to a marked global market decline that saw Japan’s Nikkei (Japan’s stock market) plummet 12.4% in one day, the largest ever single-day decline in its history.

A carry trade is a complex investment strategy that involves borrowing money in a currency with a low interest rate (e.g., Japanese yen) and investing in another currency that offers a higher interest rate (e.g., U.S. dollar). The investor hopes to take advantage and profit from the interest rate differential between the two currencies. This strategy is not unique to currencies — investors might implement a carry trade to invest in any asset with a higher expected return, such as equities (stocks), commodities or fixed income (bonds).

Put simply, a carry trade is the return an investor generates by holding (or “carrying”) an asset, such as a currency or commodity, for a certain period. Although this strategy does not solely rely on appreciation of the asset, it can affect the overall risk and return of the trade. Carry trades have been widely used in foreign currency investing (also known as foreign exchange trading, or forex trading) for

decades. However, this investment strategy involves a high degree of risk that also requires optimal market conditions and extensive expertise to execute successfully.

A common carry trade seen over the past several years has involved the Japanese yen — due to the Bank of Japan’s loose monetary policy, including eight years of negative interest rates. As this policy weakened the yen, it created opportunities for global investors to pair it with higher interest rate currencies, including the U.S. dollar, in a carry trade strategy to increase returns.

Investing inherently contains risk and each type of investment contains its own unique set of risks — carry trades are no different. A carry trade’s primary risks are volatility of the underlying, lower interest rate currency or changes in interest rates, which has been particularly evident with the recent global selloff following actions by the Bank of Japan.

Potential gains in the interest rate differential can be affected by appreciation of the lower-yielding currency. To further complicate matters, The U.S. Federal Reserve (Fed) is poised to begin cutting interest rates following an aggressive rate-hiking campaign in 2022 and 2023. As rates in the U.S. begin to decline, this would further reduce the interest rate differential between a strengthening yen and the U.S. dollar, potentially leading to more investors coming out of the yen carry trade. As the yen becomes less desirable for this type of trading, investors will look abroad to find currencies that provide for a greater interest rate differential, and thus a greater return on their investments. 🌱

Ryan Hastie, CPFA®, is an investment advisor at locally owned Hastie Financial Group and can be reached at ryan.hastie@hastiefg.com.

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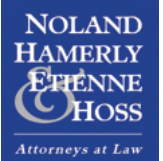
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My Hispanic Heritage

By **Blanca E. Zarazúa**, Attorney and Honorary Consul of Mexico

Many thanks to the Salinas Valley Chamber of Commerce for this opportunity to comment on my Hispanic heritage for National Hispanic Heritage Month from Sept. 15 to Oct. 15. I will oblige by offering several different thoughts on what has been my Hispanic heritage.

I write this as I sit in my childhood home in Monterey County, which dates back to at least 1893 and which was formerly the servants' quarters on a Monterey County ranch. I have so many wonderful childhood memories here. I often remind people that I was born and raised in the previous century and so I am often distracted by and certainly respectful of my family history.

Until I entered elementary school, I spoke only Spanish and only Spanish was spoken at home. Later on, of course, I learned to speak and write in English. Having so many "word flavors" was such a treat! I could think, feel and solve problems using many, many words. Adding to these "verbal crayons" was the strong cultural environment at home. We were a very traditional Mexican family and there were so many cultural gems I could tap into as I was growing up. Indeed, I continue to apply cultural teachings to my problem solving and daily interactions.

In 1945, my father Aquilino came to this country from Santa Catarina, Guanajuato, Mexico as a bracero or guestworker. He began his U.S. working years in Chualar, California. He was interviewed for the job

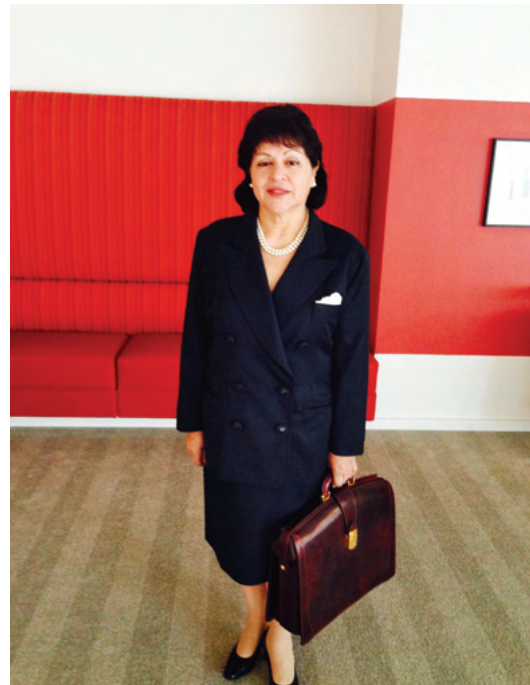


Blanca's grandfather Quintil and her father Aquilino.

partly by a visual inspection of his hands — if they were tough and worn, then he might be hired. Now I understand why I have a penchant for "crunchy hands."

Aquilino became friends with the cook at the labor camp, Angel De León, who was from Huejúcar, Jalisco, Mexico. It was not long before my father traveled to Jalisco with Angel. There he met my mother, Ampelia, and eventually they married and had three daughters: Albertina, Blanca and Gladys. They were married for 55 years.

Through my father, I learned sensory skills. Having had no formal education and absolutely no taste for technology, my father was forced to find ways to communicate using his sensory attributes. What a fabulous set of skills he transferred to me. Surely we can find ways to communicate without relying exclusively on technology? I can tell



Blanca preparing to appear in U.S. Federal District Court.

you from personal experience, the rewards are profound and enduring.

From my mother I learned to be pragmatic. She was a female warrior who protected her children fiercely and who taught us the value of hard work, dedication and perseverance. She had a difficult childhood in Mexico, but she learned to be resilient and not give up under any circumstances. I am so fortunate to still have my tenacious mother, Ampelia with me.

I share this background with you because I believe many families in the Salinas Valley and Monterey County have similar stories to share. As immigrants, there are no "rough drafts" and you need to make the best version of yourself along the way — with consistency, commitment and responsibility. There's no going back for many people and many of us have been committed to this country in ways

which many U.S.-born individuals may never understand.

My father taught us to love a country which was, for many years, still foreign to him. This example has guided me throughout my life, and I will always be grateful to this country for all it has offered to me, my family and to so many immigrants from around the world. I was a grateful child, and now, I am a grateful adult.

Our heritage and that of so many families is one of dedication, commitment and loyalty to this country. We have made these values part of our *raison d'être*. Thanks to my wonderful upbringing,

I do not consider my mind and my heart to be mutually exclusive. I will feel something, then put my mind to work on finding a way to address what my heart is yearning for. If my mind draws a conclusion, I apply a bit of my heart, to make certain there is a sensitivity component to all major decisions rendered.

My hope is that we continue to uphold the values of this vibrant and vital agricultural community. May our children continue to protect and preserve the traditions our ancestors generously bestowed upon us.

I look forward to seeing what future generations formulate as their Hispanic heritage. To those who choose to disrespect our ancestors or to disparage this great country, I simply say: "Call me when you recover." 🌿

Blanca E. Zarazúa can be reached at Blanca@zaralaw.com.

Get an Inside Look at Public Education in Monterey County

By Dr. Deneen Guss, Monterey County Office of Education

The Monterey County Office of Education (MCOE) invites you to experience the heart of public education like never before with “Inside Education Monterey County!” This unique program offers community members an exclusive, behind-the-scenes look at the challenges, triumphs, and incredible innovations happening in our local schools.

From September through March, a group of participants embarks on exciting half-day field trips that provide an eye-opening journey into the classrooms and programs shaping the future of Monterey County.

Each month, you’ll have the chance to hop on a bus and dive into the vibrant world of education alongside passionate educators and administrators. These tours aren’t just informative — they’re interactive, engaging, and designed to spark inspiration.

Whether you’re interested in understanding the complexities of modern education or simply want to see the amazing work being done in our schools throughout the county, “Inside Education” has something for everyone.

In collaboration with local school districts, you are invited to join the upcoming 2024-2025 “Inside Education Monterey County” tours. You’ll start your day at MCOE’s Board Room, located at 901 Blanco Circle in Salinas, at 7:30 a.m., ready for a day of discovery that wraps up by 1:30 p.m. Participants can choose to attend one or all five scheduled tour dates, making it easy to fit this enriching

experience into your schedule. This year’s topics include Special Education, Language and Literacy, Universal Pre-Kindergarten, Career Technical Education / Project-Based Learning, and Science and the Arts.

What can you expect? Picture yourself stepping into a classroom and seeing firsthand the dedication of teachers as they inspire young minds, or visiting a program that’s pushing the boundaries of traditional education. These tours will open your eyes to the real-world challenges and solutions happening every day in our local schools. You’ll leave each session not just informed but also empowered to support and advocate for public education in our community.

“Inside Education Monterey County provides community members with a first-hand interactive look at local educational programs, services, and partnerships,” says County Superintendent of Schools Dr. Deneen Guss. “This program will change how you understand public education and give you a fresh perspective on the future of our communities and our world.”

So, what are you waiting for? Get inspired, get informed, and get “Inside Education in Monterey County.” For more details, tour dates, topics, and to sign up, visit montereycoe.org/inside-education. Don’t miss this chance to see the incredible work happening in our schools and to play a part in shaping the future of education in Monterey County! Together, let’s explore, learn, and contribute to building a brighter future for the next generation. 🌱

Jesus’ Three Keys to Integrity in Business

By Pastor Todd Anderson, Compass Church



In a world that many times prioritizes profit over principle, operating a business with integrity can be challenging. Yet, for those seeking to align their business practices with the teachings of Jesus, the Bible offers valuable wisdom. Jesus demonstrated eternal principles that can help guide you to lead your business with excellence and principled integrity. Here are three key principles I’ve found in the teachings of Jesus that will help you.

1 Honesty and Transparency

One of the central themes of Jesus’ teaching is honesty. In Matthew 5:37, Jesus instructs, “Let your yes be yes and your no be no.” This simple yet powerful statement underscores the importance of being truthful in all dealings. In business, this principle translates to transparency in transactions, clear communication with clients and employees and an unwavering commitment to fulfill promises.

Sometimes, cutting corners and misrepresenting facts might seem tempting to gain an edge, but Jesus teaches we should be forthright and stay true to our moral compass. When business leaders prioritize honesty, they build trust with their customers, clients, and employees — the relationships that are fostered are far more valuable than short-term gains achieved through deceit.

2 Fairness and Kindness

Jesus was known for His deep concern for fairness and kindness, particularly for the vulnerable. In Luke 6:31, He teaches the Golden Rule: “Do to others as you would have them do to you.” This principle of fairness should extend to all aspects of business whether it’s being fair to employees, treating customers with kindness, or ensuring that business operations do not exploit others. Applying fairness and kindness in business goes beyond mere legal compliance; it embodies the spirit of treating others with dignity and respect. When fairness becomes a core value, business owners not only honor Christ but also contribute to a healthier and kinder marketplace.

3 Generosity and Stewardship

Lastly, Jesus emphasized the importance of generosity and wise management of resources. In Matthew 25:14-30, the Parable of the Talents illustrates that God entrusts us with resources, not only to increase wealth, but to use those resources to bless others. This calls for a dual commitment: responsible management of the business and a willingness to share the fruits of success with those in need.

A business built on generosity doesn’t hoard wealth but invests in its community, supports charitable causes and helps employees flourish. Generosity demonstrates trust in God’s provision, and wise stewardship ensures that the business thrives without compromising ethics.

My prayer for you today is that you will lead our community and your business with honesty, fairness and generosity. And that you would cultivate an environment of integrity that honors God and builds lasting success. As you seek to honor God, He will bless your business with influence and abundance. You are blessed to be a blessing! Amen. 🌱



NON-PROFIT EVENTS

First Friday @ ArtWorks

Sept. 6, 5:30 - 8:00 p.m., 262 Main St., Salinas

Join us this month for the new exhibition, "Glaze, Stain, Pour: Embodied Alter-Tales," featuring the captivating work of Dani Torvik at ArtWorks @Salinas. The opening reception was held on First Friday, July 5. Invite a friend and don't miss the chance to meet the artist and explore their mesmerizing artwork. You can also enjoy pieces from the studios of Deborah Good, Kenji Tanner, Ekaterina De La Torre, and Shagufta Khan. ArtWorks @Salinas welcomes visitors Fridays through Sundays, from 10 a.m. to 2 p.m. Plan your visit and immerse yourself in a world of creativity and inspiration!

First Tee Monterey County – Boots, Bottles, and BBQ

Sept. 7, 4:30 p.m., Twin Creeks Golf Course, 1551 Beacon Hill Drive, Salinas

What began as a casual barbecue to introduce the community to First Tee Monterey County has now grown into one of the Monterey County's most beloved events. Join us at this year's event in celebration of the 13th annual BB&B and First Tee Monterey County's 20th anniversary. In 2002, John Zoller, the Vice Chair of the Monterey Peninsula Foundation, the host organization for the Pebble Beach National Pro-Am and the PURE Insurance Championship, approached Ollie Nutt, the Foundation's Executive Vice President to look into the First Tee, "because the youth of Monterey County need a First Tee chapter." On Nov. 1, 2004, First Tee Monterey County began positively impacting the lives of young people. Now 20 years later over 160,000 young people have been influenced by First Tee's youth development curriculum and 110,000 of them have had their lives impacted forever.

Alzheimer's Association — Salinas Caregiver Support Group

Sept. 11, 12:30 – 2:00 p.m., 1130 San Vicente Ave., Salinas

If you have a family member who has been diagnosed with Alzheimer's disease or a related dementia disorder, a caregiver support group can offer you an opportunity to find out more about available community resources, learn from others who are going through similar experiences and obtain additional educational materials. Our Salinas caregiver support group meets monthly, on the first Wednesday of each month, without a fee. In partnership with the Harden Foundation, this program is funded in part by Hospice Giving Foundation Community Foundation for Monterey County and the Monterey Peninsula Foundation, host of the AT&T Pebble Beach National Pro-Am charity golf tournament.

Active Seniors Inc. — Join us for an Afternoon with San Lyon

Sept. 15, 1:00 – 3:00 p.m., 100 Harvest St., Salinas

Join for an afternoon with San Lyon on Sept. 15 from 1:00 to 3:00 p.m. at Active Seniors Inc. on 100 Harvest St., Salinas. Tickets cost \$25 and must be purchased in advance. Dancers welcome, with plenty of room to move. Doors open at 12:30 p.m. Call (831) 424-5066 if you have any questions. San Lyon is a Los Angeles-based swing jazz quartet, formed in 2019 by Jenna Colombet (of Lyon, France), Dani Vargas (Santiago, Chile), Paige Herschell (San Antonio, Texas) and Katie Cavera (Evansville, Indiana). Their music is a mix of early 20th-century Parisian Gypsy swing and American jazz standards from 1920s to '40s, as well as originals. With five albums under their belt, including a Christmas record, the quartet is releasing their new album with 12 all-original tunes in July 2024, continuing the San Lyon signature of fun and romantic music. San Lyon's

colorful repertoire of French, English and instrumental songs, has gained favor among the swing dance community as well as event parties and house concerts. After a successful Bay Area tour in February 2024, ending with their debut at the Monterey Jazz Bash by The Bay Festival, the band made their first Pacific Northwest tour in early August, and took part for the first time at the Hot Jazz Jubilee Sacramento Festival at the end of the month. To learn more about San Lyon, visit: www.swingjazzla.com.

CASA of Monterey County's 4th Annual Fore the Kids Golf Tournament

Sept. 19, 8:30 a.m. - 2:30 P.M., The Club at Pasadera, Monterey

You will not want to miss this opportunity to play the only Jack Nicklaus Signature Design Course on the Monterey Peninsula. The event has Par 3 Challenges and a Longest Drive Contest, all with amazing prizes! Make a hole-in-one, and you'll take home a beautiful BMW, in addition, there will be three \$10,000 Hole-in-One Challenges. In the winner's honor, hole-in-one awards \$10,000, a \$5,000 take-home prize and a \$5,000 donation to CASA of Monterey County. Help CASA support, empower, and advocate for children and youth in foster care.

California State University Monterey Bay – Accounting Networking Event

Sept. 19, 9:00– 11:00 a.m., at CSUMB, 4314 6th Ave., Seaside

The College of Business at California State University Monterey Bay (aka CSUMB) is hosting its annual "Accounting Networking Event" on Thursday, Sept. 19, 2024 from 9:00 to 11:00 a.m. at the University Center on the main campus (4314 6th Ave. in Seaside). Faculty members and the student Accounting Society organize this event each year for businesses to meet students and recent graduates to discuss career opportunities in accounting, financial management and financial planning. There will be tables set up for businesses. Students and recent graduates will circulate among the tables and talk to business representatives. Businesses participate for free. Register at www.csUMB.edu/business/ane. For more information, see CSUMB Duo Sowing the Seeds of Accounting or contact Associate Professor Sharon Hua at shua@csUMB.edu.

Strength Over Parkinson's — Dietary Needs of One with Parkinson's

Sept. 25, 5:00 p.m., 450 E Romie St., Salinas

Strength over Parkinson's is a support group for those with Parkinson's disease, their loved ones, and anyone else interested in learning about Parkinson's. The topic at the next gathering is: "Dietary Needs of One with Parkinson's." Dr. Elsa Brisson, will be the speaker. She has a doctorate's degree in nutrition and has many years of experience in this field. Call (831) 998-7554 for more information or to provide your email so we may send a video link if you choose to attend virtually rather than in-person.

67th annual Monterey Jazz Festival

Sept. 27-29 at Monterey County Fair and Event Center, 2004 Fairground Rd, Monterey

The Monterey Jazz Festival, the longest continually running jazz festival in the world, is back for more of the best in jazz, soul, funk, gospel, blues and even Western Swing music, on several indoor and outdoor stages, including the iconic and historic 7,000-seat Main Stage. Headliners include Stanley Clarke, Joshua Redman, Samara Joy, Robert Glasper, Mavis Staples and Kyle Eastwood Symphonic. Tickets and info at monterey-jazzfestival.org.

BE SURE TO VISIT THE CHAMBER WEBSITE FOR UP-TO-DATE LISTINGS

THANK YOU!



Natividad Foundation and Natividad's patients thank the family farmers, companies and individual members of The Agricultural Leadership Council (TALC) for their philanthropic support. Together they are changing and saving the lives of agricultural workers and their families with 2024 collective donations of \$600,000. Since 2010, TALC has donated \$5,119,200 to fund essential services at Natividad. TALC has purchased 706 pieces of specialized and life-saving medical equipment to provide the best care for critically ill babies to victims of trauma in need of highly advanced surgical procedures.

2024 TALC Members

Craig Archer
Coast Counties Peterbilt

Pier and Nick Azcona & Families
Emerald Valley Labor

Dr. Jeffrey Bass
In Honor of John D'Arrigo

Marco Beretta
Five Star Lumber Co. LLC

Todd Berryhill
Scannell Properties

Rodney Braga
Braga Fresh Family Farms

**Janice Caprara and
The Late Dennis Caprara**
R.C. Farms, LLC

**Jennifer Williams-Carpenter
and John Carpenter**
In Honor of John D'Arrigo

Kevin and Joanne Castello

Mike Henry and Kevin Castello
J. Gibbons and Associates, Inc.

Dr. Peter Chandler

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In Honor of Andy D'Arrigo's 100th Birthday

David and Susan Gill
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In Honor of John D'Arrigo

Louis and Roberta Huntington

Lou Huntington
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Brad Johnson
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Salinas Valley Tire

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Jeff Rianda
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Lisa Rico
In Honor of John D'Arrigo

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Bruce Taylor
Taylor Farms

Martin and Mary Jane Vonnegut

Dr. Craig Walls

TALC was founded by John D'Arrigo in 2010. Since then, members have purchased 706 pieces of life-saving medical equipment, including:

Advanced Surgery & Trauma Center

Trauma and Anesthesia Ultrasounds
Orthopedic Surgical Table
Rapid Infuser
Critical Care Transport Monitors

Laboratory & Pharmacy

Bedside Blood Gas Analyzer
Blood Bank Centrifuge
Vaccine Refrigerator
Platelet Incubator

Intensive Care & Medical-Surgical Units

Cooling Machines
Bedside Spirometry Machine
Electroencephalography (EEG) Machines
Metabolic Monitor

Neonatal Intensive Care Unit

Baby Ventilators
Brainz Monitor
NICView Camera System
Warmers & Incubators

If you'd like to join TALC, please call (831) 755-4187
or visit natividadfoundation.org





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