

**Farmers, ranchers pick executive committee**

The Central Coast Young Farmers and Ranchers, a sub-committee of the Monterey County Farm Bureau, has announced its 2008 executive committee.

The general membership voted Oct. 17 to elect **April England-Mackie**, Martin Jefferson & Sons, as chairwoman.

Also on this year's executive committee are Vice Chairwoman **Alison Renz**, American Ag Credit; Vice Chairman of Membership **Jesse Lopez**, Tanimura & Antle; Vice Chairman of Activities **Drew Butler**, Western Farm Service; Secretary **Michelle Testa**, Kendall Jackson; Treasurer **Kelly Ansaldo**, Bank of the West; Past Chairman **Anthony Mazzuca**, Tanimura & Antle; Director of Government Relations **Kristina Chavez Wyatt**,

Armanasco Public Relations; Co-Director of Marketing and Public Relations **Jessica Harris**, Earthbound Farm; Co-Director of Marketing and Public Relations **Jenni Holaday**, Casey Printing; Historian **Rodolfo Gonzalez-Luna**, Kuhlmann Packaging Inc.; Co-Directors of Barbecue **Steven Handley**, Taylor Farms California/Arizona, and **Alan Renz**, AGCO Hay Co.

**Alvarez Technology hires additional staff**

Alvarez Technology Group Inc. has hired two new employees to keep up with business growth.

Manager of Technical Resources **Anil Melwani** is primarily responsible for assuring ATG clients remain satisfied and their systems secure.

Melwani joins ATG after five years as network administrator with National Geographic

School Publishing/Hampton-Brown.

OpsCenter Technician **Celeste Parkhurst** provides front-line help to ATG clients.

Parkhurst was previously a customer service representative at Vreo Inc.

**Jay Yambrovich joins Rabobank as a VP**

Rabobank has announced the appointment of **Jay Yambrovich** to vice president and relationship manager with the commercial-lending group.

Based out of the Salinas main office, Yambrovich will be responsible for commercial lending, business development and customer relations.



Jay Yambrovich

He has 14 years of experience in construction and commercial real-estate lending in addition to four years of experience as a mortgage-planning specialist.

Information: 737-1251.

**Kuepfer takes post at Bay Federal Credit**

**Doug Kuepfer** has been named vice president of lending at Bay Federal

Credit Union after managing the consumer lending department for three years.



Doug Kuepfer

Prior to joining Bay Federal Credit Union, which has offices in nine towns including Salinas, Kuepfer worked at Monterey Credit

Union for 20 years, where he managed multiple branches, as well as the collection and consumer lending departments.

He also created one of the first programs in Central California to enable members to access credit union financing at local auto dealerships.



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- 9:15 a.m.** Curriculum review  
Extended Care, TK-2, 3-5 and 6-8.  
TK-Age 5 by March 1 of 2009  
Kinder - Age 5 December 1 of 2008
- 10:15 a.m.** A CD tour of SHS and its history
- 11:00 a.m.** Campus Tour
- 11:30 a.m.** School life: questions and answers in Parish Hall.

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# PEOPLE/

## Cimino, Yeater have new jobs at PRO\*ACT

PRO\*ACT, a fresh produce supplier to the food-service industry, has announced the promotion of Joe Cimino to director of procurement.



Max Yeater

Cimino assumes these responsibilities from Max Yeater, who has been promoted to chief operating officer.

Cimino joined PRO\*ACT in 2000 as product manager and was promoted to procurement manager in 2005.

He began his produce career at his family's business, Cimino Brothers Produce, a fourth-generation produce company in Salinas.

## James Carleton wins green accreditation

James Carleton has achieved Leadership in Energy and Environmental Design Accredited Professional status from the United States Green Building Council.

Carleton is a project manager at Thomas J. Carleton Architecture in Salinas.

The accreditation enables Carleton to design and certify a "green" building project by using the Green Building Rating System.

## Natividad board adds business entrepreneurs

The Natividad Medical Foundation has recruited two new members to its board of directors, Colin Campbell and Hilary Landry.

Campbell has a Bachelor of Science degree in aeronautical engineering and a master's of business administration and is now focused on residential real estate and development with Alain

Pinel Realtors in Carmel-by-the-Sea. He also is joint owner of "The Campbell Collection," a furniture and interior design company in Carmel.

Landry earned a B.S. in Political Science from the University of California, Los Angeles, before beginning a banking career in Europe. Landry has also enjoyed a successful professional tennis career throughout Europe, working with industry giants including Fila.

## Chamber, artichoke festivals elect board

The North Monterey County Chamber of Commerce and Artichoke Festival has elected its 2008 board of directors.

President is Gary DeAmaral; vice president, Judy Burditt; secretary, Shelia Rose; and treasurer, David Delfino. New directors are Sal Alvarez, John Barrientos, Cheryl Della Mora, Irene Duran, Francesca Henderson, Polly Jimenez, Michele Pecci, Jennifer Roybal and Ron Stefani.

## Shankle participates in Adopt-A-Highway

In honor of the late Joe Tanzi, broker associate at Shankle Real Estate, a group of eight Shankle real estate brokers/Realtors is participating in the Caltrans Adopt-A-Highway Program.

Lead by Stuart Shankle, broker-owner, Cindy Bitter, George East, Jeannie Ferrara, Becky Jones, Pam Pantzis, Sylvia Schuck and Bob Wahl are picking up trash along Highway 68 to promote civic responsibility and community pride.

Shankle Real Estate will continue the clean-up effort on a monthly basis for 12 months.

## BGF opens land-use planning company

Brian Foucht, former lead land-use planner for Carmel Development Co., has announced the for-

mation of a land-use planning firm, BGF Planning Consultants, providing land-use planning services to both public- and private-sector clients throughout Monterey, Santa Cruz, and San Benito counties and the central San Joaquin Valley.

The firm will obtain development entitlements, prepare community plans, ordinances, environmental impact documentation, agricultural and habitat conservation documents, Community Development Block Grant funding applications, and provide development project facilitation and management services.

Later this year, BGF expects to incorporate a design-build enterprise focusing on infill development on the Central Coast.

Information: 754-0879.

## Edward Jones office announces promotion

Susi Diallo has been promoted to senior branch office administrator at the Salinas office of the financial services firm, Edward Jones. Diallo has been with Edward Jones for the past six years.

As branch administrator, Diallo is responsible for the daily operation of the office, including providing client service, supporting marketing activities for the office and staying updated on technological advances. She works with John Musni, financial adviser.

## Derinda Messenger opens new law firm

Derinda L. Messenger & Associates, a law firm specializing in land use, subdivisions and environmental issues related to development and agricultural matters throughout the Central Coast, has opened its office in Salinas.

Messenger practices in the areas of California Environmental Quality

Act, homeowner associations, LAFCO annexation and organization, land use entitlement and planning, public utilities, business entity formation, real estate transactions, subdivisions and condominiums, as well as water rights and transfers.

Messenger is joined by associate attorneys Miriam Schakat and Jacqueline M. Zischke.

Information: 754-4911.

## Rodeo announces 2008-09 directors

The California Rodeo Salinas has installed its 2008-09 Rodeo president, two new officers and five new directors to assist with leading the organization.

John Cunha, owner of Western Cabinets in Salinas, will be president of the California Rodeo Association for the 98th and 99th annual California Rodeo Salinas performances.

New officers are Daryl Whitcher, third vice president; and Ric Causley, secretary.

New directors include Greg Baxter, Brian Contreras, Fred Hooker, Bruce Pierson and Jerry Skillett.

These individuals will help to run the organization throughout the year and during the event as the Rodeo Association strives to increase the quality of the yearly Rodeo each July and to preserve and promote the Western way of life.

## Jason Clarke joins Ausonio Inc. team

Jason Clarke, formerly of DMC Construction in Pacific Grove, has been named vice president of business development and project manager for Ausonio Inc. in Castroville.

Clarke brings 20 years of



Jason Clarke

experience in commercial development, construction and financing, specializing in project financing and management ranging from Monterey and San Francisco to New York City.

He also is a licensed real estate broker.

## Development director Mahan joins CSUMB

Michael W. Mahan has joined California State University, Monterey Bay, as executive director of development.

Mahan will oversee the university's fundraising efforts and alumni relations.

He comes from the United States Military Academy at West Point, N.Y., where he served as the chief fundraising executive since 1995.

## Watkins honored for international work

Steven Watkins, one of California State University, Monterey Bay's, founding librarians, was awarded the first lifetime membership by a marine science library association for his contributions throughout the years.

The International Association of Aquatic and Marine Science Libraries and Information Centers' executive board created the award specifically to honor Watkins and his many years of service to the organization.

He's now the coordinator of technology development at CSUMB's library.

He joined the faculty in 1995 and is a past chairman of the CSUMB Academic Senate.

## Noah's Ark workshops now available in area

Shirley Heffner of Seaside is part of Noah's Ark Animal Workshops.

The company offers traveling stuff 'n' fluff workshops that brings

animal stuffing parties to customers.

It also offers the Bella Bee Workshop for girls ages 8 to 12.

## Alt launches new interactive Web site

Stephanie Rachel Alt, M.S., has launched an interactive Web site: [www.of2minds.com](http://www.of2minds.com).

Alt specializes in conscious communication and intuitive coaching.

Her new Web site includes a link to e-mail general questions about developing intuition and another link to e-mail "Amazing stories," sharing times when acting on intuition has proved beneficial.

Alt consults over the phone, has a home office and works at Pilgrim's Way Bookstore in Carmel on Friday mornings.

Information: 261-1623.

## Alison Estep launches Web-based business

Carmel business owner Alison Estep launched Carmel Experience, a Web-based gift service showcasing Carmel products and services, in October.

Each Carmel Experience gift package includes a selection of merchandise presented in a tin basket, sage drawstring bag and 12-inch-by-12-inch gift box.

Four themed options are available — "Welcome to Carmel," "Taste of Carmel," "Carmel History" and "Carmel Spa" — and customers can hand-select components for customized gift packages, as well.

Estep will add a sports-themed "Play in Carmel" gift and "Carmel Doggie Tin" in the coming weeks, in addition to gifts for newborns, birthday tins and seasonal holiday options.

Online: [www.carmelexperience.com](http://www.carmelexperience.com).

## Booksellers association announces officers

The Northern California Chapter of the Antiquarian Booksellers' Association of America has announced election of officers for 2008-2009: Chairman, **James Bryant** (Carpe Diem Fine Books, Monterey); vice-chairman, **Steve Blackmer** (Chanticleer Books, Sonoma); treasurer, **Vic Zoschak** (Tavistock Books, Alameda); and secretary, **Mary Hill** (Carpe Diem Fine Books, Monterey).

Bryant and Hill founded Carpe Diem Fine Books in Salt Lake City in 1995 and in 2006 opened their Monterey shop at 245 Pearl Street, specializing in out-of-print and collectible books in all fields.

The Old Monterey Business Association chose it one of the Best New Businesses of that year. Information: 224-2754 or carpediem@pacbell.net.

## Janet McAthie named director of sales

Carmel Valley Ranch has named **Janet McAthie** as director of sales and marketing.

McAthie is responsible for developing strategic sales plans as well as overseeing all marketing and advertising efforts for the all-suite resort, which is undergoing a comprehensive revitalization.

She will focus her sales and marketing efforts on the resort's newly transformed meeting and event space, which debuts in January.

## Local sculptor selected for M.L. King Jr. project

Monterey County sculptor **Steven Whyte** has been selected to sculpt a new monument to civil rights

leader **Martin Luther King Jr.**, for a namesake children's library at the now-under-construction Lewis Library and Resource Technology Center in Fontana.

The new monument will serve as a focal point near the entrance of the children's library.

In creating the sculpture, Whyte worked alongside members of the Fontana City Council to develop a design. The final sculpture will feature a heroic-scale bust of King on a column sculpted to depict a stack of books.

Each book will be detailed to resemble books read by King in his education and work.

## Kenneth Doo receives honors at competition

**Kenneth M. Doo** of Carmel has received special honors in the Wedding & Portrait Photographers International 2007 8x10 Second Half Print Competition.

"A Ribbon Runs Through It" received an Accolade of Excellence in the Wedding Details category.

## Company promotes Abbott to 'ruby' level

**Alvin Abbott** of Salinas, an independent distributor for Waiora, has been promoted to "ruby" level by the nutrition direct-selling company.

In recognition, Abbott will be awarded a custom-designed label pin. Information: 758-2223.

## George Coe earns Realtor certification

**George Coe** of Realty World Premier Associates has successfully completed the Realtor e-Pro course to earn the certification offered through the National Association of Realtors.

The course is designed to provide the technology tools needed to assist consumers in the purchase or sale of a home.

# Clarity breeds success

**QUESTION:** What's the key to economic success in hard times?

**RESPONSE:** Integrity and hard work! Consistency in performance excellence will win in most competitive situations. When business environments become more challenging, customer scrutiny increases, frequently demanding more, for less. To combat these challenges, in addition to hard work and integrity, marketing savvy is a must.

Effective marketing persuades individuals to make a purchase. When potential buyers become comfortable with quality, performance, price and ongoing service, then they're more likely to buy.

Those who sell successfully create "top of mind awareness" — capturing mindshare and

securing the confidence of prospects. Repetition of message, communicating brand and reflecting distinctive competencies takes time, requiring intellectual effort and discipline.

Brand is the message about the core attributes of a product or service. It's reflected in every communication — from the way telephones are answered, e-mails are handled, support materials presented, invoices sent and late payments collected. In marketing, it is the combination of clarity and consistency that reflects integrity, leveraging brand for success.

The magic in marketing resides in messages that are short, simple and "sticky." Succinct communications confirm clarity, focus and discipline. Simplicity isn't



about "dumbing down" the message. Rather it's about remembering President Abraham Lincoln's "Gettysburg Address:" combining everyday words that inform the mind and simultaneously touch the heart.

In hard times, success is reserved for those who are extremely clear about who they are, what they have to offer and how they operate.

Achieving it depends upon being able to clearly answer these three questions:

- What is your brand (10 words or less)?
- How consistently is

your brand communicated, internally with those who represent you, and externally to the marketplace you intend to serve?

■ How are you working to keep your brand relevant?

Economic success is consistently a byproduct of integrity-centered leadership. Hard work and effective brand management generate rewards, recognition and impact, regardless of product or service.

Three terms, all reflecting integrity, summarize the necessary behavioral ingredients for success: intensity, sensitivity and follow-through.

**JIM BRACHER** is founder of the Bracher Center for Integrity in Leadership in Monterey. His "Integrity Matters" column appears on Wednesday in Business. The Web site is at [www.bracher-center.com](http://www.bracher-center.com).

## SUCCESS COACH

# Relationships key to a career

**QUESTION:** I've been at my job for only three months. The other day, my boss called me in for a meeting and ques-



Michael Crom

tioned my desire to be in my position. I was extremely caught off-guard, and had no idea what

warranted such an accusation. I thought all afternoon about something I could have said in the past that would have made her think such a thing, but came up with nothing. Aside from continuing to work

hard and get the job done right, what can I do?

**ANSWER:** How we relate to others is usually the biggest part of any job. In business, as in life, we must work with other people. It can be difficult to work with people if their negative opinions of you get in the way. Interacting effectively with other people is the key to professional and personal success.

Here are a few tips in building relationships.

■ **Be friendly and smile.** Not only does this show personality, but a person that is friendly is assumed to be enthusiastic; a quality desired by

all.

■ **Be genuine in your initial pleasantries.** When you ask how someone is doing, mean it. If you are saying it in passing, you really aren't leaving the person a chance to actually answer.

■ **Remember and use the person's name.** This shows a genuine interest in the other person.

■ **Be a good listener.** Be in the moment and focus on what the person is saying. Quite possibly what is being said could be something that could come up again in the future.

■ **Be a resource; ask how you can help.** The more often you offer to help others,

the more likely they will be there to help you when you need it.

■ **Talk in terms of the other person's interest.** People will open up more when asked to talk about something they are experts on — themselves.

■ **Give sincere praise or a genuine compliment with evidence.** "Evidence" meaning why you happen to know what you do, and not just an empty sentence you happen to throw the other person's way.

**MICHAEL CROM** is executive vice president of Dale Carnegie Training. For advice on work issues, visit [www.dale-carnegie.com](http://www.dale-carnegie.com) or e-mail [carnegiecoach@dalecarnegie.com](mailto:carnegiecoach@dalecarnegie.com).