



GATEWAY TO MONTEREY COUNTY

CALIFORNIA

# KING CITY



## OPPORTUNITY, GROWTH & COMMUNITY

King City is a dynamic regional business and farming center, with the enduring appeal of a semi-rural, small community lifestyle.

The amenities offered by King City are many, including Mee Memorial Hospital, a state-of-the-art medical facility; excellent schooling at the primary, high school and college level; first rate recreational and cultural attractions and the Salinas Valley Fairgrounds. There is also our historic San Lorenzo Park and nearby Los Padres National Forest as well as Pinnacles National Monument. King City offers a broad choice of housing for every lifestyle and our shopping and restaurants appeal to every taste.

But above all, it is the people that make King City such a special place to put down family and business roots. From banking services, the East Ranch Business Center and the Industrial Park, to the Municipal Airport on down to little league baseball, King City, California is a place to call home.



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# County leaders take time to inspire youths

By Katharine Ball  
The Salinas Californian

Maintaining civilization is an uphill battle. Any adult who has spent time with children knows that.

South county can count itself lucky that it has so many youth leaders ready and eager to put youngsters onto productive paths through a host of activities. These adults coach sports, lead faith groups, help kids raise livestock, conduct military drills and teach them to play musical instruments, among other things.

Take Estevan and Maria Rojas, a young Greenfield couple starting their own family. They volunteer hours every week leading a youth group at El Shaddai Church.

The teenagers they work with come with tough problems, including gang affiliation, drug addiction and teen pregnancy.

"Sometimes it is overwhelming," says Estevan Rojas, a former Marine.

Nevertheless, he and Maria are committed to helping the teens overcome their challenges.

In King City, John Cumming, a busy ag executive, also serves as scoutmaster to his son's Boy Scout troop.

"Scouting teaches the basic responsibilities of being a young man," Cumming says. "It teaches self-respect, involvement in the community, a sense of family and a sense of purpose."

Steve Ettinger, also in King City, teaches violin, viola, cello, bass and other instruments to 70 students through Youth Music Monterey's South County Strings Program.

Ettinger says orchestral work helps young people

*'They feel like they've made something beautiful that wasn't there before. They did something that they didn't think they could do before.'*

— Steve Ettinger,  
music teacher in King City

learn to focus and work together as a team.

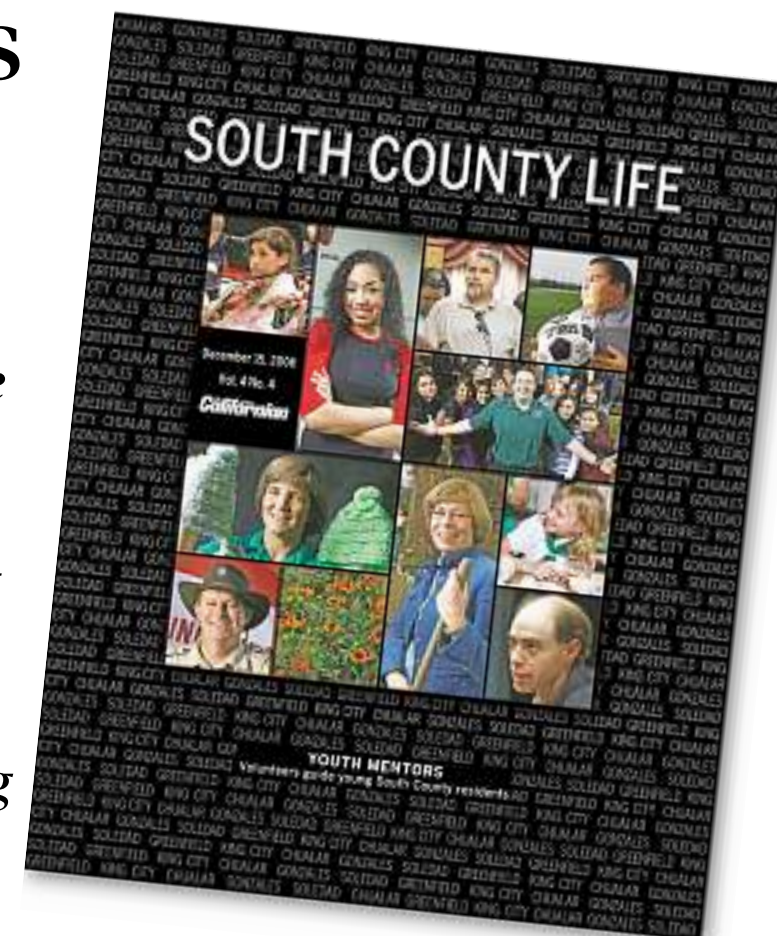
"They feel like they've made something beautiful that wasn't there before," Ettinger says. "They did something that they didn't think they could do before."

In Soledad, Master Chief Pete Flores has transformed a languishing Navy Junior Reserve Officer Training Corps program into a regional powerhouse in just two years. And at the South County YMCA, also in Soledad, Darlene Bagwell is busy showing teenagers how to serve their communities.

"My goal is to see the kids' ideas actually happen," Bagwell says. "I tell them it's their show. I'm only here to help."

Read about the commitment these adult leaders have to the youths they serve. They may just inspire you.

KATHARINE BALL is the night city editor of The Salinas Californian.



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