

Who's Who

in the Monterey County business

1871

THE SALINAS CALIFORNIAN

123 W. Alisal St • Salinas

(831) 424-2221 • www.TheCalifornian.com

The Salinas Californian and its ancestor newspapers have been the primary source of news and information in the Salinas Valley for 137 years.

The Salinas Californian is published six mornings a week, including a Weekend Edition on Saturdays. It is locally managed and operated under ownership of Gannett Co., Inc. of McLean, VA.

Publisher: Amy Pack

1921

H.D. PETERS CO., INC. & ASSOCIATES

119 Central Avenue
Salinas, CA 93901
(831) 424-3961

Howard D. Peters began this private Land Surveying, Civil Engineering practice in 1921 and was the principal owner until his death in 1964. The firm continues today under the ownership of Virgil Williams and Ron Ludes specializing in Land Planning, Surveying and Subdivision design. H.D. Peters Co. has been the designer of a large portion of growth for Salinas and the surrounding communities have experienced over the years.

1937

ALPINE LANE NURSERY

224 W. Market Street
Salinas, CA 93901
(831) 424-3594

Alpine Lane Nursery was founded in 1937 by Mr. Enrico Gozzelino who began the nursery by himself. Presently Mr. Gozzelino is the owner. The firm employs 5 persons. Alpine Lane Nursery specializes in residential and commercial lawn and garden care. See them for landscaping, tractor work, rototilling, excavation, or licensed landscape contracting. (License #255075)

1945

CARDINALE MOVING & STORAGE Inc.

11360 Commercial Parkway, Castroville, CA
831-632-4100 • Fax 831-632-4109

www.cardinalemoving.com
Sal Cardinale, CEO • Vince Cardinale, President
Original Location: Seaside & Sand City
Employees: 40

Name of Business: Moving & Storage
Service: Complete packing & moving storage services.
Can move you to anywhere in the world.

Cardinale Moving & Storage is owned and operated by the Cardinale family, Monterey natives, having lived more than 70 years on the peninsula. In June of '97, we relocated to new office and warehouse facilities, on 3 acres, in the Castroville Industrial Park. Our new custom designed warehouse provides ample storage space for both residential and commercial needs.

FIVE STAR RATING...

Cardinale Moving & Storage has the distinction of being recognized as a Five Star agent for United Van Lines, the highest rating bestowed by United Van Lines. This rating is based on survey scores by our most demanding critics our customers. As a Five Star agency, Cardinale Moving & Storage is at the top of the field in sales, estimating, packing, moving and overall customer satisfaction.

Cardinale Moving & Storage ranks #2 nationally in the United Van Lines Quality index report. This report is based on companions of 104 United Van Lines agencies of similar size. We also provide complete hotel/ motel liquidation service.

1968

EL SOL

123 West Alisal St.,
Salinas, CA 93901
(831)754-4272
elsoldesalinas.com

El Sol is a Spanish-language newspaper published each Tuesday and Saturday. Founded in 1968, El Sol is locally managed and is a part of Salinas Newspapers, Inc.

El Sol has been serving Spanish-speaking readers for 40 years with news and information of interest to residents of Monterey, San Benito and Santa Cruz counties.

Publisher: Amy Pack
Editor: Silvia Sancen

1971

Wayne Tucker Insurance Agency



838 S. Main St. Ste. C
1-800-808-8253
424-1679 • 424-5201

Wayne Tucker owner of
Wayne Tucker Insurance
Agency established
in 1971.

Lic# 0425905
waynetuckerins@aol.com
Insurance All Kinds
Get you back where
you belong.

1974

RINKER INSURANCE AGENCY

35 East Romie Lane
Salinas, CA 93901
1-800-991-8822
(831) 758-8472
Fax: (831) 758-8942

E-mail: trinkerins@aol.com
Ted J. Rinker is the owner of Rinker Insurance Agency, established in 1974. For Fast, Fair and Friendly Service contact Ted Rinker, Rich, Danielle and Aracely.
Good people to know for All your insurance needs!

1978

CUSTOM EQUIPMENT CO., INC.

772 Vertin Ave. Salinas
(831) 758-9891

We specialize in the design and fabrication of high-quality machines and equipment. In addition, we offer:

- COMPLETE WELDING & REPAIRS
- QUALITY ENGINEERING
- EXPERT FABRICATION
- CERTIFIED STRUCTURAL STEEL
- CUSTOM WORK
- STEEL SALES
- INSTALLATION
- SHEERING
- ROLLING
- FORMING

"AWS Certified Portable Welding Repair Specialist"
www.customequipmentco.com

1979

MELODY PARK CHRISTIAN SCHOOL

1130 San Vicente Ave.
Salinas, CA 93901
Phone: 422-5311
Fax: 422-5980

Classes for
3, 4 and 5 year olds.
Part-time or Full-time

Call for a tour
Visit our website at
www.melodyparkchristianschool.org

1982

TIFFANY'S BODY SHOP

248 Merced Street
Salinas, CA 93901
(831) 758-5110

www.tiffanysbodyshop.com
Family owned & operated by Greg & Vickie Oney & family, Tiffany's has been serving the Central Coast for 26 years. Tiffany's has always striven to bring you the latest technologies in the forever changing auto repair industry. Tiffany's has the latest color matching camera, laser headlight aimer, computerized Bear alignment system, 2 frame machines, and 2 paint booths for a factory finish that "Will Last A Lifetime!" They also feature blasting equipment for stripping cars. Ideal for delaminating "peeling" paint.
Stop in for a free estimate.
THE MOST ADVANCED SHOP ON
THE CENTRAL COAST

1983

CENTRAL COAST COLLEGE

480 S. Main Street
Salinas, CA 93901
(831) 424-6767
1-800-922-2443

Central Coast College, a private career college provides a specialized curriculum to meet the needs of students interested in careers in Accounting, Computers, Office Administration, Pharmacy Technician, Medical Assisting and Medical Office Administration. Graduates of the college receive a diploma and career placement assistance. Central Coast College also offers employers custom applications, training and no-fee employee referrals through Career Services Office. Locally owned and managed since 1983, Central Coast College began business with 20 students and a staff of 2. Today, it has grown to 200 and a staff of 20 full and part time employees.
"Your Training Partner on the Central Coast"

1984

CATER CHIROPRACTIC

1211 N Main St
449-2225/ 449-BACK

Cater Chiropractic was founded by two brothers Kimble T. Cater D.C. and Gregory H. Cater D.C. in 1984. Gemma Badanguio D.C. joined the team in 1999. They specialize in neck and back pain, sports injuries, exercise rehabilitation, nutrition and overall health and well being. Their main focus is on personalized care. Our doctors are certified Chiropractic Sports Doctors as well as Certified Chiropractic Extremity Practitioners.

Cater Chiropractic has
introduce a new affordable
Massage Therapy program. Call
for details.
www.caterchiropractic.com
449-BACK

1988

VALLEY FABRICATION, INC

1056 Pellet Ave., Salinas
831-757-5151
fax: 831-757-0701

Glen Heffington, President
Peter de Groot, Vice President

Over 65 very talented people are employed with us! We are the leading manufacturer of custom harvest equipment for the produce industry.

Our facility offers a repair shop, retail sales of steel, truck & trailer parts & accessories as well as harvester parts.

Steel sales contact:
Al Richardson, Steel Sales Manager

Parts & accessories contact:
Jim Harvell, Parts Manager

www.valleyfabricationinc.com

2003

PC DRIVING SCHOOL

Our instructors and Office Staff are family oriented. We know what it's like to raise children and watch them mature into adults. Our goal is to make learning to drive a car both pleasant and safe for students, instructors and comfortable for family.
Call us and let us take care of your family.

831-442-5324
Salinas
831-583-0211
Monterey

2005

HOLADAY SEED COMPANY



www.holadayseed.com
40 Clark St
Salinas, CA 93901
Phone: 831-796-0504
Fax: 831-796-0517

Seed Retail-Vegetables, Seed Sales & Trial Evaluations
Holaday Seed Company employs 10 employees. Holaday Seed Companies original location was at 915F Harkins Road, in Salinas, and now has 3 branches; Salinas, King City and Yuma.
Present Management:
Brian Holaday, President