

Man of the Year

Chuck Allen

Chuck Allen's life as a Pajaro Valley native spans more than 80 years, working and serving within the Monterey Bay Region.

After attending local schools and graduating from Watsonville High School in 1958, Chuck went to Hartnell College and then to Cal Poly San Luis Obispo, and in 1963 he graduated with a Bachelor of Science degree in Agricultural Business Management.

Chuck returned to the Pajaro Valley after graduation, and in 1965, at the age of 25 became the manager of the Santa Cruz County Fair for a period of nearly five years. As Fair manager, Chuck enjoyed working with John Kegebein, as they worked together to continue to build the Fair to what it has become today. Chuck and John worked together with leaders of the Pajaro Valley Historical Association to begin creating the foundation of what has become the Agricultural History Project, now an icon at the Fairgrounds. Chuck remains a charter Ag History Project member and is a past board member.

During the decade of the 1970's, Chuck resigned his Fair Manager position to begin what has become a life-long career in real estate sales and land development, specializing in leasing and selling agricultural and horticultural properties. For more than 50 years Chuck has enjoyed working and serving local farming and food processing companies with real estate services.

As the President of Landmark Real Estate Company/Heritage Development, Chuck and his team of local investors worked to develop the 150-acre assembled residential land that is served by Ohlone Parkway running from Beach Road to Harkins Slough Road, as well as the development and construction of the 95 room Red Roof Inn, which is branded today as the Roadway Inn.

For a decade with his wife Ramona, they managed the Red Roof Inn and received several national "guest satisfaction" awards from the Red Roof Inn Corporation.

Soon after the hotel was sold in 2009, Chuck and Ramona became associated with the International Keller Williams Realty, as its Santa Cruz/Monterey County industrial and agricultural agent, and have continued serving friends and clients with real estate wants and needs.

Community service is and has always been a high priority in Chuck's life within the Pajaro Valley. He is currently serving as the Vice President of the Pajaro Valley Historical Association and President of the North Monterey County Foundation, to support local non-profit organizations with annual grants to primarily support local youth activities.

Chuck is an active member of the Santa Cruz County Fairgrounds Foundation, and charter member/past director of the Agricultural History Project Board of Directors.

Chuck is an active Watsonville Rotarian for over 40 years and has served as past chairman and board member of the Watsonville Salvation Army Advisory Board for 25 years.

In the 1970's, Chuck served as a Board member of the Pajaro Valley Chamber of Commerce and Agriculture and with his wife Ramona, continue to serve as active Chamber members.

Other past organizations for which Chuck has served are:

The Pajaro Rescue Mission

The California Regional Water Quality Control Board (17 years)

Watsonville Antique Fly In (Board Chair for 3 years)

Director, Watsonville Food Processor's Association (10 years)

Santa Cruz County Visitors and Convention Bureau Board (5 years)

Christians in Commerce (32 years)

Casa de la Cultura (Sister Rosa Delores) Board member

In addition to enjoying a successful real estate career, Chuck and his wife Ramona operate their own private Christian-based "Sober Living Environment" home for 15 men here in Watsonville.

Chuck has been married to Ramona for 35 years and between them have 5 children, 12 grandchildren and 4 great granddaughters.