

The Monterey County
Business Council

welcomes you to the
28th Annual



& ECONOMIC DEVELOPMENT AWARDS



COMMUNITY
BUILDERS

The Inn at Spanish Bay
April 26, 2024



— *Welcome* —



KIMBLEY CRAIG

President and CEO

Dear Friends,

Welcome to the Monterey County Business Council's 28th Annual Gala! Tonight, we honor the incredible efforts of “Community Builders,” businesses, nonprofits, and individuals who have made significant strides in addressing our housing challenges in Monterey County. Their dedication to innovative housing solutions is truly inspiring.

I want to extend a heartfelt thank you for joining us tonight, and to our sponsors for their generous support. Without you, none of this would be possible.

I'm excited to announce our latest initiative—the Central Coast Small Business Development Center (SBDC). This addition to MCBC underscores our commitment to supporting local entrepreneurs and small businesses.

As we gather here tonight, let us celebrate the spirit of collaboration, innovation, and resilience that defines Monterey County. Together, we have the power to create meaningful change, to build a brighter future, and to leave a lasting legacy of progress and prosperity for generations to come. Let us continue to work towards a prosperous Monterey County that is vibrant and thriving for all.

With respect and gratitude,

A handwritten signature in blue ink that reads "Kimbley Craig". The signature is fluid and cursive, with a large, stylized "K" and "C".

Meet the Team

Kimbley Craig, President & CEO

Paul Farmer, Chief Operations Officer

Jenny McAdams, Director of Operations

Victor Valdez, Program Manager

Roger Gilbert, Program Manager

Jesus Escutia, Program Manager

Mitchell Friedman, Program Facilitator

Jose Luis Barajas, Program Analyst

Rhonda DeVito, Procurement Business Counselor

Jordan Caballero, Procurement Business Counselor

Khadijah El-Ayoubi, Digital Marketing Intern

Cesar Cruz, Business Development Intern

Board of Directors

Board Chair - Chris Steinbruner
Steinbruner Hill CPAs

Chair Elect - Joe Foster
Kaiser Permanente

Secretary/Treasurer - Amy Ivey
Bay Federal Credit Union

At Large - Pete Scudder
Scudder Roofing

At Large - Megan Hunter
City of Soledad



— Guest Speaker —

SPEAKER ROBERT RIVAS

Speaker of the State Assembly

Robert Rivas took the oath of office as Speaker of the California State Assembly on June 30, 2023. He was first elected to the body in 2018.

Prior to being elected Speaker, Rivas served as the Chair of the Assembly Agriculture Committee and as Vice-Chair of the influential Latino Legislative Caucus. A lifelong resident of the 29th Assembly District, Rivas previously served two terms on the San Benito County Board of Supervisors prior to becoming an Assemblymember.

Rivas' childhood experiences – growing up in farmworker housing, working to overcome a severe stutter, a condition he continues to contend with today – gave him a direct understanding of the challenges faced by many residents as they seek to build better lives for themselves and their families. His efforts on behalf of those who have faced similar and other situations are apparent in his legislative work.

During his tenure in the Assembly, Speaker Rivas has championed legislation to improve California's supply of affordable housing, increase workplace health and safety protections, create the Golden State Teacher Grant Program, and secure the first-in-the-nation COVID-19 Farmworker Relief Package, which included critical efforts related to access to PPE and testing, temporary housing, and health care.

A long-time champion of the environment, Rivas won bipartisan support for the Oil Transportation Safety Act, which improved the state's preparedness to protect coastal regions after a potential spill of non-floating oil. Further, Rivas has led efforts to accelerate the construction of renewable energy and ensure the state explores all options to use public lands and oceans to effectively sequester carbon.

Program



WELCOME

Acknowledgement of Special Dignitaries

Sponsor Recognition

DINNER SERVICE

INTRODUCTION OF GUEST SPEAKER

Speaker of the Assembly Robert Rivas

AWARDS PRESENTATION

Dessert, Coffee, and Tea Service

With the conclusion of our program, we extend our sincere gratitude to you for being a part of this memorable evening.

SINCERE THANKS

We extend our appreciation to the Pebble Beach Company and its committed staff for their outstanding efforts tonight.

SCAN HERE FOR PROGRAM



Menu



FIRST COURSE

Artisan Mixed Greens,
Orange Segments,
Toasted Pumpkin Seed,
White Balsamic
Vinaigrette

SECOND COURSE

Hibachi Chicken Breast,
Sautéed Asparagus,
Whipped Potatoes,
Ginger Beurre Blanc

THIRD COURSE

Peanut Butter Crunch
Cake with Caramel

WINE

Smith Family Wines

EXECUTIVE CHEF

Rodney Uncangco

BANQUET CAPTAINS

Raul Valdez
Bernard Garcia



PEBBLE BEACH
COMPANY

— Presenting Sponsor —



CALIFORNIA WATER SERVICE

Cal Water is dedicated to enhancing the quality of life in the communities we serve. Through our community giving program, we strategically invest in organizations, programs, projects, and events that positively impact residents in our service areas throughout California.

We believe that investing in our infrastructure is crucial for providing safe, high-quality drinking water for our customers' daily needs and ensuring an ample water supply for firefighters. Our commitment to reliability is unwavering.

— Platinum Sponsors —



CHEVRON

Chevron enhances community well-being in its operational areas through partnerships with nonprofits, emphasizing education, youth leadership, and economic development. In the past year, Chevron donated over \$2.4 million to Monterey County nonprofits. The company is committed to providing affordable, reliable, and cleaner energy by decreasing its operations' carbon intensity and expanding lower carbon ventures.



KAISER PERMANENTE

Good health belongs to everybody. Kaiser Permanente exists to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. Kaiser Permanente was founded on the principles of equity, inclusion, and diversity. And our commitment to those values shapes everything we do — from how we care for our members to how we support our communities.

— Gold Sponsors —



BAY FEDERAL CREDIT UNION



Bay Federal Credit Union promotes community prosperity by offering accessible and affordable home loans among many other services. Their unique First Time Homebuyer program and ongoing support of Habitat for Humanity of Monterey Bay empowers renters to become homeowners, fostering thriving and vibrant communities. Learn more at www.bayfed.com.



Costa Family
Restaurants

COSTA FAMILY RESTAURANTS

Raymond Costa, a thriving McDonald's franchisee, owns and manages ten restaurants in Salinas and the Salinas Valley. Alongside expanding his business, Costa has established the Raymond H. Costa Family Scholarship Fund at the Community Foundation for Monterey County. This fund offers scholarships to employees and their children from McDonald's restaurants in Salinas Valley and Monterey.

— Silver Sponsors —

California American Water

Comcast

Community Human Services

HTLF Food and Agribusiness

HawkTower

Pacific Valley Bank

Smith Family Wines

Thank You

— 2024 Honorees —



CREATIVE & INNOVATION

MONTEREY PENINSULA UNIFIED SCHOOL DISTRICT



MPUSD's innovative initiatives include a safe parking and hotel voucher program tailored to support homeless students and their families, ensuring they have access to vital resources.

SUSTAINABLE BUILDING & DESIGN

RANCHO CIELO



RANCHO CIELO

Rancho Cielo's "Nexus 01" project has earned their students national acclaim for their sustainable and cost-effective housing solutions. By prioritizing consumer health and environmental sustainability, this initiative sets a high standard for sustainable building and design practices.

GOVERNMENT

CITY OF GONZALES



Recognized as an "All American City" in 2023, the City of Gonzales stands out for its commitment to civic engagement, collaboration, inclusiveness, and innovation. With a bold housing plan underway, Gonzales is addressing the evolving needs of its community while fostering growth.

Congratulations Community Builders!

— 2024 Honorees —



AGRICULTURE

AVILA CONSTRUCTION

Avila Construction is at the forefront of pioneering farm worker housing solutions. Their innovative approach has established a model for creating best-in-class living conditions for farm workers, providing modern, safe housing for our agriculture workforce.

EDUCATION

SALINAS UNION HIGH SCHOOL DISTRICT

The Salinas Union High School District is leading the way by offering groundbreaking workforce housing for teachers and staff. This initiative, featuring 50 units in the City of Salinas, marks a significant step forward in supporting educational professionals.

NONPROFIT

COMMUNITY HUMAN SERVICES

Community Human Services' Shuman HeartHouse project represents a milestone in shelter provision on the Monterey Peninsula. As the first-ever shelter in the area, it offers a safe refuge and a pathway to permanent housing for those in need.

LIFETIME ACHIEVEMENT AWARD

PETE SCUDDER

Mr. Scudder's life has been marked by steadfast dedication and generosity, evident in his decades of service on multiple local boards and his charitable giving. His unwavering commitment to community service has had a lasting impact on various organizations, enriching the lives of many.



Creative & Innovation

MONTEREY PENINSULA UNIFIED SCHOOL DISTRICT

The Monterey Peninsula Unified School District has been hailed regionally, statewide and nationally for its efforts to support its students and their families experiencing homelessness. Nearly a fourth of MPUSD's 9,932 students and their families are experiencing homelessness. While many perceive homelessness as those without shelter, only 1.3% of MPUSD students are unsheltered, with the remaining in some type of unstable housing, including shelters, hotels/motels, or doubled up in a residence.

"Students should not have to worry about where they will lay their head down at night, but for many of our students, unstable housing is a reality. As a district, we know that students learn best when they do not have barriers to their educational experience. Our programs may not be long-term, permanent solutions, but they serve to give a leg up to families," said MPUSD Superintendent PK Diffenbaugh.

In 2022, the district received a two-year grant, which led to the development of a toolkit, including a website (mpusdbests.org) that serves as a model statewide for other districts to replicate.

Bolstering staffing has helped the district identify students in need and refer them to its programs. A partnership with two Motel 6 locations in Marina has provided emergency and short-term housing for 71 families experiencing homelessness over 228 nights, and a safe parking program in partnership with One Starfish Safe Parking and Supportive Services allows up to 23 families to park and sleep in their vehicles in a district-owned school lot in Seaside. Close to MPUSD's Family Resource Center, families can access much-needed clothing, food, and other necessities. Grant funding also provides financial assistance such as food vouchers, gas vouchers, vehicle repairs, school supplies, and rental deposits.

MPUSD launched a rental assistance program last month to assist families facing housing emergencies and to get unhoused families with students into stable housing.



Sustainable Building & Design

RANCHO CIELO

When students from Rancho Cielo's Construction & Sustainable Design Academy entered the first-ever Orange County Sustainability Decathlon, the competition was stiff: They were the sole high school and vocational program, alongside top college engineering teams from UC and CSU schools and around the world.

The challenge: design and build a model net-zero home that addresses climate change and California's housing needs, ensure the house was market-ready, and present elements to educate the community about climate change.

Supported by a grant from the City of Salinas and partnerships with Hayward Lumber and Scudder Roofing & Solar, EcoLogic Architects took the lead in designing the next-gen healthy modular home prototype dubbed Nexus_01. Students, instructors, and collaborators worked for over a year, culminating in a month-long stay in Orange County, where Nexus_01 was staged and displayed.

The 847-square-foot Nexus_01 exceeded expectations, racking up six first-place awards (Architecture & Interior Design, Energy Efficiency, Sustainability & Resilience, Lighting & Appliances, Health & Comfort, and Innovation), and two second-place awards (Engineering & Construction and Communications & Marketing), making Rancho Cielo First Place overall.

Now, Nexus_01 proudly sits on the Rancho Cielo campus, a tangible reminder of what can be achieved when a community unites behind its youth.

The OCSD inspired a new focus for Rancho Cielo's construction program on sustainable housing design and building next-generation healthy homes. Future construction students will continue in their previous cohorts' footsteps, gaining valuable practical experience and complex construction skills.



Government

CITY OF GONZALES

“The Gonzales Way” describes the can-do attitude of a place that continually strives to create a healthy and vibrant community for all its residents and to guide change in a way that supports sustainability while preserving a small-town feel. The phrase defines the city in a positive, forward-looking way, a powerful message that has helped propel the city forward on such fronts as economic development, youth engagement, health outcomes, and sustainability. Gonzales has, over the years, added hundreds of new jobs, greatly expanded healthcare access and opportunities for youth, and made the city a leader in sustainability practices and policies.

The city has also spent years developing plans, policies, and guidelines for adding much-needed new housing. Now those plans are approaching implementation, and the city can visualize upwards of nearly 3,500 new housing units built in the next 20-25 years. The Gonzales Way ethos earned the city national recognition when it received the Robert Wood Johnson Foundation Culture of Health Prize in 2019, one of five cities in the U.S. to attain the award that year. Construction is set to begin in May on the first phase of a community center that will expand health, education, childcare, senior services, recreation, and social services programs for residents.

The Gonzales Youth Council, a unique youth leadership program in collaboration with Gonzales Unified School District, engages youth in civic life through projects and direct participation in city government. That focus on youth engagement was in part why the city has been honored with the League of California Cities’ esteemed Helen Putnam Award for Excellence and recognized as one of 10 All-America Cities in the U.S., which recognizes communities that leverage civic engagement, collaboration, inclusiveness, and innovation to successfully address local issues.



Agriculture

AVILA CONSTRUCTION

In four decades, Avila Construction has grown into one of Monterey County's largest locally owned builders. Led by brothers Mike and Steve Avila, the firm has completed more than 2,000 projects, including such showcase developments as the Santa Catalina Math and Science Center, Hartnell King City Campus Expansion, Rancho Cielo's Ted Taylor Vocational Center, and the County of Monterey Government Center. But what's also notable is the sheer number of projects that support and uplift the fabric of community: School gyms, libraries, health clinic and hospital work, and the county emergency shelter. And in the past decade, the firm has emerged as the leading expert in navigating the complex process of bringing employer-sponsored housing projects to fruition.

Since 2015, when Rick Antle tapped them to build an agricultural housing development on company-owned land, Avila Construction has been involved in more employee-sponsored housing than any other local builder. Of the low- and very low-income housing produced in the county since then, around 80% was built by Avila Construction for the purposes of housing agricultural employees.

Kathryn Avila, Real Estate Entitlement, Investment, and Special Projects Lead for Avila Construction, points to a multitude of benefits from employer-sponsored housing: Greater productivity with shorter workdays and measurable quality of life benefits for employees, reduced traffic impacts, motel units previously occupied by seasonal farmworkers freed up for the hospitality industry or Project Homekey conversions. Growers report high retention rates when quality housing is provided and housing stressors are removed. Improving the quality of life for workers translates to low turnover rates for employers - a win-win for all.

Since Spreckels Crossing, Avila Construction has taken the reins on five additional developments serving the agriculture industry – Casa Boronda, Harvest Moon, Walnut & Third Apartments, Susan Street Apartments, and Gabilan Agricultural Apartments – adding 460 new apartments, housing as many as 3,680 people. Avila Construction is general contractor for Casa de Milagro, which will add a total of 117 new workforce units.

AVILA



Education

SALINAS UNION HIGH SCHOOL DISTRICT

A year ago, the Salinas Union High School District celebrated completion of a groundbreaking initiative to create employee housing for teachers and staff. While several other districts in the region are exploring workforce housing initiatives, SUHSD is the first district in the area to implement workforce housing for employees. For SUHSD, it meant purchasing 50 units in a newly constructed 100-unit apartment building on Abbott Street.

More than 200 staff members expressed interest in the units. Priced below market rate, the apartments have helped the district recruit employees who would otherwise struggle to find affordable housing.

The district continues to receive a steady stream of staff inquiries about availability, and several other districts, including Oakland Unified, have reached out to learn more about how to implement workforce housing programs.

Those rental units have proven to be a lifesaver for employees, some of whom have been commuting across Monterey County, from Santa Clara County, or even as far as the Bay Area. Some staff indicated they struggled simply with being able to move on to their own space and were forced to continue to live with other people, including family members, says Ana Aguillon, Salinas Union High School District Manager of Business Services/C.B.O. She shares the example of one young district teacher who feared he would never be able to move out of his parents' home in Gilroy. Since moving into the workforce housing, he is happy to live closer to work, and plans to save up for a more permanent living arrangement in Salinas.

The district will analyze this model over the next five years to see if there is a need to expand housing options, says Aguillon, and the district plans to offer opportunities to connect with financial advisors to see how employees can save money to purchase a home in the future.



Nonprofit

COMMUNITY HUMAN SERVICES

For over fifty years, Community Human Services and its over 100 employees have helped local youth, families and individuals most in need with mental health, homelessness, and substance abuse services in partnership with city governments and school districts through Monterey County.

In November 2023, Community Human Services opened Shuman HeartHouse, the very first homeless shelter for unaccompanied women and families with children in Monterey. More than 300 people turned out to celebrate the occasion with a public open house and ribbon cutting. Shuman HeartHouse features four family bedrooms and 16 individual sleeping quarters for unaccompanied women.

In its first three months, the age range of guests was between one and over 80 years old. Guests may stay up to three months, with the option for an additional three months if needed. While at the shelter, they have access to a case manager/housing navigator who helps them find a new home and whatever else they need to get back on their feet, including health care, employment, education, and more. Shuman HeartHouse also includes three meals a day for guests so they don't have to worry about where their next meal will be coming from – laundry facilities, family bathrooms, play areas, internet and computer access, and more. For more information, visit www.chservices.org.



**community
human services**
hope. help. here.



Lifetime Achievement Award

PETE SCUDDER

For significant and sustained contributions and commitment to public service, the Monterey County Business Council recognizes Pete Scudder with this year's Lifetime Achievement Award.

When Pete Scudder moved to Monterey County in 1979, it didn't take long for him to begin laying down roots. The roofing company he and his wife Karen started out of their garage in 1982 has grown substantially over the years, and a sister company, Scudder Solar Electrical Energy Systems, was founded in 2007, uniquely positioning Scudder Roofing as one of the few contractors in the state to offer a single, integrated, and highly experienced source for roofing and solar energy.

Through those four decades, Scudder has built a company that treats employees like family, supports the communities it serves, and invests in the local workforce. His company recently launched a partnership with Monterey Peninsula College to provide an ESL (English as a Second Language) program at its Marina headquarters, offering non-native English speakers the chance to overcome language barriers and acquire the essential language proficiency required for success in the workplace.

Scudder's roots in the community run deep and wide: He's a longtime board member and past chair of the Monterey County Business Council. He has served on the boards of Casa of Monterey County, Marina Rotary Club, Silicon Valley Monterey Bay Boy Scout Council, Monterey Builders Exchange, Independent Roofing Contractors of California, Rancho Cielo, Leadership Monterey County, and others. He also serves on the North County Fire Protection District of Monterey County, and on the Transportation Agency for Monterey County's Bicycle and Pedestrian Committee.

Thank You Pete!



Founders

EST. 1995

David Armanasco, Armanasco Public Relations

Mike Chihak, The Californian

Meg Conners, Victorian Homecare

Dennis Donovan, Dole, Inc.

Sam Downing, Salinas Valley Memorial Healthcare System

Myron "Doc" Etienne, Noland, Hamerly, Etienne & Hoss

Lewis Fenton, Fenton & Keller

Larry Foy, California American Water

David Gill, Growers Express

Vern Horton, First National Bank

Jay Hudson, Community Hospital of the Monterey Peninsula

MaryAnn Leffel, Wells Fargo

Ernie Lostrom, Lostrom & Company

Dan McGilloway, Jr., Kasavan, Pope & McGilloway

Basil Mills, Mills Family Farms

Mike Morgan, Household Credit Services

Elizabeth Murdoch, KSBW

Peter Smith, CSUMB

Richard Smith, Valley Farm Management

Rob Stump, PG&E

Reid Wagstaff, Smuckers Co.

Tom Wilson, Monterey Surgery Center

Jack Van Zander, Bestor Engineers

What We Do



The Monterey County Business Council (MCBC) promotes economic development and business growth in the region. We offer members networking, collaboration, and learning opportunities with local business leaders. Our goal is to build a vibrant and prosperous business community through cross-sector alliances, fostering innovation, and driving economic prosperity.

MCBC.biz



Our team of procurement business counselors serve 14 counties in California, assisting businesses in bidding and winning government contracts to boost employment and improve the region's economy. Our team offers no cost counseling, education, and document preparation to help companies sell their products and services to government agencies.

MontereyBayAPEX.org



The Central Coast Small Business Development Center (SBDC) helps Monterey County and San Benito County businesses launch, grow, transition, and innovate. Central Coast SBDC staff provides free expert consulting, training, market research, access to capital, and other tools to ensure small businesses succeed in our region.

— What We Do —



Building Business Back (BBB), in partnership with the County of Monterey, helps local business owners access critical resources and recover from the pandemic. BBB offers free services in both English and Spanish, serving Monterey County with a focus on the unincorporated areas, minority-owned, women-owned, and LGBTQ-owned businesses.

MontereyCountyBusiness.com



Our 10-month Leadership Monterey County program focuses on the county's economic drivers. Graduates frequently take up roles on nonprofit boards, city and county boards, and in public office, shaping the county's future by increasing education and awareness of our local economy.

LeadershipMC.org

— Follow Us —





*Scan here for a
digital copy of this program.*

