



Salinas Valley NOTES

MARCH 1, 2009

VOLUME 5, ISSUE 3

MARK YOUR CALENDARS SALINAS VALLEY CHAPTER MEMBERSHIP MIXER MARCH 25, 2009 5:30 P.M. | GROWERS PUB

CWA MEMBER OF THE MONTH NATALIE RAVA



Natalie has worked in agriculture most of her adult life. First with Bruce Church/Fresh Express then at Taylor Farms. She also reminds us that she is married to a farmer! Natalie proclaims "Agriculture is THE industry in our county and the largest industry in the state. It is important to me personally and professionally to keep up to date on issues affecting this industry. CWA helps me to do that." Her favorite recipe is Spinach Salad with a variation of the warm bacon dressing. She combines cooked, thinly sliced strips of prosciutto, caramelized red onions and a joining of balsamic vinegar and honey for the dressing. She says "It's sweet, tangy AND good for you!" Natalie is employed as a CPA at Hayashi & Wayland in Salinas, has been a CWA member for 10 years and makes her home in King City.

SPECIAL DATES IN 2009!

National Ag Week March 15 - 21



National Ag Week is March 15-21, 2009 and the Monterey County Fair will be kicking it off with a "Celebrate Agriculture, and National Ag Week" Breakfast on Wednesday, March 18th from 8:00 a.m. - 10:00 a.m.

The Celebration breakfast will take place in the Monterey Room located at the Monterey County Fairgrounds, 2004 Fairground Road, Monterey, CA 93940. This breakfast is open to all who would like to come and grab a GREAT story to run during National Ag Week, or simply learn about agriculture and have a great breakfast.

The event boasts an impressive lineup of guest speakers featuring A.G. Kawamura, Secretary of the Department of Food and Agriculture. Speakers will be highlighting the legislative issues facing agriculture today, marketing agriculture and so much more! The panel of speakers also features: Brian Rianda, Executive Director, Ag Land Trust; Kris O'Connor, Executive Director, Central Coast Vineyard Team; and Jim Bogart of Growers Shippers Association of Central California.

Please contact Sarah Cummings for more information at sarah@montereycountyfair.com. We ask that you RSVP by Friday, March 13th to the Fair Office, 831-372-5863; tickets for the breakfast are \$10.

***** 2009 STATEWIDE MEETINGS

March 14-15 | Concord
May TBD | Sacramento
July 26-27 | Santa Maria
July 26 | Paso Robles Launch

Salinas Valley Chapter 2009 Executive Board

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We want your news!
Do you have an announcement, promotion, job posting, award, recognition, event or any business or personal news we can share with our CWA members?
Please submit to Notes editor:
Robyn A. DaRosa
robyn@projobs4u.com

www.SalinasCWA.org
You are receiving this e-mail because you are either a member of the Salinas Valley Chapter of CWA or are a valued friend of agriculture.
[Remove from Notes](#)

Great Blend of Past, Current and New Members!

Time is flying by and here we are in March already! What a great start we've had for 2009! It has been wonderful to see so many of you turning out for our monthly meetings, truly a great blend of past, current and new members!



Our March Statewide Meeting is just around the corner, March 13-14 in Concord. Our CWA policies will be reviewed at this meeting in preparation for our Legislative Visits to the Capitol in May! Registrations are still being accepted and can be found on the State's website www.cawomen4ag.com or our Chapter website www.salinasCWA.org.

The Progressive Dinner, one of our chapter's larger fundraisers, is also quickly approaching. The committee is working diligently on the final details for this May 2nd event, which will be a great time! Look for tickets to go on sale later this month.

Lastly, please remember that 2009 membership applications/fees are now due and should be submitted ASAP to ensure that you remain active on our distribution lists. A quick reminder that there will be no luncheon meeting in March as we will be having our evening Membership Mixer on the 25th at Grower's Pub in Salinas. Hope to see you all there!

Colby Willoughby
SVCWA President

Membership Discussion | Your Opinion Counts!

At the CWA Convention in January, the CWA State Board requested all individual local Chapters conduct a membership discussion. The results will ultimately be used to improve our membership and to find areas in which we can improve to best suit our member's needs. All responses should be submitted no later than March 10 as they will be collected and discussed at the March Statewide Meeting (Mar. 13-14).

President Colby created a series of questions to make this process as easy and quick as possible and should only take a couple of minutes to complete. All individual responses will be kept confidential and the answers will be compiled into group statements to be used for the discussion. Your participation and honest feedback is sincerely appreciated. Please visit: [CWA Membership Survey](#) or contact Chapter President Colby Willoughby at colby@costafarmsinc.com.

California Water Issues Escalate to Eminent Drought and Rationing

California's water crisis has escalated recently as the US Bureau of Reclamation announced California's farmers and ranchers would likely receive no water allocation. Water is the life-blood of a strong agricultural economy—one that provides jobs, supports community businesses and feeds the nation. Already facing drought conditions, many farmers and ranchers have very few options to keep their businesses running. Learn more about this critical issue by visiting [Farm Bureau's Water Crisis](#).

Courtesy of Farm Team Legislative Update

Monterey County Ag Education Farm Day Experience March 19

Without your support, MCAE would not be able to continue their work educating the local community about Agriculture. The Farm Day program is one of the last field trips schools can afford to attend because MCAE underwrites most of the costs. If you are interested in helping, please email Frank Heffren at fheffren@yahoo.com or Peter Odello peter@greenettes.com. Both guides and presenters are still needed!

Annual Chapter Mixer Scheduled for March 25 at Growers Pub

As we look forward to a year of hope for success and prosperity, I'd like to express how important each and every one of you is to our organization and its mission. We are experiencing a challenging time and California agriculture is not immune to the nation's tenuous economic climate. All the more reason we, as members of CWA, need to work together to support the ag industry ensuring its viability and growth! United, CWA stands strong. Your membership is vital to that unity. Membership forms are available on the website at www.salinasCWA.org/, so download your application, fill it out, and mail to P.O. Box 1210, Salinas, CA 93902. If you have any questions concerning your membership status or need additional help please contact me directly at healyhs@co.monterey.ca.us, or at (831) 566-9095. Just think, the dues cost of only \$35.00 might equal one dinner out... a small price to pay. Thank you to all who join or renew their membership early!

Please watch your e-mail and check our website for additional details regarding the Annual Chapter Mixer! We are very excited to be working with Dawn Magri and David Drew this year at their recently renovated fabulous new Growers Pub restaurant.

Heather Healy
SVCWA Membership Director

CALIFORNIA WOMEN for AGRICULTURE presents

Enjoy the finest Monterey County Wines paired with local cuisine while enjoying beautiful views of the Salinas Valley. We invite You To Join Us in 2009. Tickets go on sale March 16 and will sell out - so get yours early!

2nd Annual
Let's Wine & Dine
Progressive Dinner

SATURDAY, MAY 2, 2009
5:00 P.M. TO 11:00 P.M.
\$65.00 PER PERSON

For Tickets & More Information, please contact:
Janelle Metzger (831) 906-7438 janellemetzger@taproduce.com
Jessica Harris (831) 905-5275 jharris@ebfarm.com

Special Thanks to Coastal Grower Event Media Sponsor

Let's Wine & Dine | Second Annual CWA Progressive Dinner

This year's Progressive Dinner will begin at A Taste of Monterey in Salinas for appetizers and will continue onto three other venues for soup, dinner, and dessert, within the Salinas Valley which we have decided to keep top secret until the "unveiling" that evening. The event will begin in Salinas at 5 o'clock and finish around 11 o'clock back at our starting point. Throughout the evening there will be numerous gift certificates and tantalizing wine raffled off. Raffle tickets will be for sale throughout the evening. Each ticket for the Progressive Dinner is \$65.00 and will include transportation, your gourmet meals, fabulous wines, and an evening of dancing to the "Wild Turkeys," a local favorite band.

Last years event was a HUGE success! We hope this year's will be even better! For those of you who didn't attend or hear about last years event, about 90 people were taken around to different venues. At each venue, a course of dinner was served along with fantastic wines. Appetizers were served at the Davis House along with Antle Wines, Soup and Salad at Pessagno's along with his wine, dinner & wine at Kendall Jackson in Soledad, and Dinner/Dancing and more wine tasting was held at Paraiso ... they even brought out port for us! Between each bus ride, raffle tickets were sold and prizes were awarded throughout the night. Funds raised benefitted the SVCWA scholarship fund.

Tickets for this year's event go on sale March 16th and everyone is invited. You do not have to be a member of California Women for Agriculture to attend! Please contact Kate Hitchcock at KHitchcock@ebfarm.com for tickets. You may also reach out to Jessica Harris at (831) 970-5379; jharris@ebfarm.com or Janelle Metzger at (831)455-3671 janellemetzger@taproduce.com for more details or questions. Spread the word!

NEW CWA RESOURCES ON-LINE

CWA is on FACEBOOK! Join the local chapter's group by visiting www.Facebook.com and search for Salinas Valley Chapter, CA Women for Agriculture. The State is also offering a group. See California Women for Agriculture

Our new chapter historian, Janelle Metzger, has also created an on-line source for easy access to members photos. <http://picasaweb.google.com/SalinasCWA> If you have any pictures you'd like Janelle to post, please send them to her [via email](#) or you can create a CD and she can upload them directly onto the website. Her goal is to get as many CWA events up there as possible!

Upcoming Events and Dates to Remember:

- Mar 3 Community Ag Expo, Salinas Sports Complex
- Mar 6 Deadline for application to Class III **AgKnowledge 2009**
- Mar 12 Monterey County Farm Bureau general meeting
- Mar 13 "A Night in Italy" Monterey Fair Pasta Dinner & Bocce Ball Tourn
- Mar 14-15 CWA Statewide Meeting, Concord, CA
- Mar 17 Saint Patrick's Day
- Mar 18 Ag Day Breakfast, Monterey Fairgrounds
- Mar 18 South County Farm Day, King City Fairgrounds
- Mar 19 Capitol Ag Day, Sacramento
- Mar 24 SV Chapter Membership Mixer, Growers Pub, Salinas
- Mar 25



Click here for additional events and CWA calendar information!!!

Be sure to check out the new State CWA website. www.CAWomen4Ag.com.