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# MONTEREY COUNTY

## *AGRICULTURAL RESOURCE GUIDE*

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December 13, 2002

Prepared by Agland Investment Services  
With Assistance from the Economic Competitiveness Group, Inc.  
For the

Monterey County  
Office of Economic Development

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**1.0 Introduction**

Over the past 50 years, agricultural production in Monterey County has prospered and expanded. The agricultural industry produces over \$3 billion of products at the farm level, and generates economic activity of over \$7.5 billion within the region.

Thanks to a temperate climate and fertile soils, Monterey County has become the number one vegetable-producing region in the nation. The County’s range of crops includes lettuce, artichokes, broccoli, cauliflower, spinach, strawberries, peppers, squash, carrots, asparagus, celery, tomatoes, mushrooms, brussel sprouts, garlic, onions and flowers. Monterey County also boasts over 40,000 acres of wine grapes, making the County one of the largest grape growing areas in California.

Known as the “Salad Bowl of the World”, Monterey County produces much of our national produce and exports over 500 million pounds of product to countries including Canada, Japan, Hong Kong, Taiwan, Mexico and the European Union. During the last decade, organic production has expanded and many of the larger companies within the region are now generating organic product.

The purpose of this guide is to identify the key research institutions, business support services, and education resources, within the greater Monterey region, that provide programs and/or services to the agricultural industry. Key activities and contact information are listed for each of the organizations included.

## 2.0 Agricultural Industry Associations

### **A. MONTEREY COUNTY FARM BUREAU**

**Year Established:** 1917

**Number of Employees:** 2-4

**Activities:** Monterey County Farm Bureau is a private, nonprofit association of farmers and ranchers throughout the County of Monterey. The Farm Bureau serves as a collective voice for farmers and ranchers and provides information, benefits and services. Farm Bureau cooperates with other agricultural organizations to fulfill its purpose of working for the solutions to the problems of the farm, the farm home and the rural community.

**Address:** 931 Blanco Circle, Salinas, CA 93901

**Phone:** (831) 751-3100 / **Fax:** (831) 751-3167

**Email:** mocofb@redshift.com

**Website:** <http://www.montereycountyfarmbureau.org/>

**Contact Person:** Robert Perkins, Executive Director

### **B. MONTEREY COUNTY VINTNERS & GROWERS ASSOCIATION**

**Year Established:** 1974

**Number of Employees:** 4

**Activities:** The Association is comprised of 56 wineries and vineyards that represent over 40,000 acres within Monterey County. The Organization's mission is to establish Monterey County as a world-renowned grape growing and wine-producing region.

**Address:** P.O. Box 1793, Monterey, CA 93942-1793

**Phone:** (831) 375-9400 / **Fax:** (831) 375-1116

**Email:** info@montereywines.org

**Website:** [www.montereywines.org](http://www.montereywines.org)

**Contact Person:** Rhonda Motil, Executive Director

### **C. AGRICULTURAL LAND-BASED TRAINING ASSOCIATION (ALBA)**

**Year Established:** 1986

**Number of Employees:** 6

**Activities:** The organization works to meet the social justice, ecological, and economic goals of small organic farmers in the region. The organization works to train farmers in:

- Production techniques
- Marketing methods
- Book-keeping

**Street Address:** 1700 Old Stage Rd., Salinas, CA 93908

**Mailing Address:** P.O. Box 5415, Salinas, CA 93915

**Phone:** (831) 758-1469 / **Fax:** (831) 758-3665

**Email:** benechin@yahoo.com

**Contact Person:** Patrick Troy, Agronomist

### **D. GROWER-SHIPPER ASSOCIATION OF CENTRAL CALIFORNIA**

**Year Established:** 1930

**Number of Employees:** 4

**Activities:** The Association has represented growers and shippers of agricultural commodities in the Salinas and Pajaro Valleys since 1930. It has over 300 members, which are predominantly vegetable, strawberry, seed and grape producers. Specific member services include

representing the industry in governmental affairs, provision of legal services, labor relations consulting, member education, EPA/OSHA compliance, etc.

**Mailing Address:** P.O. Box 828, Salinas, CA 93902  
**Street Address:** 512 Pajaro Street, Salinas, CA 93901  
**Phone:** (831) 422-8844 / **Fax:** (831) 422-0868  
**Email:** GSJBogart@aol.com  
**Website:** <http://www.gsva.org/>  
**Contact Person:** James W. Bogart, President

#### **E. MONTEREY COUNTY CERTIFIED ORGANIC (MCCO)**

**Year Established:** 2002

**Activities:** MCCO was developed by county inspectors and a voluntary advisory committee made up of organic farmers, processors, and handlers. The program is supported by the Agricultural Commissioner's office. For produce to be certified as organic, an operation must comply with rigid standards including long term soil management plans, buffer zones between organic farms and nearby conventional farms, and other specific requirements for labeling and record keeping. Prior to any crop harvest, soil must be free from prohibited matter for 36-months to meet requirements for certification. Further, all organic operations are required to maintain detailed records of all the materials applied in their growing operations. Strict guidelines are followed in annual certification inspections providing consumers full disclosure of how food is produced.

**Address:** 1428 Abbott Street, Salinas, CA 93901  
**Phone:** (831) 759-7325 / **Fax:** (831) 422-1947  
**Email:** willeyg@co.monterey.ca.us  
**Website:** <http://www.co.monterey.ca.us/>  
**Contact Person:** Gerry Willey, Deputy Ag. Commissioner

#### **F. CALIFORNIA STRAWBERRY COMMISSION**

**Year Established:** 1946

**Number of Employees:** 20

**Activities:** The Commission is financed through a fee per tray. The annual budget is approximately \$6 million; approximately \$500,000 is for research contracted with universities and specialists. The Commission activities fall into three major areas:

- Overseeing and conducting agricultural research
- Promoting California strawberries through marketing programs targeted toward consumers, retailers, foodservice operators, export markets and industrial users
- Issues management

**Address:** 41 Hangar Way, Watsonville, CA 95076  
**Phone:** (831) 724 - 1301 / **Fax:** (831) 724 -5973  
**Email:** info@calstrawberry.com  
**Website:** <http://www.calstrawberry.com/>  
**Contact Person:** Cindy Jewel, Executive Director

#### **G. CALIFORNIA CERTIFIED ORGANIC FARMERS (CCOF)**

**Year Established:** 1973

**Number of Employees:** 13 (in Santa Cruz), 3-4 part-time

**Activities:** CCOF was one of the first organizations to certify organic farms in North America. CCOF set uniform guidelines and worked to legally define organic. CCOF only certifies organic farmers, processors, retailers, and wholesalers who comply with standards required by state and national laws. Their inspectors examine the crop, land, facilities, processes, and paperwork. The organization:

- Certifies organic food
- Works to expand public support for organic agriculture

**Address:** 1115 Mission Street, Santa Cruz, CA 95060

**Phone:** (831) 423-2263 / **Fax:** (831) 423-4528

**Email:** [ccof@ccof.org](mailto:ccof@ccof.org)

**Website:** <http://www.ccof.org/>

### 3.0 Commercial Laboratories

#### A. BOLSA ANALYTICAL

**Year Established:** 1992

**Number of Employees:** 4

**Activities:** A private water quality-testing laboratory.

**Address:** 2337 Technology Parkway, Suite K, Hollister, CA 95023

**Phone:** (831) 637-4590 / **Fax:** (831) 634 1854

**Email:** aquaticlab@aol.com

**Contact Person:** Tomas Moreno, Director

#### B. DELLAVALLE LABORATORY

**Year Established:** 1978

**Number of Employees:** 35

**Activities:** Dellavalle is a private company specializing in analysis for agricultural and horticultural purposes - primarily soil, plant tissue, water, fertilizers, manures and other related materials.

**Address:** 1910 West McKinley, Suite 110, Fresno CA 93728

**Phone:** (800) 228-9896 or (559) 233-6129 / **Fax:** (559) 268-8174

**Email:** Pmiller@Dellavallelab.com

**Website:** <http://www.dellavallelab.com/>

**Contact Person:** Peggy Miller, Customer Service Representative

#### C. PRIMUS LABORATORIES

**Year Established:** 1987

**Number of Employees:** 60 (Salinas and Santa Maria)

**Activities:** A private food safety laboratory, Primus provides:

- Packing
- Cooling
- Field level auditing
- Pesticide and microbiological analysis for growers.
- Information for distributors

**Address:** 2810 Industrial Parkway, Santa Maria, CA 93455

**Phone:** (805) 922-0055 / **Fax:** (805) 922-2462

**Website:** <http://www.primuslabs.com/>

**Email:** primus@primuslabs.com

**Contact Person:** Brian Mansfield, Sales Director

#### 4.0 Business Support Services

##### A. MONTEREY COUNTY AGRICULTURAL COMMISSIONER'S OFFICE

**Activities:** Works to promote and protect agriculture, the environment, and the public welfare and to assure consumer and business confidence in the marketplace. The Commissioners office issues an annual report summarizing the production (acres) and value of the corps produced within the County. Each County has a similar office. The office:

- Enforces pesticide use regulations
- Quarantine of plants
- Certifies phytosanitary standards
- Certifies organic standards
- Provides pesticide permits
- Offers weights and measures functions

**Address:** 1428 Abbott Street, Salinas, CA 93901

**Phone:** (831) 759-7325 / **Fax:** (831) 422-5003

**Email:** agcomm@co.monterey.ca.us

**Website:** [www.co.monterey.ca/ag/](http://www.co.monterey.ca/ag/)

**Contact Person:** Eric Lauritzen, Agricultural Commissioner

##### B. SANTA CRUZ COUNTY AGRICULTURE COMMISSIONER'S OFFICE

**Activities:** (see Monterey Agriculture Commissioner's Section)

**Address:** 175 Westridge Dr., Watsonville, CA 95076

**Phone:** (831) 763-8080 / **Fax:** (831) 763-8234

**Email:** agcomm@aol.com

**Website:** [www.cdpr.ca.gov/](http://www.cdpr.ca.gov/)

**Contact Person:** David W. Moeller, Agricultural Commissioner

##### C. UC COOPERATIVE EXTENSION, SALINAS

**Year Established:** 1919

**Number of Employees:** 16 full time and up to 12 seasonal and part-time

**Job classification breakdown:** Academic research and extension staff in viticulture, entomology, weed science and vegetable crops, plant pathology, and irrigation and water policy.

**Total budget:** \$2,000,000

**Research budget:** \$150,000 - \$300,000 (varies yearly)

**Activities:** Cooperative Extension (Agricultural Extension) is a department that is jointly supported by Monterey County, the University of California and the United States Department of Agriculture. Programs include:

- Consumer Science Program: The Nutrition, Family and Consumer Science Advisor works closely with other public agencies, as well as the general public. The program focuses on training trainers regarding nutrition, family budgeting, parenting, consumer awareness, adult and youth food stamp nutrition education, and food safety.
- 4-H Youth Program: The 4-H Youth Program has projects in areas of health and leisure, family and consumer science, engineering, computer science, and resource science, as well as the ever-popular animal science and plant science programs. The program is open to all children and offers a wide range of programs.
- Agricultural Program: Five Farm Advisors with programs in Entomology, Irrigation, Water Quality and Water Policy, Plant Pathology, Viticulture, Weed Science and Vegetable Crops and Cross-County Assignments in Strawberries, Ornamental Horticulture, Economics, Livestock and Natural Resources, Pomology and Rangeland Management.

- Marine Science Program: The Marine Advisor serves Monterey Bay from the Moss Landing office. The Advisor applies and transfers information to solves practical problems in the areas of aquaculture, commercial and recreational fishing, environmental policy and conservation, marine education, harbor management, marine pollution and marine research.

**Address:** UC Cooperative Extension, 1432 Abbott Street, Salinas, CA 93901

**Phone:** (831) 759-7350 / **Fax:** (831) 758 3018

**Email:** cemonterey@ucdavis.edu

**Website:** <http://cemonterey.ucdavis.edu>

**Contact Person:** Sonya Hammond, County Director

#### **D. UC COOPERATIVE EXTENSION, SANTA CRUZ COUNTY**

**Number of Employees:** 10

**Job classification breakdown:** Principal staff includes farm advisor specialists in Small Farm Management, Marine Sciences, Youth Development Advisor, Environmental Horticulture and a recently hired Strawberry Advisor.

**Total budget:** \$900,000

**Activities:** The County, the University of California, and Federal donors fund the UC Cooperative Extension. The Division of Agriculture and Natural Resources of the University of California provides the professional staff for the office as well as overall supervision and management of the department. The UC Cooperative Extension is the single largest applied research program in the County. They:

- Work with community to determine research interests and needs
- Conduct research in agriculture and environmental horticulture

**Address:** 1432 Freedom Blvd., Watsonville, CA 95076

**Phone:** (831) 763-8040 / **Fax:** (831) 763-8006

**Email:** ljtourte@ucdavis.edu

**Website:** <http://www.ucdavis.edu/>

**Contact Person:** Laura Tourte, County Director

#### **E. USDA/AGRICULTURAL RESEARCH SERVICE (ARS), SALINAS**

**Year Established:** 1941/1948

**Number of Employees:** 70

**Job classification breakdown:** 16 PhDs, 3 MS professionals, 26 technicians plus 5-10 post doctoral scientists on 1-2 year appointments. The principal research expertise represented within the Center is Entomology, Soil Science, Weed Science, Genetics and Plant Breeding, Plant Pathology, Soil Science and Agro-ecology

**Research budget:** \$3,500,000

**Square footage:** 100,000 sq. ft. plus 194 acres of land

**Activities:** The ARS is the principal research agency of the U.S. Department of Agriculture (USDA) for crop improvement and protection. In recent years there has been an expansion of research staff, funded by USDA, UC and specific commodity groups, such as the Artichoke Commission. Research projects are established based on priority and budgets, and often are for 2-5 years in duration.

**Address:** 1636 E. Alisal Street, Salinas, CA 93905

**Phone:** (831) 755-2800 / **Fax:** (831) 755-2814

**Email:** jmcCreight@pw.ars.usda.gov

**Website:** <http://www.pwa.ars.usda.gov/Salinas/index.shtml>

**Contact Person:** Dr. James D. McCreight, Location Coordinator

**F. SMALL BUSINESS DEVELOPMENT CENTER****Year Established:** 1990**Total budget:** \$140,000 for Monterey County, \$390,000 for the district**Activities:** the Small Business Administration (SBA) and California Trade and Commerce support SBDC activities. The organization:

- Assists with small business start-up
- Helps businesses expand and develop
- Promotes minority and women-owned business
- Offers classes, workshops and free one-on-one counseling for business
- Operates a Women's Pre-Qualification Loan Program
- Provides micro-loans for start-up and existing businesses and export financing
- Distribute information on Monterey County Revolving Loan Funds, and all SBA Loan Programs.

**Cabrillo College:****Address:** c/o Cabrillo College, 6500 Soquel Drive, Aptos, CA 95003**Phone:** (831) 479-6136 / **Fax:** (831) 479-6166**Email:** tethomae@cabrillo.cc.ca.us**Website:** <http://www.businessonline.org>**Contact Person:** Teresa Thomae, Director**Gavilan College:****Address:** c/o Gavilan College, 8351 Church Street, Gilroy, CA 95020**Phone:** (408) 847-0373 / **Fax:** (408) 847-0393**Email:** rgillis@sdsldesigns.net**Website:** <http://www.gavilansbdc.org>**Contact Person:** Richard Gillis, Director**G. MONTEREY COUNTY OFFICE OF ECONOMIC DEVELOPMENT****BUSINESS SITE SELECTION****Activities:** The office has a database of over 800 locations in the County. The database contains detailed information on zoning and general plan restrictions. The County has a special handling procedure for commercial and industrial projects that will provide employment opportunities for projects that create fifty or more jobs. The office:

- Works one-on-one with businesses to find a location for business expansion or start-up
- Assists businesses with making city-level economic development contacts
- Puts clients in touch with real-estate brokers.

**Address:** 230 Church St., Building 3, Salinas, CA 93901**Phone:** (831) 755-5065 / **Fax:** (831) 751-6933**Email:** claypoolm@co.monterey.ca.us**Website:** <http://www.montereycountybusiness.net/>**Contact Person:** Mary Claypool, Principal Analyst – Economic Development**DEVELOPMENT REVIEW COMMITTEE****Activities:** The DRC provides a coordinated approach to the departmental review and process for proposed major commercial and industrial developments in the County.

- Reviews and approves plans for new construction

**Street Address:** 230 Church St., Building 3, Salinas, CA 93901**Phone:** (831) 755-5065 / **Fax:** (831) 751-6933**Email:** claypoolm@co.monterey.ca.us**Website:** [www.montereycountybusiness.net](http://www.montereycountybusiness.net)

**H. MARINA SMALL BUSINESS INCUBATOR (MSBI)****Year Established:** 2001**Number of Employees:** 2**Total budget:** \$300,000 available to loan to tenants and local businesses**Activities:** The MSBI is located at the UC Monterey Bay Education, Science and Technology (MBEST) Center and was created with the fundamental goals of functioning as a business accelerator, working to create jobs and economic diversification. The organization:

- Assists small businesses through the early stages of business development
- Provides a start-up location for entrepreneurs

**Address:** 3180 Imjin Road, Marina, CA 93933**Phone:** (831) 582-9718 / **Fax:** (831) 582-9546**Email:** info@msbi.org**Website:** <http://www.msbi.org/>**Contact Person:** Director**I. MONTEREY EXPORT ASSISTANCE CENTER****Year Established:** 1996**Number of Employees:** 1**Activities:** The Monterey Export Assistance Center office is part of an international network consisting of 105 U.S. Export Assistance Centers across the country and 65 offices in 82 countries. The Center assists Monterey Bay/Salinas Valley small and medium-sized firms realize their export potential by:

- Offering expert counseling and advice
- Researching and disseminating information on markets abroad
- Developing international contacts
- Providing advocacy services

**Address:** 411 Pacific Street, Suite 316A, Monterey, CA 93940**Phone:** (831) 641-9850 / **Fax:** (831) 641-9849**Email:** Mark.Weaver@mail.doc.gov**Website:** <http://www.buyusa.gov/norcal/>**Contact Person:** Mark Weaver, EAC Manager**J. ONE-STOP CAREER CENTER AND OFFICE OF EMPLOYMENT TRAINING****Year Established:** 1960s**Number of Employees:** 100 (full-time), 20-30 (temporary)**Job classification breakdown:** Trainers, Administrative Services, Administrative Management, Facilities, Program and Projects Coordinators**Activities:** The Center helps job-seekers select a new career, find a job, locate a suitable education or training program, create effective resumes and letters, plan finances and find benefits for which job-seekers may qualify. Employers in Monterey County can post job openings on the free website and review resumes of potential employees. The site also provides information on the local labor market, suitable training programs as well as information on human, legal and labor relations issues. The Center is a partnership between the Office for Employment Training, Department of Social Services and the Employment Development Department. The Center:

- Posts job listings
- Provides job placement services
- Conducts employee skill assessments
- Provides employee workshops
- Distributes employer information

**Address:** 730 La Guardia, Salinas, CA 93901

**Phone:** (831) 755-4452 or (800) 870-4750 / **Fax:** (831)-755-3246

**Email:** 565-onestop-web@co.monterey.ca.us

**Website:** <http://www.onestopmonterey.org/>

**Contact Person:** Joe Warner, Director

#### **K. ONE STOP PERMIT ASSISTANCE CENTER**

**Number of Employees:** Approximately 120

**Activities:** The Monterey County Planning & Building Inspection Department provides one location where all land use departments are located and can be assessed for questions and advice on projects. The office provides brochures for the Planning Permit Process, Design Approval and Variances.

- Provides information regarding the planning and building permitting process

**Salinas Address:** 230 Church Street, Building 1, Salinas, CA 93901

**Marina Address:** 2620 First Avenue, Marina, CA 93933

**Phone:** (831) 755-5025 (Salinas), (831) 883-7500 (Marina) / **Fax:** (831) 755-5487

**Email:** mcmillank@co.monterey.ca.us or questions@co.monterey.ca.us

**Website:** <http://www.co.monterey.ca.us/pbi>

**Contact Person:** Kim McMillan, Public Relations

#### **L. SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)**

**Year Established:** 1964

**Number of Employees:** 12 National staff, 11,500 volunteers, 389 chapters located through the US and its territories

**Activities:** SCORE is a resource partner of the US Small Business Administration. The organization is dedicated to assisting the formation, growth and success of small business nationwide.

Representatives of the organization can be reached through the Monterey Chamber of Commerce. Retired executives and business owners offer:

- Free mentoring and counseling services to local businesses.

**Local Address:** c/o Monterey Chamber of Commerce, 380 Alvarado St., P.O. Box 1770, Monterey, CA 93940

**Phone:** (831) 648-5360

**Fax:** (831) 649-3502 (Fax to SCORE to the attention of Jesse Ostrom)

**Contact Person:** Michael Grant, Chairman

**National Address:** SCORE Association, 409 3<sup>rd</sup> Street, S.W., 6<sup>th</sup> Floor, Washington DC 20024

**Phone:** (800) 634-0245

**Email:** contact.score@sba.gov

**Website:** <http://www.score.org/>

#### **M. UC MONTEREY BAY EDUCATION, SCIENCE & TECHNOLOGY CENTER (MBEST)**

**Year Established:** 1994

**Number of Employees:** 6

**Job classification breakdown:** 1 director, 1 enterprise development, 1 facilities planning, 1 outreach  
2 administrative staff

**Total budget:** \$20 million to date

**Square footage:** 484-acre research center, adjacent to 605 acres of natural habitat

**Description of available rental space:** 38,000 in two facilities

**Land development opportunities (as of 2002):** 55 acres

**Activities:** Specific business services (current or planned) include: incubator space, lease space, land development opportunities, technical training programs, business training programs, access to

mentor networks, entrepreneurial training programs, and access to venture capital and angel financing.

The center's objectives are to:

- Foster applied research and technology transfer,
- Establish a community of high-tech businesses,
- Encourage regional economic development and job creation,
- Enhance educational and research opportunities, and
- Provide competitive advantages for the Monterey Bay region.

Tenants as of 2002 include: USGS, Hobi Industries, The Spot, AdAp Systems, Marina Small Business Incubator, University Extension

**Address:** 3180 Imjin Road, Marina CA 93933

**Phone:** (831) 582-1020 / **Fax:** (831) 582-1021

**Email:** info@ucmbest.org

**Website:** <http://www.ucmbest.org/>

**Contact Person:** Lora Lee Martin, Director

#### **N. ORGANIC FARMING RESEARCH FOUNDATION**

**Year Established:** 1989

**Number of Employees:** 8

**Total budget:** \$800, 000 (grants since 1990)

**Activities:** The Organic Farming Research Foundation:

- Sponsors research related to organic farming practices
- Disseminates research results to organic farmers and to growers interested in adopting organic production systems
- Educates the public and decision-makers about organic farming issues

**Address:** P.O. Box 440, Santa Cruz, CA 95061

**Phone:** 831-426-6606 / **Fax:** 831-426-6670

**Email:** bob@ofrf.org

**Website:** <http://www.ofrf.org/>

**Contact Person:** Bob Scowcroft, Executive Director

#### **O. U.S. SMALL BUSINESS ADMINISTRATION (SBA)**

**Year Established:** 1953

**Activities:** The SBA serves small businesses directly through a wide variety of programs. The SBA:

- Provides counseling business owners or potential owners, especially in the start-up phases
- Assists in the development of business plans and material necessary to launch a business
- Offers pre-business workshops

**Address:** 2719 N. Air Fresno Drive, Suite 200, Fresno CA 93727

**Phone:** (559) 487-5791 or (800) 359-1833 ext. 6 / **Fax:** (559) 487-5636

**Email:** carlos.mendoza@sba.gov

**Website:** <http://www.sba.gov/>

**Contact Person:** Carlos G. Mendoza, Director

## 5.0 Education and Training Organizations

Most of the organizations listed here provide education and training opportunities that provide many of the skills needed to work in business and industrial settings or provide the scientific background necessary to work in a variety of laboratory and research settings. When an organization provides agriculture specific training we have highlighted those programs. A more complete training directory may be found on the Office of Economic Development website, [www.montereycountybusiness.net](http://www.montereycountybusiness.net).

### A. CALIFORNIA STATE UNIVERSITY MONTEREY BAY

**Year Established:** 1995

**Number of Employees:** 329

**Activities:** The focus of the University is on science education. The University is primarily an undergraduate teaching program; however, almost half of the University's staff conducts research. Areas of research in the marine sciences include watershed and socio-economic impacts of watershed issues. Some research is also conducted with growers around pesticide management.

**Address:** 100 Campus Center Bldg., Seaside, CA 93955

**Phone:** (831) 582-3000 / **Fax:** (831) 582-3540

**Email:** Steve\_Reed@csumb.edu

**Website:** <http://www.csumb.edu/>

**Contact Person:** Steve Reed, Associate VP for University Relations

### B. CENTRAL COAST COLLEGE

**Year Established:** 1983

**Number of Employees:** 23 full and part-time staff, enrolls 200 students

**Activities:** Located in Salinas, this private career college provides a specialized curriculum for adult students interested in professional careers. The College provides specialized training in Computer Office Administration, Accounting, Medical Office Administration/Billing, Medical Assisting, and Computer Network Support. Programs are offered every 4-6 weeks.

**Address:** 480 So. Main Street, Salinas, CA 93901

**Phone:** (800) 922-2443 or (831) 922-2443 / **Fax:** (831)753-6485

**Email:** future@cccbus.com

**Website:** <http://www.cccbun.com/>

### C. GOLDEN GATE UNIVERSITY, MONTEREY CAMPUS

**Year Established:** 1971

**Number of Employees:** 4 (Director of Administration, Director of Academics, and Administrative Assistants)

**Activities:** The Monterey Bay site offers degrees in Accounting, Business and Computer Information Systems. An MBA is offered with concentrations available on-site and online via CyberCampus.

**Address:** 500 8th Street, Marina, CA 93933

**Phone:** (831) 884-0900 / **Fax:** (831) 884-0913

**Email:** info@ggu.edu

**Website:** <http://www.ggu.edu/locations/monterey/mont/html>

**D. HARTNELL COLLEGE****Year Established:** 1920**Number of Employees:** 310 (117 Full-time faculty, 161 Classified, and 32 Managers)**Activities:** The College offers courses in agricultural business, farm equipment maintenance and food production/packaging.

The College offers the first and second year of a college program and awards the associate of arts/sciences degrees and certificates of proficiency. The college also provides vocational training, Work Force and Community Development classes, Contract Education and numerous cultural and recreational activities. The College has transfer agreements with many California State University (CSU) and University of California (UC) campuses that guarantee admission for Hartnell students who have completed the two-year requirements.

**Address:** 156 Homestead Avenue, Salinas, CA 93901**Phone:** (831) 755-6700 / **Fax:** (831) 755-6751**Website:** <http://www.hartnell.cc.ca.us/>**Contact Person:** Victor S. Krimsley, Vice President for Instruction**E. HEALD COLLEGE, SALINAS****Year Established:** 1990**Activities:** Heald College is a nonprofit, regionally accredited institution with 11 campuses in the western United States. It offers 18-month associate degrees, 12-month diplomas, and 6-9 month technical certification training programs.**Address:** 1450 N. Main Street, Salinas, CA 93906**Phone:** (831) 443-1700 / **Fax:** (831) 443-1050**Website:** <http://www.heald.edu/>**F. MARINE ADVANCED TECHNOLOGY EDUCATION CENTER (MATE) OF MPC****Number of Employees:** 8 employees, 11 Advisory Board Members**Activities:** The MATE Center is a national partnership of educational institutions and organizations working to improve marine technical education in the U.S. and to meet the workplace needs of America's marine-related workforce and employers. Headquartered at Monterey Peninsula College, the MATE Center is one of eleven Advanced Technological Education (ATE) Centers established with funding from the National Science Foundation's ATE Program. The Center's mission is to help prepare America's future workforce for ocean-related occupations. MATE utilizes information from employers to improve and develop educational programs with a focus on marine technology. The Center focuses on community college education and the creation of strong links between community colleges and high schools, technical schools, four-year institutions, research institutions, and industry, government, military, and labor organizations.**Address:** 980 Fremont Street, Monterey, CA 93940**Phone:** (831) 645-1393 / **Fax:** (831) 646-3080**Email:** [info@marinetech.org](mailto:info@marinetech.org)**Website:** <http://www.marinetech.org/>**G. MISSION TRAILS REGIONAL OCCUPATIONAL PROGRAM****Year Established:** 1965**Number of Employees:** 75 (varies)**Activities:** The Mission Trails ROP offers education in agricultural business.

The Mission Trails Regional Occupational Program serves the County of Monterey and operates under the Salinas Union High School District. ROP provides training opportunities in vocational and technical studies for youth and adults. Courses are held year-round, both part-

time and full-time courses during the day, in the evenings, and on Saturdays. Courses are free of charge to high school students. Adults are charged a \$25 fee. ROP training develops marketable skills, abilities, attitudes, and work habits so students may secure jobs, work part-time, prepare for advance training, or upgrade and enhance vocational skills.

**Address:** 867 East Laurel Drive, Salinas, CA 93905-1310

**Phone:** (831) 753-4209 / **Fax:** (831) 422-5115

**Email:** Tvanoli@salinas.k12.ca.us

**Website:** <http://www.missiontrailsrop.org/>

**Contact Person:** Tim Vanoli, Director

#### **H. MONTEREY INSTITUTE OF INTERNATIONAL STUDIES (MIIS)**

**Year Established:** 1955

**Number of Employees:** 70 full-time resident faculty

**Activities:** In addition to the world-renowned Center for Nonproliferation Studies, the Institute hosts several other research centers that pursue extensive agendas in international policy and globalization issues. These centers attract scholars, journalists, and diplomats from around the world and bring international issues to the forefront of instruction on campus. Graduate programs include the Fisher Graduate School of International Business, the Graduate School of International Policy Studies, and the Graduate School of Translation & Interpretation. Other programs include Court and Medical Interpreting, Intensive Language Programs, English as a Second Language, and other Custom Language Services.

**Address:** 425 Van Buren St., Monterey, CA 93940

**Phone:** (831) 647-4100 / **Fax:** (831) 647-4199

**Email:** admit@miis.edu

**Website:** <http://www.miis.edu/>

#### **I. MONTEREY PENINSULA COLLEGE (MPC)**

**Year Established:** 1947

**Number of Employees:** 303 full-time, 243 part-time (Faculty: 126 full-time, 188 part-time.

Classified: 154 full-time, 55 part-time. Administrators and management staff: 23)

**Activities:** MPC, one of 107 colleges in the California Community College System, is the focal point for learning beyond the secondary school. The college offers courses to prepare students for transfer to four-year institutions, to prepare for the workplace, to update work skills or prepare for a new career, to gain a general education, and to improve basic skills in mathematics, reading, writing and science.

**Address:** 980 Fremont Street, Monterey, CA 93940

**Phone:** (831) 645-1357 / **Fax:** (831) 645-1390

**Website:** [www.mpc.edu](http://www.mpc.edu)

#### **J. NAVAL POST GRADUATE SCHOOL**

**Year Established:** 1951

**Number of Employees:** 1022 (350 PhD's, 10 Post Doc's, 100 M.A.'s)

**Research budget:** 50 Million, 10% of this goes to marine sciences.

**Activities:** Research at the Naval Postgraduate School exists to support the graduate education of the students. Meteorology and oceanography is the bulk (10%) of the research. Other, non-marine areas of focus are its' School of International Studies, Engineering and Applied Science, Business and Public Policy and Operational and Information Sciences. Split focus: 50% graduate education and 50% research.

**Address:** 1 University Circle, Monterey, CA 93943

**Phone:** (831) 656-3260 / **Fax:** (831) 656-2712

**Email:** Garwood@nps.navy.mil

**Website:** <http://www.nps.navy.mil/>

**Contact Person:** Bill Garwood, Dept. of Oceanography

#### **K. NEW HORIZONS COMPUTER LEARNING CENTER**

**Year Established:** 1982

**Activities:** New Horizons Computer Learning Center is the global authority in information technology training, with more than 280 locations worldwide and a wealth of options, from instructor-led to technology-based training. New Horizons is the largest independent IT training company in the world. Each year, they teach more than 2.4 million students worldwide.

**Address:** 5 Harris Court, Monterey, California

**Phone:** (831) 458-3400 / **Fax:** (831) 458-3700

**Email:** [contactus@nhscz.com](mailto:contactus@nhscz.com)

**Website:** <http://www.newhorizons.com/>

#### **L. SHORELINE OCCUPATIONAL SERVICES**

**Year Established:** 1953

**Number of Employees:** More than 350

**Activities:** Shoreline Occupational Services is the education, training and employment division of Goodwill Industries in Santa Cruz, Monterey and San Louis Obispo Counties. Shoreline provides vocational rehabilitation services, vocational evaluation and assessment, occupational skills training, placement services, case management, job seeking skills and supported employment.

**Address:** 1252 N. Main Street, Salinas, CA 93906

**Phone:** (831) 443-1283 / **Fax:** (831) 443-5458

**Website:** <http://www.sccgoodwill.org/shoreline/indexsh.html>

#### **M. UNIVERSITY OF CALIFORNIA EXTENSION SANTA CRUZ, MONTEREY BAY**

**Year Established:** 1975

**Activities:** An extension of the University of California system, the program offers courses in professional education. Often individuals more specifically, individuals enroll in extension programs to: increase job skills and knowledge for their current position, fulfill continuing education requirements of their profession, achieve a promotion, facilitate career change, provide documentation of formal education in a specific field, and to examine a new field. They offer certificates, awards and programs in a range of fields from business, biotechnology, natural science, art, education and technical professions.

**Address:** 3180 Imjin Road, Suite 102, Marina, CA 93933

**Phone:** (831) 384-4900 / **Fax:** (831) 384-4981

**Email:** [service@ucsc-extension.edu](mailto:service@ucsc-extension.edu)

**Website:** <http://www.ucsc-extension.edu/>

#### **N. UNIVERSITY OF CALIFORNIA, SEA GRANT EXTENSION PROGRAM**

**Year Established:** 1972

**Number of Employees:** 30

**Activities:** The Sea Grant Extension Program (SGEP) is California Sea Grant College Program's primary resource for helping Californians solve marine and coastal resource problems. Areas of research include coastal ocean, aquaculture, fisheries, new marine products, ocean engineering, marine affairs, and education. The organization transfers information and technology developed in its statewide research efforts to industry, government and the public.

**Address:** P.O. Box 440, Moss Landing, CA 95039

**Phone:** (831) 633-7266 / **Fax:** (831) 633-7267

**Email:** starr@mlml.calstate.edu  
**Website:** <http://www-csgc.ucsd.edu/>  
**Contact Person:** Richard Starr, Marine Advisor

#### **O. CABRILLO COLLEGE**

**Year Established:** 1959

**Number of Employees:** 26 (Senior college management: 8; faculty, staff and student leadership: 4; research advisory committee: 14)

**Activities:** In addition to campus academic programs, Cabrillo offers a variety of online courses through Distance Education programs in which instructors and students interact through live interactive television, telecourses and online courses. The newest addition includes a new Business Online program tailored to serve the small business community. In addition to academic programs, Cabrillo College offers a variety of programs and services of interest to college members and the community.

**Address:** 6500 Soquel Drive, Aptos, CA 95003

**Phone:** (831) 479-6100 / **Fax:** (831) 477-5250

**Email:** johurd@cabrillo.cc.ca.us

**Website:** <http://www.cabrillo.cc.ca.us/>

**Contact Person:** John Hurd, President

#### **P. EDUCATIONAL PARTNERSHIP CENTER (EPC)**

**Year Established:** 1999

**Number of Employees:** 45

**Activities:** The EPC coordinates outreach efforts of the University of California, Santa Cruz. It is the first point of contact for K-12 schools, community colleges, businesses, and community-based organizations interested in creating partnerships with UC Santa Cruz. Together with its partners, the EPC builds college-bound communities that improve student learning and increase college-going rates among low-income and traditionally non-college-going students. The EPC provides services to designated schools and community colleges in Monterey, San Benito, San Mateo, Santa Clara, and Santa Cruz Counties.

**Address:** UC Santa Cruz, 3004 Mission Street, Suite 220, Santa Cruz, CA 95060

**Phone:** (831) 460-3000 / **Fax:** (831) 460-3002

**Email:** epc@ucsc.edu

**Website:** <http://www.epc.ucsc.edu/>

**Contact Person:** Call EPC Reception

#### **Q. GAVILAN COLLEGE**

**Year Established:** 1919

**Number of Employees:** 73 full-time, 175 part-time faculty (78 classified staff, 12 supervisors, 4 confidential staff, and 11 administrators).

**Square footage:** 150 acres Gavilan College, 2,700 acres Joint Community District

**Activities:** Small two-year lower division College program that prepares students for transfer to a four-year college or university. The College also offers a variety of one- and two-year technical and occupational courses that lead to employment. There are 26 Associate Degree programs and 13 certificate and career programs offered.

**Address:** 5055 Santa Teresa Blvd., Gilroy, CA 95020

**Phone:** (408) 847-1400 or (408) 848-4712 / **Fax:** (408) 847-5102

**Email:** rjoyce@gavilan.cc.ca.us

**Website:** <http://www.gavilan.cc.ca.us/>

**Contact Person:** Dr. Joyce, Rose Marie, Superintendent/President

**R. MONTEREY BAY EDUCATIONAL CONSORTIUM (MBEC)**

**Activities:** MBEC is a strategic alliance among the public educational institutions in the Monterey Bay crescent dedicated to increasing the levels of educational attainment of all students in the region.

**Address:** 3004 Mission Street Extension, Suite 220, Santa Cruz, CA

**Phone:** (831) 460-3054 / **Fax:** (831) 460-3002

**Email:** mbec@cats.ucsc.edu

**Website:** <http://em.ucsc.edu/mbec/>

**Contact Person:** Diane Siri, Chair of MBEC

**S. SST NETWORKING INSTITUTE**

**Year Established:** 2000

**Number of Employees:** 4

**Activities:** SST Networking & Training offers computer technology courses for the Santa Cruz and the surrounding Monterey Peninsula area. By offering class sizes limited to 6 students per class, the institute is committed to providing quality training.

**Address:** 740 Front Street, Suite #265, Santa Cruz, CA 95060

**Phone:** (831) 421-9191 / **Fax:** (831) 425-1150

**Email:** paul@sstnetworking.com

**Website:** [www.sstnetworking.com](http://www.sstnetworking.com)

**Contact Person:** Paul Kelley, President/CEO

**T. UNIVERSITY OF CALIFORNIA, SANTA CRUZ**

**Year Established:** 1965

**Activities:** In conjunction with graduate teaching and intellectual inquiry, the campus is home to two Organized Research Units: the Institute of Marine Sciences and Santa Cruz Institute for Particle Physics. The University of California Observatories/Lick Observatory is a Multicampus Research Unit headquartered at UCSC. UC's Institute of Geophysics and Planetary Physics (IGPP), a Multicampus Research Institute, includes a branch on the UCSC campus established in 1999. UCSC also is one of three UC campuses sponsoring the Institute for Bioengineering, Biotechnology, and Quantitative Biomedical Research, one of the California Institutes for Science and Innovation established in 2000. Over the years, UCSC has been awarded a total of \$624 million for contracts and grants within these units and in numerous other campus research programs (including over \$65 million in 2000-01).

**Address:** 1156 High Street, Santa Cruz, CA 95064

**Phone:** (831) 459-0111 / **Fax:** (831) 459-4163 Admissions

**Email:** mrcgrnwd@cats.ucsc.edu

**Website:** [www.ucsc.edu](http://www.ucsc.edu)

**Contact Person:** M.R.C Greenwood, Chancellor

**6.0 Financial Resources and Programs****A. AMERICAN AGCREDIT, ACA (SALINAS BRANCH)****Year Established:** 1917**Number of Employees:** 10**Job classification breakdown:** Managers, loan officers, appraisers and support staff**Total budget:** Total loans to agriculture in 2001 were \$1.769 billion.**Activities:** American AgCredit is a member-owned cooperative providing credit and credit related services to eligible borrowers/stockholders for agricultural purposes. The Association's lending region stretches from Eureka to the North to King City in the South, and the principal focus is the coastal regions. The parent association also provides loans in Southern California through the merger of a sister institution. The corporate office is located in Santa Rosa, CA.

The bank specializes in loans to the agriculture and related industries, and the loan packages include short, intermediate and long-term loans, construction loans, equipment leases and operating and production lines of credit.

**Address:** 924 E. Blanco Rd., Salinas, CA 93901**Phone:** 831 424 1756 / **Fax:** 831 422 6599**Email:** beemanj@agloan.com**Website:** [www.agloan.com](http://www.agloan.com)**Contact Person:** Mr. Robert LaBrier, Manager**B. CALIFORNIA COASTAL RURAL DEVELOPMENT CORPORATION****Year Established:** 1982**Number of Employees:** 18**Activities:** Cal Coastal is a California chartered Financial Development Corporation that provides loan capital and other financial services to business and farms located along California's central coast.**Address:** 221 Main Street, Salinas, CA 93901**Phone:** (831) 424-1099 / **Fax:** (831) 424-1094**Email:** herb\_aarons@calcoastal.org**Website:** [www.calcoastal.org](http://www.calcoastal.org)**Contact Person:** Herb Aarons, President**C. MONTEREY VENTURE PARTNERS, LLC (MVP)****Year Established:** 1999**Number of Employees:** 5**Activities:** MVP is a venture capital firm focusing on startup and early stage companies that are exploring new sustainable development technologies. MVP invests in companies that deliver the opportunity for extraordinary financial returns by taking advantage of the synergies between business, society and the natural environment. MVP places emphasis on investing in California's Monterey Bay, Central Coast and Central Valley regions. Some of its activities include:

- Reviewing business plans
- Creating opportunities for entrepreneurs to put their ideas in front of potential investors
- Conducting market research and analysis

**Address:** 2818 Congress Road, Pebble Beach, CA 93953**Phone:** (831) 658-0800 / **Fax:** (831) 401-2375**Email:** info@plan2ipo.com**Website:** [www.montereyvp.com](http://www.montereyvp.com) and [www.plan2ipo.com](http://www.plan2ipo.com)

**D. QUIVIRA VENTURE PARTNERS**

**Activities:** Company manages venture capital funds, and it is interested in establishing a \$20 million fund focused on agriculture technology.

**Address:** 100 Clock Tower Place, #130, Carmel, CA 93923

**Phone:** (831) 625-6500 / **Fax:** (831) 625-6590

**Email:** swells@quiviraventures.com

**Website:** <http://www.quiviraventures.com/>

**Contact Person:** Scott Wells

**E. CALIFORNIA SMALL BUSINESS LOAN GUARANTEE PROGRAM**

**Year Established:** 2001

**Number of Employees:** 3

**Activities:** The California Loan Guarantee Program enables a small business to obtain a term loan, line of credit or letter of credit when it cannot otherwise qualify for a loan. The program provides a lender with the necessary security, in the form of a guarantee, to approve a credit facility. The guarantees are issued on behalf of the State by the San Fernando Valley Financial Development Corporation, which primarily services the Northern Los Angeles and Eastern Ventura Counties but may service any request within the State of California. This is a state agency to assist small business organizations.

**Address:** San Fernando Valley Financial Development Corporation, 12502 Van Nuys Blvd., #119, Pacoima, CA 91331

**Phone:** (818) 834-9860 / **Fax:** (818) 897-8007

**Email:** nicole@vedc.org

**Website:** <http://www.sfvsbdc.org/>

**Contact Person:** Nicole Schram, Director

**7.0 Marine Research Institutions****A. HOPKINS MARINE STATION OF STANFORD UNIVERSITY**

**Year Established:** 1891 (Hopkins Seaside Laboratory), 1917 (name changes to HMS)

**Number of Employees:** 44 year round

**Job classification breakdown:** 9 PhD's, 35 graduate students and Post Doc's

**Description of lab space:** 4 labs, space 100 % devoted to research

**Activities:** Hopkins Marine Station is a marine biology research and educational facility that operates as a branch of Stanford University's Department of Biological Sciences. Areas of research: ecology, conservation biology, physiology, biomechanics, and invertebrate biology.

**Address:** Oceanview Blvd., Pacific Grove, CA 93950

**Phone:** (831) 655-6200 / **Fax:** (831) 375-0793

**Email:** somero@stanford.edu

**Website:** www-marine.stanford.edu

**Contact Person:** Dr. George Somero, Director

**B. MARINE POLLUTION STUDIES LABORATORY (MPSL)**

**Year Established:** 1990

**Number of Employees:** 20

**Job classification breakdown:** 10 M.A.'s, 10 graduate students

**Research budget:** \$1.5 Million

**Square footage:** Share space at Moss Landing Marine Laboratories and UCSC.

**Activities:** The organization conducts pollution testing and assesses effects of pollutants on aquatic organisms. MPSL combines the staff and facilities of Moss Landing Marine, the CA Dept. of Fish and Game, and UCSC. They conduct cooperative research and monitor work concerning all aspects of anthropogenic pollutants in the marine environment in CA. Their master level researchers are funded by state, regional water boards, EPA and NOAA.

**Address:** P.O. Box 747 Moss Landing, CA 95039

**Phone:** (831) 633-6035 / **Fax:** (831) 633-0128

**Email:** fairey@mlml.calstate.edu

**Website:** <http://www.mlml.calstate.edu/groups/mpsl/mpsl.htm>

**Contact Person:** Richard Fairey, Project Manager

**C. MONTEREY BAY AQUARIUM RESEARCH INSTITUTE (MBARI)**

**Year Established:** 1987 (by David Packard)

**Number of Employees:** about 200

**Job classification breakdown:** 1/3 Ph.D. scientists, 1/3 engineers, 1/3 Post Docs.

**Total budget:** 35 Million

**Research budget:** 27 Million

**Square footage:** 124,000

**Description of lab space:** 1/3 of square footage is laboratory space

**Activities:** MBARI develops advanced instruments and methods for ocean research using engineers and marine scientists working together. Institute scientists, engineers, and support staff also collaborate on a wide range of projects that include aspects of biology, ecology, chemistry, geology, benthic processes, midwater research, upper ocean biogeochemistry, ocean observing systems, remotely operated vehicle enhancements, and *in situ* instruments.

**Address:** 7700 Sandholdt Road, Moss Landing, CA 95039

**Phone:** (831) 775-1814 / **Fax:** (831) 775-1620

**Email:** mcNutt@mbari.org

**Website:** <http://www.mbari.org/>

**Contact Person:** Judith Connor, Dir. of Information and Technology Dissemination

**D. MOSS LANDING MARINE LABORATORIES (MLML)****Year Established:** 1966**Number of Employees:** 50**Job classification breakdown:** 12 PhDs, 10 Post Docs, and 20 M.A.s**Research budget:** \$10 Million**Description of lab space:** 11 labs

**Activities:** Hosts marine research and teaching facilities for 7 Cal State Universities. Since its establishment, MLML has grown an international reputation for excellence in marine research and education. It is the second oldest marine lab on Monterey Bay. MLML has a graduate program offering Masters of Science in Marine Science, Benthic Ecology, Biological, Chemical, Geological, Physical Oceanography, Environmental Biotechnology, Ichthyology, Oology, Ornithology, Mammalogy, and Phycology.

**Address:** 8272 Moss Landing Road, Moss Landing, CA 95039**Phone:** (831) 632-4400 / **Fax:** (831) 632-4403**Email:** coale@mlml.calstate.edu**Website:** <http://www.mlml.calstate.edu/>**Contact Person:** Dr. Kenneth Coale, Director**E. NAVAL RESEARCH LABORATORY (NRL)****Year Established:** 1923 (NRL), 1971 (Monterey Group)**Number of Employees:** 81**Job classification breakdown:** 52 research personnel (29 Ph.D.'s, 20 M.S.'s, 3 B.S.'s), 10 admin and support, 5 military, 6 visiting scientists/post docs, 16 on site contractors**Research budget:** 7-20 Million**Square footage:** 25,000

**Activities:** NRL Monterey is the only scientific center in the Navy wholly dedicated to atmospheric research. NRL is responsible for conducting research and development to provide objective local, regional, and global atmospheric analysis and prediction as well as the development of automated weather interpretation systems to support Naval Operations; that is, the effect of atmospheric changes on naval communications and weapons systems. Research includes: basic atmospheric processes, air-sea-land interactions, numerical weather predictions, data assimilation and fusion, development of operational environmental products for 'now casting' and forecasting. Key products include: numerical weather prediction systems, satellite data products, numerical atmospheric forecast, global atmospheric and oceanographic research.

**Address:** 7 Grace Hopper Ave., Stop 2, Monterey, CA 93943**Phone:** (831) 656-4758 / **Fax:** (831) 656-4314**Email:** phoebus@nrlmry.navy.mil**Website:** <http://www.nrlmry.navy.mil/>**Contact Person:** Patricia Phoebus, Associate Superintendent**F. PACIFIC FISHERIES ENVIRONMENTAL LABORATORIES (PFEL)****Year Established:** 1969 (as the Pacific Environmental Group)**Number of Employees:** 16**Job classification breakdown:** 5 Ph.D.s, 2 M.A.s, 5 support/technical staff

**Activities:** PFEL provides environmental information to fishery scientists and managers. The organization:

- Specifies linkages of environmental processes to population dynamics of fish stocks

- Accounts for natural environmental variance (e.g. stock-recruitment relationships, multi-species interactions, habitat degradation and/or pollution, etc.) essential for managing human impacts on marine populations,
- Develops the means to effectively forecast effects of environmental variations on availability of fish and on resilience of fish populations to exploitation,
- Assesses the effects of global climate change on oceanographic processes important to fish populations and on the population dynamics of the fish, and
- Uses new approaches and technologies to characterize and evaluate marine fisheries habitat.

**Address:** 1352 Lighthouse Ave., Pacific Grove, CA 93950

**Phone:** (831) 648-8447 / **Fax:** (831) 648-8440

**Email:** gboehlert@pfeg.noaa.gov

**Website:** <http://www.pfeg.noaa.gov/>

**Contact Person:** Dr. George Boehlert, Director

#### **G. INSTITUTE OF MARINE SCIENCES (IMS)**

**Year Established:** 1972

**Activities:** The IMS provides facilities and administrative and technical support of faculty, researchers, and students interested in marine sciences. Faculty from several disciplines in the natural and social sciences are associated with IMS. The institute supports a variety of research activities in many areas. The campus complex includes the IMS administrative office, faculty research laboratories; analytical labs for marine chemistry, biology, and geology; a computer laboratory; culture room for invertebrates and algae; portable seagoing analytic labs; and support facilities for the Año Nuevo Island program (a 4,000-acre reserve).

**Address:** University of California, 1156 High Street, Santa Cruz, CA 95064

**Phone:** (831) 459-4026 / **Fax:** 831-459-4882

**Website:** <http://ims.ucsc.edu>

#### **H. LONG MARINE LABORATORY (PART OF UCSC)**

**Year Established:** 1978

**Number of Employees:** 153 (part of UC), 75 (Federal and State labs)

**Total budget:** Construction of the Center for Ocean Health was largely funded by a \$5 million grant from the David and Lucile Packard Foundation.

**Square footage:** 12,000 square feet of permanent research buildings, 8,500 square feet of temporary office buildings, 2,000 square feet of facility support space in temporary buildings.

**Activities:** The Lab focuses on public education as well as research in the ocean sciences. Long Marine lab is known throughout the world for the marine mammal research in areas such as diving physiology, physiological ecology, bioacoustics, and cognition. Active research at the lab is also underway in the areas of environmental toxicology, and in near-shore invertebrate marine biology.

**Address:** Long Marine Lab, 100 Shaffer Road, Santa Cruz, CA 95060

**Phone:** (831) 459-2883 / **Fax:** (831) 459-1221

**Email:** sldaven@cats.ucsc.edu

**Website:** <http://ims.ucsc.edu/rflml.html>

**Contact Person:** Contact Receptionist

**8.0 Other Business Associations****A. MONTEREY COUNTY BUSINESS COUNCIL****Year Established:** 1995**Number of Employees:** 1**Total Budget:** \$100,000 annual**Activities:** The Business Council works with the Monterey County community in:

- Issue resolution

**Address:** P.O. Box 537, Salinas, CA 93901**Phone:** (831) 646-5843 / **Fax:** (831) 757-3248**Email:** mcbc@mc-council.org**Website:** <http://www.mc-council.org/>**Contact Person:** Mary Ann Leffel, President**B. MONTEREY COUNTY CHAMBERS OF COMMERCE**

Chambers of Commerce exist to promote, inform, and serve member businesses through a variety of programs. Below is information for the Chambers of Commerce Offices in Monterey County.

King City Chamber Of Commerce

**Address:** 200 Broadway, Suite 40, King City, CA 93930**Phone:** (831) 385-3814 / **Fax:** (831) 386-9462**Email:** kcchamber@tcsn.net**Website:** <http://www.kingcitychamber.com/>**Contact Person:** Bruce Kitchin, President

Marina Chamber of Commerce

**Address:** 211 Hillcrest – Wagner Hall, PO Box 425, Marina, CA 93933**Phone:** (831) 384-9155**Email:** marinachamber@hotmail.com**Website:** <http://www.marinachamber.com/>

Monterey Peninsula Chamber Of Commerce

**Address:** 380 Alvarado St., Monterey CA 93940**Phone:** (831) 648-5360 / **Fax:** (831) 649-3502**Email:** info@mpcc.com**Website:** www.mpcc.com**Contact:** President/CEO

Pacific Grove Chamber Of Commerce

**Mailing Address:** P.O. Box 167, Pacific Grove CA 93950**Street Address:** Sunset Leather, 2044 Sunset Drive, Pacific Grove, CA 93950**Phone:** (831) 373-3304 / **Fax:** (831) 373-3317**Email:** chamber@pacificgrove.org**Website:** www.pacificgrove.org/**Contact Person:** Executive Director

Salinas Valley Chamber Of Commerce

**Address:** 119 E. Alisal Street, P.O. Box 1170, Salinas, CA 93901-1170

**Phone:** (831) 424-7611 / **Fax:** (831) 424-8639

**Email:** amortensen@salinaschamber.com

**Website:** <http://www.salinaschamber.com/>

**Contact Person:** President/CEO

Seaside/Sand City Chamber Of Commerce

**Address:** 505 Broadway Avenue, Seaside, CA 93955

**Phone:** (831) 394-6501 / **Fax:** (831) 394-1977

**Website:** [www.seaside-sandcity.com](http://www.seaside-sandcity.com)

**Contact Person:** Executive Director

**C. MONTEREY BAY INTERNATIONAL TRADE ASSOCIATION (MBITA)**

**Year Established:** 1986

**Number of Employees:** 4

**Activities:** MBITA is a non-profit international trade association dedicated to promoting business networking, and education in the greater Monterey Bay Region. MBITA provides access to global resources and utilization through the latest technologies in order to maximize its members' profits in the global economy. MBITA also provides eLearning for global commerce and global trade development services. MBITA is the private sector partner to the U.S Department of Commerce Export Assistance Center.

**Address:** 725 Front Street, Santa Cruz, CA 95060

**Phone:** (831) 469-0148 / **Fax:** (831) 469-0917

**Email:** [info@mbita.org](mailto:info@mbita.org)

**Website:** <http://www.mbita.org/>

**Contact Person:** Executive Director

## 9.0 Marketing Organizations

### A. CENTRAL COAST MARKETING TEAM

**Year Established:** 1996

**Number of Employees:** 11

**Activities:** The California Central Coast Marketing Team is dedicated to facilitating new investment, expediting projects and assisting businesses in locating and prospering in the region. The team is comprised of economic development professionals representing numerous communities and organizations. The organization works to attract business to the County in areas of wine production, software, multi-media and communication technologies. The Central Coast Marketing Team also participates in California trade shows and other promotional events.

**Address:** Central Coast Marketing Team, King City Small Business Center, 399 East San Antonio, King City, CA 93930

**Phone:** (831) 386-1800 / **Fax:** (831) 386-1804

**Email:** [kcsbc@kingcity.com](mailto:kcsbc@kingcity.com)

**Website:** <http://www.ca-central-coast.org/>

### B. MONTEREY COUNTY CONVENTION AND VISITORS BUREAU

**Year Established:** 2000

**Number of Employees:** 33 (part-time and full-time)

**Job classification breakdown:** Administration, Visitor Center Hosts, Information Specialists, Marketing Specialists, Travel Writer, Group Sales

**Activities:** The organization works to:

- Provide information about the Monterey Bay area and its many attractions and services available to visitors
- Market Monterey County throughout the World
- Book major events and conferences
- Develop and disseminate marketing materials

**Address:** P.O. Box 1770, 150 Olivier Street, Monterey, CA 93942

**Phone:** (888) 221-1010 or (831) 657-6400

**Fax:** (831) 648-5373

**Email:** [info@mccvb.org](mailto:info@mccvb.org)

**Website:** <http://www.gomonterey.org/>