

National Agriculture Day Spring Luncheon

APTOS TIMES APRIL 1, 2016

A record crowd attended the National Agriculture Spring Luncheon held Wednesday, March 16 at the Santa Cruz County Fair Heritage Hall in Watsonville. The Santa Cruz County Farm



Lance Linares (left), CEO, and Terry Medina, President, Community Foundation of Santa Cruz County, receive the Al Smith Friend of Agriculture Award.

Bureau and the educational organization Agri-Culture coordinate the annual event. At the luncheon, the 2016 Al Smith Friend of Agriculture award was presented to the Community Foundation of Santa Cruz County for its strong support of local agriculture. The award was announced by Ceil Cirillo was the 2015 award recipient.

2016 Al Smith Friend of Agriculture
This award is named after Al Smith who was the founder of Orchard Supply Hardware and who donated 3,000 acres (Swanton Pacific Ranch) on our north coast to Cal Poly. The ranch has row crops, timber and even a one-third-scale railroad, which was Al's hobby. The award is on a piece of redwood with a train depicted on it. It is presented annually to an individual, business or organization not involved in production agriculture but has done much for the industry.

Jimmie Cox Memorial Scholarship
The 2016 Recipient was announced and presented by John Pisturino, Vice-President, Agri-Culture. This year's recipient of the 2016 Jimmie Cox Memorial Scholarship is Maya Capurro-Frosch. She is currently a senior year at Aptos High School where

she is team captain of both the Varsity Golf and Basketball teams. She has received the "Distinguished Student Award" for the Social Studies Department, and received the AP Scholar Award.

Maya was accepted into four different universities, and it appears that she has selected California Polytechnic State University — San Luis Obispo, where she will be pursuing a career in Agricultural Business.

2016 National Ag Day Poster and Poetry Contests

Also presented at the luncheon were the winners of the 2016 National Ag Day Poster and Poetry Contests. Quinn Porterfield, from Mission Hill Middle School in Santa Cruz, won the poster contest. Joel Burchell, from Creekside School in Santa Cruz, won the Poetry Contest and read his poem at the event.

Master of Ceremonies for the event was Farm Bureau President David Van Lennep. Lance Linares, CEO, Community Foundation of Santa Cruz County, was the featured speaker, speaking on the topic of "Growing Now, Giving Forever — Agriculture: Invested in the Community"



Farm Bureau President David Van Lennep (left) presenting award to Poster Contest winner Quinn Porterfield.

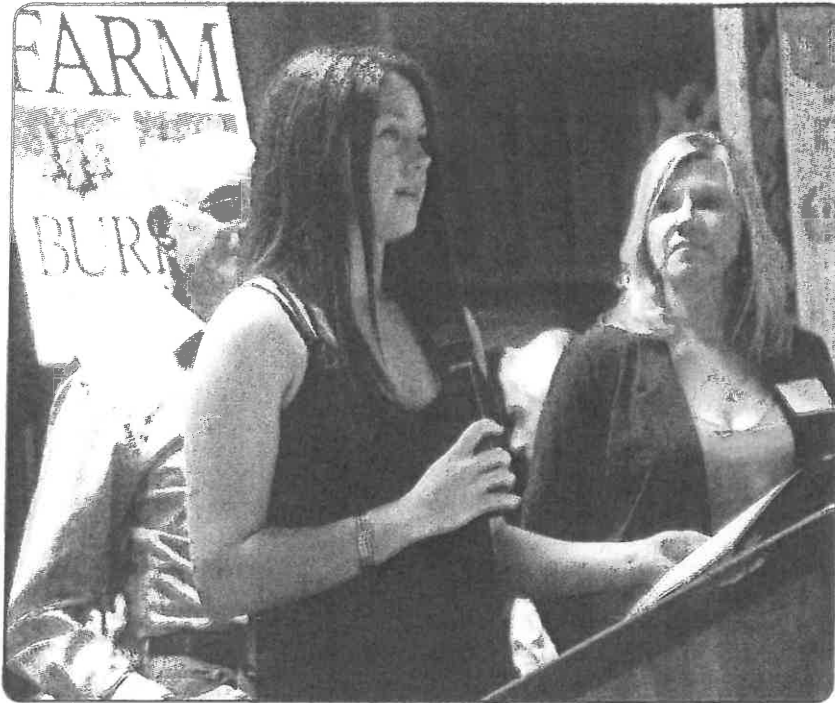
Other notables in attendance include County Supervisor Zach Friend; Driscoll's President Miles Reiter; California Certified Organic Farmers Executive Director Cathy Calfo; Bill Codiga; City of Watsonville Mayor Felipe Hernandez and Scotts Valley Councilmember Stephany Aguilar. ■

A growing community

RP "THE LAND"

More than 200 attend annual agricultural luncheon

APRIL 2016



By TODD GUILD
Of the Land

WATSONVILLE — When the annual National Agriculture Day Spring Luncheon began in Santa Cruz County, it drew around 100 people, easily filling the Codiga Center.

That number has doubled since its inception three decades ago, a testament to the Pajaro Valley agricultural community, whose roots wend deep into the soil through numerous generations and fathomless years.

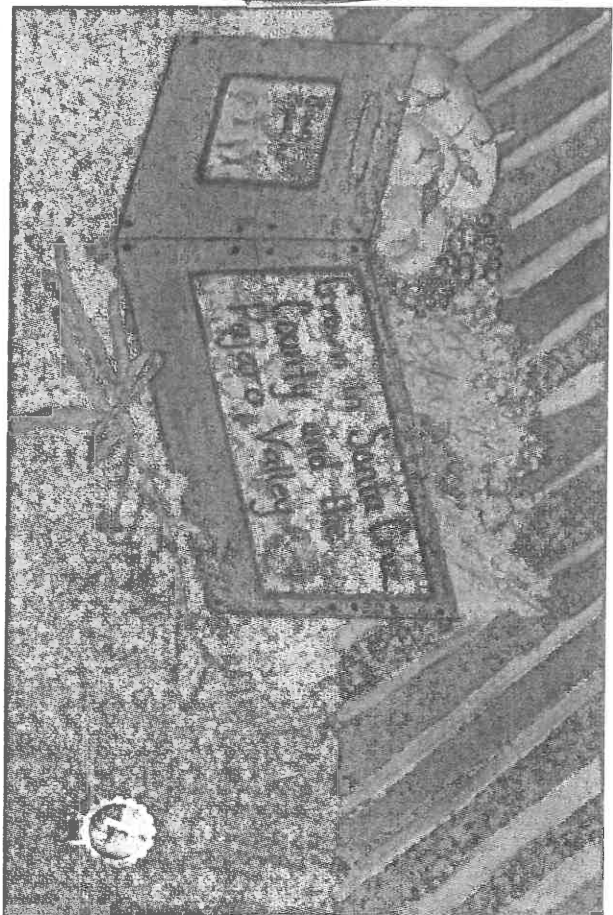
"We outgrew the Codiga Center," Agricultural History Project CEO John Kegebein said.

In addition to giving the Pajaro Valley agriculture community a time to gather and let its hair down, the luncheon is also a symbolic springtime kickoff of the planting season, where efforts to sow crops traditionally begin in earnest, Kegebein said.

Bill Codiga, who helped fund the Agricultural History Project, and for whom the Codiga Center is named, said honoring farming and promoting the farming lifestyle is a way to make sure that fertile Pajaro Valley

Aptos High senior Maya Capurro-Frosch is awarded with the 2016 Jimmie Cox Memorial Scholarship on March 16 at the Santa Cruz County Fairgrounds during the annual National Agriculture Day spring luncheon. Photo by Tarmo Hannula/The Land

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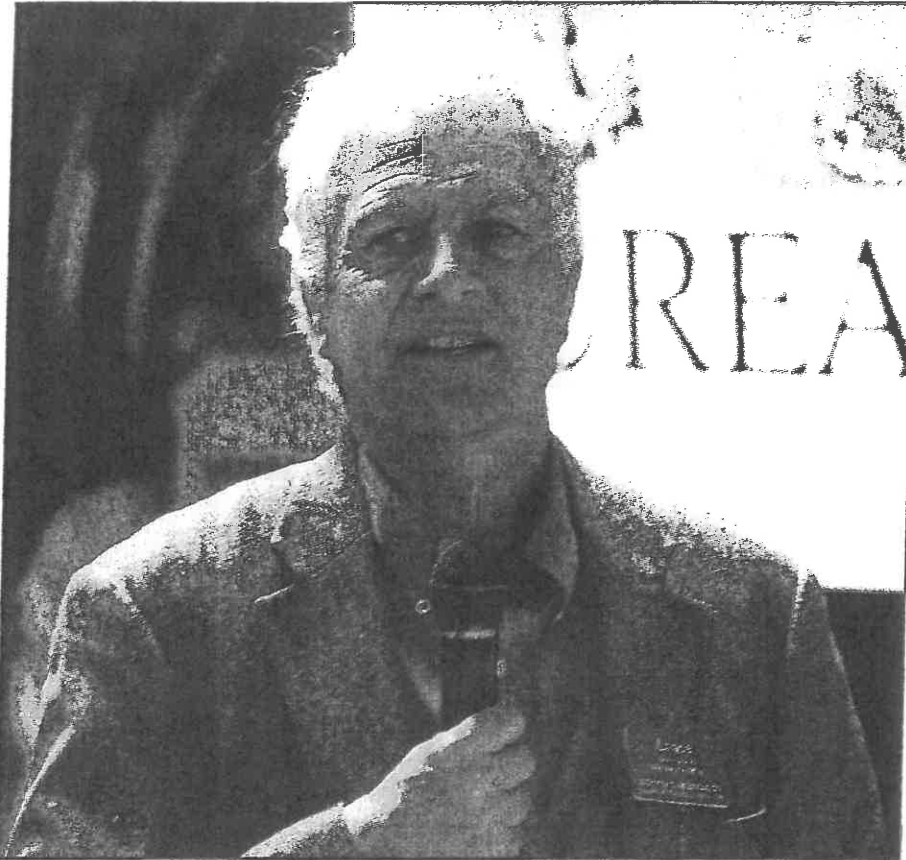


This poster, designed by Quinn Porterfield, a sixth-grader at Mission Hill Middle School, won first place in the annual poster contest.

A Santa Cruz County Bee

By Joel Burchell
Eighth-grade student at Creekside School

I am a bee — I pollinate flowers.
I work in the fields for hours and hours.
There are so many crops in the Pajaro Valley,
The number of kinds can be tricky to tally.
Juicy apples, crispy and sweet
Ripe red raspberries, so hard to beat!
Celery, lettuce, broccoli —
There's much to do for a bug like me.
I think to myself as the last light is fading
I love to work here, just pollinating.



Lance Linares, CEO of the Community Foundation Santa Cruz County, was the keynote speaker. The Community Foundation was also named the 2016 Al Smith Friend of Agriculture. Photo by Tarmo Hannula/The Land

farmland remains undeveloped.

To do that, he said, agriculture leaders must recruit youth and tap their vast and growing technical knowledge.

"A lot of people don't understand that the next build-out is going to be with the youth," Codiga said.

Dick Peixoto, who owns Lakeside Organic Gardens, said the luncheon is a time to focus on the agriculture community.

He noted the diversity of the attendees in the room, an assemblage that included education officials and bankers, business people and politicians.

"We have so many people in this room who aren't involved in ag, but still support it," Peixoto said. "And that's so important."

The luncheon is also a time to honor the National Agriculture Day poster contest and poetry contest winners, along with the Al Smith Friend of Agriculture Award.

That award went to Community Foundation Santa Cruz County, a 34-year-old organization that manages endowments

to fund a wide variety of projects and organizations.

It has awarded \$94 million in grants throughout its history and has more than \$100 million in assets.

In 2014, more than \$764,000 of the foundation's \$13.4 million in grants went to Watsonville and the Pajaro Valley.

The Jimmie Cox Memorial Scholarship went to Aptos High School senior Maya Capurro-Frosch, 18.

Capurro-Frosch captains her school's basketball and golf teams. She topped eight other finalists to win the \$4,000 scholarship.

She will attend California Polytechnic State University – San Luis Obispo, where she plans to study agriculture business.

She said she was inspired by her family, which owns Moss Landing-based Capurro Farms.

"I grew up in the ag world," she said. "It's something I think is very honorable and it's something I want to be a part of."

WATSONVILLE

SENTINEL 4/6/16

Planners back two-hotel project on West Beach

City manager quells commission's concerns about ag buffer

"These projects are successful because of the number of rooms that are available. If there wasn't a market then we wouldn't have a brand like Hilton interested in our project."

— Hajit Tut, Elite Developments vice president

By Ryan Masters

rmasters@santacruzsentinel.com
@ryanmasters831 on Twitter

WATSONVILLE » The Watsonville Planning Commission voted 5-0 Tuesday night to recommend approval of the construction of a service station, four restaurants and two hotels on the former site of the Indalex aluminum factory at 1715 W. Beach St.

The 7-acre project, which is being developed by Elite Developments of Watsonville, included a modification to the city's 200-foot agricultural buffer policy.

An agricultural buffer, or ag buffer, is an area maintained between agricultural and commercial lands that helps to control air, soil, and water quality, along with other environmental problems.

The approved plan includes a 75-foot buffer between the parking lot and the agricultural land and a 125- to 150-foot buffer between the hotels and the agricultural land, according to City Planner Keith Boyle.

Hajit Tut, vice president of Elite Developments, which bought the property last year, said the setbacks didn't deter his company's plans to develop the property.

"Whether we knew about the setbacks before or after the purchase we would still be here in front of you today," Tut said. "We just would have mitigated the issue beforehand."

During public comments, Santa Cruz County Farm Bureau President David Van Lennep expressed his organization's concerns about the negative impacts of encroaching on the 200-foot agricultural buffer.

Yet City Manager Charles Montoya pointed out that the 2004 policy, which established the 200-foot buffer, was put in place merely to guide the city for future residential annexations. In other words, he said, it has no bearing on the current project.

In addition, Montoya said the project's tax revenue, which is projected to be approximately \$1.4

million annually, is much needed. "You can't tax this community any more. At 9 percent, Watsonville is already the highest taxed in the county," Montoya said.

The Tut brothers' project includes a four-story, 122-room Hampton Inn and a second as-yet unidentified hotel that would be four stories and include 80 rooms. When asked whether there would be demand for more than 200 rooms, Tut said "hotels drive traffic."

"These projects are successful because of the number of rooms that are available. If there wasn't a market then we wouldn't have a brand like Hilton interested in our project," Tut said.

In other news:

▪ The Planning Commission voted 5-0 to recommend the approval of a special use permit for Dominic's Place, a youth center at 200 Prospect Place. Applicant Joell Mower told the commission that her son, Dominic, was murdered at the site in July 25, 2012.

"There are many young people out there who don't recognize their greatness and what they have to offer the world," Mower said, describing the proposed youth center as "a place of hope" and a deterrent to gang life.

▪ The Planning Commission also voted 5-0 to recommend the approval of a special use permit for Watsonville Yoga, Dance and Healing Arts in the Petroustas Building at 375 Main St. Applicant Phoenix Artemisia of Aptos said that, although the Santa Cruz area has no less than 16 yoga studios, her business would be the first of its kind in Watsonville.

Commissioner Dobie Jenkins was absent Tuesday.

RP 4/2/16 CITY

Ag buffer policy to be reviewed

Developer proposes two hotels

By ERIK CHALHOUB
OF THE REGISTER-PAJARONIAN

WATSONVILLE — A developer is seeking the city's approval to build two hotels near Highway 1, but it first needs the City Council to modify an existing agriculture buffer policy.

On Tuesday, the Watsonville Planning Commission will consider recommending that the City Council approve Elite Development's request for not only the agriculture buffer policy change, but a General Plan modification and rezoning of the 7.3-acre site.

Elite Development is proposing two four-story hotels, three retail stores and three restaurants, in addition to a gas station that was previously approved. The site, located on 1715 West Beach St., formerly housed the Indalex aluminum plant, which was demolished last year.

See BUFFER, page A10



Tarmo Hannula/Register-Pajaronian file

Most of the former Indalex aluminum plant, at the corner of Lee Road and West Beach Street, has been torn down.

BUFFER

From page A1

But the work is being held up by a 12-year-old Watsonville City Council resolution that requires a 200-foot buffer zone between agricultural land and residential development.

According to a report by Acting Community Development Director Keith Boyle, the project includes the removal of hotels from the agriculture buf-

fer policy, but will still include a buffer between 125-150 feet, as the hotel project is designed.

In a letter to the city council, David Van Lennep, president of the Santa Cruz County Farm Bureau, pointed out the proposed development did not conform with the city's buffer policy.

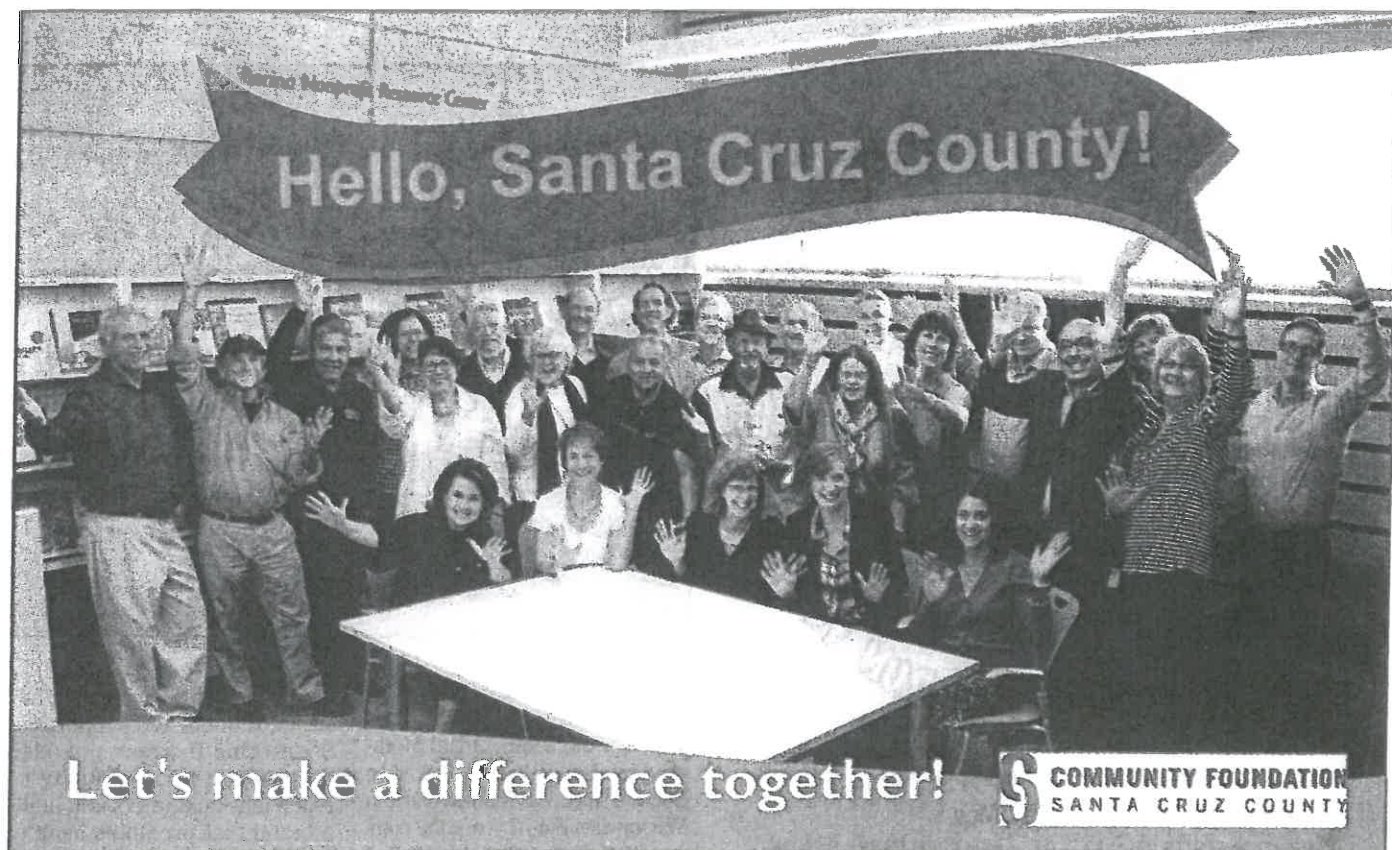
"Farm Bureau is supportive of a strong economy in the city, but not at the expense of adjacent farming," he wrote. "The buffer ordinance was developed for a reason, to protect

the public and farms, and it should be honored."

Also during Tuesday's meeting, the planning commission will consider allowing a yoga and dance studio to move in at 375 Main St., as well as a youth center for 200 Prospect St.

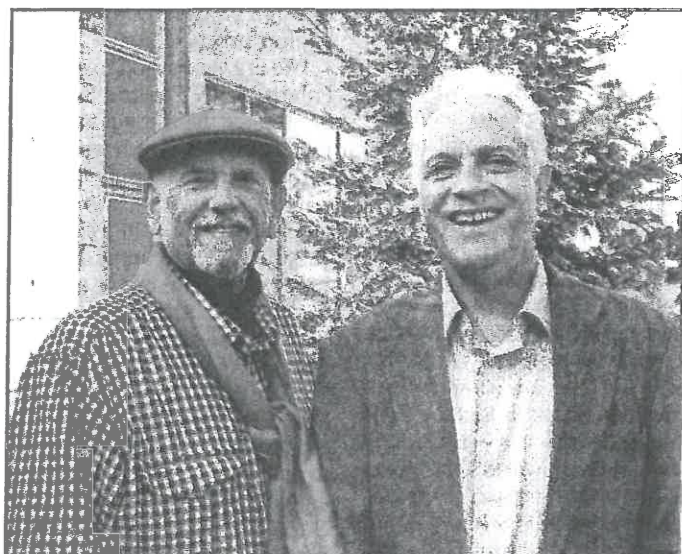
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The Watsonville Planning Commission will meet Tuesday at 6 p.m. in the City Council Chambers, 275 Main St., fourth floor. To view the agenda, visit tinyurl.com/zq87w2w.



Contributed

Board and staff of Community Foundation Santa Cruz County.



Contributed

Terry Medina, Community Foundation board president (left), and CEO Lance Linares (right) in front of the Community Foundation's center in Aptos.

more headlines than any of the presidential candidates

and he deserves it," Linares said.

"He embodies what I call the Ann Landers School of Philanthropy," Linares said. "Do your givin' while your livin', so you'll be knowin' where it's goin'."

Knowing where it's going, Peixoto recently made a gift of \$2 million to Agri-Culture, Inc. to build a learning center to grow the next generation of farmers knowledgeable in sustainable agriculture practices. Agri-Culture will house the fund at the Community Foundation, where it already has 10 other funds for various purposes that relate to local agriculture.

In addition to the recent contribution to Agri-Culture, the Peixoto family through its Lakeside Organic Gardens gives to other local nonprofits, with over \$375K contributed last year to CASA of Santa Cruz County,

Jacob's Heart, Pajaro Valley Loaves and Fishes, Second Harvest Food Bank, Teen Kitchen Project, Veterans of Foreign Wars, Monarch Services, Youth NOW and others.

"We take real pride in working together to make things happen," Medina said.

Along with its free planned giving services and community grantmaking, the Community Foundation helps nonprofit board and staff leaders build skills they need to govern and grow their organizations. Over 40 workshops are offered each year on topics ranging from fundraising, to social media to board governance. You can learn more at www.cfsc.org or by calling (831) 662-2000.

Like they say, if you put a group of people together and give them a common goal, magic can happen.

COMMUNITY FOUNDATION SANTA CRUZ COUNTY

Saluting Pajaro Valley nonprofits working today for a stronger tomorrow

CONTRIBUTED ARTICLE

Any conversation about the good work done by local nonprofits has to include a salute to the tradition of giving to these groups from individuals, families, rotaries, chambers, clubs and businesses in the Pajaro Valley.

“One of the earliest recorded acts of local philanthropy in the Pajaro Valley that comes to mind is the Butterfly Social Club,” said Lance Linares, CEO of Community Foundation Santa Cruz County.

“They raised funds for a fountain placed in the Watsonville City Plaza, in 1880,” Linares said. “It’s recorded on an historic marker in the town square.”

The kind of local giving taking place today and the support given to many of the nonprofits listed in these pages springs from this tradition of giving back.

“It’s a reflection of the hard work, generosity and self-sufficient spirit of the people of the Pajaro Valley,” said Terry Medina, former Watsonville Police Chief and 2016 board president of the Community Foundation. “It makes me proud to live and work here.”

Linares notes that the local agriculture community is known for its family centered neighbor-helping-neighbor lifestyle that pulls people together when things need getting done.

The Jean and Ed Kelly Foundation is a prime example of the kind of local giving Linares has in mind. The Pajaro Valley foundation mobilizes an army of volunteers every year for local fundraisers to support programs for area youth. Since its inception in 1996, over 65 youth organizations, clubs, school and camps have received funding each year.

“That’s what pulling together is all about. And, it’s contagious,” Medina said.

“Familiar family names like Resetar, Sabrailo, Manfre, Simunavich, Scurich, Storkan, Driscoll, Radovitch, Reiter, Porter-Cookey and Borina have benefited from the land and returned what they sowed ten times over,” Linares said.

Many Pajaro Valley Ag families have jumped in and started funds, either donor-advised funds or endowments, to benefit any number of charitable causes.

When illustrating the power of endowment and how it work, Linares loves to share a true story about a well-known local Ag family that set up an endowment for historic preservation in the Pajaro Valley. The fund was started in 1988, with \$59K contributed and, since then, \$44K awarded in grants.

“If they had stashed the original \$59K in a coffee can and buried it in the yard like my grandparents might have done, doling out \$44K out to charitable causes now and then, there would only be \$15K left today,” Linares said.

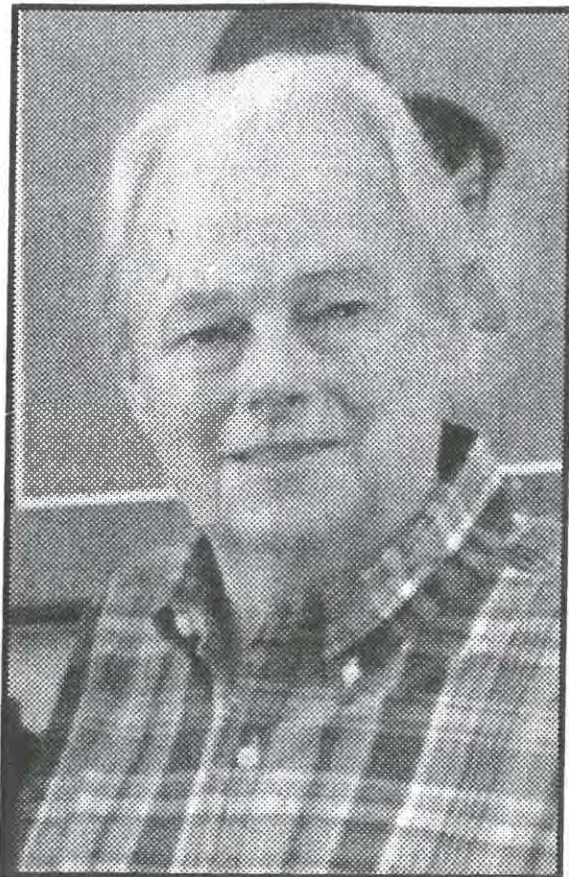
“Instead, by investing it in a managed fund at their local community foundation the balance of the fund is now \$67.3K, more than the original contribution — even after its grantmaking,” Linares said.

“That’s why we preach about endowments and how they can help the charitable causes you care about forever,” said Robin Larsen, donor services officer at the Community Foundation.

“Like the land, people and way of life so valued in the Pajaro Valley an endowment, donor-advised fund or other planned gift established during one’s lifetime is a great tool to make a difference now and in the future,” Larsen said.

Dick Peixoto is another examples of local philanthropy in action that Linares likes to cite these days. “He’s getting

James "Jim" Roger Dutra



Jim Roger Dutra passed away at Dominican Hospital on Wednesday, March 29, 2016. He was 69.

Jim was born in Watsonville, California on July 23, 1946. He was raised on the family farm by pioneer farming parents of Portuguese decent. Jim was multi-lingual, speaking English, Portuguese and Spanish. His parents, Manuel and Mamie Dutra, farmed on Carlton Road in Watsonville where Jim continued his parents' legacy until the day the Lord called him home.

Jim leaves behind his companion of 22 years, Susan Petersen McBride. He was blessed with two children and two grandchildren, all who reside in Watsonville. Jim leaves behind his son, Jimmy Dutra, his daughter Lori Dutra, his son-in-law, Efrain Arellano and his grandsons, Carson James and Xander Cruz. Jim leaves a sister, Marilu (Dan)

Phillips and several nieces and nephews. He also leaves behind three very loyal amigos -- Randy, Chuy and Ramiro -- that cared for both private and business affairs day in and day out for years on end.

Jim was an avid collector since the age of five years old. He adored his family, exploring new places, traveling (fun fact: the only state in the U.S. Jim had not visited was South Dakota), cooking, and entertaining his friends. Jim was the kindest man with the gentlest heart and soul.

Jim was a true country boy and called Watsonville home his entire life. He truly loved his hometown. Throughout Jim's life he was a member and volunteer of many community organizations including: Santa Cruz County Farm Bureau, Ag History Project, Santa Cruz County Fair Heritage Foundation, Elks Lodge BPOE No 1300 (past Exalted Ruler), Knights of Columbus, Pajaro Valley Rod and Gun Club, I.S.T.W., Boys Scouts of America, 4-H and FFA, Little League Baseball and Watsonville High School Boosters. Jim will be greatly missed.

A Mass and celebration of Jim's life will be held at Valley Catholic Church (Our Lady Help of Christians) 2401 E. Lake Ave., Watsonville on Friday, April 8, 2016 at 10 am. Burial will follow at Pajaro Valley Memorial Park. In lieu of flowers, the family has requested that donations be made to the Ag History Project (2601 E. Lake Ave. Watsonville) or a charity of your choice.

Mehl's Colonial Chapel was entrusted with funeral arrangements.

High Country News

FOR PEOPLE WHO CARE ABOUT THE WEST

In the shadow of Silicon Valley, a new crop of tech-savvy farmers

Jacob Martinez, founder of Digital NEST, is teaching young Latinos the tech skills they'll need in a new era of agriculture.

Lyndsey Gilpin | April 4, 2016 | *From the print edition*

The 90-mile drive south from Silicon Valley to Watsonville, California, runs mostly through coastal forest and along Highway 1, with intermittent views of the Pacific Ocean. Then the road turns inland, and the redwoods and briny air give way to the aromatic strawberry fields of the Pajaro Valley.

Though the two communities are geographically close, they feel very far apart. Silicon Valley is an overcrowded center of technological innovation, made up of mostly white, affluent residents, with a median income of over \$90,000. The quiet town of Watsonville is 81 percent Hispanic, with a median income of \$44,000, and is culturally and economically defined by its strawberry crop.

Jennifer Magana and her older sister grew up watching their parents work the fields for major companies like Driscoll's, as they came home exhausted every night, only to get up and do it again the next morning. Magana, now a high school senior, has no desire to labor in the fields. But she also doesn't want to leave her family, friends and the culture she adores. "I want to stay here and work here in my community," she says.

Many of her classmates are grappling with the same struggle. Here, where the unemployment rate is 9 percent and 20 percent of people live in poverty, career decisions are complicated by a lack of access to resources like wireless Internet, computers and the wealth of informational and educational tools those technologies offer. Too many Watsonville young people drop out of school, get stuck in

low-paying jobs, or leave town to find work elsewhere.

Jacob Martinez hopes to change that pattern by connecting Watsonville's farming industry to Silicon Valley resources. The 38-year-old California native looks like a young entrepreneur, with his ever-present laptop, thick rectangular glasses and gray hoodie. A 12-year resident of Watsonville, he founded Digital NEST, which stands for "Nurturing Entrepreneurial Skills with Technology," in 2014 to cultivate technology career centers in California's most vulnerable communities. "It's an economic justice issue," Martinez says. "You have a huge demand and need for technology talent, but this segment of the population that's not represented at all."



Jacob Martinez, founder of Digital NEST, talks with volunteer instructors Juan Morales, Stephanie Barraza and Ximena Ireta, as they plan for an upcoming workshop.

Glen McDowell

Digital NEST gives people like Magana a chance to ask questions, gain new skills and learn about her post-graduation options. "It's awful for me to try to do work outside of school or look for opportunities," Magana says; her family owns a clunky computer and her school lacks adequate equipment. But at Digital NEST, she finds bright, open working spaces, comfy furniture, whiteboard, and brand new laptops she can borrow. It's open all week, from noon to 7 p.m., Monday through Friday, offering workshops and lectures on a variety of subjects, including Web development, videography, social media, and graphic design, to people aged 12 to 24.

Watsonville, with its strip malls, school sports fields, farms and warehouses, has

little to offer in the way of art or culture. Crime rates are high, particularly gang violence. Young people are starving for something productive to do. “There’s a lot of youth that never realized they have an opportunity here,” Magana says.

Martinez designed Digital NEST to train local youth for careers that meld their agricultural heritage with the high-tech modern world. Experts teach classes on coding and Web design, and Martinez connects students with entrepreneur networks through speaker series and trips to Silicon Valley. Ideally, they’ll become eligible for higher-paying jobs with food and agriculture companies in their own community.

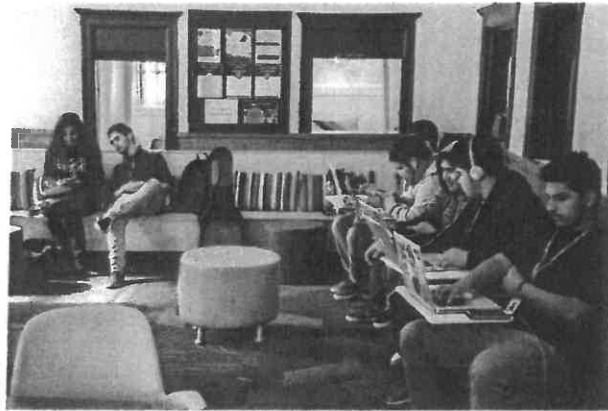
Thirty-one percent of Watsonville’s population is under the age of 18, in stark contrast to the average American farmer, who is 58. Food and agriculture companies are in serious need of a younger, tech-savvy workforce. At the same time, Watsonville, like other farm towns in the Central Coast and Valley, faces the challenge of climate change and extensive drought. “They’re any farmers’ challenges,” Martinez says. “Lack of water in California, lack of labor workforce or issues with immigration, not being able to attract a new young generation.”

Some California farmers have switched to new crops or left agriculture altogether. But others are turning to technological solutions, such as predictive analytics software, sensors and robotics, to better understand weather patterns, irrigation techniques and soil health, and to reduce their costs and increase productivity. Food and agriculture technology startups are now a \$4.6 billion industry, and huge corporations like Google and Monsanto are investing heavily in farming data projects. Companies are tackling everything from reducing food waste to building underground farms to creating lab-grown meatless meat. Farming operations need system analysts, robotics and automation technicians, and GPS and GIS operators.

The U.S. Department of Agriculture reports that nearly 60,000 high-skilled jobs open annually in the food, agriculture, and environment fields, with almost a third of those requiring science, technology, math or engineering skills. The nation’s yearly 35,000 college graduates with degrees in agriculture-related fields can’t keep up with the demand. And yet, the movement to improve computer science education tends to focus on urban centers like San Francisco and New York City. Very few programs reach out to rural populations like Watsonville, widening the

gap between places that desperately need a new industry's economic boost, and the people who reap the rewards of such a tech boom.

“Forty kids in San Francisco — nothing is going to change,” Martinez says. “But if I can get 40 kids in this community good paying jobs, you could see the economic benefit of that.”



Students use the free Wi-Fi in the lounge of Digital NEST in Watsonville, California, where many homes are without computers and Internet.

Glen McDowell

After years of picking fruit, Magana's father returned to college to get an agronomy degree, and now he helps his daughter search for career possibilities in agriculture. “He's proud of me for pursuing the thing he loves,” Magana says. “Technology is still new to me, but now I have a place to go figure it out.”

Digital NEST's goal isn't to get young people like Magana off the farms and into the offices of Apple or Twitter. Rather, it's seeking to invest more money and resources into local economies like Watsonville, and thereby lower dropout, crime, and poverty rates.

Martinez was drawn to Watsonville because he knows from experience the obstacles young Latinos face in pursuing meaningful careers, particularly in science and technology. Born in Los Angeles, Martinez spent part of his childhood in Mexico City before his family moved to Dallas, where his father worked as an accountant.

They were one of the few families of color in their affluent neighborhood. When Martinez graduated high school, he went to San Francisco to study environmental science and technology. He bounced around colleges in the Bay Area, but felt isolated in advanced science and math courses, as one of the few minority students.

In his mid-20s, Martinez earned an ecology and evolutionary biology degree from UC Santa Cruz. He was engaged and in debt, but he wanted to pursue teaching science and technology to members of underrepresented communities. In 2006, he became a project coordinator for ETR Associates, a Scotts Valley-based nonprofit that provides educational resources to schools. His project focused on encouraging more Hispanic girls to study technology. ETR's programs proved successful, securing funding from the National Science Foundation. But Martinez, who eventually became project director, still saw a gaping hole in the system: Children lacked computers at home, and they worked with outdated machines at school. "We weren't fostering creativity," he says. "It was the complete opposite of the tech industry."

So in 2013, he decided to build his own hub for young people, something that would be modeled after modern tech companies. When Martinez first opened Digital NEST, the locals had doubts about his motives — perhaps it was merely a ploy to buy up precious cropland to build the next Amazon distribution center. He built trust by making himself accessible to the agriculture community. Every month, he met with farmers to better understand the issues they faced, and he launched a series of events to bring together agronomists and technologists in the region.

"Companies would love to have local, talented people, and that would be the best for them," says Jess Brown, director of the Santa Cruz County Farm Bureau. "People weren't getting the education that was needed to move into agriculture, because it has changed so much."

After two years, in February 2016, Digital NEST moved into a 4,500-square-foot building in downtown Watsonville. It buzzes with energy: Members experiment with cameras, tap away on keyboards, bounce from meeting to meeting, and collaborate on projects. Up to 50 kids swing through each day. The program, which is funded mostly by foundation grants, is doing so well that Martinez plans to open a second branch in nearby Salinas in January 2017.

“Programs like this address the issue of getting (youth) to work in Watsonville,” Brown says. “We can see that we need more programs like what Martinez is offering young people.”

Companies like Driscoll’s, meanwhile, are eager to work with tech leaders like Martinez. “Finding ways to increase the technical capacity and exposure in the communities we work in will be important as we look to the future,” says Frances Dillard, Driscoll’s marketing director. “We have to be prepared to support these companies and have the workforce that can keep it going.”

Martinez likes to remind his students that farmers were the original entrepreneurs — and that their families, who sell tamales out of truck beds or run landscaping or housekeeping businesses, are trailblazers too. “I’d put them up against any affluent community any day,” Martinez says. “They want to care for their community, want to support their family, they have grit. They are true entrepreneurs: They don’t have a safety net to catch them if their new endeavor fails.”

Lyndsey Gilpin is an HCN editorial intern. Follow @lyndseygilpin (<https://twitter.com/lyndseygilpin>)

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RD 121913

This week in Pajaro Valley's past

Compiled by Steve Bankhead

25 years ago on December 17, 1988:

A gathering of politicians, activists, educators, commentators and attorneys met to discuss whether Watsonville should appeal the recent ruling that the city convert to a district election system. Watsonville City Attorney Don Haile and Mayor Betty Murphy were the only two defending the at-large system, saying districts would allow only a few hundred votes to elect a person to council. Sacramento Bee Columnist Dan Walters asked MALDEF plaintiff Cruz Gomez if two Hispanic council members would be adequate, since that's proportionate to the number of Hispanic voters. Gomez replied the number of seats should be proportionate to the number of Hispanic residents not citizens, and asked Walters what he thought of non-citizens voting. Walters said he could not go along with that.

50 years ago on December 17, 1963: Freedom School District trustees, noting thousands of dollars in damage to the old school near the airport, still decided to hold off selling the property in hopes of a higher selling price in the spring. Trustees Fred Betz and Louis Schiavon felt the 22-acre site, appraised at \$5,500 an acre, could bring \$1,000 an acre more in a few months. However, Trustee Janet Bell remained concerned over the recent wave of vandalism, saying "Aren't we creating an attractive nuisance?" Last week one building was partially gutted by a fire set by persons unknown, and after that vandals wielding crowbars and clubs wrecked the interior of two buildings, punching holes



Register-Pajaronian archives

District election plaintiff Cruz Gomez, who participated in a 1988 conference discussing whether Watsonville should pursue an appeal of the case to the Supreme Court.

in walls, breaking doors, windows, and toilet fixtures. The board later discussed providing one of the buildings to the Freedom Fire Department.

75 years ago on December 19, 1938: The new Watsonville Hospital on Montecito Avenue opened with a reception and inspection tour for over 800 persons, including staff, stockholders and

community members. Members of the Watsonville Woman's Club served tea in the solarium as visitors viewed the hospital's many modern refinements, including lights that flash at the nurses' station indicating a patient in need. Lights also flash in hallways, with color codes indicating which section of the hallway the care is needed. The hospital is designed with four qualities in mind: flexibility, fresh air, light and quiet. Using lights instead of buzzers or bells address the final quality. The first patient to enter the new facility was the wife of Senator James Holohan, who was transferred from the old hospital on East Beach.

100 years ago on December 19, 1913: A pitiable case ground through the wheels of justice when Herman White, wizened and over 60 years old, was brought before Police Judge Bridgewater on a charge of vagrancy. Two days ago Officer John Corr found Herman asleep on a bunk in the old jail behind city hall, and when Herman said he was starved Corr gave him a warm meal and told him to leave town. Today Constable Mann found Herman back in the bunk, and it was off to court. Herman briefly sang tunes for Chief Whitsitt and other officers while awaiting the judge, and when the judge pronounced a 20-day sentence the officers dug into their pockets to cover bail. But the judge insisted on the sentence, and Herman's face grew long till he brightened, saying if turkey would be served Christmas Day, he'd be satisfied.

— For questions or comments, email bankheadcolumn@aol.com