RECOGNIZING OUTSTANDING LEADERSHIP

Core Faculty Transition

Profiles in Leadership

We grow leaders who make a difference.
LEADERSHIP IS ABOUT PURPOSE

BY JEFF ELDER

I have had the good fortune to learn much during my association with CALF. That hasn’t slowed down with my transition from being in the program to serving on the board. At our last board meeting, I was reintroduced to the ‘Sigmoid curve’ from Dr. Pat Lattore. The Sigmoid curve is a mathematical concept which has been widely used to model the natural life cycle of many things, from biological organisms, to schools and companies, marriages and careers. The curve is basically a stretched out S shape lying on its side, and can be thought of as having three sections, each of which corresponds to a phase of growth: the learning phase, the growth phase and the decline phase. The key, says Dr. Lattore, is to constantly monitor your position on the Sigmoid curve. However, to be truly successful is to go even further—it is to jump off the current curve when it is nearing its peak and start on the bottom of another curve.

Bob Gray has successfully navigated CALF up the Sigmoid curve. He taught us the proper way to manage and run a successful nonprofit organization and he brought us to a level of professionalism that we had not seen before. We learned how to operate successfully. Then with vision, wisdom and a strong sense of purpose, he moved us up the growth curve improving our program, our finances and most importantly, brought our reputation back to the gold standard it deserves. We are riding high at the top of the curve. So it should not be surprising that a leader of Mr. Gray’s caliber would find this the right time to step down as president and CEO of CALF.

As most of you are aware, Barry Bedwell started as the new president of CALF on Aug. 1. I am personally very thankful to Barry for accepting the position and the challenges that come with it. I know from my discussions with Barry that a prime motivation for taking the job was his own sense of purpose. Yes he wants to continually improve the program and help us reach our fundraising goals. But he also wants to move beyond our mission statement, “We grow leaders who make a difference,” to our vision statement, “California agricultural leaders united as a catalyst for a vibrant industry.” Barry believes that there is untapped strength in our alumni to positively influence the forces that are shaping the future of California agriculture.

Once again, let us express our gratitude to Bob Gray for his strength of purpose in bringing CALF out of its most critical time. Let us unite under a new purpose and throw our support behind our new president, Barry Bedwell.
ALUMNUS TO LEAD FOUNDATION

On Aug. 1, 2016, Barry Bedwell officially assumed his role as president of the California Ag Leadership Foundation. As president, Bedwell will be responsible for directing all foundation activities and guiding the leadership program to a half-century of excellence and beyond.

“My focus and passion will be to take what I have learned at the California Fresh Fruit Association (CFFA) to further enhance a premier leadership development program that I believe is imperative to the successful future of California agriculture,” Bedwell said. “I have had the opportunity to work with production agriculture to observe and participate firsthand in the multitude of challenges that confront California farmers. I hope to use that knowledge to assist in developing even more effective leaders in the years ahead from this already very impressive program.”

Bedwell, a Class 13 alumnus of the Ag Leadership Program, was president and CEO of the CFFA from 2003 - 2016. He has served in leadership positions for numerous organizations, including United Fresh Produce Association, California Association of Winegrape Growers, Fresno State Bulldog Foundation, Alliance for Food and Farming, Agricultural Presidents’ Council and USDA’s Agricultural Technical Advisory Committee for Fruits and Vegetables. He is a well-known public speaker and has worked extensively with diverse groups and government officials. Bedwell graduated from Fresno State with a degree in business administration in 1974.

“Barry is an excellent fit for the foundation as a proven leader in the agricultural industry,” said CALF board chair Jeff Elder. “He brings immeasurable experience in agriculture and association management, strong leadership skills and a personal connection to Ag Leadership as a graduate and supporter. We are confident that Barry will not only help maintain the positive momentum that has occurred in the past seven years with Bob Gray, but provide his own perspective and skills to enhance the foundation and program.”

Outgoing CALF President and CEO Bob Gray retired after seven years with the foundation. The leadership transition included Gray staying on in a consultant position for a few weeks.

“Bob was instrumental in steering the foundation with vision, wisdom, business acumen and patience,” Elder said. “He is a non-alumnus who cared about and believed in Ag Leadership and wanted it to succeed for future generations. He accomplished his goals and set a tone for excellence and positive transformation.”

ENTHUSIASTIC ABOUT AG LEADERSHIP

BY BARRY BEDWELL

If someone would have told me nine months ago that I would be making a major change in my career, I might have seriously questioned their mental state. And yet here I am, in the middle of a beautiful Monterey County vegetable field—in an 1880s house that has been converted into a functional and impressive office—with the tremendous responsibility to move the premier agricultural leadership development program to even greater heights. How and why did this dramatic change for me take place?

As a graduate of Class 13, like almost all other former participants, I looked at the time I spent with Ag Leadership as one that was not only educational but also a transformational life experience. Even with the passage of over three decades in time, there weren’t many days that went by that I didn’t feel some connection to the program, either through classmates, other alumni or simply taking what I had learned to address the challenges in my career and life.

I too had monitored the path of Ag Leadership over the years. However, more from an indirect perspective as I, like so many other alumni, was totally consumed and focused on my job. I knew there were ups and downs and concerns over the future and direction of the program at given points of time. But I also understood that the California Ag Leadership Foundation was currently on a strong footing due in large part to the efforts of my predecessor, Bob Gray, our university partners and the education coordinators and the continued amazing financial support from such names as Boswell and Booth, as well as scores of other individuals and companies who recognized the value of leadership development to this state’s agricultural future.

So when I received the information that indeed Mr. Gray was retiring after seven highly productive years and asked about possible interest, my first thought was to think of other possible candidates. However, as I thought about the position more and more and the role of the program in relation to preparing effective leaders and the corresponding need, I decided to enter the process and learn more. What I found was a clear mission: “We grow leaders who make a difference,” along with a vision that rang very essential to me: “California agricultural leaders united as a catalyst for a vibrant industry.”

Coming off 13 years of working legislative and regulatory topics at the local, state and federal levels for growers, packers and shippers, and more than 30 years in representation of production agriculture, I am not only convinced of the value of leadership development, but I also feel that it is imperative to the future of California agriculture. There simply is no other task I could assume at this point in my career that could have more lasting benefit and value.

So as I begin my new role in serving California agriculture, I want you to know how grateful, humbled and excited I feel to have this opportunity. I look forward to working with each and every one of you to continue the upward trajectory of this fantastic program and produce leaders who make a difference as well as to coordinate and utilize the tremendous influence of our alumni. Thank you so much for your past, as well as hopefully forthcoming, support in maintaining this tremendously important leadership development program.
Successful L4 Seminar Held at Cal Poly

Approximately 120 alumni, industry members and Cal Poly faculty and students attended the Life-Long Leadership Learning (L4) seminar at California Polytechnic State University San Luis Obispo on Oct. 21. Mark Goulston, MD, author of “Just Listen: Discover the Secret to Getting Through to Absolutely Anyone,” spoke to the audience about becoming expert listeners.

Goulston discussed skills and techniques derived from his personal experiences, such as listening to another person from the inside out, and his seven steps to being 100% present. While reflecting on experiences from his own education, he mentioned one professor who never gave up on him and who helped him succeed. With this professor’s support, Goulston was able to finish at the Boston University School of Medicine and is now known as a renowned business advisor, consultant, coach, speaker and psychiatrist.

A full recap of the event will be featured in the winter issue of Horizons magazine.

Loren Booth & Bob Gray Recognition Luncheon

On Sept. 23, a luncheon was held in Carmel to honor Loren Booth and Bob Gray. Jim Boswell and Jeff Elder (35) acknowledged Bob and Loren for their service to the California Ag Leadership Foundation.

Approximately 85 people attended the event and more than $100,000 was raised for the foundation. Thank you to everyone who attended and to the event’s table sponsors: Driscoll’s, Reiter Affiliated Companies, Greenleaf Farms, The Specialty Crop Company, Booth Ranches and Barkley Ag Enterprises.

Food Truck Update

On Oct. 14, Class 45 held an unveiling and ribbon cutting ceremony for the Poverello House Mobile Cafe. The food truck, which was made possible through the fundraising efforts of Class 45, will provide hot meals, fresh produce and nutrition education to rural communities in the San Joaquin Valley.

This fall, the Poverello House used the truck at a Univision 21 cooking demonstration, Fresno State Education Fair and the Mendota Wellness Fair.

NorCal Ag Leadership Dinner

On July 30, the second annual NorCal Ag Leadership Dinner was held at Fat’s Catering & Banquet Facility in Old Sacramento. The evening featured a silent auction fundraiser and a special tribute honoring former CALF president/CEO Bob Gray and his contributions to the foundation.

During the event, Gray addressed the group and shared his “what I have learned since I have been here” list.

“To grow leaders, people need to face challenging, stretching experiences, outside of their comfort zones; they need to do and experience things they never thought they could or would do; they need to experience a clash of well-argued perspectives and seek their own position on the issues; they should avoid an echo chamber of like-minded people and attitudes and they need time to reflect and assimilate and integrate what they have learned,” said Gray.

The event also included a presentation of a Senate Resolution by Sen. Jim Nielsen (5) to Gray for his service to the agriculture industry and to Ag Leadership.
On Oct. 27, Class 46 fellows departed for their 15-day international seminar to Jordan, Israel, and Greece. These countries may seem to be an unusual selection due to world events. However, we examined the safety concerns closely and feel good about our destinations. In the middle of an area of conflict, Jordan and Israel continue to be very safe countries for Americans. We have carefully monitored world events leading up to our departure.

The Education Team carefully considered the topics that best fit the goals for this international seminar. Many months ago, when we first began looking at potential destinations, we were interested in countries in an economic crisis, which were influencing the economic situation in the European Union (EU). Although this remains an important topic for Class 46 to investigate, as events continue to evolve in this region, the critical issue that emerged was the refugee crisis. With slight modifications, we found we could do both topics.

Our main focus areas included: 1) a close-up view of the refugee issue in all three countries as each offers a very different view of a serious and timely world problem; 2) EU economic issue with its ironies of Greece, the place where many modern leadership theories originated which is now in a leadership crisis; 3) a medical supplies project (the class delivered medical supplies) in cooperation with Community Medical Centers to a Jordanian hospital which has been depleted of supplies by the refugee crisis and finally; 4) cultural lessons in an area rich in history that is of importance to all of us.

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### International Seminar at a Glance

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A full recap and pictures of Class 46’s international seminar will appear in the winter issue of Horizons magazine.
“MY ADVICE TO FELLOWS IS TO BE AS TRUE TO ONESELF AS POSSIBLE WITH NO PRETENSE. ALWAYS SUPPORT FAMILY, FRIENDS AND ASSOCIATES BY GIVING THEM THE BENEFIT OF DOUBT UNTIL THEIR ACTIONS CAN BE VERIFIED AND UNDERSTOOD. AND ALWAYS TREAT PEOPLE WITH AS MUCH RESPECT AND CARE AS YOU CAN MUSTER EVEN WHEN YOUR VIEWS OF THE WORLD ARE VASTLY DIFFERENT.”

-Dr. Annie King

“Beyond planning the seminars, King was valued for her ability to connect with fellows in the program. “Annie had a great way of working with individuals in the class who needed something extra,” said Dr. Michael Thomas, CALF’s director of education. “She would notice things the rest of us might not have, and she would do something about it to help the fellow.”

King’s personal story and experiences also allowed her to contribute to the program in a way that no other member of the core faculty or Education Team could. “When I think about Annie, my first thought is about the power of her personal story and what it has brought to the program,” said Dr. Peggy Perry, core faculty member. “As a woman of color, Annie provides us insights that we could not receive any other way, certainly not from our own experiences. She has kept the Education Team mindful of the value of diversity, the importance of seeking different voices and the responsibility we have, as leaders, to constantly work to include those from different cultures and viewpoints.”

Dr. Robert Flores, core faculty, agrees that King provided a unique outlook that had a positive impact on the program and its fellows. “Dr. King was raised in the South and that allows her to provide a diverse perspective that could not be overlooked,” said Flores. “She has been a champion for ensuring we maintain variation to the programming such that it would challenge the fellows and provide ample space for discussion and dialogue.”

King also notes that her personal story had an impact on her perspective of the program. “In Class 30, I began to reflect on how my background, cultural norms and interactions with people of other cultures shaped me into the person that I am,” said King. “Over the years, I have continued to reflect—as the program has changed—to provide more introspection for the core faculty and for the fellows.”
As an alumnus of CALP, King credits the program with helping her have a more positive outlook on a personal level.

“The ‘introduction to leadership’ in Class 30 was exciting, rewarding and different from previous opportunities because I began to appreciate all of the positive parts of myself and tried to change any negative energy and approaches to life,” said King. “That journey is still a ‘work in progress’.

King’s experiences as a member of Class 30 gave her a strong perspective about how the program could be enhanced.

“She entered into the core faculty role with ideas on how the experience could be strengthened,” said Flores. “Dr. King was intimately involved with the reshaping of the curriculum to address coaching needs and more self discovery.”

In 2010, when CALP underwent a complete review, King was part of the group that was charged with updating and strengthening the program.

“The most difficult thing we did in the 12 years we worked together was to make the changes that came out of the program review,” said Thomas. “Annie was willing to give up any part that didn’t fit—she was willing to do whatever was in the best interest of the program while thinking creatively about how to make it all work.”

In addition to her work with CALP, King is also a published children’s author and an avid gardener. As a former associate dean, she assisted students in their academic programs. She also serves as the advisor to the UC Davis chapter of Multiculturalism in Agriculture, Natural Resources and Related Sciences.

To all who worked with her, it’s clear that King was an integral part of CALP and was appreciated for her role in enhancing the program.

“It has been a very important relationship to have Annie as part of our team and I appreciate all she’s contributed,” said Perry. “I’ll miss seeing her regularly!”

Earlier this year, an on-campus search process was led by Dean Helene Dillard at UC Davis to select King’s successor. This summer, Dr. Louise Ferguson began her role as the newest member of the core faculty and Education Team. She has worked as an extension specialist at UC Davis for 32 years.

Ferguson is also an alumnus of Class 30 and brings with her depth of knowledge about the program that will benefit CALP and its fellows.

“Dr. Ferguson has an understanding of what the program is all about,” said Perry. “What I appreciate about her is that she talks about continuing to learn from her Class 30 experience—that it isn’t just a one-time exposure—but that it has taken her years to apply and experiment with all the information she gained. I like that she is committed to continued personal growth—something we ask the fellows to do, so we need to model it.”

When it comes to her Ag Leadership experience, Ferguson says the program has played an important role in her life by exposing her to people and experiences she values very highly.

“I credit Ag Leadership with helping me develop a much more effective leadership style and approach to problem solving—both in terms of dealing with people and projects,” said Ferguson. “I’m looking forward to this chance to give back to and in participating in the development of the people who are coming after me in the program.”

As an extension specialist, Ferguson has focused her research on improving production efficiency and cultivar and rootstock evaluation. Her speciality has been in pistachio, olive, citrus, fig and persimmon production, alternate bearing, mechanical pruning, mechanical harvesting, mandarins and root stocks.

Ferguson’s work has also allowed her to travel extensively abroad and interact with horticultural institutions from around the world. During her travels, Ferguson has worked with scientists, researchers and universities in Spain, Italy, South America, Turkey, Iran, Iraq, Afghanistan and Pakistan to learn what she can to benefit the agriculture industry in California and the United States. She has also participated in USAID projects to help countries develop extension services and technical information.

“The point of my travels is to learn what they do elsewhere to see if it can help our industry,” said Ferguson. “While in Spain, I helped develop mechanical harvesting and pruning for olives. In Iraq, I learned about fair pistachio practices.”

Her involvement with the agriculture industry includes creating and presenting short courses with farm advisors, developing mechanical pruning techniques, introducing a new root stock and working as a technical editor for the first pistachio production manual for California.

With the transition from King to Ferguson complete, the core faculty and Education Team are looking forward to what changes a new perspective will bring to CALP.

“Annie has done everything she can to make it a smooth transition,” said Thomas. “She has taken tons of time to educate Louise to make sure we don’t miss a beat as we’re going through the changes—and that is very much appreciated. Louise will bring a fresh perspective and a desire to give back to the program and I know she’ll be a great addition to the core faculty and Education Team.”

King was recognized and thanked for her contributions to CALF at the Class 47 inauguration event in October.

“I’m looking forward to working with people that I admired and hope that I can be as good as they were.”

- Dr. Louise Ferguson
The California Agricultural Leadership Foundation and the Alumni Council presented the 2016 Profiles in Leadership Award to Deanna van Klaveren (32) on Oct. 6, in conjunction with Class 47’s inauguration.

“I’ve been so fortunate because Ag Leadership has been a part of my life since the day I got the call letting me know I had been accepted,” said Deanna. “It has been a continual life-long leadership learning opportunity of adding to my toolbox because of opportunities through the board and the Alumni Council and participating in different foundation events and opportunities.”

The Profiles in Leadership Award recognizes Ag Leadership alumni for their leadership actions resulting in the betterment of industry, community, business, government, education and/or the environment.

Outside of CALF, Deanna is also very active in her community. She is heavily involved in Hart-Ransom Elementary School, where her children, Abigail and Micah, attend school. Her involvement in the agriculture community includes the California Association for Nurseries & Garden Centers; agriculture advisory member for the California State Fair; horticulture advisory member for California Community Colleges and an advisory member for Cal Poly’s Agricultural Education and Communication Department.

“Deanna is the ultimate example of a servant leader,” said Matt Fisher (41). “She is an exceptional team player and her humility and hard work to the task at hand is what drives me so much in wanting to work with her. She is a very special person whom I’m honored to have been able to work alongside of.”

Deanna says Ag Leadership has had an immense impact on her life and she's grateful for the opportunities she has been given through the program.

“What you get initially are the teachings and the self-growth and self-awareness,” said Deanna. “Secondary to that are the relationships and the opportunities to meet people and interact with people on a deeper level that allows you access to resources and great friends. You get to learn from all these amazing people and create really deep friends as well—I don’t think you can get that anywhere else.”

Deanna and her husband, Roger, are co-owners of Generation Growers, Inc., in Modesto. The company is in its 60th year of growing plants in containers for retail garden centers in northern California. In her role, Deanna manages sales, marketing, inventory and financial responsibilities for the company. Before Generation Growers, Deanna was a teacher, FFA advisor and coach at Merrill F. West High School in Tracy, Calif.

“I’M REALLY HUMBLED AND OVERWHELMED BECAUSE I FEEL LIKE EVERY LEADERSHIP OPPORTUNITY I’VE BEEN GIVEN HAS BEEN POSSIBLE THROUGH THE SUPPORT OF A LOT OF PEOPLE—IT’S HUMBLING TO BE HONORED AT THIS LEVEL.”
-Deanna van Klaveren (32)
Class 47 was inaugurated into the California Agricultural Leadership Program on Oct. 6, at the Clovis Veterans Memorial District. The event, which marks the beginning of the leadership journey for a new group of talented agriculturalists, was attended by 140 family, friends, alumni and industry supporters. Special guests included Dean Sandra Witte from Fresno State and Dean Andy Thulin from Cal Poly, San Luis Obispo.

“We could not be more pleased to report that the inaugural activities for Class 47 were so productive in a multitude of ways,” said CALF president Barry Bedwell. “Not only did the class quickly bond together in a cohesive manner during their inaugural seminar, but they also began their leadership development journey in an impressive fashion with exceptional instruction from the core faculty.”

The evening began with a welcome reception hosted by the alumni council and was followed by dinner; the inauguration of Class 47 and Profiles in Leadership award ceremony honoring Deanna van Klaveren (32). Read more about the Profiles in Leadership award on page 8.

The event also included a special recognition of Dr. Annie King’s contributions to Ag Leadership as an outgoing member of the core faculty. Dr. Peggy Perry spoke about King’s service to the program. Read more about the core faculty transition on page 6.

“Annie is a collaborator—she always refers to ‘we’ when discussing accomplishments, said Perry. “She develops a vision for what can happen, plans for needed resources and then lets others pursue goals according to their own gifts and abilities.”

Thank you!
Event Sponsor: Rabobank
Wine: Allied Grape Growers
Floral Centerpieces: Generation Growers

“THE INAUGURATION ALLOWED ALUMNI AND INDUSTRY SUPPORTERS THE CHANCE TO RECONNECT AT EVENTS AND MEETINGS THAT HIGHLIGHTED THE VALUE AND ONGOING BENEFITS OF THE CALIFORNIA AGRICULTURAL LEADERSHIP PROGRAM.”

-Barry Bedwell, CALF President
GET TO KNOW

BY MEREDITH REHRMAN RITCHIE
Kevin is a fourth generation family farmer and president of Ten Star Farming, a 2,800-acre operation that produces alfalfa, beets, cabbage, carrots, lettuce, onions, potatoes, turnips, watermelons and almonds. He is responsible for all aspects of running the farm. Kevin and his brother navigate the growing, packing and shipping of crops produced for the benefit of 10 family owners.

Tom is a fourth generation Yolo County farmer and the almond manager at Barrios Farms Inc., where he works with his father and uncle growing mainly tomatoes, almonds, sunflowers and wheat. He is responsible for managing 1,500 acres of almonds. Tom also owns Valley Nut Management LLC, which provides almond management for growers and custom harvest for almonds and walnuts.

Jared is a grower representative for Pearl Crop, Inc., a family-owned almond and walnut processor that ships product to more than 40 countries. He services and provides production agriculture insight to growers from Bakersfield to Modesto. Jared is the third generation to be involved in agriculture; he grew up on his family’s diversified row crop and custom farming operation in the Imperial Valley.

Casey is the coordinator of the Kings River Water Quality Coalition, an organization that assists farmers with implementing the Irrigated Lands Regulatory Program. The coalition represents 5,000 members and covers 800,000 irrigated acres in the Kings and Tulare Lake subbasins. He is responsible for day-to-day operations and represents members in regulatory proceedings at regional and state water agencies.

Chris is the vice president of operations for Ocean Mist Farms, a family-owned grower of artichokes and other fresh vegetables. He oversees activities associated with the post-harvest of products: managing the cooling and shipping facilities; overseeing food safety and quality assurance, sustainability and value-added operations; and directing new product and service innovation.

Ted is a fifth generation California farmer and the operations manager at Grether Farming Company, which grows avocados, lemons and other specialty citrus varieties. Ted implements farming systems such as irrigation, fertilization, pest control and food safety; works with labor contractors and packing houses; and has administrative duties, from human resources to directorial review.

Randi is the education specialist overseeing the agronomic education program at Tulare Ag Products, her family’s agronomic consulting and sales company. Her role includes the development and implementation of training goals in various areas of the company, including applied agronomy, business operations and management, internal software development and adaptation to market and technological shifts.

John is one of the managing partners of Scribner Hay, a commercial cow/calf operation operating between San Luis Obispo and Inyo counties. He is responsible for day-to-day operations, including genetic selection and breeding program development, marketing, budgeting/expense management and grazing management. He also works for Hay Brothers, his family’s operation that produces cotton, alfalfa, sheep and cattle.
Hans is a pest control advisor and certified crop advisor for Grower’s Ag Service, a division of The Tremont Group. Specializing in walnuts, rice and processing tomatoes, he advises growers in the Sacramento Valley on sustainable production solutions for various crops. Hans is also a first generation rice farmer in Colusa County; he began his operation in 2013 and manages all aspects of the farm.

Stuart is a managing partner and founder of The Stogan Group, an agricultural business engaged in commodity trading and analysis, real estate and business management. He manages the rough rice trading strategy and international business development for a local cooperative. He also writes a weekly report on the medium grain rice market, read by international governments, banks, mills and growers.

Nadav is the managing director of Nut Farmers, LLC, which owns, invests and manages assets of pistachio farms in California. He is responsible for new farm acquisitions and daily asset management of the southern valley operation of the company. His role involves acquisitions, budgeting, reporting to shareholders and strategic planning with the different entities involved.

Tucker is the commodity manager for Harris Feeding Company, the largest cattle feeder in California. He is responsible for procuring all feed commodities for its 120,000-head feed yard in Coalinga, purchasing feed for the Harris Thoroughbred Horse Division, and handling environmental regulations and sales of compost and manure. Tucker grew up on a commercial cow/calf operation in Central Oregon.

Brad is the civil engineering department manager for the Turlock Irrigation District, which provides water and power to farms, businesses and homes. He is responsible for irrigation capital improvements, irrigation SCADA, district surveying/right-of-way, irrigation automation, on-farm conversions and general project management. He is a registered professional engineer and land surveyor.

Hunter is president of THL Ag, LLC, a custom farm services company that focuses primarily on orchard topping, hedging and skirting various tree crops in Central California. He is involved in all aspects of the business — marketing, safety, daily operations and capital expenditures. Hunter’s family has been involved in agriculture for 150 years in Central California.

John is the senior manager of agriculture supply at Earthbound Farm, a grower/shipper of organic fruits and vegetables. His work includes field food safety program management; compliance management; auditing of farming, processing and storage suppliers; baby leafy greens supply management for packaged salads; and fruit and vegetable supply management for commodity sales operations.

Jason is a fifth-generation beekeeper and vice president of Miller Honey Farms, his family’s 122-year-old beekeeping operation. Miller Honey Farms runs approximately 15,000 beehives and specializes in the pollination of almonds, cherries and apples in California and Washington. The operation also produces over 1 million pounds of honey annually for sale and distribution throughout the United States.
Jenny is the deputy secretary at the California Department of Food and Agriculture. Her portfolio includes water policy, climate policy, land use, organic policy, ag sustainability and environmental farming, beginning farmers, composting and healthy soils. A fifth generation California farmer, Jenny was raised on and worked for 10 years at her family’s 1,350-acre organic walnut farm and processing operation, Dixon Ridge Farms, in Winters.

Darrin is the director of member relations for California Dairies, Inc. (CDI), the state’s largest dairy processing cooperative. He has direct contact with CDI members on various events and topics, arranges political functions, represents CDI and its members at industry meetings and actively participates in political and regulatory activities. His family has been dairying in Fresno County for more than 30 years.

Matt is an agriculture instructor at Elk Grove High School, a California Distinguished School with nearly 1,800 students. Matt also owns and operates Ranchview Livestock, which consists of a flock of wether dam type sheep. Lambs produced are marketed to 4-H and FFA members to be exhibited at livestock shows across California.

Brad is the cotton marketing manager for the J.G. Boswell Company. Founded in 1925, the company produces Pima cotton, processing tomatoes, pistachios, safflower and alfalfa hay. He is responsible for selling Boswell’s Pima cotton to more than 20 countries in addition to working closely with the logistical and finance departments to ensure the cotton bales arrive safely.

Jill is the director of producer relations for the California Beef Council, which serves as the promotion, research and education arm of the California beef industry. She oversees the organization’s producer outreach and education efforts, allowing her to work directly with those who produce safe, wholesome beef. Jill grew up on her family’s cow/calf ranch in Northern Nevada.

Matt is a fifth generation Sonoma County farmer and operations manager for La Prenda Vineyards Management, a 1,000-acre vineyard management company working to implement the industry’s most efficient cultural practices. He is also the managing partner of Sonoma Collection Wines. The company, intertwined with the vineyard management company, works with growers to best control farming inputs.

Doug is the assistant manager at Crown Nursery LLC, a commercial strawberry and raspberry nursery that sells more than 130 million plants annually to domestic and international customers. He is involved in regulatory compliance, accounting, human resources, contract growing management, lab and project management, sales and customer development. He served 12 years in the U.S. Army.

Kiran is a second generation grower and manager of Toor Farms, her family’s farm that produces walnuts and prunes. She works with her family to manage daily operations, processing, drying, integration of sustainable agriculture practices and finance. She evaluates operating procedures and researches technologies to innovate and improve performance standards and policies.
FOSTERING DEEP CHANGE

BY DR. PEGGY SEARS PERRY
CORE FACULTY, CAL POLY POMONA

Robert Quinn’s book, “Deep Change: Discovering the Leader Within” (1996), posits that individuals and organizations face constant change, so they must be open to continual growth and ongoing revitalization to succeed. Reading “Deep Change” is part of the preparation for the seventh seminar, at Cal Poly Pomona, during the first year of the California Agricultural Leadership Program. Dr. Pat Lattore facilitates a session that synthesizes the book’s premise within a general discussion of power and change.

Quinn argues that for us to successfully lead our organizations in addressing change in the external environment, it is essential that we undergo personal change. If we only talk of the need for change, or expect others to change while we ourselves do not, the necessary transformation in our company or organization will fail to advance.

“The real problem is frequently located where we would least expect it, inside ourselves,” says Quinn.

A powerful motivation for undertaking this journey is the dynamic of “slow death”—for an individual or for an organization. According to Quinn, those who resist the need for change, set in motion a gradual (or sometimes not so gradual) “disintegration of an organization, business or industry.” Quinn provides a number of telling examples. The same dynamic exists for individuals—those who refuse to change, even in the face of poor outcomes, will cease to learn and grow. The author provides this sobering description: “That price is the choice of slow death, a meaningless and frustrating experience enmeshed in fear, anger and helplessness...”

“Deep Change” also provides a description of what happens when a fellow takes full advantage of the opportunities provided by the updated CALP curriculum. The seminar content, the experiential learning, the personal coaching and the informal interaction among classmates—all these form a crucible in which deep change can occur.

Other specific concepts found in “Deep Change” are embedded in the CALP experience:

**It really is “all about me.”**

As noted, organizational transformation can only come about if the leader models the change process for others. CALP teaches that each individual “leads from within” and promotes greater self-awareness and sensitivity. Often, this realization hits fellows a few months in, when they realize the program is not only about learning better communication skills, more effective conflict resolution methods or understanding how local government works. It squarely focuses on enhancing self-knowledge leading to greater personal and professional effectiveness. As Quinn notes, “One key to successful leadership is continuous personal change.”

**Embracing the “hero’s journey.”**

Quinn describes the “hero’s journey” as a metaphor for personal transformation. It requires us to leave behind all that is certain and risk the unknown, to think differently, to act differently in the face of relentless change. It involves personal reinvention and a search for meaning and direction. Quinn coined the term “walking naked into the land of uncertainty” to describe the vulnerability that this requires. It aptly describes the CALP leadership journey and the challenge for each fellow to risk giving up what is comfortable and reach for something greater.

**Break the logic of task pursuit.**

Here, Quinn refers to the “tyranny of the in-basket,” in which we cling tightly to our to-do lists to the detriment of maintaining our vitality and focus. It requires stepping out of the daily crush to consider fresh perspectives. While we may be very successful at fulfilling the immediate demands of our role, it is only by reflecting that we can discern more visionary possibilities. This step clarifies why CALP is most appropriate for those at mid-career; it is at this stage that we can examine our past practices—which have undoubtedly led to success—but may prevent us from imagining possibilities for the future. The CALP coaching process involves reflection on feedback from psychometric instruments and 360 participants. Often, the coaching goals identified involve some form of breaking away from past practices associated with time management, conflict resolution or communication.

A new perspective.

“A change in perspective can greatly alter how we see and relate to the world.” With our professional successes, we construct a map of assumptions and paradigms but when we bring this old map to new situations, we may find it lacking. Quinn encourages us to examine our core myths; one way is to tell the most important stories of our lives. We tell our personal story in multiple ways during the program. We share our personal story as the first part of the coaching process, then analyze it in the coaching workbook. As part of our communication practicum, we give a three-minute speech about ourselves. We write a poem based on the template “Where I’m From.” And, we create a leadership model which represents our journey. Each of these opportunities enables us to reassess the meaning of our past and explore where we choose to go next.

**Build the bridge as you walk on it.**

Quinn describes how the path to deep change is often tortuous and unclear, never straight and defined. It is important that we “get lost with confidence.” We must trust that the process will unfold and have confidence that we will learn the way as we go. Much of the CALP journey is like this—the end point for each fellow is unclear, but within a safe learning environment, bolstered by the support of classmates, challenged by the Education Team and various presenters, fellows come away at graduation with a clearer vision and greater self-confidence. To quote Class 45, our most recent graduating class, they were “all in” with their commitment to participate fully in the 17-month adventure.

At the end of his book, Robert Quinn reiterates that deep change comes at great cost. It involves taking some risks. But he reminds us that when we take risks, we become self-empowered. Our internal self and our external world are better aligned. He writes, “As our internal power base grows, we become confident and make genuine progress toward our goal. We become energized and slowly begin to recognize that we can make a difference. We begin to understand that one person really can change the system.”

This is an apt description of the California Agricultural Leadership Program experience. We have seen our graduates change deeply and develop confidence and a firm personal vision, resulting in their influencing others to the benefit of their communities and their industry.
“IT WAS VERY EVIDENT TO ME WITHIN THE FIRST COUPLE OF DAYS OF THIS YEAR’S PROGRAM THAT CALIFORNIA’S AGRICULTURAL LEADERS IN REGIONS 3, 4 AND 5 MADE A SOUND INVESTMENT IN EDUCATING THE HARD WORKING AND KNOWLEDGABLE PEOPLE WORKING ON THEIR BEHALF BACK IN WASHINGTON DC.”

-Chase Hurley (35)

WASHINGTON D.C.
EDUCATIONAL FELLOWSHIP PROGRAM
September 10-17, 2016
Regions 3, 4 & 5
Central Coast, Central and Sacramento Valleys
This year, 26 D.C. Exchange fellows spent their eight-day educational fellowship program together in Regions 3, 4 and 5. During the program, fellows were led by various California Ag Leadership Program alumni through Monterey, San Benito, Merced, Stanislaus and Sacramento counties.

“Participating in the D.C. Exchange opened my eyes to the diversity and importance of California agriculture,” said Alexander Domesle, USDA Office of Pest Management Policy. “Better understanding the challenges faced by California growers will help me do a better job in agricultural policy.”

The program began in Monterey County where fellows visited Driscoll’s; Duflock Ranch; Dorrance Ranch; Ocean Mist Farms; Castroville Seawater Intrusion Project and Tanimura & Antle’s agricultural employee housing project. While in this area, the group learned about wildfires, food safety, the Leafy Greens Marketing Agreement, ranch management; labor issues and salt water intrusion.

“Getting out of D.C. and onto California farms and ranches has given me a much more nuanced understanding of how California agriculture works,” said Domesle. I look forward to using this experience in my day-to-day work.”

In Merced and Stanislaus counties, the fellows learned about processing and almond management; food safety; melon harvest; drain water reuse, salt water management; labor issues; water policy; animal care practices and technology and pest management. Tours in the area included Parreira Almond Processing; Westside Produce; Panoche Water District; Central California Irrigation District; Le Grange Dam; Lateral Eight Regulating Reservoir; Wickstrom Dairy; Namakan West Fisheries; Bowles Farming and Frantz Nursery.

“Standing on a levee listening to California experts talk about the importance of water was an eye opening experience,” said Matthew Filsinger, U.S. Fish and Wildlife Service. “The California Agricultural Leadership Foundation is raising awareness about the complexity of issues that impact water users.”

In San Joaquin and Sacramento counties, discussions included pesticide regulation; food banks; winemaking; pest control.

“THE D.C. EXCHANGE HAS BEEN AN EXCELLENT OPPORTUNITY TO SEE FIRST-HAND HOW USDA NASS REPORTS ARE USED BY VARIOUS STATE AND FEDERAL GOVERNMENT AGENCIES IN ADMINISTRATION AND EVALUATION OF AGRICULTURE PROGRAMS. IT HAS ALSO GIVEN ME AN OPPORTUNITY TO INTERACT WITH PRODUCERS IN THE STATE TO BETTER UNDERSTAND EMERGING TRENDS IN AGRICULTURE AND HOW NASS CAN BETTER COMMUNICATE THE VARIOUS CENSUS AND SURVEY PROGRAMS IN THE STATE.”

-Bryan Combs, USDA National Agricultural Statistics Service

continued page 18
“SOMETIMES WE FOCUS ON THE THINGS THAT DIVIDE US INSTEAD OF THOSE THAT UNITE US. THE PARTNERSHIPS FORMED THROUGH THE D.C. EXCHANGE ILLUMINATE HOW MUCH WE HAVE IN COMMON AND IT SEEKS TO BREAK DOWN BARRIERS BETWEEN AGRICULTURAL PRODUCERS AND GOVERNMENT AGENCIES.”

-Matthew Filsinger, U.S. Fish and Wildlife Service
and water policy and issues. The fellows were led by CALP alumni through visits with Van Groningen Farms; Trinchero Family Estates; Michael David Winery; Stone Lakes National Wildlife Refuge; Circle K Ranch and the Port of Stockton.

In addition to the tours, the group also participated in a leadership and self-deception module with Dr. Michael Thomas, CALF’s director of education and several home stays with various CALP alumni and friends. The program ended with a finale dinner where fellows demonstrated their new found respect and appreciation for California agriculture and the growers, ranchers and agricultural representatives that they built relationships with during the program.

“Cooperation is vital and public-private partnerships are the key to success. The California Agricultural Leadership Foundation is bringing diverse groups together to find common sense solutions to complex agriculture and environmental problems,” said Matthew Filsinger, U.S. Fish and Wildlife Service.

“We had two people stay with us from the D.C. Exchange Program—it was wonderful to make a friendship with both fellows. The time that we had with them allowed us to share our home and give them a snippet of our daily lives. We also got to hear about where they come from and what they do. Not only have we made new connections to Washington D.C., but true friendships. Thank you to the D.C. Exchange Program for the opportunity.”

-Deanna van Klaveren (32)
KUDOS TO EVERYONE INVOLVED IN MAKING THIS EVENT AN ANNUAL SUCCESS AND PROMOTING ITS BENEFITS INTO THE FUTURE.

-Chase Hurley (35)

Thank you!

Michelle Baumgardner
Brad Benton (31)
Philip Bowles (16)
Joe Del Bosque
Dorrance Family
David Eagleton
Dennis Falaschi
Matt Frank
Michael Frantz (36)
Matt Gil
Pete Gossart
Doug Hemly (15)
Bob Holden
Betty Hurley Lindeman
Dale Huss (19)
Erik Jertberg (40)
Jason Katindoy
Pat Kirby
Paul Parreira (44)
Steve Patricio (19)
Joe Pezzini (28)
Port of Stockton
Carmen Ponce
Ratto Brothers
Mark Reasons
Jack Rice
Frank Royaf
Chris Scheuring
Dr. Michael Thomas
Beatrice Treiterer
Trinchero Family Estates
Van Groningen Farm
Chris White (43)
Aaron Wickstrom
George Young

Glen Dupree
Fred Erickson
Carole Etcheverry
Pat Gallichio
Dirk Giannini
Kurt Gollick (16)
Doug Hemly (15)
Stephen Heringer (9)
Juan Hidalgo
Rick Howard
Chase Hurley (35)
Benny Jefferson
Juli Jensen
Johhnie Johnson
Emmett Linder and Ana Toledo
Butch Lindley
Dimas Lopes
Ron Macedo (32)
Bill and Eileen McDonald
Paul Melgard
John Metzer
Paul Parreira (44)
David Pruitt
Steve Quashnick
Jerry Rava
Adam Secondo (46)
Scott Silveira
Denise Skidmore
Kevin Stewart
Robert Teichera
Deanna van Klaveren (32)
Brad and Jodi van Loben Sels
Chris White (43)
Mary Zischke

Committee Members

Vance Ahlem (43)
Anthony Bozzano (43)
Noelle Cremers (35)
Darlene Din (35)
Melissa Duflock (40) co-chair
Danielle Dupree (43)
Chase Hurley (35) co-chair
Erik Jertberg (40)
Ron Macedo (32)
Tom Merwin (44)
Judy Sparacino
Kevin Steward (37)
Abby Taylor-Silva (45)
NorCal Dinner, July 30
Megan Byrne (44)
Correen Davis (45)
Sarah DeForest (39)
Pam Emery (32)
Stephanie Etcheverria (43)
Robin Flournoy (29)
Steve Garland (44)
Kandi Manhart (40)
Tracy Schohr (39)
Brandon Souza (44)

San Luis Obispo
Art Bliss (8)
Carson Britz (43)
Danielle Burk (43)
Todd Collins (34)
Jackie Crabb (36)
Danielle Dupree (43)
Jeff Elder (35)
Dr. Robert Flores
Layci Gragnani (44)
Jim McGarry (43)
Helen McGrath (43)
Brenda Ouwerkerk (28)
Dr. Michael Thomas
Dr. Andy Thulin

DC Exchange, September 10-17
Vance Ahlem (43)
Darlene Din (35)
Melissa Duflock (40), Chair
Danielle Dupree (43)
Chase Hurley (35), Chair
Ron Macedo (32)
Tom Merwin (44)
Kevin Steward (36)
Dr. Michael Thomas

NorCal Clay Pigeon Shoot, September 10
Barry Bedwell (13)
Ben Carter (24)
Denise Carter (38)
Cecilia Chi-Ham (38)
Sandy Fiack (29)
Steve Garland (44)
Tyson Heusser (45)
Tom Merwin (44)
Jon Munger (36)
Matt Neubert (44)
Jim Peterson (40)
Rick Rhody (45)
Blake Vann (46)
Christian Vellanoweth (46)
John Weiler (22)
Luke Wilson (44)

Region 9 Golf Tournament, September 12
Bailey DiIoia (43)
Yissel Barajas (40)
Scott Beylik (40)
Art Bliss (8)
Jason Cole (42)
Jim Finch (28)
Susan Josue (43)
Scott Klittich (43)
Leslie Leavens (34)
Ed McFadden (25)
Helen McGrath (43)
Mike Nunez (29)
Tom Pecht (18)
Richard Pidduck (21)
Mike Richardson (40)

Class 46 Fundraiser, September 24
Erin Amaral (46)
Zach Bagley (46)
Drew Becker (46)
Dominic Bruno (46)
Domenick Buck (46)
Josh Davy (46)
Shannon Douglass (46)
Melissa Heinrich (46)
Johnna Hepner (46)
Gayle Holman (46)
Randy Hopkins (46)
Sarah Hovinga (46)
Beau Howard (46)
Jorge Inestroza (46)
Heather Jackson (46)
Marc Metzer (46)
Denise Moore (46)
Tony Ortiz (46)
Salvador Parra, Jr. (46)
Shaun Ramirez (46)
Adam Secondo (46)
Blake Vann (46)
Christian Vellanoweth (46)
Ashley Zellmer (46)

CA Exchange, October 18-21
Anthony Bozzano (43)
Darlene Din (35)
Melissa Duflock (40)
Danielle Dupree (43)
Chase Hurley (35)
Dr. Michael Thomas
REGION 1 | Christine Ivory (41)
Pacific Coast Producers, Yuba City
It is an honor to be appointed regional director for Region 1. Since graduating from the program in June of 2012, I have taken every available opportunity to stay a part of the Ag Leadership family. From donating products to classes, to buying raffle tickets and attending fundraising events, I look for any possible way that I can give back to the program.

Each year in our area, we get excited to find at least one prospect that we can prep and actually get into the program. We have successfully done this since Class 41 and hope to continue this with more recruitment events and alumni activities in the future. We have hosted Col. Randolph (U.S. Department of State’s historian) and a group he brought out from the military. Last summer, I was able to be a part of the D.C. Exchange and not only hosted a visitor for two nights, which I had done in the past, but actually got to take the group to my stepfather’s ranch to watch peach picking and prune harvesting and then to the PCP cannery. Although it was a very busy time of year, it was a privilege to host such an amazing group of people and to share our story and that of fellow alumni in my region.

As regional director, I hope to bring the alumni from Region 1 together to remember the impact Ag Leadership had upon them and to call upon them now to make their impact.

REGION 3 | Manpreet Bains (43)
Far Horizons Crop Insurance/Manziana Orchards, Sacramento
My primary interest in seeking this position is to help the Alumni Council further its goal of building strong and enduring relationships within and among the CALP alumni. During this time of change and restructuring, I think it is important to have alumni who are informed and engaged so that their thoughts, ideas, commendations and critiques are represented completely and effectively. Only then will we be successful in harnessing the dynamic reality of our organization and enable vital reciprocal connections between alumni, the foundation, industry and future Ag Leadership candidates. To achieve this, we need to have representatives who are committed to cultivating relationships and maintaining a direct line of communication with alumni in their region.

Upon completing the program, I pursued a variety of volunteer positions for CALF so that I could gain experience in all aspects of the foundation. From interviewing potential candidates, to volunteering for fundraisers and being a member of the Strategic Alignment Committee, I believe that I have the breadth of knowledge on what is needed and expected of the alumni to maintain a robust organization.

Even more, I understand the challenges alumni can face in trying to find opportunities to serve that fit into their demanding schedules and financial obligations. I will continue to work on behalf of the foundation and alumni to expand opportunities for dialogue and participation that reflect the needs of the organization as a whole.

REGION 4 | Rachelle Antinetti (42)
Mid Valley Agricultural Services, Inc., Oakdale
I have been actively participating in foundation activities since I graduated from the program—from attending life-long leadership learning events to regional activities. I not only participate in, but I also share my experiences with others. I also promote the program through my travels and with my interactions with commodity groups throughout Region 4.

In addition to being an advocate for agriculture, I am also a mother of three and my husband, Dave, rounds out team Antinetti!

REGION 5 | Erik Jertberg (40)
Heart Mountain Farms, Inc., Watsonville
California agriculture has been a part of my life since I can remember. I knew I was destined to be a farmer at an early age and pursued my passion straight out of high school as I moved to Watsonville in 1996 to work with my dad’s cousin who had been growing for Driscoll’s. Since then, I’ve had the opportunity to learn from some of the best and worked for various Driscoll’s growers.

I now own my own farm, started in 2011, which has grown to 82 acres of Driscoll’s blackberries. I am married, have two wonderful boys (6 and 8 years old) and I find the most pleasure in life stemming from the experiences of being with my family.

During my tenure at Driscoll’s, they supported my desire to apply for the California Ag Leadership Program and I was fortunate enough to be selected for the best class ever—Class 40.

I feel the call to give back to this program that has given me so much. As qualifications, I would list my life as part of a California ag family; a current farmer myself; I play an active part in the central California berry community; my tenure on the board of directors for the California Strawberry Commission and my extensive network of friendly industry affiliates who support the many businesses and farms here on the Central Coast.

REGION 6 | Vernon Peterson (41)
The Peterson Family/Abundant Harvest Organics, Kingsburg
Our family has been farming stone fruit, grapes and chickens in Kingsburg since 1893. After high school, I attended Reedle College and then Fresno State until my father got sick with cancer and I came back to take care of the farm. I’ve been paying tuition to the school of hard knocks ever since, where I’ve earned several degrees, but never graduated.

Today, we pack fruit for four dozen neighbors, serve about 5,000 families and do a little farming together with two adult children and our son-in-law, Carol and I celebrated our 35th wedding anniversary recently and enjoy our two grandchildren very much.

I am the Fresno/Tulare chapter representative to CCOF and the treasurer of the organization that serves more than 3,000 organic farmers. I’m also the producer representative to COPAC, an advisory body to the CDFA.
secretary. For more than 35 years, I’ve served on the board of KCAPS, a charity meeting the needs of the poor in our community and the recipient of the generous donation of a full basketball court from my class (41). That court gets more use than any in the country and along with lots of love and work, has transformed the very tough community of New London.

I would rank my Ag Leadership experience as one of the top five in my life. I want to see the organization grow ever stronger, influencing agricultural leaders for generations to come.

REGION 7 | Dan Sutton (40)
Pismo Oceano Vegetable Exchange, Oceano

I serve as the general manager for Pismo Oceano Vegetable Exchange (POVE). POVE is a grower owned cooperative with its roots dating back to the late 1920s. My responsibilities include overseeing the day-to-day operations of the cooperative—including sales, marketing, accounting, safety and production.

I graduated from Cal Poly, San Luis Obispo in 2001, where I am still active in various clubs and organizations on campus. In 2011, I was selected as one of the “Top 20 Under 40” in San Luis Obispo County. I serve as president for the San Luis Obispo County Farm Bureau. I have been appointed to and serve on the California Leafy Greens Marketing Agreement advisory board and serve on the executive committee as treasurer and also chair of their communications committee. I am also very involved in community service in San Luis Obispo. I have coached and umpired youth and high school baseball for the past 18 years and have also served as a volunteer firefighter for San Luis Obispo County for 14 years. My wife, April and I have three children, London, 6, Danica, 4, and Bronson, 2.

I have been fortunate to be able to assume leadership positions on many levels. I attribute this to my experience and the residual benefit that the Ag Leadership program has provided me. I would like to stay involved to continue my learning and to play whatever part I can to sustain this wonderful experience and opportunities for others in the future.

REGION 8 | Bill Van Skike (32)
A-C Solar, Bakersfield

The California Agricultural Leadership Program was instrumental in helping me develop my potential as a husband, father, community leader and industry professional. I have always been taught to give back and I can think of no better way to give back to this program than by becoming a catalyst for Region 8 under the new structure.

I have been a regional director in the past and was privileged enough to be asked to be a member of the Strategic Alignment Committee for the Alumni Council. I know firsthand the expectations of what is required in the new structure to help the organization continue to develop and evolve to meet the changing face of agriculture.

I have been a successful fundraiser for CALF, LLS American Red Cross and MARE. I have held recruitment events both at my home and at local businesses. I have travelled to Washington, D.C. to interview candidates for the D.C. Exchange and co-chaired the regional tour for the program. I have also served on the screening committee for program candidates.

I am committed to this organization and will strive to enhance alumni participation through active communication and my organizational abilities. I am committed to meeting and exceeding the attendance requirements and look forward to helping to keep the program vibrant and interactive with both alumni and industry.

I have been married to my wife, Stephanie, for more than 26 years and have an 11-year-old daughter, Jordan. My professional career includes the following: president/CEO, California Planting Cottonseed Distributors; president, Mazzei Injector Corp; COO, Klassen Crop; COO, Precision Pharmacy and currently serve as an energy consultant with A-C Electric—leading the charge in developing solar initiatives.

REGION 9 | Jason Cole (42)
Cole Ranch, Santa Paula

I am a third generation Ventura County avocado and citrus farmer. I am a 2009 graduate of Cal Poly, San Luis Obispo with a degree in ag science. I was a founding member and chair (2012 - 2014) of the Ventura County Young Farmers & Ranchers and am currently a member of the board. I have been a Santa Paula resident since 2010 and serve as a board member alternate on the California Avocado Commission.

As a recent graduate of the newly revised California Ag Leadership Program, I believe I am uniquely positioned to help in the Alumni Council restructuring. I look forward to applying all my skills learned in Ag Leadership to this position.

REGION 10 | Jose Arriaga (44)
County of San Diego Department of Agriculture, Weights & Measures, San Diego

I am an energetic professional who is driven by the notion that each and every one of us has something to contribute that can make our society better. My decisions are always based on a hierarchy of three priorities: family, community and self.

I came to the United States when I was 8 years old. I grew up on a date and grapefruit farm in the Coachella Valley. My father worked as the foreman of the ranch and my mother worked in the packing house. I was assigned various responsibilities associated with the farm beginning at a very young age. The result of my early childhood experiences was a strong work ethic and gratefulness for the opportunities that have been afforded to me over the years.

Since an early age, I have been continually employed and strive to give more than what I receive. I am currently the deputy agricultural commissioner and sealer for San Diego County and manage the San Diego County pesticide regulation program.

I show my dedication to my career and my support for the agricultural community by continually influencing and making changes that encourage the sustainability and diversification of the industry. As a regional director, I intend to focus my efforts on uniting local alumni and invigorating the search for future applicants to the California Ag Leadership Program.

REGION 11 | Vacant*

*VACANT REGIONAL DIRECTOR POSITIONS

The Alumni Council’s leadership team will serve as regional support in regions 2 and 11. The team will reach out to alumni in these regions to help begin the process of aligning with the new structure. They will serve as the conduit to share goals and to communicate each region’s activities to CALF until regional directors are appointed.
Alumni Council Retreat
Becoming Part of the Movement

BY DEANNA VAN KLAVEREN (32)

The Alumni Council began its 2016-2017 year with an on-boarding retreat held in Pasadena on Aug. 30-31. In attendance were the newly elected regional directors to the Alumni Council; the California Ag Leadership Foundation (CALF) board chair, Jeff Elder (35); CALF president, Barry Bedwell (13) and Alumni Council liaison to the board, Mike Young (35). Also participating in the process were individuals who have been supporting activities and connections for the alumni—they include Matt Fisher (41), Strategic Alignment Committee chair; Deanna van Klaveren (32), communications officer; Chase Hurley (35) and Melissa Duflock (40), D.C. Exchange chairs; Danielle Dupree (43), California Exchange chair and Darlene Din (35), contracted support for Alumni Council special programs and fundraising.

The goals of the two-day session were to share a historical perspective about the Alumni Council and its relationship with the foundation; to get to know each other better as a council and to sharpen skills which will help lead the alumni well.

The retreat began with Jeff Elder sharing the relationship between CALF and the Alumni Council. He stated the importance of the alumni to the foundation and why he is looking forward to supporting the work of the Alumni Council to connect with the program's more than 1,200 alumni. Jeff also shared the outcomes that were created at the Strategic Alignment Committee session. The board reviewed and discussed these outcomes at their retreat and have begun setting measurements for each one.

Deanna van Klaveren then reviewed the history of how alumni have supported the foundation. From its beginning as the Ag Leadership Alumni (ALA), to the decision to bring the alumni into the foundation for better support, communication and to better work as one voice for the organization. Matt Fisher shared the work that the Strategic Alignment Committee has done and the conversations, decisions and processes that have been worked through to bring the group to the point of the retreat.

Dr. Peggy Perry (9), Education Team and core faculty member from Cal Poly Pomona and personal coach for fellows in the program, lead the Alumni Council through a process of getting to know themselves and each other better. The group looked at their Myers-Briggs Type Indicator (MBTI) and Thomas-Kilmann Conflict Mode Instrument (TKI) results. Through this process, the group began to have a better understanding of the gifts they each bring to the team, the opportunities for getting through difficult conversations and supporting each other as they reach towards a common goal. It was a full day of realization and learning.

The following day, the group was led by Dr. Pat Lattore. Dr. Lattore has led the foundation board, staff, fellows and the education team through the process of visualizing strategic initiatives. At this retreat, he took the opportunity to guide the Alumni Council to identify their strategic initiatives. The group went through activities to discuss servant leadership. This was connected through readings that the Alumni Council members had done ahead of the meeting from ”Called to Serve: Creating and Nurturing the Effective Volunteer Board” by Max De Pree and “Leadership and Self-Deception” by the Arbinger Institute.

By the afternoon of day two, the group was ready to start the process of creating plans and moving forward. The group spent time going through a S.W.O.T. (strengths, weaknesses, opportunities and threats) analysis. This activity resulted in six strategic initiatives that align with the outcomes supported by the board of directors.

The initiatives are:
1. Develop a process to engage our alumni to increase participation.
2. Continue to define the structure, roles and responsibilities for the Alumni Council.
4. Enhance the pool of applicants to the California Agricultural Leadership Program.
5. Create an alumni database with more data points and confirm accuracy of current information.
6. Increase expectations of fellows in each new class and integrate them into the alumni.

The Alumni Council closed with a feeling of accomplishment and the understanding of the work ahead. The message that resulted from the retreat was to “be a part of the movement”—the movement to be more involved, engaged and connected to the foundation; to support another class relationship—the “alumni class” and the feeling that the structure was laid at this retreat to allow the Alumni Council to take the next step.

The regional directors are reaching out to alumni to help fulfill these initiatives. They also plan to create a fundraising opportunity, recruitment event and to help update the database in their regions.

The AC leadership team will begin vetting candidates to fill the at-large director positions. Definitions of these director opportunities will be posted on the CALF website soon, as well as the application, if any alumni are interested in serving. The goal is to appoint all of the at-large director positions over the next few months.

ALUMNI COUNCIL MEMBERS
Board Liaison: Mike Young (35)
Strategic Alignment Chair: Matt Fisher (41)
Communications Officer: Deanna van Klaveren (32)
Education Team Liaisons: Noelle Cremers (35), Mica Heilmann (40)
D.C. Exchange Chairs: Melissa Duflock (40), Chase Hurley (35)
California Exchange Chair: Danielle Dupree (43)
Staff Support: Darlene Din (35)

CALL TO ACTION
If you have ideas for activities in your region, or are interested in helping with, donating to, or hosting a regional event, contact your regional director or Emily at ELazzerini@agleaders.org or 831-585-1030.
CLASSES 10-19

**Robert Muelrath (13)** received the Leadership in Agriculture Award from the Santa Rosa Chamber of Commerce. He was honored during a ceremony at the 44th annual Agri-Business BBQ on Aug. 18.

**Stephen Olson (13)** spoke at the Santa Rosa high school ag boosters fundraising dinner held at the Santa Rosa Junior College’s farm.

**Roy Gill (19)** was reappointed by Gov. Jerry Brown to the 36th District Agricultural Association, Dixon May Fair board of directors, where he has served since 2012 and served from 1992 to 2008.

CLASSES 20-29

**A.G. Kawamura (20)** was appointed to Donald Trump’s agricultural advisory committee in August.

**Pam Giacomini (21)** is running for re-election for the District 3 seat on the Shasta County Board of Supervisors. She was first elected in 2012.

**George Radanovich (21)** was named president of the California Fresh Fruit Association in July. A Mariposa County winegrape grower, he previously served in Congress from 1995 to 2011.

**Cindy Myers (22)** became president of the Visalia Breakfast Rotary in June.

**Paul Betancourt (25)** wrote a book, Images in America: Kerman, about the history of Kerman.

**Joe Turkovich (26)** was elected chair of the California Dried Plum Board. He is also chair of the organization’s production research subcommittee and serves on the SunSweeet Growers board of directors.

**Meredith Rehrman Ritchie (28)** started Meredith Ritchie Communications in January 2016 and manages communications for the California Association of Winegrape Growers. She was recently elected president of the Broadstone Barracudas, a 370-member recreational youth swim team.

CLASSES 30-39

**Julia Inestroza (34)** and **Jorge Inestroza (46)** were featured in a California Ripe Olives video titled “Meet California Ripe Olive Growers: The Inestroza Family.” The video is at http://calolive.org/meet-our-growers/.

**Cannon Michael (39)** was one of five participants on a water panel – “Liquid Assets: Can Wall Street Save the Water Crisis?” – held in New York City on Oct. 17.

**Emily Rooney (39)**, president of the Agricultural Council of California, was the guest speaker at the 49th annual Farm-City Harvest Celebration in Woodland on Oct. 27.

**Paul Parreira (44)** hosted a tour at Parreira Almond Processing Company for CDFA’s California Produce Tour with the FDA.

**Matthew Efird (45)** was featured in the July-August issue of Almond Facts magazine (“Fresno grower named one of America’s best young farmers”). The article highlights his farming operation and industry involvement, as well as being selected for the DTN/The Progressive Farmer’s 2016 America’s Best Young Farmers and Ranchers Program. The program honors leaders in production and management innovation and community involvement.

**Matt Stornetta (47)** was the featured subject in an Oct. 5 Ag Alert article (“Making it work: farmer seeks efficiencies in managing vineyards”). The article was part of a three-part series about different paths young farmers and ranchers take as they build their agricultural careers.

CLASSES 40-47

**WHAT’S HAPPENING IN YOUR LIFE?**

**PLEASE SEND ANNOUNCEMENTS OR NEWS TO:**

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**June 1, 2016 - September 30, 2016**

**PLEDGE PAYMENTS RECEIVED:**
- Taylor Farms California, Inc.: $25,000
- John Eisenhut: $1,666.67
- Victor Packing, Inc., Madiera Brand Raisins: $1,666.67
- Jim and Carol Storm: $250 (Manasco Fund)

$400,000
- The James G. Boswell Foundation

$50,000
- The Otis Booth Foundation (Bob Gray Endowment Fund)

$17,698.06
- Class 43

$10,000
- Ann B. Reimers Charitable Education Foundation (Bob Gray Endowment Fund)
- Rabobank, N.A. Wells Fargo
- Wonderful Orhards, LLC

$8,500
- AGR Partners, LLC

$8,410.05
- Class 40 (Bob Gray Endowment Fund)

$5,000
- Borba Farms (Bob Gray Endowment Fund)
- Philip Bowles (Bob Gray Endowment Fund)
- GP Real Estate Advisors, Inc., Pierre Tada
- Suther Harvest, Inc. (Richard R. Smith Fund)

$3,609.32
- Class 42 (Bob Gray Endowment Fund)

$3,000
- Buttonwillow Warehouse Co. (Class 46 Giving)

$2,500
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$1,500
- Advanced Environmental Concepts, Inc. (Class 46 Giving)
- Neil Jones Food Company (Class 46 Giving)

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- Bob and Lisa Cherenson (Bob Gray Endowment Fund)

$1,200
- Ken Zimmerman (Class 33 Endowment)

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- Angela Lazznerini (Bob Gray Endowment Fund)

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- Sharan Laninati (Bob Gray Endowment Fund)

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- John and Sharon Metzer: $200 (Richard R. Smith Fund)
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- Mike and Mary Oraadre: $100
- Robert and Margot Jensen: $50
- Bonnie Nielsen: $25

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- Doug and Caralee Phillips: $75

In Memory of David Martella, Class 22
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- Ocean Mist Farms: $1,000
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- John and Eda Muller: $100

In Honor of Loren Booth & Bob Gray
- Nicole and Stan Van Vleick: $1,000
- Monna Farms: $4,000

In-Kind Contributions
- Darlene Din: $10,950
- Loren Booth: $3,000
- TMD Creative: $1,750
- Bob Gray: $575

**ALUMNI FUNDRAISING EVENTS**

*Loren Booth & Bob Gray Luncheon*
- Barkley Ag Enterprises: $10,000
- Booth Ranches: $10,000
- Green Leaf Farms, Inc.: $7,000
- Driscoll's: $6,000
- Wells Fargo: $5,000
- Zenith Insurance: $4,000
- Kevin Herman: $3,000
- Agricultural Council of California: $2,000
- BLV Agribusiness Consultants: $2,000
- DM Camp & Sons: $2,000
- Ejar Knudson: $2,000
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- Jeffery Armstrong: $1,000
- Barry and Kim Bedwell: $1,000
- Lawrence Cox Ranches: $1,000
- Martella Family Trust: $1,000
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- Deanna and Roger van Klaveren: $1,000
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- Western Growers: $1,000
- Wonderful Citrus Packing: $1,000
- Wonderful Orchards: $1,000
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- Craig McNamara: $500

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- State Farm Foundation Compensation Insurance
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- Region 9 Golf Tournament
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- Rincon Fresh, Susan Josue
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- ADM Rice
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- Empire Nut Company, LLC
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- Foothill Warehouse
- Golden State Farm Credit
- Omega Walnut, Inc.
- Rabobank
- Superior Tire Service
- The Sun Valley Rice Co., LLC
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- Fresno Equipment Company
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