

2004 Solutions for Today's Farmers Conference Speaker and Conference Organizer Bios

James & Anne Austin have been operating ELEVEN ROSES RANCH in Clearlake Oaks, Lake County, California for 12 years. They have historically offered mule drawn carriages & wagons for weddings, fairs, parades, festivals and parties. They also have offered chuck wagon BBQ catering. Three years ago they added a 16-passenger tour bus and started offering Lake County wine tasting and vineyard tours, as well as Lake County historical sightseeing tours and private charter.

This past year, they combined all of these endeavors and are conducting historic ranch tours on their ranch. While most of their business was agri-related they now truly offer an agri-tourist adventure. Guests are transported to their ranch via the bus, where they are treated to a mule-drawn wagon tour of the ranch with stories of farming and ranching beginning in 1883. Springtime features wildflowers and the symbiosis between wildflowers and cattle grazing. Summer time finds warm evenings, abundant wildlife and harvest, while fall brings spectacular colors and preparation for planting. A chuck wagon BBQ follows that features Lake County produced wines. They hope to see a continued expansion of the agri-related tourist industry in Lake County.

Steven C. Blank is a Cooperative Extension economist in the Agricultural and Resource Economics Department at the University of California, Davis. He specializes in financial management, risk analysis, futures and options markets and management methods. After growing up around California agriculture, Dr. Blank completed a BA in business at California State University, Stanislaus before going to the University of Massachusetts for a MBA, and the University of Hawaii for an MS and Ph.D. in agricultural economics. He has worked in varied industry positions and has held faculty positions at California Polytechnic State University - San Luis Obispo, South Dakota State University and the University of Arizona. His administrative experience includes serving UC Davis as Assistant Vice Provost Academic Personnel from 1996 to 2002. His international experience ranges from heading a research section of the Australian government for two years to various short research and consulting assignments on every continent. He has authored or co-authored over 250 publications, including three books. Also, he is a former President of the Western Agricultural Economics Association.

Roberta Cook has a Ph.D. in Agricultural Economics from Michigan State University. Since 1985 she has been the Extension Marketing Economist in the Department of Agricultural and Resource Economics at the University of California, Davis. She conducts an applied research and industry outreach program focusing on the marketing and international trade of fresh fruits and vegetables. Areas of emphasis include: domestic and international fresh produce marketing trends and strategies; international competitiveness, including the effects of regional trading blocs (e.g., NAFTA, the EU, MERCOSUR) on the competitiveness of the U.S. horticultural sector; changing food demand; food distribution and industrial organization theory; and food safety issues and the growth of the organic produce industry.

In addition to her work on the U.S. food marketing system, she has extensive international marketing expertise on issues such as: modernizing domestic food distribution systems in Latin America; identifying fruit and vegetable import/export opportunities throughout the Western Hemisphere; European fruit and vegetable marketing trends; and the structure of the Mexican horticultural industry, with special emphasis on the vegetable export industries in Sinaloa, Baja California, and the Bajío.

She provided input into the NAFTA negotiations, is the author of over 100 articles on the fresh produce industry, has made over 800 presentations on fresh produce related topics to diverse groups, serves on the board of directors of numerous produce industry organizations, is fluent in Spanish, appears frequently in the print and broadcast media, both in the United States and internationally, and has consulted with both the private and public sectors, including the Central Bank of Mexico, World Bank, and OECD.

From 1997-98, she chaired the Board of Directors of the California Kiwifruit Commission, having served on the Board since 1992. She has also served as Public Member of the California Tomato

Commission since 1993, chairing the Market Development Committee from 1997-99. In 1998 she was appointed to the Agricultural Trade Advisory Committee (ATAC) for Fruits and Vegetables of the U.S. Department of Agriculture and the U.S.T.R. In this capacity, she participates in trade missions to the EU and WTO. In 1999, the Produce Marketing Association appointed her to its newly formed Educational Advisory Council, and in 2001, she was elected to the American Agricultural Economics Association Foundation Governing Board, currently acting as its Vice President for Programs. -

<http://cook.ucdavis.edu>

Kelly Cox has a Bachelor's Degree with a double major in Political Science and Management, and a Master's Degree in Public Administration. He has been employed by the County of Lake for the past 24 years and has functioned as the County's Chief Administrative Officer for the last 23 of those years. Among his primary responsibilities as the County Administrative Officer is the preparation and administration of the annual County budget, which totals \$134 million in the current fiscal year.

He also serves as the Executive Director of the Lake County Redevelopment Agency, and concurrently holds the titles of County Marketing Director, County Purchasing Agent, and Clerk of the Board of Supervisors. He is responsible for the County's Risk Management program, economic development program, and various other programs and operations of County government.

He has served as the Chairman of the Agricultural and Natural Resources Committee of the County Administrative Officers Association of California and has served on the Board of Directors of various local community based organizations, including the Lake County Business Outreach and Response Team. He currently serves on the advisory board of the Chico State University Local Government Leadership Institute.

In 1994 he was honored as the "Lake County Citizen of the Year" by the American Legion in Clearlake Oaks.

D'Arcy Dornan is a geography graduate Ph.D. student at the University of California, Davis. His interests lie in the fields of agriculture and tourism development. The majority of his field research has taken place in Brazil, California, the French West Indies, and France. He earned a BA in geography and environmental studies from San Francisco State University while also spending a year abroad at the University of Bristol, England. He went on to obtain an MA in geography at the Université de Paris I, la Sorbonne looking at the relationships between West African and West Indian immigration patterns, agricultural exports, and alimentary practices.

His professional background combines experiences in classical biological control, agricultural pest research, map and aerial photo interpretation, climate matching, and foreign language teaching. D'Arcy has also been an excursions planner and tour guide in various countries. His most current professional endeavors have been in agricultural marketing and tourism-related seminar and conference organizing, as well as in curriculum program development. D'Arcy was hired as a California Communities Program intern through UC Davis and UC Cooperative Extension in Lake County to help put together this conference.

Chuck Doty is the Executive Director of the Lake County Business Outreach and Response Team (BORT), Lake County's non-profit economic development corporation.

He also is Zone Administrator for the Lake/Sonoma/Mendocino Recycling Market Development Zone (RMDZ), Marketing Consultant for Outrageous Waters Waterpark and Fun Center, Fire Board Director with Lake County Fire Protection District, Director with Lake Community Bank, Owner of Clear Lake Employment Agency, Volunteer/Marketing Coordinator of the Lake County Jr. Livestock Auction Committee, member of Adventist Redbud Community Hospital Strategic Planning Committee, and the Lake County Film Commissioner.

He has assisted in the development of many Lake County businesses, which have created more than 1,500 jobs, and has been involved with and spearheaded many new projects in Lake County.

Janis Eckert was traveling around with her grandfather as a seven-year-old girl, a Dairy Herd Improvement milk sampler; Janis Eckert decided she would marry a dairy farmer. The subsequent years and a B.S. degree in medical technology all stacked the cards against that happening. A change of venue from upstate New York to Davis, California in 1970 caused her to meet Christopher Twohy, then an undergraduate in Renewable Natural Resources. After Chris graduated, they moved to San Luis Obispo where Chris did graduate studies in plant pathology and Jan got a second B.S. degree in Dairy Manufacturing while working at the student health center as a medical technologist.

The serious consideration of going into dairying, goat dairying specifically, occurred during Chris's last year at U.C. Davis. Chris knew he always wanted to do something in agriculture, but prime ag land was/is too expensive for a new comer to buy, cow dairying also required a lot of capital and provided nothing in the way of a niche market. Goats seemed to be the answer to both the money and market issue; they could be raised on low cost marginal ag land and the capital out lay for stock and equipment is much less than for cows. Scotts Valley, Lake County became the chosen site after Chris got a job as an agricultural biologist with the County of Lake and Jan started work as a medical technologist for Lakeside Community Hospital (now Sutter Lakeside Hospital) in 1979. Yerba Santa Goat Dairy officially came into existence in 1980. In the follow years to the present, Jan has been most successful as both a health care professional and the dairyman/cheese maker. Having a foot in both worlds provided the security of a regular paycheck with the challenging, yet satisfying lifestyle of the farmstead cheese business.

Rachel Elkins has been with UC Cooperative Extension since 1982. She was hired in Lake County as Horticulture Advisor in 1987, covering all commercial tree crops, wine grapes, specialty crops and environmental horticulture. In 1998 her focus narrowed to fruit and nut crops in both Lake and Mendocino Counties, and also pears in Sutter and Yuba Counties from 1999 to 2002. Her program has focused on pear horticulture and pest management, as well as walnuts, apples, and other locally grown fruit and nut crops, most recently olives produced for oil. She also established and has managed the volunteer Master Gardener Program in Lake County since 1993. In 2002 she was appointed County Director for the Lake County office.

Rachel received a B.A. in International Studies from University of the Pacific in Stockton. Sometime later she returned to college and received a B.S. in Agricultural Pest Management from UC Berkeley, and a double MS in Plant Protection and Pest Management and Horticulture-Pomology from UC Davis. Prior to coming to Lake County, she was a research technician for several UC Cooperative Extension specialists in the areas of insect control, weed control and agricultural economics, all related to orchards, and Farm Advisor Intern in Santa Cruz and Butte Counties.

Sue Ellery was born and educated in England and moved to the U.S. in 1978 to further her career in the computer industry. She spent 23 years in this field in all aspects of technical, sales, marketing and negotiator for technology acquisitions and she founded a Linux company with 3 other people in Silicon Valley that is still privately held, with funding from Intel and Compaq/HP and venture partners.

She planted olive trees on her property in Anderson Valley in 1995 and with her husband Tom, started Stella Cadente Olive Oil Company in late 1999. Stella Cadente Olive Oil won the prestigious Best of Show at the Oils of the World Competition this year and in the last 4 years has won a total of 14 medals and accolades, including 2 from Italy. They now have more than 6 acres of olive trees on their property, Shooting Star Ranch, and have a successful artisan olive oil business, shipping all over the U.S. and Canada.

Don Eutenier has been farming in the Big Valley area of Kelseyville, Lake County for over sixty years. He currently grows Bartlett pears; Hosui Asian pears; *Sauvignon blanc*, *Cabernet sauvignon* and *Sauvignon blanc musque* wine grapes; and assorted walnuts. Don had some formal education at Cal Poly, San Luis Obispo, but has continued to learn through doing, with much input from UC Cooperative Extension Farm Advisors.

Don and his wife, Margaret – a Mendocino County native – have been active in several agricultural organizations, namely Lake County Farm Bureau; Lake County Winegrape Commission; Lake County Chapter of California Women for Agriculture; Lake County Farmers’ Finest and various commodity groups. They have an extended family with several local children and are concerned with promoting the future of farming and agricultural awareness.

Katrina Fetzner joined Ceago in the summer of 2002. Prior to that, she pursued business, marketing, art, fashion, and literature college courses in London, Madrid, Paris and San Francisco. The transition to country life has been exciting for Katrina. She is living at the Fetzner family’s original home ranch in Redwood Valley, where she gets to spend time with her grandmother, Kathleen Fetzner, as well as her aunts and uncles. Katrina has brought fresh ideas about marketing, design, food, and wine to the organization. She works with her dad, Jim, developing marketing concepts, wine labels and promotional materials. After investing some time in the field, learning about the estates and their crops, she is concentrating her energy selling Ceago wines. Katrina has an international palate, evolved during her travels. She's skilled in setting up wine events, restaurant tastings and winemaker dinners. Katrina loves wine and food and has found herself in a perfect pairing with Ceago.

Charles Fowler grew up on the family farm of 400 acres in Kelseyville, California. Charlie currently raises free-range, organically certified cattle and pigs, and also produces Bartlett Pears, walnuts and apples. He processes much of what he raises into products such as apple juice, walnut butter, dried pears, etc., and direct markets all he produces through farmers’ markets and other outlets. He has been involved in the farming operation all his life. The following is a time line of his experiences and responsibilities on this farm:

1989-2001 Charles assumed full management of Fowler Ranch.

1993 - Fowler Ranch became certified organic

1995 - Cattle certified organic

1995 - Planted 5 acres Zinfandel grapes

1998 - Planted 1 acre Sarah grapes

Charlie completed many courses through the University of California and the University of California Cooperative Extension, such as: grape and apple production, California Grazing Academy, Back in the Black, Renewable Resources Management, Cattle College 99, and Water Resources Management. He also attended the Agri-Concepts Low Cost Cow-Calf beef cattle nutrition school in 1996 and 1997. In the last fifteen years he has attended numerous California Farm Conferences, The Eco-Farm Conferences and Holistic Resource Management workshops.

He is presently serving on the Board of Directors of California Certified Organic Farmers and has been on the Board since 1994 at both the State and Local level. In addition, he is Treasurer for the Lake County Farmers Market and a member of Lake County Farmers’ Finest.

Bonnie Frese is President and Founder of Private Reserve, Inc., dba Private Harvest (BA Education). She started Private Harvest in 1993 while working as a sales rep. At that time she owned a marketing group “Resources International Inc.”. She had ten sales reps working for herself in northern California. We carried 30 lines of high-end gift and gourmet. One of the wineries she called on in the Napa Valley asked if she could use their wines to produce jams and jellies which they wanted to sell in their tasting rooms. She went to her vendors with the idea and each one turned her down. She realized there was an opportunity and so decided to develop and produce the products herself. Eleven years later our company has 100 sales reps representing our products and we ship all over the world. We have 50 full time employees in Lake County. Our company exhibits or supports (with our sales reps) 28 wholesale trade shows a year. Her marketing background has really helped with the success of our products. Where most people have a good idea about products, they have no idea how to market them. She had to learn about research and development of products, and production, the marketing was easier since she has been involved in marketing for 32 years.

Greg Giusti has academic training and education in Agricultural Biology and has been a lecturer at Stanford University. He has also led and participated in many workshops across the state. He currently works as Forest and Wildlands Ecology Advisor in Mendocino and Lake Counties, California along with acting as the North Coast Area Advisor for the Integrated Hardwood Range Management Program.

He has had the privilege of being a UC Cooperative Extension advisor since 1985. During that time he has worked with a variety of people on a variety of topics. Like others in Cooperative Extension, he has worked collaboratively with people interested in problem solving using science in innovative and applied approaches.

Most of his activities have focused on the management and conservation of natural resources in forest and other wildland environments. His research interests have always focused on the relationship between people, plants and animals and their environments.

Dan & Deanna Goff have owned and run G bar G Ranch since 1996. The ranch is a small, vertically integrated pear growing, harvesting and marketing company. We sell directly to independent food stores that are looking for better quality produce at competitive, though higher prices than the commercial markets.

Steve Hall started FindFAST.com nearly 8 years ago when the internet was just beginning to emerge as a global medium to communicate with. With his previous experience in business, a Bachelors degree in Business Administration and Masters in Business Communication, FindFAST.com works with hundreds of small to medium sized companies to produce professional quality websites that are fast to download, easy to find, and are profitable for our clients. With our own servers, professional design staff, network engineers, and customer service people, we are a “one-stop-shop” providing the best in the business. Local companies in Lake County we work with include: Big Valley Properties, Featherbed Railroad Company, Willow Oak Plantation, Hidden Valley Homeowners Association, Lake County Resort and Restaurants and many more.

Shermain Hardesty is a Specialist in the Department of Agricultural and Resource Economics, University of California—Davis. She served as Director of the University’s Center for Cooperatives from March, 2002 through its closure this month. Previously, she was principal of FOOD MARKETING & ECONOMICS GROUP, a consulting firm based in Davis, California. She specialized in evaluating domestic and international marketing opportunities for produce, processed food products and agricultural commodities. Since 1993, she has served as the course coordinator and primary instructor for the class, *Getting Started in the Specialty Food Business*, offered by University of California-Extension, Davis.

Prior to founding FOOD MARKETING & ECONOMICS GROUP in 1991, Shermain Hardesty held the positions of Director of Financial Planning and Senior Economist at the Rice Growers Association of California, a rice marketing cooperative, between 1986 and 1990. Her responsibilities included conducting market research, developing new products, coordinating promotion programs and structuring financing programs.

Dr. Hardesty earned her Ph.D. in Agricultural Economics from the University of California, Davis, where she has also taught marketing courses. She served as a member of the faculty of the Department of Agricultural Economics at Michigan State University from 1984 through 1986.

During 1996-97, she served as President of the American Marketing Association, Sacramento Valley Chapter. Her other professional affiliations include the National Cooperative Business Association, Cooperation Works!, North Central Region Committee on Research on Cooperatives, American Agricultural Economics Association, Food Distribution Research Society and the International Food & Agribusiness Management Association.

John M. Harper, University of California Cooperative Extension, Livestock & Natural Resources Advisor for Mendocino/Lake Counties

John matriculated at both UC Davis and the University of Arizona. His undergraduate degree is in animal science and agricultural economics with emphasis in business management. His graduate studies were in range management and his thesis research was on grazing behavior. He is a member of both the Society for Range Management and the American Society for Animal Science as well as being the editor for the California Pacific Section's web pages for the Society of Range Management. He holds license #23 as a Certified Rangeland Manager by the California Board of Forestry and is also a Certified Rangeland Professional. Presently he is the secretary for the Mendocino/Lake Wool Growers Association and is *ad hoc* Director of the Mendocino County Cattlemen's Association. He currently is the livestock and natural resources advisor for Mendocino and Lake Counties. He also serves as County Director for Mendocino County.

Tom Honer is the owner operator of the Harvest Market in Fort Bragg California. Mr. Honer built the store from the ground up opening it in the spring of 1985. Harvest is known for its vast array of natural foods and specialty products. Harvest prides itself in promoting local products and in fact Harvest has helped to launch several specialty foods business on the coast.

Mr. Honer currently serves on the Board of Directors for the Food Marketing Institute located in Washington DC. Mr. Honer is also a member of the Board of Directors of the Savings Bank of Mendocino.

Mr. Honer was recently a speaker at the Governors small business Forum held in Sacramento last fall.

Scott Horsfall is Chief Operations Officer (COO) of the Buy California Marketing Agreement. As Chief Operations Officer, Horsfall is responsible for the "California Grown" advertising and promotion campaign – a \$25 million effort launched in August of 2002. The "California Grown" campaign seeks, through a combination of consumer advertising, retail promotion and consumer education, to increase demand for and sales of California agricultural products.

Prior to joining the BCMA, Horsfall was president of the California Kiwifruit Commission (CKC) from 1997 through April of 2002. The CKC represents all of California's fresh kiwifruit farmers, and implements advertising, promotion and research programs on the industry's behalf.

Before joining the CKC, Horsfall worked for the California Table Grape Commission, Fresno, CA, most recently as Vice President for International Marketing. At the CTGC, Horsfall oversaw an annual \$3.5 million export promotion program. During his tenure grape exports increased over 600% in 14 years.

Horsfall has actively served on several industry boards and committees, including two terms as chairman of the United States Agricultural Export Development Council (USAEDC). He has also served as a member of the Agricultural Trade Advisory Committee (ATAC) for fruits and vegetables and as a member of United Fresh Fruit and Vegetable Association's Allied Industries Council. Horsfall is a past chairman of the Produce Marketing Association's International Trade Conference.

Horsfall has a MA in international relations from California State University/Fresno and a BA in communications from Brigham Young University in Provo, Utah.

Tom Hunter grew up in the farmlands of central Illinois where he often worked on local farms as a young boy. He received a B.S. degree from Western Illinois University, and his career spanned 25 years in the computer industry in both hardware and software in Silicon Valley. He worked with major clients such as Intel, Pacific Bell and Cisco Systems and numerous fortune 500 companies. In December of 1999 Tom formed Stella Cadente Olive Oil with his wife Sue, in Anderson Valley, Mendocino County. He has been a member of the California Olive Oil Council since 1995 and his role at Stella Cadente is the chief operating officer responsible for financial management and operations.

Desmond Jolly is a well-known and articulate advocate for smaller scale family farm operations. As Vice-Chair of the National Commission on Small Farms, he helped develop an extensive set of recommendations for changes in national policies and program.

He also helped develop the National Small Farm Strategic Plan for USDA-Cooperative State Research, Education and Extension Services (CSREES). He was a member of the Planning Committee for the First National Small Farm Conference held in Nashville, Tennessee, in 1996, and served on the Steering Committee for the Second National Small Farm Conference in St. Louis, Missouri, in 1999. Jolly was one of the keynote speakers at the conference.

Dr. Jolly is an agricultural economist and director of the statewide University of California Small Farm Program. He has a long history of involvement in food security and food system equity issues as both advocate and analyst. In the 80's he was a member of the Steering Committee of the Northern California Food Policy Coalition and served as technical adviser to the California Food Policy Project. He was Chair of the Consumer Advisory Committee to the California Department of Food and Agriculture.

Jolly has written a number of papers on alternative agriculture and urban agriculture including "Organics on the Brink: Bonanza or Boondoggle" (1998); "From Cottage Industry to Conglomerates: The Transformation of the US Organic Food Industry"; and "Agriculture urbaine; une politique d'accès aux déviées alimentaires" (2000). Current research includes an analysis of "Correlates of success among California's small and limited resource farmers".

Madelene Lyon was born and raised on a ranch in Kelseyville that is currently owned and operated by her husband and herself. They raise pears, prunes, and walnuts, in addition to operating a grade-A dairy on the family ranch. Madeleine and her husband currently produce winegrapes on the ranch as well.

Madelene was a Lake County 4-H All Star in 1949. She attended U.C. Davis, majoring in Home Economics, 1950 to 1953. She then went on to receive a degree in Management from University of San Francisco, 1979. In 1982, she started her own catering business, Konocti Catering, which she currently operates.

Jeff Lucas is President of Community Development Services (CDS), a California S Corporation located at Lampson Field in Lake County. The CDS team provides economic development and technical and financial assistance to rural governments and businesses throughout Northern California.

Mr. Lucas has been actively involved with economic development, job training, and business development since 1983. His expertise and experience include working successfully in both the public and private sectors integrating economic development, business financing, and technical assistance with job training activities. Mr. Lucas serves as the lead economic development specialist on behalf of CDS clients.

As Director of the Job Training Office, Small Business Development Center, and Economic Development Corporation, Mr. Lucas oversaw operations that brought in over \$25 million for local governments and businesses. Since that time, he has worked with the reorganization of local governments, pursued financing for job creation and infrastructure projects, managed revolving loan funds, and prepared Comprehensive Economic Development Strategy and Strategic Training Employment Plans.

Chuck March has been the Executive Director of Lake County Farm Bureau for the past six years.

Chuck was raised on a fourth generation family farm in Potter Valley. He attended college in Sacramento and returned to Potter Valley where he joined the family operation farming Pears, Grapes, Walnuts, Beef Cattle, and Sheep. While farming he served on the Board of Directors of the Mendocino County Farm Bureau for 19 years. In his tenure with Farm Bureau, Chuck served as President of Mendocino County and worked on many state committees. He also served on the Redwood Empire Fair Board for eight years.

After selling the farm about ten years ago, Chuck worked for a small independent fuel distributor as a sale representative and plant manager. He also worked as a foreman for a vineyard management company in Mendocino County.

Guinness McFadden was born in New York City. He went on to receive a B.A. in History from the University of Notre Dame before attending the Stanford Graduate School of Business. Guinness also served in the military for 9 years, specifically with the U.S. Navy. He is married with 8 children/step children.

McFadden Farm started in Potter Valley in 1970. Presently, he grows grapes, culinary herbs, and cattle. Guinness also makes and markets garlic braids and various decorative wreaths. McFadden Farm sells wholesale and retail, and has a website business. He also does private label contract work as well and sells under McFadden Farm's label. The McFadden Vineyard will introduce its wine this year.

Glenn McGourty, Viticulture and Plant Science Advisor, University of California Cooperative Extension, Mendocino and Lake County Offices

Glenn McGourty earned a bachelor's degree in Botany from Humboldt State University, and a master's degree in Plant Soil and Water Science from the University of Nevada, Reno.

A self professed "plant nerd", he has a strong background in environmental horticulture. Before joining the UCCE Mendocino office in 1997, he served as an urban horticulture advisor for University of Nevada Cooperative Extension, advising on landscape management in the Las Vegas area. Glenn also lectured at California Polytechnic University, San Luis Obispo in the Environmental Horticulture Department, where he taught plant materials, diseases and pests of ornamental plants, and nursery practices.

Within the field of viticulture, Glenn is the UC expert on organic viticulture and Mediterranean wine grape varieties. He is one of the editors and a chapter author the UC publication of *Cover Cropping in Vineyards, A Grower's Handbook*. He wrote profiles for Roussanne, Viognier, Mourvedre and Nebbiolo for the new UC wine grape varieties publication released in June, 2003. He recently coauthored a publication on *Fertigation Practices for Vineyards*, which is now in the publication process. He is presently editing and authoring chapters for an organic winegrowing manual to be submitted to UC ANR Publications.

Glenn's extensive travels have taken him along the Mediterranean rim in Europe and to New Zealand and Australia. He was appointed as a Visiting Scientist to Agriculture Victoria in 2001 and 2002, and spoke at many conferences on Organic Winegrowing throughout Victoria, New South Wales, South Australia and Western Australia.

Glenn has practiced farming himself since the early 1980's. His strong personal and professional interest in organic and sustainable viticulture are evident in his own small farm along the Russian River, where he gardens and has planted a vineyard to the Italian varietal Arneis.

Steve Moore has been involved in land development since 1976. He is President of Steve Moore General Engineering, Inc., which is a family owned and operated land development and cave construction company in the wine country. For years, he has been part of the development of land for organic vineyards, ponds, and springs. His expertise in organic vineyard development was called upon in the 1980s and 1990s in Sonoma County. He developed many of the boutique organic vineyards, as well as high-production vineyards throughout Sonoma County. His passion for organic farming has now turned into a hobby. Currently, Steve Moore has more than 15 acres of organically farmed vineyard land in Lake County. His dream is to produce organically grown and made wine for all to enjoy. Moore Family Winery is set to open their tasting room by 2005.

Paul Muller, Owner-Operator, Full Belly Farm. Paul, his wife Dru Rivers, and 2 partners have operated the 250-acre certified organic Full Belly Farm in the Capay Valley since 1984. Full Belly's system includes: Growing and marketing over 80 different crops; providing year round

employment for farm laborers; use of cover crops, compost and sheep to provide organic matter for the soil; planting habitat areas for beneficial insects and wildlife; and developing innovative marketing strategies. The farm is home to the Hoes Down Harvest Festival, held in October, attracting more than 3000 visitors to the farm for Farm Tours, Music, hands on crafts, and celebration of Rural Life. The Farm seeks to integrate farm production with direct market relations and long-term social and environmental goals.

Paul is currently President of the Yolo Land Trust and chairs the Agriculture and Environment task force for Capay Valley Vision, a group looking for long term strategies for enhancing Ag Viability and profitability in the Capay Valley.

Matt Perry has worked in the Lake County Administrative Office for over 15 years. Though he has worked in a variety of areas such as budgeting, personnel, and purchasing, his greatest source of professional satisfaction is working to improve the economy of Lake County. For the last few years he has worked on a variety of projects to attract visitors and businesses to Lake County and to assist existing businesses. Having been raised on a small dairy farm in Minnesota, he appreciates the rural lifestyle and respects those who own and operate small farms.

Jim and Marie Pritchard have been raising alpacas, walnuts, ornamental grasses and most recently, giant timber bamboo at Herndon Creek Farm in Lower Lake for the past ten years. Additionally, as a result of raising fiber animals, Jim saw a need for a supplier of spinning and weaving goods. He now operates that business also.

Our farm is registered organic. This has been important to us first and foremost because it's good for the land. We have learned though, that being organic also gives us a niche market for our products.

As charter members of Lake County Farmers' Finest (LCFF) we have served both on the Board of Directors and as President. One aspect of LCFF is the development and operation of farmers' markets. Beyond the existing Kelseyville market, which was recently taken under LCFF's wings following a merger with the Farmers' Market Association, we also created an additional market at Hidden Valley Lake. This experience has led us to believe that for the small farmer, local markets make it possible to not only make a profit but also be rewarded by a direct relationship with our own community.

Eric Seely's life and career has revolved around agriculture. Growing up in a diverse agricultural operation of pears, walnuts, and grapes in Lake County. This exposure has given Eric the opportunity to experience the changes in agriculture, especially in the last decade in areas such as water rights and environmental concerns. With his experience as a past board member of the Farm Bureau, a member of the Erosion Prevention Education committee, as well as an active participant in Lake County's grading ordinance committee, Eric knows first hand the challenges that today's farmers face.

Eric is extremely involved in several Lake County agricultural activities, including his employment as project manager for Beckstoffer Vineyards, as well as serving as the chairman for the Lake County Winegrape Commission, which is who Eric will be representing today.

Now in its 12th year, the Lake County Winegrape Commission has been instrumental in developing the Lake County winegrape region's unwavering commitment to producing high quality winegrapes through marketing, education, and research. Lake County winegrape sales have increased to over 30 million dollars in 2002, making it the largest agricultural crop in Lake County.

Jennifer Schmitt is yet another in the line of excellent Schmitt family chefs. Following her aunt Sally, of French Laundry fame, who currently operates The Apple Farm in Mendocino's Anderson Valley, and cousin Johnny, proprietor of the Boonville Hotel, Jennifer leads the way in innovative catering and special event menu design in Mendocino's wine country. During the early nineties, she catered to Sonoma's wine country elite in her eclectic care **Ravenous**. Jennifer's cuisine is best characterized as

“California fresh”, with vivid accents from Asia and the Mediterranean. When she’s not cookin’ in the kitchen, Jennifer is cookin’ on Bass guitar with Mendocino’s own Frida’s Circus.

Wine country clients include The Culinary Institute of America and Duckhorn Vineyards in Napa, Clos de Bois in Sonoma, and Roederer Estate and Handley Celars in Mendocino. Jennifer Schmitt catering is pleased to work with groups of 10 to 100.

Jennifer is currently teaching at Mendocino College.

Wilda Shock has a B.A. in Government (International Relations) and Business Administration. She lives in Lakeport and consults for businesses, agencies, and nonprofits on media relations and publications.

Shock has been an administrator in higher education, local government, and nonprofit organizations, and associated with tourism and the hospitality industry for over 35 years. She raised funds and friends for the University of California, Davis library system for 13 years, fostered expanded cultural arts programming through the Lake County Arts Council as its executive director for 5 years, and as Lake County’s marketing director/film liaison for 13 years, promoted the area as a desirable travel and business destination. Shock is currently an instructor at Mendocino College and an advisor to its Culinary Arts Management certificate program.

Shock has been active on the local and state levels of California Women for Agriculture, serving as chapter president, district director, and state finance director. Current volunteer activities include the Mendocino College Foundation board of directors and chair of its marketing committee, publicist for the American Cancer Society’s Lake County Relay for Life, publicist for the Lake County Wine Auction, and board membership with the Friends of the Lake County Museum and the Redwood Empire Association. Shock brings to this conference her interest in culinary trends and their economic relationship to tourism and agriculture in our North Coast region.

Dana Thibeau is originally from the state of Maine. He received an Agricultural Economics degree from UC Davis. He worked in Quality Control and Budget Analysis at Aerojet Rocket Propulsion Co. in Folsom, CA. He moved to Lake County in 1988 to take a position as a Weights & Measures Inspector/Agricultural Biologist in the Lake County Agriculture Dept. His current program assignments include:

- (Weights & Measures) Commercial Weighing and Measuring Device Inspection Program, Petroleum Products Inspection Program.
- (Agriculture): Agricultural Commissioners Annual Crop Report, Organic and Certified Producers Program, Quarantine Inspections and Pest Detection.

Dana is married with two daughters; Chelsea, 16 and Melissa, 6 (Lake County Native). One of his many hobbies is abalone diving.

Karrie Stevens Thomas is Program Director of the Economic Options/Community Food Systems program area for the Community Alliance with Family Farmers in Davis, CA. CAFF’s food systems program creates market access and cultural linkages between local communities and sustainable agriculture. Projects include educational and direct marketing initiatives like farm-to-school and Buy Fresh, Buy Local, a regional collective marketing plan. From April 2001 until August 2002, Karrie was the Sacramento Valley Regional Coordinator representing CAFF in the field on the projects she currently manages.

Before coming to CAFF, Karrie managed a diversified organic farm in Washington State, coordinating wholesale and direct market accounts along with planting, harvest, packing and quality control. She coordinated the Pike Place Market CSA during its start up phase, helping to devise and implement management systems, marketing product to offices in Seattle’s urban core, and building grower product lists and relations for the project. She wrote her undergraduate thesis on Community Supported Agriculture as a tool for social change and spent many years managing and cooking in fine kitchens all over the west.

Chris Zanobini has been the Executive Director of the California Pear Advisory Board since April, 1996. He is responsible for the management and strategic direction of all board functions: promotion (domestic and export), research, standardization and inspection, along with representation on international trade, crisis management, and agricultural chemical use and restriction. Chris is also responsible for responding to regulatory and legislative issues and for establishing and publishing the fresh and processed grade standards and assessments for the industry.

Chris is a native of Northern California and received a Bachelor of Science degree in Plant Science from the University of California, Davis, and has completed post graduate work studies at California State University, Sacramento and San Francisco in education and business. Chris has also received a MBA in Management and Marketing through the Working Professional Program at the University of California, Davis.

Prior to taking the reins at CPAB, Chris was the Director of Floral at Dierbergs Markets in St. Louis, Mo. His strong background in perishable products comes not only from his vast experience in the floral industry, but from more than 35 years of his family's involvement as growers, wholesalers, and retailers.

Chris has served in the following industry roles: Vice Chair of the California Grown Campaign, Vice Chair of the World Apple and Pear Association, Treasurer of the Agricultural Issues Forum, Chairman and President of the California Agricultural Export Council, Treasurer of the California Minor Crops Council. He has served on the board of Produce for Better Health Foundation, California State Fair Agricultural Advisory Committee, Executive Committee of the Hort Alliance, as well as President of the St. James School Board and head of the St. James Marketing and Revenue Enhancement Committees.

Joan M. Ziebell has a BA from the University of California, Los Angeles. Ms. Ziebell's career base is in public relations, marketing, media relations, promotion, fund raising and special event production.

Areas of specialization include people management and team building, creative project design, program/campaign implementation, timetable development, design review, project evaluation and strategic planning. She has developed and implemented training programs for Fortune 500 companies. She has also produced over thirty special events covering a broad range of themes. She has developed media and marketing programs as well as productions for many California companies ranging from long term phased campaigns to hard-hitting one-day promotions.

Ms. Ziebell has been involved in a variety of marketing positions since 1973. She became involved in Lake County in 1987 as Marketing Coordinator for Lake County Marketing and Economic Development. In 1988 she designed and produced the first, second and third Lake County Health Awareness Jamborees and received the California State Senate Certificate of Recognition.

Ms. Ziebell has taught classes in both Small Business Development and Marketing and North Coast Hospitality at Mendocino College in Lakeport, California.

Ms. Ziebell is a high energy, enthusiastic individual who welcomes new challenges. With strong communication and creative thinking skills, she excels in exploring and utilizing resources essential to producing effective and measurable results.

Alix Peterson Zwane is an Assistant Cooperative Extension Specialist in the Department of Agricultural and Resource Economics at UC Berkeley. She specializes in trade and environment issues. Recent research projects Dr. Zwane has been involved in have examined investment in tropical agriculture research and development, causes of land-use change in Latin America, developing countries and climate change control, and the valuation of health benefits from water quality improvements. She received her Ph.D. from Harvard University in 2002.