

# Business Matters

by  
Nancy Amadeo

Monterey Peninsula Engineering

Whether you are aware of it or not you are familiar with Monterey Peninsula Engineering (MPE). This family owned and operated business has been located in Marina since first opening its doors in 1980. MPE is a construction company whose primary focus is grading and paving, public works infrastructure, and installation of underground utilities and site work. This includes water, sewer and storm drains. They are diverse in the construction industry by also doing some development, some construction, and some commercial properties.

Bart Bruno originally brought his family here when the company he worked for, Piombo Construction, moved him to their Marina offices on Reindollar



Ave. When they closed that office Bart took the risk and opened his own construction company in the same location. As MPE outgrew their location they chose to stay in Marina as it is centrally located in the region and are currently in their own building on the corner of Healy Ave. and Marina Dr. With clients throughout the tri-county area as well as south Santa Clara County employees can work at the job site and still be home for dinner. MPE understands and values the importance of family not only in their lives but in the lives of their employees.

Bart retired a couple of years ago but the business remains a family operation. Sons Paul and Jim, along with their cousin Peter Taormina, each bring specific skill sets necessary for a successful construction company. Paul is a CPA and brings the business management skills, where Peter is a civil engineer and brings design skills to the job and Jim brings the site management skills essential to successfully completing the job. Other members of the family also work at MPE. Each member of the family had to bring to the company the skills necessary to accomplish the goals of the company. Being family does not mean a free ride. Not all members of the family have been retained but those that have are there by the merit of the work they do. This company has longevity in their employees, some being with them almost from the beginning. With a strong business plan and a solid team of employees, MPE is poised for the eventual up turn in the economy.

Paul sits on the boards of the Carmel River Watershed Conservancy and the

Seaside Ground Basin Water Master as he is a strong advocate for proper management of our water resources. He is also known for his political activism. His view of an activist is one who is not radical but is engaged in the process and is always looking for quality people for public office.

MPE has always contributed to the fabric of Marina life. Whether sponsoring children's sports teams or as a major contributor to our beautiful library MPE has played a role. As members of Rotary Club of Marina you will often find them volunteering at Marina events. Recently, you might have seen Paul's children volunteering by his side, giving back to the community that has played such an important role in their lives.

As always, when building communities Business Matters.

To reach me for comments or suggestions email me at nancyamadeo@gmail.com.

# Your Gray Scale Ad Here

## Email Us

# sales@marina-gazette.com

### Star from page B1

tended to be random, that's fine. However, if your blog is focused on marketing (say...like this article in the Gazette), then don't venture too far away from your theme. You risk losing your readers' interest if you no longer address the issues they sought you out for in the first place.

DON'T argue or get too personal in your blog. If you have a fight with someone in person, or share intimate details about yourself in person, chances are they may forget about it in the future. If you argue or expose yourself online, it'll be around forever. Take it from Michael

Phelps...don't get caught in a photo smoking pot. Take it from divorcees, don't argue with your spouse on Facebook!

DO continue to seek out easy ways to create a website and include your blog in it. I have several websites and they've all required many hours of labor, coding, sweat, and sometimes tears. Recently, since I just bought a new iMac from the Apple Store, I discovered iWeb. OMG! It's so much easier than Dreamweaver (though not as robust) and doesn't require knowledge of HTML coding. Yay!!!

DON'T use Flash to develop your website.

Apple's iPhones are not able to play them and since Flash "takes a picture" of your content, the Google searchbots can't read their content and your site won't be found on a search engine. It's just a waste of your time, even if you developed it on a free site like Wix.com. Remember, though Flash sites can be gorgeous, "pictures" of keywords won't work in Search Engine Optimization....trust me. Searchable keyword content is king!

DO look for future articles in the Marina Gazette to get more marketing advice from Jennifer@rock-star-mktg.com.

### First 5 from page B1

manualidades, imanes, arena lunar, burbujas, y bloques de construcción. Por medio de estas actividades abiertas, la inspiración de los niños puede ser infinita. Muchas de ellas también pueden hacerse en casa.

Además del Wheelie Mobilee, muchas organizaciones están realizando eventos abiertos al público para la Semana del Niño Pequeño durante todo el mes de abril. Estos eventos incluyen actividades para las familias al igual que información sobre los servicios locales disponibles para los niños pequeños y sus familias.

La Semana del Niño Pe-

queño aumenta la concienciación sobre la importancia de las experiencias tempranas para el futuro de los niños pequeños. Gracias a estudios de investigación, sabemos que los niños crecen más rápidamente durante los primeros 5 años de vida. Durante este tiempo, los padres y la comunidad juegan un papel crítico en el aprendizaje del niño. También sabemos que por cada dólar invertido en programas de calidad para los niños pequeños, la sociedad cosecha hasta \$17 en beneficios. Primeros 5 del Condado de Monterey continúa apoyado a nuestros niños pequeños y sus familias por medio de inversiones comunitarias que duran toda

una vida.

Para averiguar "¿Dónde Está Wheelie?" y aprender sobre otros eventos locales a realizarse durante el Mes del Niño Pequeño, visite [www.First5Monterey.org](http://www.First5Monterey.org) y oprima "Español".

### Marina from page B1

partnership projects at Los Arboles. The kids in the Builders Club and the Environmental Club wanted to do a service project for Earth Day. They talked to their Principal Mr. Rodriguez, and they worked out a comprehensive campus beautification project. Bright and early Saturday morning, about 40 kids, assorted parents and Teachers, and the Kiwanis Club all showed up and got to work. We picked up tons of trash, washed windows, cleaned graffiti off of lockers and out of the bathroom, shoveled sand off the sidewalks, pulled all the cans and bottles out of the trash to be recycled for cash, and something that really excited Mr. Rodriguez, washed every single desk on campus. The Kiwanis Club barbecued hamburgers and hot dogs and fed everyone.

While all this was going on, volunteers from Kohl's helped the Teen Center kids raise funds (and awareness) with their "Socks Off To Exhaust" project. As cars drove through, the kids put a clean, white tube sock over the exhaust pipe. They ran the cars for anywhere from 30 seconds to 5 minutes; then they removed the sock and turned it inside out to see how much "yuck" the car was putting into the atmosphere. The car with the dirtiest sock

was the winner, and the driver got a free oil change from Marina Tire & Auto.

Also going on was a monster Skate Jam put on by the Recreation and Cultural Services department with help from Kelly Sorensen and his crew from On The Beach Surf Shop. Kids in every age and skill level competed for prizes. And up the hill at the ball field there were baseball games galore. Marina Pony Baseball is another group of volunteers who make little league baseball possible in our City. What I'm trying to point out is that a whole bunch of people each did a little bit and made all of this possible. Nobody has to do it all; no one person or group could. Together, we gave hundreds of Marina kids an alternative to joining a gang. We showed them that we care enough about them to give them our time and attention. We helped them develop pride in their school and their own abilities. We showed them that hard work pays off-either through a good run at the skate park, a home run during the game or a roomful of clean desks. All in all, it was a really good day. We've got some really, really great kids in Marina, and I'm glad I had the chance to spend some time with them.

### Think from page B1

But, it turns out there is some merit to this allergy-parasite trade-off. Parasites infect their hosts, but don't want to kill them. If the parasite kills its host, then it too will die. A good parasite just knocks down the host's immune system to the point that the host doesn't attack it. And, so the theory goes, with your immune system slightly impaired, you are also less likely to develop allergic responses.

Only a handful of clinical trials have been conducted because it is difficult to work with human subjects and to intentionally infect them with parasites. The FDA won't allow it in fact. But, a few researchers in Europe have managed to try a few studies with something close to rigorous experimental conditions. The results, so far, are mixed. Work at the University of Nottingham suggests a reduced sensitivity to skin-prick tests in individuals infested. However, studies at the same

institution found only slight, and not scientifically significant, improvements in airway response.

So, if you are an allergy sufferer right now, I would suggest that infesting yourself with hookworms is, perhaps, extreme, and gross. But, there are strong leanings towards the notion that perhaps we can learn what hookworms do to their hosts, and mimic that, as an effective treatment for allergy sufferers.

Lara Ferry-Graham is Research Faculty at California State University's Moss Landing Marine Labs, a parent of two allergic children, and writes mostly opinion. You can read more of her opinions at her Science Blog: [swimswithfishes.blogspot.com](http://swimswithfishes.blogspot.com) - recently awarded a Recommended Reading Award. You can read more about the NPR story at <http://topics.npr.org/article/0f18dKD5mB83U>.