

Business Matters

by
Nancy Amadeo

Everyone's Harvest Certified Farmers' Market

Sweet, juicy, flavorful, fragrant. These are the words used to describe foods fresh from the farm. It's enough to make your mouth water just thinking about it. With the first Everyone's Harvest Certified Farmers' Market right here in Marina you can have that every week.

The market was the brainchild of co-founder and now Executive Director Iris Peppard and was her capstone project as a CSUMB senior. A 501(c)3 non-profit Everyone's Harvest Certified Farmers' Market brings fresh, local organic fruits, vegetables, and flowers from local small farmers to the people of Marina every Sunday from 10am to 2pm. They also have a variety of cooking demonstrations and nutritional workshops. This added benefit means we all have the opportunity to live healthy lifestyles through good nutrition.

Although originally intended to open at Ord Market, they instead opened at the MST site in June of 2003 later moving to their current location in the Marina Village Shopping Center parking lot on the corner of Reservation Rd.



and Vista Del Camino where it has grown to include 27 vendors including certified organic producers, certified producers, prepared food and artisans.

Everyone's Harvest Certified Farmers' Market is looking to expand it's community outreach in 2010 with "Garden Organic Events" pilot project and "Edible Education for Health Youth". Both projects require additional funding to launch. approximately 50% of their funding comes from donations and grants and the other 50% from farmers fees.

Not only does Everyone's Harvest Certified Farmers' Market provide fresh produce, educational workshops and cooking demonstrations, they also provide free booth space for non-profits, community groups and school clubs. There are music and art performances, an information booth and a kids activity table.

The market is a member of the Marina Chamber of Commerce and participates in Earth Day, The International

Flavors of Marina, and in the CSUMB Service Learner Program. For more information on Everyone's Harvest Certified Farmers' Market visit their website at www.everyonesharvest.org or talk to Jessica McKillip the Marina Market Manager at 402-4705 or every Sunday at the market from 10-2.

Stensland Design

What happens to a well established graphic arts and design studio in Santa Barbara when the owners husband is offered a job opportunity in Salinas? You pack it up and move it north of course. Not an easy task, but definitely doable when you are as talented as Susan Stensland Boettner of Stensland Design.

Established in Santa Barbara in 1995, moving north was made a little easier because she already had a strong emotional attachment to the Monterey Peninsula region because both of her parents had moved here as teenagers, attended Monterey High School and MPC and she had spent much of her childhood visiting relatives in the area. She and her husband, Jay started out in Pacific Grove but were attracted to Marina after watching the Marina Channel 25. They became intrigued, seeing real potential in Marina and in 2004 moved here. This was a place they felt they could make a difference. Despite the moves she has been able to maintain her client base in Santa Barbara, expand it up here and in fact, grow her business up and down the west coast from Santa Barbara to Portland, Oregon.

You'll see Susan's work throughout Marina as she designed the new city logo and was part of the Identity Program Committee. She is also the decor design chair for CSUMB's "Have a Heart for Students" fundraising gala and her graphic skills are seen weekly in the Marina Chamber of Commerce E-Newsletter and annually in the print material for the International Flavors of Marina.

A busy graphic arts business hasn't kept her from being involved in the community, volunteering as an Economic Development Commissioner for 3 1/2 years and being on the Board of Directors for the Marina Chamber of Commerce. In 2009 she chaired the International Flavors of Marina event. Her hard work earned her the Small Business of the Year Award for 2009. This kind of commitment to community is a direct result of the influence of her step-dad who served on the board and was president of his local Chamber of Commerce numerous times.

So the next time you need the talent of a graphic designer for your event or new corporate image call Stensland Design at 384-0466 or email her at info@stenslanddesign.com. Or visit her website at www.stenslanddesign.com.

From local growers to local graphics, Business Matters.

You can reach me with your comments at nancyamadeo310@gmail.com.

Star

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login name and password, I didn't use it much. I suppose the best way to describe this site is if Yelp! (the business review site) and Twitter (the microblog, breaking-news site) had a baby that liked to turn everything into a game, you'd have Foursquare.

Hearing that it's a great means for restaurants, retail shops, salons, bookstores, and other brick-and-mortar locations, I was turned onto learning more about it. Using the geo-locator in my phone, I can go into any of my favorite shops and write a review about it. If fellow foursquare users are seeing others that are nearby, they can see that I'm in the favorite shop, what I've said about it, and decide whether they, too, want to check it out. It's a

means for complete strangers to bond through their social media experience and allow them to connect, in person, while out doing errands or playing around the town.

For those that don't want others to know where you are, this is not the platform for you. I wouldn't recommend Foursquare for adulterers, undercover cops, FBI agents, or Witness Protection Agency clients. If, however, you want to connect with others around town, this could be the the platform for you!

For business owners, Foursquare can be of tremendous value. Here are some of the things businesses can use if they work with Foursquare (as well as Twitter and Facebook):

1. Find out their niche market and it's demo-

graphics.

2. See how often people frequent their shop.

3. Offer specials for those who are friends or followers.

4. See the client reviews and modify the menu or service offerings if something is rated well or not.

Most Foursquare users are in larger cities, like San Francisco, but the Monterey peninsula is getting more on board with Foursquare in 2010. Check it out at www.foursquare.com, and see if it's something you can use. Cheers!

If you would like to contact Jennifer Filzen of Rock Star Marketing, please email her at jennifer@rock-star-mktg.com. She will be happy to help you if you have sales, marketing, or training projects.

First 5

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foods. In the kitchen, she can stir with a spoon, handle a potato masher, or scrub veggies in the sink.

Don't force your child to eat. If your child skips a meal or doesn't eat a lot, do not force him to eat. He knows when he is hungry.

Watch what your child drinks. A twelve ounce can of soda has about ten teaspoons of sugar. That is more than six Oreo cookies! Even 100 percent fruit juice has nearly as much sugar as soda. To avoid the empty calories, have your child drink water or less than 16 ounces of low-fat milk.

By developing healthy

eating and physical activity habits early, children lay the foundation for a lifetime of good health. For more information on First 5 Monterey County programs for young children and their families, visit www.First5Monterey.org or call 2-1-1.

Marina

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that now I've decided to take some action. I read an article about Valerie Bertinelli while waiting at the Doctor's office today. She joined Jenny Craig in 2007 and lost more than 40 pounds. In the article, she talked about the ways she sabotaged herself over the years as she lost and gained the weight time and time again. She said at one point, she would come home every night and drink vodka and cranberry juice and eat jalapeno poppers. Then she said the coolest thing; she said that "jalapeno poppers never ever solved a problem, not once" and it occurred to me that I might be expecting too much from that bag of M&M's on the kitchen counter...

So this afternoon I registered for the 38th annual Wharf to Wharf Race. It is a 10k race from the Boardwalk in Santa Cruz to the Wharf in Capitola. I have done it twice before, and I know that I will have to do some serious training to make it to the finish line in less than 2 hours (a requirement). I have pretty bad knees, so I don't run much of the course, but I walk very quickly. I have done this race twice before, and the first time we (my Mom and I) were the last two people to finish; they were taking down the balloon arch as we ran

under. The second time, we finished in 99 minutes and my daughter Jenny ran with us, so three generations crossed the finish line together. The race is on Sunday, July 25th, and I would like to beat the 99 minute time. That gives me 85 days to train.

I have decided to change my attitude about my health, about my weight, and about my relationship with food. I will stop thinking negatively. Instead, I will be grateful for the good health that I enjoy, and I will do my part to maintain that good health. I will make more conscious choices about what I am eating and why, and I will exercise daily. I will not turn to chocolate, alcohol or salt to ease my stress; I will take a walk instead. I will drink more water and less caffeine (well I'll try to drink less caffeine). I will get more sleep. I will not use the "D" word or turn these decisions into a negative experience, but rather I will appreciate that I have made the choice to take better care of myself. I will have an "attitude of gratitude" and by making these positive changes I will "alter my life" by "altering my attitude". Wish me luck.

As always, I welcome your comments, suggestions and ideas. You can reach me at 831-883-0513 or via email at renee93933@msn.com.

Probate Leads

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- Be ready for anything. Probate real estate are usually sold "As Is". The seller will not want to put money into fixing things and many times they will sell the property with all of the belongings and items still inside. This is not always bad. You may actually find some hidden treasures that could be rather valuable and prove to be profitable, letting you earn a little extra on the deal.

- Consider having cash ready. Sellers of probate real estate want to just get the deal done fast. If you have cash for them then chances are they will take whatever deal you offer and close the deal quickly. Marketing for probate leads is pretty

easy. Once you get started you will find that things take off rather quick and there is little to no need to do much more marketing. You can usually find a steady supply of leads through attorneys and some advertising. The probate market is pretty healthy no matter what the economy is doing, so it offers some stability that you can't find in other types of real estate investing. It really is worth your time to get yourself started in probate investing. There is no better time to get started right now. The market just keeps growing and there are plenty of great opportunities waiting for you.

Think

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these sorts of lists, you'll see the batting averages steadily trending downwards over time.

What is interesting, from a physics standpoint, is that those 400 scores were achieved during what was known as the dead-ball era. This is era in baseball where the balls themselves were rarely replaced during the game, and thus they literally wore out and died over the course of the game. The dead-ball behaved unpredictably - it was not firm or smooth anymore, and therefore its trajectory was atypical. And, of course, this was hastened along during the game by the pitcher's liberal application of spit, grease, sandpaper, and emery boards, all of which are now illegal. It seems odd that the batting averages should be higher during a time when hitting the ball was arguably harder.

It has been suggested that the live-ball baseball (where the balls are replaced at the first sign of wear) favors the hitter. Therefore, many a baseball analyst has tried to explain why batting averages have not increased over time. Enter the science of statistics and the laws of probability, another love of the Think Science types. Explanations range from new pitching styles that

1999, earning him the 94th spot. If you look at any of

don't favor putting runners on the bases, to hitters that favor hitting home runs and new parks that don't favor homeruns by design. More night games make it harder to see and hit the ball, and more relief players give batters less familiarity with individual pitching styles and reduce the chance of a hit. There has also, arguably, been an overall increase in the skill of all baseball players over time. This means that a great batter is far more likely to encounter a great pitcher, and therefore success at bat is likely to be lower than for great batter in the past. In the past great batters were rare, but great pitchers were even rarer. These all seem to contribute to a trend of increasing strike-outs or walks, and less hits relative to at-bats. And so, they keep on swinging.

Lara Ferry-Graham is Research Faculty at California State University's Moss Landing Marine Labs, a parent of two baseball players, and writes mostly opinion. You can read more of her opinions at her Science Blog: swimswithfishes.blogspot.com.

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