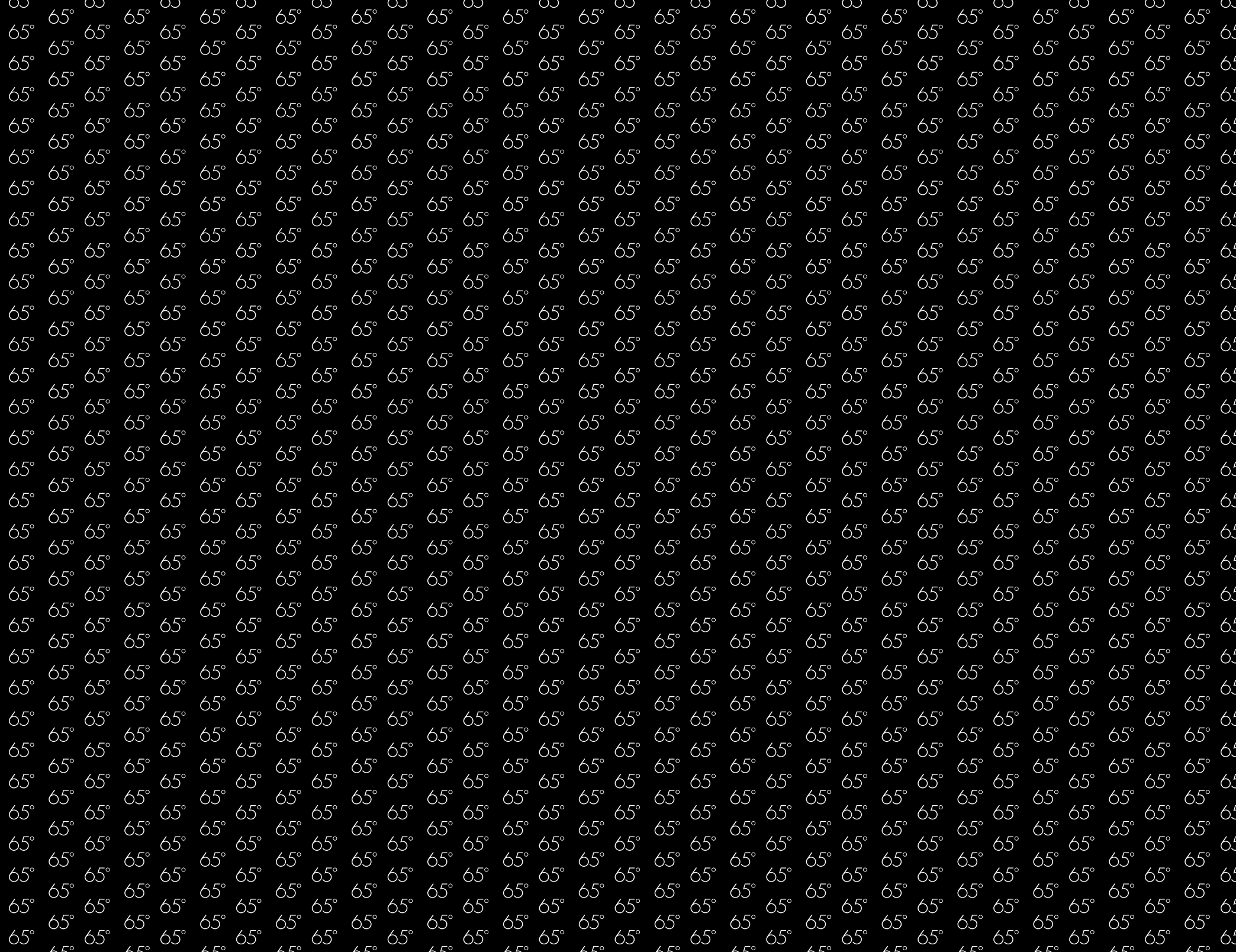
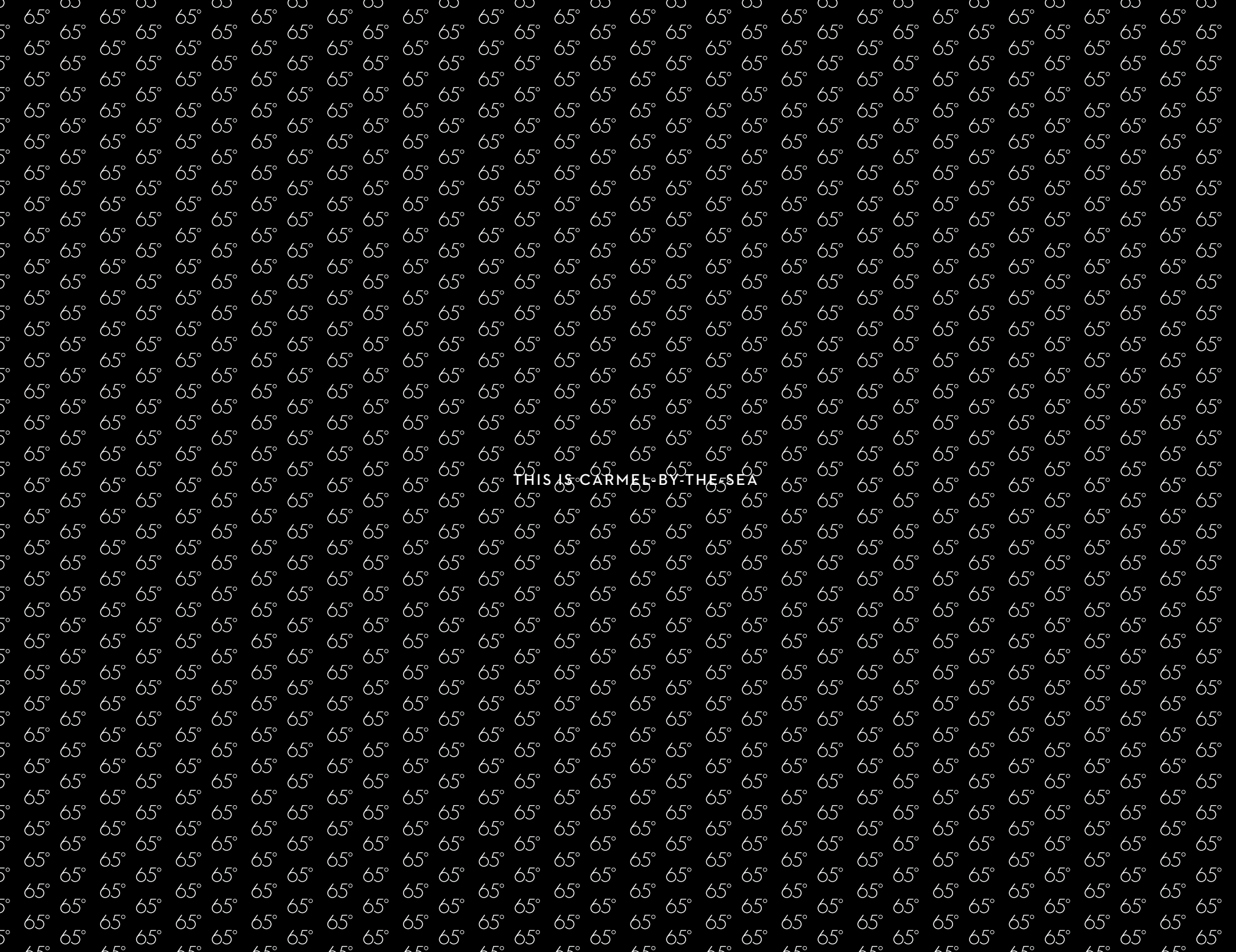




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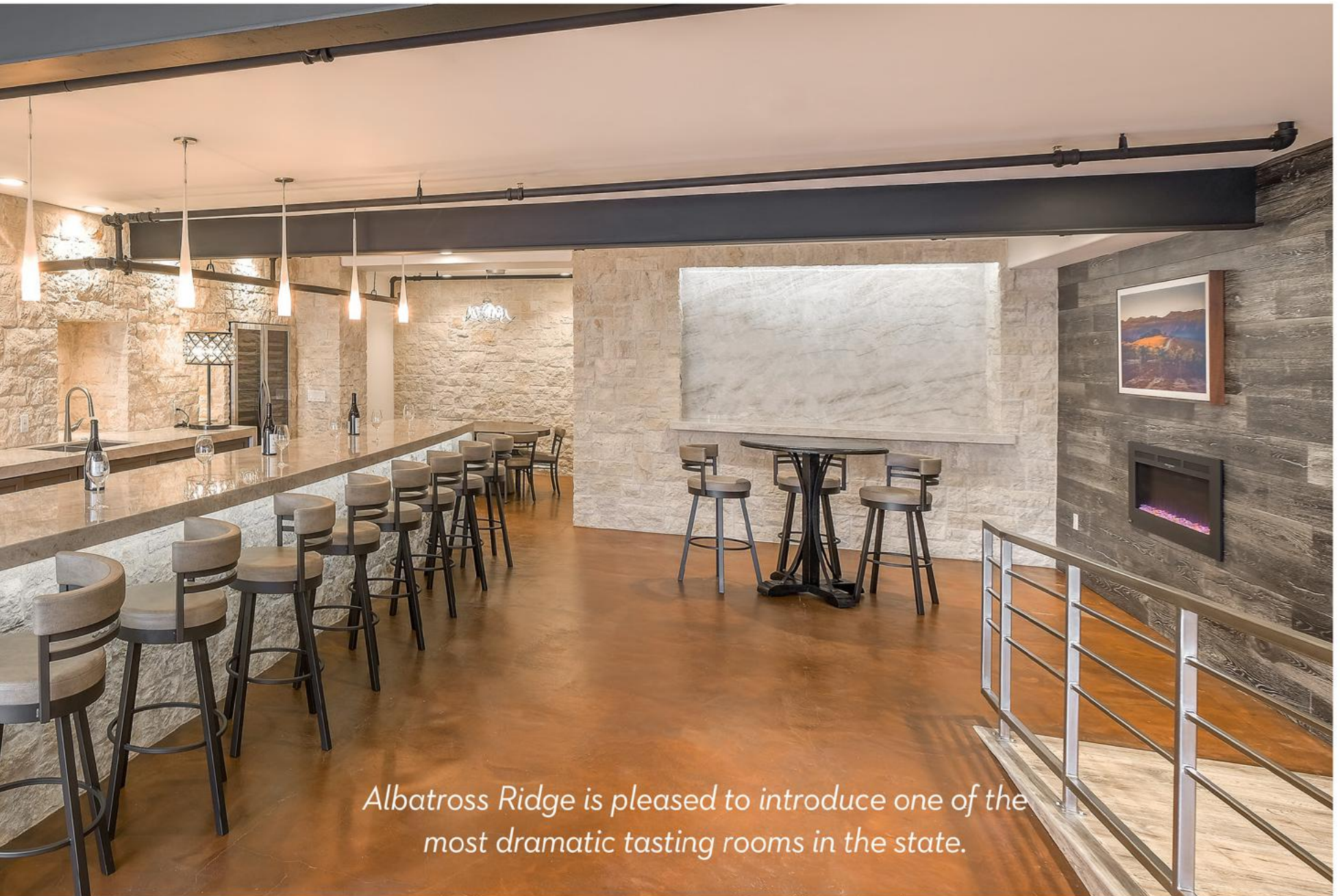
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One of a Kind: The Colorful Journey of Lily Yu

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Carmine Esposito: Carving His Own Path

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Sharing the Bernardus Throne



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Starting the Next 100 Years on a High Note

By Kelley Lefmann | Photos by Manny Espinoza

Why would a talented composer in high demand trade the musical mecca of Los Angeles for the sleepy shores of Carmel-by-the-Sea? A chance vacation was all it took for Mark Governor to consider a change of key. “I didn’t know what my mission was at the time,” he explains, “I just knew I was supposed to be here and improve the music culture of the area.” And so he moved, faster than a change of the radio dial.

One might recognize his work from *The Hobbit*, or the YouTube sensation, “Jellyfish Jam” (from *SpongeBob Square Pants*). To date, Governor has composed for 22 feature films and 50 television series. Although his professional accomplishments are vast, he doesn’t consider them work. “This is my playground,” he notes with a look that is part wistful, part mischievous. “There is a transformation happening in music on the Monterey Peninsula,” he adds, “and I want to ignite the talent that is here.”

He reflects back to his first gig, with filmmaker Roger Corman. “It was a lot like camp, in that you grew with your peers,” taking on one fun project after another. Early on, Governor developed a unique style that incorporated his classical training with rock influences, which was a contrast to the heavy use of synthesizers during the 1980s. That same creativity got him noticed by Paramount Pictures while he was writing a score for a science fiction film. He was then hired to compose for *Pet Sematary 2*. This pivotal moment in Governor’s career gave him prominence and license to expand his creative canvas.

Today, with business partner Greg Ahn of Folktale Winery, Governor runs Talking Animals Music, offering resources to artists who may not otherwise be able to explore a unique project.

Visiting artists who perform in the Barrel Room stay in the chateau at Folktale, where they can relax, find inspiration, compose, and record in a unique setting—an experience unlike traditional recording studios. “That puts the Monterey Peninsula on the map for musicians.” He notes the swell of energy and local talent reminiscent of those who founded Carmel-by-the-Sea as an artists’ colony over 100 years ago. “Culture is part of our heritage,” he says, remarking that sometimes good business is less about commerce and more about innovation:

Since relocating to Carmel, Governor has produced 30 concerts at Folktale Winery. This includes his popular “Under the Influence” series, which features local artists paying tribute to rock and soul legends. He tapped some talent from the series to perform his hybrid film score of jazz, pop, rock, and orchestral music for *The Unknown*, a 1927 MGM silent film shot in Pebble Beach that debuted at the 2017 Carmel International Film Festival.

“Music changes people,” he says. “We’re on the cusp of a cultural Renaissance.” Like the rising tide from which he derives daily inspiration, “it’s happening, and you can’t stop it.”



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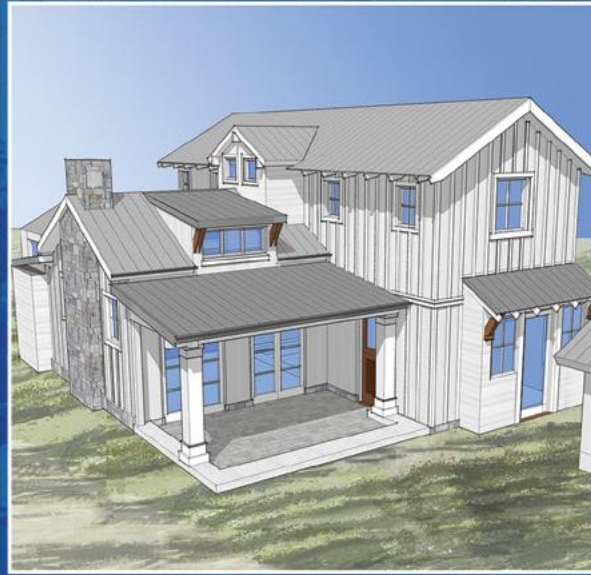
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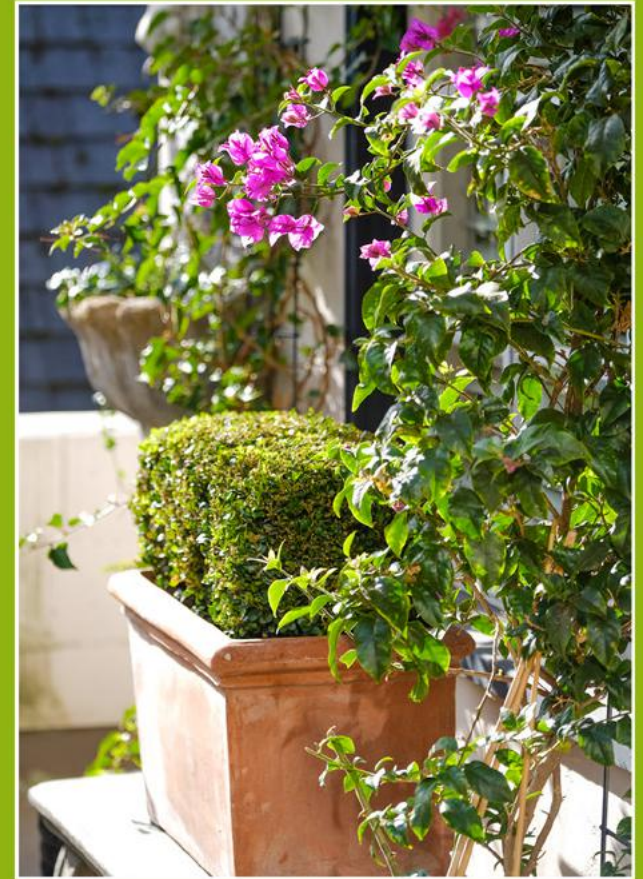




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One of a Kind: The Colorful Journey of Lily Yu

By Kelley Lefmann | Photos by Carol Oliva

According to the delightfully approachable Lily Yu, “Art is a process of exploration and constant learning, regardless of the individual or their art education.” A multifaceted art appraiser, advisor, and curator, she believes that art is dynamic: “It’s a living thing, changing every day,” she says.

Raised in a family of artists who encouraged her passion, Yu, who is a former restaurant owner and chef, accumulated 20 years of professional experience as an artist, gallery owner, curator, and appraiser as a result of her love affair with art.

Today, as the owner of AGENT ART, she serves private collectors, institutions, and corporate clients, helping them build their collections. Yu also marries her expertise in twentieth-century art with her passion for contemporary art, serving as “art detective” for clients who have inherited a piece of art with no knowledge of its history or value. “This is more common in Carmel than in my native Los Angeles, where people are building their collections,” she notes. “Clients always know what they like but may not be able to express it . . .

In many cases, I am able to convert a piece that someone is not attached to.” She does this by providing options on how to sell art, guiding them to a new piece that they love. The acquisition process is an adventure that she likens to a treasure hunt.

Yu’s personable manner, along with her ability to learn about her clients over time, allows for a relationship that often endures through several generations.

“My passion is helping people build their legacies, as one’s art collection can become a permanent expression of themselves.”

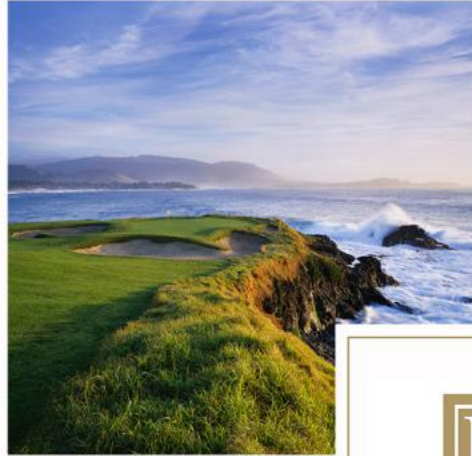
A native of Palos Verdes and Santa Monica, both beautiful beach towns, Yu visited Carmel on a vacation with her partner, and they decided to take up permanent residence. The couple shares a vision of making art more accessible and enjoyable to everyone. “Carmel was founded by a community of artists,” she says, “and we want to honor and cherish that history, while bringing Carmel into the new century. Yu’s expression softens when she reflects on the warm welcome received upon relocating here. “We were immediately embraced by so many local artists,” she says, and that encouraged her to create “popups” of art in unexpected places throughout town.



One such alternative non-gallery art installation is featured at the Shale Canyon Tasting Room. Everything about Shale Canyon Wines is playful. “Therefore, the art featured there is equally reflective of a time when people came together to have fun,” says Yu. “I love to curate a combination of different artists, which gets people talking and enjoying the art in an interactive way that does not always occur in a traditional gallery.”

Art and expressionism permeate every aspect of Yu’s world, and it is not unusual for her clients to become her dear friends. In addition to AGENT ART, Yu’s next endeavor is to find fresh, innovative ways to introduce new artists who are not currently showing in Carmel.

To learn more, visit: www.msagentart.com.



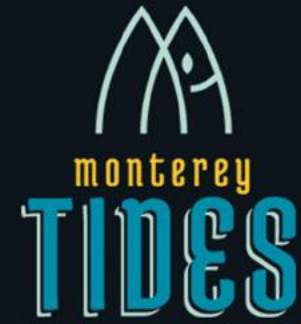
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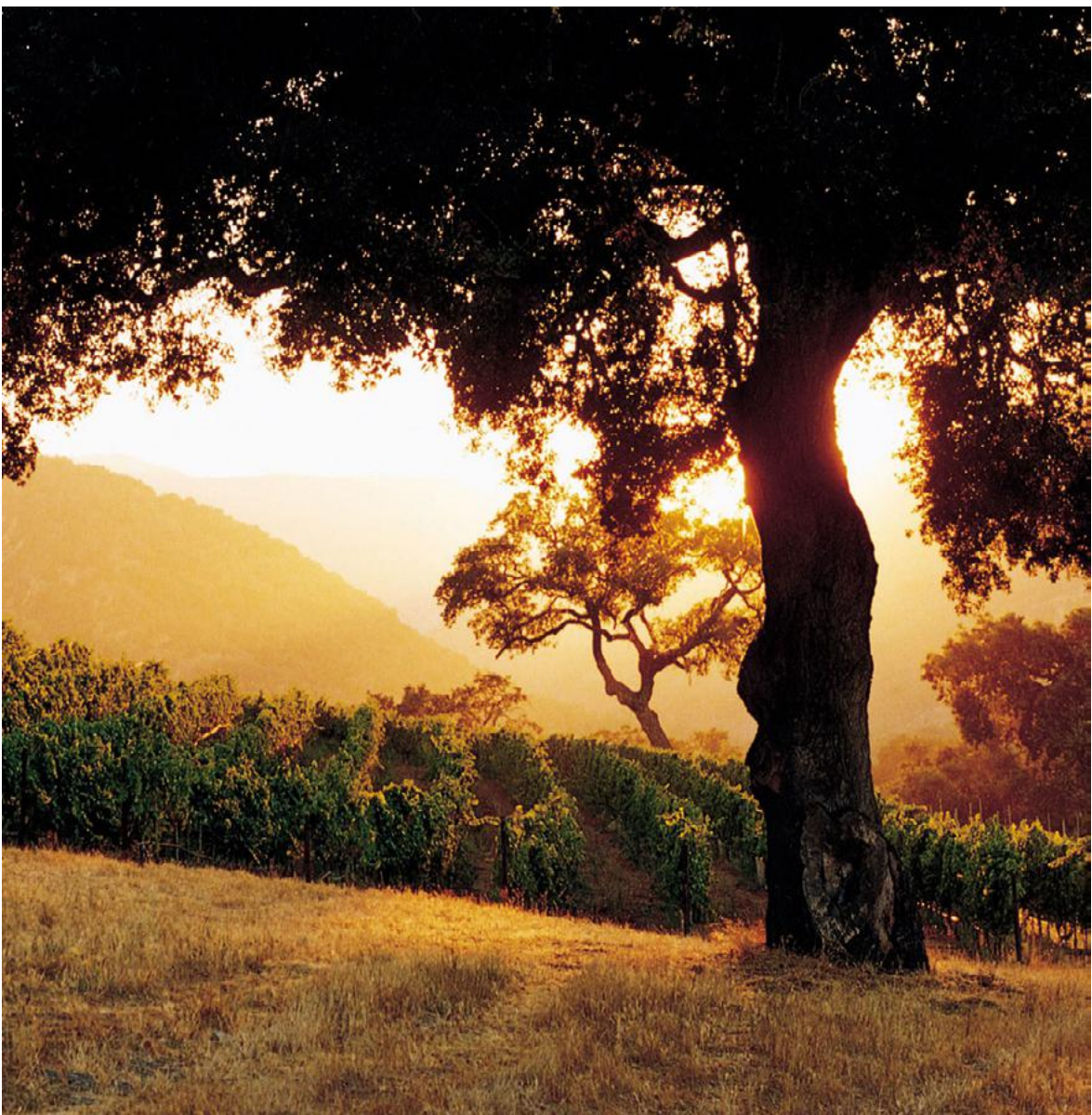
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Sharing the Bernardus Throne

As Bernardus Winery continues to flourish in lush Carmel Valley, Ben Pon has been preparing for the winery's future. Robert van der Wallen, founder of Brand Loyalty, has recently taken 50 percent interest in the vineyards that Ben Pon built in the valley. He has also taken the remaining 50 percent interest of the winery, which goes under the name Baylaurel Corporation. "For me it was one of the conditions that Ben continues to lead the business and that I gradually get a sense of this business," says Van der Wallen.

Ben (short for Bernardus) Pon, now 80 years old, is descendant of the eponymous car family, and remains closely involved as co-owner of Bernardus wines.

Many people on the Monterey Peninsula know Pon as a former race car driver turned wine enthusiast. In the Netherlands, he's known as a former race car driver and importer of Porsche cars. Bernardus Winery was born more than a quarter of a century ago, on the advice of his American dentist, who invested in wine himself.

Since then, the winery has grown into a company that supports 20 employees and a production of 50,000 cases of wine each year, including Chardonnay, Sauvignon Blanc, and Pinot Noir. Baylaurel Corporation produces its often-exclusive wines especially for the US and exports one fifth of the wines to the Netherlands.

Pon met Van der Wallen via Hemingway Corporate Finance in Amsterdam. Since he has no succession in his own family, Pon had been searching for a suitable candidate who could continue his life's work.

"It's a kind of baby to me. I have built it from scratch in 26 years," says Pon, who spends about four to five months a year on the vineyard and is still closely involved in production and sales. "I'm glad I found this partner now."

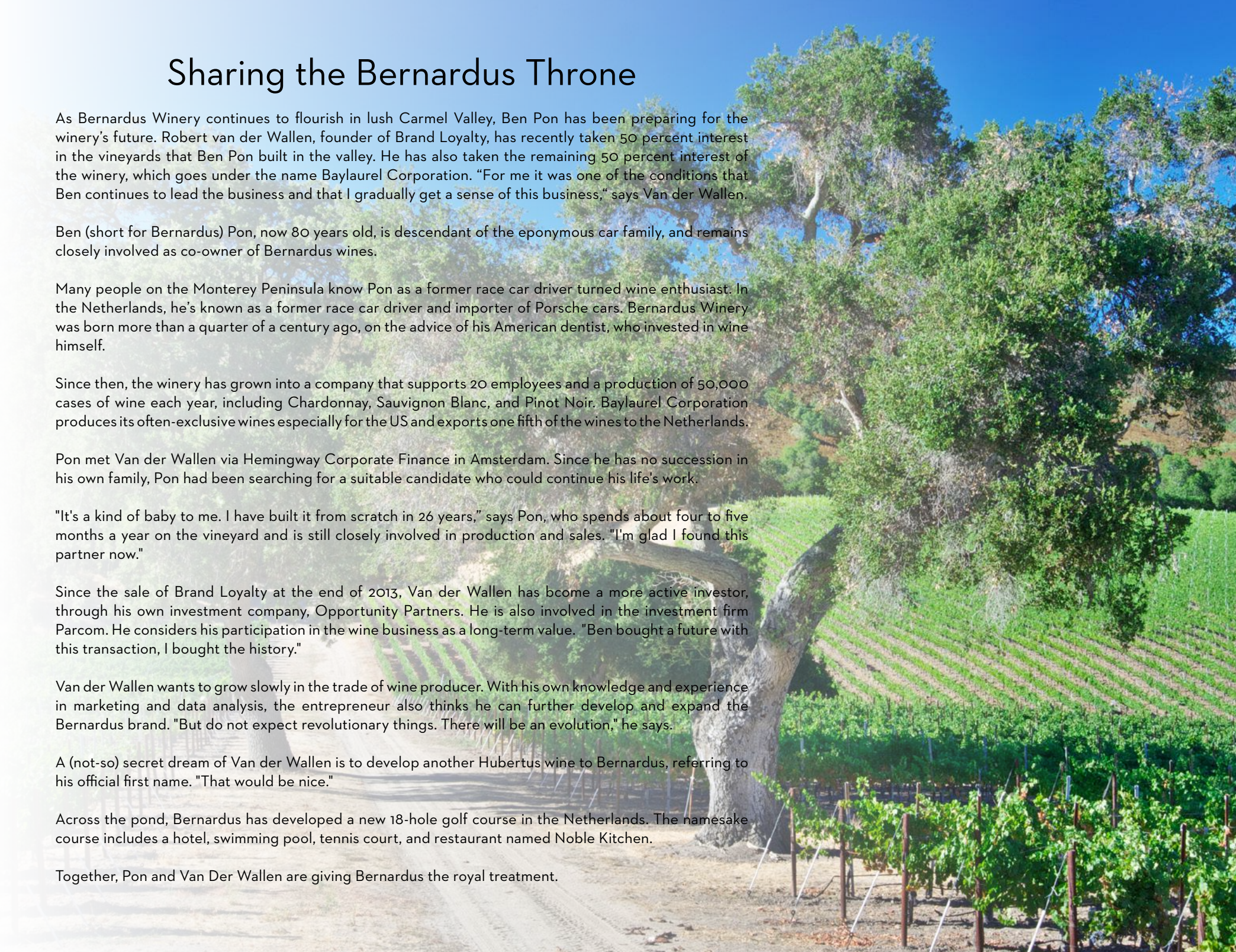
Since the sale of Brand Loyalty at the end of 2013, Van der Wallen has become a more active investor, through his own investment company, Opportunity Partners. He is also involved in the investment firm Parcom. He considers his participation in the wine business as a long-term value. "Ben bought a future with this transaction, I bought the history."

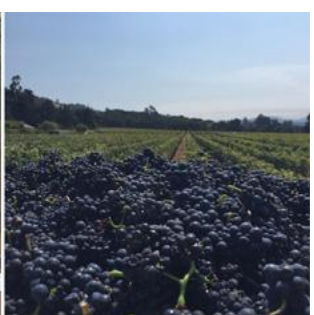
Van der Wallen wants to grow slowly in the trade of wine producer. With his own knowledge and experience in marketing and data analysis, the entrepreneur also thinks he can further develop and expand the Bernardus brand. "But do not expect revolutionary things. There will be an evolution," he says.

A (not-so) secret dream of Van der Wallen is to develop another Hubertus wine to Bernardus, referring to his official first name. "That would be nice."

Across the pond, Bernardus has developed a new 18-hole golf course in the Netherlands. The namesake course includes a hotel, swimming pool, tennis court, and restaurant named Noble Kitchen.

Together, Pon and Van Der Wallen are giving Bernardus the royal treatment.







Turning Passion into a Business

By Katherine Matuszak | Photos by Manny Espinoza

Originally intending to make a career in accounting, Alnuaimi moved away from Carmel to follow a job opportunity. But as fate would have it, during a subsequent visit to Carmel to see a friend, his roots began to grow into the soil and a trunk emerged.

After working as an accountant for years, Alnuaimi felt it was time for a change. "Carmel is one of the most dog-friendly towns in California. We had this crazy idea," he reflects. Leaving the beaten path of his career behind, he started a boutique dog grooming business in the heart of downtown Carmel.

"I love dogs so much," Alnuaimi says with pleasure, and his passion shines as he describes Carmel Groomers, which has been open for less than two months. Alnuaimi runs the business side of things, leaving the grooming to the professionals.

Carmel Groomers is located in a building behind the Tuck Box, sharing the recognizable and unique architectural style. "The building is like a cozy little gingerbread house and is an easy and tranquil environment for the dogs," he explains. "We're not clinical, we don't keep them all day. Each dog gets its own personalized attention, and there's room in the backyard for them to sniff around and play. It's just that kind of personalized experience."

When not working at his shop, Alnuaimi works as a waiter at a local restaurant. "Dog-shop owner by day, waiter by night!" he says, a smile in his voice. While he keeps a busy schedule, he always finds time for his favorite four-legged friends, a German shepherd and Japanese spitz who share his home. They were part of what inspired Carmel Groomers' business model.

"Here, the dogs get to roam around the shop and the backyard, they're not stuffed in cages all day long. Everything is hand-done, no cage dryers blowing on the dogs. They're hand-fluffed and hand-dried. What the dog needs, it gets." Alnuaimi was a dog owner before he was a business owner, and that shows in his business decisions to always put the needs of the animals first.



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Carmine Esposito: Carving His Own Path

By Jennifer Moulaison | Photos by Darren Lovecchio

East Coast transplant Carmine Esposito was “following a woman’s intuition” when he decided to become a true Carmelite five years ago. “I met my wife, Patty, 16 years ago in Los Angeles, after I was approached by Hollywood to tell my life story. We would visit Carmel every chance we got, until finally, while having dinner at the Cypress Inn, Patty up and decided we’d make the move.”

The story that Patty helped Esposito tell through a docudrama for NBC is truly remarkable. Esposito’s relatives back East were part of the fabric of the new American Mafia, and although he never inspired to be part of that world, he admits making the mistake of weaving some of those influences into his life. Immersed in a community with high-profile bosses to major crime families, Esposito had other interests that occupied his attention. Like many young boys, baseball was a big part of his youth: “The Yankees were a big deal for me, then,” he says. “Now they represent a link to my past.” Icons like Mickey Mantel were a part of his life, all the way through to college at Hofstra University. Unfortunately, his aspirations for a career in major league baseball ended when he went to work for his father. Gaining success with various endeavors in the record industry, nightclubs, and restaurants, Esposito struggled with the knowledge that his success was not his own and eventually rebelled to carve out his own path.

According to Esposito, this rebellion might not have been possible were it not for his mother’s free-spirited influence. “Other friends of mine couldn’t function outside Mulberry Street, but my mother made the decision to send me to military school for a number of years,” he explains. There, Esposito developed the ability to cultivate his independence and break away from the influences at home. Military school was also where he was caretaker for the horses and realized that he had a passion and love for animals.

Now a contented Carmelite, Esposito spends his days with a slightly different (and four-legged) crowd. He and his wife run Carmel Dogcare, a kennel-free home environment boarding service where dogs are found sprawled out on overstuffed furniture or lounging on sunny decks. The couple also exercise their “guests” with frequent hiking and beach trips so that they can enjoy time outdoors while their owners are away. “There are times when I’m sitting with my ‘kids’ and I wonder whether I’m taking care of them or they’re taking care of me,” says Esposito. “What a contrast from where I came. It was a long journey, but I’m happy to say my life has truly gone to the dogs.”

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Photos by Darren Lovecchio

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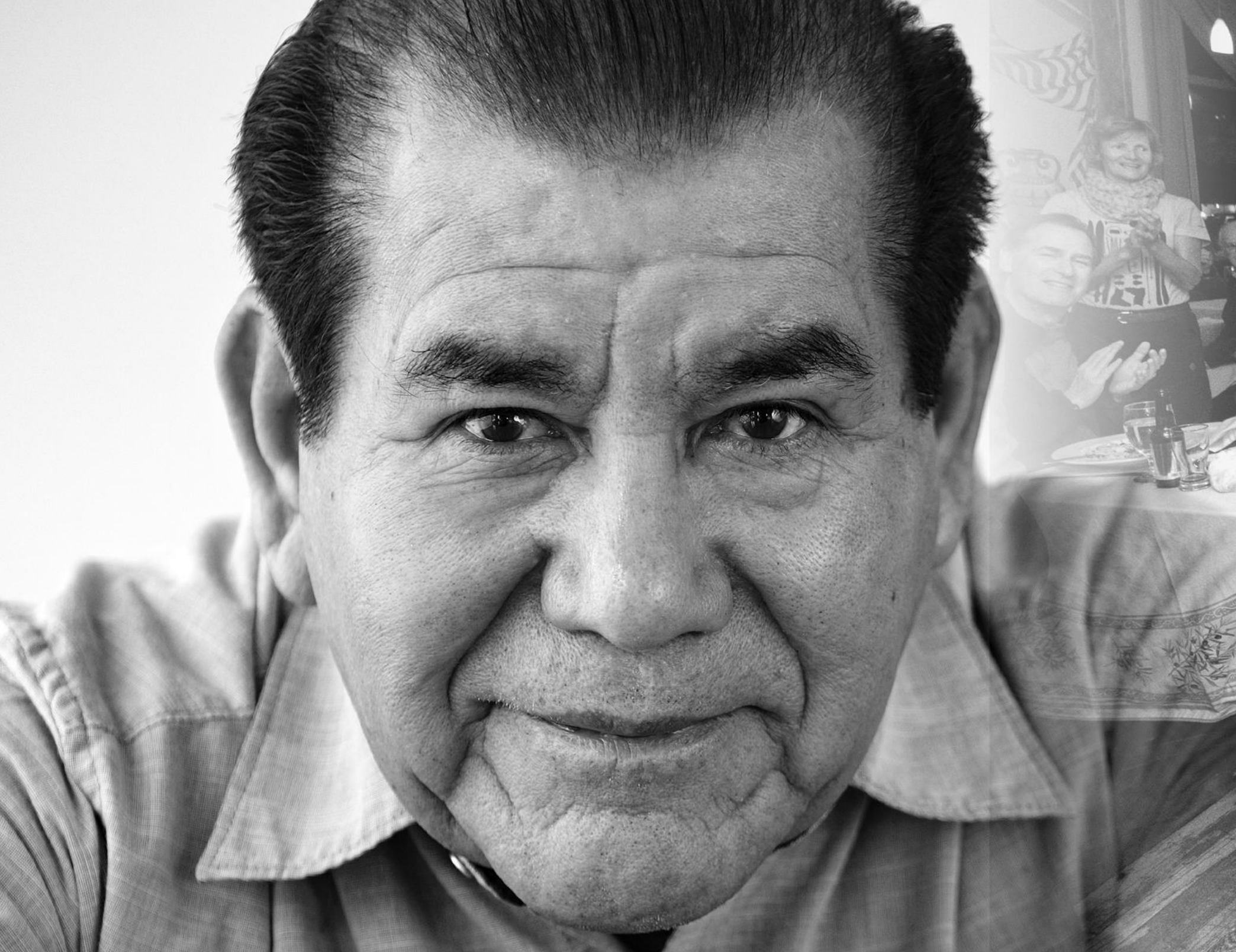
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Una Vida de Música

By Tracy Gillette Ricci | Photos by Manny Espinoza

Emerging from the kitchen of Demetra restaurant, the dishwasher strides slowly to the center of the restaurant. As the music begins to play, he throws one arm up toward the sky and starts singing. One by one, patrons rise from their tables and dance throughout the restaurant, in a chain of joy and celebration. The excitement is palpable and phones are raised high in the air, capturing images to be forever chronicled. The music commences in an eruption of cheers as the dishwasher takes a humble bow and then returns to his work in the kitchen.

Antonio Perez Ramos was born with music pulsing through his blood. Farmers by trade and musicians by heart, Ramos' family was deeply rooted in traditional Mexican life. Villa de San Pablo Huixtepec, in the State of Oaxaca, Mexico, was home and is where music and dance are almost inextricably linked to the state's folkloric heritage. Ramos attended school and helped his father in the fields, where they grew corn, beans, and other staple foods. He dreamed of seeing the orchestra that played steps away, but at the age of six, he could only listen to their sounds wafting from the building next door to his home.

"Music is fundamental to life," says Ramos, who sits with perfect posture and punctuates this declaration with his hands reached out. His journey began when an uncle who played piano at their church taught him to read music. This was the impetus for taking up the saxophone, which in turn, led to an invitation, when he was 16, to join the orchestra he coveted in his childhood. Soon after, Ramos, with a few others, formed a performance group and traveled as far as the city of Oaxaca. For 23 years, the group performed, gaining popularity and establishing Ramos' status as a professional musician and singer.

The group dissolved just before Ramos' fortieth year, but he did not give up his musical career. He formed a new group, finding even greater success over the next 15 years. Ultimately, changing times led to his ending his career as a musician. As groups came through from the larger cities, his bandmates chose to leave their small village and join them. Ramos could not leave his family and resigned himself to work in the fields.

"It was very sad and hurtful to see them leave. They were family," he says, with his head bowed down. Emotions overcome Ramos as he remembers how he reached his dream to be a working musician. "They are the best memories of my life. I live off those memories," he says through his tears, "but I'm satisfied and grateful to experience such a thing."

Nearly 15 years have passed since Ramos, listening to his heart, left Villa de San Pablo Huixtepec and ventured to California for a new experience. He worked odd jobs, ultimately arriving in Monterey. "I was surprised there was a Monterey in California. It made me remember Monterrey in Mexico," he says with a chuckle, shaking his head. An interview at Demetra defined his future and returned him to the spotlight. After learning of Ramos' musical background, owners Faisal Nimri and Bushar Sneeh asked him to sing a song; they were so impressed that they had him return the next day to join the Demetra family and found a space for him in the kitchen.

In the decade since that first meeting, Ramos is thankful to be able to connect with people through song. "It reminds me of the old days," he says. "I'm thankful for God, for life."



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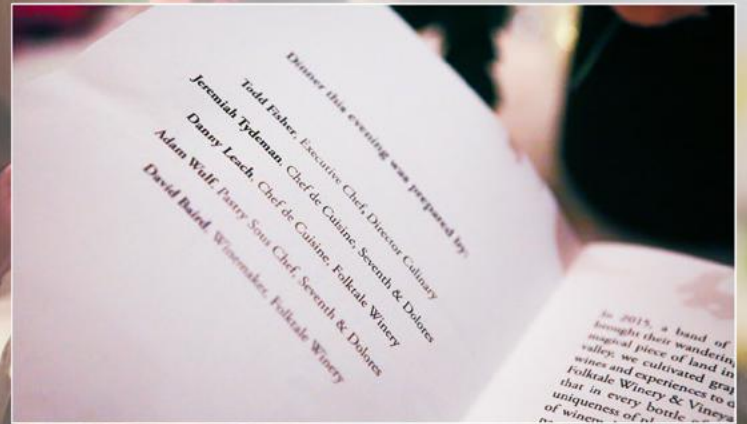
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Growing a New Generation

By Katherine Matuszak | Photos Courtesy of MEarth

On a field trip to MEarth, many elementary school students experience something entirely new: the feeling of soil between their fingers and the sun on their backs as they dig up a potato or separate an ear of corn from its stalk. Many of these children think food just comes from a grocery store, and for them, this is the first “lightbulb moment” of the day.

Twenty steps from MEarth’s organic, sustainable garden, students bring their produce to a state-of-the-art culinary classroom space, where they transform the food they harvested into a delicious meal. Tanja Roos, co-founder and current executive director of MEarth, knows what a difference these experiences can make.

“Many of these students say they’re absolutely trying new fruits and vegetables for the first time,” Roos explains. “A majority of kids say they want to replicate these recipes at home. We send home recipe sheets, or sometimes even excess produce for their families.” By reconnecting kids with nature, MEarth hopes to foster in them a love for the planet, which can lead to a desire for sustainability. This program alone would be an invaluable resource for the community, but MEarth’s contributions don’t stop there.

Named after the concept that each of us are fundamental in protecting our planet, MEarth is an environmental education nonprofit organization working to grow a new generation of environmental leaders. For nearly 15 years, its facility has thrived on a 10-acre protected piece of land called the Hilton Bialek Habitat, garnering national recognition as a model education center. Through MEarth’s various programs, students from Carmel and all of Monterey County have hands-on learning opportunities on important environmental issues such as habitat destruction, invasive species, pollution, overpopulation, and overconsumption.

For 2018 and beyond, MEarth hopes to expand more deliberately into adult and family programming. Roos shares the organization’s hopes for parent-child weekend programs and higher-end workshops for adults, featuring a range of topics such as how to grow your own edible garden and local habitats.

MEarth connects with locals through community-based events throughout the year. Its most popular event, the Sustainable Chef Dinner Series, features notable chefs from the community and sells out quickly.

On April 21, MEarth will host an open house event for Earth Day. It will include 35 to 40 exhibitors focusing on different aspects of sustainability, live music, organic plants for sale, and more. In September, it will host its annual, two-day Glass Pumpkin Patch of Carmel, which should go on your calendar immediately.

For those interested in getting involved with MEarth, there are always volunteer opportunities available. “There are lots of different ways for people with different skill sets and talents to support the work,” says Roos. MEarth’s volunteer coordinator is available to work with volunteers’ schedules and skills and help them dig in.



MEarth Day

April 21, 2018 10 a.m. to 4 p.m.

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57° DEPARTMENTS

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Cover:
Eric Stiefeling at his home in
Napa Valley.
Photo by Carol Oliva.

PUBLISHER'S NOTE

by Rich Medel



Where there is wine, food, and art, there is a good time to be had. Between Carmel Valley and Napa Valley, we can't get enough of it all! That's why we enjoyed this issue so much. We spent time all over California's Central Coast, feasting our palates and our eyes on beauty in its many forms.

Our 65° adventures took us first into the life of Lily Yu, art curator and appraiser, who is fueled by the passion to get people talking. We also got to know Antonio

Ramos, a musician by heart and local star, who hails from a long line of farmers who have spent generations serenading the crops, so-to-speak. Meanwhile, MEarth, an environmental education program that is cultivating a new generation of environmental leaders, opened our eyes to the importance of educating our youth about where their food comes from. Culminating all the best of nature and nurture, we take you inside of the newly updated Ventana Big Sur, where guests can experience opulence and a full schedule of spa experiences alongside gourmet dining or sink into a relaxing glamping weekend.

Meanwhile, in 57°, we had the opportunity to talk to Eric Stiefeling, Managing Director for Aril Wines in Calistoga, who shared why he prefers to keep the winery a boutique project. We also headed over to Archer Napa for a little R&R and an infusion of art, enjoying everything from their in-house art collection to their carefully and artistically-designed building. Being just a short drive from Yountville, where myriad tasting rooms awaited us, we got a real taste of Napa Valley this time around and we can't wait for you to as well.

Rich

57°

THIS IS THE CITY

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Napa at Sunset

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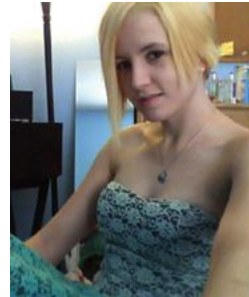
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Nurture to Nature

By Kimberly Horg | Photos by Carol Oliva

In the late hours of any given evening, Charles Hendricks would expect to receive a visit from his father, who was in need of his assistance. When the Orange County veterinarian got calls in the middle of the night about a pet in need of emergency services, Hendricks served as his teenage vet tech, helping his father nurse his patients back to life.

Hendricks would not follow in his father's footsteps, but the miracle of healing became instilled in him at a young age. While attending UC Davis to become a veterinarian, he took an elective course in wine making, just for fun. It encompassed the things he enjoyed—nature and the outdoors, with intellectual qualities. From then on, while he knew veterinary science would not be his chosen path, he drew upon his love of nature, applying it to grapes.

“What I liked about medicine was the mechanics of it, seeing an animal work right again, get it out of pain,” he says. Hendricks applied this approach to winemaking, allowing grapes to develop to their best potential in a climate that allows them to flourish. It became a problem-solving game about nature, and his job would be to figure it out.

In college, Hendricks liked science but not math, so he talked his counselor into allowing him to combine two majors—viniculture and enology—into one. Cutting out math classes worked to his advantage, because he learned physiology of wine instead and ended up earning his Bachelors of Arts in Viniculture.

A pioneer, Hendricks tried out new methods with his peers in the emerging California wine industry during the early 1980s. The winemakers of that time pushed the limits and tried new ways to make wine. “When I got out of school, we were all conducting experiments,” he said. By using climate and Mother Nature to their advantage, they could select ideal grapes for planting in particular regions of the state. He mixed varieties and tried new ways to make blends, which became wildly popular in the 1990s. Hendricks is proud to be part of that wine movement because his generation made the taste of wine a priority.

When he realized that small wineries could not afford large bottling equipment, Hendricks decided to start a mobile bottling business. Loading the equipment into a van and driving around California to bottle wine for small wineries was more than a unique idea—it gave him the opportunity to survey vineyards throughout the state—60 to 70 a year. “Traveling gave me a good perspective of what was going on in the wine industry,” says Hendricks. It worked to his advantage later in his career, earning him expertise on where to hand-select the best varietal grapes in California—a skill he uses to make his single vintage wines. He hand-selects the finest grapes and combines them with premium French oak barrels to balance the flavors.



Making wines that express the flavors of the area makes Hendricks proud of his craft. And people can taste the difference, the sense of terroir. Because they are 100 percent varieties, each wine reflects the unique character and pure expressions of where they are from. Hendricks' hands-off style allows for natural development, letting nature guide the wine making; the less tampering, the more each vintage reaches its full potential, without added sugars during fermentation.

After the mobile wine bottling business, Hendricks worked first as an experimental enologist for Robert Mondavi Winery and later as assistant winemaker at Gundlach Bundschu Winery in Sonoma. He learned all aspects of wine making, from driving a forklift to maintaining a bottling line. At one point, not wanting to say “no” to any job opportunity, he managed wine making for several wineries at a time.

While making Pinot for Barnett Vineyards, his career took a turn when he obtained a large amount of grapes and started making his own wine. In 2001, he started his own winery with a former work associate and opened a tasting room in Yountville. The winery is named after his daughters, Hope and Grace.

Says Hendricks, “It’s been a fascinating journey.”

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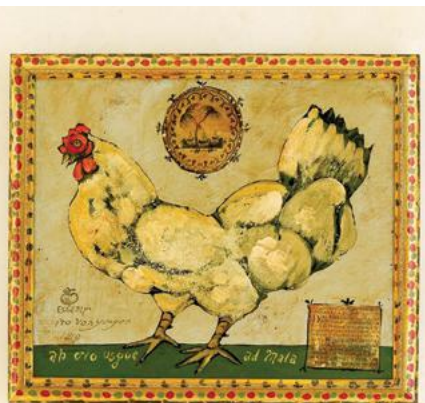
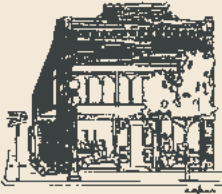
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Wheeler Farms: A Stellar Second Act for Daphne and Bart Araujo

By Fran Endicott Miller

For 23 years, Daphne and Bart Araujo lovingly and organically tended the acclaimed Eisele Vineyard in Calistoga, ultimately shepherding their Araujo Estate Winery to five-star cult status and attracting worldwide attention. When Frenchman François Pinault and his storied Château Latour wine estate came calling with a purchase proposal, the Araujos seized the opportunity to try something new. Proving wrong the fabled F. Scott Fitzgerald line that there are no second acts in American lives, the Araujos shifted gears and established Wheeler Farms, an 11.5-acre parcel located at the southern end of St. Helena in the Napa Valley. With an organic, biodynamic farm featuring replanted vineyards, orchards, gardens, bees, chickens, and custom crush winemaking machinery, Wheeler Farms serves a collaborative of top-notch partner winemakers who produce small-lot, ultra-premium wines.

Though Napa Valley is home to many custom crush wineries—bonded wineries that invite other wine brands to make wine at their facility, sometimes even carrying out the physicality of the process themselves—Wheeler Farms' uniqueness is its focus on ultra-premium winemaking. Partners are provided state-of-the-art tools and the most advanced technology in the industry, allowing for the making of not just great but fabled wines. Winemaker and production manager Sarah Donley and consulting winemaker Nigel Kinsman make all of the wines, following detailed instructions provided by each winemaker. "Our winery partners have access to make wines in an amazing facility to their own specifications, and the knowledge and track record of the Araujos' experience making some of the most revered wines in Napa Valley," says Donley. "Our partners trust in our expertise to execute their vision, and along the way we collaborate and share ideas and offer input. It's often a very collaborative process; many invite us to taste



through the wines with them, and we start a discussion that leads us to really understand their goals and process.”

In choosing partners, the Araujos sought common values of integrity, excellence, professionalism, and dedication to the production of great wines. Current partners include Accendo, a Cabernet Sauvignon and Sauvignon Blanc produced by the Araujos and their children Jaime and Greg, Arrow&Branch, Booth Bella Oaks, Kinsman Wines, Tor, and Vice Versa. Each brand is distinct and boasts a unique personality.

“Working with Wheeler Farms has been a real charm,” says Patrice Breton, owner and founder of Vice Versa. “Everyone, from Bart and Daphne, to Nigel, Sarah, and the cellar workers, shares our dedication to exacting standards of quality and our passion for crafting fine wine. They really care, and it shows. The cooperative model is a real game changer. For a small, super luxury brand like Vice Versa, every detail counts, and this approach takes away many of the headaches, as it enables us to craft and showcase our wines without cutting corners on quality and without the high cost of owning a physical winery.”

By-appointment-only tastings are held daily, except Wednesdays, in the elegant and inviting Hospitality House and on a patio that overlooks Mount St. Helena. An open kitchen takes center stage, where garden curator and chef Elisabeth Russell can be found whipping up nibbles created with ingredients from the organic garden. “Our modern, innovative concept brings together a community of winemaking partners and consumers in a setting that honors the valley’s agricultural roots and highlights an immersive farm-to-bottle experience,” says Donley. “Wheeler Farms allows guests to taste hard-to-find wines from small winemakers in a beautiful and real agricultural setting that speaks to Napa Valley’s history.”



MANA

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Napa's Downtown Crown Jewel: Archer Napa

By Andrea Stuart

Effervescing with grace, Archer Hotel Napa comprises Napa-centric design, décor, themes, and programming, all while being tucked inside of downtown Napa's bustling nest of culture and life.

Touted as a wine country retreat with a distinctly urban beat, Archer Napa sits at the site of the former Merrill's Building. It incorporates materials, colors, and textures reflective of Napa in juxtaposition with modern lines, simple forms, and contemporary materials. Roger Brown, senior vice president and director of design, explains that Archer Napa was built around an architectural vocabulary derived from the vineyards, reflecting the geometric vineyard patterns of rows and columns.

Walking into the hotel, guests are greeted in the two-story lobby with warm natural woods, stone, a large-scale three-dimensional topographic map of Napa Valley, and a custom crystal grapevine chandelier.

With a nod to the residential notion that no two bedrooms should be alike, Archer Napa features a variety of guest-room and suite layouts and six distinct design palettes. Offering different experiences across the accommodations, the wall coverings, headboards, artwork, and furniture vary from room to room. The constant among the rooms is the base of the room palette, with shades of cream, gray, gold, and wood tones.





The artistry at Archer is carried throughout the property. Its in-house art collection is a fluid grouping of pieces in a range of mediums, all created by local and regional artists. Their works tell different stories about Napa, making each guest experience at Archer singular and special.

Beyond the guest rooms, the dining experience at Archer promises world-class dishes made from exquisite ingredients. Charlie Palmer Steak is a culinary must-try and has been praised for creating steak restaurants that break the typical mold of the men's club; it's a haven for carnivores and wine enthusiasts alike. It's the least guests can expect, as Archer Napa's entire culinary operation is overseen by The Charlie Palmer Group, led by celebrated chef Charlie Palmer and executive chef Jeffery Russell.

In early 2018, Chef Palmer and team unveiled a signature rooftop bar and restaurant serving seasonal breakfast, lunch, and dinner at the bar and alongside fire pits. The experience will be accentuated by sweeping views of Napa Valley—the only vista of its kind in downtown Napa. The rooftop is also home to a chef's show kitchen, indoor/outdoor fitness studio, and spa by locally acclaimed Francis & Alexander.

The most welcoming aspect is from the staff members, who shine with sincerity and hospitality as they ask, "Is there anything else I can help you with?" Their thoughtful gestures make guests feel as if they are visiting an in-the-know, well-connected yet modest friend.

For more information, visit archerhotel.com/napa.







From Securities and Bonds to Syrah and Bordeaux

By Michael Cervin | Photos by Carol Oliva

There are 90,000 wine brands in the United States. That should be a daunting number for most wineries. But for Eric Stiefeling, Managing Director for Aril Wines in Calistoga, “There’s always room for one more.”

Born on the East Coast, Stiefeling developed a love for wine after moving to California. “I grew up in New York City, and it was pretty much a beer and whiskey class,” he says in his pronounced New York-New Jersey accent. At first, wine wasn’t in the cards for him. “Most of my life was in bonds, working for a municipal investment banking company.” He tried his hand as the wine director for the Pine Creek Sporting Club in Okeechobee, Florida, making frequent trips to Napa Valley and soon becoming a fixture at area wine tastings. The allure of the California wine business slowly took hold, and he moved to San Francisco, albeit to work for a securities firm in San Francisco. “I went from drinking Italian and French wines to Napa wines. I got to know a lot of the winemakers and winery owners, who became very good friends.” He became president of the Golden Gate Wine Society, unintentionally, and connected with even more people in the wine industry.

After he retired from the financial sector, Eric started thinking, like so many do, that starting his own winery might be his proverbial dream come true. “But when I put it down on paper and calculated the actual costs, it was insane,” he admits. So that idea was abandoned. Soon enough, fate came calling in the form of Joanne and Harmon Brown, who started Aril Wines in 2008.



“I knew Joanne from New York. She approached me to find her a winemaker for Aril Wines, which I did,” Eric says. Aril was initially making about 50 cases, moving into the waters slowly. “Later, she called, saying they were bumping up production and she wanted to sell more. I said, ‘That’s great, how are you going to do it?’ She said, ‘I want you to do it.’” Pause. “What, are you kidding me? I don’t know anything about the wine business, I’m a bond guy!” But he did know about the wine business, and the sedentary nature often associated with retirement was not for him, so he moved from Pacific

Heights to Calistoga and started selling wine. Aril wines include Syrah, Cabernet Sauvignon, Sauvignon Blanc, and Pinot Noir, with grapes sourced from exceptional vineyards. “You start with the winemaker and where the grapes come from,” he says. “You can’t make good wine out of crap.”

The wine business is a competitive and crowded field. “More and more wines are coming from unexpected places like China and India,” he admits. Which begs the question, will people buy local, thus pushing Aril out of the market? Probably not. Eric sees that, between consolidation in the wine

business and the unfortunate shuttering of insolvent wineries, opportunities abound. However, some opportunities have a way of cheating you, at times; as Aril was getting set to break ground on its new winery facility, the Tubbs Fire broke out, sidelining that project. But there are also upsides. Currently, Aril is in Illinois, Kentucky, New York, Florida, and Texas. That’s enough for now, according to Eric, who aims to keep Aril a boutique project, at less than 3,500 cases. “I love the idea of building something, making something out of nothing. It’s still a lot of fun.”



Hope and Grace - Regina Phelps



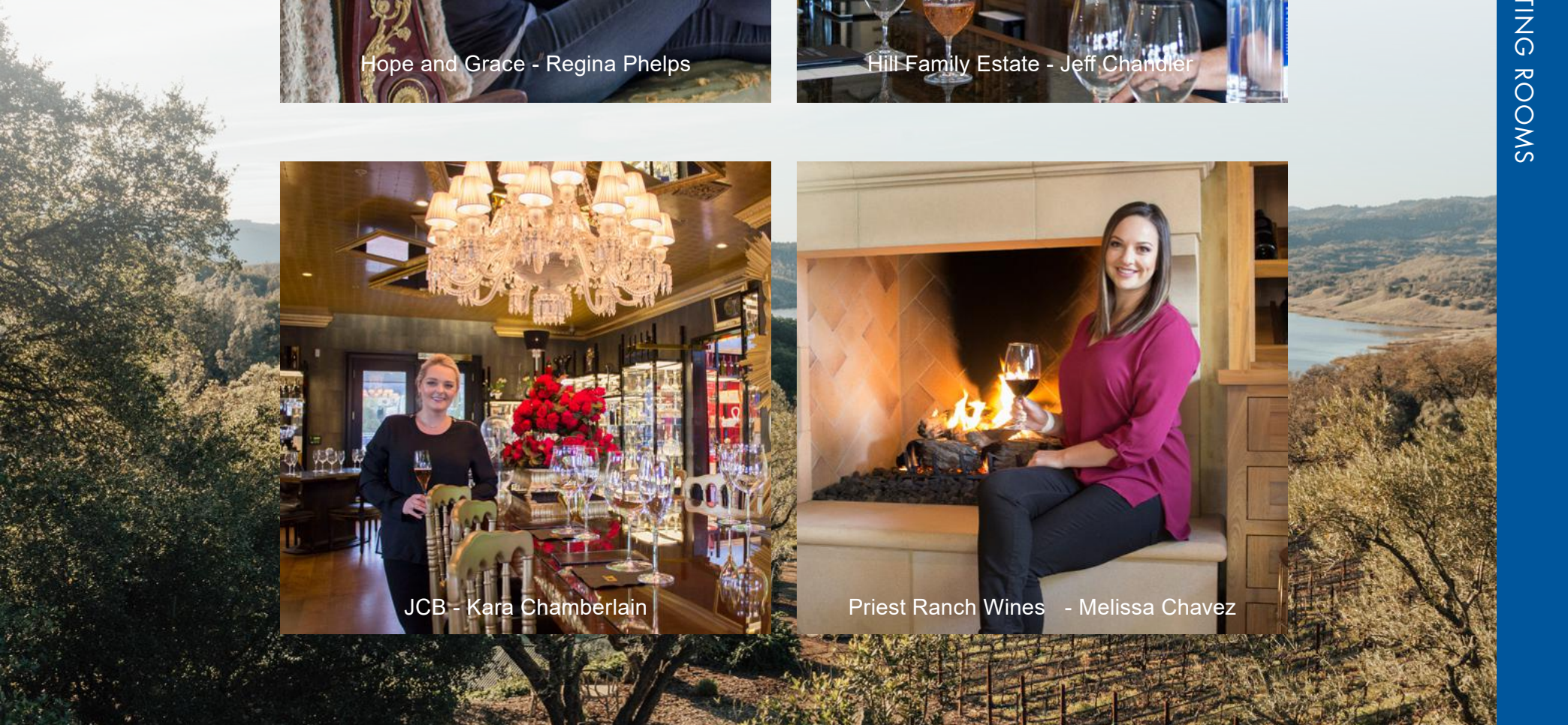
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Napa Valley: Rutherford Rules

By Mallory Uran

The town of Rutherford rests in the heart of the Napa Valley, right between Oakville and St. Helena. With only two hotels that claim Rutherford's zip code, your choices are quite limited, meaning your chances of reserving a room during high season at Ranch Caymus Inn will not be an easy task—so check it out early. The Rancho Caymus Inn was acquired by new owners in 2016 and underwent a complete renovation, reopening in June 2017 to rave reviews. The rooms all include wood fired gas heaters, private patios, a spacious sitting area, and gorgeous bathrooms decked out in white marble. The Inn has a total southwest, Native American, Spanish vibe—exposed beams, leather furnishings, and gorgeous bed with classic white linens and adorable printed accent pillows. The rooms are complete with a mini fridge to store any leftovers from dinner, coffee maker with delicious local coffee, and an adorable pouch of locally sourced toiletries in the bathrooms. My favorite part was the complimentary continental breakfast, which included the all too famous Model Bakery English muffins, but they take continental one step further and offer breakfast sandwiches with egg and bacon. Or you can order that a la carte and pile your plate high with delicious local pastries, fruit, and of course, gourmet cheese, because no breakfast is complete in Napa Valley without cheese and charcuterie! The best thing about staying in Rutherford at Rancho Caymus Inn: it's setting is just so serene. My husband and I loved it and we want to return to Rancho Caymus Inn in the near future.

Of course, no scene around of Napa Valley would be complete without wine tasting. Some of my favorite local Rutherford wineries, include Frog's Leap Winery just down the street from Rancho Caymus. They produce some of the most delicious wines you can find in wine country: Sauvignon Blanc, Chardonnay, Zinfandel, Merlot and Cabernet Sauvignon, to name a few. It's one of those places that reminds you of what Napa was built on. And they have the most gorgeous grounds on which to frolic and explore. You can sit inside or outside in a private room or even secure a spot on the porch overlooking it all. A real treat.



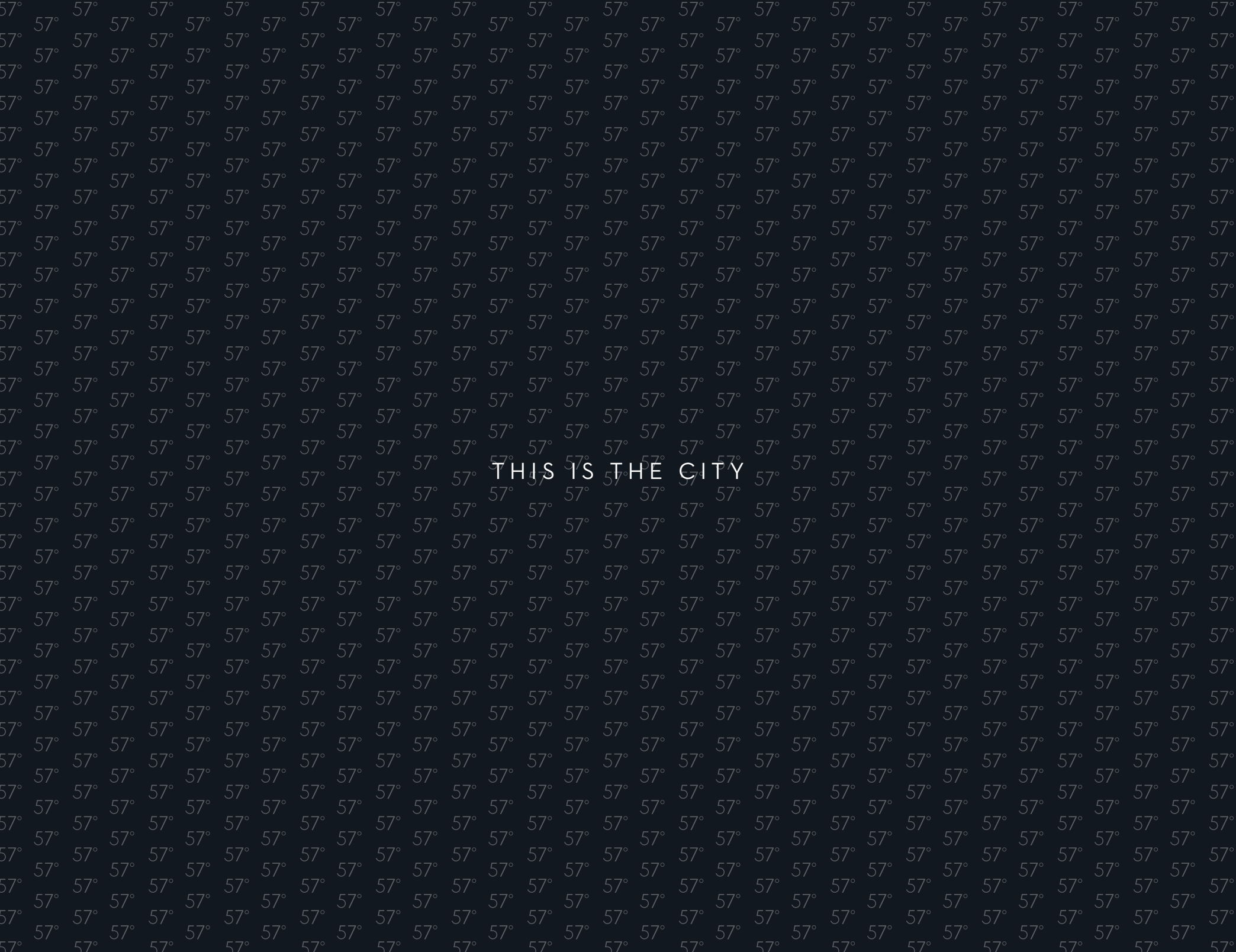
My other favorite locations to visit in the Rutherford area are Honig Vineyards and Round Pond Vineyards. They are across the street from each other and only a half mile from Rancho Caymus, making it convenient for walking or taking a short drive in a car service. Honig Vineyards makes some fantastic estate Sauvignon Blanc and Cabernet Sauvignon, focusing on the varietals Napa is most famous for. The hospitality provided at Honig is like visiting with old friends, they are sweet and generous with their time and offer very informative tours and tastings. If you are looking to pair food with your wine experience, Round Pond is the winery for you. One of my favorite experiences is their Brunch, which is a Wine Club exclusive experience. No person should pass up the opportunity for the garden tour via estate chef and the six-course wine pairing lunch and barrel tasting.

Since you will undoubtedly still be hungry after all of this, make reservations at either, The Rutherford Grill and or Auberge Du Soleil. Rutherford Grill is the more casual option of the two. Whereas, Auberge Du Soleil offers a multi-course meal and amazing views with casual elegance. I got engaged at Auberge Du Soleil, making it a special place for me. So, if you're planning a special getaway to celebrate anything, it is a great place to do just that. They also have an epic brunch on Sundays! Check out all of these awesome places to visit in Rutherford and don't forget to tell them how you found them.



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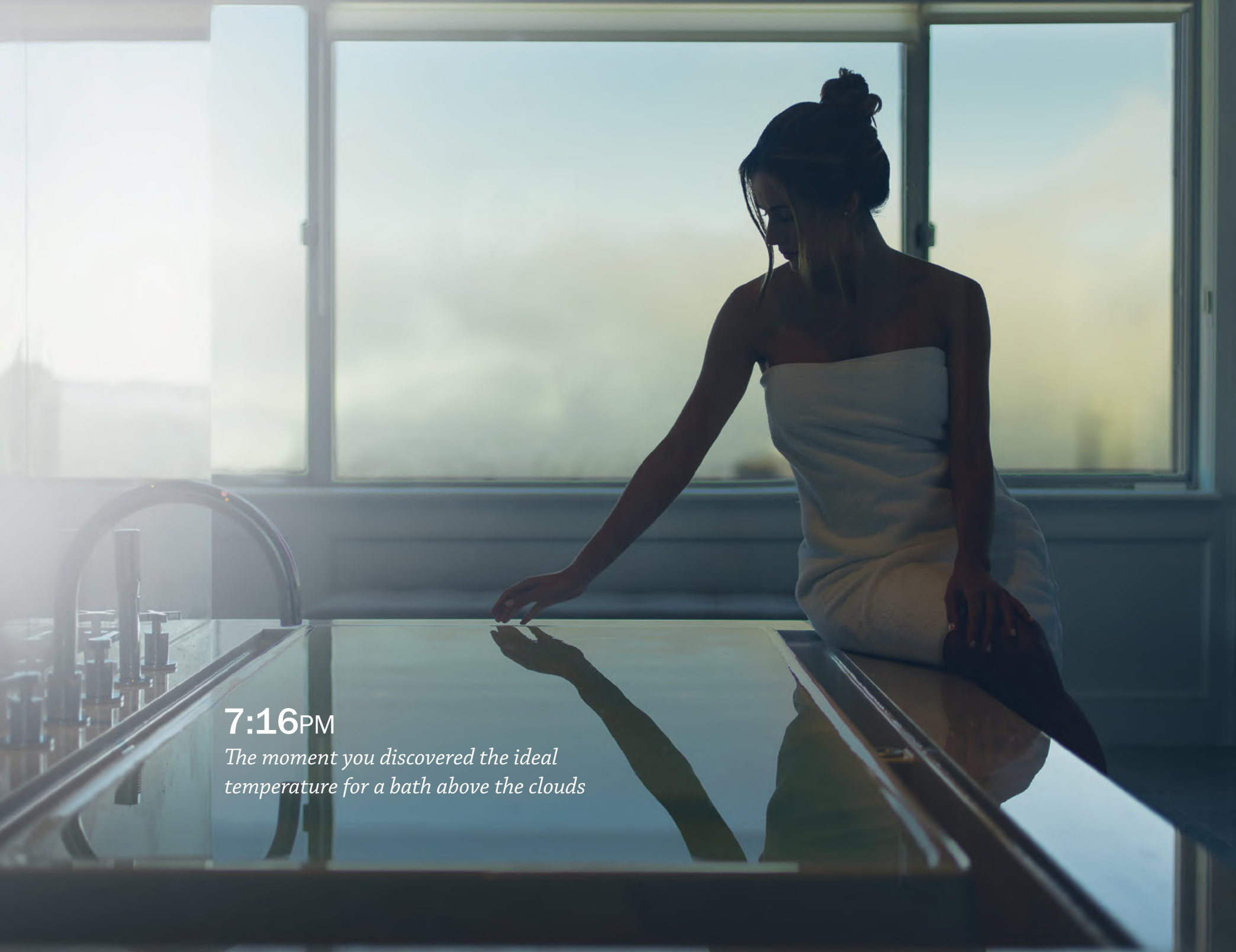
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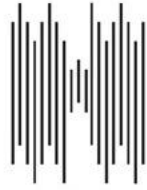
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Photos by Drew Altizer









Byzantina: The Birthplace of Family Heirlooms

By Victor Vargas

Inspired by her parents' archaeology projects and love for antiques, Thalia Jewelry designer Rachel Clinnick has developed a reputation for one-of-a-kind pieces that become instant family heirlooms. Ms. Clinnick's opulent designs harken back to the Byzantine empire and Etruscan civilization, rendering them ideal pieces for special occasions such as engagements, weddings, and other important life events. The San Francisco-based designer discusses her collections, her favorite designers, and the beginning of her journey as a jewelry designer.

57: Tell us a bit about your childhood and how that shaped your life.

Rachel Clinnick: My childhood was heavily influenced by my parents' interests and academia. As a child, I went on fossil digs with both of my parents. My brother, who is now a Doctor of Archaeology, would be in his playpen on the side of a hill while my parents excavated. My mother has always been a collector of antiques and objets d'art; her knowledge is vast and incredibly detailed. As a result of this upbringing, I have a love for the hunt, whether it's an amazing stone, a piece of antiquity, or the story of an object that I incorporate into my work. I truly love the beauty and the history of art, architecture, and fashion, which most definitely is as a result of my unusual upbringing.

57: Did you always know you wanted to design jewelry?

R.C.: I remember endless hours excavating or antiquing. I even had a small business as a youth. After my mother gave me a small amount of money to invest, I began selling high-end vintage costume jewelry to dealers. It allowed me to build a fund to purchase the items I really loved, which were fine jewelry in Art Nouveau, Georgian, Victorian, and Art Deco [styles]. I had an interest in entrepreneurship at a young age.

57: What was the defining moment for you as a designer?

R.C.: I had always created jewelry for myself. At a certain point, as an assistant buyer for a luxury boutique, I began to realize other buyers were interested in the jewelry I was wearing. What started out as an experiment in the store [that] I purchased for quickly turned into [my own] full-time business, and I realized this was a way to merge my passion for business and design.

57: Your collections display a deep appreciation for the Byzantine empire and Etruscan civilization. Was that successful with your clientele from the beginning?

R.C.: I am fortunate in that, yes, my aesthetic was successful for me from the start. I am certainly influenced by the ancient civilizations, and do incorporate modern ways to display these forms, creating new heirloom pieces for people to pass on to their heirs.

57: Do you have favorite pieces that you like to design?

R.C.: I love it all! I clearly have an affinity for designing rings. Stacking rings are a staple in my line, and I am definitely known for designing statement rings, I feel a fabulous ring—or set of rings—is easily enjoyed by the wearer and those [the wearer] encounters throughout the day. Who doesn't fancy looking at their hand and admiring a beautiful ring?

57: Tell us about your men's jewelry.

R.C.: For our men's jewelry, we tend to design a lot of rings and cuff links. Men, especially in America, are not as comfortable wearing jewelry, but most will wear at least one ring and several sets of cuff links. I like to create men's jewelry because it challenges me in a different way than when I design for women.

57: Who are your favorite fashion designers and why?

R.C.: I fear [that] some of my favorite designers are passing on . . . Azzedine Alaïa, Oscar de la Renta, and Hubert de Givenchy, who holds a special place in my heart because one of my first important pieces of clothing was a Givenchy piece. It set the tone for my expectations on style and elegance. I wear a lot of Dior and am excited that Maria Grazia Chiuri is its first female artistic director; I enjoyed her designs at Valentino. I tend to pull more classic with an edge, rather than trendy. As Oscar de la Renta said, "I don't really know how to do casual clothes." And that's how I feel in general. I dress more formally, and I design more seriously as well.

57: Your bridal collection has become very popular. Do you approach those designs in the same way you do with other collections, or is the process different?

R.C.: With bridal, I step out of myself a little more in the designs than I do with the other collections. That isn't to say my voice isn't in the work, but rather, that I imagine the bride or groom and the longevity for the client more specifically. Bridal is very, very personal. I am proud to be chosen to participate in this special union.

57: How often do you generate new collections?

R.C.: I am constantly creating new collections. Sometimes we sell pieces before I can even complete the collection in its totality. This is, of course, a good challenge to have, and it keeps me constantly moving forward.

57: Is there a type of customer that you see gravitating toward your designs?

R.C.: Yes, most of my clients are pretty serious jewelry buyers. They have quality jewelry, are well traveled, and most collect several pieces from their favorite designers. And, of course, I am honored to be a part of their collections. Having said that, I also have some young clients just starting out, either with a wedding ring or with their first serious pieces of jewelry; this is an exciting process to watch and fun to be a part of.

57: What is the next frontier for Thalia Jewelry?

R.C.: Working with more ancient coins for our latest elaborate collection of rings, earrings, necklaces, bracelets, and cuff links. It is stunning! As well as a pet project with my youngest daughter, a little bit of a passing of the torch of what I had learned by her age, and a bit of a proud moment to watch her creative endeavors.



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Californios: San Francisco's Mexican Haute Cuisine Sanctuary

By Victor Vargas | Photos by Viet José Chévez



Starting with its debut in 2015, Californios restaurant in San Francisco has met with accolades and rave reviews. Chef Val Cantu's Mexican restaurant received its first Michelin Star in 2016, and recently garnered its second Michelin Star for 2018. Now in its fourth year, the small, 25-seat restaurant continues to dazzle foodies from far and near with its spectacular 19-course tasting menu, meticulously paired wine list, and overall attention to detail.

Designed by Carolyn Cantu, the Chef's wife and a former team member at local superstar designer Ken Fulk Inc., the restaurant's interior provides a restrained yet luxurious atmosphere that includes a sophisticated caramel tufted leather banquette, dark walls, and contemporary artworks whose colors are reminiscent of traditional Mexican art. Charlotte Randolph, Chef's sister-in-law and former French Laundry alum, curates the restaurant's wine list and beverage program.

On a recent visit to Californios, we experienced firsthand what has made this restaurant such a superstar in the culinary world. We started with a refreshing cucumber agua fresca and moved on to an appetizing series of inspired mini-tacos made from innovative flavor profiles such as pumpkin and shiso leaf, mushrooms, and uni, and a crab mini tostada. Our meal also included delectable fish courses such as a trout ceviche and a cornmeal-battered white fish in salsa verde. Table favorites were the signature Tres Frijoles dish—aerated Royal Corona bean mousse, fresh cranberry beans, moro bean reduction, and white sturgeon caviar—and the Carne Asada—grilled A5 Wagyu beef with fermented purple potatoes, fresh Périgord truffles, and black truffle molé; these are delightful flavors rooted in Mexican tradition that are rendered even more exquisite under Chef Cantu's creativity and refined taste. Paired with hand-selected wines from all over the world, the experience is truly unique and outstanding. A special shout-out is also due to Pastry Chef Andrew Garcia, who sent out the most fantastic foie gras churro paired with a classic Mexican chocolate drink. Everything was brought to a savory close with a mezcal-based paloma served on crushed ice.

It is nearly impossible to describe the extraordinary feast of the senses that a visit to Californios imparts on the palate, but we spoke with Chef Cantu, hoping to gain some insight.

65: What is the most remarkable change at Californios since you first opened?

Val Cantu: Since we opened Californios, in January 2015, we have changed almost everything. We have done three remodels and completely changed the quantity and pacing of dinner. We opened with a very humble 7-course menu, and are now at around 19 courses. The most remarkable thing is that we feel like we are just getting started. We are constantly rethinking every step of service and the way we do everything!

65: Mexico is large country with various regional cuisine styles. Is there a particular style that shows up the most in your menu?

V.C.: With our menu, we choose to highlight the beautiful bounty of Alta California. I always wanted the restaurant to really exist, here, in the Bay Area. If we moved the restaurant or did a dinner somewhere else, we would use those local ingredients. I think it is important to have a sense of place when you are creating cuisine, at this level.

65: Is the menu influenced by other international styles?

V.C.: We try not to be influenced by other styles or other cuisines. A lot of our diners feel like there is a Japanese influence to the menu, but I think what they see is simplicity and a focus of flavors. When you look deeply into traditional Mexican cuisine, there is that same simplicity, and that is what we try to amplify. Ferran Adria said it best when he said, "Creating means not copying." And that is what we have tried to follow since we opened.

65: You have the good fortune to work with family members. What is the most rewarding aspect of that relationship?

V.C.: Working with Carolyn, my wife, and Charlotte, Carolyn's sister, has been an extremely rewarding and great relationship. Having two people you can trust completely was crucial to our early success.

65: Is there a chef, mentor, or restaurant experience that has influenced your cooking the most?

V.C.: I never really had a mentor in my culinary career, which could be thought of as negative, but I have embraced it and have been able to explore my palate and thoughts more completely. One of the most compelling dining experiences that I have ever had was when I was staging at Pujol in Mexico City. The kitchen prepared the menu for me, and the sommelier team paired incredible wines. It was such an inspiration that all of these cooks wanted to display what they were creating such a genuine moment of hospitality that blew me away.

65: Tell us about the cocktail program.

V.C.: Charlotte Randolph, my sister-in-law, established the beverage program, and we have had the privilege to work with a number of other very talented sommeliers. Wendy Shoemaker is an advanced sommelier with a background in mechanical engineering. She is really an incredible team member and displays her knowledge through the list and through conversations with our guests. Her genuine and humble personality takes away the fears and anxieties of our guests when they are looking at our wine list.

65: What is the best part of being the only two-Michelin-starred Mexican restaurant in all of North America?

V.C.: We are just very honored. I think the best part is feeling like we are helping Mexican cuisine grow, and helping people understand that it is more than what they thought. We want to elevate Mexican cuisine to the highest levels.

65: What are your future plans for Californios?

V.C.: We have so many plans for the restaurant. I look into the future and get excited by where we are going. We have the best team we have ever had, and now are able to really get bigger-picture things done. Our dining experience is about to change; we are changing the menu format, and are working on a whole series of plateware with Keith Kreeger that will change how the food is perceived.

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Rugby World Cup Sevens 2018 will be played by the 40 best men's and women's international teams at AT&T Park from July 20-22. Rugby fans from around the world—many of whom will be outfitted in colorful costumes and country colors—will experience rugby sevens, a faster-paced format that features 15-minute matches and seven players from each team. Rugby sevens has proven to be a major factor in America's rapidly growing interest in the sport, which was kick-started by rugby sevens inclusion in the 2016 Rio Olympics.

The Bay Area is home to the largest rugby market in America and will be in the spotlight as global media outlets descend here in July for coverage. Rugby is one of the most popular team sports in the world and is the fastest growing sport on U.S. college campuses today.

Event organizers are also leaving a legacy for Bay Area youth that will endure long after the World Cup has ended through USA Rugby's Impact Beyond legacy program. The youth rugby program not only introduces the sport of rugby to local schools, non-profits, and after-school programs, but also the values of this wildly popular international sport: inclusion, respect and cultural appreciation. For every Rugby World Cup Sevens 2018 ticket purchased, one dollar will go towards funding these youth programs in the Bay Area.

Tickets for Rugby World Cup Sevens 2018 are still available through the Rugby World Cup official website. Three-day passes are now on sale, so fans won't miss a minute of the action at AT&T Park July 20-22. Competing nations include Argentina, Australia, Brazil, Canada, Chile, China, England, Fiji, France, Hong Kong, Ireland, Jamaica, Japan, Kenya, Mexico, New Zealand, Papua New Guinea, Russia, Samoa, Scotland, South Africa, Spain, Tonga, Uganda, Uruguay, United States of America, Wales and Zimbabwe.

About the Rugby World Cup Sevens 2018

In 2015, World Rugby granted hosting rights of the largest international sevens tournament to USA Rugby. USA Rugby is leading the planning and delivery of this international tournament in San Francisco, working closely with World Rugby, local partners, and officials. Rugby World Cup Sevens 2018 will be played in the iconic AT&T Park July 20-22, featuring the best 24 men's and 16 women's teams from around the world.

For more information, visit www.rwcsevsn.com.



Photos by Drew Altizer





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Hotel VIA

By Katherine Matuszak

From the rooftop lounge of Hotel VIA, the bustling movement of San Francisco's South Beach stretches into the distance. The lights of the Bay Bridge sparkle, and boats float lazily out on the South Beach Harbor. The night is chilly, so lean in closer to a heat lamp or head over to one of the fire pits while you sip your bubbly. Close your eyes and savor your moments here, because a stay at Hotel VIA is a once-in-a-lifetime experience.

Each of the 159 guest rooms exudes a different personality. Perhaps you snatched up the sought-after Park View Suite, which means you spent your morning gazing out on breathtaking views of the iconic San Francisco Hills. Or maybe you'll spend your night in a Harbor View Room, experiencing sweeping views of the South Bay Marina, the Bay, and East Bay hills.

If your room is just too nice to leave, take a peek at the extensive room-service menu. It doesn't matter what hour it is, there is someone ready to whip up something for you, whether it's a midnight snack or a hearty meal. If it's lunchtime, you have some serious decisions to make. Will you be able to choose just one thing from a menu with such options as the signature VIA Turkey Club, Romaine Hearts and Herb Roasted Chicken, and Poached Prawns with Caesar Dressing?

If you're craving delicious food with a bit more of a social scene, you don't have to go far. Right next door to the hotel lobby you'll find Bar VIA, drenched in natural light from its

floor-to-ceiling windows. The space blends seamlessly with the neighborhood ballpark feel of King Street and offers an elegant but approachable place to unwind over drinks and small plates driven by seasonal menus. Led by Chef de Cuisine Leo Batoyon, Bar VIA's menu serves elevated California favorites intended for sharing. Look forward to dishes like Scallion Crepe served with veggies in a peanut gravy, Vegetable Quiche with confit tomatoes, or Beef Tartare with soft herbs and Thai chili. If today is a ballpark day, expect a playful game-day menu.

Hotel VIA's name was inspired by the definition of via: "the way to your destination." So, where are you headed? You only have to cross the street to reach a Giants home game at AT&T Park; Hotel VIA is the only hotel that can boast this proximity. Or do you want a taste of classic San Francisco? Hotel VIA is wonderfully close to the ferry building, Union Square, SFMOMA, and more.

When you finish your adventures, your room will be waiting, with all the necessary creature comforts plus some added luxuries. Slip on a plush terry cloth robe and sip some authentically Italian Illy coffee. Thanks to your room's smart thermostat, the temperature is just right. Enjoy the complimentary Wi-Fi with unlimited device connections, in-room tablets, and your Smart 4K HDTV. Wherever you end up, you can explore the city knowing you have a little slice of paradise to return to.







Future Financial: Distributed Ledgers, Smart Contracts, and Cryptocurrencies

By Victor Vargas | Photos by Stephen Porter

Lawyer, Internet entrepreneur, and advisor E. David Ellington is founder and executive chairman of the Silicon Valley Blockchain Society (SVBS), a global, private, invite-only, member-driven ecosystem supporting blockchain projects—according to Don & Alex Tapscott, authors of *Blockchain Revolution* (2016), the blockchain is “an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value—across industries and for social impact. Collectively, SVBS members represent more than \$1.5 trillion in managed assets. Ellington is an accomplished and successful businessman who has circled the world 10 times while doing business, his longest stint being 20 months. His story is even more remarkable when you consider his humble beginnings and a life-changing event that became the catalyst for him to begin working in the Internet sector in 1994. A few weeks ago, Mr. Ellington spoke with 65 at The Club at Wingtip in San Francisco to discuss some details about his life and the future of SVBS.

57: Tell us a bit about your life growing up.

E. David Ellington: I was born in Harlem, New York, to a lower-middle-class family. My parents divorced when I was seven years old, and consequently I never really knew my father. My mother raised us, and my only sister was nine years older [than I was].

57: How did you start your career?

E.D.E.: My sister was in entertainment management, and she followed me to Los Angeles, where I was an entertainment attorney. Tragically, she was murdered in 1991, and I soured on the L.A. entertainment scene and wanted to leave the area. A friend who was studying computer science at Stanford University subsequently exposed me to the Internet, and I decided to move to the Bay Area in 1995, to work in this field.

57: What inspired you to start the Silicon Valley Blockchain Society?

E.D.E.: In June of 2017, I went to a friend’s wedding in New York City, and most of the 200 guests were involved in cryptocurrency. I saw all these very successful entrepreneurs and venture capitalists talking about cryptocurrencies, and I realized that I didn’t know anything about it. Upon my return to San Francisco, I decided to gather several friends to educate us about this new technology. We had our very first meeting in July 2017, and there were seven of us present. The following month, there were 17 people present, and by September, we had 27 people present. Today we have more than 200 members!

57: What are some of the goals of SVBS?

E.D.E.: We focus on educating institutional investors, corporations, and government in the importance and roles of distributed ledger technologies, smart contracts, and cryptocurrencies.

57: What role will distributed ledgers and smart contracts play in the future?

E.D.E.: The rules of a transaction will be encoded in the ledger, resulting in an automated trust transaction. In short, transactions will be more secure as the rules and terms are adhered to. This will naturally result in more transparency and security for all participants.

57: How do you see cryptocurrencies/blockchain [distributed ledger technology or DLT] changing the world, outside of the financial sector?

E.D.E.: Cryptocurrencies and the distributed ledgers associated with them will increase privacy, identity, and security. For instance, if a war breaks out in a country, and a refugee’s or person’s medical, financial, real estate, and personal identity information is stored in a ledger, they will have the ability to go anywhere, irrespective of whether or not they have the local currency. They will be afforded unprecedented flexibility because the ledger can be authenticated anywhere that they go. Furthermore, the ledger is secured because if it is tampered with in the least, all the parties on that protocol will be made aware.

57: How does one become a member of the SVBS?

E.D.E.: It’s invite-only.

57: Some in Silicon Valley’s tech community appear to have developed a bad reputation for nurturing a noninclusive and misogynistic atmosphere in professional circles. How does SVBS differ?

E.D.E.: We have a very aggressive inclusion policy. [We’re] against all forms of discrimination, including homophobia, sexism, or any abuse of power, and we require all prospective members to sign that policy to become a member.

57: As someone who regularly works with international brands and companies, how do you see the current #MeToo and sociopolitical movements affecting the workplace culture in other parts of the world?

E.D.E.: Frankly, I have not seen these movements be very effective in other countries. These are very topical subjects here in the United States, and most U.S. citizens are engaged in this dialogue. Therefore, the values of SVBS are an extension of this current American culture.

57: What’s next for SVBS?

E.D.E.: By the end of this year, we will have a minimum of 10 chapters around the world, and we expect to have 25 chapters by 2020. That is our total focus at the moment. As our mission statement attests, we are here to fund the revolution!



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