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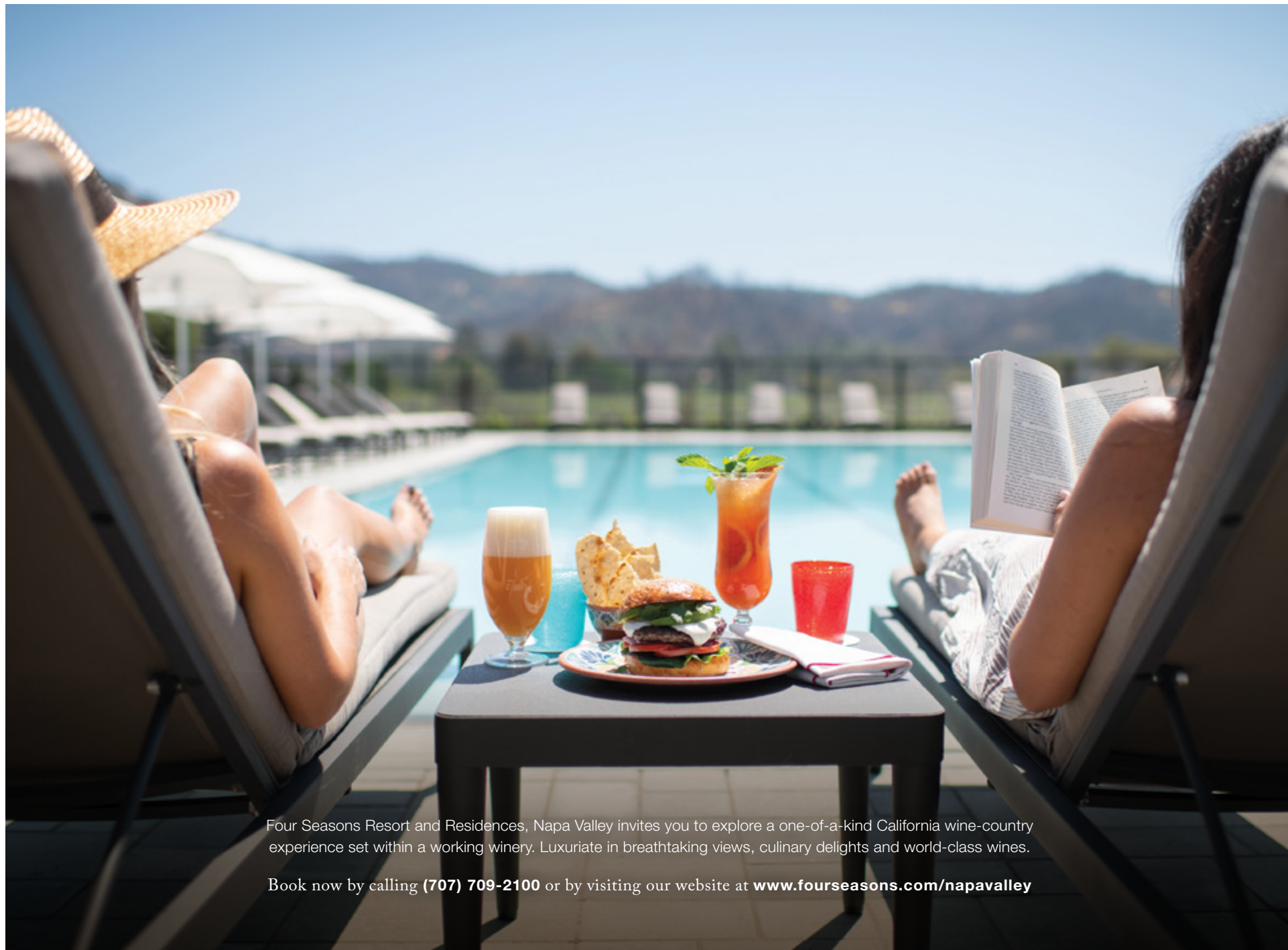




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SPECIAL

A Festival Grows in Napa

By Atissa Manshour

WINE

Of Patience and Persistence

By Atissa Manshour

COMMUNITY

More Than Animal Rescue

By Maile Morrish

STAY

Conscientious Hospitality

By Emely Zepeda

PHOTO

New Classics

By Caitlin Fillmore



PUBLISHER'S NOTE

By Rich Medel

We're already revving our proverbial engines in anticipation of this year's Pebble Beach Concours d'Elegance because they are putting the pedal to the metal. In partnership with Rolex Monterey Motorsports Reunion and Automobile Club de l'Ouest, they're launching a very special centennial celebration for the most famous international sports car race. Turn to our Concours special to find out what has us so excited.

In honor of the automobile, we are also featuring the striking photography of Stephan Bauer. Inspired by surrealist art and other creative forms, Bauer creates photographs with an eye for contrast. His photographs of the Porsche 550 Spyder series on ice in Austria may seem like an unlikely pairing. Yet, the juxtaposition only adds to the images' enchantment.

The luxuries that we have come to love, including the shows we see and the forests we hike, are made possible in part because of the volunteer efforts that go into making them accessible. From the Sunset Center and Carmel Cares to Friends of the Carmel Forest, volunteers are the backbone of many of the programs and events we love. We spoke to



Carmel-by-the Sea City Administrator Chip Rerig about these endeavors.

With so much effort put into preservation and restoration of our cities, we are gifted with countless places to find repose. Yoga instructor Bonnie Burns often finds her peace on Carmel Beach, where she spends time meditating. She

shares an article on the benefits of conscious breathing and how it can stave off stress.

Our issue just wouldn't be complete without some of our favorite places to pamper ourselves. We enjoyed a luxurious staycation at Carmel Realty's The Landmark Ocean Suite—a breathtaking retreat in downtown Carmel—as well as a

weekend glamping trip at Treebones Resort in Big Sur. We rounded out the fun with a weekend of music and fine cuisine at BottleRock Napa (notice who's on the cover?). The fun doesn't stop there. So, keep turning the pages and we'll see you at the next event.



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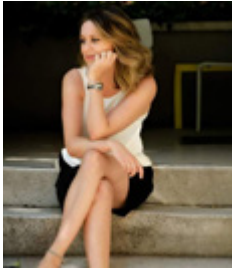
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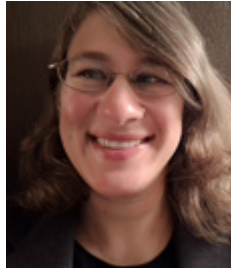
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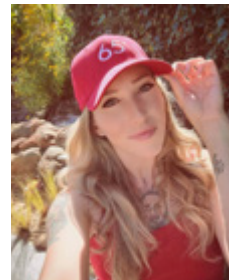
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New Classics

By Caitlin Fillmore | Photos by Rolly Ladd

Everything about the 1917 Fiat Botafogo looks dangerous. This open-air two-seater is shaped like a revolver, with an unusually long, barrel-shaped body. One end is capped with copper, like a shotgun shell, and the other end blasts powerful exhaust from its World War I jet engine. This vehicle is rare, strange, and menacing—but not to photographer Rolly Ladd.

“I’ll tell you exactly about that car,” says Ladd. “I see a country barn, out in the Midwest somewhere. Dimly lit, light shining down, lighting the car. As if the driver is taking a break and he’s dressed in a leather jacket, flight cap, and goggles.”

Ladd’s response is thoughtful, as if he is translating for the classic cars and aircraft he lovingly photographs. For each of his memorable images, Ladd builds a vignette by editing these historical vehicles into ideal surroundings that he scouts himself. The edit can take 40 to 60 hours to create one composite image, which is often created for private collectors or museums. “People want to see themselves in that scene or photograph,” he says. “I like to create that type of extension of their imagination.”

Ladd cultivated his imagination in the high desert of Hesperia, California, nearly 80 miles northeast of Los Angeles. At age 14, a life-changing visit to Vienna’s famous art galleries showed him how

art can lift the viewer into a magnificent visual story. He dabbled in photography soon after, chasing the thrill he experienced in the Austrian galleries. But after receiving crushing feedback, he shelved his camera for decades.

His storytelling desire never faded, though, and Ladd established himself in Hollywood’s recording and film industry in the 1980s, working for artists such as Prince and at Walt Disney studios. In 2013, post divorce, equipped with a Nikon, and with his beloved dog, Trooper, Ladd rediscovered his childhood passion for photography.

He soon graduated from shooting dog portraits to human ones, then cars and planes under the name Rollywood Pictures. After only two years of aircraft photography, Ladd now fields invitations to shoot the legendary Blue Angels and for collections at the Palm Springs Air Museum.

Like the masters in those European galleries, Ladd’s striking automotive and aircraft photography sparks wonder. Whether the subject is an aircraft or not, his artwork inspires the viewer’s imagination to take flight.

For more information, visit rollywoodpictures.com.

EVERY ONE A WINNER

by Simon Bull

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Art for Ukraine

By Karen Aiken

Since 1952, approximately 30,000 patrons and 360 juried artists descend onto the Sausalito waterfront to celebrate art, music, and wine each Labor Day. This year, Sausalito has enriched its mission. “We often think of art as a luxury item, but we are literally asking it to be lifesaving,” says Sausalito Art Festival Board Chairman Louis Briones.

The festival was reimagined and moved to the new Sausalito Arts Center in the old Bank of America Building under the supervision of Briones and past president Jerry Spolter.

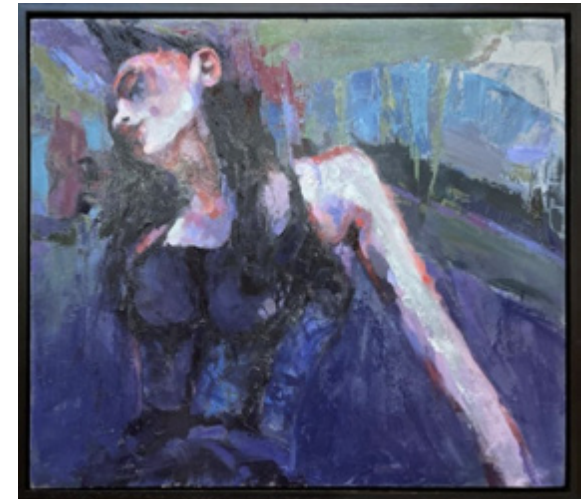


Jennifer Kloetzel, a soloist, chamber musician, recording artist, professor of cello, head of strings, and head of performance at University of California, Santa Barbara. The concert was followed by a Champagne, wine, and chocolate reception in the church garden.

In addition to organizing local fundraisers, the Spolters are heading to Przemysł, Poland for a month to volunteer with WCT in support of its Chefs for Ukraine efforts. Individually, our efforts may feel small but collectively our impact on humanity can be life changing.

On May 21-22, the Sausalito Center for the Arts featured a pop-up show, Art for Ukraine Benefit Art Sale. Proceeds by over 60 artists were donated to UNICEF, American Red Cross, and Chef José Andrés’ non-profit World Central Kitchen (WCK) for the victims of the Russia-Ukraine War.

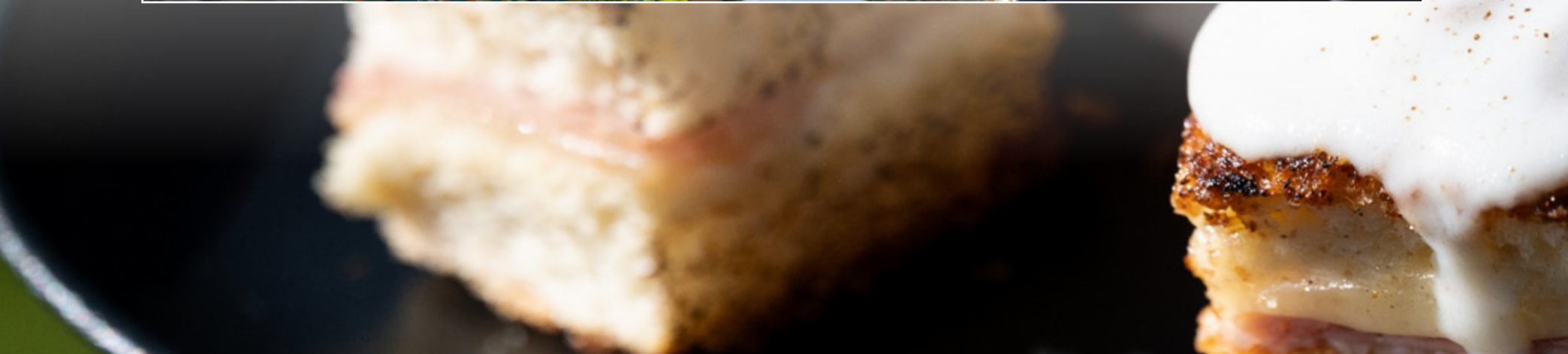
On June 16, Spolter and his wife, Laurel, sponsored a benefit concert on behalf of Ukrainian refugees at a local church. Featured musicians included Peter Wilson, the former senior music advisor to the White House, and











Healdsburg Wine & Food

By Jennifer Moulaison | Marc Fiorito and Huge Galdones

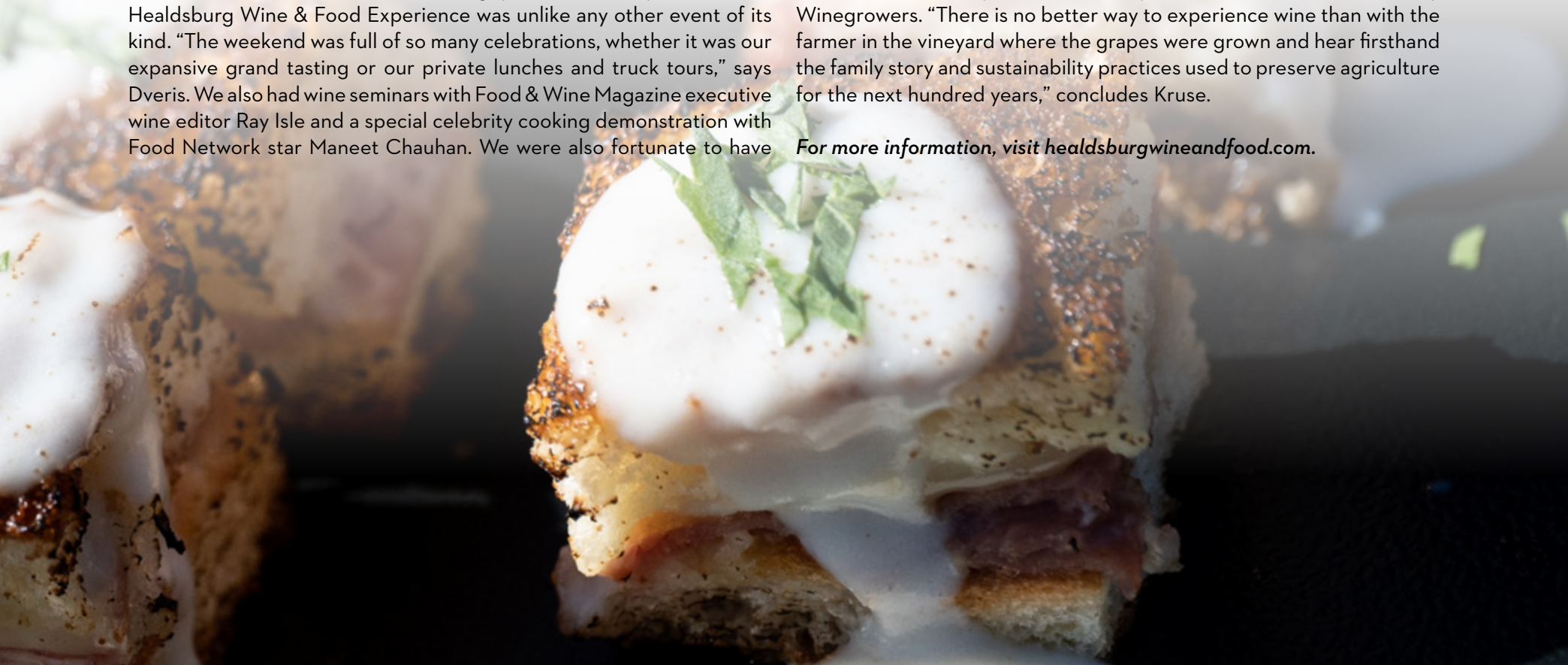
The inaugural Healdsburg Wine & Food Experience took place in May, offering rare and memorable events that highlight the rich local agricultural culture. The purpose behind the three-day event was unequivocally to celebrate those responsible for growing and producing the exceptional food and wine products of the region. “Sonoma is an amazing community and we saw an opportunity to bring a truly unique concept to the area while paying tribute to Sonoma County’s heritage as a model for agriculture and sustainability,” says Steve Dveris, producer of the Healdsburg Wine & Food Experience and CEO of SD Media Production.

Slated to be an annual event taking place each May, the recent Healdsburg Wine & Food Experience was unlike any other event of its kind. “The weekend was full of so many celebrations, whether it was our expansive grand tasting or our private lunches and truck tours,” says Dveris. We also had wine seminars with Food & Wine Magazine executive wine editor Ray Isle and a special celebrity cooking demonstration with Food Network star Maneet Chauhan. We were also fortunate to have

many talented wine makers and local chefs join us and make the event such a success.”.

A substantial donation from ticket sales and sponsorships will be put to spectacular use. From raising money to support vineyard employees and their families, to starting a scholarship fund for Healdsburg High School FFA (Future Farmer’s Association) students who want to attend college in agriculture or farming and need financial assistance. “By sharing so much local food and ingredients through the mastery of chefs from around Sonoma County, the Healdsburg Wine & Food Experience made it possible to place our grape growers and farmers front and center,” says Karissa Kruse, president of the Sonoma County Winegrowers. “There is no better way to experience wine than with the farmer in the vineyard where the grapes were grown and hear firsthand the family story and sustainability practices used to preserve agriculture for the next hundred years,” concludes Kruse.

For more information, visit healdsburgwineandfood.com.







California Ranch Style Retreat

Nestled on 20+ acres in the rolling western hills of Calistoga, Napa Valley's newest flourishing resort town, sits a remarkable California ranch-style property. Of manageable size and scope, this custom-built property consists of a main residence carefully positioned among glorious Heritage oaks. Two private suites are connected by an airy breezeway that functions as a glorious open-air dining room replete with stone-wrapped BBQ area and serenaded by a calming fountain wall. The property is characterized by natural, native building materials, high ceilings, long eaves, and, due to delightful temperatures most of the year, a greater amount of outdoor living space than ranch-style homes in other areas of the country. Lower on the property sits a truly modern designer barn with two guest suites and garage space for three vehicles and/or maintenance equipment. Constructed with entertaining in mind and from rugged materials and earthy tones, this compartmentalized property is perfect retreat for two or a camp for entertaining 8+ overnight/weekend guests.



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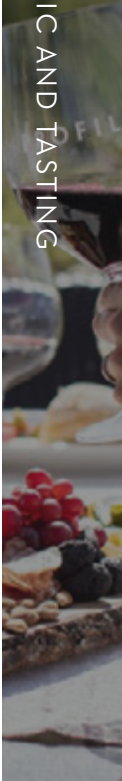
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An Elevated Outdoor Tasting Experience

By Jessica Zimmer

Connoisseurs of red wine will enjoy one of Merryvale Vineyards' newest offerings—a private tasting featuring four vintages of Profile bordeaux blends and one of Silhouette chardonnay from Stanly Ranch in Carneros.

Profile Estate, located in the hillsides east of St. Helena, is a picturesque 25-acre vineyard situated 800 feet above the valley floor. Its rows are planted with 85 percent cabernet sauvignon, 10 percent cabernet franc, and 5 percent petit verdot grapes. The Schlatter family acquired the vineyard in 1996, replanting it under world-famous viticulturist David Abreu's guidance.

The two-hour experience includes short walks in the vineyard led by a Merryvale host and a picnic lunch from Oakville Grocery. "Since Profile Estate grows mountain fruit, the wine is very concentrated. Guests can choose which years they would like to taste," says Laurence Schlatter, coproprietor of Merryvale Vineyards. The Profile bordeaux blend is powerful and elegant, with hints of blackberries and dark chocolate. Silhouette chardonnay is refined and complex, with aromas of orange blossoms and jasmine.

Merryvale developed the outdoor picnic experience in fall 2019. Offered from March until late October, it has become extremely popular, especially during veraison, when grapes change color. "The busiest period is harvest season," says Schlatter. "Guests share that they enjoy connecting with the season and love tasting the grapes." Reservations are available for groups of two to eight, and friendly dogs are welcome. Schlatter recommends sunscreen, sun hats, and comfortable shoes

"Our wines express a mix of old-world and new-world wine-making traditions," she says. "My husband, René Schlatter, his father, Jack Schlatter, and I are from Switzerland. We blend our knowledge of the craft with a deep understanding of the unique soil and climate of the Napa Valley."

Reservations are \$295 per person for non-wine club members and \$265 per person for Merryvale wine club members.

For more information, visit merryvale.com/experience/make-reservation/.



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More Than a Hotel

By Emely Zepeda | Photos Courtesy of Harmon Guest House

Harmon Guest House is an idyllic wine country getaway. Named after Healdsburg's founder, Harmon Heald, the guest house honors its namesake with a design that encourages guests to immerse themselves in history and community while enjoying its modern luxuries and all that the quaint Sonoma County city has to offer.

Harmon's 39 rooms and six suites are designed such that guests feel that they're enjoying their own private hotel wing. Each room boasts a private outdoor space, be it a balcony or patio, with a view of the main street and town square, the interior garden courtyard, or the swimming pool and creek-side park. Each room has a window nook for working or dining, and the all-glass showers that open up the space are inviting. Abundant natural light abounds throughout, and the glassed-in bridges connecting the rooms across the courtyard are a visual treat.

If you're looking for a place to unwind with a glass of wine or enjoy a delicious meal, you don't have to venture far. Harmon's The Rooftop is the city's only publicly accessible rooftop bar and restaurant. With its open terrace and gorgeous views of Fitch Mountain and downtown Healdsburg, it's a perfect place to grab a drink, gather around the firepit, and watch the sunset.

Circe Sher and Paolo Petrone are the cofounders of Piazza Hospitality, the development and management company behind Harmon as well as Hotel Healdsburg, h2hotel, and associated restaurants Spoonbar, Dry Creek Kitchen, and Pizzando. Harmon was designed by David Baker Architects of San Francisco and has influences from Japan and Scandinavia. Its signature look is the blending of modern design classics and luxuries with natural materials and the arts to create an elegant yet organic feel.

Dedicated to supporting its community and residences, Harmon is environmentally conscious and sustainably designed. The hotel's stunning reception desk and hospitality bar were provided by Oakland's

own Pacassa Studios and built from fallen eucalyptus trees. Sonoma Stoneworks furnished concrete vanities and tubs that complement the custom Fireclay tiles made from recycled materials and the cut stone slab benches. Eric Trine of Los Angeles supplied custom fabricated tables that look modern and sleek. Being LEED Gold certified, Harmon also has special features, including underground water cisterns that collect and store rainwater to irrigate the property, solar panels, electric car charging stations, LED lighting throughout, and complimentary bikes for guests to use at their leisure.

Since opening its doors, Harmon has also supported the arts and local artists with a permanent collection as well as rotating exhibitions of paintings, photography, sculpture, and site-specific installations. Art also adorns Harmon's halls, main stairwell, and rooms, and regardless of medium, it always showcases a piece of California's history or scenery, many pieces reflecting a part of Healdsburg.

The latest art installation is a collaboration with Healdsburg native Jake Messing titled "Blue Harmon." It's a sweeping painting along Harmon's main stairwell leading up to The Rooftop, using bold colors to depict an ascending flock of great blue herons amid cascading leaves. These graceful birds are often seen around Sonoma's coastline. "Blue Harmon" is available to view until September 2022, followed in the fall with a sculpture show.

Whether taking in the displayed art, enjoying a meal and drink at The Rooftop, or unwinding in the room after a day of exploring the Healdsburg shops and galleries, Harmon Guest House provides the perfect escape. "Harmon is a chic retreat," says Sher. "It's more than just a place to sleep, but a place to connect to Healdsburg's historic past and vibrant community."

For more information, visit harmonguesthouse.com.



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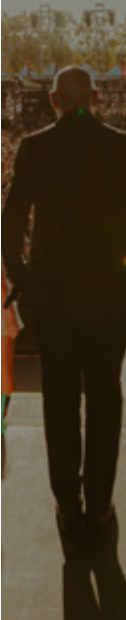
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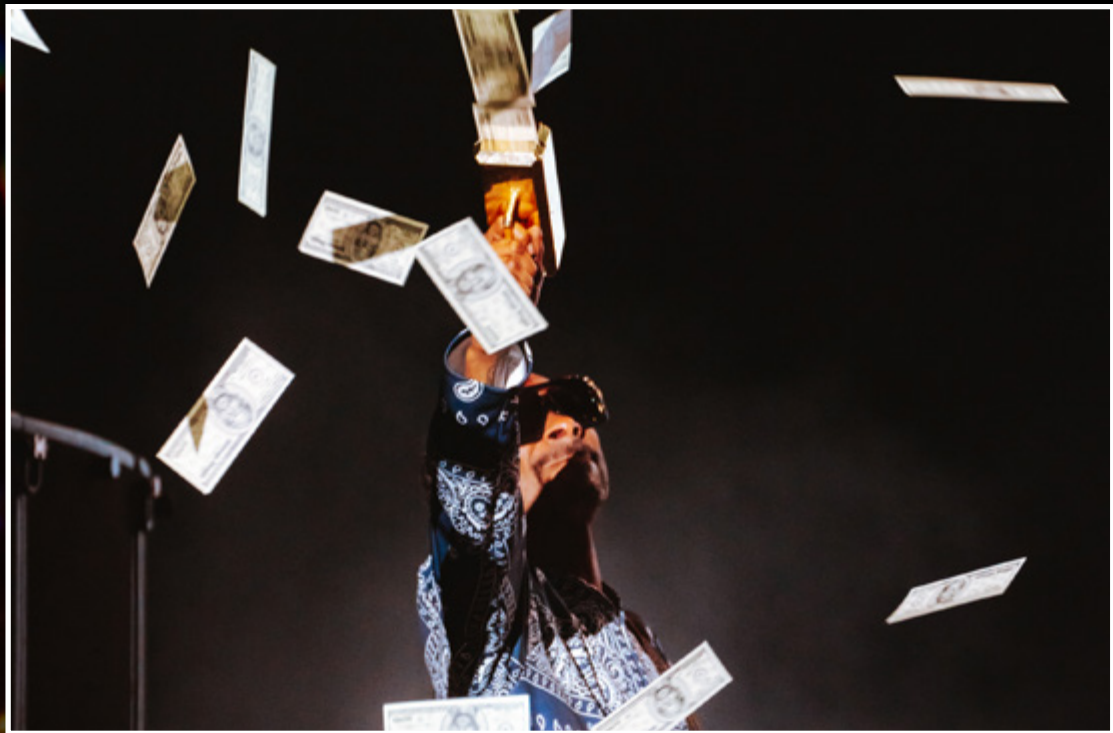


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A Festival Grows in Napa

By Atissa Manshoury | Photos Courtesy of BottleRock Napa Valley

Like the exquisite wines that make the region famous, Napa's BottleRock Napa Valley music festival keeps getting better with age. In a place known for its incredible bounty, it's no surprise that this annual celebration has grown into a world-class event in less than a decade.

Across three spectacular days in late May, BottleRock 2022 greeted as many as 40,000 attendees each day with a cornucopia of sensory delights. A diverse lineup of headline acts—from Metallica to P!nk to rap supergroup Mt. Westmore—dazzled the crowds, as did the blue skies and light breezes providing quintessential Napa weather all weekend long. Attendees wandered merrily about the sprawling Napa Valley Expo grounds, between music stages, food and beverage booths, a culinary stage and garden, a spa, a silent disco, and a children's play area. BottleRock has come to embody the ultimate audience-friendly event during which people of all ages, backgrounds, and musical tastes converge in shared delight.

The inaugural festival took place in 2013, and among its first attendees were Dave Graham, Justin Dragoo, and Jason Scoggins. Impressed by the experience, the trio of Napa Valley entrepreneurs formed Latitude 38 Entertainment and acquired the BottleRock brand. Since taking over the festival, they have combined their business, marketing, and hospitality expertise with their shared love of music to create a unique event showcasing the best of Napa Valley. And just as Napa has evolved from a wine-focused destination into a major culinary and cultural hub, so has BottleRock grown from a homegrown music festival into a multigenre, multigenerational celebration with enchantments for every appetite.

Food and wine also play a starring role at BottleRock. According to a festival spokesperson, "Producing a festival in the culinary capital of the country, we really have to deliver! BottleRock features one of the best wine and food festivals within a music festival." Dozens of Napa wineries, including presenting sponsor Jam Cellars, The Prisoner, and

Stags' Leap Winery, participate each year, as do an increasing number of spirit companies that create fanciful custom cocktails for the event. BottleRock proudly highlights local favorites such as Mustards Grill, while also giving a platform to the amazing depth and diversity of the Bay Area food scene. This year, guests grazed on honey-drizzled fried chicken in waffle cones, aromatic plates of saffron paella, Japanese poutine, sprinkle-topped cupcakes, and decadent scoops of Humphry Slocombe ice cream.

One of BottleRock's beloved features is the Williams Sonoma Culinary Stage, a freewheeling environment where food, music, and local celebrities come together for cooking demonstrations. Known for its spontaneous singalongs and off-the-cuff comic moments, the 2022 culinary stage kicked off with rapper Kosha Dillz tossing freshly baked challah bread into a buzzing crowd while cheerfully declaring that Friday afternoon was the first annual "Shabbottlerock."

As part of their efforts to produce one of the most sustainable music festivals, festival organizers have focused on increasing compost, decreasing landfill waste, and eliminating single-use plastic. This year's attendees took advantage of abundant water-filling stations to stay hydrated, and many could be seen enjoying the nectar of the valley in reusable wine glasses—this helped eliminate 55,000 single-use plastic cups. The festival is transitioning to clean power by committing to 100 percent LED lights for all onsite lighting and reducing emissions by partnering with ride shares and providing shuttle buses.

With another sold-out festival in the books, BottleRock organizers continue to set an increasingly high bar for themselves. Just as Napa Valley continues to thrive as a destination and a community, so, too, will its premier entertainment event.

For more information, visit bottlerocknapavalley.com.

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Dinner in the Vines

Photography by Timothy Hogan

One hundred private guests of Robert Mondavi Winery gathered on May 14 in the legendary To Kalon Vineyard for Dinner in the Vines, a once-in-a-lifetime dining experience. The event was made possible in part by Tastemade, a James Beard award-winning media company, and Outstanding in the Field, a “roving restaurant without walls.”

The evening began with a sparkling wine reception, followed by tours of the Robert Mondavi Winery cellar and commentary by Robert Hanson, president of Wine & Spirits at Constellation Brands, Larry Fitzgibbon, founder of Tastemade, and Jim Denevan, founder of Outstanding in the Field. Guests then embarked on a sunset walk through To Kalon Vineyard and were seated for dinner at a hundred-foot-long table.

Recognized as an extraordinary Grand Cru vineyard, To Kalon Vineyard provided an extraordinary backdrop for a four-course meal prepared by Outstanding in the Field’s executive chef, Elliot Bell, previously of the The French Laundry in Yountville and Charlie’s in St. Helena. Each course was paired with one of four Robert Mondavi Winery wines.

Guests of the event included Carmelo Anthony, NBA All-Star, wine aficionado, and host of the viral podcast *What’s in Your Glass?*; Lorine Chia, singer-songwriter; Maggi Simpkins, multidisciplinary artist; Joe Sasto, award-winning chef; Noz Nozawa, celebrated interior designer; and Brandee Younger, Grammy-nominated harpist.





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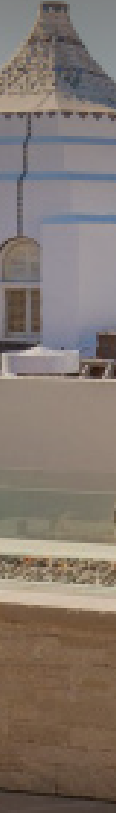
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This 1922 landmark building has been home to the Carmel post office, the Carmel jail, and Carmel city hall. Today, after an extraordinary top-to-bottom restoration, the building houses Westbrook Modern Art Gallery and two upstairs luxury apartments. The Dolores Suite is perched above one of Carmel's most vibrant streets while the Ocean Suite boasts spectacular ocean views and a large outdoor deck.

The Dolores Suite is available for monthly rentals. For those who want a taste of Carmel life, the Ocean Suite is available for short-term rentals with a three-night minimum—the building has one of the very few permitted nightly rental licenses in the area.

The owners spared no expense designing the Ocean Suite. The bright, two-bedroom, two-bath apartment looks like a five-star hotel but has all the amenities of home. The restoration was extensive, with a new foundation and new walls, windows, floors, and everything in between. The king bed suite has an en suite designer bath, and the queen bed suite's bathroom can close off to the bedroom or remain open to the shared space.

Its gourmet kitchen has all the finest appliance, fixtures, and finishes, including a Wolf stove and microwave, Sub-Zero refrigerator and freezer, Miele dishwasher, GE washer and dryer, and an indoor fireplace. A lovely outdoor patio provides a built-in BBQ, large dining table, and private glass patio firepit. Just a few short blocks to the white sands of Carmel Beach, looking out over the rooftops, guests are treated to exceptional ocean views.

The brand-new Dolores Suite has two king bedrooms that share a spa-like bathroom and a designer kitchen with all of the same high-end appliances, fixtures, and finishes that the Ocean Suite hosts. It has a large living area and a fireplace, kitchen bar, and separate dining area. Its oversized windows face out for views of the bustling shops, galleries, and restaurants below.

These apartments are just steps to some of Carmel's most popular restaurants and boutiques, where you can enjoy your morning coffee, a leisurely lunch, shopping, wine tasting, and first-class dinners. Be it a weekend or monthlong getaway, a couple's adventure, or a golfing vacation, the suites at The Landmark are the perfect home base for your next excursion.

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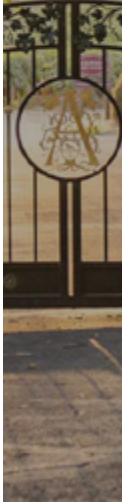
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Of Patience and Persistence

By Atissa Manshoury Photos Courtesy of Ackerman Family Vineyards

Just blocks away from downtown Napa, a stately Victorian mansion rises proudly amid a lush garden studded with hydrangea, roses, and a swaying palm tree. A delicate, wrought iron gate beckons visitors inside, where one of Napa Valley's unique hospitality experiences await. Ackerman Heritage House, as the home is now known, showcases the wines of Ackerman Family Vineyards but offers much more than the typical tasting room. Here, a finely detailed and historically accurate restoration transports visitors back in time to the late nineteenth-century, when downtown Napa was having its first building boom. Far from being stuffy, this opulent grande dame is a dynamic space for all manner of wine tasting and culinary events, including afternoon tea service, cooking classes, and private celebrations.

Lauren Ackerman, owner and cofounder of Ackerman Family Vineyards and the mastermind behind Ackerman Heritage House, recalls the decision in 2010 to purchase the mansion. She had been looking for a physical space where she could share her burgeoning wine label with the public, and Napa County zoning regulations made it impossible to do so at Ackerman Family Vineyards, located three miles to the east. "Being a small producer," she says, "it was really important to have a place to showcase our wine and, more importantly, our hospitality." When she chanced upon the dilapidated mansion in downtown Napa, her imagination ignited with possibilities. "You could barely see the house, there was so much vegetation around it. But I was just so curious to see it, and I knew its bones would be beautiful."

The place demanded a head-to-toe restoration, one that took Ackerman to Oxford, England, where she spent a summer researching Victorian era architecture, décor, and daily life. "I knew I needed something unique and different, and I wanted to make it as historically accurate as possible," she recalls. The multiyear process entailed restoring oak floors, redwood handrails, and 17 original stained-glass windows as well as sourcing vintage furniture, fixtures, linens, and place settings. Modern additions include a state-of-the-art chef's kitchen, now used to great effect by the culinary team.

Structural elegance echoes in the fine wines served at Ackerman Heritage House. Grown in the nearby Coombsville American Viticultural Area, Napa Valley's newest, Ackerman Family Vineyard's cabernet sauvignon, alavigna tosca, sauvignon blanc, and other blends resemble the finely structured and highly prized wines from France's Bordeaux region, thanks in large part to the breezes blowing off the San Pablo Bay that keep Coombsville's climate around ten degrees cooler than the rest of Napa Valley. As Ackerman explains, lower temperatures result in a longer hang time, more maturity in the fruit, and lower alcohol levels. "The wines are not as big or fruit-forward as other cabernets from the valley; they have a more elegant structure, like a classic Bordeaux."

The Ackerman Family Vineyards story began in 1994, when Ackerman purchased the Coombsville vineyard with her now-ex-husband. She spent the better part of a decade learning and experimenting with different agricultural and winemaking approaches, including replanting all the vines, before her first commercial vintage in 2003 of 300 cases. She has deepened her connections to Napa's cultural community by serving on the boards of leading organizations, including COPIA and Festival Napa Valley, among others. She credits longtime friend and mentor Margrit Mondavi for setting an example with her warm and gracious hospitality.

In a journey marked by patience, commitment, and deep study, Ackerman has successfully built a highly respected wine label and an immersive, living museum where guests can experience true Napa hospitality. The relationship is symbiotic, she says: "The house sells the wine, and the wine sells the house!"

For more information, visit ackermanfamilyvineyards.com.

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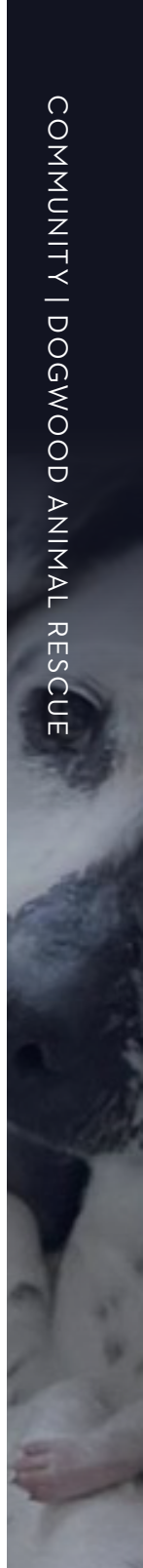
The roots of long drinks go back to the 1952 Summer Games in Helsinki, when the country of only 4 million people was still recovering from World War II. Concerned how to serve drinks quickly enough to all the visitors, the government came up with a revolutionary idea of a new liquor drink that was both delicious and fast to serve - and so the first long drinks were born.

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More Than Animal Rescue

By Maile Morrish | Photos Courtesy of Dogwood Animal Rescue

When Piper was brought to Dogwood Animal Rescue last year, she had already given birth twice and was about to have her third litter of puppies. A Dogwood volunteer driving through California's Central Valley had seen Piper just off the side of the road, alone. After using a pork chop to convince Piper to trust her, the volunteer loaded the beautiful dog into her car and drove to Santa Rosa, where Dogwood employees welcomed her with open arms.

Thanks to Dogwood's unique structure, Piper was able to give birth while in a loving foster home, rather than alone or in a shelter. Once her puppies were weaned, Piper and her litter were each adopted by thoroughly screened and loving Santa Rosa families who take fantastic care of them today.

The rescue center was established in 2015 by four women who shared the goal of "supporting animals and the people who love them through rescue, rehoming, spay/neuter, and education" (as per the mission statement). Today, the organization serves 70 to 100 animals at a time, with over 200 volunteers and dozens of foster homes that house animals while they wait for their forever families.

"We love our community of passionate animal lovers and want to do all we can to help," says Dogwood development director Charlotte Tunstall Pearce. Before joining forces, each worked in an aspect of animal rescue. Shirley Zindler, Dogwood's founder, previously worked as an animal control officer and has spent more than 30 years fostering animals of every kind. She began her own pet service business in 2004 and has volunteered with The Humane Society of Sonoma County for almost two decades. Janet Palma has always been an animal lover and became an avid fosterer once she and her husband moved to the country. Brenda Grisby's rescue journey began when her eight-year-old daughter convinced her to take in a pregnant boxer in need of a foster home; she began volunteering for rescues immediately afterward.

When the four women connected, they realized that their different backgrounds brought unique perspectives to the group. They didn't want to be just another rescue center; they wanted to do more to prevent animals from winding up stray or in shelters altogether. Thanks to their experience in animal rescue, they knew how: through spaying and neutering.

"With the average cost of a spay/neuter surgery exceeding \$500, many pet owners cannot afford the surgery and end up with multiple unwanted litters," says Tunstall Pearce. "Attempting to do the right thing, they give unaltered puppies and kittens to friends and family, and the cycle of breeding and pet overpopulation continues." Unlike other animal rescue clinics, Dogwood both educates families on the importance of spaying and neutering and funds the service for animal owners regardless of their financial circumstances. While fostering animals and finding them homes is without a doubt a priority for the Dogwood team, educating and assisting families in spaying and neutering their animals is crucial for curbing pet overpopulation.

Donors and the supportive Santa Rosa community enable Dogwood to tackle every aspect of animal rescue. The organization covers surgery costs for animal owners, supports local and statewide clinics, and uses its foster home structure until the perfect home for each animal can be found.

Piper and her puppies are just one of many Dogwood success stories. Now living happily in Santa Rosa with her forever family, Piper is somewhat of a community celebrity. According to Tunstall Pearce, Piper gets noticed almost every time her owners take her out on a walk, and it doesn't stop there—locals also recognize Piper's puppies, proving just how rewarding Dogwood is.

For more information, visit dogwoodanimalrescue.org.









Fifteenth My Yacht® Monaco at the Monaco Grand Prix

It's the race every driver wants to win, and the 79th running of the Grand Prix (GP) de Monaco provided plenty of thrills for drivers, teams, and fans. Following last year's scaled-back event, 2022's GP was full on and sold out.

Whether it was the Netflix effect of the popular "Drive to Survive" series or just a desire to put the COVID-19 lockdowns firmly in the past, the tiny principality was filled to the brim with visitors, many from the United States. They packed every hotel, booking months in advance, to see a traditional Friday-Saturday-Sunday running of events.

My Yacht® Group returned to the Principality of Monaco to host its 15th My Yacht® Monaco on its 52-meter M/Y trackside superyacht, which was moored directly next to the twisting street course. There are many ways to experience the GP—grandstand seat, prime balcony view, posh hotel terrace—but being on a floating superyacht is a true winner! Nowhere else is like Monaco, especially when the sounds of racecars are ricocheting around its tall buildings and out to the sparkling blue sea.

Celebrating 15 years at this motor racing extravaganza, My Yacht®'s Annabelle and Nicholas Frankl welcomed Prince Albert II of Monaco as special guest of honor at the traditional Friday evening charity reception. He graciously mingled with distinguished guests that included superyacht owners, heads of industry, and Olympians. The evening and weekend raised awareness for the Prince Albert II of Monaco Foundation, the global nonprofit committed to progressing planetary health for present and future generations.

Elite guests from all over enjoyed a lively evening of entertainment from international sensation Odd Socks International, while incredible foods, including Perlita Caviar, were paired with delectable wines. Longtime partner Château d'Esclans poured a selection of its rosés throughout the race weekend, including award-winner Garrus, Rock Angel, worldwide

sensation Whispering Angel, and its new The Pale. My Yacht® Group continued its partnership with 100% Grand Cru Champagne Régi, pouring its blanc de blancs and extra brut.

With superyachts stacked in multiple rows inside Port Hercules and many yachts at anchor in the bay beyond, boat traffic was busier than ever. Cutting through the pack were My Yacht®'s super-fast X-Tenders. The lightweight custom carbon superyacht tenders use Formula 1 technology and are the go-to RIBs, beachlanders, and limousine tenders of some of the world's greatest yachts. Guests were whisked from the Monte-Carlo Bay Hotel directly to My Yacht®'s trackside berth directly under the giant screen, which afforded views of the tunnel exit, chicane, and straightaway—the perfect vantage for unrivaled views from which to witness all the racing action and hijinks.

Torrential downpours just before lights out delayed Sunday's start a few times, and after a major crash from Mick Schumacher, pit incidents, and more, Redbull's Sergio Perez took the checkered flag ahead of Ferrari's Carlos Sainz, with Red Bull teammate Max Verstappen in third.

While rumors swirl that Monaco might be dropped from the F1 calendar, this seems unlikely for a race and a place that are so storied and steeped in glamor and tradition. Long may it continue!

My Yacht® Group's upcoming events include a (U)HNW business investor summit in Monaco during the annual yacht show (September 28-October 1), and the 11th My Yacht® Club at the #USGP in Austin (October 20-23).

My Yacht® Group caters to the global elite and creates unique, turnkey charity receptions on board private superyachts at premier international sporting, social, and artistic events. For more information, including tickets and table pricing, visit myyachtgroup.com.



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A Return to the Classics

By Jennifer Moulaison | Photos by Craig Swayne

The annual Master Mariners Wooden Boat Show, which was put on by the Master Mariners Benevolent Association (MMBA), again took place on the last weekend this past June at the Corinthian Yacht Club. Having hosted nearly 600 visitors, the show featured a variety of unique traditional sailing vessels ranging in age and style. The event raised almost \$10,000—the entirety of which will be channeled to local maritime organizations with common objectives.

“We held our first fundraiser of this kind in 1994 to promote the core values of the MMBA,” explains MMBA representative Craig Swayne. “Our organization is unique because it’s entirely independent. We don’t take any compensation, which allows us to prioritize our support.”

The organization focuses on the needs and activities of local maritime organizations engaged in the restoration and construction of traditional wooden vessels, the training of associated skills, traditional seamanship through education,

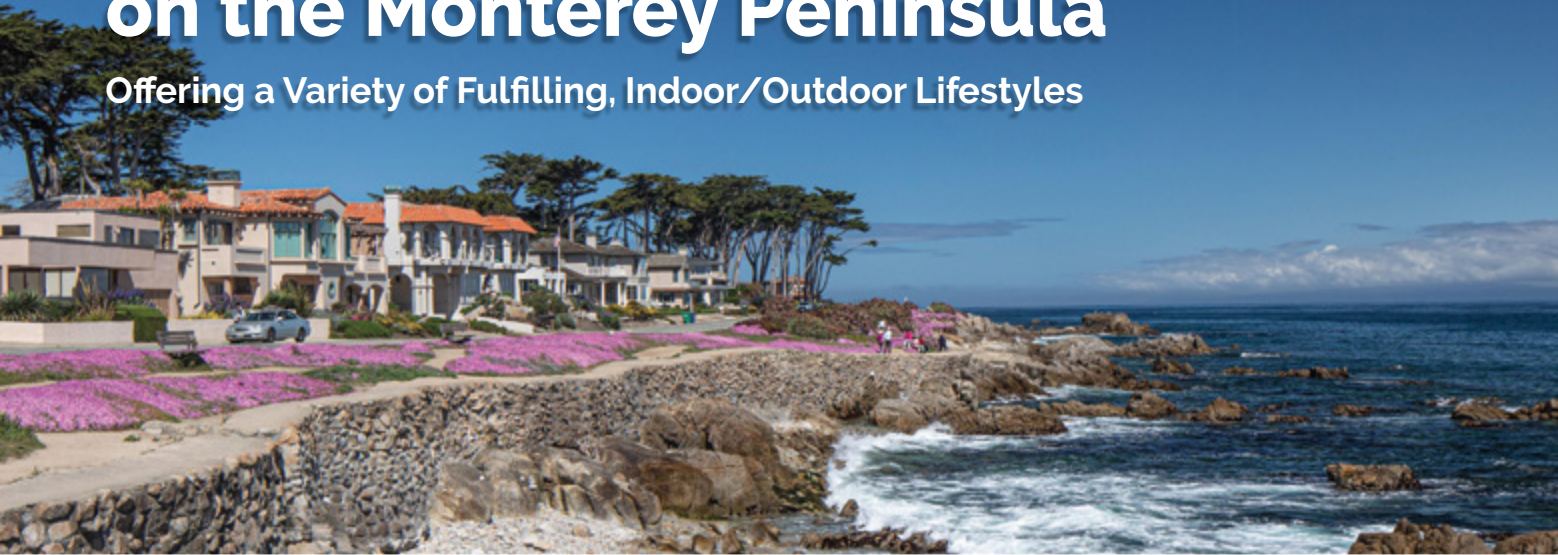
and the preservation and continuity of San Francisco Bay maritime history. “The diverse projects and programs we support usually incorporate more than one component of our mission. They often involve the collaboration and coordination of multiple organizations,” continues Swayne.

Among the organization’s most notable contributions was their instrumental role in launching the Spaulding Wooden Boat Center and working with the Arques School of Wooden Boatbuilding to save and restore *Freda*, the oldest private sailing vessel on the West Coast, which was built in Tiburon in 1885.

“It turned out to be a really fun event. People ate, had a glass of wine, and headed down to the docks to see the boats. Arques apprentices had kids assembling their own small boats to float in the harbor,” says Swayne. “It’s a symbiotic thing, and we enjoy being able to support our local boating community this way,”

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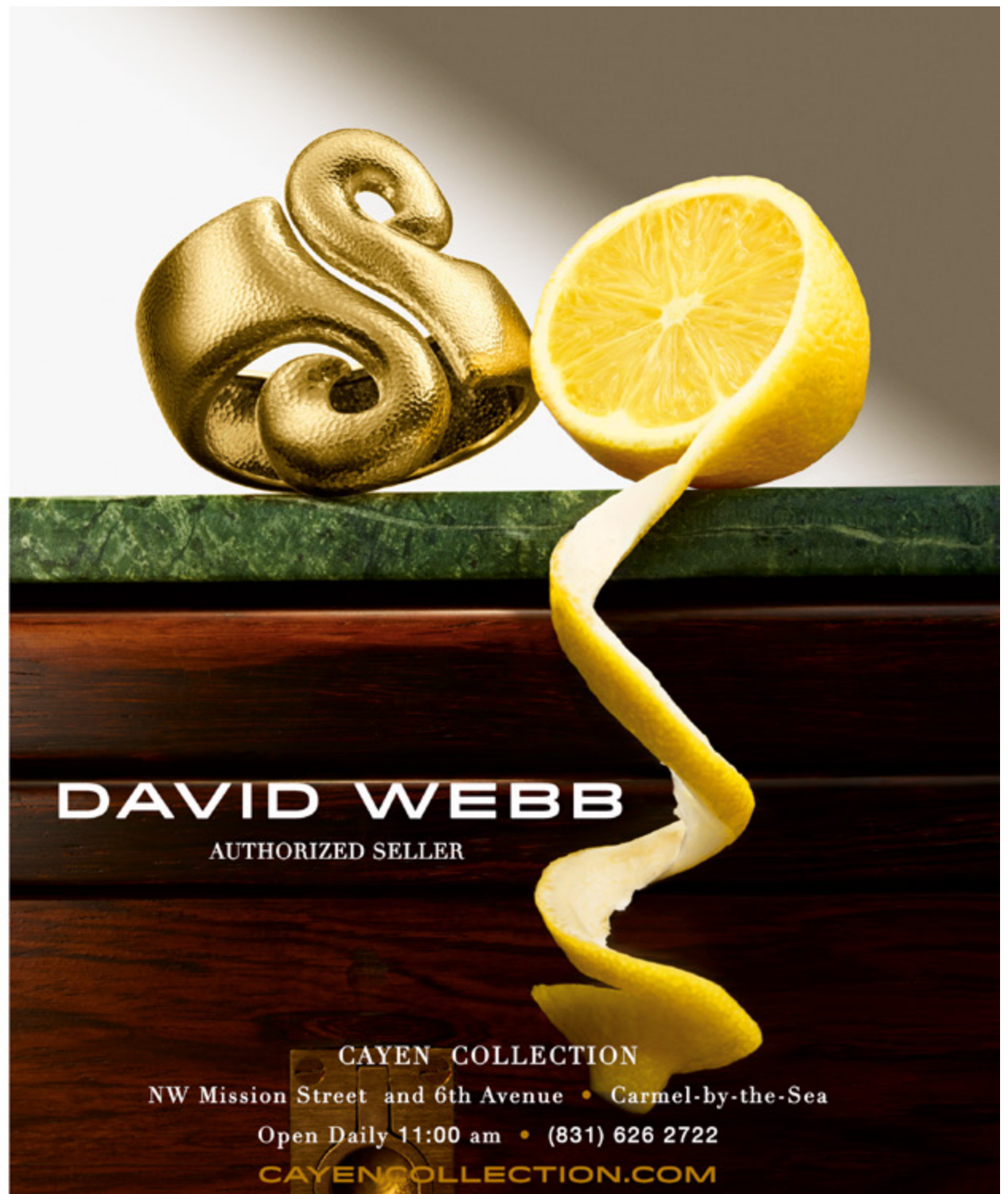
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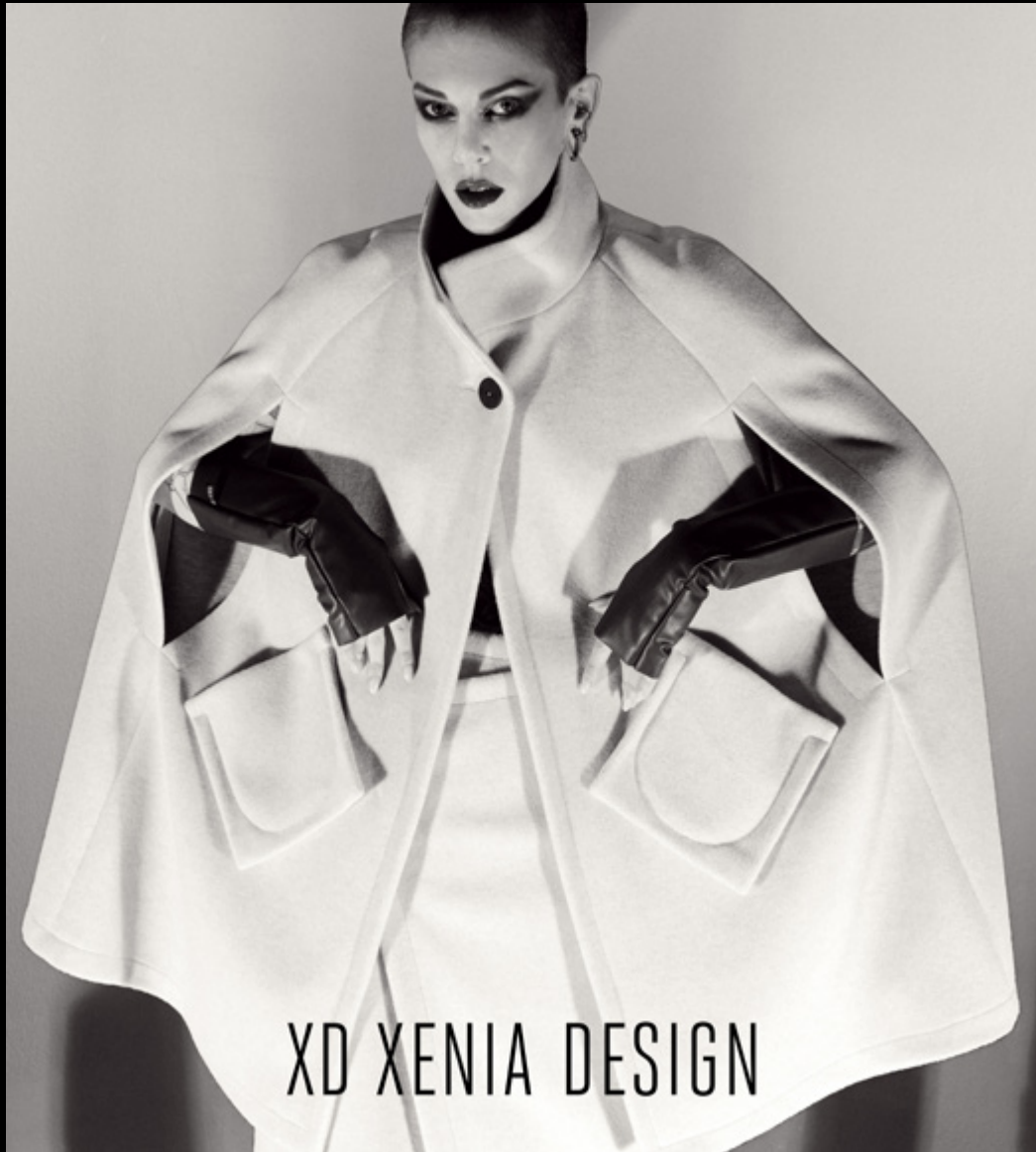
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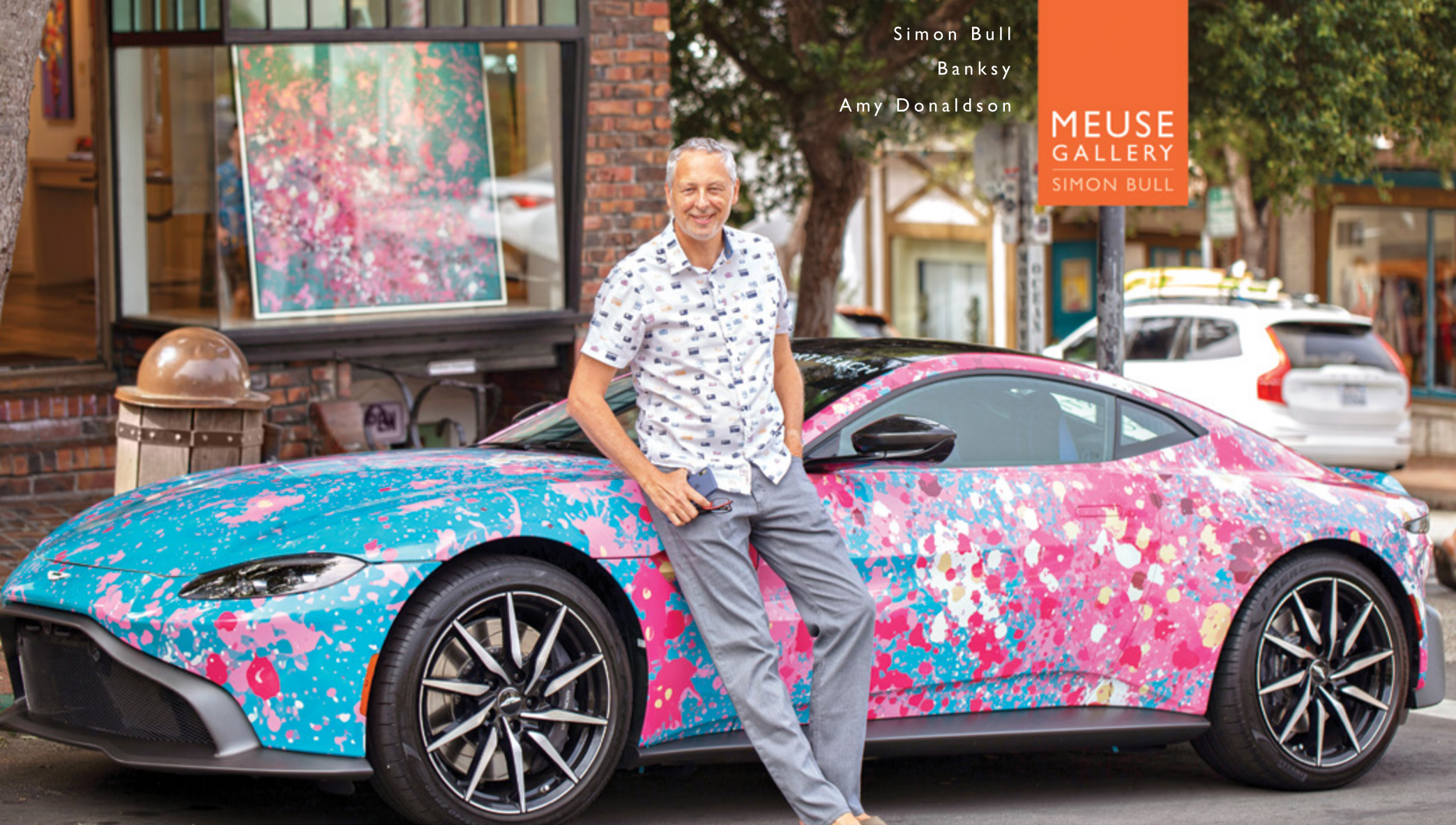
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Surreal Balance

By Caitlin Fillmore | Photos by Stephan Bauer

Photographer Stephan Bauer is undeniably a car guy. Disputed family lore claims that Bauer's first word was "auto." He dabbled in other forms of art to stay close to his childhood passion, working as an art director in the car industry before taking his automotive photography full time in 2016. Today, he drives a 1990 Porsche 964, built the year he was born. He attends Car Week annually and has done so since 2006.

But Bauer doesn't just necessarily make photographs for his fellow car enthusiasts. His inspiration comes from surrealist art, architecture, fashion, and cinematography. The finished product renders photographs capturing the strengths of elite cars and a deep appreciation for photography in extreme circumstances.

"The biggest compliment is when someone enjoys the cars who isn't into cars," says Bauer. "Then it's more flattering, like the photography spoke to them somehow. I want it to be more about the work than the cars."

Essential ingredients of a Bauer photograph are a jaw-dropping car and an equally sensational destination. Cars shot by Bauer have been posed in Iceland, Germany, and even Monterey. For this photographer, the link

between the car and its environment is key, as he stages his cars in a natural environment with no artificial lighting.

Sometimes the car and its surroundings mimic each other. A South African winery stopped Bauer in his tracks because its structural details echoed those found on the Ferrari Testarossa. In February 2020, he brought the two together for a series of spectacular photographs with a clear visual story, linked through his eye for architecture.

For other projects, such as Bauer's iconic Porsche 550 Spyder series, staging can be chosen for its lack of a link, providing an extreme visual dissonance. The Spyder is perhaps best known as the racer in which James Dean fatally crashed in 1955. The idea of placing nine of these nearly priceless, open-air speedsters on a sheet of ice in Austria at dawn last February is dubious at the outset. The result, however, embodies Bauer's surreal balance. His photographs contain nothing fake, although it may seem impossible to combine those mighty machines with Mother Nature. The Porsche 500 Spyder series is not only the most significant gathering of these rare classic cars ever but also breathtaking art telling a multidimensional story. It's a story only a true car guy could tell.

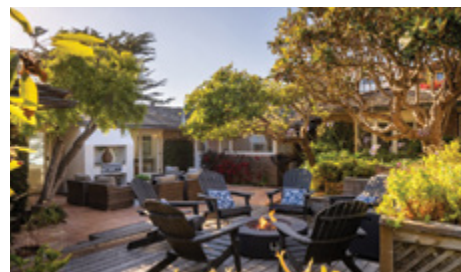


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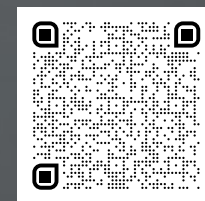
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(left) RICHARD MACDONALD working with
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One with Nature

By Kimberly Horg | Photos by Kodiak Greenwood

At Treebones Resort, abundant wildlife cohabitates with visitors escaping city life for the weekend to enjoy a combination of coastline and subalpine forest. The venue is tucked away on scenic land nestled next to Los Padres National Forest in Big Sur.

The 10.7-acre parcel known as “Treebones” was given its name by locals. Once the site of a lumber mill, over time it became covered in thickened native chaparral. John and Corinne Handy honeymooned in Big Sur over 30 years ago and learned that Treebones would soon be rezoned as Visitor Serving Commercial, and so the Los Angeles couple unintentionally set out to be hoteliers—John was CEO at Mattel Toys prior to moving to Big Sur. “What brought us here was the desire to create a unique place, and usually worthwhile endeavors aren’t easy,” says Corinne. She wanted her children to grow up in Big Sur and learn to surf and live a different way of life than they did in Los Angeles.

The permit process took longer than they expected. Five years later, construction commenced, and in 2002, the four Handy children, extended family members, and friends pitched in to help and cheer them on when Treebones opened in 2004.

After searching for the perfect structures to host guests, they chose Oregon-made yurts, which have the comfort of beds while allowing guests to be close to nature. The yurts offer simple indulgence—an enhanced way of camping, with tent-like structural material and equipped with a bed, sink, table, and chairs. The ocean-view yurts offer gas fireplaces. The restroom and shower area is a shared space.

The 16 yurts, five campsites, and a large tree house all book up months in advance. Guests must bring tents when staying at the campsites. Two sites offer private access to the birdhouses for humans—wooden cage-like structures built by local artist Jason Fann, who has shaped, woven, and sculpted the soft wood into unique hangout spots.

Visitors have access to the pool and hot tub. Breakfast is complimentary, whereas dinner and lunch are booked in advance at one of the two restaurants located on the property. A bright red fire stove (nicknamed “Ladybug”) is used every Friday for pizza night. The small, quaint sushi bar serves dinner.

The property runs partially on solar and wind power. Treebones pumps its own water and has septic tanks. A large organic garden provides produce for the restaurant. Nearby, fresh honey is gathered from a beehive for use in the restaurant. Bringing things full circle, the vegetable waste from the kitchen is composted and used in the garden. The staff strives to find ways to be more eco-friendly—for example, pasta noodles are used as coffee stir sticks.

Two employees specialize in massage and two outside masseuses may be reserved in advance. The massages are one of a kind, deriving from techniques taught in Big Sur at the Esalen Institute.

The “glampground” offers both indoor and outdoor spaces for yoga. Outdoor yoga takes place in the mornings, and restorative yoga assists with a restful night’s sleep. The mindfully designed indoor yoga space features windows on the lower portion of the walls that were designed by the Handys’ son and built by John out of recycled wood.

Says Corinne, “We built a place where someone can get to know like-minded individuals in a beautiful space.” Visitors can be one with nature.

For more information, visit treebonesresort.com.

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The Pie Makers

By Jennifer Moulaison | Photo by Manny Espinoza

If you've seen a real estate sign in the front yard of an exquisite property on the Peninsula, chances are it had Tim Allen's name on it. The eponymous real estate firm continues to grow, with an exciting addition of venerable agent, Kim DiBenedetto.

Allen started in the industry 38 years ago, but his most formative professional experiences began much earlier. Allen, whose family owned La Playa Hotel in Carmel, grew up in the service industry. "I never had an allowance but I always had a job," explains Allen. "I worked with so many diverse people but everyone worked as a team to be in service to the guests and make their experiences memorable. I quickly learned you're only as successful as the people around you," he continues. Today Allen has built a real estate empire, Tim Allen Properties, representing some of the most exquisite pieces of real estate with expertise that reaches from Big Sur to The San Juan Islands.

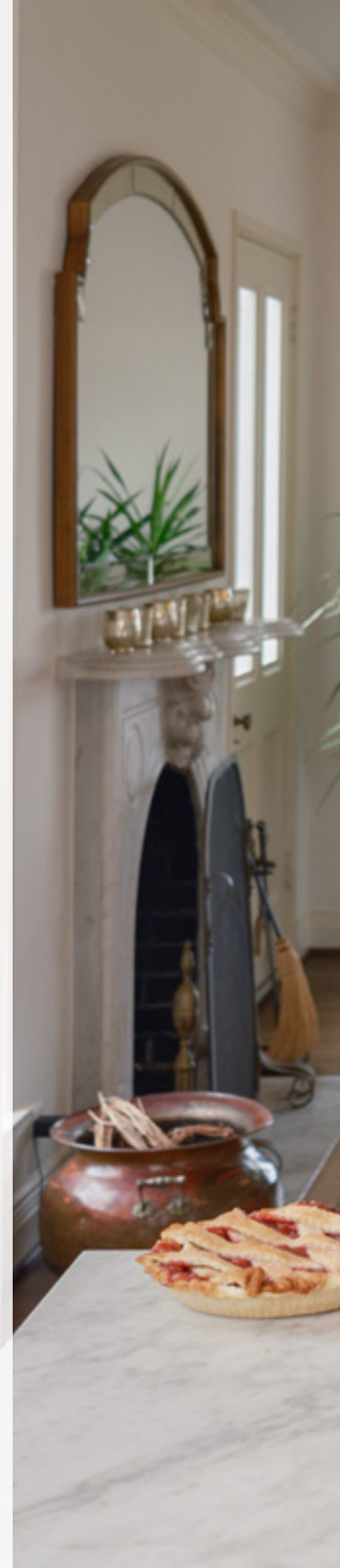
DiBenedetto is a real estate force to be reckoned with in her own right. Hailing from a small town outside St. Louis, Missouri, Kim is a self-made success who is the product of what Allen describes as a "can-do attitude and an exceptional ability to build relationships." In addition to having decades of real estate experience on the Peninsula, DiBenedetto serves as the federal political coordinator for the National Associations of Realtors®. She also serves on the board of directors

for the California Association of Realtors®, cultivating invaluable expertise and industry connections. "I've had the pleasure of working cooperatively with Kim for years—we have been competitors as much as we have cooperated, and I have immeasurable respect for what she brings to the table," says Allen.

DiBenedetto's decision to join Allen's team came from a particularly poignant conversation between the two friends on the topic of pie. "I love to bake pies and when it came time to discuss bringing Kim on, I explained to her my theory about pie," explains Allen. "It seems as though half the people in the world believe the pie is only so big. They think others are getting bigger pieces than they deserve. Instead of arguing over portions of the pie, we channel our energy into growing the pie. Bringing Kim onto our team grows the pie," says Allen.

According to Allen, his pie theory applies to more than real estate and perhaps even applies to the issues facing our country today. "I believe the senate used to have this approach where they would present their points and argue their sides on the senate floor but then head to a local bar, sit down, and say, 'okay, now how can we get things done?' If everyone were to work together there would be a lot more pie to go around," concludes Allen.

For more information, visit timallenproperties.com.





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Carroll Shelby won the last Pebble Beach Road Race in 1956.
A decade later, he orchestrated Ford's 1-2-3 win at Le Mans.
Credit: Julian P. Graham/Pebble Beach Company Lagorio Archives





Jim Glickenhau with his 1967 Ford GT40 J-6 MK IV.
Credit: Kimball Studios/Pebble Beach Concours d'Elegance



Edsel Ford, Jacky Ickx, and Henry Ford III at the Ford GT-10 celebration during the 2016 Pebble Beach Concours d'Elegance.
Credit: Kimball Studios/Pebble Beach Concours d'Elegance



The Ford GT40s that finished the 1-2-3 race at Le Mans in 1966.
Credit: Kimball Studios/Pebble Beach Concours d'Elegance

Accelerating Toward the Future

By Nora Heston Tarte

Around the world, especially in Europe, road racing is a well-loved sporting event. The most anticipated endurance road race is the 24 Hours of Le Mans—a highly regarded event in which cars race for 24 hours straight and win by clocking the most miles in that time frame—which will reach its 100th anniversary in 2023.

To kick off the centennial celebration, a partnership was formed between the Pebble Beach Concours d'Elegance, the Rolex Monterey Motorsports Reunion, and Automobile Club de l'Ouest, the racing organization that runs Le Mans. There will be a year of events leading up to June 2023's 24 Hours of Le Mans. This year, Sébastien Buemi, Brendon Hartley, and Ryō Hirakawa secured victory, earning Toyota its fifth consecutive annual honor.

“The Pebble Beach Concours has strong ties to Le Mans—most often through the people and cars that we celebrate,” says Sandra Button, Concours chairman. Formula 1 World Drivers Champion Phil Hill started his racing career in Pebble Beach, winning three of the first seven Pebble Beach Road Races before snatching three wins at Le Mans with copilot Olivier Gendebien. Carroll Shelby, Ken Miles, and others who have raced at Le Mans have clocked time on the Pebble Beach Road Race circuit and WeatherTech Raceway Laguna Seca (the racetrack carved into the hillside of Laguna Seca as a safer option for drivers when the Pebble Beach course proved too dangerous).

“The Pebble Beach Concours was born of racing, and from its earliest years, this event has celebrated a host of racing greats and their steeds, including Le Mans participants from America,” says Button, “ranging from Briggs Cunningham, one of the first Americans to truly make a mark at Le Mans and one of our early judges, to Jim Glickenhaus, who competed [and placed fourth] with his new hypercar in this year's 24-hour race.”

Fans don't have to wait long before gearing up for 2023's kickoff, as the Rolex Monterey Motorsports Reunion starts on August 17. Avid fans may notice a shift in the schedule, with events from Wednesday to Saturday, eliminating the previous overlap of Sunday events with the Pebble Beach Concours d'Elegance. “This year, without the overlap between racing and concours on Sunday, there is a path toward greater partnership between these events,” says Button. “The mutual kickoff celebration for the centenary of Le Mans is a big step forward.”

On August 21, the celebration will continue with the prestigious Pebble Beach Concours d'Elegance celebrating its 71st year. Collectors will flock to the 18th fairway at Pebble Beach to compete for elegance awards across a variety of classes, including Lincoln Centennial, Talbot-Lago Grand Sport, 24 Hours of Le Mans Centennial, McFarlan, and more. Cars that compete have a reputation for accurate restoration and visual appeal.

Mutual respect between the two nearby events has been apparent over the years, with Laguna Seca making efforts not to schedule class races that would conflict with Concours class offerings on the shared Sunday. In 2021, the Concours shared its Pebble Beach Road Race cars with the Reunion. And with the accelerated schedule, any conflict is now eliminated.

While Pebble Beach started in the 1950s, it spent a decade in the early 1960s without partnering races, instead developing a full schedule of new car races increasingly focused on historic cars. In 1974, Steven J. Earle met with officials to express his interest in offering historic races on the Saturday prior to the Sunday Concours. “The Concours and racing were then paired once again,” Button explains. “And that remains true today.”

For more information, visit pebblebeachconcours.net.

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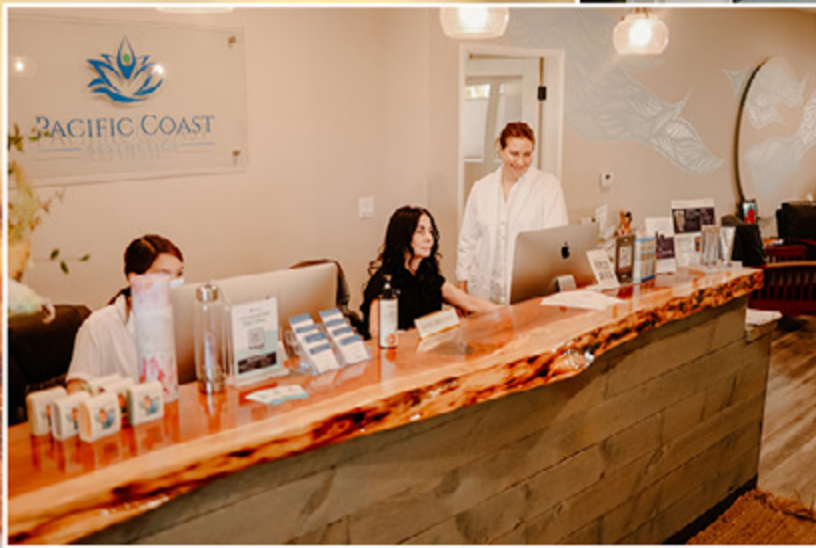
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Breathe in Carmel-by-the-Sea

By Bonnie Burns | Photo by Randy Tunnell

The moment my toes touch the sand, I finally feel my lungs take in a full breath. My mind is a foggy day in Carmel. I taste the salty mist and sense a gentle breeze against my skin and cool ocean water on my feet. Step by step, along the silky sands of the seashore, my mind lets go of worry. I become present. I feel like I'm coming home. This beach is my sanctuary—a place to slow racing thoughts, quiet distractions, think clearly, and allow myself to truly settle. My walk this morning is my meditation. I'm fully absorbed in the awareness of my body. The fog is lifting.

My yoga practice began just out of high school, 22 years ago, when I signed up for a college yoga class. At the end of a semester, one of my other teachers perceived a change in my demeanor. I appeared to be more calm, confident, and present. This newfound inner peace led me down the path of yoga workshops, teacher trainings, meditation retreats, and a daily yoga practice.

Yoga is more than a physical practice and doesn't require a yoga mat. It can be applied in every moment, every step, every breath. Yoga is mindfulness—awareness of what one is doing and why one is doing it.

Yoga means union. The intention of a yoga practice is to unite the mind and body so that they work cooperatively. Through this union, a person learns to become fully present such that the mind is aware of body sensations and the environment.

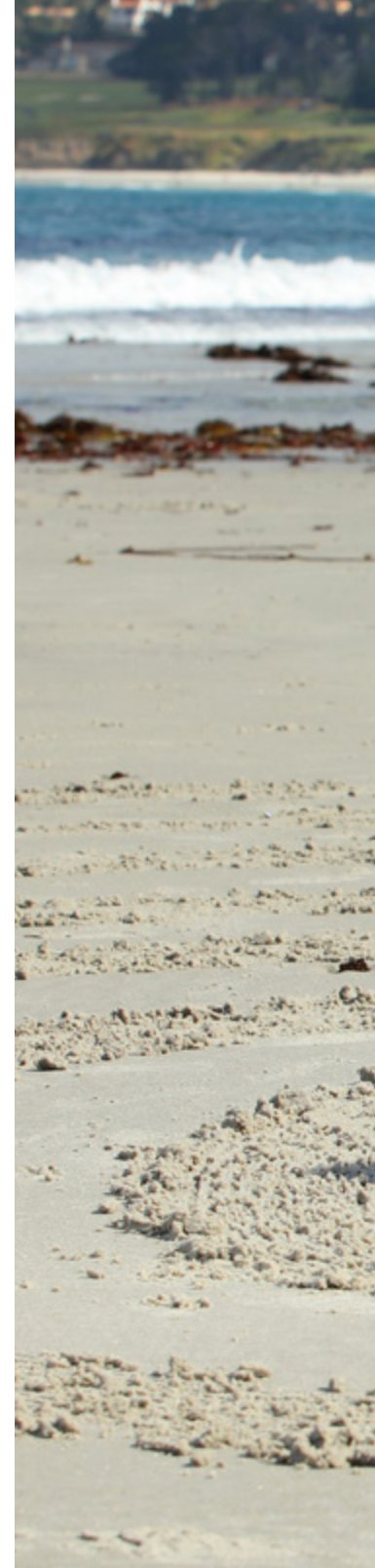
The breath plays a significant role in this process. When the breath slows through conscious breathing or observation of natural breathing (Anapana), it actively reduces stress and elicits “the relaxation response,” a term coined by Harvard graduate cardiologist Dr. Herbert Benson. The relaxation

response reduces stress hormones, including cortisol, and decreases the stress response—fight or flight. As a result, it can improve digestion and heart health, lower blood pressure, and decrease muscle tension. Western medicine has embraced conscious breathing as an effective tool for improving health and recognizes its benefits as an adjunct to modern medicine.

To begin a conscious breathing session, you only need a few minutes. Find a quiet place to practice—sitting in a chair, sitting or lying on the floor, or lying down in bed. Close your eyes and notice how your body is naturally breathing. Observe where you feel and hear the breath. Do your best to remain with the sensation of the breath. Imagine that your thoughts are riding sailboats. When thoughts come up, watch them pass down the river and come back to observing your breath. Notice how the breath flows and sounds like the waves against the shore. Your mind is an ocean of depth to explore.

There is a world of breathing exercises from which to choose. Anapana is a straightforward technique that anyone can practice. Awareness of the natural breath is a constructive time-out, a step back to encourage a healthy response to unwanted situations. It helps the practitioner respond skillfully instead of reacting unconsciously from a stressed-out state of mind. As with all disciplines, practice is key. But even a five-minute daily mindfulness practice will improve the skill. With consistent practice, we can create a habit to instinctively and naturally observe the breath, especially when we need to calm down the most. In this way, we begin living mindfully-by-the sea.

For more information, visit BonnieBurnsWellness.com.







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The Whisky Club







Passion Project

By Atissa Manshoury | Photos by Darren Lovecchio

If whisky is the water of life, then Monterey County residents Mitchel and LisAnne Sawhney may have a solution to California's drought. The Whisky Club, the Sawhneys' new whisky emporium on Alvarado Street in Monterey, showcases hundreds of different expressions of *uisge beatha* (Scottish Gaelic for water of life), from the finest Scotch to locally distilled small batches. After nurturing their passion project through two years of pandemic challenges, the couple recently celebrated the grand opening of the bottle shop this past April and the launch of the adjacent tasting room in June.

In Bombay, India, Mitchel Sawhney grew up watching his father enjoy sipping and savoring whisky. When he was old enough to try it for himself, he found that he shared the interest. After making his way to Silicon Valley as a young man in the tech industry, Mitchel continued refining his taste buds while expanding his whisky collection. As with fine art and fine wine, whisky inspires a studious devotion in its collectors that delves deep into historical, geographical, and biographical details, and visitors to the Whisky Club can expect to learn all about what makes each expression unique while they sample the spirits on offer.

"We just want to be a resource for people who appreciate scotch and whisky," says LisAnne. She explains that she and Mitchel recently stepped back from their careers in management consulting and technology, respectively, when the idea for The Whisky Club took shape in 2018-2019. They moved from Mountain View to Monterey County and were ready to embark on a new stage of life that would cultivate their passions. As there were no specialty stores in Monterey at the time, they saw an opportunity to build community around others who appreciate and collect whisky.

"My father taught me that if you drink the good stuff, you don't need to drink as much of it," says Mitchel. "We believe in enjoyment, not excess,"

says LisAnne, echoing the sentiment. The Whisky Club is designed as an environment for discovering and savoring. Team members are thoroughly versed in the singular complexities of each of its bottles and bring special skill sets of their own—for example, one bartender owns and operates a local distillery while another is a highly creative mixologist. A curated cocktail list showcases the diversity of flavor profiles; the froth-topped whisky sour is LisAnne's favorite. Guests may choose from preselected "tours" and "toasts" for a sampling of different labels, or they can zero in on a favorite pour and enjoy it however they like. Small bites such as cheese and Italian meats augment the tasting experience.

The Sawhneys are eager to share their enthusiasm for the variety of whiskies now being made around the world. Niche labels are a specialty. Among those occupying The Whisky Club's lustrous redwood library shelves are M&H whiskies from Israel, Penderyn from Wales, Filey Bay from England, and products from Sweden, Belgium, Japan, and Mexico. Mitchel has a special place in his heart for Laphroaig and looks forward to introducing guests to single malts from up-and-coming Scottish distilleries GlenAllachie and Ardnamurchan. The Whisky Club also enjoys coveted status as an official retail partner for The Macallan®, a label synonymous with quality and luxury.

As their business grows, the Sawhneys plan to expand The Whisky Club's offerings to include whisky-focused travel to Scotland and Ireland, storage services for whisky collectors, and, eventually, a label of its own. For now, they can enjoy sharing their creation with their cherished Monterey County community while continuing to pursue their passion for life.

For more information, visit twc11.com.



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CREATIVE MARKETING *for* SMALL BRANDS *with* BIG PLANS

Passion for Growth

By Jennifer Moulaison

If you're familiar with the wine selection from Figge Cellars or the line of Nordic Naturals supplements, it's likely a result of the passion and talent of marketing extraordinaire Allen Jones. With a balance of creative and business-minded abilities, Jones amassed a unique resumé during his marketing career before turning his attention to helping locals grow their small businesses.

Originally from Texas, Jones made his way to San Diego and started in with a large marketing agency, working with names such as BMW and Microsoft. In 2009, he moved to the Monterey area to be closer to his wife's family and joined Peter Figge, the owner of Figge Cellars, to help put the small wine label on the map. "Making this transition, I immediately discovered I found it much more satisfying to help a smaller brand grow to become market leaders rather than help large conglomerates maintain their success," says Jones. "There's so much more at stake for smaller companies, and the decisions are much more impactful. You've got to make every penny count."

Jones began layering on work for other businesses in the area. "I delivered a bold branding campaign for a luxury Carmel realtor, I moved a Monterey flooring store out of print advertising and onto the radio, and I launched a new skin care line for a doctor practicing in Pebble Beach," he says. "These area businesses needed smart, creative work at a fair price, done quickly. I knew then I could fill a void in this market." Eventually, a recruiter tapped Jones' shoulder for a leadership position at Nordic Naturals, based out of Watsonville. For six years, Jones led marketing and creative for the brand, doubling its business—all while maintaining his consulting role with Figge Cellars and other clients on the side.

This year, Jones started his own company, Highway 1. Offering a unique blend of marketing services somewhere between an agency and consulting firm, Highway 1 is the culmination of Jones' experience and innate skills. "One of the biggest takeaways from my professional experience is that marketing requires two polarities," he says. "You have the creative side, with art and aesthetics, but you also need to employ analytics and a deep understanding of business, which is what I hope to offer businesses here on the Peninsula."

"I didn't grow up here, but my children have," says Jones, "and I think once you feel a part of a community, you want to serve the community. Having the opportunity to help local businesses is truly inspiring."

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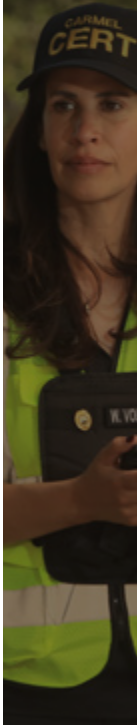


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Caring Community

By Maxine Carlson | Photos by Randy Tunnell

Carmel-by-the-Sea is known for astonishing natural beauty, fairy-tale cottages, a quaint village atmosphere, and laid-back California vibes. It's a haven to both residents and tourists. And behind the scenes, local residents rally their time, effort, and determination in preserving the city's beauty.

Chip Rerig, Carmel's city administrator, is proud of the positive impact that volunteer organizations have on the city. "We have a whole cadre of groups that help with safety, preservation, connecting with residents, and supporting visitors," he says. Supporting the community includes activities that suit many interests and talents.

The city boasts strong library programs, and a focus of the Carmel Public Library Foundation is keeping the library open, relevant, and thriving. The Foundation provides the majority of funding for books, materials, programs, and library services. Friends of Harrison Memorial Library, locally known as FHML, allows for thriving book rooms within the community. The annual FHML book sale, held at the Carmel Youth Center, is a popular event.

Carmel Cares is an example of a group that gives hundreds of hours toward the community. "It's an entire group of phenomenal people," says Rerig. "The umbrella of the Carmel Cares banner has positive and far-reaching effects in their impact, it's immeasurable." He is also pleased with the safety-focused volunteer efforts. Two groups that help are the Volunteers in Policing (VIPs) and the Community Emergency Response Team (CERT). The Carmel CERT group is committed and trained to assist in a community emergency.

The Volunteers of Sunset Center are the backbone of the Sunset Center community. This program supports the community as event ushers, hosts, ambassadors, and helpers. Sunset Center's history goes back to 1926 when

it was called Sunset School. Currently, Sunset Cultural Center is a nonprofit organization with a performing arts center seating 718.

Friends of Carmel Forest was founded in 1989 and headed by Clayton Anderson to advocate for the forest. Its efforts are realized via educational programs, publications, and tree plantings, all of which are crucial in protecting urban forests and preserving the unique coastal forest ambiance of the area.

Residents of Carmel-by-the-Sea may complete an application to serve a term with crucial agencies. Six city boards and commissions advise and assist the city council on a variety of issues, including community activities, building codes, forest and beach issues, planning, historic resources, and the Harrison Memorial Library Board of Trustees.

Rerig's goal is to effectively connect individuals with their volunteer efforts. For example, he would like to have a service sponsored by the city that would match up residents with community organizations based on their skills and passion. Having community members share their time and interests and make new friendships could further foster Carmel's welcoming village feeling.

"The heart of service is so important. It is a central part of community," says Rerig. "These volunteers are as much as the city family as anyone. There are so many organizations and individuals that support our city . . . they form the backbone of our city." Without such volunteerism, Carmel-by-the-Sea would not have its unique atmosphere and high level of services. The city shines with care and love due to their time, effort, and dedication.

For more information, visit ci.carmel.ca.us.



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Unearthing Rarities

By Jennifer Moulaison | Photos by Manny Espinoza

For Soraya Cayen, the objects we admire and collect tell the story of who we are. Having worked in the gemstone industry since childhood, Cayen always dreamed of combining that experience with curating exquisite jewelry for the public. It wasn't until her husband presented her with an idyllic shop in Carmel-by-the-Sea as a wedding gift that she would have the opportunity to realize her dream.

Celebrating its 20th anniversary, the original Cayen Jewelry store in Carmel-by-the-Sea focuses not only on showcasing rare and exquisite jewelry but also on offering artistically expressive pieces that transfer a message from its creator into the lives of those who wear it. "I started out with a deep understanding of gemstones, which allows me to curate pieces on a level that is artistic while understanding the mechanics of a high-quality jewel," explains Cayen.

Proof of Cayen's eye for curation is in the caliber of artists that her gallery features, among whom are Lydia Courteille, Parisian high jewelry designer whose work has been inducted to the Museum of Modern Art in Paris; Tony Duquette, whose work has been exhibited at the Louvre; and David Webb, with exhibits at the Carnegie and other museums. Cayen also represents

gifted, young artists including Fernando Jorge and jewelry moguls such as Bayco and Verdura.

Not content to stop there, Cayen Collection expanded, with two more store locations on the Peninsula offering meticulously curated, everyday-wear jewelry, art, gifts, and home décor. Like the original Cayen jewelry location, the home goods galleries feature a curated plethora of artisans from around the globe as well as work from renowned artists. "I am very excited to offer a painting we acquired by Barbara A. Wood, whose paintings are in the collections of His Majesty the King of Saudi Arabia," says Cayen. Also among the Cayen home collections are pieces from Duquette and an extensive collection of modern furniture. Adding a personal touch, Cayen has developed a collection of gemstone décor pieces she calls "jewelry for the home."

Whether her selections make their way into homes or serve to complement exquisite evening wear, for Cayen, it's all about the thrill of discovery that propels her passion. "Finding an artist with truly exceptional capabilities is a lot like unearthing a rare gem," she says. "It's always an exciting endeavor for me, and I will never get tired of seeking out talent to showcase in our galleries."

For more information, visit cayencollection.com.



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