# WOMEN IN BUSINESS

LOCAL WOMEN - REAL SUCCESS

# She almost retired, but the world was still calling

By ELAINE HESSER

AS AMERICANS' lifespans have steadily lengthened, conversations about retirement have been evolving. Instead of having life expectancies that extend a mere five years past age 65, people have been routinely surviving for another decade — or three. While some have been waiting their whole lives to spend their daylight hours at Harrison Memorial Library and take leisurely strolls on the beach after the fog burns off, others can't imagine leaving the work world so soon — that whole concept appears to be foreign to them.

Then there are the "retirement fails" — people who tried to quit but found something that got their attention and sparked an exciting new career.

## Catalina grad

RoseAnne Ruccello is one of them, and she's taken her career from the hospital laboratory into the world of

TRAVEL cont. on page 10W

Ruccello's exuberance and energy weren't meant to be contained in just one job



RoseAnne Ruccello books group tours to places like Urquhart Castle in Scotland.

# 

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# Pouring their hearts, passion and business savvy into their careers

By SALLY BAHO

THE MONTEREY County wine industry generates 10,491 jobs and just under \$600 million in annual wages and benefits, according to a report commissioned by the Wine Institute and the California Association of Winegrape Growers. Heidi Scheid and Claire Sutton have two of those jobs ... albeit quite different ones. Here's a closer look.

## Restaurant manager

Scheid is the executive vice president of Scheid Family Wines, which has been around for 52 years and has changed significantly over that time. Scheid's father. the late Al Scheid, planted his first vineyards in Monterey County in 1972. "Back then we were growers, selling 100 percent of our grapes to other wineries," she said. In 2005, the company began making wine for other wineries and not long after, began producing its own labels. It is now a grapes-to-glass family business focusing on branded wines, such as its namesake Scheid Vineyards, as well as Sunny with a Chance of Flowers, VDR, District 7, and others. It also makes regionally distributed brands for clients and distributors

Scheid explained that she fell into her job naturally, but not immediately. "I didn't grow up thinking I'd be in the family business or working in wine," she said. Scheid attended USC as a finance major while also working as a restaurant manager in Beverly Hills for the first California Pizza Kitchen.

She went on to earn her Master of Business Administration at USC and then worked for the renowned accounting firm, Ernst & Young, as a senior valuation consultant.

"When I was in my late 20s, I was on

'I didn't grow up thinking I'd be in the family business or working in wine'

maternity leave and I started doing some work for Scheid Family Vineyards. This was 1992 and it was accounting work. There was no (Microsoft) Excel. We used Lotus 1-2-3, and I was very familiar with Lotus from my job," she said. "Our controller, Ernie Brown, was doing everything by hand on green ledgers, so I showed him how to do it in Lotus 1-2-3. I converted all our accounting that was being done by hand into spreadsheets, modernizing our accounting system," she said.

# **Drafted by Dad**

When her maternity leave was up, Al, and her brother, Scott — who were running the business at the time — asked if



WINE cont. on page 11W Heidi Scheid worked for a major accounting firm before taking a job with her family winery.

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# Get to know the incredible women of the Tim Allen Properties Team:





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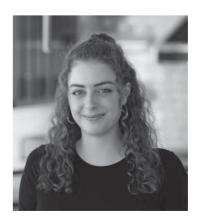
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Megan Vera
REALTOR® | DRE#02215823
Executive Assistant



Bonnie Archer STAGING & AESTHETICS DIRECTOR



Alex Battaglia

DESIGN LEAD



# Learning from Mom and Dad, passing it on to the kids

By ELAINE HESSER

IN THE Pine Cone's profoundly unscientific sampling of local realtors' bios, there seems to be an extraordinary number of people who got into the biz because their parents were part of it. Their folks were realtors, or property managers, builders or speculators, and something about it just got into their systems.

Add to that list Annette Boggs, who founded Above and Beyond Real Estate (the name is based on her initials) in 2022. She grew up in the Central Valley, where her mother was a property manager and her father enjoyed selling real estate.

## Thinking alike

She married realtor Kevin Boggs (co-founder of Above and Beyond) when she was 22, and they've been together for 38 years. Although working side-by-side with a spouse sounds challenging, Annette Boggs explained, "It's really weird, we just think alike. Either of us could buy a house for the other sight unseen and know they'd love it." Considering that some couples don't trust each other to bring home the right bottle of chardonnay, that's something.

Boggs said she wanted to be a buyer for a department store, but somehow that got lost along the way. She also tried working for her mom, but, "we were too much alike." Instead, she took a job at a title company where, she said, "I got my feet wet." Then Boggs went into lending at a bank in Stockton. When she eventually became a mortgage broker, she had to get her real estate license, and her father, who'd been nudging her to do so all along, just said, "Yes!"

She and Kevin moved here with their

'I love teaching first-timers the process. A lot goes into it and I love being a mentor.'

two children in 2005, and she started selling real estate in 2006, first working with J.R. Rouse and then the Jones Group. She worked with Sotheby's for close to three years, and was recognized as a top producer for two of those, when she also sold the most units.

## Plenty of recognition

She was also a top producer at Keller Williams, then moved to Coldwell Banker. Over her six-year tenure there, she again garnered plenty of recognition, including being third among the top 10 women in the region. Putting that into perspective, in

HOUSES cont. on page 26W



Annette Boggs is a second-generation realtor with her own firm in Pacific Grove.

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After having been born and raised in the Central Valley, Marcie Lowe's grandparents introduced her to the beauty and charm of the Monterey Peninsula in the 1960's, buying a house on Carmel Point.

"I fell in love with Carmel instantly, and nothing has changed since that time. I spent my summers here, and decided in 1984 that I just had to live on the Monterey Peninsula."



Marcie Sadler Lowe REALTOR® | DRE 01484718 marcie.lowe@compass.com 831.595.4887 | marcieslowe.com

# LYNDA BALLIN



Born in Durban, South Africa Lynda and her family moved to the United States in 1998 and purchased their first home in Pebble Beach, California. Through the years she has made the Monterey Peninsula her home!

Her life experiences

here and abroad give Lynda a global perspective and allow her to work well with clients from around the world.

Lynda's interest in luxury real estate was first ignited after taking courses in interior design. She designed and managed a major remodel of their home, further igniting her passion for the luxury real estate market.

Lynda's motto "Consider It Done!" says it all.

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# **DEBORA SANDERS**



Professionalism, a clear understanding of customer service, and a strong work ethic are keys to Debora's success. She has a diverse background in real estate that includes residential lending, underwriting, and R.E.O. asset management.

Throughout her career, she has led many sales and operational teams and Debora recognizes that every individual has their own set of needs and perceptions. She makes it her goal to understand, listen and anticipate the needs of her clients. With years of experience in the corporate world, she has developed important skills in collaboration, negotiation, and communication. She is not afraid to tackle difficult transactions and Debor a is a strategic thinker with proven integrity, commitment, and a drive to succeed.



**Debora Sanders**REALTOR® | DRE 01966114
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# MONIKA CAMPBELL



Monika Campbell has been recognized as a consistent top-producing agent on the Monterey Peninsula for over 15 years. Monika's professional philosophy, reputation, and commitment help her "go the extra mile to exceed customers' expectations."

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negotiating skills, enthusiasm, and honesty continue to inspire her clients to return and refer her professional service to their friends and family worldwide.

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Monika Campbell

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# Hip-huggers, Liz Claiborne and making women look good

By LISA CRAWFORD WATSON

BETTY REALMUTO surveys the soft cashmere sweaters hung in a rainbow spectrum of color, the "flatters-everyone" slacks and the statement jackets in her boutique, B. Real, tucked into the courtyard of the Seven Arts Building at Fourth and Guadalupe. Her mind wanders back to earlier forms of fashion that got her hooked on the

"The British Invasion by the Beatles and the Rolling Stones was a game changer in fashion," Realmuto said. "In the 1960s, I remember wearing go-go boots, hip huggers, poor-boy tops, and even a paper dress. In the '70s, I wore the first midi anyone here had seen to high school. In college, I worked at Joseph Magnin in San Diego as a salesperson, and I absolutely fell in love with retail fashion.

She also fell in love with Peter Realmuto. She met him at Bullock's, a Los Angeles-based department store chain that has long since closed. From then on, each of their careers complemented the other's. Both were women's apparel buyers, which sent them on monthly buying trips to New York. There, they would meet with vendors and also shop other stores to see what the competition was selling.

**APPAREL** cont. on page 25W

# 'I absolutely fell in love with retail fashion'



Betty Realmuto, owner of clothing boutique B. Real, remembers wearing go-go boots and even a paper dress during the 1960s.

International Woman Sailor is also winning International awards for production in real estate. Katy has been an active sailor in USA, Mexico, and Canada on the race circuit for "Big Boat Series"... even being involved in the coveted Rolex Cup. Katy's local ties also had her running a sailboat cruise from Monterey's Fisherman's Wharf while in her 20's. She often reflects on how her knowledge and experience on the open ocean prepared her to be a great Realtor for her clients.

"You need to have someone that can steer the ship and give everyone confidence that they know how to weather the waves of the transactions and can anticipate what we may need to stay on smooth seas."

Being able to change course in changing conditions is what ultimately allows me to successfully help my clients sell and buy properties. Staying current and active in our industry as a full time Realtor helps me to identify the best course to move forward now... not just do it like we did in the past.

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# Part of city commerce for more than 100 years

By ELAINE HESSER

IN THE beginning ... Feb. 3, 1915, marked the first issue of The Carmel Pine Cone. And in that inaugural edition, there was no shortage of advertisements from women in business. A little bit of casual flipping through our archives revealed that they seem to have been a lot like the other women you're reading about in today's pages - community-minded, smart and more than a little creative

## **Short-timer**

Take Mrs. A.W. (Agnes) Lemaire, with credentials from the Royal Academy of London, who offered "lessons in singing and voice production, French, Italian, German, English, songs, oratorio, opera."

Lemaire apparently was an actor and an enthusiastic — if temporary — member of the community. A little more than a month after her first ad appeared, The Pine Cone reported she was part of "a fine cast for a fine play." "Sweet Lavender" was a three-hour production at the Arts & Crafts Hall that ran for two nights as a fundraiser for the nascent Forest Theatre Society. Lemaire was also a member of the Ladies Guild of All Saints' Episcopal Church and planned to host either a tea or a musical at her home to raise money for "church work." However, by September, something must have changed, for Lemaire relocated to San Francisco.

## **Sanitation board**

Just above her ad was one for a "convalescent and rest home," run by Miss Catherine Morgan, a "graduate nurse," at El Camino Real near Ocean Avenue.

**HISTORY** cont. on page 21W

# CARMEL PINE CONE

ISSUED MEEKLY

FEB. 3, 1915

CARMEL, CALIFORNIA

VOL. I, NO. 1

Carmel-How It Location of the Many Pleasures Forest Theatre is Was Named. Village

When Sebastian Visciano, the Philippine galleons could run for shelter from pirates, he landed in Monterey Ray. With him were three friers of the Carmelite order. Visciano immediately began to make rough him were three friars of the Carmelite order. Visciano immediately began to make rough surveys of the territory in order to furnish a map of the harbor with his report to the King of Spain. The Carmelite friars took advantage of ite friars took advantage of the delay to ascend the hills the delay to ascend the must back of the landing place in order to examine the country in the interior. When they reached the top of the hill they were amazed by the similarity of the topography of the country to that surrounding the sacred Garmel Monastery from whence they came.

Carmel-by-the-Sea is in the Spanish navigator, in Decem- angled formed by two ranges ber, 1602, was skirting the of hills, one running in a gen-California coast looking for a harbor in which to locate a colony as a haven to which the Philippine callegue could be color to the monterey Peninsula, and the other at right angles to it.

est trees.

The long strip of thirty miles of rich alluvial soil in the valley acts as an equalizing factor by furnishing currents of warmer or cooler air whenever the land and ocean temperatures differ, Because of this the temperature at Carmel is never twenty degrees lower or higher than the

temperature of the ocean furnishes all surf bathing age, along Carmel River, is a wonderful valley about thirty ets the sacred Carmel Monastery wonderful valley about thirty ets variety of picturesque that its success as an incentive miles song. The width varies nocks on the open sea, along for further literary production of a dramatic character is astand had been duplicated in real will be about thirty ets variety of picturesque that its success as an incentive nocks on the open sea, along for further literary production of a dramatic character is astand had been duplicated in

for a Vacation

The beautiful beach of pure white silicon sand, with the literary colony of Carmel cofifty-two acres of sand dunes, operate in producing plays on is a playground for the child- the open-air stage at the Forren, and resting place for the est Theatre. This theatre is nerve weary. dred acre pine forest with its gien in the open forest, and is deep carpet of pine need- wonderful in its acoustic and les, furnishes all the balsamic other properties. odors of the Sierras.

Fishing abounds, in the river for trout and steelhead, and in the law for all kinds of seathe bay for all kinds of sea-

food fish

around the 17-mile drive, or down the coast, or up the valley, are interesting diver-

# World Famous

Annually the members of the The four-hun- in a peculier theatre-shaped

The stage is so arranged as to have a natural growth of

be bay for all kinds of sea-ood fish.

Driving and riding, either theatre at Berkeley. This is backed by pine trees, so that the slightest sound upon the stage may be heard throughout the audience.

Sions
The bathhouse on the beach furnishes all the applances for surf bathing.

Owing to the characteristic stage setting, the nature of the plays is unique and the interest of the entire village in Pienic parties find the great- the undertaking is so great

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# A Legacy Four Generations Strong

Pamela Easton's journey in real estate began many decades ago, steeped in a rich family legacy that has traversed generations. From her early days, she learned the ropes in the company of family, embracing the nuances of mortgage banking before delving deep into real estate sales. With a cumulative experience spanning more than half a century, including 25 dedicated years in sales alone, Pamela's expertise stands as a testament to her enduring commitment.

Mentored by her family and once a mentor to her daughter, a fourth-generation real estate professional, Pamela embodies dedication and continuity. Drawing inspiration from Maya Angelou, her ethos resounds: "success is liking yourself, liking what you do, and liking how you do it." Choosing Pamela Easton is more than a professional collaboration—it's becoming a part of a distinguished lineage of real estate mastery.



# Claudia McCotter

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# Natalie Poling

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# WOMEN IN BUSINESS

## TRAVEL cont. from page 1W

travel, opening her own boutique agency in Pacific Grove. The Monterey native and Santa Catalina school grad went to Cal Poly San Luis Obispo, where she got her Bachelor of Science in microbiology and medical technology in 1984. In 2008, she earned a master's in management from the University of Phoenix.

Ruccello worked in the laboratory at Community Hospital of the Monterey Peninsula for 16 years and then took a job with an independent lab company, where she spent 13 years and became a regional sales manager.

In October 2018, she left that position to become the health director of laboratory strategy within the University of California system — a job that ended for her less than two years later. Over those 30-plus years in laboratory science, she said she refined her people skills, "collaborating, listening and getting the job done."

## Helped a friend

It's also apparent from her resume that Ruccello's exuberance and energy weren't meant to be contained in just one job. From April 2017 to June 2023, her "side hustle" was a business in which she imported olive oils from Italy and helped consumers learn to appreciate the flavors of good oils and find the best quality and value without getting ripped off.

Before that, she spent nearly seven years running a coaching business, helping people achieve "personal, business and corporate success." Each time she launched a new enterprise, she took deep dives into related subject matter and earned relevant certifications — all while keeping a day job going.

When she left the UC system, Ruccello visited her financial advisor, who informed her that she could retire. Certainly no one

TOURS cont. on page 12W



While RoseAnne Ruccello books trips for all sorts of people, she said she believes that when women can leave their "comfort zones and welcome new experiences," it changes them for the better.

'A lot of women want to travel, but they don't want to do it alone. Women like to be together, travel together and have experiences together'





# GINA JUNTARADARAPUN

CHEF & PUBLIC RELATIONS, MASS COMMUNICATION, B.A CHIANG MAI UNIVERSITY, THAILAND

Gina was raised in a large family and helped her mother cook for the family when she was 7 years old. In 2008 she started at Pacific Thai Cuisine, inspired by her mother's recipes, and passion for Thai food.

Gina is very proud to be at Pacific Thai Restaurant in Pacific Grove, serving locals and welcoming visitors. Gina has created the Logo, the Menu, the decorations, and the Website.

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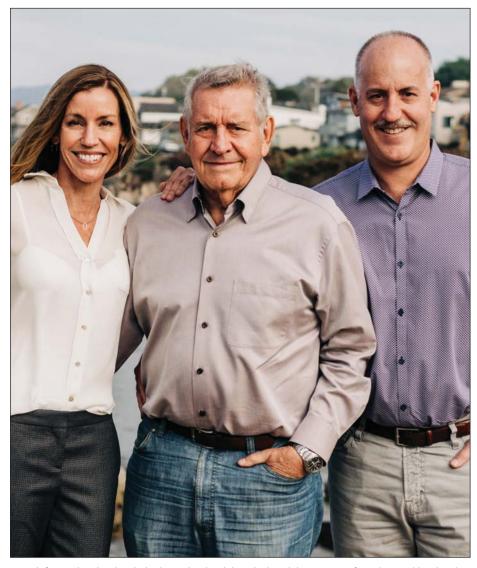
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# WOMEN IN BUSINES

WINE cont. from page 2W

she would stay. Needless to say, she did and has been thrilled to make a career out of it ever since. "My father used to say, 'You have to bring something more to the table than your appetite.' He wouldn't have wanted me right out of college," she said. But by that stage in her life and career, she brought a great deal to the table.

**VINEYARDS** cont. on page 14W



From left, Heidi Scheid with the late Al Scheid, her dad and the winery's founder, and her brother and CEO, Scott Scheid.

# Mae Lamb

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TOURS cont. from page 10W

could blame her. After years of hard work and setting aside plenty of savings, that's what you're supposed to do, right? And she tried ... sort of.

A friend who was a successful travel agent in Southern California invited her to come and help with her business, and Ruccello thought, "Why not?" She carved out her own niche in the cruise-centric agency by focusing on land travel. She earned her certified tour guide designation from the International Tour Management Group in 2022 and decided to come home to the Peninsula, where she soon set out on her own.

Like the olive oil company, her latest enterprise, Travel with RoseAnne, is related to Ruccello's Italian roots, which include dual citizenship she acquired in 2016 "by descent." That means it's based on what's called a "blood right" recognized by the Italian government. As set forth on the Italian Consulate for Los Angeles' website, pathways to citizenship include criteria like, "Your mother was born in the United States or in another foreign country; your maternal grandmother was born in Italy and was an Italian citizen at the time of your mother's birth. Your mother was born after Jan. 1, 1948." Ruccello said the application process took three years, and in 2016, she got her Italian passport. "I've never used it, but it's kind of cool," she said.

## Close to her heart

Travel with RoseAnne caters primarily to one group of tourists. While Ruccello will happily coordinate tours for individuals, couples and families, she wants to keep women at the heart of her work. "It's my goal to bring women together," she said. "A lot of women want to travel, but they don't want to do it alone. Women like to be together, travel together and have experiences together." She said that includes not only singles and widows, but married women whose spouses prefer to stay at home. Age shouldn't be a barrier, she said. Ruccello's clients are mostly in the 50-to-70 age range, although she said she's

TRIPS cont. on page 18W



Sylvia Brugman, CRS **REALTOR®** 

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CASA, Court Appointed Special Advocate CA DRE# 01404022

Julie Vivolo-Davis, CRS **REALTOR®** 

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P.G. Chamber Board Member CA DRE# 00930161

Karen Calley, CRS 831-809-0532 Karencalley.com

Women's Council of Realtors Past President 2007, 2015 CA DRE# 00940011



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RoseAnne Ruccello poses inside an ice bottle at the Icehotel in Kiruna, Sweden.

# IN LOUNGE



# Jamie Slovenski's

life story weaves through realms of creativity and entrepreneurship. Her journey is marked by a pursuit of innovation, compassion and a passion for making a positive impact in her community. After completing the BSN program at SJSU, Jamie embarked on a career in the medical field, focusing on critical care and forensic nursing.

A daring vision prompted Jamie to leave the hospital and design a mobile service that focuses on health, wellness and beauty. Partnering with Dr. Ken Starr, Injected Artistry, Inc. launched in 2021. "We strive to provide an active role in assisting in-

dividuals on their health and wellness journeys," she explained.

Injected Artistry grew quickly. In 2022, the team opened IV Lounge by Injected Artistry in Pacific Grove. One short year later, they are pleased to announce the soon-to-open IV Lounge in downtown Monterey! Coming soon!

The concept behind IV Lounge is simple yet revolutionary: to offer intravenous (IV) hydration therapy in a relaxed and welcoming setting. IV Lounge sets itself apart by prioritizing customer care and safety. Each session is administered by healthcare professionals in a clean and comfortable environment. Whether recovering from a strenuous workout, combating dehydration, or seeking a boost of energy and building immunity, IV Lounge offers personalized treatment options.

Dr. Ken Starr and Jamie Slovenski form an exemplary partnership. With a background in medicine and a specialization in holistic health practices, Dr. Starr is instrumental in guiding the clinical aspects of the Lounge's services. Dr. Starr's deep understanding of the human body and commitment to evidence-based care ensure that clients receive the highest quality treatment. With creativity, vision and a relentless drive to make a positive impact, Jamie brings a unique perspective to the partnership. Their dedication to inclusivity and empowerment ensures that the IV Lounge remains a welcoming space for individuals from all walks of life to pursue their health and wellness journey.





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# VINEYARDS cont. from page 14W

Over the years, Scheid has grown to love and appreciate wine at a deeper level. "I remember our winemaker at the time, Marta Kraftzeck — the first female winemaker in Monterey County and my personal wine mentor — was comparing our wines to different varieties and regions in Europe. I was a little lost and she told me, 'If you're going to be in wine, you need to educate yourself

**BOTTLED** cont. on page 20W

'I think that wine is the most beautiful, intricate, thoughtful, mindful product that has ever been invented in the history of the world'





Scheid Family Wines began as a grape-growing operation in the 1970s, but has since become a vineyard-to-glass operation, making wines under its own label and for other companies.



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Associate to Lisa Talley Dean

DRE#02151615



REALTOR®
Kim Bartholomay
Associate to Jamal Noorzoy
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Broker Associate

Realtor\*

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Francesca Vasilovich

Associate Director of Estate

MADDY WILLEY Graphic Designer



Diane Waldherr

CPA, CFO

DRE#01984754

Broker Associate DRE#00432364



# WOMEN IN BUSINESS

TRIPS cont. from page 12W

had quite a few clients in their 80s.

And she's passionate about the benefits of getting out of your comfort zone — "When you live in one familiar place, you think, 'This is how the world is.' If you go someplace else, you experience a different view. You learn to be flexible." She added that learning to do things like navigating a foreign subway system can be quite empowering.

At the same time, many women have justifiable concerns about traveling abroad. The U.S. State Department has a list of guidelines for women who are preparing for a trip, including packing contraceptives and feminine hygiene products that might not be available at their destinations. It also advises preparing for differing perceptions about how females should dress — tight-fitting or revealing clothing might not be acceptable — and suggests using a first initial and last name without a title (Mrs.,

'If you go
someplace else,
you experience
a different view.
You learn to be
flexible.'

Ms., or Miss) when registering at hotels.

## **Matchmaking**

Another hassle for solo travelers of either sex is the dreaded singles supplement, a way hotels and cruise ships make up for the money they lose when people don't travel in pairs. (If you travel alone long enough, you start to wonder if that was the reason Noah only took animals two by two.) The surcharges can range from 10 percent to 100 percent or more. Ruccello said she helps travelers avoid the extra fees by matching people up within the group.

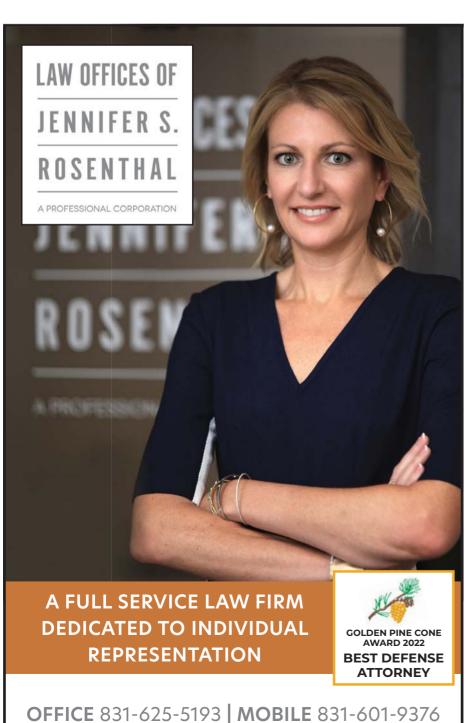
She also prefers traveling at a more leisurely pace. Group tour itineraries often

involve waking up in a new city almost daily, with longer stopovers only scheduled in cities like Washington, D.C., Paris, or London. Ruccello said she'd rather visit three cities for three nights each, as in a recent trip she was planning for Spain. "If

**TOGETHER** cont. on page 30W



Many women enjoy traveling with others — and this diverse group Ruccello was part of for a trip to Egypt proves it.



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Back Row: Tierna, Liza, Connie Front Row: Persia, Jillian, Stephanie

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# Cheers to our fellow women in business!

# Liza D. Horvath

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With a real estate career spanning more than three decades, second-generation Realtor® Annette Boggs heads Above and Beyond Real Estate with her blend of practical experience, deep local knowledge, and first-class service. Annette completed more than 375 real estate transactions in the past decade, using her unique strategic approach that's targeted, accurate, and honest.

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Annette Boggs, REALTOR®/ FOUNDER | 831-601-5800 annette@aboveandbeyondca.com

DRE # 01317801

# Susan Bianchi, REALTOR® CRS

Whether representing buyers, sellers or investors, Realtor Susan Bianchi brings decades of experience and expertise to every client. She really knows her way around the Monterey Peninsula - it's been her home for more than 25 years as she's served Carmel, Monterey, Pebble Beach and Big Sur.

The most important element of any real estate is the people,

and Susan prides herself on creating a client-centric experience for every buyer, seller and investor. She empowers them with timely data, leveraging state of the art technology and marketing savvy to enable them to make confident decisions. In the process, she builds long-lasting relationships that have brought a strong base of referrals to her clientele. To her, that's the highest compliment of all.

Susan Bianchi, REALTOR® CRS | 831-596-6141 susan@aboveandbeyondca.com

DRE # 02000216

# Natalie Castorina, REALTOR®



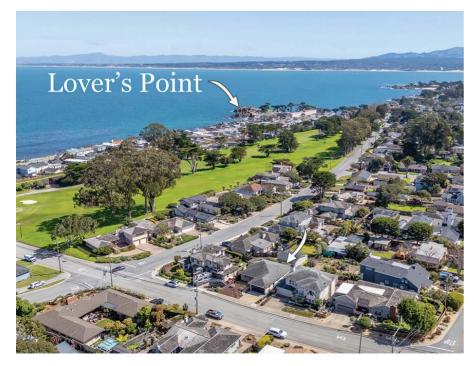
Natalie was born and raised on the Monterey Peninsula, living in Pebble Beach for over 25 years. She is a true expert when it comes to knowing about the community. Her family history goes as far back as her great-grandfather who had been one of the few Sicilian fishermen to make their way to Monterey Bay. By knowing

the ins and outs of the Peninsula, Natalie's local knowledge and business background will make your home buying and selling a smooth process.

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# VOMENIN BUSINESS

## **BOTTLED** cont. from page 14W

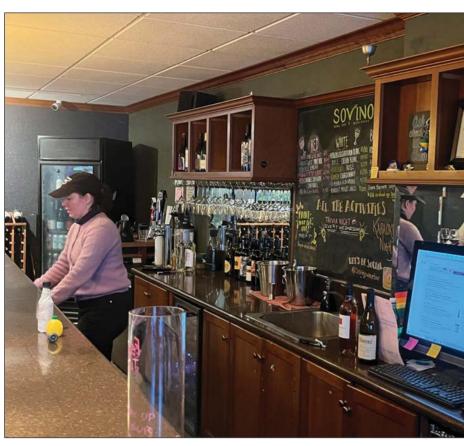
on the world of wine," Scheid said. With Kraftzeck's encouragement, Scheid studied and became a certified specialist of wine through the Society of Wine Educators. "It was invaluable to me," Scheid said. "I think that wine is the most beautiful, intricate, thoughtful, mindful product that has ever been invented in the history of the world. I can't think of another product that has so much thoughtfulness and so many people involved to make a bottle." She loves being a part of something that brings people and families together.

Equally enthusiastic about wine, Claire Sutton is the owner of Sovino Wine Bar & Merchant in the plaza adjacent to the Portola Hotel in Monterey.

## 'Living room'

Her business serves wines from all over California by the flight, glass and bottle — and a few local beers. She also sells charcuterie boards to go along with the drinks. She has created a wine-centric "living room" for locals as well as a destination for tourists to try California wines in

POURING cont. on page 22W





When Claire Sutton (right) opened Sovino Wine Bar in Monterey 10 years ago, she was 26 years old. Since then, she's been through a pandemic and other changes, but business is going well.



# **Brynie Kaplan Dau**

is a small animal and exotics veterinarian. She grew up in Pacific Grove and is happy to be back in her hometown serving the community that she loves. Dr. Dau holds a master's degree from Moss Landing Marine Labs and California State University, Monterey Bay in marine science and a Doctor of Veterinary Medicine degree from the University of California, Davis School of Veterinary Medicine. She works with a wide range of exotic pets in addition to cats and dogs. Her main interests include feline medicine, soft tissue surgery, dermatology, behavior, dentistry, and ultrasound.



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# Brynie Kaplan Dau, MS, DVM

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HISTORY cont. from page 8W

On Feb. 17, it was reported that Morgan invited some friends to her home for a "Victrola concert," comprising 19 musical selections played on one of those new-fangled phonographs. She also joined friends at the Blue Bird Tea

Room on Camino Real near Ocean Avenue. Founded in 1915 by Mae Crawford and Pearl Ridgley, the Blue Bird had several incarnations and locations, changing hands a few times before returning to Crawford and Ridgley in 1939, and then passing to another woman, Elizabeth

Meanwhile, Morgan was appointed to the city's board of health in 1917 and became a city trustee the same year. She later joined the Arts & Crafts Club and remained active in the community for at least a decade.

**COMMERCE** cont. on page 23W



you can see ads from some of the city's first women in business.

# Carole Strauch Heinrich

www.TheHeinrichTeam.com -



Carole Strauch Heinrich was raised in Memphis, TN, in a large family with four siblings before she attended the University of Oklahoma. At the university she met her future husband Ben Heinrich and they later moved to Carmel with their son Grant in 1976. Here she worked as a stockbroker and subsequently as a mortgage Broker and in 1987 she achieved the designation Certified Financial Planner®, the highest designation among financial planners and built an extensive clientele with her easy-going manner and professional attitude. In 1990 Carole started her career as a licensed Realtor and together with her husband built a successful Real Estate business. Her team is consistently in the top 1% of Coldwell Banker Northern California Agents. Ben and Carole enjoy living in Carmel Valley with their rescue dog Puddin', the Heinrich Team mascot.

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## POURING cont. from page 20W

a comfortable setting.

Originally from Prunedale, Sutton studied wine business at Cal Poly San Luis Obispo. After college, she had an internship at Eberle Winery in Paso Robles and then a job at a winery in Lake Tahoe. Eventually, she moved back here. "I knew I wanted to start a business, but I didn't have the space," she said, although perhaps surprisingly, "At the time there weren't many wine bars in the area." Serendipitously, she found a former wine tasting room for sale on Craigslist. She bought it and opened for business 10 years ago this May 5th. Not long after that, she decided to pursue training to become a sommelier.

## The only employee

"I was 26 when I opened. I was much younger than most business owners in the area," Sutton said, and she felt like a minority among all the men. "Just walking into a trade tasting or chamber event, they would look at me like, 'Who is this little girl?' Not that anyone said that, but a lot of people have owned businesses here for a long time." The first year was brutal, she explained, because she was figuring it out and, "I was basically the only employee." But as she learned how to run a business and sales increased, things got easier. "That was really rewarding," she said. Within a few years, other businesses with younger owners opened around her, and that was helpful, too.

Sutton has grit, a love for wine, and an even greater love for the people she serves. "You meet so many interesting people from all over with world with wonderful stories. I love to swap stories with other people in, or who have been in, the hospitality industry ... it makes you feel better. And people are always stoked to talk about wine. I equally enjoy talking to someone who is





**VINTAGE** cont. on page 24W

Sovino Wine Bar, Claire Sutton's business at the foot of Alvarado Street in Monterey, is known for its friendly atmosphere and fun events.

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**COMMERCE** cont. from page 21W

# Non-natives?

Mrs. A.V. Cotton, sole proprietor of a nursery called Mil Arboles Gardens, submitted a poem called "What Do We Plant?" by Henry Abbey, to The Pine Cone's first

edition, where it was retitled "Plant Trees." If a branch from an aging pine has fallen on your car, you probably can't blame Mrs. Cotton, however. She was a bit more pragmatic, at least based on her choice of verse. The poem read in part, "What do we plant when we plant the tree? We plant the ship, which will cross the sea; we plant the

mast to carry the sails, we plant the plank to withstand the gales..." It similarly enumerates the wooden parts of a house. This was no Joyce Kilmer arboreal rhapsody. It was more of an ode to lumber.

PAGES cont. on page 29W



People bought trees from A.V. Cotton's nursery.



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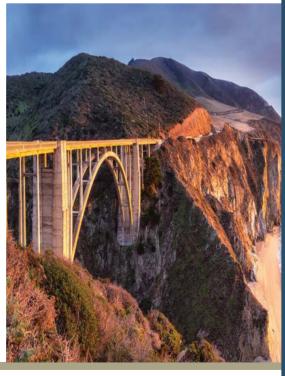
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# WOMEN IN BUSINESS

## VINTAGE cont. from page 22W

a master sommelier as I enjoy talking to someone who is out wine-tasting for their first time," she said.

## Same-day delivery

As a wine bar owner, she hosts a lot of activities, "Karaoke and trivia are super

well attended," she said. She also does regular paint-and-sip events, where people get step-by-step instructions for a painting by a professional artist — as they drink wine, of course. The locals love the activities. "Some people come to trivia night every week," she said. And having activities brings people in who might not normally go to a wine bar.

The pandemic offered a unique challenge, but Sutton met it with her characteristic grit and ingenuity. "I offered sameday wine delivery, which people loved," she said.

She spent the better part of the lockdown driving around the Peninsula delivering wine to her loyal local clientele. Ever-changing and growing, this weekend Sutton is introducing coffee and "brunchy charcuterie," to her offerings.

You can visit Scheid's Carmel tasting room to try its wines at San Carlos and Seventh and learn more at scheidvineyards. com. Check out Sovino Wine Bar & Merchant at 241 Alvarado St. in Monterey, and find out more — including info on upcoming events — at sovinowinebar.com.



Scheid Family Wines' tasting room at the corner of San Carlos and Seventh is a popular spot for tourists and locals, thanks to a knowledgeable staff and comfortable decor.







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# WOMEN

APPAREL cont. from page 6W

"It was alright to learn by visiting other stores," she said, "but our CEO didn't want to see us with any shopping bags from

## French literature

A look at Realmuto's retail provenance suggests the maven knows exactly what she's doing.

She graduated from UC San Diego with a degree in French literature — her father was a lieutenant colonel in the U.S. Army and had lived in Paris after World War II, and that influenced her decision to study French — she was hired by Bullock's. She started as an assistant manager in accessories, which led to a position in the buying office in intimate apparel, followed by a return to the stores as department manager.

**BOUTIQUE** cont. on page 28W

'It seemed like a fun idea, it would put my skills to good use, and I could work for myself. So, I took a chance.'



B. Real boutique represents the culmination of Betty Realmuto's long and successful fashion career.



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# Allison Barrientos, CFP®, CPA

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Past Board President, Legal Services for Seniors

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**HOUSES** cont. from page 4W

2020, Boggs had 50 transactions totaling more than \$60 million.

Highlighting the differences between Central Valley and Monterey Peninsula real estate, she said that after her first big sale in Pebble Beach — about \$1 million — her dad asked to see a picture of "the house." She had to explain that it was just an empty lot.

Her largest sale to date was in P.G.

— one of the Holman Building's luxury penthouses that went for about \$3.5 million. She said she'd love to share a photo of it with The Pine Cone, but the building wasn't finished at the time.

## Masked and gloved

Boggs reflected on how the business has changed since she got her start in this area. "Everyone was selling bank-owned properties," beginning in about 2006 and leading into the mortgage crisis of 2007-2008. "It was wild."

During Covid, of course, people realized not only could they work from home, but for many of them, home could be anywhere. So why not make it somewhere beautiful? And with exceptionally low interest rates, she said she was "crazy busy," donning a mask and gloves to show each property and trying hard not touch anything.

Recent interest rate increases have slowed things down, but she urges people to consider the advantages of buying now and refinancing when rates decrease. She said since fewer people can afford the higher rates, buyers face less competition.

Boggs earned her associate degree in business administration and management from San Joaquin Delta College in 1983 and uses what she learned in marketing to help her sell houses.

"You can't just stick a sign in the yard," she said. She enjoys assembling videos and a nice portfolio of marketing materials, working with social media and all the other details. "You have to do all of it," she said. "You never know where the buyer will come from.

Educating clients is also fun. "I love teaching first-timers the process. A lot goes into it and I love being a mentor," she said.

## 'All their lives'

And what about those kids? They're in their 30s and both are in the business. "I never thought we would all have our licenses," she laughed. Although Boggs said she never pressured the her son and daughter, "They've just been around it all their lives. They're the third generation, going back to Grandma and Grandpa." She and Kevin are grandparents themselves, thanks to their daughter, Nikki Lucido, who has three children.

The family has flipped properties and had investment properties together. Son Peter Boggs works with Coldwell Banker, while Lucido is the transaction coordinator

PROPERTY cont. on page 29W



Central Coast Language & Learning Center Speech Pathology Services



As a speech-language pathologist, I help Central Coast residents increase their confidence with effective speech and communication skills. At CCLLC, we see people of all ages with speech, swallowing, and cognitive issues related to Parkinson's disease, stroke, traumatic brain injury, hearing loss, and neurological disorders. I also lead weekly group therapy sessions for people with Parkinson's that are focused on regaining vocal clarity and strength. At CCLLC, you get research-based and innovative speech therapy tailored to your unique needs, along with expert, compassionate care.

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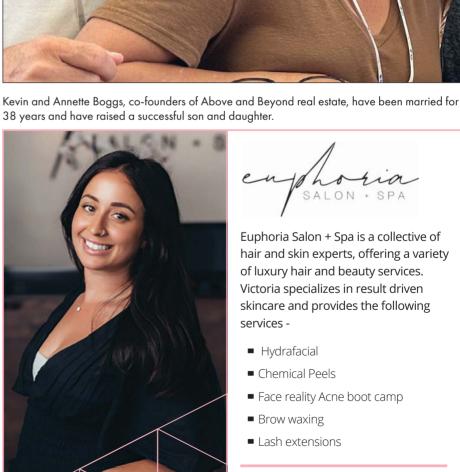
Carolyn founded Universal Staffing in Carmel with a commitment to the Southern style customer service and hospitality she was raised with. Almost immediately the areas top employers and job seekers gravitated to her small business leaving behind the large chains and franchises, and many of them are still with her today.

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# WOMEN

PAGES cont. from page 23W

Another ad for Cotton's nursery (in the same issue) offered plants, ferns and trees "native or otherwise." One hopes that did not include the dreaded eucalyptus.

## Big family

The Misses Guichard, with a business somewhere on Ocean Avenue, were promoting "notions, dry goods, dress-making and millinery." They were a bit harder to track down, but you can read that in 1915 the Guichard sisters spent Christmas in Ben Lomond with their family, and another sister, Etna, came to visit them the following year. There are references to Stella and Mae Guichard in the paper's early pages, but by March 1916, Stella seems to have taken over the millinery. Hers was the sole name in a March 22 advertisement that read, "Before buying your Easter hat, see my stock of millinery," which also included "children's beach and outing hats." (To which you are surely saying, "brrrrrrr.") Mae must have moved away at some point, because in 1918, it was reported that she was in town to visit her sister.

When Christmas 1916 rolled around, the business had been rechristened L'Accommodation, with S.J. Guichard as proprietor. It offered customers a selection of men's ties and handkerchiefs, ladies' "fancy handkerchiefs and silk hose" wrapped in "Xmas boxes, ribbon and tissue paper." Guichard continued to be a savvy marketer, promoting dresses for balls and other social events, even as the paper reported an indeterminate number of sisters and relatives came to visit — as happens when one has a home here.

The U.S. Census Bureau reported that in 2018, California had the highest number of women-owned businesses in the country, with 149,927 firms employing more than 1.3 million workers with \$57.4 billion in annual payroll. It makes you wonder

- what would the female entrepreneurs of 1915 think about that?

Get the moral.

Before summer is upon us it is to be hoped that something will be done toward providing adequate fire-fighting apparatus.

If Billy Sunday should come to Carmel, what would he find? Signed replies may be published in the Pine Cone.

THE

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# **BOUTIQUE** cont. from page 25W

Ultimately, she was promoted to buyer for designer clothing by Carol Little and Liz Clairborne — in their heydays, the largest-volume women's apparel lines at Bullock's.

After Bullock's was bought by Macy's in 1988, Realmuto went to The Broadway in Los Angeles, where she bought "better dresses" and then young menswear for the department store chain.

'That wasn't a good fit for me, so when an opportunity arose for me to branch out on my own, I bought a women's 'better clothing' store in Naples, Long Beach, called

FASHION cont. on page 29W





Many local shoppers who like interesting and beautiful outfits know that they can find them at B. Real on Lincoln between Ocean and Seventh.

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Amanda Baker **Project Manager** 

## FASHION cont. from page 28W

Ruth Waters," she said. "I was in my early 30s. It seemed like a fun idea, it would put my skills to good use, and I could work for myself. So, I took a chance."

Three years later, Realmuto's former boss from Bullock's bought the boutique from her, and she followed her husband to Houston, where he'd landed a job as a retail executive. She became a buyer for Tootsie's, a "fun, cool, hip" upscale women's apparel store along the lines of Joseph and I. Magnin, she said.

## Mississippi, Oregon

After a few years, the Realmutos returned to California and settled for a time in Fresno, where Peter became an executive in women's apparel for Gottschalk's, while she bought for the juniors' department, one of the few women's departments her husband didn't manage.

"And then we took a risk and moved to Jackson, Miss., where Peter took a job as senior vice president of women's apparel at McRae's, a division of Saks department stores. When he took a job as executive vice president for The Emporium in Eugene, Ore., it was a great environment, but everything changed after 9/11," she

The company folded, and the Realmutos needed to regroup and plan their future.

Somewhat serendipitously, in 1998, while the Realmutos were living in Fresno, they bought a house in Carmel. Born in San Francisco and raised in the Silicon Valley, Betty Realmuto had encouraged her widowed mother to come to live in the house in town. After 9/11, the Realmutos decided to come to Carmel, as well, and open a store similar to the designer boutique Betty had purchased in Long Beach.

We moved into the Carmel house, and my mother moved to Del Mesa," she said. "And, in 2003, we opened B. Real on Mission Street. After three years there, an opportunity arose to lease a small space closer to Ocean Avenue, on Lincoln. We kept both stores open until we were able to expand the Lincoln store into the adjacent space, at which point we closed the Mission location."

Nine years later, the Realmutos opened a second store in Healdsburg, right on Healdsburg Square.

"B. Real caters to women over 40," Betty Realmuto said. "We offer a focused assortment of casual sportswear, including sweaters, knits, jackets, pants and jeans, but not dresses, skirts or collections. Helping women look their best every day is our passion. Particularly in this place we call home."

'Helping women look their best every day is our passion'

# **PROPERTY** cont. from page 26W

at Above and Beyond.

Boggs' parents both passed away several years ago, but she remembers her father's influence on her life fondly.

"Everything I do today is coming from him. He always told me, 'You have the best background to be a real estate agent, from lending and escrow to your personality.'

When he died (at 78) he still had escrows in progress," and was selling homes to grandchildren of his early customers.

She seems to be equally passionate about her work. "I love my job. It doesn't matter if it's a \$300,000 house or a \$3 million house — everyone gets treated the same. This is the largest thing most people will ever buy, their biggest asset, and I want it to be a good experience."



Realtor Annette Boggs enjoys her work — especially when it's in Pacific Grove, like this listing. She said she strives to treat all of her clients well, no matter how large or small the property.



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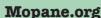




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## **TOGETHER** cont. from page 18W

you go too fast, you lose the flavor of the city," she said.

On group trips, she'll schedule one or two activities where everyone is together, but also allow ample time for people who want explore on their own. Average group size is about eight people, although she said as many as 12 would also be great.

Finally, Ruccello wants people to know that you can look at travel brochures and social media all you want, but everything is different when you see it in person. In a recent trip to Swedish Lapland, about 1,500 miles from the North Pole, she saw the aurora borealis — the northern lights — for the first time, from a frozen lake.

# 'Traveling is magic'"

She stumbled a little, trying to find words to describe the phenomenon. "When you see it with the naked eye, it's an intense mint green and white. It moves and gets bigger and smaller. It goes away, then comes back...," then she trailed off.

"Traveling is magic," she said.





A tour group (left) shares a special Limoncello experience in Positano, Italy, in the Amalfi Coast region, where they also enjoyed beautiful views. When in Peru (right), Ruccello recommends hiking Rainbow Mountain. A three-hour drive from Cusco, the multicolored beauty is a staggering 17,000 feet above sea level.

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# O M E N I N

# ADRIANNE JONSON & SANDY HAMM ARTISANA GALLERY



Adrianne Jonson (jewelry designer/ photographer) & Sandy Hamm (jade sculptor/ carver) are artist/ owners of Artisana Gallery in Pacific Grove. Established in March 2008, this year marks the 16th Anniversary of Artisana Gallery. During the last 16 years we've brought in many known and unknown artists & craftspeople, creating events: First Friday Pacific Grove, P.G. Fine Arts & Crafts Festival, Artists in Chautauqua, PG Art Center Artists Fair. Adrianne is currently serving as Board Chair of P.G. Chamber of Commerce & P.G. Art Center. Both women present their artwork exclusively at the gallery, open 7 days a week for your perusing and shopping enjoyment. Stop by and explore the many wonderful local, independent & fair trade art available here.

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612 Lighthouse Ave., Pacific Grove, CA 93950 www.artisana-gallery.com

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Host House was born out of a love for all things home and entertaining. Based in Carmel, Robin utilizes her 25 years of experience in event production, design, and retail brand marketing to curate Host House services and offerings. Robin's new retail location in downtown Carmel features entertaining essentials, serveware and barware, furnishings, decor and accessories, and unique hostess gifts. Locally in Carmel, Host House offers interior styling, furnishing and stocking services for homes and investment properties. Robin also designs, plans and produces private client events. Visit the shop now open on 6th Avenue at San



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# DEBBIE LEMOS LEMOS 76



**LEMOS 7** 

Debbie Lemos, a 76 Service Station dealer in Carmel. She became involved into the family business in 1992. She proudly credits her father-in-law as her mentor that established the business in 1961. With all the challenges in the gas, oil and corporate industry today her hard work and perseverance continues to keep Lemos 76 going strong. Lemos 76 celebrating 61 years locally owned and operated.

Debbie is very involved and gives back to the community in many ways. Her business management, marketing skills, work ethics as well as her high standards and loyalty for her customers, employees and the community were a contribution to be prior recipient of the Carmel Chambers' "Small Business Award" and The Golden Pine Cone voted Lemos 76 as "Best Gas Station" the last 7 years and "Best Repair Shop" on the Monterey Peninsula. Being involved in an established entrepreneur family business has given her an opportunity to turn challenges into opportunities for women leaders, what is normally a male-dominated industry.

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# KIM ENGLAND FLEURS DU SOLEIL



Winner of the 2022, 2023

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design. Soon after, she gifted her sister with her wedding florals and it was then she went abroad to the South of France, where she studied floral technique. Upon returning, she opened the doors to her flower atelier, Fleurs du Soleil. Her extraordinary floral designs at weddings, events and resort venues have created a highly sought after service in an area where spectacular events demand spectacular floral designs. In 2017 Kim expanded her business by taking over the remodeled Myrick's building next to El Estero Car Wash at 598 Fremont St. in

inherent. After graduating from the University of California, Berkeley she

spent a year abroad in Paris which further ignited her passion for floral

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www.FleursduSoleil.com

Monterey. Her vision of expansion has encompassed a European-Urban

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# STEPHANIE AUBUCHON

M 8 W E L L N E S S



I have been teaching movement for over 25 years. As a professional ballerina I attained balance within my own body and transitioned that focus into Pilates so I could share with others. My love for teaching is enormously related to the well being I see in my clients and students. While movement is crucial to our happiness I also explored the body's ability to digest life through nutrition, meditation, yoga, and alternative healing resources.

When we relocated to Monterey a few years ago, the space to create a Wellness Studio became a reality in 2022. M8 Wellness offers our community classes for movement, workshops to connect, and online programs for whole body health. While we are still growing into our dream, the studio and the community are a source of uplifting energy. Our classes are designed to align, balance, and improve our bodies. Come see for yourself!



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to explore collaboration opportunities.

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Wendi

) Kirby

Wendi Kirby is a pianist, composer, and educator. She has received national recognition for her contributions in music education. Wendi has released two albums of her own original music on Pastiche Records (Bloom and Wings) and performs on stages throughout the US and Europe. Wendi shares her passion for music and creativity with the community at her space at 550 Hartnell Street, Suite F in the heart of Old Monterey. This beautiful space hosts all things creative - concerts, events, celebrations, creative team building, music lessons and workshops for all ages.

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Roseanne also appreciates the financial elements of staging a property and has professional experience across a range of institutions, from the Business Section of The New York Times to financial firms Charles Schwab & Co. and Robert W. Baird & Co. She is a graduate of Southern Methodist University, earning a BA in Political Science and Psychology as well as an MA in Liberal Arts.

She is also a leader in her local community, serving on the Pacific Repertory Theatre Board of Directors in Carmel by the Sea, the Monterey Museum of Art Event and Planning Committee, and the Santa Catalina School Parent Association. When not traveling overseas or working passionately on a staging project, Roseanne enjoys time with her husband and three children, playing tennis, fly fishing and snow skiing

rpierre@studiopierre.net | www.studiopierre.net

## Ι E



After more than a decade building my career at established companies, I launched Vivi Fenwick Consulting LLC to provide guidance, coaching and expertise across the full range of Human Resources disciplines. Whether a company needs an HR health-check, guidance/support/ advice on employee relations issues, program & policy design and development, training or recruiting, my goal is to help you stay true to your organization's culture, mission and values while navigating the local, state and federal requirements. I have more than 25 years of experience serving diverse small-to-medium sized business spanning non-profit and for-profit, from start-ups to established. Bottom line, I help you take care of your human assets so you can focus on your core

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Besides its history, culture, scenery and great weather, one of the things that makes the Monterey Peninsula so wonderful is its outstanding business community. But who are the hard-working people behind all those amazing shops, restaurants and service providers?

We will answer that question in our May 24 edition —

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